A proposal for the
HIV/AIDS Youth Community Development Programme

submitted to the
XYZ Trust

submitted by the
AIDS Committee of Toronto

5 March 2001
AIDS is not over.

More than 45,000 people across Canada are infected with HIV (the virus that causes AIDS), and more than 25% of all HIV infections are among youth.

The best way to reduce the number of people who will become infected with HIV and eventually die of AIDS is to prevent infection, and that prevention work must start early with youth.

As a leader in the fight against HIV/AIDS, the AIDS Committee of Toronto (ACT) currently administers an AIDS prevention programme for young people (under the age of 25) who are at increased risk for HIV infection. We reach out to more than 1,500 young people a year.

However, with disturbing trends in HIV transmission and an increased need for prevention education among youth, ACT relies on the generosity of supporters in the community to help us mitigate the AIDS epidemic.

Indeed, AIDS is not over.

Help ACT end it.
Section A: Background

A1. Issue

“Rick is a 16-year old teen in the east end of Toronto who is studying to become a doctor. He recently broke up with his (ex-)girlfriend. Rumour has it that his ex-girlfriend did not like to use condoms while having sex, and Rick never used a condom while having sex with his ex-girlfriend. Rick is profoundly worried: he's been having difficulty sleeping for weeks and is incessantly worried about his future. Today, he will find out the results of his HIV antibody test...”

AIDS is not over. HIV/AIDS is affecting many groups in Canada, including youth. As of December 1999, more than one quarter of all reported HIV infections in Canada (11,995 of 45,534) were among youth. Given the median length of time between HIV infection and the onset of AIDS (which can be ten years or more), many individuals in older age groups would have been infected with HIV during their youth.

Rick’s situation is not at all unique. Youth who are aged 10 to 25 years are of particular importance with respect to HIV/AIDS not only since they are at risk for HIV infection, but also because it is during this period of life when many behavioural patterns are established that will affect their risk for HIV infection throughout their adult years.

In addition, numerous disturbing trends are appearing among youth: risk behaviours among Canadian youth indicate the potential for increased HIV transmission. Youth are beginning to have sexual intercourse at a relatively early age and a substantial proportion of young people report having had multiple sexual partners within the past year. Moreover, a fairly large proportion of youth have sought HIV testing.

A2. ACT’s mission

The AIDS Committee of Toronto (ACT) is a community-based, non-profit organisation that provides health promotion, support, education, and advocacy for people living with HIV/AIDS (PHAs) and those affected by HIV/AIDS.

Through support, ACT serves the changing needs of people with HIV/AIDS and communities affected by HIV/AIDS in a manner that enhances independence and dignity. ACT provides leadership in the fight against HIV/AIDS in the Greater Toronto Area (GTA) and works co-operatively with other agencies, ensuring that needs are addressed in appropriate, sensitive, and efficient ways.

Through education, building on a health promotion model for those both infected and affected by HIV/AIDS, we promote the health, well-being, and quality of life of all people living with HIV/AIDS. Consistent with our historic role, ACT also remains committed to addressing the unique health promotion needs of the lesbian and gay community.

Through advocacy, ACT helps individuals and communities meet their needs at the level of practical assistance, specific programmes, and broader public policy and support.

A3. Profile

Created in 1983, ACT serves all people living with HIV/AIDS in the GTA as well as communities that are at-risk for HIV infection due to marginalisation: namely, gay and bisexual men, marginalised women, and youth.

ACT provides a full range of free services that are crucial in improving the quality of life for PHAs; among these are support groups, counselling, practical assistance, employment assistance, community outreach, and referrals. In addition, ACT has developed partnerships with community organisations to maximise service delivery for PHAs and those close to them.

ACT is the largest AIDS service organisation (ASO) in Canada. ACT’s work is carried out by 44 full-time equivalent staff and is assisted by over 1,200 volunteers.

ACT is one of only a handful of organisations in North America engaged in community-based research, which will enable us to identify trends in the epidemic and adapt to the constantly changing HIV/AIDS crisis.

