

PROJECT INFORM'S
MISSION STATEMENT

project inform
represents
hiv-positive people
in the development
of treatments
and a cure; supports
individuals to make
informed choices
about their hiv health;
advocates for quality
health care to respond
to hiv and related
conditions; and
promotes medical
strategies that prevent
new infections.

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PROJECT INFORM'S
HISTORY AND SUMMARY

PROJECT INFORM WAS FOUNDED IN 1985 TO PROMOTE THE IDEAS THAT PEOPLE WITH HIV AND AIDS SHOULD BE THOROUGHLY EMPOWERED AND EDUCATED IN ORDER TO MAKE SOUND DECISIONS ABOUT THEIR HEALTH CARE, AND BE ACTIVELY CONSULTED IN THE PROCESS OF DEVELOPING THERAPIES FOR THEIR INFECTION. WE HAVE BEEN LED BY INDEPENDENT ADVOCATES WHOSE EXPERTISE, HIGH QUALITY WORK, AND INTEGRITY EARNED THE RESPECT OF GOVERNMENT, INDUSTRY AND ACADEMIC LEADERS. WE HAVE BUILT PRINCIPLED AND COOPERATIVE RELATIONSHIPS WITH THESE INSTITUTIONS TO ADDRESS THE GREATEST SCIENTIFIC AND PUBLIC POLICY CHALLENGES IN THE EPIDEMIC.

PROJECT INFORM PURSUES A HIGHLY STRATEGIC SET OF PROGRAMS CRUCIAL TO IMPROVING THE HEALTH OF PEOPLE WITH HIV AND ENDING THE EPIDEMIC. WE DELIBERATELY FOCUS OUR EFFORTS ON ISSUES THAT FEW OTHER AGENCIES ADDRESS. OUR STAFF IS WIDELY RESPECTED FOR HAVING HELPED SPEED DOZENS OF SAFE AND EFFECTIVE HIV MEDICATIONS TO MARKET, EDUCATED HUNDREDS OF THOUSANDS OF HIV-POSITIVE INDIVIDUALS ABOUT HIV CARE AND TREATMENT, AND ENSURED ADEQUATE GOVERNMENT FUNDING FOR HEALTH CARE PROGRAMS THAT SERVE THE SICKEST AND THE POOREST PEOPLE WITH HIV.

For more information on Project Inform, or making a contribution to Partners In Hope or The Martin Delaney HIV Treatment Education Fund, please contact Henry Lucero, Deputy Executive Director for Development at 415.558.8669 ext. 211 or hlucero@projectinform.org

www.projectinform.org



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Partners In Hope
Giving Society
and
The Martin Delaney
HIV Treatment
Education Fund

DID YOU KNOW?

- An estimated 1.2 million people are living with HIV/AIDS in the United States, and at least 53,000 people become newly infected each year.
- 25% of Americans are unaware of their HIV status.
- 25% of people who know their HIV status are not receiving care and treatment for their infection.
- Fewer pharmaceutical companies are involved in research and development of new HIV medications today than in past years.
- Women and people of color experience much poorer health outcomes than others living with HIV.
- Up to 30% of HIV-positive people are co-infected with hepatitis C, but programs to provide research, care and prevention are virtually non-existent.

You can create HOPE that greater progress will be made against HIV/AIDS. By becoming a member of our annual giving society, **Partners In Hope**, you can support all of Project Inform's programs to address these great challenges in the fight against HIV/AIDS. Project Inform supports research and development of improved medications and a cure for HIV; conducts national outreach to HIV-positive people, particularly women and people of color, to provide life-saving HIV treatment education; fights for strengthened HIV testing policy and programs; advocates for access to quality health care programs for low-income people with HIV/AIDS; presses for innovative approaches to HIV prevention; and organizes for a heightened government response to hepatitis C.



Giving Society Levels:

- | | | |
|-----------------------|-----------------------|------------------|
| Lifesaver (\$50,000+) | Activist (\$10,000 +) | Partner (\$500+) |
| Founder (\$25,000+) | Mentor (\$5,000+) | Friend (\$250+) |
| Visionary (\$20,000+) | Educator (\$2,500+) | |
| Leader (\$15,000+) | Advocate (\$1,000+) | |

Project Inform thanks its Partners In Hope with the following forms of recognition and rewards:*

- Prominent name recognition on the major donor wall in Lobby
- Honor at annual major donor appreciation event
- Annual lunch with Executive Director and Board Chair
- Listing in *In Focus* newsletter (Winter and Summer issue)
- Listing on web site (150,000 hits a month)
- Table at annual Fall event, Evening of Hope
- Full page ad in Evening of Hope program

*Recognition varies with amount donated

Project Inform was founded in 1985 by Martin Delaney, who helped to maintain our leadership in response to the epidemic until his death in 2009. When the final history of AIDS is written, Martin will be one of the key figures who brought this great human tragedy to an end. The fact that the world now benefits from a strong and accessible arsenal of medications to treat HIV infection, and from thorough information about how to use them effectively, is largely attributable to this great man.

Delaney is an internationally recognized leader of the movement to represent the needs of HIV patients in the process of drug discovery and to accelerate FDA approval of promising drugs. He was a key player in the development of the Parallel Track system for providing experimental drugs to seriously ill people prior to formal approval by the FDA. He was one of the founders of the community-based HIV research movement and led the way to an unprecedented level of HIV treatment education becoming available both to patients and caregivers.

The Martin Delaney HIV Treatment Education Fund was established to memorialize the humanitarian contributions of Project Inform's Founder. Donors to Partners In Hope can choose to honor Martin by specifically funding core programs he established.

The Delaney Fund supports Project Inform's National HIV Treatment Hotline - the only telephone Hotline of its kind to dispense HIV treatment and health care information. The Fund also supports the agency's website, Town Meetings held throughout the United States, and publication of our journal *PI Perspective* - all of which provide the most current information available about the search for increasingly effective treatments and a cure for HIV.

For more information about Project Inform, or making a contribution to Partners In Hope or The Martin Delaney HIV Treatment Education Fund, please contact Henry Lucero, Deputy Executive Director for Development at 415.558.8669 ext. 211 or hlucero@projectinform.org

www.projectinform.org

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

SECTION A: CHOICE OF FUND (Please check one):

- Partners In Hope Giving Society**
- The Martin Delaney HIV Treatment Education Fund

SECTION B: LEVEL (Please check one):

- | | |
|--|--|
| <input type="checkbox"/> Lifesaver (\$50,000+) | <input type="checkbox"/> Educator (\$2,500+) |
| <input type="checkbox"/> Founder (\$25,000+) | <input type="checkbox"/> Advocate (\$1,000+) |
| <input type="checkbox"/> Visionary (\$20,000+) | <input type="checkbox"/> Partner (\$500+) |
| <input type="checkbox"/> Leader (\$15,000+) | <input type="checkbox"/> Friend (\$250+) |
| <input type="checkbox"/> Activist (\$10,000+) | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Mentor (\$5,000+) | |

SECTION C: PAYMENT (Please check one):

- Enclosed is my one-time donation of \$ _____
- Enclosed is my pledge of \$ _____ per month for _____ months.

Please send me information about making a bequest or planned gift.

METHOD OF PAYMENT (Please check one):

- AmEx Discover MasterCard
- Visa Check

Credit card no. _____

Exp. date

| | | | |
|---|---|---|---|
| M | M | Y | Y |
|---|---|---|---|

Print name as shown on card _____

Signature _____

Please return this form by mail to: **PROJECT INFORM**
1375 Mission Street, San Francisco, CA 94103

