

positive heroes+

2009 – 2013
REPORT



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INTRODUCTION

Positive Heroes' vision is to reduce the fear, misinformation, stigma and discrimination that still surround HIV in South Africa.

We do this by providing role models who encourage and inspire others living with and affected by HIV, with their powerful messages of hope. Our Heroes share their life personal testimonies of surviving and managing HIV - which counter-balances the fear surrounding HIV with messages of hope without telling people what to do

Positive Heroes promotes, publicises and raises the profile of these Heroes to reach a broad variety of communities in both urban and rural settings. South Africans are then able to engage with role models from a wide range of racial, cultural and socio-economic backgrounds who are managing their HIV and living full, rewarding lives.

Our carefully selected role models who are all living with HIV are involved in a wide variety of activities at various levels of the fight against stigma and discrimination. These activities include appearing in national media campaigns, bearing personal testimony, participating in seminars, educational and awareness campaigns in schools and communities, supporting and counselling others with HIV.

Positive Heroes receives hundreds of emails and letters through our website, facebook, media exposure and from Move! readers. People who are looking for support or wanting more information. We provide personal responses, and where necessary, a call from one of the Heroes. We also refer people to support groups and clinics and provide a crucial link to accessing treatment, care and support services. These personalised interventions work at a ground roots level - normalising HIV and diminishing stigma.

We call this our **Campaign of Hope**



Miss Evelina Tshabalala – Founding Hero



Campaign of Hope

ADVERTISING VALUE EQUIVALENT

Advertising Value Equivalency (AVE) is a measure that is used in both the Commercial Public Relations (CPR) and Non-Government Organisation (NGO) or Charity sectors to evaluate the benefit to an organisation of media coverage from a PR campaign. The measurement would combine the size of the coverage gained, its placement and media medium – and calculate what the equivalent amount of space, would cost if it paid for as advertising.

We establish Positive Heroes' AVE by dividing the value of media coverage achieved by the total amount of money spent by Positive Heroes during one financial year. We use a conservative ratio of 1:1 as we feel this best reflects a real value.

The readership/listenership or viewership figures provided by each media outlet allow us to evaluate how many people we reached per media inclusion. These figures reveal that the spread of media and nature of pieces allowed us to reach every South African over a period of 5 years.

Our AVE figures since we started the organization are:

- 2008/9: 3:1 - 2 million reach
- 2009/10: 2:1 - 4 million reach
- 2010/11: 14:1 - 25 million reach
- 2011/12: 8:1 - 35 million reach
- 2012/13: 10:1 - 38 million reach

These results have been beyond our wildest expectations and have given us fresh impetus to do even more each year. We believe that addressing stigma is a key part of the solution to the HIV epidemic and this is what our Heroes do every day.

We want to thank our sponsors and supporters all for the contributions you have made and continue to make. We will not stop in our work until we are all part of the generation that ends HIV/AIDS in our time.



The Ultra-Marathon Team with Justice Edwin Cameron, Positive Heroes' Patron

2009: UNPRECEDENTED GROWTH



February - December: Move! Magazine agree to devote a two pages each month to a Positive Hero and their their story. Move! is South Africa's No1 Woman's Magazine: reaching 1.1 million readers every week

March - December: Billboards on Adderley Street – Cape Town's main thoroughfare - feature messages of Hope by eight Positive Heroes

April: Formation of Positive Heroes' UltraMarathon Team – Evelina Tshablala, Masibulele Gcabo and Willie Engelbrecht run the 56km Two Oceans Marathon

May: The UltraMarathon team triumphantly complete the 89km Comrades Marathon – their first as a team

June: UltraMarathon Team Captain Evelina Tshabalala wins Nike's Gamechangers Competition by an unprecedented number of votes – demonstrating that Positive Heroes *"is an organization that uses sport to promote social change for women in South Africa"*.

October: Our 'Unique Fashion Event' – a fundraising fashion show and auction raises over R85,000 in core funding for 2010

October: Standard Bank sign on to sponsor Move! articles for 2010 bringing Sponsorship funds to the organization.

December: Richard Westoby and Steven Edwards hold an exhibition of Richard's photographs and raise over R18,000 for Positive Heroes.



2010: FROM STRENGTH TO STRENGTH



January - December: Move! Heroes Campaign into 2010 - introducing a new Positive Hero to South Africans over a double page spread, every 6 weeks.

April: The Ultra Marathon Team welcomes new members Barbara Kingsley and Kenneth Methula. They complete the 56km Two Oceans and do interviews in local Cape Town and national print, radio and online media.