ACT receives most of its funding from private sources and additional funds from all levels of government.

See: Programme > Sustainability (Section C4).

A4. Overall effectiveness

Since its inception in 1983, ACT has been very active and most effective in providing compassionate, proactive services to PHAs and those affected by HIV/AIDS in the GTA. Last year, more than 10,000 people visited our Access Centre, more than 2,400 counselling sessions were provided, and more than 25,000 people received safer sex information. Our outreach programmes allow us to reach out to and educate people, particularly youth, about HIV prevention. Our advocacy efforts are instrumental in affecting policy decisions with the municipal, provincial, and federal governments; for instance, our activism was crucial in keeping open the Sunnybrook HIV Clinic.

ACT granted more than $220,000 to 28 ASOs last year through our Community Partners Fund, which helps local agencies with their overall HIV service delivery.

ACT has been praised for its excellent record of service by organisations such as the United Way, Health Canada, the Toronto Community Foundation, Central Toronto Youth Services, and the Krever Commission.

See: Contact information (Section H).
Section B: Programme

B1. Summary

The need to develop and enhance HIV prevention education among youth was defined initially as a strategic priority for ACT. Out of this need was borne ACT’s HIV/AIDS Youth Community Development Programme. ACT currently administers this AIDS prevention programme, in collaboration with other organisations, to youth (under the age of 25) who are at increased risk for HIV infection.

The objectives of the Programme are:
(a) to increase knowledge and awareness of HIV/AIDS and other sexually-transmitted diseases among youth;
(b) to reduce high-risk behaviours among youth at risk for HIV/AIDS; and
(c) to mitigate the HIV/AIDS epidemic through prevention education among youth.

Crucial to these efforts is the Peer Outreach Project (POP), a volunteer-driven effort that enables youth to share experiences and empower one another on HIV prevention.

B2. Description

ACT’s Youth Community Development Programme works in partnership with youth and other organisations to develop HIV prevention education strategies for youth who are at risk for HIV infection. The need to address HIV infection among young people requires a broad community approach due to the complexities of AIDS. This is accomplished through the distribution of safer sex materials and literature, workshops and discussion forums, outreach at youth events and venues (e.g., night clubs), and by working with AIDS service and youth-serving organisations (e.g., Positive Youth Outreach, Central Toronto Youth Services) to develop culturally meaningful and effective prevention strategies. Last year, ACT reached over 1,500 young people through all of these methods.

For instance, the POP was started in September 1999 and currently has more than 35 volunteers of various age groups and backgrounds. Project volunteers work to empower youth to learn and practice safer sex and safer drug use through open discussions about healthy sexuality and harm reduction. Volunteers also advocate equity, non-discrimination, and a sex-positive attitude.

Section C: Proposal

C1. Request

ACT is requesting $120,000.00 from XYZ Trust over 36 months, starting in April 2001 and ending in March 2004.
C2. Details

Nationally, neither AIDS service organisations nor youth-serving organisations have identified how to effectively communicate HIV prevention messages to youth. As a leader in the fight against AIDS, ACT is well positioned to provide regional and national leadership on this issue and to enhance and develop models of programme and service delivery that can be replicated across Canada.

ACT has completed the initial feasibility study for this work and has formed partnerships with numerous organisations. The support of XYZ will help ACT implement and augment youth prevention efforts including outreach work over the Internet and on telephone chat lines, at dances, youth groups, at youth events such as concerts, and in coffee shops. XYZ’s support will also help ACT staff and volunteers to develop stronger means of recruiting additional peer outreach volunteers to help us implement these important initiatives.

Together with network members and youth, ACT hopes to recruit and train additional POP volunteers between the ages of 15 and 25 to provide outreach to youth in places where they interact and socialise.

C3. Timeframe

Most activities in the Programme occur concurrently; however, the general timeframe is as follows:

**Year 1 (2001/02)** – After training POP volunteers, the Programme will utilise various approaches to provide outreach including Web site development, education through forums and popular venues, information tables, and individual contacts in social spaces.

