

Avert > HIV >

Empowering people
through knowledge >

ANNUAL REPORT 2018-2019



2018-19 HIGHLIGHTS

This year Avert's work has continued to evolve and respond to changes in the HIV epidemic and in how people seek out and use health information. Through new digital communication campaigns and funded partnerships we are working creatively and collaboratively to empower individuals, support civil society, and underpin the knowledge needs of the wider HIV response.



80%

AVERT.ORG VISITORS SAID THEY **LEARNED SOMETHING NEW** ABOUT HIV DURING THEIR VISIT



276,573

PEOPLE REACHED THROUGH TARGETED CAMPAIGNS FOR GAY AND BISEXUAL MEN



AVERT FINALIST OF BOND COLLABORATION AWARD 2019



11.5 MILLION

FACEBOOK USERS LEARNED MORE ABOUT HIV THROUGH AVERT'S CONTENT AND ENGAGEMENT

*NOTE: 50%+ views; total as of 3/6/2019



'YOUNG VOICES' ANIMATIONS FOR SOUTHERN AFRICAN YOUTH WATCHED OVER

368,000

TIMES.*



1.78 MILLION

PEOPLE REACHED THROUGH 'AFRAID OF HIV TESTING? KNOW THE SCORE' HIV TESTING CAMPAIGN



20.7 MILLION*
PEOPLE EMPOWERED THROUGH KNOWLEDGE



9.2 MILLION
PEOPLE GLOBALLY FOUND INFORMATION ON HIV THROUGH AVERT.ORG



+12 NEW PARTNERSHIPS IN ZAMBIA, ZIMBABWE, MALAWI AND SOUTH AFRICA



1.09 MILLION

PEOPLE FROM TARGET COUNTRIES IN SOUTHERN AFRICA FOUND HIV INFORMATION ON AVERT.ORG



17,808

YOUNG PEOPLE ACCESSED HIV-RELATED SERVICES THROUGH CBO PARTNERS IN LESOTHO, MALAWI AND ZAMBIA



21,762

PEOPLE LEARNED THEIR HIV STATUS THROUGH CBO PARTNER HIV TESTING IN LESOTHO, MALAWI AND ZAMBIA



VISION, MISSION AND VALUES

WHO WE ARE

Avert empowers people with knowledge on HIV and sexual health. We know that increasing an individual's knowledge increases their capability to act. We use our expertise in digital marketing and communications – and our understanding of HIV and sexual health – to reach millions of people around the world every year. With over 30 years' experience, we are the leading provider of trusted, accessible and accurate information and resources on HIV and sexual health.

OUR VISION

A world with no new HIV infections, and where those living with HIV and AIDS do so with equality and the support they need.

OUR MISSION

To ensure widespread knowledge and understanding of HIV and AIDS, in order to reduce infections and improve the lives of those affected. We will do this by promoting innovative approaches, partnerships and action to inform and empower.

OUR VALUES

We believe in individuals' inalienable right to health and to make informed choices around their sexual health. We take a sex-positive approach to HIV prevention and aim for everything we do, and how we do it, to reflect our core values.

- **EVIDENCE-BASED** We are a non-profit knowledge organisation, committed to providing reliable, accurate, and accessible information on HIV and sexual health – based on sound evidence – which can save lives and improve the global response.
- **RESPONSIVE** We are responsive and adapt to changing trends in the HIV epidemic and in technology to ensure our work remains insightful and relevant, and to maximise our impact.
- **TRUSTWORTHY** We have more than 30 years of experience working in the HIV response. We pride ourselves on our honesty, transparency and responsibility – to those we support and to those who support us.
- **CREATIVE** We understand the power of new approaches to support change and to reach those who need to know about HIV. We are future-focused and solutions-oriented, and think creatively to bring new insights to our work and to the sector.
- **PEOPLE-ORIENTED** People are at the centre of what we do and how we do it. We support, value, engage and involve them. We aim to be accessible, inclusive and friendly in everything we do.
- **COLLABORATIVE** We believe by working in partnership we can have greater impact through the pooling of skills and resources and sharing of learning.

OUR STRATEGY IN SHORT...

The focus of our *Investing for impact* strategy is to work creatively and collaboratively to reach more people that need to know about HIV. We have identified four strategic responses – based on an underpinning theory of change – where we believe Avert is best placed to make a significant difference.

RESPONSE 1

Promote knowledge and education on HIV

RESULT Knowledgeable people are making informed choices.

RESPONSE 2

Harness innovation to reach those that need to know

RESULT Most at risk populations can access targeted HIV information.

RESPONSE 3

Support civil society responses that inform and empower

RESULT Civil society delivers effective programmes and demonstrates their value.

RESPONSE 4

Challenge stigma and other barriers

RESULT Knowledgeable people are challenging barriers and changing norms.

Focusing on these areas, we want our work to support change so people have the knowledge and freedom to live healthy lives and make choices to protect themselves and others from HIV in an environment free from stigma. This Annual Report sets out our progress in these areas.

MESSAGE FROM THE CHAIR AND CEO



Rates of new HIV infections are not declining fast enough. If we are to achieve the UN target of no more than 500,000 new infections by 2020, we must all step up our engagement in prevention. Part of this is recognising the enormous opportunity digital health presents for HIV prevention – providing new ideas to reach a new generation affected by HIV. Avert’s growing following of young adults tells us that they want to know about HIV and sexual health and are keen to be in control. We need to meet their diverse needs if we are going to turn off the tap on new infections.

