

BALTIMORE 
AIDS WALK
& MUSIC FESTIVAL



2019
TEAM CAPTAIN
HANDBOOK



baltimoreaidswalk.org

FAST FACTS

The Baltimore AIDS Walk & Music Festival is a fundraising event benefiting the high-quality, comprehensive, and intensive HIV/AIDS programs of Chase Brexton Health Care, a non-profit community health organization, and its Community Partners.

WHEN & WHERE

June 9, 2019 at Power Plant Live and Inner Harbor in Baltimore (34 Market Place, Baltimore, MD 21202)

EVENT START & END

7 AM Registration; 9:30 AM Walk starts; 10:30 AM - 1PM Music Festival, Lunch and Award Ceremony.

COST

Walk & Festival: \$35 for adults; \$15 for children 12-years & under

GET A T-SHIRT

Every participant is encouraged to raise or donate \$100 or more to get the exclusive AIDS Walk & Music Festival t-shirt! Check the website for other prizes you can win by raising more money.

DONATIONS BEFORE EVENT

DEBIT/CREDIT - Have donations given through your fundraising page, which is online at baltimoreaidswalk.org and donate through your page!

CHECK - MAIL TO: Chase Brexton Health Care, Attn: Development
1111 North Charles Street, Baltimore MD 21201

Make checks payable to: Chase Brexton Health Care. Please note in the memo that the check is for the AIDS Walk & Music Festival and identify your team name.

CASH - Please turn in any cash donations to Chase Brexton's Development office (located on the 4th floor of Chase Brexton's Mt. Vernon Center at 1111 North Charles Street, Baltimore, MD 21201) in a sealed envelope with your name, team name, and amount indicated.

DONATIONS ON RACE DAY

Any donations you have on race day, please bring them in a labeled envelope to the registration table. These donations will be noted to your fundraising page.

QUESTIONS??

Contact info@baltimoreaidswalk.org | 410-837-2050 x1034

WHY WE ARE WALKING

Money raised at this year's AIDS Walk & Music Festival will help strengthen and expand HIV/AIDS education, testing, prevention, and treatment programs like those provided by Chase Brexton and its Community Partners.

THE CHASE BREXTON HIV/AIDS STORY

Founded in 1978 as a gay men's health clinic, Chase Brexton Health Care was on the front-lines of the AIDS epidemic when it first began to appear in our community in the early 80s. From our earliest days as an all-volunteer organization to the organization we are today employing more than 400 and serving more than 35,000 patients annually, Chase Brexton's service to individuals living with HIV/AIDS has remained unparalleled. Nationally, an estimated 25% of individuals living with HIV are virally suppressed; Chase Brexton's intensive HIV treatment program averages viral suppression almost 90% of our HIV patients.

Our HIV/AIDS programming and services include:

- Physical exams & ongoing follow-up visits
- Treatment for co-infections like hepatitis C
- Peer advocacy and case management support for issues including insurance and the financial burdens of the disease
- Intensive educational and adherence support for HIV medications & people living with HIV
- On-site pharmacy with pharmacists specifically trained and experienced in HIV medications

Visit chasebrexton.org to learn more about our work.

COMMUNITY PARTNER PROGRAM

Since 2015, proceeds from the Baltimore AIDS Walk have supported Chase Brexton's HIV care and outreach programs. This year, we're inviting local HIV and AIDS service organizations to join us as a Community Partner and keep half the money they raise. That means, participating organizations will be able to join this year's Walk as fundraising teams, with proceeds directly benefitting their programs and services.

Visit baltimoreaidswalk.org to learn more about our Community Partner Program.



we can't help everyone...but everyone can help someone.

WHY ARE YOU WALKING?

WE ARE GRATEFUL TO YOU, TEAM CAPTAIN...

...for committing to make the 2019 Baltimore AIDS Walk & Music Festival a success. As a team captain, you serve as the link between the HIV/AIDS service organizations and all potential walkers. We know that together we can make the AIDS Walk a success and be one step closer to getting to zero.

We all have reasons we are dedicated to ending HIV/AIDS. As you rally your teams and recruit more participants, telling your story will be important. So, why are you walking? Write it down and make a quick summary for you to use when people ask.



WHY I'M WALKING

I am walking because...

I think others should join me because...

My *Whys* in 30-seconds:

TEAM SUCCESS TIPS

OUR SUCCESS IS IN YOUR TEAM

Teams account for about 80% of the funds raised in walks. You are well on your way to being a successful team captain: you've registered and started a team. Of course, there's still a little work ahead.

First: build your team - friends, family, coworkers. Successful AIDS Walk teams usually range from 10-20 people. **Next step, success:**

Be an Example: Whatever you ask of your team, be sure you do as well.



- Consider making a personal donation to each of your teammates (remember, a little goes a long way).
- Ask your teammates to recruit at least one of their friends



Use Your Whys: Use the power of your story and share the reasons you think the AIDS Walk is important.

Go Social: Keep Facebook, Twitter, Instagram, Snapchat - whatever you use and love - active with news about your fundraising efforts.



