

Opportunities for Positive Change Abound Staff and Volunteers Extend Help and Support



At every turn of the hour, there's an opportunity to make meaningful change in our lives. It's a choice one makes. The people who work at AIDS Rochester have seen it time and again: A person comes into the agency with enormous burdens ... and with that first step — being aware that they need help and then asking for it — the path of change unfolds. With

the extended hands of expert staff members, life can be rebuilt. Some call that miraculous; we know that it is the power of compassion and acceptance, courage and determination every step of the way that allows change to make way for a new life. For one powerful example, read the story of José on page three.

And follow along for a bird's eye view of a typical day spent by AIDS Rochester staff and volunteers. Their days are given over to service for those who need help. You will see that opportunities for change abound in every tick of the clock, every hour that passes, in every activity, every connection that is made.

7:00 A.M. ... A staff member presents an HIV/AIDS education session for a business or doctor's office.

8:00 A.M. ... A Case Manager picks up a client for an appointment with a counselor.

9:00 A.M. ... A staff member interviews a potential volunteer to help at program activities.

10:00 A.M. ... Volunteers gather to prepare the noon-time meal for clients.



11:00 A.M. ... Outreach staff go to a local homeless center to talk about how to prevent HIV infection.

12:00 A.M. ... Lunch is served in our facility for 60 individuals with HIV/AIDS.

1:00 P.M. ... Clients gather for an art class led by a volunteer, Tom Somerville.

2:00 P.M. ... Staff distribute clean syringes to drug users at our Central Avenue location.

3:00 P.M. ... Housing Coordinator does a home safety inspection before client moves into new apartment.

4:00 P.M. ... Clients pick up grocery bags and a turkey at the AIDS Rochester food cupboard for their Thanksgiving meal.

5:00 P.M. ... Individuals arrive to receive a free HIV test.

6:00 P.M. ... Support group meets in the Geneva office for HIV+ individuals who live in outlying counties.

7:00 P.M. ... Special Events staff set up an HIV/AIDS awareness table at a local festival.

8:00 P.M. ... Prevention staff and volunteers do street outreach to give information to people in high-risk neighborhoods.

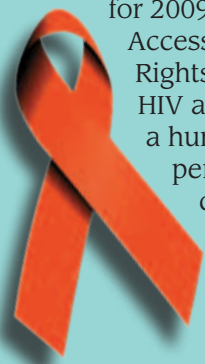
9:00 P.M. ... Staff and volunteers arrive at the Bath House to do testing and distribute condoms.

12:00 P.M. ... Outreach van returns to the AIDS Rochester offices and people head home after a long day.



World AIDS Day

Started on December 1, 1988, World AIDS Day is about raising money, increasing awareness, fighting prejudice, and improving education about HIV/AIDS.



The World AIDS Day theme for 2009 is Universal Access and Human Rights. Understanding HIV and AIDS from a human rights perspective can be difficult, especially for those of us who have easy access to health care. It is important that we

consider HIV and AIDS as a global phenomenon, especially when we think of access to services and care. Human rights are often misunderstood and can sometimes be seen as abstract ideals with not much practical relevance for real people. Access for all to HIV prevention, treatment, care, and support is a critical part of human rights.

According to UNAIDS estimates, there are now 33.2 million people living with HIV, including 2.5 million children. During 2007 some 2.5 million people became newly infected with the virus. Around half of all people who become infected with HIV do so before they are 25 and die because of AIDS before they are 35, primarily because of limited access to health care.

World AIDS Day is important because it reminds people that HIV has not gone away, and that there are many things still to be done. AIDS Rochester staff continues to work on the front lines of HIV prevention and case management in the Finger Lakes region. We are doing our part to advocate for and support people living with HIV, because we see quality HIV care as a human right.

News from the Executive Director

Paula Silvestrone, MS



As AIDS Rochester moves in to new space together with AIDS Community Health Center at Monroe Square and plans for the upcoming merger of our two agencies, the details that have to be worked through in order to ensure a successful transition are daunting.

There are the systemic issues: How will the new agency be governed? How does the steering committee of upper management from both agencies work effectively to guide the process and blend our corporate cultures? How can work teams implement our unification of client programs, policies, human resources, fiscal reporting, data and technology? And there is more as we make sure that each detail is attended to.

