



WE'RE HERE



THE CAMPAIGN FOR
HEALTH & WELLNESS



Crispin, 54



Nate, 21



Kevin, 31



We're Here.
Over the next several pages, you'll meet more members of our community, each with a story to tell. For all, this campaign means a healthier future.

Right Here. Right Now.

San Franciscans have always come together to boldly tackle any issue.

When faced with discrimination, we demanded to be recognized as equals. "We're here!" we shouted. And when confronted with a seemingly insurmountable disease and growing stigma, we came together, sought out innovative solutions and refused to live in fear.

With your help, we've set the standard for fighting HIV/AIDS, and our award-winning programs have served as models for other cities around the world. Now it's time for the next big step. It's time for a new plan to end HIV transmission—one that pivots from crisis mode to promoting health, wellness and a deep sense of love and belonging.

We're building a holistic Center for Health & Wellness in the heart of the Castro—the neighborhood where the disease first reached epidemic proportions and which still experiences an alarming rate of new infections. The center's bold new approach will combine our existing popular and effective services for gay and bisexual men with innovative new programs for populations where HIV is on the rise—all delivered in a warm, welcoming space designed to combat social isolation and build connection and community.

There's never been a better opportunity to bring about the end of HIV transmission.
We're here, at the perfect time and in the perfect place to act. Join us.

We're Ready

Our progress in the fight against HIV/AIDS is something to celebrate. Transmission rates in San Francisco have fallen dramatically.

We know we can do even better.

Together with our partners in city government and many peer organizations, San Francisco AIDS Foundation is at the forefront of this progress, finding innovative ways to confidently and consistently fight HIV/AIDS.

Our work is paying off. San Francisco leads the way in every step of the care continuum. And, beyond testing and prevention, our work has created an environment where knowing your status is commonplace. We have nurtured a culture of acceptance and support where running into a friend at one of our testing locations is a comfortable social experience and not a shameful or embarrassing moment.

The progress we have made in San Francisco has set an example for the world, and that's what makes this next chapter so exciting. It's not just about San Francisco. It's about our global community. It's about proving a model and delivering hope to the rest of the world that ending HIV transmission is possible. It's about triggering—and then nurturing—a cascade effect.

San Francisco has evolved from a city that withstood epidemic-level mortality into a city that's poised to put an end to HIV transmission. With our progressive culture and innovative, proven approach to facing this epidemic comes an obligation to create and share solutions with the global community. **We've come so far. And we can't stop now.**

Rates of Viral Suppression

30%

United States

62%

San Francisco

San Francisco leads the way in fighting HIV.

Compared to those in the U.S. overall, San Franciscans living with HIV are more likely to be diagnosed promptly, to be linked to care, to stay in care, to be on antiretroviral therapy (ART) and to have a suppressed viral load.

Brad, 43
Though Brad loved living in Chicago and New York, he calls San Francisco home now—for good. He explores the city on his daily runs. Brad uses pre-exposure prophylaxis (PrEP) as one tool to manage his health.





Keisuke, 31

Keisuke came to San Francisco in 2012. He studies health education at CCSF, tutors students in Japanese and volunteers at his Buddhist temple. Because he is so busy, he feels like MUNI has become a second home. Keisuke is HIV-positive and loves the support he's found through Positive Force.

We Won't Stop

Building on our remarkable progress, we're ready to make the next big advance: making San Francisco the first U.S. city to end HIV transmission.

While we should be proud to live in a place that has led the way in this fight, we should never accept "good enough." That's not the San Francisco way.

Nationwide, gay and bisexual men are still the hardest hit group—it's the only group where HIV transmission rates are on the rise—and, though the rate of HIV transmission has slowed in San Francisco, there were still 359 new infections in 2013. The vast majority—86 percent—were among gay and bisexual men. After a decade of operation, Magnet, our sexual health clinic, still experiences demand that outpaces supply. And, the majority of new infections in San Francisco are diagnosed at Magnet.

We will reshape the existing model for preventing and treating HIV/AIDS. Factors like drug use, mental health issues and feelings of isolation put people at higher risk for contracting and transmitting HIV. San Francisco AIDS Foundation programs address these risk factors but, under the current approach, someone seeking help with drug use and social isolation would be referred to programs in two different locations. The reality is that not everyone can follow through on those referrals. Without proper support and continuity of care, there is a chance that they could put themselves and their sexual partners at risk.

We must do better. The fight against HIV/AIDS has not been won. But it will be. **It all starts with your support for the new Center for Health & Wellness.**



One in five gay and bisexual men in San Francisco is living with HIV/AIDS.

Thirty-two percent of HIV-positive San Franciscans diagnosed in the last year are not virally suppressed, and nearly half aren't receiving ongoing care.

We Have the Plan

We are forging a bold and aggressive path that will lead to the end of HIV transmission in San Francisco.

The new Center for Health & Wellness focuses on the city's hardest hit population in the heart of the Castro. The center will bring services currently delivered at separate locations to a single site, and the new space will allow us to expand our most in-demand services for gay and bisexual men.

Ending HIV transmission will require us to do more than increase our HIV testing capacity. The center's bold approach is driven by years of strategic planning as well as independent research and analysis. It will help everyone in our community navigate the issues that put them at risk not just for HIV, but for an expansive array of negative health consequences.

