

# STOP AIDS NOW! in 2010



**When the State Secretary for Foreign Affairs announced in November 2010 that the Dutch contribution to the global HIV/AIDS response was no longer a government priority, alarm bells started ringing at STOP AIDS NOW! We conducted successful campaign and lobbying activities against these plans and for a relatively small organization, had a big impact. We were able to achieve this by working with others, like our partner Aids Fonds and other Dutch AIDS organizations. And because, as a partner of the largest development organizations in the Netherlands, we know our work well.**

It has since become clear that the fight is by no means over. Recently published cabinet plans once again show no priority for HIV and AIDS. And this while AIDS programs actually work and make a strong contribution to people's economic independence. Currently over 33 million people are living with HIV, 22 million of them in Africa. If people get the medication they need, they can live a normal life, work and take care of their children.

STOP AIDS NOW! contributes to this by publicizing the AIDS issue in the Netherlands, by fighting for women, young people and children in vulnerable situations, and by constantly stepping into the breach both nationally and internationally to ensure continuous AIDS response. We are most grateful to everyone who supports us in this.

At the beginning of 2011, we were winner of the National Postcode Lottery's Dream Fund with a subsidy of € 8.8 million. With a groundbreaking project in Swaziland, we can now turn the tide in the HIV/AIDS response in that country. We are very proud and thankful that the National Postcode Lottery dared to join us in this venture.

**Louise van Deth**  
**Director STOP AIDS NOW!**

Your support saves lives!

## INCOME IN 2010

• Donations and legacies	33 %	€ 7,076,000
• Lotteries	9 %	€ 1,929,000
• NPL Dream Fund	40 %	€ 8,800,000
• Government subsidies	12 %	€ 2,525,000
• Other income	6 %	€ 1,388,000

## EXPENDITURE IN 2010

• AIDS projects	54 %	€ 6,532,000
• Education and communication	29 %	€ 3,478,000
• Strategy and advocacy (lobbying)	2 %	€ 293,000
• Fundraising	13 %	€ 1,612,000
• Management and administration	2 %	€ 296,000

## CBF Seal of Approval for good causes

STOP AIDS NOW! has the CBF Seal of Approval. With this mark of approval, you as a donor can be sure that your gift will be used responsibly. One of the requirements for the seal is that own fundraising costs are no higher than 25%. In other words, no more than 25 cents may be spent to raise 1 euro. In 2010, STOP AIDS NOW! spent 20 cents on this, staying below the level set by the Central Bureau of Fundraising.

## **Working together toWARDS A WORLD WITHOUT AIDS**

The STOP AIDS NOW! partnership consists of Aids Fonds, Hivos, Oxfam Novib, Cordaid Memisa and ICCO. It started on World AIDS Day 2000. The goal was for the Netherlands to make a larger and better contribution to a world without AIDS. STOP AIDS NOW! is an independent organization with a Board of Directors and a Supervisory Board. The directors of the collaborating partners act as an advisory body to the Board of Directors. The primary tasks of STOP AIDS NOW! are fundraising, communication and campaigns, lobbying, shared learning and innovation.

STOP AIDS NOW! policy is determined jointly by the partners and then assessed by external experts who are often recruited from partners in developing countries. Policy advisors and lobbyists of the collaborating partners act as an advisory body to STOP AIDS NOW! employees.

STOP AIDS NOW! funds are spent both via the collaborating partners (one sixth each after deduction of fundraising, communication and lobbying costs) and by STOP AIDS NOW! itself. The collaborating partners spend their portion in an independent manner on the mission 'Working together towards a world without AIDS' by supporting projects of partners in developing countries.

In 2010 the distribution was as follows:

### **EXPENDITURE PER ISSUE**

• Education and prevention	48 %
• Care and treatment	39 %
• Microcredit and income	13 %

### **EXPENDITURE PER TARGET GROUP**

• Women	18 %
• Children	11 %
• Young people	33 %
• Others	38 %

**STOP AIDS NOW!** spends its own sixth portion, with additional funding from lotteries and (in 2010) a subsidy from the Ministry of Foreign Affairs, on the strategic approaches 'Learning by doing' and innovation through so-called development projects (in 2010) and 'Sharing knowledge and expertise' in 2011.

# Our approach

**AIDS has an enormous impact on all aspects of a society. Worldwide 33.3 million people are living with HIV, a large proportion of whom consist of young people and children, and the largest proportion of whom live in sub-Saharan African countries. It is in these countries in particular that many children lose one or both parents and that companies have to deal with large-scale loss of employees. There are still too many taboos, for example when it comes to young people and sex, which lead to more HIV infections. Inequality between men and women and sexual violence also lead to a great many infections. There is by no means enough political support and there are still countries with legislation that criminalizes people with HIV.**

STOP AIDS NOW! believes that an epidemic of this scale requires solutions at all levels. Not only fighting AIDS but fighting poverty as well. Short-term and long-term aid and more partnership and innovation. In 2009, the strategic plan 2010 – 2015 was drawn up, in which STOP AIDS NOW! methods and policy for 2010 were given more concrete form. We chose two strategic approaches: one focused on 'Learning by doing' and the other on 'Sharing knowledge and expertise'.

