

**I STAND
WITH
POSITIVE
EAST**

Fundraising Guide

 PositiveEast

WHO WE ARE

For 30 years, Positive East has been at the forefront of HIV care. We offer one of London's most comprehensive responses to HIV, delivered by our programmes and projects, ranging from our Advice Line that helps people build better futures to our Re:Assure project that supports women to overcome past trauma.

But we're **#NotDoneYet** and we won't stop until we achieve our vision – a world where people living with HIV can fulfil their potential, free from stigma and discrimination.

We are a community-based organisation and we're more reliant than ever on individual and community support to ensure our vital work continues.

Please stand with us.

Key Facts

- Positive East supports 4,000 people each year with our in-house services and outreach in the community
- Our mission is to improve the quality of life of individuals and communities affected by HIV
- Our services are more important than ever, and our work has a tangible, long lasting impact on the people we support
- Your support will be vital in ensuring we can continue helping people living with HIV to lead full, happy lives.
- There are more than 103,000 people living with HIV in the UK. 50,000 of those are living in London.

To get in touch, please contact our Fundraising Officer Alex at alex.foott@positiveeast.org.uk

4 WAYS

TO HELP OUT



It's so easy to get involved and help us continue our vital services for years to come.

1. MAKE A DONATION



Every penny we receive helps people in East London to live well with HIV.

- **£10** could help us deliver an HIV test to the local community
- **£25** could pay for 2 volunteers to support us with a full day's work
- **£50** could provide an hour's counselling session for someone living with HIV

The most direct way for you to ensure our services can continue is by setting up a regular donation to Positive East. Whether it's £50 a month or £5 a month, whatever you give allows us to plan and improve on our work for years to come.



You can make a donation at:
www.positiveeast.org.uk/stand-with-positive-east

2. FUNDRAISE FOR US

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.

Get Moving

Walk, jog, run, skate, jump or sashay to raise money!

- **Fundraise during a sporting event** – Taking part in the London Marathon or a local fun run? How about using your place to fundraise for us? We can even give you a running vest with your name on it!
- **Take part in one of our events** – We have a selection of exciting annual activities, including skydiving and running challenges. Entry for these events is completely free (woohoo!) and we can help you set up an online fundraising page too!
- **Take part in the World AIDS Day RED RUN** – Positive East proudly hosts the UK's largest World AIDS Day community fundraising event. Whether you take on the 5km/10km run or fancy a leisurely stroll, join in to help raise awareness & funding for our HIV support services.



Get Together

Gather your friends, family and colleagues for something special!

- **Organise an event at work** – From cake sales to coffee mornings, helping us raise awareness and funding for our work is an incredible way to engage your colleagues.
- **Host one of our collection pots** – Do you work in a bar or club where you could keep a donation tin for people to donate loose change?
- **Rally the community** – Why not invite your neighbours to take part in a custom Sports Day with a small entry fee to take part!



3. BUY A T-SHIRT

All funds raised are used to support people in East London to live well with HIV.

This year, we've teamed up with incredible LGBTQ+ artists and allies and HIV positive artists from around the world to produce limited edition t-shirts.

Through buying one of these stunning pieces, you'll be directly supporting Positive East's work – with 100% of profits being received by the charity.



4. GIVE YOUR TIME

We are only able to support the community because of our amazing volunteers. Every year, they collectively donate 10,000 hours of their time to help us provide a wide range of services. From testing & prevention to helping out at events – there are dozens of roles available.

"I find the training at Positive East very good and robust.

I remember the first time I went out to help with testing, we had a reactive result. It made me realise why testing is so important and being with a great team to help support individuals on their journey."



STAND WITH US

There are so many incredible opportunities for you to stand with Positive East and pledge your support. No matter how you do it – whether it's setting up a direct debit or running a marathon – it's thanks to you that our work can continue.

Your support helps us sustain, deliver and grow our services. These include:

- Prevention & Testing
- Advice Line
- Counselling
- Health & Wellbeing workshops
- Peer Support
- Volunteering Opportunities
- Support groups
- Re:Assure Women's Project
- Film nights
- Training

From the bottom of our hearts, thank you for standing with Positive East.



Contact Us

Positive East, 159 Mile End Road,
London, E1 4AQ

Charity registration: 1001582

Facebook, Twitter, Instagram:
@positiveeast

Get in Touch at :
alex.foott@positiveeast.org.uk

**THANK YOU FOR
STANDING WITH US**