EXPANDING OUR AMBITIONS

We believe that knowledge is power. It drives the choices we make, creates demand, and motivates. Knowledge creates our role models and it guides our leaders. Knowledge is also a necessary foundation to end the HIV epidemic.

Avert plays a vital role as a trusted, evidence-based knowledge organisation focused on digital interventions. We develop HIV information and resources to support social and behaviour change communications, and to provide content for HIV professionals, across a range of content partnerships. Each year we empower millions of people around the world through knowledge. We are committed to learning how our work changes people’s lives.

We are proud of the impact we have had over the last year, reaching over 20 million people, and how this is helping shape the future trajectory of the epidemic. Central to this success is our understanding of who we are communicating with, who is using our materials, and how they are benefitting.

Whether it is empowering a young woman in Lesotho to make informed sexual health choices; supporting a community health worker with resources to improve their practice; giving a young, gay, HIV-positive man the confidence to talk about his status with a new partner; or supporting policy makers and researchers with the reliable, well referenced, accessible information they need to support their work – we have been a knowledge resource in different ways to them all.



RESHAPING OUR RESPONSE

This is an exciting time for Avert as we reshape and expand our ambitions, building on our reputation as a leading knowledge organisation in the HIV response. We are developing a range of new partnerships, many of them co-funded, focused on the provision of HIV and sexual health content, piloting new digital interventions, and developing evidence on HIV-related behaviour change communications. Our partnerships with organisations as varied as the World Health Organization, Praekelt.org (South Africa), CIDRZ (Zambia), Grassroot Soccer, FACT (Zimbabwe) and Cricket Without Boundaries, are all aiming to support a more effective global HIV response, reduce duplication and increase cross-sector learning.

For example, our new, co-funded Community Health Workers' HIV Information Hub will fill a gap that can empower these important gatekeepers to engage millions of individuals across Southern Africa.

We are keenly aware that there is much still to learn about the role of digital interventions and how they can shape behaviour change - but we also know that knowledge-inspired behaviour change is a vital part of responding effectively to the HIV epidemic and its drivers. Avert is more committed than ever to collaborate across the sector to ensure adequate funding and support for this vital area of the HIV response.

We know HIV does not exist in a vacuum and that people at risk of, or living with HIV often face huge inequalities in access to education, healthcare, and rights, and inequalities based on gender, roles and status. We can't change this alone, but we are certain that by working together we can help to improve the lives and health outcomes for millions.

We would like to acknowledge and warmly thank all our staff, supporters and partners for their hard work and dedication this year. We have established a number of exciting new funding partnerships which we are extremely grateful for. These are giving us the opportunity to expand our work and engage in new areas over the year ahead.

Sarah Hand
Chief Executive

Prof. Simon Forrest
Chair of the Board of Trustees

Response 1

Promote knowledge and education on HIV

RESULT Knowledgeable people are making informed choices

In 2018-19 Avert continued to expand its role as a leading information and knowledge organisation across the HIV response. Through a range of projects and platforms we reached individual advice-seekers with accessible and up-to-date information; supported the knowledge needs of educators and community gatekeepers; and provided detailed resources for researchers, HIV professionals and policy makers. We continued to develop new content partnerships and explore collaborations to increase the impact of our knowledge and education work.



Such a great page thank you!! I was diagnosed HIV positive 6 months ago. I have just stumbled across your page and the 15 minutes of reading I have done has been such a help!!!! Thank you for being here!!”