The brick, mortar, beams and struts that come together to establish our new Castro center will, for the first time, create a home for new and expanded services for gay and bisexual men that includes community education and prevention along with greater outreach and support for those with substance and mental health needs. The center will reinforce programs at our Mid-Market headquarters—programs for Spanish speakers, transgender women, people who use drugs and those who need housing support and case management—and our relentless advocacy on behalf of people living with HIV. Together, this approach confronts HIV/AIDS on all fronts and leaves no room for it to thrive.

Your support will lead to big change. With your commitment, we are one step closer to ending HIV transmission in our city with a new model of care that will, once again, set a new standard for the national response.

The new center will take a holistic approach

by addressing each individual's unique needs. It will expand on the success of our high-demand programs and bring them together in one place.



Aja, 44 Originally from Florida, Aja has called San Francisco his home since 1988. He enjoys volunteering and getting out into the community. Aja has struggled with substance use and found support through harm reduction health services at San Francisco AIDS Foundation.



See Yourself Here



SEXUAL HEALTH SERVICES

- Screening for HIV and STIs including syphilis, chlamydia and gonorrhea
- Vaccinations for hepatitis A and B
- PrEP & PEP consultations and program enrollment



COMMUNITY EVENTS & ACTIVITIES

- Real Talk: community discussions on current topics and HIV-related issues
- Art openings, book clubs and open mic nights



COMMUNITY SUPPORT & WELLNESS

- Social activities to combat isolation and depression
- Prevention groups for high-risk populations
- Linkage services that connect HIV-positive clients to treatment
- Support groups for HIV-positive men
- Regular wellness checks



SUBSTANCE USE & MENTAL HEALTH SERVICES

- Drop-in groups
- One-on-one counseling

The Center for Health & Wellness will be a welcoming and supportive place. Making an impact on HIV/AIDS is about more than testing and treatment. It's about physical, emotional, mental and social health. For the first time, there will be a place where all these needs will be met.

These services are delivered through a network of programs, including: **the 50-Plus Network, Bridgemen, the DREAM Project, Positive Force** and others.



Tom, 50
Tom lives in Noe Valley. When he's not working downtown in human resources, he's immersing himself in the city's art scene. Tom tested positive at Magnet in 2005. He has served as the chair of the foundation's Board of Directors and is currently the chair of the Leadership Committee for the Campaign for Health and Wellness.

We're Here. Join Us.

San Francisco AIDS Foundation has always been here, leading the fight. We never back down because our community is counting on us, and the world is counting on our community.

We're counting on you.

The Campaign for Health & Wellness is making our plan a reality. By innovating and expanding programs and seamlessly integrating them into a central welcoming space in the heart of the Castro, we will end HIV transmission in San Francisco and establish proof-of-concept for other cities. Your gift to the campaign will help sustain and expand existing programs to serve more people, allow us to develop new programs and support capital improvements to the new space.

Together, we've created a welcoming culture of celebration and acceptance where no one is judged and everyone can find their place. We've also been visionaries in the fight against HIV/AIDS, chipping away at this disease every step along the way. **The time is right to make another big impact.**

You are a part of this community. This is your fight. Together, we can create a roadmap to ending HIV transmission in the place where the disease first reached epidemic levels. Join San Francisco AIDS Foundation and the Campaign for Health & Wellness as we build a stronger, healthier community and put an end to HIV transmission.



Dear Friend of San Francisco AIDS Foundation,

San Francisco is positioned to be the first city to end HIV transmission. The expansion of our capacity via our new Center for Health & Wellness in the Castro is a critical component in realizing that goal.

When the HIV/AIDS epidemic struck, we came together. We refused to be stigmatized. We demanded better treatment options. And together, we made great progress. Over time, some moved on to new battles—reaching once unimaginable goals. Thanks to this tremendous progress, the teenager of today who struggles with his sexual identity no longer faces the same threats to his employment, relationships, self-esteem or desire to start a family that others once did. But threats to his health still exist.

As a community, we have a lot about which to be proud. Thanks to generous donors like you, we have created a successful sexual health program that has been replicated worldwide. The fight against HIV/AIDS for the next generation will be different. Thankfully, they'll never know the deep sense of fear, the profound loss or the hate and rejection so many endured. As the day when we can all experience love and belonging without fear or dread approaches, it's time to return HIV as a central focus of the LGBT movement for full equality; for we are not fully equal if we are not healthy.

Many things have changed in our fight against HIV/AIDS. Instead of fighting to survive, we now have the opportunity to thrive. What remains a constant is the role that San Francisco must play. The new Center for Health & Wellness is a groundbreaking new model of care that will create a roadmap to end HIV transmission—providing proof-of-concept for other communities and cities.

HIV started one community at a time. It can and must end that way, too. **We're here, and we have the tools necessary for success at this perfect time and place.** Now, we need you. Join us.

In service,

Neil G. Giuliano
Chief Executive Officer

CHANGE THE
PARADIGM IN
THE FIGHT
AGAINST AIDS.
JOIN US
TODAY BY
MAKING
A GIFT.



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