



2018

Annual  
Activities  
Report



THE  
ELIZABETH TAYLOR  
AIDS FOUNDATION

## A Note from the ETAF Officers



Eight years after Elizabeth's passing, her vision of social justice and human rights for all people affected by HIV and AIDS is still ever-relevant. Though the disease has existed for nearly four decades; prejudice, stigma, discrimination, and unequal access to resources remain powerful obstacles to eradicating HIV.

**Here at ETAF we are continually grateful for Elizabeth's guiding vision.**

In 2018, we established a new strategic framework and plan for the foundation for the next three years. As part of that process we reviewed the website and our brand assets. Along with a newly designed website, we are pleased to unveil a new logo. After reflecting on where we started and how far we've come, we chose a design that celebrates Elizabeth's legacy and the global symbol of HIV and AIDS awareness and allyship.

The histories of ETAF and the AIDS ribbon inevitably intertwine. Both were established in 1991.<sup>1</sup> Both were inspired by compassion for people affected by HIV and AIDS. And both were created to combat the shame and stigma exacerbating the epidemic. Working separately and often in tandem, Elizabeth and the ribbon ignited a global movement of solidarity and support for the HIV and AIDS crisis and for the people who need it most. Together, Elizabeth Taylor, ETAF, and the AIDS ribbon helped to pave the way for empathy and dialogue where only fear and silence had previously existed.

<sup>1</sup>Visual AIDS, a Manhattan arts organization, created the AIDS ribbon to show support for people with the disease.

The ribbon first appeared at the 45<sup>th</sup> Tony Awards on June 2, 1991 when British actor Jeremy Irons co-hosted the ceremony wearing one of the 3,000 handmade ribbons distributed by Visual AIDS. Celebrities at the 1991 Emmy and Grammy Awards, as well as the 1992 Oscars, followed suit and the ribbon movement was born.

## A Note from the ETAF Officers (continued)



### **Our new logo represents this symbiosis between ETAF and the AIDS ribbon.**

As it calls to mind Elizabeth's visionary leadership, along with the universal and enduring symbol of the movement, it positions ETAF as a bold warrior in the current fight against the pandemic. Simultaneously, its warm, inclusive spirit reminds us of our founder's most important lesson: powerful advocacy is rooted in kindness, compassion, and love for all people.

We are excited to embark on this new era with you and are empowered to journey forth precisely because of our firm commitment to Elizabeth's vision and values. Her vision and values have played a pivotal role in a worldwide decrease in AIDS-related deaths, alongside a global increase for access to life-saving antiretroviral therapy. However, it will take dedication, community and financial resources to finally achieve an AIDS-free world. We greatly appreciate your ongoing generosity and support.



# Epidemic and ETAF Update

## We have the knowledge and tools to end AIDS in the United States.

We can successfully treat those living with HIV and stop the spread of HIV. However, meeting this goal will require substantial scale-up of solutions, removal of barriers, and indelible leadership. Collaboration is key – across the political aisle, between federal, state, and local governments, and between the public and private sectors. Solutions must be framed in scientific evidence and basic human rights. We can make the end of AIDS in the U.S. a reality by working together and providing the resources, policies, and programs necessary to ensure that HIV prevention, care, treatment, and support services are ubiquitous and easily accessible.

### According to UNAIDS:



These statistics may not sound promising, but what's behind the numbers is a militant force of people working together because the end of AIDS is in sight. In fact, we have all the medical tools necessary to stop the spread of HIV and help those who have acquired HIV live long, healthy lives.