**Years 2 & 3 (2002-04)** – A training programme will be developed in conjunction with POP volunteers and there will be further refinements of the content and locations of the various outreach strategies. This work will be based on information collected from focus groups.

Interim findings will be reported to the Canadian AIDS Society (CAS), a coalition of over 100 AIDS service organisations across Canada, of which ACT is a member.

Throughout, ACT staff and volunteers will develop AIDS prevention materials appropriate to youth. These materials will be used across Toronto and shared with AIDS service and youth organisations in Canada. ACT will distribute these materials though CAS and through the Canadian Public Health Association’s AIDS Clearinghouse in Ottawa.

C4. Sustainability

During the course of the Programme, ACT will cover an increased percentage of the programme and salary costs from its general fundraising revenues. ACT currently generates over 60% of its revenue from private sources, with revenue increasing by over 10% during each of the last two years. ACT’s
Strategic Plan calls for continued growth in private sector revenue to sustain and enhance service delivery.

The Life and Health Insurance Companies in Canada (LHICC), a national association of insurance agencies led by the Canadian Life and Health Insurance Association, previously established a task force concerning HIV/AIDS issues. As a result, LHICC provided a 2-year grant to ACT’s HIV/AIDS Youth Community Development Programme totalling $30,000; this funding is to end in 2001/02.

C5. Impact

HIV/AIDS places serious burdens on the health care system. Increased prevention education about HIV/AIDS will reduce the rate of new HIV infections among youth. According to Health Canada:

Youth-oriented programmes that combine HIV prevention with the prevention of other STDs, teenage pregnancy, and substance use are critical for the well-being of youth and also for the development of healthy behaviours among youth that will enhance their health as adults.*

In addition, HIV/AIDS impacts the community at large. Often, family members are caregivers who incur a loss of income as they leave and/or reduce work to support family members living with HIV/AIDS.

Section D: Assessment

D1. Evaluation

The effectiveness of our outreach and community development efforts will be evaluated using the following techniques:

(a) needs assessments will be conducted at ASOs and youth-serving organisations regarding HIV/AIDS and safer sex training requirements;
(b) statistics will be gathered regarding the number of outreach shifts and number of materials distributed;
(c) pre- and post-session knowledge of AIDS preventative measures will be administered at youth forums/events;
(d) numbers of youth in attendance of outreach workshops and other forums/events;
(e) focus groups will be held with youth who have come in contact with the POP;
(f) follow-up surveys will be administered after training sessions at agencies throughout Canada to determine increase in knowledge about HIV/AIDS issues;
(g) numbers of volunteers recruited;
(h) number of resource materials produced and requests for these materials;
(i) evaluation of all volunteer training workshop participants;

(j) monthly programme statistical collection and review on number of services hours provided by volunteers and staff, number of volunteer hours provided, referrals made to the Youth Community Development Co-ordinator and to partner agencies, numbers of clients accessing support services, etc.;

(k) periodic update meetings; and

(l) annual progress reports to XYZ and other funders.

D2. Community relations and collaboration

ACT has been at the forefront in identifying the need for HIV prevention services for youth as an important issue and in developing a plan to provide these services. ACT has worked to develop a network of like-minded groups to increase both our and their effectiveness in reaching young people. Network members include staff or youth from:

- Alliance for South Asian AIDS Prevention (ASAP)
- Asian Community AIDS Services (ACAS)
- Black Coalition for AIDS Prevention (Black-CAP)
- Central Toronto Youth Services (CTYS)
- Ontario Federation of Indian Friendship Centres
- Planned Parenthood of Toronto
- Positive Youth Outreach
- Students About Safer Sex
- Toronto Public Health
- Voices of Positive Women
- Young Men’s Christian Association (YMCA):
- Youth Substance Abuse Programme

ACT has a long history of sharing its resources with other ASOs and social service agencies. Results of the Programme will be disseminated to other ASOs through CAS, will be made available on ACT’s Web site and in the ACT Library, and will be available through the Canadian HIV/AIDS Clearinghouse in Ottawa. In addition, we will make the work of this project known to the community through numerous media (i.e., through print, radio, and television).

