



# AIDS WALK

LOS ANGELES

OCTOBER 20, 2019

# TEAM LEADER TOOLKIT

**Your team is making AIDS history.**

Need info on how to grow your leadership skills and organize your team?  
Start with these tips to unite your co-workers, family and friends as one team  
in the march to end the epidemic.

Start today by asking at least three people in your network to join your team!

**AIDS  
WALK**  
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# OUR COMMUNITY

**APLA Health fights to achieve health care equity by supporting people living with HIV/AIDS and promoting well-being for the LGBT community and other underserved populations. Thank you for joining the fight with us.**

## ABOUT APLA HEALTH

APLA Health is a nonprofit health center that proudly provides nearly two dozen types of services to underserved communities across Los Angeles County. We provide culturally-competent care across all aspects of health and wellness, including medical services, dental services, mental healthcare, HIV specialty care and prevention, PrEP counseling and management, and health education.

Our lifestyle-focused approach to wellness also includes the largest-of-its-kind food pantry for those living with HIV, housing support for those experiencing housing instability, and support for older adults living with HIV/AIDS. We believe everyone deserves quality healthcare and support regardless of race, ethnicity, sexuality, gender identity, age, income, HIV status or zip code.

## WHO WE SERVE

**18,000** people annually.

**12,323** people in medical, dental and behavioral health care.

**2,000** people living with HIV/AIDS in medical care.

**50,300** medical visits.

**6,000** participants in HIV Prevention & HIV Support Programs.

**65%** percent of patients and clients identify as LGBTQ.

**73%** percent of patients and clients are from a community of color.



# GET STARTED

**How to build your team today.**

## MOBILIZE YOUR SQUAD

Get co-workers involved by sending out a company-wide email encouraging their support. Talking points to include can be found on the last page of this toolkit. Get non co-workers involved by promoting your team and APLA Health's mission on your social media channels. Make sure you start ASAP once you register so you can see the best results!

## PUT THE FUN IN FUNDRAISING

Set an achievable fundraising goal that makes sense for your unique work culture. We recommend starting between \$2,000-\$5,000. You can always adjust as you meet your goals. Give your whole team something to work toward together!

## LEADERSHIP CHECKLIST

☐

Register yourself and your team.

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Get the party started by donating to yourself (even just \$100).

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Register co-workers, family and friends to your team.

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Ask your company if they offer a Matching Grant.

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Use your company space to set up an AWLA presence.  
That includes posters, on-site fundraisers, Jeans Day Friday, etc.





# WHY WE WALK

Participating in AIDS Walk Los Angeles supports the APLA Health mission of ending the HIV/AIDS epidemic. But it's about so much more than that. It's about you too!

When you walk with us, you experience:



**Doing good in the community.**



**The joy of giving back.**



**What it's like to build a strong workplace community.**



**Giving your company extra visibility.**



**Growing your own personal leadership skills for life.**

## WHO PARTICIPATES IN AIDS WALK LA

- Everyone who dreams of a world without HIV/AIDS.
- Those we serve directly.
- Friends and family of those who have been affected by the epidemic.
- Allies from other HIV/AIDS organizations in Los Angeles.
- Companies like yours!

**Thank you for choosing to be a leader at AIDS Walk Los Angeles 2019! We couldn't make AIDS history without you.**







# APLA HEALTH TALKING POINTS

We were founded in 1983 as AIDS Project Los Angeles with the goal of ending the AIDS epidemic in Los Angeles County. Today, we provide services in four key areas:

- 1** Primary medical care, dental, behavioral health and HIV specialty care
- 2** Critical HIV support services
- 3** HIV Prevention
- 4** Advocacy

AIDS Project Los Angeles became APLA Health in 2014 because we knew that health and wellness were inextricably tied to ending the HIV epidemic. By becoming a federally qualified health center and adding primary care to our portfolio, we added more tools to the fight.



Recent medical advances including U=U (Undetectable=Untransmittable), PrEP and PEP, allow us to imagine living in a county without any new HIV infections.



Our HIV prevention programs provide education, support and resources for those most at risk for contracting HIV, particularly young gay and bisexual men from communities of color, and transgender women.



Our clinics are strategically located throughout Los Angeles County so that as many people as possible can access them. We also provide parking and transportation support.



The majority of our clients live on less than \$24,280 a year. Our support services help alleviate some of their daily stresses so they can focus on maintaining their health.



We are fierce advocates for guaranteed access to quality and culturally-competent healthcare. We're always looking for innovative ways to improve services and fighting against attempts to take healthcare rights away.



We have recently launched HIVE (HIV-Elders) to help address the needs of an aging population living with HIV/AIDS, created women-focused health programs, and expanded our programs to combat substance abuse.

AIDS Walk Los Angeles is APLA Health's largest outreach event, and was the first AIDS Walk in the world. AWLA has raised more than \$88 million since the first Walk in 1985.