# Epidemic and ETAF Update

## Treatment as Prevention

According to the CDC, there is effectively **NO RISK**

of HIV transmission when a person with HIV is on medication and achieves “viral suppression”

## PrEP

**90%+**

effective (when taken daily) in helping those with an HIV negative status stay negative

Truvada, otherwise known as pre-exposure prophylaxis or “PrEP”, is over 90% effective (when taken daily) in helping those with an HIV negative status stay negative. Treatment as prevention has advanced to a point where, according to the CDC, there is effectively no risk of HIV transmission when a person with HIV is on medication and achieves “viral suppression,” meaning the HIV viral load is so low an HIV test cannot detect it. While these advances should be celebrated, there are still millions facing barriers to life-saving resources, especially those at the margins of society who continue to be disproportionately affected by HIV.

**Following Elizabeth Taylor's vision of an AIDS-free world,** The Elizabeth Taylor AIDS Foundation (ETAF) has continued to be an avid leader and guide in the fight against HIV. Through strategic partnerships and by funding innovative initiatives working to combat this epidemic, ETAF has a global presence with an international focus in Malawi and a priority to continue elevating the work of programs impacting the most marginalized populations in the United States.

ETAF has a global presence with an international focus in Malawi.



Photo by Quinn Tivey, Elizabeth Taylor's Grandson/ETAF Officer

# Epidemic and ETAF Update

## International

1.6M

people served  
in the Mulanje  
District of Malawi

>|

Hour walk  
to receive  
healthcare



**ETAF continues to fund The Global AIDS Interfaith Alliance (GAIA) for the purpose of supporting The GAIA/Elizabeth Taylor Mobile Health Clinics.**

Since its inception, this program has served more than 1.6 million people in the Mulanje District of Malawi. In addition, the walk to receive healthcare has now dropped down to one hour or less for the individuals served.

Through the receipt of a grant from the Clara Lionel Foundation, ETAF was able to establish a pilot project to train secondary graduates of the CLF funded CAMFED program as HIV Testing Counselors. The initial funding for this pilot program allowed our implementing partner, GAIA to train 12 Counselors to either be based from the Mobile Health Clinics or be deployed straight into the community on bicycles.

46

Fellows have  
been accepted  
into the program

25

Fellows have  
completed the  
program

21

Fellows continue  
their work in the  
program

**A two-year grant from the Steward Family Foundation provides funds for the Thelma Steward Nursing Fellows program.**

These funds allowed ETAF and GAIA to collaborate with the Mulanje District Health Office to educate and train additional nurses for the Mulanje District of Malawi. To date, 46 fellows have been accepted into the program. 25 fellows have completed the training and received full-time nursing positions with the Ministry of Health, while the remaining 21 continue their work in the program and will be deployed into their full-time positions by the close of 2019. This program not only provides resources for nurse graduates, but it also helps to place them in permanent positions with Malawi's Ministry of Health, thus ensuring their livelihood for many years as well as their ability to support their communities.

# Epidemic and ETAF Update

## Domestic

**Elizabeth Taylor's vision for ETAF's work has always included the ability to provide HIV/AIDS education, prevention and direct care services to those most in need.**

In 2018, our priorities included a Youth Education and Prevention initiative that has reached more than 20,000 individuals, providing education, prevention counseling and testing. In addition to our work with youth, we provide support and 360-degree care to men, women and entire families. We believe that individuals need the basic necessities of life such as food, housing, and community to successfully navigate their personal health care journeys.

In the course of our work, we have also developed strategic cause-marketing partnerships as well as collaborations with other foundations and direct care organizations.



An example of our recent cause-marketing efforts here in the United States can be found in ETAF's relationship with Macy's, which has helped us to support those most in need across the country, while also raising critical awareness around HIV and AIDS.

ETAF's history with Macy's is rooted in Ms. Taylor's own relationship with them, including Macy's Passport, Glamorama and Fashion Pass. Since the onset of the AIDS pandemic, Macy's has stood with top celebrities, designers, and community, raising millions of dollars and invaluable awareness for HIV and AIDS.