Through successful fundraising, STOP AIDS NOW! is continually able to fund AIDS projects of the five STOP AIDS NOW! partners in developing countries each year. A sixth portion of this income, supplemented by funds from the Dutch government, was used in 2010 to facilitate projects in which the emphasis was on 'Learning by doing'. Within this strategy, four themes were chosen including 'Combining prevention strategies for young people'. Research has shown that single prevention methods, like only giving out condoms, do not have sufficient results. A combination of methods has a much bigger impact. Part of this is the life skills programs which make young people more confident and empowered. In 2010, several of these successful programs were rolled out. Organizations in Zimbabwe, Zambia and other countries were trained in this method so that they in turn can properly educate and train young people. In addition, three exploratory studies were conducted with a view to future projects.

STOP AIDS NOW! policy and strategy are partly determined by the scale and location of the AIDS epidemic, social issues and the political situation.

## Epidemiology

More than 33 million people are living with HIV worldwide, almost 2 million of them die each year. The number of people becoming infected with HIV has dropped in the last year from 3 to 2.7 million. More and more people can be treated with antiretrovirals as a result of which the number of people living with HIV is growing. In 2010, the World Health Organization (WHO) announced that an estimated 5.2 million people in less developed countries were being treated with life-saving HIV medication. Nevertheless, the epidemic is still growing annually: more people are becoming infected than those gaining access to treatment and care.

About 67% of all people with HIV live in sub-Saharan African countries. In the last year, 1.3 million people there have died of the consequences of AIDS. Most new infections occur through unprotected heterosexual sex (including paid sex) and through transmission from mother to child. STOP AIDS NOW! mainly focuses on this region with particular attention to women, young people and vulnerable children who are disproportionately affected by HIV. In this part of Africa, 60% of people with HIV are women. According to estimates, 1.8 million children are infected with HIV.

## Social

The AIDS epidemic has huge social and economic consequences, particularly in African countries: young people lose their parents and as a result, often the chance of education and work. Companies lose large numbers of employees. Because of AIDS, poverty increases which in turn increases the risk of HIV infection. Where there is no money for food and clean drinking water, there is absolutely no money for condoms, information and antiretrovirals or other medicines. Due to lack of money, many women exchange (unprotected) sex for food, income and a roof over their heads. As well as poverty, inequality between men and women and related sexual violence lead to HIV infections.

The taboo around young people and sex results in a high number of infections amongst young people, while the taboo that still exists in terms of HIV deters many people from getting tested or treated. An effective response to the HIV epidemic requires strong political will, first and foremost in developing countries but no less so in western countries. Too many governments in developing countries have legislation that criminalizes people with HIV, which violates human rights.

## Strategy

In its strategic plan 2010 – 2015, STOP AIDS NOW! has formulated two strategic approaches to respond to the AIDS epidemic, namely 'Learning by doing' and 'Sharing knowledge and expertise'.

### Learning by doing

To achieve effective and long-lasting AIDS response, it is important to join forces with government bodies, companies, research institutes and other organizations in the AIDS sector. Lessons learned from the past are supported by research and translated into concrete and practical interventions, which local organizations can benefit from. In 2010, STOP AIDS NOW! supported projects that emphasized this approach.

After consultation with the STOP AIDS NOW! partners, four themes were presented to a group of partner organizations and subsequently established:

- **Combining prevention strategies for young people**
- **Relief for orphans and vulnerable children within their own families and communities**
- **Linking HIV to sexual and reproductive rights**
- **Integration of AIDS response in development programs**

### Combining prevention strategies for young people – life skills

45% of new infections worldwide affect young people. In the past, it was found that no single means, like giving out condoms, has been effective as a prevention strategy for this group. Research has shown that a combination of prevention methods can have an effect. One strategy that works is the life skills method which empowers young people and through which they learn to say no to (unsafe) sex for example. This method was publicized in 2009 in partnership with Rutgers WPF. In 2010, STOP AIDS NOW! rolled out the program in which local organizations in Zimbabwe, Zambia and other countries were trained. The University of Amsterdam began research to measure whether the training given by these organizations to young people is effective. The results of this research will be published in 2011.

### Relief for orphans and vulnerable children within their own families and communities

Currently there are 16.6 million AIDS orphans worldwide, children who have lost one or both parents to the consequences of AIDS. According to estimates, 14.8 million of them live in sub-Saharan Africa.

On World AIDS Day, 1 December 2010, STOP AIDS NOW! conducted a campaign for these children. Furthermore, we handed the government a petition that advocated relief for these children within their own families or communities. This petition was based on the results of our OVC development project in South Africa, which was completed in 2010. Together with local organizations and researchers, we studied how a community can take care of these children and what sort of support they require. The local partner organizations in South Africa now ensure that children and young people participate in their programs and use networks of care, schools and communities to improve the welfare of the children. The organizations work closely together.

### Sharing knowledge and expertise

Sharing knowledge and expertise is the second strategic approach that STOP AIDS NOW! has established for 2010 and subsequent years. Experiences of STOP AIDS NOW! partner organizations, local partners and other organizations in the international AIDS sector, generate valuable and practical knowledge. STOP AIDS NOW! actively gathers information and in 2010, set itself the goal to share this knowledge and expertise by organizing debates, discussions and meetings.

## **STOP AIDS NOW as knowledge broker**

Nationally and internationally STOP AIDS NOW! was highly visible in its function as 'knowledge broker'. We have provided input for the new UNAIDS strategy for the period 2011 - 2015, 'Getting to Zero', in which the role of young people (15 - 24 years old) in prevention programs is better described. The sexual health and rights of young people are also well covered in the new UNAIDS strategy.