Facebook

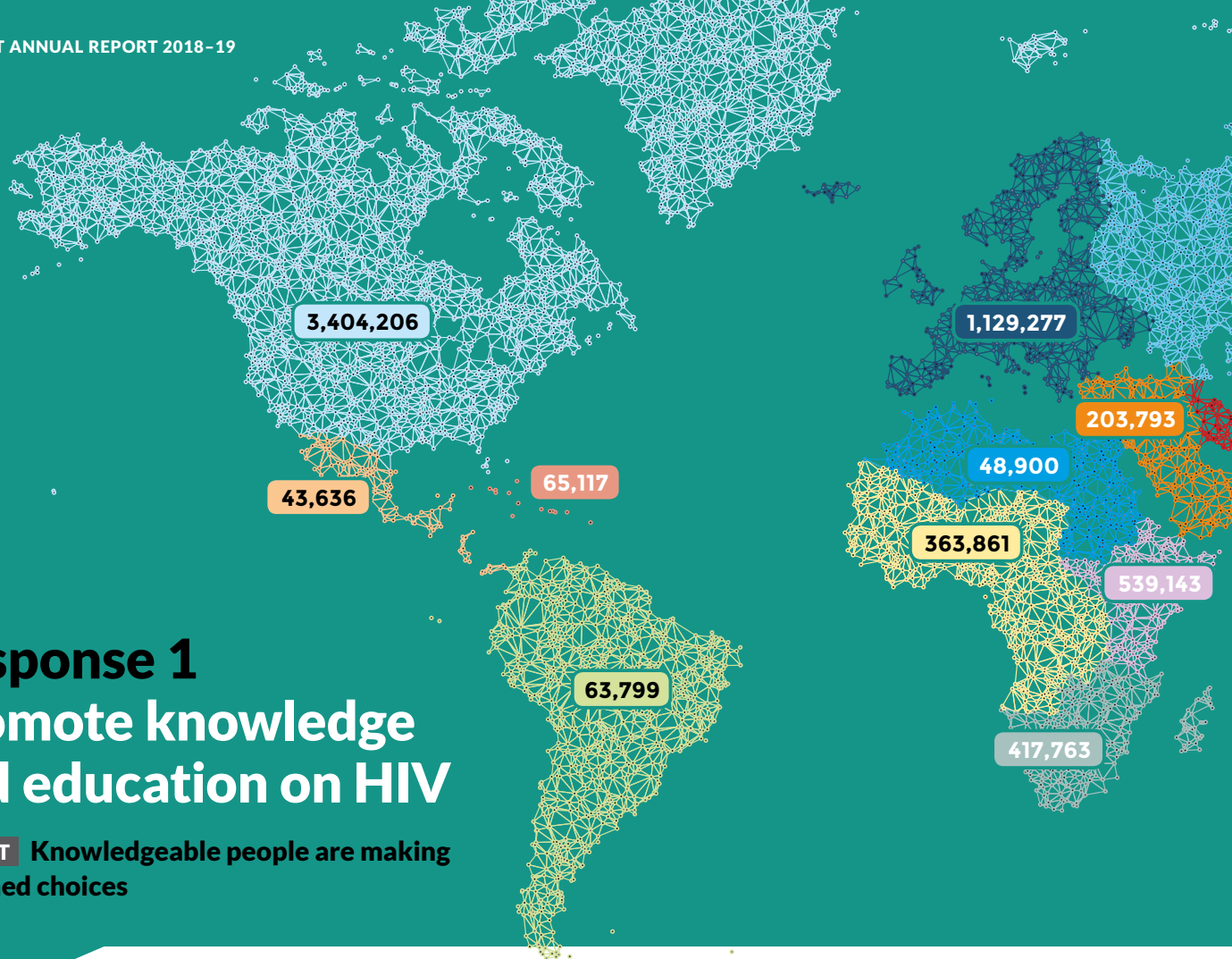
AVERT.ORG

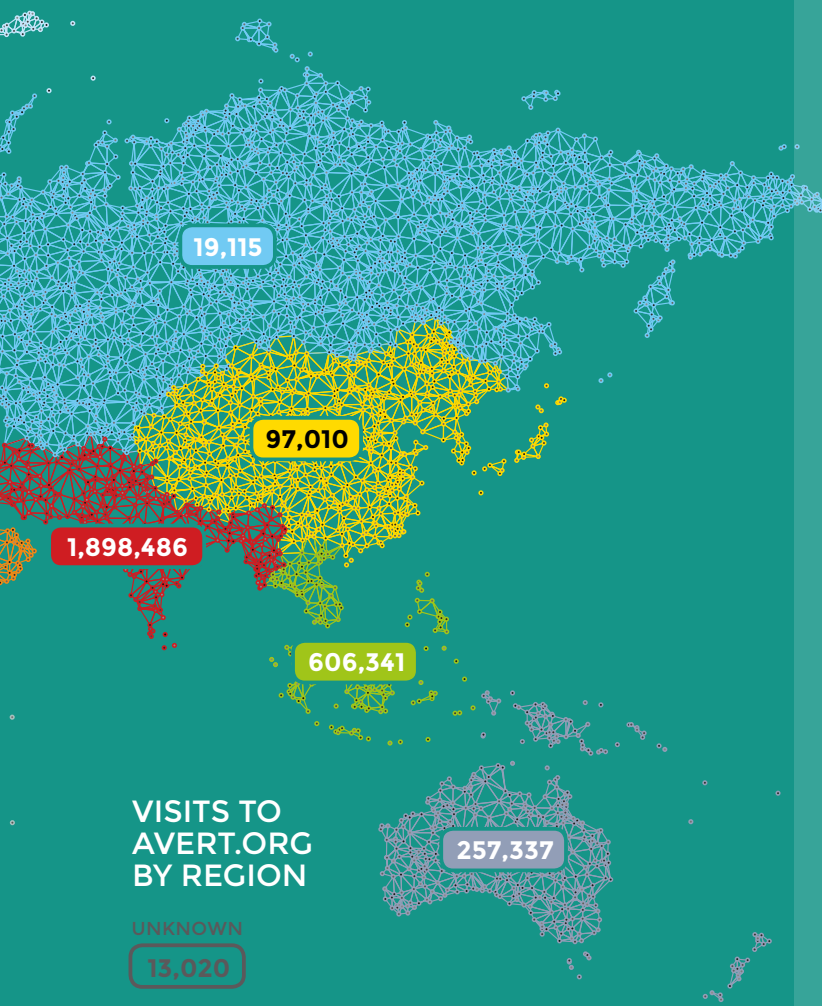
Avert.org remained at the core of our knowledge and education work, with 9.2 million people accessing our content on the site during the year. In our biannual qualitative surveys, 86.5% of respondents said they found the content easy or very easy to understand, 80% said they had learned something new from their visit, and 62% said they were more likely to take a specific health action as a result.

Our strategic approach to reach more people in Africa is proving successful, with over 1.32 million visitors from across Sub-Saharan Africa. This mirrors the rapid expansion in internet access across the region, and continues to offer new opportunities to reach those most in need of information.