There are the personal issues: Will I like the new space where I will be coming for services? Will my confidentiality be protected? Can I still choose where I get my medical care and case management services? For staff: Will I like my new supervisor? Will my hours change? Will I lose any benefits?

Never has leadership felt more important. Our constituents are many and their needs diverse: HIV+ people and their loved ones, those at risk for HIV, our volunteers, staff, funders, politicians, collaborating agencies, media, landlords, and the community-at-large.

I know we won't get it perfect, and not 100% of those concerned will be happy. I'll be the first to admit that change is hard. But the intent is pure, and if we keep our eye on the end game we will have a stronger, more vital agency that provides this community with a full continuum of state-of-the-art AIDS-related services. This vision is worth a year of the hardest work I have ever done!

I am confident about the success of our new venture, because I have seen people from both organizations meet the challenges of change head on, collaboratively, and with open dialogue and consistent problem solving. Let's all look forward to a new year filled with new opportunity that benefits all.

NYS Senators Support HIV Prevention Upstate

ARI Says Many Thanks



Special thanks to Senator Joseph Robach who granted AIDS Rochester \$25,000 for HIV testing and counseling.

And a big hand for Senators Robach, Alesi, and Maziarz who secured \$432,400 for AIDS Rochester and our sister agencies in Buffalo, Syracuse, Albany, Binghamton, and the Hudson Valley to implement a diverse array of prevention programs targeting those at highest risk for HIV.

Caring Staff Facilitate Change

Client Begins New Life

“The first step toward change is awareness. The second step is acceptance.” (Nathaniel Branden) Easy to read, interesting to think about, but try living it. As ARI embarks on many changes with our upcoming merger and move, it reminds us of the changes individuals we serve go through on a continual basis.

José is just one of the extraordinary volunteers at ARI who has dealt with the changes that being infected by HIV brings. After being diagnosed with HIV in 1995, it took him four years to come to terms with it.

When José moved to Rochester to enter a halfway house for his substance abuse recovery, he admits he had a big chip on his shoulder. He was from New York City and no one could tell him anything. At that halfway house, he met people who came to ARI; they suggested he come see what we could do for him. Reluctantly he made an appointment and met with the person who would become a beloved case manager. José says, “He made me laugh and showed me how to laugh. He spent a lot of time listening to my problems; I really grew to love him.” One day, his case manager told him that if he wanted to get better, he needed to lose the attitude that he was better than everyone else. Others at the halfway house also told him to “lose the chip”. Hearing this advice from people he had grown to respect made José stop and think. He started going to support groups where he began listening to others and looking outside of himself. He volunteered at ARI and one day looked in the mirror; for the first time in over 18 years he liked what he saw.

Over the years, José has faced many more life changes — getting a great job; meeting his wife and having two children; and then another big change: A diagnosis from his doctor that he had a serious heart condition. More difficult than ten years in jail, rehab, and the recovery process was this change. He’s had to adjust to a disability that forced him to stop working and stay at home. “I’m a house husband now,” he jokes. José enjoys the time home with his family and says, “It’s quality time and I love it.”

The second step towards change is acceptance. That doesn’t come without struggle. José knows that struggle well.



Change Offers New Lease on Life

AIDS Rochester added new members to its family this year when we received an email from a woman in the Rochester area who is affected by the HIV/AIDS epidemic. At the time her brother, who has AIDS and Hepatitis C, was living down south. He was receiving inadequate medical care and case management services, and his health was fading fast. His sister decided it would be best for him to relocate to Rochester, where he could get better care and support from his family. She wrote, “... he’ll need a case manager to help him request and obtain assistance from the various programs. Aside from assistance with his prescriptions and medical needs, he also needs assistance with housing and utilities.”

“Thanks for caring for us as if you knew us!”

In keeping with ARI’s mission to provide a continuum of programs and services for people infected with and affected by HIV/AIDS, we did not hesitate to respond to this woman’s call for help. The question was not about if the woman’s brother would be relocating to Rochester, it was when he gets here will he be well taken care of? Prevention and Case Management staff were determined to make that answer a “yes”. In order to help with the transition, we provided a number of community resources that she and her brother could use upon his arrival, including Emergency Housing Assistance and the Department of Social Services.