- Be sure to give your donors a shout out!
- Send an email to everyone in your email address book inviting them to join you or give to your team.

Spread the Word: Talk about what you're doing and why. Word of mouth can go a long way so talk the talk.



- Get permission to post an AIDS Walk flyer in your workplace's lunchroom or other shared staff space.
- Have a party or event just for your team and ask them to invite one friend!
- Put posters in local community businesses (like coffee shops or bookstores) that you frequent.

Think Outside the Box: Try something different to increase your funds.



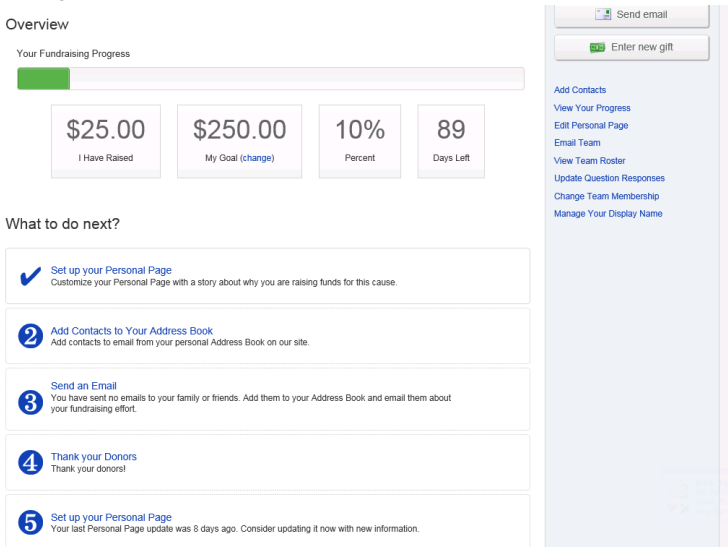
- Talk to HR to see if your company has a matching gift program. This is a quick way to turn your \$100 donation into \$200.
- Host a bake sale, 50/50 raffle, or garage sale
- Check online for other fun event ideas



YOUR FUNDRAISING PAGE

Once you've registered for the AIDS Walk & Music Festival, you will receive your own fundraising page. Make this page your own...here's how!

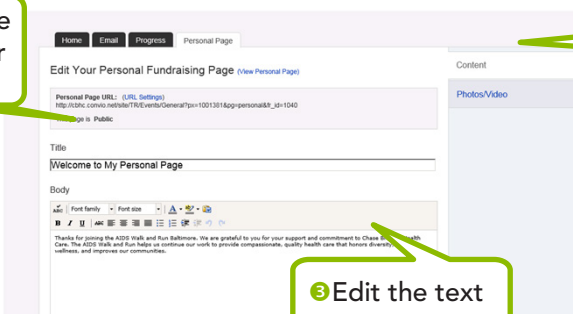
1. Go to baltimoreaidswalk.org & click on **Login**
2. Login with your user name & password
3. Click on **Participant Center** to set up your personal page, add contacts to your address book, send emails to family & friends and thank your donors.



1 Personalize your Header Text

2 Add videos or images of your own...

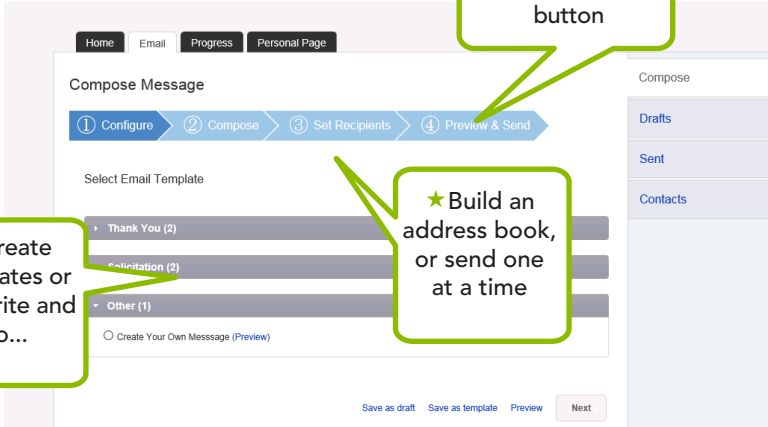
3 Edit the text on your page....



EMAILING FROM YOUR PAGE

Using the email in your fundraising page is an easy way to increase donations to your team and your own goal! Send an email to everyone in your email list to ask them for support.

To send emails, click the "Emails" tab:



The screenshot shows a 'Compose Message' interface with a progress bar at the top: ① Configure, ② Compose, ③ Set Recipients, ④ Preview & Send. Below the progress bar is a 'Select Email Template' section with three options: 'Thank You (2)', 'Celebration (2)', and 'Other (1)'. At the bottom, there is a radio button for 'Create Your Own Message (Preview)'. On the right side, there is a sidebar with 'Compose', 'Drafts', 'Sent', and 'Contacts'.

★ Create templates or just write and go...

★ Build an address book, or send one at a time

★ Preview, send, save as a template with the click of a button

Save as draft Save as template Preview Next



Include your personal fundraising page URL in every email, social media post you make to increase online donations!