Across the site there were over 12 million page views of core information content, including over 1.9 million page views of our ‘What is HIV?’ section. Professionals working in the HIV response continued to value our services with over 3.14 million visits to our professionals’ content, and over 452,000 views of our news stories.

TOTAL VISITS TO AVERT.ORG
9,170,804





“Avert’s online resources have been invaluable for Cricket Without Boundaries. For training our volunteers the website is a great source of accessible information sheets and online quizzes, and the simple, clear and engaging myth infographics have been brilliant for printing out, laminating, and using as part of games in our coaching sessions with children.

They’re a great way to get conversations started about HIV – we’ve used the resources with thousands of children now and they’ve definitely helped our coaches make sure that the right messages are being taken away from the session.

Sara Begg, Head of Monitoring and Evaluation, Cricket Without Boundaries

SOCIAL MEDIA AND CAMPAIGNS

Avert uses social media to create conversations and give people HIV information and education. Our reach increased dramatically this year, particularly in our target region of Sub-Saharan Africa – the region with the highest number of new infections, particularly among women aged 15–24. Social media gives many of these young women the opportunity to access information that’s not available in other ways to them. We reached over 4.65 million people through Facebook in target countries in Sub-Saharan Africa, and 11.5 million worldwide, through a combination of organic and paid promotion, with high levels of engagement with our content.

For example, our World AIDS Day campaign which focused on encouraging HIV testing in Southern Africa through a series of selfie-videos sent in by young people from the region, reached over 1.78 million people, with over 473,000 engagements with the content, and over 66,500 views of the campaign video (watching 50% or more). The first of our new HIV explainer series, ‘What is HIV?’, reached over 278,000 people, with over 60,000 engagements and over 12,000 views of the animation (watching 50% or more).

“ I benefit a lot from your posts as a Health worker. Thank you from Malawi.

Facebook

CONTENT PARTNERSHIPS

As part of investing in information and knowledge resources, Avert also wants to support the knowledge needs of the wider HIV sector and reduce duplication. Our content continued to be used and adapted by other non-commercial organisations, under our Creative Commons license. For example, Cricket Without Boundaries adapted Avert’s HIV myths infographics for use in their HIV prevention cricket coaching sessions with children, with great success (see box above).

Work also began In January 2019 on a new co-funded Community Health Workers HIV Hub (see page 12). This will develop new information and education content aimed at community health workers and their clients/communities in Southern Africa, launching in January 2020.

During the course of the year we also started discussions on a number of other new content partnerships, for example around adolescent treatment support focused on South Africa, and on stigma and myth-busting content for older adolescents in Rwanda, Uganda, Kenya and Cameroon, among others.

“ My college is hosting a free HIV test and I’m really nervous for it, but this article has made me feel a little bit better.

Avert.org



Response 2

Harness innovation to reach those that need to know

RESULT Most at risk populations can access targeted HIV information

We worked to reach and engage a range of priority groups over the past year – including young people, heterosexual men who are often reticent to access sexual health services, and men who have sex with men often facing stigma and discrimination. Our targeted information for these groups reached over 2.8 million people.



A guy who loves you will not pressure you to do what is not right and what you are not comfortable with. He will respect you and wait. So let him leave, there are better people out there.

Comment on *Young Voices* animation

Across Sub-Saharan Africa a ‘youth bulge’ in the population means that record numbers of young people have recently, or will soon join the adult, sexually active population. If this group doesn’t have the knowledge to make informed choices about their sexual health, HIV prevention efforts will be ‘running to stand still’ as the overall number of young people at risk of HIV grows.

Our *Young Voices* project co-created an interactive package of sexual and reproductive health information materials with young people aged 15–24 across Southern Africa, launching in July 2018. In the first nine months after launch, our *Young Voices* materials and campaigns reached over 1.3 million people in Southern Africa, with over 840,000 engagements on Facebook and Instagram, and over 314,800 views of the campaign videos.* This level of engagement has clearly demonstrated the appetite for accessible, youth-focused and youth-led information on HIV and sexual health.



It’s good to know your status before it’s too late, there is no risk for being tested for HIV. I think the earlier the better.

Comment from #Knowthescore campaign



As part of work to understand the behaviour change potential of *Young Voices* we undertook a social media coding exercise, examining and categorising hundreds of social media comments to evaluate comment quality, knowledge gain, attitude change and reflection. The results of this are feeding into a second round of coding and a wider impact assessment of the project planned for 2019–20. We also engaged with a range of sexual and reproductive health and rights organisations to raise awareness of the resources and get feedback on how they are being used within their programmes.

For World AIDS Day 2018, our 'Afraid of HIV testing? #KnowTheScore' campaign asked young people in Sub-Saharan Africa to tell us about their experiences testing for HIV, and how they felt in the period before and after getting their results. Young people from across the region sent us their videos via WhatsApp, with a selection of these brought together in the short campaign video.

The message they sent to their peers was clear – knowing your status gives you the freedom to live your life. Whether you test positive, or negative – it's always better to know. The campaign reached 1.78 million people in the region, with over 473,000 engagements and over 66,000 views of the campaign video.*

Men are vital in determining the trajectory of new infections in the heterosexual epidemics of Africa. For the last three years we have been working with Tackle Africa to support our partner Umunthu in Malawi to implement their evidence-based sports programme to increase male involvement in HIV and sexual health and increase male self-efficacy. The programme has been a huge success, both increasing men's uptake of HIV testing and voluntary circumcision and improving their general understanding of risk and vulnerability. This year over 300 young men enrolled, with 85% completing all 10 of the programme's training sessions. Nearly all the young men tested for HIV during their engagement in the programme and committed to test at regular intervals in the coming years.