STOP AIDS NOW! documents experiences and lessons learned in reports, guidelines and articles, which are accessible both online and offline. In 2010, we published, amongst other things, 'Managing HIV in the Workplace: a Guide for CSOs' and 'Working Together for Change: making developmental partnerships work' and produced the toolkit 'Healthy Woman, Healthy Man, Healthy Family'.

During the Eighteenth International World AIDS Conference in Vienna, 18 – 23 July 2010, STOP AIDS NOW! facilitated various interactive sessions where local partners had the opportunity to share their knowledge with other conference participants. In addition, STOP AIDS NOW! itself organized 25 interactive sessions attended by over 250 conference attendees. At the STOP AIDS NOW! stand in the Global Village, people could obtain publications and other materials.

STOP AIDS NOW! has its own website for professionals in the AIDS sector. At [www.stopaidsnow.org](http://www.stopaidsnow.org) they can follow the latest developments and find all kinds of successful methods. In 2010, the site had 12,595 unique visitors. Four hundred professionals subscribe to E-news, the electronic newsletter that STOP AIDS NOW! publishes for this group. Other channels of communication with professionals include websites like [aidsmap](#), [OVC supportnet](#), [AIDSSpace](#), and the newsletter produced by [Sharet](#) and [INTRAC](#). The close collaboration with Dutch partners and organizations like the Stop AIDS Alliance, the International HIV/AIDS Alliance and [INTRAC](#) are used to create visibility for our work.

By participating in debates, discussions and meetings, STOP AIDS NOW! constantly draws attention to HIV, AIDS and related issues, and the organization has the chance to provide input on international policy development. In 2010, STOP AIDS NOW! also organized the Expert Tour of the Dutch partners. The goal was to update the Dutch partners of STOP AIDS NOW! and a wider audience on new products, developments, activities, results and lessons learned. Local (international) partners of STOP AIDS NOW! projects came to the Netherlands to facilitate workshops and to exchange knowledge.

# Education and Prevention

**'Educating young people bears fruit. In Africa, HIV figures amongst young people are falling.' (Source: UNAIDS). Hopeful news in the last year. Large-scale research shows that educating young people in Africa really works. For instance, condom use by young women in Ethiopia doubled in 2010. Last year, STOP AIDS NOW! supported education and prevention projects specially aimed at young people and women. The improvement and expansion of successful life skills programs, which make this group more confident and empowered, continued in 2010 and major efforts were made to increase knowledge sharing by local partners.**

Young people make contact with each other better than ever through e-mail and Facebook for example, and are increasingly more aware of the dangers of HIV and AIDS. The Association of Positive Youth Living with HIV/AIDS (APYIN) in Nigeria makes good use of this. STOP AIDS NOW! supports this organization, which enables young people with HIV to share their stories with their peers. In Zimbabwe, STOP AIDS NOW! supports Young Africa, an organization that works with underprivileged young people between 15 and 25 years old. In a slum area, the organization provides information about HIV and AIDS and free condoms and other materials are distributed. Young people participate in training so that they look after themselves better. In 2010, 44,000 young people in Zimbabwe benefited in this way.

Women remain vulnerable to HIV infection because it is difficult for them to defend themselves against men when it comes to sex. STOP AIDS NOW! supports various women's groups and NGOs in Kenya and other countries. Through discussions, theatre performances and peer education, not only women but also men are made aware of the inequality in power relationships and the related risks of HIV and AIDS.

## Young people

Life skills programs can play a huge role in HIV prevention amongst young people. Vulnerable young people are empowered by training covering assertiveness, good communication and making choices. Many of these programs were certainly successful, but not yet accessible enough and there was a need for improvement in terms of effectiveness. In 2009, the Prevention project started with the aim of improving the quality of the life skills programs and to reach more young people with them. In the Prevention project, the focus is on achieving a good balance between knowledge and practice: knowledge from the field is related to proven effective activities. The project ran in 2010 as well, at 16 organizations, eight in Zambia and eight in Zimbabwe.



## Products

In 2009, the partner organizations in Zambia and Zimbabwe chose their own themes in the life skills programs which they wanted to cover in more detail. In Zambia they chose amongst other things, to integrate practical livelihood skills in the program. Young people learned how to earn income and to support themselves for example.

In Zimbabwe, the partners focused mainly on reaching HIV-positive young people better. Innovative products for this were developed in 2010. A manual was produced with practical examples of monitoring and evaluation of local NGO programs. It includes a measuring tool with which young people's behaviour can be monitored using various determinants. It looks at the level of knowledge, communication, the intention to use condoms, and how people deal with social norms. Internationally, and in the Netherlands, there has long been a demand for such a tool. In 2011, the improvements to the life skills programs will be tested, after which the effects will be broadly presented and distributed. It is already clear that the products in Zimbabwe are qualitatively stronger than those in Zambia. It is doubtful whether these last have sufficient quality to be shared more widely.

## Sharing knowledge

Sharing knowledge was an important goal in 2010. There is often a great deal of knowledge present in organizations, but it is not shared fully. STOP AIDS NOW! brought various large and small local partners together so that they can learn from each other and together achieve better results. In 2010 in Zambia, new partnerships were formed between organizations working with the same theme, and often even in the same area, but who did not know each other. These local NGOs have indicated that after the project's conclusion they want to create a platform together that better enables knowledge sharing.

### Gender, HIV and AIDS

## Education and prevention for women

In most countries women have to deal with unequal power relationships, violence and violation of their rights. It is difficult for women and girls to refuse sex or discuss condom use, which leads to increased vulnerability to HIV. This is a reason for STOP AIDS NOW! to integrate gender and women's rights in HIV prevention programs. In the project 'Gender Development Project', 21 local organizations in Kenya and 24 in Indonesia (Java and Papua) were introduced to various methods of HIV education, whilst learning about inequality between men and women and violations of women's rights.