A little more than a month after receiving the initial message from the woman, she sent word that her brother had safely arrived in Rochester, and was ready to start a healthier, happier life here. Within a week of his arrival he was already on track for getting Medicaid, full medical care, and prescription coverage. The outcome of this whole event was extremely positive, not only for the woman and her brother, but for our staff. Thanks and well wishes came from the woman and her brother in many forms, but one comment stood out ... “Thanks for caring for us as if you knew us!” The funny thing is that in essence, we really did know them. Although we never met in person, they represented the men and women we are here to serve and assist on a daily basis. They were a part of our family from that initial phone call, and will always hold a special place in our hearts.

The Empire State AIDS Ride across New York State was held from August 16th–August 22nd. Starting in Niagara Falls, 45 riders from across the country spread AIDS awareness across the state as they reached their destination of New York City. The event raised over \$200,000. Team ARiders raised a total of \$70,000.

**ESAR 2009
ARiders Team**

- Dan Abbott
- Paul Batz
- Cheryl Driscoll
- Jason Fair
- Phyllis Fleischman
- Ellie Grinols
- Jay Lill
- Mary Mitchell
- Tobie Olsan
- Allen Payne
- Michael Prohaska
- Christina Pullano
- James Pullano
- Peter Pullano
- Paul Shew
- Paula Silvestrone
- Bob Singer

Volunteers

- Laura Abbott
- Brian Doran
- Mathias Holzhacker
- Melissa Lord
- Katie Miller
- Christopher Morrow
- Alex Pullano
- Francesca Pullano
- Buddie Woodridge

Donors

- Alesco Advisors
- Harry Bruno
- DePaul Community Facilities
- Kevin Judge
- Stergios Skatharoudis
- Thomson Reuters



AIDS Rochester's first annual Red Ribbon Ride was held on Sunday, September 20th. Start and finish were held in beautiful Genesee Valley Park. This new event took riders on a 5, 20, 40, 50, 70 or 100 mile journey to Letchworth State Park and back. A total of 62 riders raised \$32,500.

**AIDS Rochester
Red Ribbon Ride**

Ride Super Sponsor

MVP Health Care

Ride Sponsor

Sutherland Global Services

Pit Stop Sponsor

Michael Beatty

Bike Sponsor

Canandaigua National Bank & Trust
Dick's Clothing and Sporting Goods

Spoke Sponsor

Tibotec Therapeutics

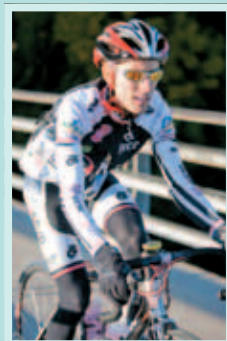
Award Winners

Top Fundraising Individuals

Stuart Mitchell
Kevin Judge
Joe Gentile
Amanda Hoch
Stefan Baer

Top Fundraising Teams

Riders of the Highest Order
ARiders
PES
PAETEC Riders
En Fuego



3,000 to Support ARI's Mission

AIDS Walk 2009 was held on Saturday June 6th. We couldn't have asked for a better day. Highland Park Bowl was the perfect setting for this year's 18th Walk. Honorary Chair, Mr. Thomas Warfield, was an inspiration to all. A total of 270 walkers raised over \$65,000.

AIDS Walk 2009

Honorary Chair

Thomas Warfield

Super Sponsors

Constellation Brands
Thomson Reuters

Super Striders

Harry Bruno Salon
Harter Secrest & Emery
Wegmans Food Markets

Rest Stop Sponsors

Barrett, Greisberger,
Fletcher & Magee
Bausch & Lomb
The Bonadio Group
DePaul Community
Facilities
First Niagara Risk
Management
Frontier Communications
John J. Paris DDS, PC
Route Sponsors
HSBC Bank
ITT
Frederic Scarpulla

Award Winners

Top Fundraising Individuals

Robert White
Erik Libey & Jason Gilman
Alan Curle, MD

Top Fundraising Teams

Prevention Power
State Farm
ITT Space Systems
Division

Top Fundraising Dogs

Zach/Twinc Legacy
Oakley/Sara Brockway
Mason/Jennifer Lyons

Walk Angels \$2,500+

Curle, MD, Alan
Libey, Erik
& Gilman, Jason
White, Robert

Walk Luminaries \$1,000 - \$2,499

Damico, Phil
Fischer, Sady
Hafler, Corey
Legno, Gini
Popil, Ed
Tang, Scott
Wells, Conrad & Gillian