HIV 101

HIV = Human Immunodeficiency Virus

AIDS = Aquired Immune Deficiency Syndrome

HIV is a virus that attacks the body's immune system, specifically the CD4 cells (sometimes called T cells). CD4 cells help the immune system fight off infections. Over time, HIV destroys so many CD4 cells that the body can't fight off infections and disease. Left untreated, the body can't protect itself from disease and the virus becomes AIDS.

HIV CAN BE TRANSMITTED BY

- Sexual Contact
- Sharing Needles
- Mother to Baby during pregnancy, birth, or breastfeeding

HIV IS NOT TRANSMITTED BY

- Air or Water
- Saliva, Sweat, Tears, or Closed-Mouth Kissing
- Insects or Pets
- Sharing Toilets, Food, or Drinks

PROTECT YOURSELF FROM HIV

- Get tested.
- Use condoms the right way every time you have anal or vaginal sex.
- Choose activities with little to no risk like oral sex.
- Limit your number of sex partners.
- Don't inject drugs, or if you do, don't share needles or works.
- If you are at high risk for HIV, ask your health care provider about pre-exposure prophylaxis (PrEP).
- If you think you've been exposed to HIV within the last 3 days, ask a health care provider about post-exposure prophylaxis (PEP) right away. PEP can prevent HIV, but it must be started within 72 hours.
- Get tested and treated for other STDs.

IF YOU HAVE HIV

- Get into and stay in care - treatment works.
- Take your medicines every day.
- Tell your sex or drug-using partners that you are living with HIV.
- Use condoms the right way every time you have sex.
- Talk to your partners about PrEP.

U=U: JOIN THE CONVERSATION



HIV TREATMENT WORKS TO STOP THE SPREAD OF HIV

HOW? With treatment, regular check-ups, and 6 months of undetectable viral loads, HIV cannot be spread through sex.

Are **U** in the Conversation?

WHAT DOES THAT MEAN? HIV cannot be passed through unprotected sex acts when HIV is undetectable! Yes: it's

true. Studies prove it.

UNDETECTABLE = CURED? Having an undetectable viral load does not mean HIV is cured. The virus is still in the body. If a person with HIV stops taking HIV treatment or misses too many doses, their viral loads will increase and they will likely become detectable. They also might need a new type of medication - HIV can become resistant to drugs.

WHY DOES UNDETECTABLE MATTER? Being undetectable is healthy – People with HIV who have undetectable viral loads are less likely to develop serious illnesses and have less damage done to their body. Having an undetectable viral load also means HIV can't be spread through sex. Win-win!

ARE YOU UNDETECTABLE? The only way a person with HIV can know if they are undetectable is to see their provider regularly for viral load tests.

UNDETECTABLE, PREP & SEXUALLY TRANSMITTED INFECTIONS

Knowing your or your partner's viral load is good. A person with HIV whose viral load is undetectable can't pass on HIV - and a person without HIV whose partner's viral load is undetectable won't get HIV from their partner through sexual activity.

Pre-exposure prophylaxis (PrEP) is another way to protect against HIV for someone without HIV.

Remember, of course, an undetectable HIV viral load doesn't prevent transmission of other sexually transmitted infections (STIs), like chlamydia or gonorrhea. Using condoms can reduce the risk of many STIs.

GET TESTED. GET INTO TREATMENT. GET IN THE CONVERSATION

This year, the Baltimore AIDS Walk & Music Festival is collaborating with the Baltimore City Health Department to share the message that UNDETECTABLE= UNTRANSMITTABLE. **For more information, visit UequalsUMaryland.org.**



no one has ever become poor from giving.

5 DAYS TO \$500

Make sure your team walks in style: encourage everyone on your team to raise at least \$100 so they can sport the official AIDS Walk & Music Festival t-shirt. Help them raise even more with our \$500 in 5 Days plan...



Day #1

Sponsor yourself for \$25 or more + \$25
Ask 3 family members to sponsor you for \$25 + \$75
= \$100



Day #2

Ask 5 friends for \$10 each + \$50
Ask 5 coworkers/neighbors for \$10 each + \$50
= \$100



Day #3

Host a fundraising pizza party + \$100
= \$100



Day #4

Ask 2 businesses you frequent for \$50 each + \$100
= \$100



Day #5

Ask 2 restaurants you frequent for \$50 each + \$100
= \$100

Total \$500

FUNDRAISING IDEAS



no one is useless in this world who lightens the burdens of another.



Chase Brexton Health Care

At Chase Brexton Health Care, we believe everyone deserves great health care...because everyone's health matters.

A Joint Commission accredited, private, not-for-profit Federally Qualified Health Center (FQHC), Chase Brexton provides a range of clinical services from primary medical care and behavioral health services to dental and pharmacy, among others. Welcoming insured and uninsured alike, Chase Brexton serves more than 35,000 patients annually.

And, though we continue to grow in size, our patient-centered approach remains: we believe in educating, supporting, and empowering each of our patients through individualized, comprehensive care so they can live their healthiest possible lives!

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