## Approach

STOP AIDS NOW! aims for a long-term approach. Through small scale and intensive training, women improve their skills so they can further educate their own communities. In this way, more people benefit, ownership is established in the community, and activities can lead to a change in thinking and behaviour. Using Papua's example, a tool was developed in Kenya and Java in 2010 to reinforce these types of programs dealing with HIV, gender equality and women's right. These toolkits are based on the success of this small-scale and intensive approach. The toolkit in Kenya contains practical exercises about HIV, sex, women's rights, gender and economic independence. The toolkit for Java will be ready in 2011.

## Results in 2010

In Kenya in 2010, 1,875 men, women and school children took part in discussions that enabled them to act as agents of change within their own communities. The economic independence of 1,780 women was reinforced with training or microcredit. In Java, over 200 people took part in small-scale but intensive activities including workshops, training sessions and information meetings.

In both Kenya and Indonesia there is now more demand for HIV testing and condoms, and there is more discussion about safe sex within sexual relationships. Religious leaders in Java talk more openly about subjects like sex and condom use. In communities in Kenya and Java, there is more awareness about the vulnerability of women and girls and men are letting go of traditional role divisions and helping with household chores for example. Local NGOs are reporting a drop in the number of cases of domestic violence. Women, including those who are HIV-positive, value themselves more and as a result stand up more for their rights.

## Lessons

NGOs are encouraged to develop and implement activities that best suit their situation. This has produced good results, but it makes it difficult to spread the knowledge gained because the working methods are so different and context-specific. Therefore, in 2011 a generic product will be developed that describes all the lessons from the project, so that more organizations in more countries can learn from it.

<sup>2</sup>Link: [http://www.stopaidsnow.org/documents/GDP\\_toolkit\\_2010.pdf](http://www.stopaidsnow.org/documents/GDP_toolkit_2010.pdf).

# Care and Treatment



**In Africa many children are the victims of HIV and AIDS. Some have HIV themselves, others have also lost their parents to AIDS. It is estimated that currently 14.8 million AIDS orphans are living in Africa, and the number is still growing. The STOP AIDS NOW! theme 'Care and Treatment' focuses on these vulnerable children. This involves very much more than medical assistance for those with HIV infection. Children need care and attention as well. In 2010, STOP AIDS NOW! helped 28,000 AIDS orphans in Malawi.**

The project in Malawi was set up together with eight local organizations. STOP AIDS NOW! facilitated exchange of knowledge and experience about support for vulnerable children. The organizations inform one another about existing laws and provisions specially for children. One of the participants in this knowledge-exchange project is the Network of Organizations for Vulnerable and

Orphaned Children (NOVOC). In recent years, this organization has helped more than 20,000 children. NOVOC's strength is that it recruits local women's groups who take care of children from the community, for example by visiting AIDS orphans with HIV to make sure they take their medication properly. STOP AIDS NOW! trains these women and provides financial support.

## **AIDS orphans and vulnerable children**

Worldwide there are 16.6 million children who have lost one or both parents to AIDS. Nearly 15 million of them live in sub-Saharan Africa. Millions of other children have parents who are sick because of HIV. As a consequence, children take on family tasks and no longer go to school. The project aims to provide better comprehensive protection, care and support for children and to offer them a brighter future. The project has been running in Malawi since 2006.

In Malawi eight local NGOs work together to reduce the impact of AIDS on children and their families. STOP AIDS NOW! supports these organizations in building up a network so that organizations can learn from each other and develop new strategies to help children and their families. There are three important sub-projects: psychosocial support, lobbying and reinforcing the government's social support program.

## **Psychosocial support**

Many AIDS orphans have undergone terrible experiences. Psychosocial support for them is extremely important. In Malawi, there was not yet a shared understanding what psychosocial help could mean. Therefore a manual was produced for organizations that work with vulnerable children. It includes exercises and context-specific information. In 2011, the manual will be widely distributed amongst organizations in Malawi and surrounding countries.

## **Lobbying and advocacy**

In Malawi there are provisions for orphans and vulnerable children, for example a scholarship program for high school students, but many organizations that work with this target group are unaware of this. In 2010, STOP AIDS NOW! ensured that national policy in Malawi was translated into the local language and that a communication strategy was developed for organizations. Now organizations can make better use of existing provisions.

## **Social Cash Transfer Scheme**

Four organizations in Malawi work together to reinforce the government's Social Cash Transfer Scheme in the Chitipa district. By bringing the government and NGOs together, civil society contributes to better alignment of the Social Cash Transfer Scheme with existing agricultural and credit programs, and in the end, vulnerable groups become more empowered. STOP AIDS NOW! also promotes knowledge sharing: representatives from Chitipa went to another district and learned how families could be better supported with a form of social assistance.

# Microcredit and Income

**In developing countries people with HIV face many challenges. They not only have to deal with discrimination and exclusion, but often lose their income as well. Women with HIV are particularly affected while they are often the breadwinner. Microcredit can help a family get back on its feet. STOP AIDS NOW! supports organizations in Central America that provide loans to set up small businesses.**

In 2010, STOP AIDS NOW! supported various activities focused on microcredit and income. One of these was the microcredit project Red Centroamericana de Microfinanzas (REDCAMIF), a partnership of 97 organizations in Central America, that has already given loans to 13,118 people. In six countries REDCAMIF provides its clients with information about prevention, care and HIV-testing.