Walk Beacons \$500 - \$900

Aliprando, Sara
& White, Brad
Ames, Judy
Blanchard, Megan
Carter, Ralph
Helget, Arlene
Hopkins, The Reverend
Michael
Legacy, Twinc
Liberti, Joanne
& Sharrow, Lela
Mains, Tim O.
Mangione, Janine
Murphy, Jim
Oshier, Daniel

Sahrle, Jennifer
Simmons, Megan
Tiss, Michael

Walk Torches \$300 - \$499

Baker, Jay
Bender, Ed
Brett, Samuel
Brown, Jr., Julian
Budd, Elizabeth
Galeno, Andrea
Finnerty, Brian & Christine
Kalish, Bettina & Michael
McLuckie, David
Nenneau, Anne
& Finnell, Karen
Rasbridge, Ronald & Marie
Rossi, Kimberly
& Brockway, Sarah
Sclamo, Kathleen
Witkowski, Jennifer

Gifts In Kind

Alan Wood Realtor
Chuck Argento
Barilla America
BHARATA DANCE
Ensemble
Bike Zone
Bollywood Dance Mania
Marlene Caroselli
Dan & Bill

Kasha Davis
Mark Davis
DiBella's
Dick's Clothing and
Sporting Goods
Heath Dowling
Laurie Dynes
Eastern Mountain Sports
The Esperanza Mansion
FEDEX Kinko's
Flower City Pride Band
Foodlink
Heberle Disposal Service
Hill's Pet Nutrition
Humane Society at
Lollypop Farm
Invisible Fence of Upstate
New York
ISSAC Heating and
Air Conditioning
Jembetat Gallery
Mac 5 Bikes
MarsMutt's Dog Grooming
David McLuckie
The Medical Spa at
Lindsay House
MVP Health Care
Penfield Racquet
& Fitness Club
Daniel Phinney
Quench Gum
Raw Revolution
Antoine Reeves
Rochester Amateur Radio
Association
The Rochettes
Niru Singhal
Mark Siwec
Stephens Media Group
Visiting Nurse Service
World Gym of Rochester



The Following Donors Wish to Remember Their Friends or Loved Ones ...

In Memory of Philip W. Gregory
Madeline Roberts Short

In Memory of Paul R. Kelly
& *John W. Passe*
Patricia Smith

In Memory of James Kerr
Romana Kerr

In Memory of Salvatore Lonobile
Robert Lebman

In Memory of George Mamo
George & Annabelle Mamo

In Memory of Basil Megna
Joseph & Camille Megna

In Memory of Craig Nenneau
& *In Honor of Anne Nenneau*
Nelma Nenneau Fillius

In Memory of Lawrence Pearson
Vernon & Shirley Bell

In Memory of Franklin Royce
Eileen Powderly

In Memory of Gary Smith
Joanne Cochi

Keeping the random acts of
kindness alive for Ryan Todisco
Jodi McMahon

In Memory of Robert Waldron
Janet & Lawrence Flynn

... Or Pay Tribute

In Honor of Michael Beatty
Paula Silvestrone & Paul Shew

In Honor of Jerry Hummel
William J. O'Connor, Jr.

In Honor of Carl Lebman's 50th
Birthday & In Memory of his
brother Sammy's memory
Chris Urban

In Honor of Judith Lui's 70th
Birthday
Britton Lui

In Honor of David McLuckie
Paula Silvestrone

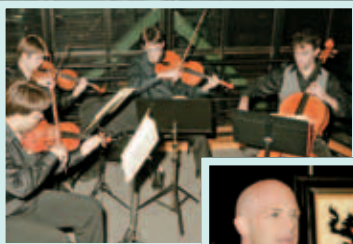
In Honor of Anne Nenneau
& *Karen Finnell*
Mary Jean Benda

John & Karen Fouracre

In Honor of Steven Price
H. Darrell Lance

First-Ever Joint Fundraiser: Night of 1000 Parties Celebrates Impending Merger

Night of 1,000 Parties, a joint fundraiser with AIDS Community Health Center, was held on Saturday November 7th. Hosts held parties in their homes and everyone met up at Max of High Falls for desserts, coffee, a live auction featuring the painting, *Solidarité* by Cordell Cordova, and a performance by the Big Wigs. It was a night to remember.