April: Cape Town Mayor Dan Plato personally congratulates the team on their great work during a photo call arranged for Cape Town Newspapers

May: The Team travel to Kwa-Zulu Natal to run the 2010 Comrades 89km Ultra Marathon – each runs a best personal time. They do a wide range of media interviews in Kenneth Methula's home province.

May: The Ultra Marathon addresses 600 learners at Kearsney College during a special assembly dedicated to Positive Heroes. They hold the boys (aged 12- 18) spellbound for an hour. Kearsney boys lined the marathon route outside their school to show their appreciation and support.



June: Nike sponsor the Team with new Running Kit for 2011

September: SABC3 air "Beyond Positive" a series of 24-minute documentaries looking at positive living with HIV. They feature three Positive Heroes: Evelina Tshabalala, Faghmeda Miller and Teresa Frankenberg.

2010/ctd

September: Marc Stanes & Jonathan Cooper donate a percentage of the sales from the exhibition Naked Sculpture, held in London: to Positive Heroes.

October: The second annual 'Unique Fashion Event' is held at the Cape Town Train Station. The fashion show and auction raise over R160 000 in core funding.

December: World AIDS Day: Gavin Reid, Director of Positive Heroes talks to with South African Breweries (SAB) and Sports Sciences Institute staffers about the role of Stigma in the HIV Epidemic in South Africa.



December: Positive Hero Brett Anderson Terry speaks at Liberty Life's World AIDS Day in Johannesburg. His speech is satellited to both the Cape Town and Durban offices.

December: Brett Anderson Terry travels to Namibia as a guest of their Ministry of Education – he is the guest of honour at their World Aids Day event.

December: Positive Heroes CEO Reon Van Dyk addresses the employees of the Cape Town Medi-Clinic on new developments in the HIV/Aids field.

December: The Ultra Marathon team take part in the Soweto Marathon – a first time for Barbara, Kenneth, Willie and Masi. They speak with local press and finish in good time despite the challenges of the altitude.

December: Luckyboy Mkhondwana and Teresa Frankenberg share their stories with Timiya on SABC1's Talk SA – broadcast on National TV

December: Support Christmas Party held by The Beautiful Gate HIV/AIDS Paediatric Clinic in Crossroads by providing gifts/cooldrinks to 220 children



2011: COMMUNITY AND CONNECTION



February – December: Ongoing Campaign of Hope with double page spread articles on HIV, Stigma, Disclosure and Heroes' stories appearing in Move! magazine – readership 1.85million weekly

March: Willie Engelbrecht and Sue Wildish speak about Stigma at the Bergsig Clinic Annual HIV/TB Day

April: UltraMarathon team run the Two Oceans Marathon and do extensive Media Work round Stigma

April: UltraMarathon Team and the Easter Bunny hold an Easter Party at Groote Schuur Hospital's Paediatric HIV Clinic – handing out 120 knitted teddies Easter goodies.

April: UltraMarathon Team visits Sinenjongo High School in Joe Slovo Township as guests of a Special Assembly where they tell their stories about living with HIV

May: UltraMarathon team appear National Television: eTV News - Saturday night ahead of the Comrades watched by 11 million viewers

May: UltraMarathon Team run the Comrades Marathon and do extensive media work

May: UltraMarathon Team do outreach at: WozaMoya HIV Support Group and Income Generating Beading project, Hillcrest HIV/Aids Respite Care Centre, Sizimisele Combined School and Mafumbuka High School



2011/ctd

May – July: Redesign the Positive Heroes Website. Introduce 12 new Heroes to the world.

June: Masibulele Gcabo plants the Positive Heroes Support Group Trench garden in Buntingville, Eastern Cape

August: Health-e TV reporter Fathima Simjee wins “Vodacom Best TV News” award for her short film on The Ultra-Marathon Team at the 2011 Comrades Marathon

September: Launch a global online t-shirt competition to design a shirt that inspires courage at the fashion show - 50 Heroes, take to the runway in the winning design



November: Host a fashion show for 500 at the Civic Centre: raising R130 000 in core funding and ticket sales - covering operating costs for 2012

November: Barbara Kingsley appeared on Siyayinguoba, Beat It on Sunday 29th - SABC1 at 12.30 for WAD.

November: UltraMarathon Team run the Winelands Marathon and visit SAPS Robertson plus Bergsig and Nqubela Clinics to tell their stories.