HIV mainly affects people in the prime of life. As a result, the workforce falls in countries with a high incidence of HIV. STOP AIDS NOW! set up the successful program 'Managing HIV and AIDS in the workplace' especially for this. In 2010 a guide was produced together with organizations in India, Uganda and Ethiopia. This manual contains information and training about reducing the consequences of HIV and AIDS for employers and employees. Three thousand manuals have already been distributed, as a result of which an estimated 20,000 people have been helped directly and, through further education, indirectly. In the coming years, STOP AIDS NOW! will introduce this project in another ten countries.

## **HIV and AIDS on the work floor**

HIV and AIDS have a huge impact on the working population. Employees with HIV are absent more often due to illness or visits to the doctor and regularly have to deal with colleagues' ignorance and discrimination. Many partner organizations of STOP AIDS NOW! are faced with these challenges. Making these local NGOs aware of HIV and AIDS improves the work situation for the employees and NGOs can also anticipate problems like understaffing and financial consequences. In 2004, the development project 'Managing HIV and AIDS in the workplace' was launched. The project focused on 141 NGOs in Uganda (now completed), India (completed in 2010) and Ethiopia and on donors.

## **Method**

Local NGOs have learned how they can develop and implement a tailored HIV and AIDS workplace policy. This policy can include how the organization can support employees with HIV, how they can educate employees and how employees can get access to HIV testing and medication. Organizations work together with networks for HIV-positive people to increase understanding and reduce discrimination. Many NGOs in Ethiopia finance their activities by setting up an 'AIDS fund', to which both organization and employees contribute.



## Results in 2010

A research team has annually studied development and results of the projects in Uganda, India and Ethiopia. In 2010, 23 of the 30 participating organizations in Ethiopia and 28 of the 35 organizations in India had developed an HIV and AIDS workplace policy. We are seeing similar figures in Uganda. This shows that NGOs, both in countries with a high incidence of HIV (Ethiopia and Uganda) and countries where HIV is a less serious problem (India), recognize the importance of an HIV and AIDS workplace policy. Employees of all organizations interviewed in Ethiopia indicated that there is no discrimination in their organization. Employees in both India and Ethiopia are open about AIDS and disclose their status if they are HIV-positive.

In 2010 a new manual was also published that helps organizations develop an HIV and AIDS workplace policy . So far, 3,000 copies have been distributed in 15 countries. Local partner organizations of STOP AIDS NOW! from five project countries took part in a workshop and are now developing their own workplace policies. The project 'Managing HIV and AIDS in the workplace' will be rolled out to ten new countries. In 2010, all preparations for the first project year in 2011 were completed.

# AIDS on the agenda

**2010 was a year in which it was more important than ever for STOP AIDS NOW! to mobilize the public. During the soccer World Cup in South Africa – the country with the biggest AIDS epidemic – STOP AIDS NOW! and Oxfam Novib called on Dutch people to join us in the HIV/AIDS response. In November, STOP AIDS NOW! and Aids Fonds mobilized people to send a symbolic condolence card to the State Secretary for Foreign Affairs to highlight the potentially disastrous consequences of the funding cuts. These two campaigns together produced more than 77,000 expressions of support and a great deal of media coverage in practically all news and current affairs programs. The condolence campaign was also a worldwide trending topic on Twitter. As a result of the social and political pressure, € 25.5 million in cuts were reversed and it was decided to keep AIDS as a priority within Dutch development policy.**

In 2010, STOP AIDS NOW! conducted a campaign to draw attention to the many AIDS orphans: 16.6 million worldwide who, through the loss of one or both parents, are losing their chance of a normal future. The multimedia campaign 'You can't give AIDS orphans their parents back, but you can give them their future back' was a success: 89% of the Dutch population indicated that they had seen the campaign. A joint action with 3FM, the ArtBag campaign and Dance4life are other activities that we developed in 2010 for better care of AIDS orphans specifically and awareness about the consequences of AIDS in general.

## World AIDS Day campaign

In December STOP AIDS NOW! drew attention to the 16.6 million AIDS orphans throughout the world. On World AIDS Day, STOP AIDS NOW! ambassadors Angela Groothuizen and Nicolette Kluijver interrupted more than 20 radio and TV programs, including De Wereld Draait Door, and pinned a red ribbon on presenters and guests. STOP AIDS NOW! conducted the multimedia campaign 'You can't give AIDS orphans their parents back, but you can give them their future back'. The campaign was seen by 89% of Dutch people. It appealed to older people slightly more than young people. In 2011, we are trying to reach young people better, through online activities amongst other means.



## ArtBag campaign

On 27 November on Dam Square in Amsterdam, we organized an ArtBag flashmob where 70 dancers showed off the new ArtBag designs. At that exact moment in the nearby Bijenkorf department store, the bags were displayed on a spectacular catwalk featuring several Dutch celebrities. The ArtBag campaign was covered by RTL Boulevard, Shownieuws, Koffietijd, Miljoenenjacht and other TV shows. This year a total of **55,000 bags** were sold in the Bijenkorf, V&D, Bruna, Wereldwinkel and other stores.



## **Dance4life**

At Dance4life 2010 on 27 November, tens of thousands of young people danced in 27 different countries simultaneously to break the silence and taboos surrounding HIV and AIDS. A live satellite link connected the young dancers across the world with one another. In the Netherlands the event also marked the end of Schools4life, the Dance4life schools project, in which 80 Dutch high schools took part. Dance4life raised over € 500,000 for STOP AIDS NOW! projects.