**In 2018, ETAF received \$1M through our partnership with the Macy's promotion "Thanks For Sharing," allowing us to fund 79 programs around the United States.**

An example of strategic collaborations with other organizations can be found in our relationships with **The Elton John AIDS Foundation (EJAF) and the Aileen Getty Foundation**. Over the past few years as a coalition, we expanded a series of grants aimed at one of the United States' most critical areas, the South, where HIV and AIDS has one of the most dramatic effects on the country, with particular and disproportionate impact on young people and communities of color.

**The South accounts for 44% of all people in the US living with HIV. In addition, 8 of the 10 states with the highest rates of new HIV diagnoses are also in the South.**

Through our targeted funding strategy with EJAF and the Aileen Getty Foundation, we have helped to curb the epidemic in the south, with special support for communities of color, including an emphasis on LGBTQ youth of color, and advocacy efforts, community-based workshops and symposiums, and the expansion of access to HIV testing and prevention tools such as PrEP.

# Advocacy

## AIDSWatch 2018

2018 marked the 25<sup>th</sup> anniversary of AIDSWatch, where ETAF served as the Presenting Sponsor for the 4<sup>th</sup> consecutive year. Advocates from 36 states, D.C., and Puerto Rico came together to share their truth and advocate for the changes needed to end the AIDS epidemic in the United States, meeting with over 300 Congressional offices and speaking their experience to those in power in Washington, D.C.



## Life Ball

Life Ball in Vienna, is the largest HIV and AIDS fundraiser in Europe. At Life Ball 2018, ETAF Ambassador Paris Jackson and Joyce Jere from Global AIDS Interfaith Alliance (GAIA) accepted the Life+ Award presented by MAC Cosmetics AIDS Fund. While there, ETAF also attended the Life Ball International Press Conference to speak about the GAIA Elizabeth Taylor Mobile Health Clinic program which has provided access to free health services to over 1.5 million Malawians. In addition, Alexandra Daddario attended Life Ball on behalf of ETAF where she participated in the 'Life Ball Next Generation Panel' stating, "I'm so glad so many young people are here today because you have the capacity to get us to the finish line and end #AIDS once and for all."



ETAF continues to keep Elizabeth Taylor's work at the forefront of the fight against HIV and AIDS. As a small organization with a name that packs a big punch, we depend on partners like Delta Air Lines to bring us where we need to be, and because of them, we continue to accomplish so much.



**"I'm so glad so many young people are here today because you have the capacity to get us to the finish line and end #AIDS once and for all."**

- Alexandra Daddario





# Advocacy

## AIDS 2018

26 years since Elizabeth Taylor attended the International AIDS Conference in Amsterdam, ETAF was privileged to participate in AIDS 2018, once again in Amsterdam, in a large and impactful capacity. Elizabeth Taylor's grandchildren Laela Wilding, Naomi Wilding, and Quinn Tivey had a major presence at the conference, marching alongside activists, opening the Global Village, participating in the International Press Conference, presenting the Elizabeth Taylor Human Rights Award to a pioneering Kenyan attorney, Allan Achesa Malech, and introducing U.S. Representative Barbara Lee during the closing ceremony. We were also joined by ETAF Officer Timothy Mendelson and ETAF Ambassador Omar Sharif Jr. who served as the Master of Ceremonies for the opening ceremony of AIDS 2018.



## Fundraising Efforts through Advocacy

Through carefully curated micro-events, ETAF mobilized our Ambassadors and supporters including the likes of Alexandra Daddario, Colin Farrell, Kathy Ireland, Omar Sharif Jr., and Brian Sims to elevate Elizabeth's voice and ETAF's work via small fundraising efforts at the House of Taylor office in Beverly Hills.

## AIDS Walk 2018

ETAF was the top fundraising community partner and ranked 5<sup>th</sup> overall for the 2018 AIDS Walk Los Angeles, raising over \$30,000 that benefited both ETAF and APLA Health programming.

Money raised at the 2018 AIDS Walk Los Angeles **\$30K+**

Social Media



General Enquires

[info@etaf.org](mailto:info@etaf.org)



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