

About Positive East

Working throughout East London, Positive East is a community-led HIV charity that has been at the forefront of HIV service and care for 30 years. Rooted in community collaboration, our projects and programmes are accessed by nearly 4,000 people per year. These include: Re:Assure Women's Project (London's only project for HIV positive female asylum seekers), community-specific support groups, individual peer support, skills-building workshops, volunteering opportunities, free rapid HIV/STI testing; counselling, information and advice around housing, welfare and immigration, and complementary therapies including yoga and mindfulness.

For three decades, Positive East has borne witness to significant medical, social and political advancements; new HIV diagnosis are down, we've achieved the UNAIDS target of 90-90-90 and U=U and PrEP's efficacy are scientific statements of fact. However, we know that not all people and not all communities are benefiting. HIV stigma is still all too common, with myths and misconceptions often guiding the narrative. 35,000,000 people around the world (50,000 in London) are currently living with HIV and we have mourned the loss of tens of millions of people worldwide whose fight against HIV ended too soon.

Our Fundraising Events

The view for 2021 is finally looking a little brighter and the team at Positive East is looking forward to bringing back our community fundraising activities. Support from our local community is incredibly important to the charity, and helps us to raise the funding we need to deliver our essential HIV support and prevention.

From organising your own events at home or in the workplace to delving into Positive East's growing repertoire of challenge events, there are so many ways to fundraise for our work. After nearly 18 months since our last event - 2019's World AIDS Day RED RUN - we want to let you know about some of the exciting ways you can get involved and support our work, including a coveted spot for this year's London Marathon in October!

Check out the following page to look at our community fundraising events calendar for 2021-22! 100% of the proceeds raised will directly support our HIV support and prevention services.

Five for Five

New to this year, and kicking off our calendar of events, we have the Positive East **Five for Five**.

This is a completely original event that we're very excited to launch. While we're unable to meet up in large groups due to social distancing restrictions, we created a hybrid event that still brings people together in solidarity and support for our work. We'll make sure you're equipped with information about our work that you can share on your social media pages and encourage friends, family and colleagues to donate to your fabulous efforts!

We're looking for 5 heroes to take on this challenge that will comprise of:

- **5 people**, individually taking on
- **5km** (walk, run, skate or even sashay!)
- in the **5th month**
- each raising **£500**
- for **5 key areas of our work** (Testing & Prevention, Re:Assure Women's Project, our Advice Line, Counselling and Peer Support)

Skydiving

The **ultimate bucket list achievement** - just imagine the thrill of the jump from 10,000 feet (not to mention the adrenaline rush!) before gliding back to the ground and taking in the fabulous views – all while knowing you're doing an amazing thing to support Positive East's vital work!

We have **10 FREE SPACES** for our 2nd annual Skydive – taking place in late summer 2021 – which will be given on a 'first come, first served' basis!

Hackney Half Marathon

What could be better than taking on a run on a Sunday morning while supporting Positive East to continue our work? This year's Hackney Half Marathon has been moved to Sunday 26th September and we have **6 FREE SPACES** for you to take part and help us raise money for our work.

The London Marathon

We are very excited to announce that we have **one space** in this year's London Marathon on Sunday 3rd October - arguably one of the world's most famous and iconic marathons.

This FREE space is available for any Positive East Hero to claim and take on the challenge. Whether you're a serial 'Marathon-er' or want to step up to a life-changing event.

Contact

To find out more about these events, grab your place and find out how you can support us by fundraising, please get in touch with Alex Foott – Fundraising & Communications Officer – at alex.foott@positiveeast.org.uk or on 020 7791 9329