## **Taking action for STOP AIDS NOW!**

Young adults (18 – 40 years old) prefer to support a good cause with their own efforts, by donating their talent or by organizing an event. In 2010, STOP AIDS NOW! responded to this trend with the activation campaign 'Get the Virus'. And what a success it was: 157 events were organized in which nearly 3,000 people took action for STOP AIDS NOW! Important highlights included: a special edition of the magazine Vriendin featuring the work of STOP AIDS NOW!; a series of STOP AIDS NOW! stamps by TNT Post designed by fashion illustrator Piet Paris; and a series of four articles by Wieke Biesheuvel in popular women's magazine Libelle about her meetings with HIV-positive women in Kenya.

## **Condom wall**

Caption: In 2010 STOP AIDS NOW! travelled to 20 festivals with the striking condom wall. Some 170,000 festival visitors were able to see this wall.

## **Lobbying**

2010 was an eventful year politically. For the first time, the Dutch government's contribution to the international HIV/AIDS response came under pressure. Planned cuts and the removal of AIDS response from the list of priorities for development policy demanded action. STOP AIDS NOW! therefore concentrated on two lobbying activities in 2010: financing of the Global Fund to fight AIDS, Tuberculosis and Malaria and ensuring that AIDS remained a priority within Dutch and European development policy.

## **Financing of the Global Fund**

The Global Fund to fight AIDS, Tuberculosis and Malaria (GFATM) is the biggest funder of the international HIV/AIDS response. Thanks to this fund, over 3 million people in developing countries receive HIV medication daily. To continue and expand this program, the Global Fund needs \$ 20 billion in the next three years. The joint campaign by STOP AIDS NOW! and Oxfam Novib, 'For the Dutch team, Against AIDS', carried out during the soccer World Cup in South Africa, urged the Dutch government to contribute € 100 million per year. The campaign was also supported by over 60,000 people. Partly due to this campaign and another one, 'AIDS relief must stay', the announced cut to the Global Fund was reduced by € 14.5 million. Despite this success, the Netherlands' total contribution came to € 54.5 million. A disturbing development, which puts further pressure on care for people with HIV in developing countries.

## **AIDS relief must stay**

The sexual and reproductive health and rights of women and young people are inextricable from the HIV epidemic, even though the government wanted to separate these issues and thereby no longer include international AIDS response as a priority. These plans were accompanied by deep cuts in AIDS response funding. Therefore STOP AIDS NOW! and Aids Fonds conducted the campaign 'AIDS relief must stay' just before World AIDS Day. In a lightning operation, 15,000 people sent the State Secretary for Foreign Affairs a symbolic condolence card. We conducted talks with members of Parliament from practically every political party. Leading scientists and business people sent letters. Partly due to this campaign, all parties in the Lower House accepted a motion by the VVD, as a result of which international AIDS response remained a priority of the current government and the cuts were reduced by € 25.5 million.

## **AIDS: Priority in international politics**

AIDS is an international problem and therefore requires an international approach. STOP AIDS NOW! is committed to keeping AIDS response high on the international political agenda. For years, STOP AIDS NOW! has been successfully represented in Brussels by the Stop AIDS Alliance. This partnership puts human rights first, especially the rights of those most vulnerable: women, young people and children. In 2010, the Stop AIDS Alliance was extended to Geneva and Washington DC for a trial period of two years. More and more often, important decisions affecting the HIV/AIDS response are made in these cities.

# Fundraising and Communication

**Thanks to the support of donors, volunteers, companies and lotteries, in 2010 STOP AIDS NOW! matched the funds raised in 2009 (€ 9 million). The success of a Dream Fund application to the National Postcode Lottery for an ambitious project in Swaziland was an unprecedented achievement. STOP AIDS NOW! is more often named in people's wills and this generated € 35,000 from legacies in 2010.**

We had big events, which as well as promoting visibility of, and involvement in, the HIV/AIDS response, produced a great deal of money. The Dance4life event raised €527,000 and the readers of woman's weekly Libelle donated a total of € 50,000 through a puzzle competition. The campaign around World AIDS Day generated 32,000 SMS text donations.

There were also some disappointments. Income from donors was less than budgeted, but certainly grew compared to 2009. The financial crisis, declining consumer confidence in good causes and waning use of the giro payment slip played an important role in this.

Communication with donors is an important aspect of fundraising. STOP AIDS NOW! focused a great deal of attention on this in 2010. Research has shown that the first months of the donor relationship are crucial to learning about STOP AIDS NOW! As a result, the Welcome project was created to develop good contact with donors during this period. We are evaluating this project in 2011. More generally, STOP AIDS NOW! aims to be as transparent as possible in its communication with donors, via newsletters, e-mail, an annual summary and the website. Efforts have been made to achieve proactive, clear communication about expenditure and goals achieved, and also about lessons learned and critical questions, including investments and the director's salary. .

## Fundraising

At a time of severe cuts, it is a great privilege to enjoy the support of over 90,000 donors. Long-term support of individuals and companies will be even more precious in the coming years. Partly due to the economic crisis, companies and individuals are more cautious when it comes to sponsorship and donations, and there were no major gifts this year. With special campaigns, support of loyal donors and a rise in new donors, 2009 proceeds were matched in 2010 with € 9 million. In addition, we received an extra contribution from the National Postcode Lottery's Dream Fund of € 8.8 million.