We also continued our collaboration with gay social networking app Hornet to develop content for gay and bisexual men. As well as a campaign around the important impact of PrEP and U=U ('Undetectable = Untransmissible') on attitudes to condoms and sex (see page 15), we also developed a campaign around the reasons why it's important for sexually active gay and bi-sexual men to test regularly for HIV. '5 reasons to test for HIV (again)' targeted men in the US, UK, South Africa, Canada and Hong Kong. It reached over 86,500 people, with over 36,300 engagements and over 10,400 views of the campaign animation.*

*NOTE: People watching at least 50% or more of the video/animation.

Response 3

Support effective civil society responses which inform and empower those in the hardest hit areas

RESULT Civil society delivers effective programmes and demonstrates their value

In 2018-19 we developed our support for civil society responses with the start of a major new project to support community health workers, and a range of new partnerships with civil society organisations across Southern Africa and beyond. We also continued work with community-based organisations in Malawi, Lesotho and Zambia to empower young people with knowledge and skills, and increase HIV testing and uptake of services.

“

At the level I am now, I don't think any man can cheat me regarding issues of sex. I have become a much stronger person since I started interacting with the project.

19 year-old women, from Masansa, Zambia

We engaged with a range of new partners across the HIV response in 2018-19, including collaboration with 12 new civil society organisations working in Southern Africa and a new, externally funded project working in partnership with the South African technology foundation Praekelt.org designed in 2018-19 and to be implemented in 2019-20.

COMMUNITY HEALTH WORKERS' HUB

One exciting new area of work for Avert has been supporting the information needs of community health workers. These health workers support millions of people living with, or at risk of HIV in Southern Africa. They are often people's first point of contact with the health system and play a pivotal role as advocates and change agents in the HIV response, with the ability to engage millions of people who are otherwise hard to reach.

To play an effective role, community health workers need access to up-to-date, clear, accessible, and accurate information on HIV. Our new project is developing a tailored digital knowledge platform with a range of materials and resources, filling current information gaps, to improve their knowledge and ability to support individuals in their communities. In 2018-19 we designed the programme and gained external co funding; undertook the scoping phase for the project, working with community health workers and their sponsoring organisations from across Southern Africa to identify gaps and needs; and designed the pilot intervention.



**SOUTHERN AFRICA:
COMMUNITY HEALTH WORKERS' HUB**

8 COUNTRIES TARGETED BY HUB*	100+ COMMUNITY HEALTH WORKERS IN WHATSAPP USER PANELS	112 COMMUNITY HEALTH WORKERS ENGAGED IN FOCUS GROUP DISCUSSIONS
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* Hub launch date: end January 2020

MALAWI: UMUNTHU

6,674 YOUNG PEOPLE REACHED WITH HIV/SRH SERVICES	14,566* PEOPLE TESTED FOR HIV	1,235 PEOPLE DIAGNOSED WITH HIV & LINKED TO TREATMENT	8.4% INCIDENCE RATE
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* Includes pregnant mothers

ZAMBIA: BWAFWANO INTEGRATED SERVICES ORGANISATION

5,021 YOUNG PEOPLE REACHED WITH HIV/SRH SERVICES	4,083 PEOPLE TESTED FOR HIV	99 PEOPLE DIAGNOSED WITH HIV & LINKED TO TREATMENT	2.4% INCIDENCE RATE
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LESOTHO: PHELISANANG BOPHELONG

6,113 YOUNG PEOPLE REACHED WITH HIV/SRH SERVICES	3,113 PEOPLE TESTED FOR HIV	200 PEOPLE DIAGNOSED WITH HIV & LINKED TO TREATMENT	6.4% INCIDENCE RATE
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We will be continuing to work with a range of organisations in the region and a 100+ strong user panel of community health workers as we develop the content and platform for the hub, which will launch in January 2020.

SUPPORTING COMMUNITY-BASED ORGANISATIONS

Avert continued to support three community-based organisations in Malawi, Lesotho and Zambia. Through this support we enabled over 17,800 young people to access HIV services and over 21,000 people to get tested for HIV.

This year saw a significant increase in the number of men engaging in all aspects of the programmes, including coming forward for testing, participating in prevention, and engaging in activities to prevent mother-to-child HIV transmission. We also saw a significant reduction in the number of people being newly diagnosed with HIV across all age ranges. There is anecdotal evidence that improved engagement and retention in peer-led activities, and increased engagement in prevention programmes, is contributing to this decline.

Designated safe spaces in schools and clinics are proving a popular strategy to improve engagement with young people. Youth are able to build up a trusted relationship with their peer educators and others engaged in youth groups. Young people have also welcomed new interventions targeted at their parents and guardians, to help support cross-generational dialogue on sexual health.