December: WORLD AIDS DAY: Sue Wildish speaks on Radio Sonder Grense, Cape Talk and Highveldt Radio



2012: CONSOLIDATING THE CORE



February – December: Move! Magazine published six articles detailing challenges surrounding living HIV positively including Healthy Nutrition, Pregnancy, ARVs.

March: Partner with the Metro South Education Department in HIV/AIDS workshops held at 12 schools that reached over 4,000 young- and 400 adult- learners and teachers.

April: Ultra Marathon Team run the 2 Oceans Marathon and do substantial media work

April: Partner with Isiqualo an NGO that uses surfing to teach life skills in the Waves for Change program lesson. These underprivileged teenagers learn about HIV, self-reliance, peer support and stigma. The kids taught our Heroes to surf, the Heroes told the youngsters about positive living

April: Host an Easter party for Yabonga Paediatric HIV/AIDS clinics and treated children living with HIV to Easter teddies and goodie bags of crisps and sweets

May – December: created three unique inserts with the Dr Mol Show on SABC 3 National TV. Our six Heroes tell their personal stories of managing the virus.



September: Form the first Positive Heroes support group in Zimbabwe - in partnership with All About Love Trust Zimbabwe. Add five Zimbabwean Heroes to our website.

September: Visit Johannesburg for the Bonitas City2City Marathon. The runners cover – a wide range of media interviews. Visit Hero Simphiwe Ngamone's clinic in Witbank where the Heroes tell their stories of living Positively.

September: UltraMarathon Team speak to 300 employees of the Holiday Inn Group about the effects of Stigma and positive living with HIV.

/2012 ctd

September: UltraMarathon Team and Johannesburg based Heroes visit the Constitutional Courts as guests of Justice Edwin Cameron – Positive Heroes’ Patron

September: UltraMarathon Team participate in the Bonitas City to City Marathon – running in “HIV+ Runner” Vests. Positive Heroes host a water station on the route.

October: Dr Mol Show broadcasts 15min segment on the Bonitas City 2 City marathon

October: Develop an after-school program for the children of Bergsig clinic. Run by Hero and Marathonner: Willie Engelbrecht.



November: With SAB, we install intercom systems at Bergsig and Nqkubela HIV/TB clinics. Provide the medical teams with loudhailers for Community outreach work.

December: WORLD AIDS DAY - Hero Thabo Moloi speaks at Exxaro Mines, Sue Wildish speaks on stigma at SAB, we cover interviews across the media

December: World AIDS Day –Hero Barbara Kingsley and Sue Wildish speak at The Western Cape Department of Labour Summit on HIV positive living and the effects of Stigma. Barbara Kingsley and Dr Reon Van Dyk speak at Medi-Clinic on the current State of HIV in SA and Experiencing Stigma

December: WORLD AIDS DAY: Terresa Frankenberg and Joanna Ncala tell SA their stories of surviving HIV on Dr Mol Show – SABC 2

December: Support ‘Mohau oa Bophelo’, an NGO run by Heroes Johanna and Shalom Ncala - providing T-shirts and pamphlets for Women Against Violence Event

December: Partner with Medi-Clinic and Daddy’s Deals to fund and provide gifts for At Risk Children NGO Dibanani’s annual Christmas Party.

December: Host a Fundraising Cocktail Party and raised R10 000 in core funding



A MESSAGE FROM THE DIRECTORS

We have achieved a lot in five years - and are proud of being part of a movement that has seen people living with HIV become role models both in their communities and nationally.

Positive Heroes' approach of solution-focused messaging highlights hope and decreases stigma and fear. The charity has helped to ensure that those marginalized by HIV are better equipped to respond to the challenges they face.

Given the on-going financial environment and the difficulty in attracting reliable funding, without moving to a model of operation that requires a heavy allocation of time and resources to administration and fundraising, we feel this is the right time to down-scale our efforts. We aim to maintain Positive Heroes as a go-to resource online for people living with and affected with HIV and will continue to highlight the endurance and achievements of some of the many Heroes in South Africa.

With this new focus we will no longer be actively pursuing new initiatives, but we will still be there for anyone seeking information or support. Our website will remain up and active and assistance for anyone infected or affected by HIV will be only an email away.

Thank you for being such an instrumental part of Positive Heroes and we hope that you are as proud as we are, of all that we have achieved.

We could not have done any of this without you - thank you for being our Heroes!

Reon, Brooke, Gavin and Sue



Positive Heroes

Ordinary People Living Extraordinary Lives