Our own fundraising in 2010 fell by 3% compared to 2009. Income from individual donors certainly grew. Major gifts from companies and individuals were less than budgeted, as was income from events, merchandise and collections.

## Events

Various individual campaigns and collections raised over € 94,000 in total. The proceeds from Dance4life were nearly € 528,000 and Libelle's puzzle competition generated almost € 50,000. By buying the ArtBag, many people demonstrated their commitment to the work of STOP AIDS NOW! We sold 55,000 of them. To mark the tenth anniversary of STOP AIDS NOW!, TNT Post produced a series of STOP AIDS NOW! stamps, designed by fashion illustrator Piet Paris. In total 370,000 sheets of ten stamps were sold.

The partnership with the V&D was also further developed. As well as selling ArtBags, donors were recruited in stores, employees were sponsored to take part in the Dam to Dam Run and they organized a pool for STOP AIDS NOW! during the World Cup.



'STOP AIDS NOW!' regularly receives questions about its investment policy. We can be very brief about this: STOP AIDS NOW! does not invest. The financial resources of STOP AIDS NOW! are placed in deposit, savings and payment accounts. The primary goal of STOP AIDS NOW! is to achieve its objectives as best as it can and to use all resources for this. Risky investment does not fit the vision of STOP AIDS NOW!.

'STOP AIDS NOW!' wants to be as transparent as possible, therefore the director's salary and the grounds for it are published on our website. Furthermore, due to continuing social and political interest in management salaries at good causes, members of the VFI have agreed to report extensively about these in the annual report and accounts. STOP AIDS NOW! meets this agreement. Reporting takes place according to an established format that enables comparison between good causes. This annual report includes extensive accounting in the Accountability Statement in the Explanation of the Income and Expenditure Statement. You can also read more about standards for management salaries on our website: [http://www.stopaidsnow.nl/stopaidsnow\\_artikel/salaris\\_directeur\\_stop\\_aids\\_now](http://www.stopaidsnow.nl/stopaidsnow_artikel/salaris_directeur_stop_aids_now)

## Donors

In 2010, 88,955 donors supported STOP AIDS NOW! on a regular basis, an increase of 2,040 direct debit mandates. The number of people who donated through a fiscally beneficial deed of gift totalled 791. In recent years, more and more people have put STOP AIDS NOW! in their wills: in 2010 the organization received four legacies that together brought in € 35,308. Street and house-to-house recruitment was as successful as ever. We also tested online recruitment with banners. This did not achieve the required results and was abandoned. Of the 32,000 one-off donors who responded to the SMS text campaign around World AIDS Day, some received follow-up calls. 1,354 of them decided to support STOP AIDS NOW! on a regular basis.

## National Postcode Lottery and the Dream Fund

As a beneficiary, STOP AIDS NOW! received a regular contribution from the National Postcode Lottery of € 900,000. In addition, the National Postcode Lottery offered us the opportunity to submit a specific project proposal to pursue a particular dream in a new, innovative, ambitious and never-tried-before way.



In partnership with the Clinton Health Access Initiative (CHAI), STOP AIDS NOW! submitted an ambitious proposal for a pilot study in Swaziland. In early 2011, the National Postcode Lottery announced that they would award this project € 8.8 million. As a result, STOP AIDS NOW! and the Clinton Health Access Initiative got a unique chance: people will be tested for HIV on a large scale and if necessary receive early treatment.

This project can achieve a major change in the HIV/AIDS responsesince research shows that when people take antiretrovirals, the risk of transmitting the virus is reduced by 90%. The aim of this project is that 90% of the people in Swaziland requiring HIV treatment, will actually receive it before the end of 2014. It is expected that the number of new infections will fall dramatically as a result.

## Communication with grassroots supporters

In 2010, grassroots support for STOP AIDS NOW! grew by 2,040 regular donors. A modest growth, since compared to the influx of 18,731 donors, there was a loss of 16,691. Maintaining existing donors was therefore an important goal in 2010. A lot of effort was devoted to the first months of the donor relationship. Research has shown that this period is crucial in familiarizing people with STOP AIDS NOW! In this Welcome project, the work of STOP AIDS NOW! was carefully introduced and donors were given the chance to indicate how they wanted to receive communications. This project will be evaluated in 2011.

Long-standing donors and other stakeholders were kept up to date with the work of STOP AIDS NOW! and its partners via two newsletters, an annual summary, six e-mailings and the website. In the last year, 140,000 people visited the STOP AIDS NOW! website, a rise of 36%, this is due to a sponsored AddWords campaign. A striking point is that the Frequently Asked Questions page, which answers critical questions, was viewed some 20 times per day. This indicates that the page meets a need for more transparency. In 2011, this section will be further expanded and (critical) questions will be addressed in other materials.

In 2010, STOP AIDS NOW! started using social media to get people more involved with the organization and its work. 45,600 people now follow STOP AIDS NOW! via Hyves, 900 people via Facebook and 700 people via Twitter. In the next few years, these networks on Facebook and Twitter will be extended and social media will be used in our dialogue with donors, critics and interested people.

To thank our donors, we sent them a beaded ornament made by HIV-positive women in South Africa. Research showed that this led to an increase in donor sympathy of 45%.

# Thank you...

Thank you! Collectors, campaigners and volunteers who supported STOP AIDS NOW! in so many ways in 2010.

Thank you! Ambassadors Angela Groothuizen and Nicolette Kluijver and others who selflessly worked on the World AIDS Day campaign and generated free publicity as a result.