Our partners Phelisanang Bophelong (PB) in Lesotho and Bwafwano Integrated Services Organisation (BISO) in Zambia have organised facilitated ‘mother/daughter – father/son’ camps to address this issue and provide a safe facilitated space for the generations to talk. The sessions are proving hugely popular and helping parents to understand the sexual health knowledge their adolescent children now have and how best to support their choices and reduce harm. In Zambia a total of 650 parents/guardians and their adolescent children engaged in these sessions.

With the support of ViiV Healthcare’s Positive Action for Children Fund our partner in Malawi, Umunthu, will expand their PMTCT work, improving the linkage of HIV-positive mothers in the community to health facilities. Mothers will be supported throughout their pregnancy and for the first two years of their baby’s life to prevent the transmission of HIV and ensure the babies are tested.



Our parents feel they have to uphold some of the old traditions in our cultures, even though we all know they are not good for us now.

Peer educator, Lesotho



Response 4

Challenge stigma and other barriers

RESULT Knowledgeable people are challenging barriers and changing norms

Despite the medical and scientific breakthroughs and tools to prevent and treat HIV, legal, cultural and socio-economic barriers continue to deny people their rights and fuel new infections. We believe that these structural drivers prevent progress in HIV prevention and treatment. Problems such as poverty, gender inequality, lack of access to education and health, lack of equal rights and discrimination continue to fuel the epidemic.



THE HORNET CAMPAIGN REACHED OVER

260,000

PEOPLE

In 2018-19 Avert resourced and supported a range of initiatives to address a number of these drivers, including addressing gender inequality, tackling stigma and discrimination, ensuring people have access to unbiased information, and giving key populations and their issues a voice.

In Lesotho our partner PB continued to support a small but vibrant LGBTI support group. The group and its members are growing in strength and confidence – breaking down prejudice. They have been working with the key service providers across their local district to raise awareness and tackle taboos around sexuality.

In Zambia our partner BISO worked to address the economic hardship of young people living with HIV. 210 adolescents and young people living with HIV were empowered with entrepreneurial skills with ten going on to develop viable small businesses 12 months later.



TACKLING TABOOS

BISO also worked with 225 community leaders engaged in community dialogue sessions to address some of the most pervasive drivers to risk and vulnerability – gender inequalities and child marriage. Community leaders continue to play an important part in many communities, so gaining their trust, approval and buy-in to any changes in long held beliefs around gender roles is paramount to sustained change. Following BISO's community dialogue sessions, actions to stop child marriage are increasing slowly as community leaders speak out against this practice.

As part of our collaboration with the gay social networking app Hornet, we developed a range of content for a campaign aiming to open up the conversation around gay sex, condoms and choice. Progress eliminating stigma and self-stigma around HIV, sex and sexuality remains slow and is constraining the opportunities new scientific advances provide for sexual health and sexual choices.

Campaign content looked at new HIV prevention options such as PrEP and U+U and their impact on attitudes to condoms and sex – highlighting the importance of understanding prevention options not judging people's choices. The campaign of blogs, audio and video content reached over 260,000 people, with more than 85,000 engagements with the content.

Other episodes in our Talking HIV series of real-life conversations between people affected by HIV helped to break down barriers around HIV stigma, sharing your status, accessing support services, dating older people, and sex education. In 2018-19 the series reached over 900,000 people, with over 239,000 engagements – and the video diaries were watched tens of thousands of times.

We worked with rights organisation Positive Vibes to increase the reach of their stories of change highlighting 'othering', discrimination and oppression, but also hope – publishing a series of blogs and vlogs developed through the KP REACH programme's citizen journalism initiative, *Key Correspondents*. We also invested in a new programme of small grants to citizen journalists in Southern Africa to support them to develop content exploring stigma, barriers and stories of change. The first round of small grants was allocated in early 2019, with content to be delivered and published during 2019-20.



DEVELOPING AN EFFECTIVE ORGANISATION

Avert's most valued asset remains its highly motivated and committed staff team. As a small organisation passionate about our work, we pride ourselves on being creative and efficient with our limited resources. We continued to work with a number of valued external contractors who supported our core team in areas including content, design, monitoring and evaluation, and web development.

We increased our internal financial capacity to manage the more complex income streams we now have. By hiring an experienced accountant we have been able to reduce the need for external accounting support while ensuring we can meet the demands of donor compliance and reporting.

Staff development, learning and wellbeing are core to the success of a small functioning team. The staff team took full advantage of our engagement at the International AIDS Conference in July 2018 to engage with our audiences and users, develop new networks, and learn and reflect on our work in relation to the wider HIV response.

We continued to invest in our engagement with behavioural science, economics research and development thinking, improving our understanding of using communications to effect behaviour change. Alongside this we invested in our monitoring and evaluation capacity, including through the planning of an assessment of our *Young Voices* project, the development of a new organisational results framework, and ongoing engagement with the sector on new developments in measuring and evaluating behaviour change communications.

We also worked with a 'Talent and team-building' consultant to deliver a team-building day using a motivational strength deployment tool which has helped us work together more effectively, working to our individual and collective strengths.



LOOKING AHEAD

HIV does not exist in a vacuum so neither should Avert. We are looking forward to continued engagement and partnerships with a wide range of organisations in the coming year to advance our work on digital health, behaviour change communication, sexual health and HIV.

However prevention of HIV is facing a crisis, with prevention remaining under-resourced and under-prioritised. We want to work closely with organisations who recognise the opportunity to empower and build the capability of individuals from the bottom-up, giving them the knowledge and information they need to take personal action and control. Digital health holds enormous opportunities to support HIV prevention – we want to continue to grow our ambitions, our collaborations, and our creativity to bring about change.

