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## Every Dollar Counts!

We hope you will help us alleviate the pain and suffering from HIV/AIDS. Make a donation today!

- Go to [acRochester.org](http://acRochester.org)
- Send a check to AIDS Care at: 259 Monroe Avenue Rochester, NY 14607
- Call the Development Office at 585-210-4190

## A YEAR IN REVIEW

**A**IDS Care recently celebrated the first anniversary of its merger and move. While our first year has presented many challenges, it has also been a period characterized by numerous organizational accomplishments and developments.

Integrating two large agencies with unique programs, systems, and procedures presented numerous hurdles. The complexity of bringing two organizations together was evident both in combining of patient/client services such as Case Management and Prevention, as well as the fusion of human resource functions and accounting processes. There has also been a transition in key leadership roles, the navigation of a new and expansive facility and the establishment of a new agency culture and transfer of stakeholder loyalty to a new organizational brand.

The severe economic recession, and associated government fiscal crisis have resulted in budget cuts, delays in grant payments, changes in outpatient reimbursement and increasing documentation requirements. While we continue to deal with these difficult issues, we have also celebrated great achievements over the past year. Our AIDS Care Values were created by our employees. We have successfully blended cultures, including the integration of preventative, social and medical services.

In our first year alone, AIDS Care has administered HIV testing to 2,500 individuals. Those testing positive have been able to see Case Managers and even meet with Medical Providers within 24-48 hours of receiving positive results. We have provided Case Management to over 300 clients and Medical Services to over 700 patients. Our pharmacy, Pleasant Street Apothecary, has enrolled 537 HIV patients this year and filled over 60,000 prescriptions, 50,000 of those to HIV positive customers; and has the potential to exceed exceed this growth in the coming year. The Prevention Services team has educated over 17,000 individuals on harm reduction and the prevention of HIV and other sexually transmitted diseases.

Advocacy efforts helped to enhance HIV policies and funding. We have been able to maintain New York State HIV grant funding at the 2010 Level. Legislative language protecting AIDS Care's Community Service Designation has been restored in Governor Cuomo's approved budget. The New York State Legislature passed a law mandating health providers to offer HIV tests to patients and eliminating



*Jay Rudman, President and Chief Executive Officer*

the need for separate HIV testing consent.

The organization held its first fundraisers: AIDS Walk, 5-Day AIDS Red Ribbon Ride and Night of 1000 Parties. We contracted with Finger Lakes Migrant and Community Health Center in Geneva to provide HIV primary and specialty care to patients living in rural communities. AIDS Care was funded as a regional center for dual-infected HIV and Hepatitis-C patients. We were also approved by United Way of Greater Rochester as a grantee in the Impact area of Crisis Services. While addressing the multitude of implementation details, AIDS Care Volunteer and Staff leadership was also able to look into the future in creating its first Long Range Strategic Plan which will soon be described in future publications.

AIDS Care is quickly becoming the resource of choice for media, consumers, care givers, legislators and other community partners seeking information, services and support regarding HIV/AIDS Care. Patients and clients have shared their stories and appreciation of the AIDS Care one-stop-shop model, which allows them to access virtually all needed medical care and social services under one roof. With a budget of over \$9 million and 125 staff, AIDS Care is moving up the *Rochester Business Journal* list of largest 501c3 organizations in the community.

AIDS Care is one of the most comprehensive and unique models of care for individuals facing the challenges of a condition for which medical, social and emotional issues and needs converge. We are well on our way to becoming the preeminent Center of Excellence for HIV Prevention, Care and Support in the Rochester Finger Lakes region.

## AIDS Care Remembers Ed Cain

B. Edward "Doc" (Burton) Cain Ph.D.  
September 11, 1942 – January 13, 2011

Ed Cain supported the work of AIDS Care for over 20 years. Throughout these years, Ed witnessed how HIV/AIDS evolved into a chronic illness, but knew that the need for support was critical. He also knew AIDS Care provided the best medical care and support services for people living with this disease. Ed never forgot the commitment the agency made to support several of his friends and early victims of HIV/AIDS and understood the impact AIDS Care had on their lives.

Ed said last Spring, "I'm hoping others will donate to AIDS Care, because there's much work to do to stop the spread of a disease that can still have deadly consequences."



### Did You Know?



Pleasant Street Apothecary is open to everyone regardless of HIV status. For your convenience, you can order prescription refills online or by phone, and we deliver regardless of where you live! Using Pleasant Street Apothecary is one more way to support the work of AIDS Care.

Visit [PleasantStreetRX.com](http://PleasantStreetRX.com) or call 585-241-9000.



## CLIENT SUPPORT EQUALS CLIENT SUCCESS AIDS CARE APPROACH TRANSFORMS A LIFE

In October 2009, Sasha\* was placed in hospice in Florida where she was told she had three days to live. Suffering from a history of drug addiction, she learned she had HIV and had wasted down to less than 86 pounds. With most of Sasha's family in the Rochester area, her father had her transferred and admitted to a local hospital. Sasha was not an easy patient and refused medication and treatment at the hospital. "I wanted to die," she said. The physicians explained treatment options while her family looked on in the hospital room. When Sasha glanced around and saw three generations before her: daughter, mother, and grandmother as well as other family members, she knew she had to choose life and a Social Worker referred her to AIDS Care.

After beginning her medical regimen, Sasha's health began to improve and she began to gain weight. She also became involved in Huther Doyle addiction treatment, and support groups such as Positively Alive, a weekly, HIV positive peer-facilitated group. Both services are available on-site as part of the comprehensive model at AIDS Care.

