

**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](mailto: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.



Click here to make a donation:

**[www.positiveeast.org.uk/stand-with-positive-east](http://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 Creative

**This year our community events have been cancelled. But there are still plenty of ways you can fundraise!**

- **Take the lead** – Even though mass participation events have been cancelled or postponed, why not create your own? Set yourself a challenge e.g. completing a marathon route over the course of a week or taking on a hike with a small group over a weekend.
- **Make a change** – Want to help out but aren't the sporty type? How about raising money through an online fundraising page while setting yourself a challenge? You could arrange a virtual auction for your old CDs, books & DVDs or maybe you're brave enough to take on an extreme haircut...
- **Step into the spotlight** – If you're a singer/stand-up comedian/drag queen, why not host a virtual night of entertainment for friends and family? Asking attendees for a small entry fee is a very simple yet effective way to support us!



## Get Together

**Gather your friends, family in a digital space for something special!**

- **Organise an event at work** – Though most of us are now working remotely, why not organise a lunchtime talk to raise awareness of HIV? Someone from Positive East can even attend to host a Q&A session.
- **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?
- **Party online** – Just because we can't get together, why not host a virtual quiz or organise a streaming marathon and encourage viewers to donate!



# 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.

**[positiveeastpopup.org.uk](http://positiveeastpopup.org.uk)**





# 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](mailto:alex.foott@positiveeast.org.uk)



**THANK YOU FOR  
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