We will continue to invest in monitoring, evaluation and learning to ensure our content and campaigns are evidence-based, responsive to the changing needs of our users and target audiences, and reflective of the wider shifts in HIV and sexual health. In line with our current strategy, over the year ahead we will:

We continued to engage and collaborate extensively across our peer organisations and more widely. Being an active member of key networks such as STOPAIDS, BOND and Funders Concerned About AIDS remains important to us, ensuring as a small organisation we are aware of the wider policy, advocacy, funding and philanthropy trends affecting our sector.

We started 2018 with a new fundraising strategy focused on a commitment to look for new partnerships. The strategy produced good results during the year, securing new funding opportunities from Gilead Sciences, ViiV Healthcare, and Vitol Foundation for work with community health workers, young adults living with HIV, and to carry out scoping for an impact assessment of our *Young Voices* project. We also reviewed and refreshed our approach to individual giving, which is starting to deliver incremental results.

Strong and effective governance remains a central priority for Avert. The charity continues to meet all its necessary regulatory compliance and strives to stay ahead of its minimum statutory requirements. A capable and engaged Board of Trustees has ensured recommendations from last year's governance review have been advanced, that our fundraising strategy is being implemented, and budgetary and financial controls are in place to support operational plans. The Board are looking forward to growth, with new Trustees in the coming financial year and the opportunity to establish technical working groups.



DELIVER ON OUR NEW EXTERNALLY FUNDED PROJECTS AND ESTABLISH NEW AND EXCITING PARTNERSHIPS



LEARN FROM OUR USERS, PARTNERS AND OTHER ORGANISATIONS WORKING ACROSS THE HIV AND SEXUAL HEALTH RESPONSE



DEVELOP USER-LED CONTENT THAT ENGAGES, MOTIVATES AND DRIVES INDIVIDUALS TO ACT



LEARN WHAT MOTIVATES KEY PRIORITY POPULATIONS TO ENGAGE IN HIV RESPONSES

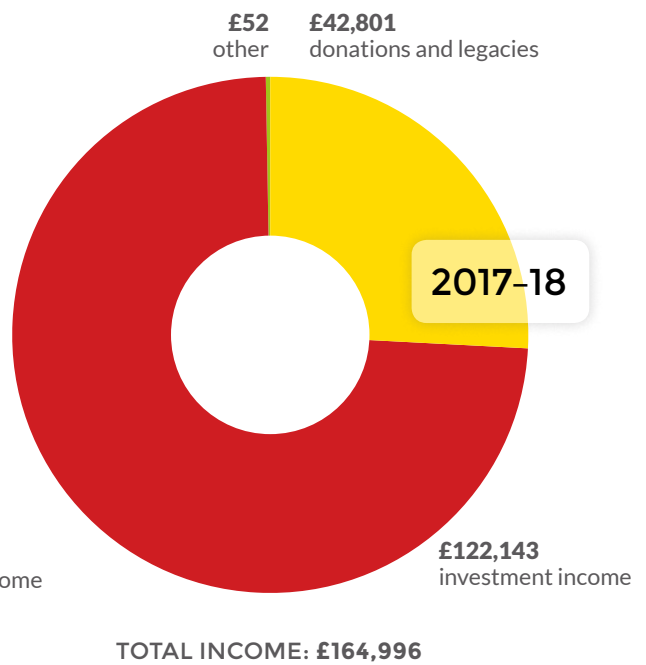
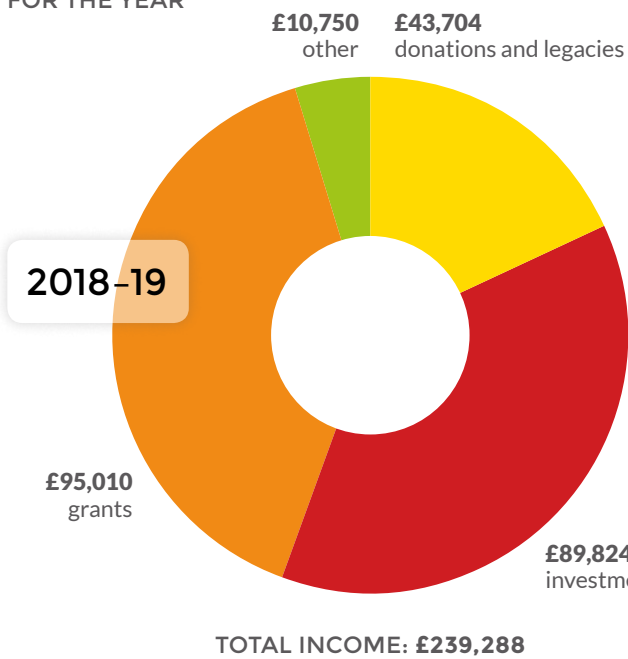


SHARE WHAT WE ARE LEARNING ACROSS THE SECTOR



FINANCIAL SUMMARY

TOTAL INCOME FOR THE YEAR



Avert would like to acknowledge and thank all the individual donors who continue to support our work as well as thanking the Vitol Foundation, Gilead Sciences and ViiV Healthcare Positive Action for Children Fund for their grant support and partnership.