Matching Donations

If you are an employee with one of the companies listed below, any donation you make will be matched by your employer. Please let us know if your company provides matching donations!

Aetna Foundation
American Express Foundation
AXA Financial
Best Buy
C.P. Bard
GAP Foundation
GE Foundation
HSBC Matching Gift Program

Grants

Thank you to the following organizations which provide grants to support our efforts:

Broadway Cares/
Equity Fights AIDS
Foodlink
J.P. Morgan Chase Foundation
Our Lady of Lourdes Church
The Rite AID Foundation

LGBT Health Team Launches New Website

Through a grant received from the NYS Department of Health, AIDS Rochester is expanding its work with the Lesbian, Gay, Bisexual, Transgender, Intersex and Queer (LGBTIQ) community in the Rochester, Finger Lakes and Southern Tier areas. The LGBT health team is pleased to announce the launch of our new website, www.everybodysgood.com, which took place on October 9. It will be a fun and friendly place for LGBTIQ individuals to find and share good information and create dialogue around issues that are important to us. The website will have some exciting features, including a blog where ARI staff Erik Libey, Allegra Anka and guest bloggers, will write regularly on current events and health issues that matter to the queer community. Another key component of the website will be our comprehensive directory of LGBTIQ-friendly and affirming health care professionals in the Rochester/Finger Lakes areas. This new website is a great addition to our work with the LGBTIQ community. Please stop by to check it out.

Building the Future Together ... With Your Help

AIDS Community Health Center and AIDS Rochester have taken a bold step to merge into ONE — one mission, one new center for HIV/AIDS care, one united effort to help people get well, stay well, and live well.

We invite you to help us create this vision at Monroe Square and make our mission a reality. Every gift is important to the success of our merger and move plans. We would be happy to help you find the level of giving that is right for you.

As a major donor — a donation in the range of \$5,000 to \$125,000 — you will have the opportunity to name a room in our new facility based on the amount of your donation. You can even name a room in honor or in memory of someone, if you choose. The name will then be prominently displayed in that room.

Gifts of \$250 to \$4,999 will receive group recognition with names of donors displayed in a prominent place. Remember, your gift may be tax deductible to the extent allowable by law; please consult your tax advisor.

For more information, please contact Mary Beth Lowery at 585-210-4145.

Donation Form



Donor(s) name(s)

Address

City, State, ZIP

Email

Phone Number

Enclosed is my tax-deductible gift, in the amount of

\$300 \$125 \$60 \$30 Other: \$ _____

My check is enclosed

Bill me in monthly payments of \$ _____ totaling \$ _____

Bill me in quarterly payments of \$ _____ totaling \$ _____

Charge my Visa MC Amex Discover "V" #: _____

Card #: _____ Exp. Date: _____

Name on card: _____

Signature: _____

My gift is in memory of in honor of:

Name

Please acknowledge my gift to:

Name

Address

City, State, ZIP

I do not wish my name to appear in ARI publications.

To make an online donation, please visit www.AIDSRochester.org.

Ask your employer about a Matching Gift.

Thank you for your gift.



AIDS Rochester, Inc.
259 Monroe Avenue
Rochester, NY 14607

(585) 442-2220 V/TDD
(585) 442-2200 V/TDD (Info Line)
www.AIDSRochester.org



United Way

Thank you to the United Way and the Greater Rochester Health Foundation

Many thanks to the United Way of Greater Rochester and United Way of the Southern Tier for their heartfelt campaigns, generously raising funds for hundreds of charities including AIDS Rochester. Their support is especially important during these tough economic times in keeping families who are impacted by HIV stable and healthy.

After a challenging campaign, we were thrilled that our United Way of Greater Rochester allocation was only cut by 5% and is now at \$144,995. However, the Greater Rochester Health Foundation granted funding to 21 United Way agencies with whom their mission is aligned, resulting in a full restoration to AIDS Rochester totaling \$152,626.

Vision

AIDS Rochester, Inc. (ARI) is an organization dedicated to a world without HIV.



Mission

ARI leads a compassionate community effort within the eight county Finger Lakes region, providing a continuum of programs and services including education, prevention, advocacy and support services for people infected with and affected by HIV/AIDS.