



**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 school? Start with these tips to unite students, faculty, staff and parents as one team in the march to end the epidemic.

Start today by asking at least three people you know to join your team!

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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.**

## 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

Spread the word about your team on social media, in person, and in your classrooms. Talking points to include can be found on the last page of this toolkit. 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 to start with. We recommend between \$2,000-\$5,000. You can always adjust as you meet your goals. Give your whole team something to work toward together!

## HOW TO LEAD CHECKLIST

- Register yourself and your team.
- Get the party started by donating to yourself (even just \$50).
- Register family, friends and people from your clubs/activities to your team.
- Use your campus space to set up an AWLA presence. That includes things like posters and on-site fundraisers.



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# 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.**



**The camaraderie of bringing your friends and family together.**



**Giving your school 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.
- Difference-makers like you!

**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.