AVERT (LIMITED BY GUARANTEE)

ORGANISATIONAL INFORMATION

Charity number 1074849
Company number 03716796

TRUSTEES
Sebastian Dunn (Treasurer)
Prof. Simon Forrest (Chair)
Emily Hughes
Louis Pattichi
(resigned June 2018)
Sam Price
Lynne Slowey
Andrew Walker
(appointed January 2019)
Gemma Wood
(retired October 2018)

PRINCIPAL AND REGISTERED OFFICE
6/7 Lovers Walk
Brighton, East Sussex BN1 6AH

BOARD SECRETARY
Kerry Pike

COMPANY SECRETARY
Prof. Simon Forrest

PRINCIPAL OFFICERS
Sarah Hand – Chief Executive

BANKERS
CAF Bank Ltd
25 Kings Hill Avenue, Kings Hill
West Malling, Kent ME19 4JQ

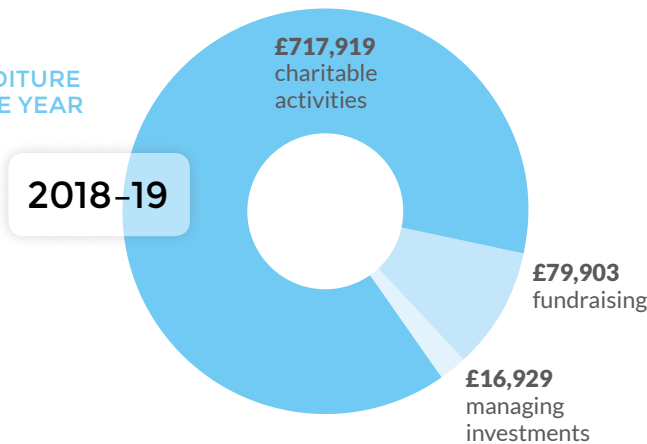
Barclays Bank plc
2 Carfax, Horsham,
West Sussex RH12 1DN

INVESTMENT MANAGERS
J M Finn & Co
4 Coleman Street, London EC2R 5TA

AUDITORS
Blue Spire Limited
Cawley Priory, South Pallant,
Chichester PO19 1SY
(appointed April 2019)

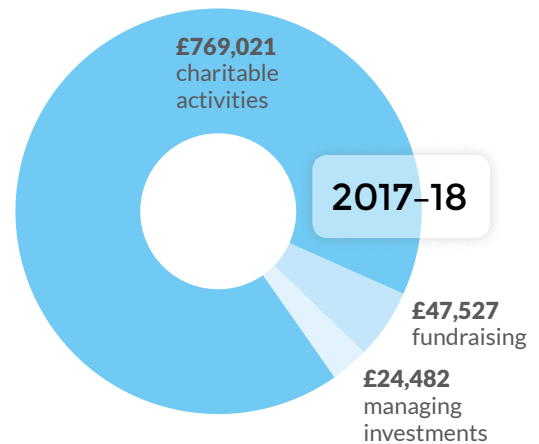
SOLICITORS
Irwin Mitchell
Belmont House, Station Way
Crawley, West Sussex RH10 1JA

TOTAL EXPENDITURE FOR THE YEAR



TOTAL EXPENDITURE: **£814,751**

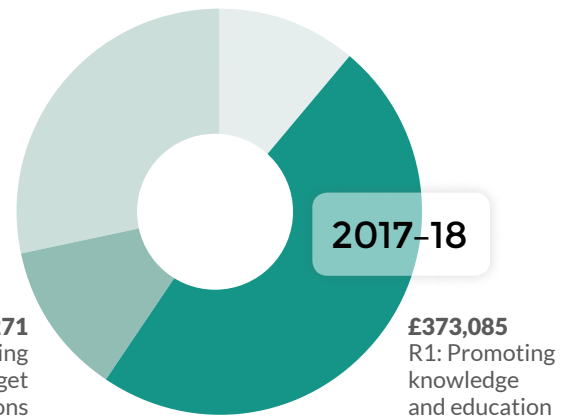
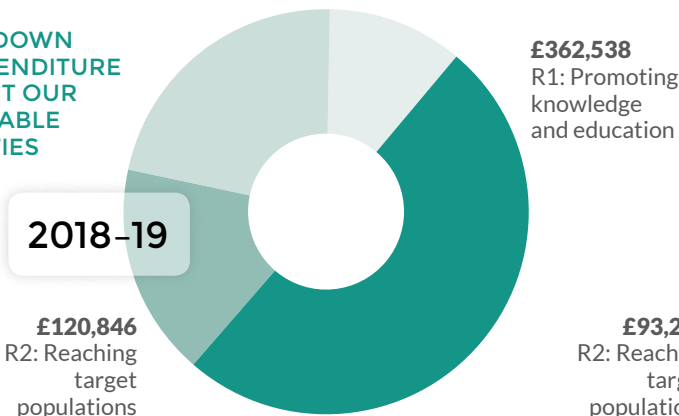
£157,437 R3: Supporting civil society
£77,098 R4: Challenging barriers



TOTAL EXPENDITURE: **£841,030**

£218,145 R3: Supporting civil society
£84,520 R4: Challenging barriers

BREAKDOWN OF EXPENDITURE AGAINST OUR CHARITABLE ACTIVITIES



Avert > HIV >
Empowering people
through knowledge >

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