ACT has strong links with ASOs across Canada which will allow us to share the results of our youth programmes and assist ASOs when they are in a position to establish their own programmes. For instance, ACT has developed an AIDS Care Team Manual used across the country and an ongoing computer project which allows ASOs across Canada to share information. ACT’s nine-volume "National Volunteer Training Kit" is currently being distributed to ASOs across Canada.
## Section E: Budget

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<td>Staff: Youth Community Development Co-ordinator</td>
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<td><strong>Revenues over expenses</strong></td>
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Moreover, in-kind donations are excluded from this budget. In-kind donations are comprised of:

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<th>2002</th>
<th>2003</th>
<th>Total</th>
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<tr>
<td>ACT Supervision, Development Department time securing philanthropic gifts, meeting space, &amp; office equipment</td>
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<td>$12,000</td>
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<td>Voluntarism Contributions of volunteers provide services such as buddy support, workshops for service providers, support groups, POP activities, et al., (a $11.82/hr)</td>
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<td><strong>Total in-kind donations</strong></td>
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<td>$71,100</td>
<td>$71,100</td>
<td>$213,300</td>
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Section F: Recognition

ACT will acknowledge the requested level of support from XYZ Trust in the following ways:

(a) XYZ would receive acknowledgement in written materials produced for the HIV/AIDS Youth Community Development Programme. These materials would be used in the GTA and shared nationally;

(b) XYZ would receive acknowledgment in all appropriate electronic communication vehicles produced for the HIV/AIDS Youth Community Development Programme and would receive recognition on ACT’s Web site;

(c) XYZ would receive recognition in ACT’s Annual Report (mailed in September) which is distributed to over 8 000 individual and group donors, to some 200 000 readers of NOW, and more than 40 000 readers of XTRA! Magazine;

(d) XYZ would be featured in ACT’s newsletter (mailed three times a year) which is distributed to over 8 000 individual and group donors and to more than 40 000 readers of XTRA!; and

(e) Other recognition opportunities could be developed in consultation with XYZ as desired.

Section G: Epilogue

“...Rick tested HIV-positive.”

The HIV/AIDS epidemic is changing significantly: in recent years, the epidemic has had a growing impact on youth and there are indications that risk behaviours among youth will lead to increased HIV transmission.

One of the keys to mitigating the HIV/AIDS epidemic is prevention education . . . and ACT’s HIV/AIDS Youth Community Development Programme is currently effective in reaching out to hundreds of youth. However, we must expand our prevention efforts to reach even more youth, and this crucial programme cannot continue without the continued generosity of XYZ Trust.

By supporting ACT and the HIV/AIDS Youth Community Development Programme, XYZ would have a leadership role in the effort to limit the HIV/AIDS epidemic by helping youth learn about the risks of HIV infection, practice safer sex, and experience improved well-being.

*AIDS is not over. Help ACT end it.*
Section H: Contact information

H1. Applicant organisation

Name of organisation: AIDS Committee of Toronto (ACT)
Address: 399 Church Street, 4th floor
          Toronto, Ontario    M5B 2J6    Canada
Contact person: Anthony S. Tsoumbris
                Development Officer
Telephone: 416-340-8484, extension 279
Fax: 416-340-8224
TTY: 416-340-8122
E-mail address: atsoumbris@actoronto.org
Web site: http://www.actoronto.org
Ontario Corporation Number: 565627
Charitable Registration Number: 11877 9024 RR0001
First date of service: 19 July 1983
Incorporation date: 4 October 1983

H2. Board of Directors
(as of 5 March 2001)

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XYZ Trust
Proposal - HIV/AIDS Youth Community Development Programme
H2. Board of Directors
(continued)

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Executive Director, ACT
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E-mail: kenr@yesic.com