The defining moment for Sasha came when she traveled with her support group to Albany to see the AIDS Memorial Quilt. The guide providing information asked of the group, "Do you know anyone affected or living with HIV?" When the guide

received no response he said, "Well, you do now. I have HIV." Sasha saw a person, the same age as her daughter, living with HIV and sharing his story. She decided it was time for her to share hers.

A year and a half after being in hospice, Sasha is now at a healthy weight and enrolled as a full-time student and her goal is to become a Chemical and Substance Abuse Counselor. She never cared or even thought about going to college before this life-changing experience. Now she is making the Dean's List. "I have learned that family and friends are more important. I am happy to be the person I'm becoming, and learning to love myself."

Richard Fowler, Consumer and Community Relations Manager at AIDS Care, mentions Sasha's impact on the staff and other clients, "This story shares one of our triumphs in the fight against HIV/AIDS."

Sasha continues to balance her support groups with school and continues to receive her medical services at AIDS Care. "Everyone here is so friendly and warm. I could not imagine going anywhere else."

\* Protecting the privacy of our patients and clients is a top priority at AIDS Care. To protect the privacy of the individual her name has been changed.

*Pictured: Marcia Famolaro, Associate Director of Adult Day Health and Richard Fowler, Consumer and Community Relations Manager*

# Congratulating Dr. Roberto Corales

## Recipient of the RAFTA Award

**D**r. Roberto B. Corales, VP, Chief Medical Officer at AIDS Care, was the recipient of the Rochester Area Task Force on AIDS, Inc. HIV Clinical Provider Award, announced at their annual World AIDS Day luncheon on December 3, 2010 honoring individuals that have made notable contributions to or had a consistent impact within the HIV/AIDS community.

Dr. Corales came to Rochester over 10 years ago as a staff physician at AIDS Care. In his years with AIDS Care he has fostered many positive changes in the organization and the community. One example is his work to ensure broad access to many clinical trials not previously available in our region. He has also spearheaded educational programs for consumers and professionals from our local clinics to national and international conferences. Although a brilliant and accomplished educator, researcher, and administrator, he is first and foremost a dedicated and caring doctor. His patients come first. Roberto, as he is known to them, provides the level of

cutting edge care that makes AIDS Care what it is, along with the personal touch that only he can offer.

Jay Rudman, AIDS Care President said, "AIDS Care congratulates Dr. Corales for this well deserved recognition from our region's community of HIV-positive consumers and providers."



### Samuel Brett Awarded Volunteer of the Year at Volunteer Reception

Samuel Brett was honored as Volunteer of the Year on April 14, 2011. Sam serves on the AIDS Care Board of Directors and has been volunteering since 2004. He gives his time to the clients at AIDS Care by assisting with our HIV testing program. Sam also volunteers weekly in our nutrition program, where he prepares and serves balanced meals to many individuals. His ability to speak three languages (Spanish, English, and American Sign Language) makes him an asset for providing culturally inclusive services to participants.



## Making a difference in the place we call home.

Excellus BlueCross BlueShield has proudly called upstate New York home for more than 70 years. Our roots are here. Our employees work and raise families here. And our members live here. So it just makes sense that one of our priorities is to give back to the communities we serve. That's why we partner with local nonprofits on health-related programs and other initiatives that contribute to an enhanced quality of life. We look at it as an investment in our future – and yours. That's why we're here.



# UPCOMING EVENTS

## Fun Opportunities to Support AIDS Care!



**SUNDAY**

**SEPTEMBER 18, 2011**  
**GENESEE VALLEY PARK**

**REGISTER BY:**

CALLING OUR EVENTS LINE:  
585-210-4150

OR E-MAIL:

DEVELOPMENT@ACROCHESTER.ORG



# AIDS

*red ribbon*

# RIDE



SEPTEMBER 2011



Stuart Mitchell, President/ CEO PathStone Corporation  
Top Fundraiser 2009 & 2010

**REGISTER ONLINE AT:**

[AIDSRedRibbonRide.org](http://AIDSRedRibbonRide.org)  
Or Call: 585-210-4150

**5 DAY RIDE**

September 14-18, 2011

FOR INFORMATION ABOUT

Riding, Volunteering, Making a Donation,  
and/or becoming an Event Sponsor

Please contact us at:  
585-210-4150  
[development@acRochester.org](mailto:development@acRochester.org)

## "KEEPING PACE" WITH EVENT CHANGES: An All-Inclusive Event for 2011!

**A**IDS Care's premier fundraiser, the annual AIDS Walk, is growing and changing in 2011. Now known as Keeping Pace with AIDS, the fundraiser will include a 5K Walk, 5K or 10K Run, 20-, 50- and 100-mile bike rides as well as Paws for the Cause. Keeping Pace with AIDS will take place Sunday, September 18, 2011 at The Roundhouse in Genesee Valley Park. The all-day event will feature sponsored tables and activities that promote health and wellness as well as music, entertainment and food.

The AIDS Red Ribbon Ride, a 5-day, 420-mile fundraising event throughout the 9-county Finger Lakes Region will take place in conjunction with Keeping Pace with AIDS. The 5-day ride begins on Wednesday, September 14 at AIDS Care and continues through September 18, finishing at Genesee Valley Park. The AIDS Red Ribbon Ride is being coordinated as a partnership between a core group of volunteers and AIDS Care.

For more information:

(585) 210-4150

[www.acRochester.org](http://www.acRochester.org)

[www.AIDSRedRibbonRide.org](http://www.AIDSRedRibbonRide.org)

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Thank you to our Board Members who provide valuable guidance and support.

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AIDS Care is the only organization in the Finger Lakes region entirely focused on providing HIV/AIDS care and services. Satellite offices are located in Bath, Geneva, and on Central Avenue in downtown Rochester.