Thank you! Everyone who named STOP AIDS NOW! in their will.

Thank you! Dutch Tax Office, who made it possible for donors to deduct their gifts, as a result of which they could give more.

Thank you! ArtBag buyers and sellers, V&D, Bijenkorf, Bruna, Fairtrade and Cinderella and all the volunteers and celebrities who made the launch in the Bijenkorf possible.

Thank you! GoedeDoelenBedel, Bodysshop, FenF packaging, Goededoelenkaartje.nl, Nationale Wensbon and Nationale Goede Doelen Bon.

Thanks also for the great partnership; Citroën Nederland, A Bigger Splash gym in Amsterdam, Kennedy Van der Laan and many other companies who supported us financially, materially or with free advice.

Thank you! Other companies who supported STOP AIDS NOW!

Thank you! Everyone who took part in the online World Cup campaign.

Thank you! Vriendin magazine which had a special STOP AIDS NOW! insert on World AIDS Day.

Thank you! Everyone who took action in response to the projected government funding cuts, which were partly reversed eventually.

Thank you! Everyone who was sponsored to run for STOP AIDS NOW! in the Dam to Dam Run and the Amsterdam Marathon.

Thank you! Everyone who is linked to us through social media and gives us feedback.

Thank you! TNT Post who produced more than 3 million STOP AIDS NOW! stamps to mark our tenth anniversary. Thank you! Piet Paris for the wonderful design of the stamps.

Thank you! Libelle and Wieke Biesheuvel for an amazing series about AIDS and the proceeds from the puzzle marathon. Thank you Libelle readers for taking part in the puzzle competition.

Thank you! National Postcode Lottery for the regular subsidy and the enormous extra contribution to make our dream a reality. Thank you everyone who played the VriendenLoterij for STOP AIDS NOW!

Thank you! Dance4Life who again mobilized an enormous number of young people and raised a terrific amount for STOP AIDS NOW! projects.

Thank you! Those celebrating birthdays and anniversaries who asked for a donation to the HIV/AIDS response instead of a gift for themselves.

Thank you! Churches, monasteries and convents who raised money.

Thank you! Individuals, companies and schools who again organized events for the HIV/AIDS response in 2010. Thank you for your help; Nuon, VNV Albert Verlinde entertainment, Ellen ten Damme, Stardust Theater, Vindicat Groningen, Circumflex, IFMSA, Rotterdamsch Studenten Corps, Queen fanclub, Hotelschool Den Haag, Coby Haas, Inge de Bruine and Filippo Zimbile.

Thank you! Companies who took part in De Grote Onderneming and together promoted the HIV/AIDS response.

# Accounts

Here is the Balance as of 31 December 2010 and the Statement of Income and Expenditure for 2010.  
For full Annual Accounts 2010 click [here](#).

## BALANCE AT 31 DECEMBER 2010

	31 DECEMBER 2010	31 DECEMBER 2009
(in euros)		
<b>ASSETS</b>		
Receivables	10,872,053	588,349
Associated organizations	166,229	712,302
Liquid assets	3,352,659	4,125,862
<b>Total Assets</b>	<b>14,390,941</b>	<b>5,426,513</b>
<b>LIABILITIES</b>		
<b>Reserves and funds</b>		
Reserves		
Continuity reserves	1,217,000	1,203,000
Special-purpose reserves	<u>1,415,461</u>	<u>547,143</u>
	2,632,461	1,750,143
Funds		
Ear-marked funds	9,161,006	536,006
<b>Short-term debts</b>	<b>2,197,082</b>	<b>2,846,891</b>
Associated organizations	400,392	293,473
<b>Total Liabilities</b>	<b>14,390,941</b>	<b>5,426,513</b>

## STATEMENT OF INCOME AND EXPENDITURE IN 2010

(in euros)	ACTUAL 2010	BUDGET 2010	ACTUAL 2009
<b>INCOME:</b>			
Income from own fundraising	7,367,402	7,881,875	7,613,024
Income from third-party activities	11,256,678	1,400,000	1,661,698
Government subsidies	2,525,508	1,938,756	1,394,563
Investment income (interest)	99,999	150,000	53,970
Other income	468,339	453,785	458,196
<b>Total income</b>	<b>21,717,926</b>	<b>11,824,416</b>	<b>11,181,451</b>
<b>EXPENDITURE:</b>			
<b>Spent on objectives</b>			
Education and communication	3,477,836	3,315,238	2,816,911
Long-term assistance	4,411,441	4,526,257	3,846,648
Innovation and additional aid	2,120,257	1,707,838	1,819,928
Strategy and advocacy	293,549	320,077	218,750
	10,303,083	9,869,410	8,702,237
Fundraising expenses			
Own fundraising costs	1,488,036	1,553,442	1,388,963
Third-party activity costs	123,840	127,017	91,983
	1,611,876	1,680,459	1,480,946
Management and administration			
Management and administration costs	295,649	274,547	278,499
<b>Total expenditure</b>	<b>12,210,608</b>	<b>11,824,416</b>	<b>10,461,682</b>
<b>Net income</b>	<b>9,507,318</b>	<b>0</b>	<b>719,768</b>
Use of net income			
Addition/transfer to:			
- continuity reserves	14,000	0	81,000
- special-purpose reserves	868,318	0	102,762
- ear-marked funds	8,625,000	0	536,006
	<b>9,507,318</b>	<b>0</b>	<b>719,768</b>