

**PEOPLE TO PEOPLE AID ORGANIZATION (CANADA)**

**2009-2010 ANNUAL REPORT**

**March 27, 2011**

**PEOPLE TO PEOPLE**



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## ***Mission***

People to People Aid Organization Canada is a non-profit charitable organization committed to reverse the spread of HIV, to improve the quality of People Living with HIV/AIDS and to assist children orphaned by HIV/AIDS.

## ***Objectives***

To contribute towards the fight against the spread of the HIV in Sub-Sahara Africa, with particular focus on Ethiopia.

To play an active role in the fight against the spread of HIV in Canada, with particular focus on the Ethiopian community in Canada.

To contribute to the care and treatment of people living with HIV/AIDS in sub – Sahara Africa, with particular focus on Ethiopia, and

To contribute to the improvement of the living conditions of people affected by HIV/AIDS, their families and children left without their parents and caregivers.

## ***History of the Organization***

People to People was formed in 1999 by a group of concerned individuals with diverse professional background who decided to unite their efforts in order to contribute to the fight against HIV/AIDS. The organization is a membership based organization, largely run by volunteers, with strong community support, and is governed by elected board members.

## MESSAGE FROM THE PRESIDENT

This has been an exciting year, marked by activities that have successfully advanced P2P's vision of working towards building healthy communities. We worked with youth to promote awareness around HIV/AIDS and other infectious diseases; we held discussion groups for parents to bridge communication gap between parents and their teens. We are delighted with the overwhelming community response we have received for this project. As we launch year two of this project, we would like to extend our invitation to our community of parents and youth, to build on what we have begun.

We are grateful to The Ontario Trillium Foundation and the City of Toronto for their financial support to make the *Bridging the Gap* Projects possible.

The Orphan Sponsorship Program this year has shown remarkable growth. 40 new orphans have been added bringing the total sponsored children to 150. We thank our sponsors for their generosity and commitment. Your generosity gives a child an opportunity to stay in school and build a bright future.

The success of People to People Canada is made possible by the commitment and dedication of its members and volunteers who have, year after year, continued to give financial support and many hours of service. The Board of Director of P2P is grateful to you, our volunteers, for your continued generosity.

A special thank you to Sharon Ashton who has tirelessly raised over \$15,000 over the past year to support capacity building projects in Ethiopia. We would also like to express our gratitude to the Rotary Club Barrie funding the Orphans and Vulnerable Children Education Program.

A special thank you to our Auditor, Michael Pinnoch, who has volunteered to audit our books for three years in a row. Thank you Michael!

Last but not least special thank you to our dedicated staff who work tirelessly to make all our activities possible.

Looking ahead, in 2011 we are looking for a year that is marked by a new and creative Fundraising Gala to be held on Mary 3<sup>rd</sup>. I would like to take this opportunity to express my heartfelt appreciation to Lynn Kobayashi for taking the initiative to organize the Gala. We are also working forward to continue to work jointly with ENHAPA on capacity building projects. The Annual Walkathon and Fundraising Dinner are also geared to generate the highest funds ever.

Join us in this endeavour and let's make a difference together!

## Summary/Highlights

### A - HIV/AIDS AWARENESS AND PREVENTION

- P2P is undertaking a two-year project entitled *Bridging the gap: I can talk to my teen*, funded by The Ontario Trillium Foundation. The project targets parents who have children between the ages of 11 and 20. The project is designed to bridge knowledge and communication gap about sexual health between parents and their teens. The purpose of the project is to educate parents about HIV/AIDS and reproductive health and help them build communication and networking skills. The goal of the project is to enhance cohesion and trust between parents and their teenagers so that parents help their teenagers make informed choices and decisions in sexual health matters.
- P2P has also embarked on a one-year *Bridging the gap* project funded by the City of Toronto. The project focuses specifically on educating parents about HIV/AIDS. The goal of the project is to reduce vulnerability of community youth to HIV infection.
- The Visual Arts Festival, funded by the Ontario Ministry of Health and Long-Term Care, was held on Saturday, March 27 and Sunday March 28, 2010 at the Gladstone Hotel. The purpose of the Festival was to educate youth about HIV/AIDS in a way that is innovative in the community. A three-month mentoring program was designed to provide training and resources to four emerging artists in the community to help them tell stories about HIV/AIDS through images. Other emerging artists, from Los Angeles, Montreal, Ottawa and Ethiopia, also had the opportunity to showcase their pieces of work with HIV/AIDS themes enriching the display. The Festival was well-received by community youth and others.
- 10 Youth Leaders have been trained in 2010 to educate their peers about HIV/AIDS at the six Annual Selam Youth Festival held on Saturday, July 17, 2010 at the Estonian House. Over three hundred youth and others had come out to see the works of young emerging artists and understand the power of art in raising awareness about HIV/AIDS. The Festival was funded by the Toronto Arts Council. It was attended by over three hundred youth.
- P2P became Trustee for 10<sup>th</sup> Annual Ethiopian Students Association International (ESAI) 10<sup>th</sup> Annual Summit held in Toronto from March 26 to 28, 2010. It was another opportunity for P2P to mobilize the youth and promote its programs. The event has helped P2P to sensitize the youth about HIV/AIDS and the plight of orphans in Ethiopia and what the youth can do in terms of educating themselves and others about HIV/AIDS and assisting AIDS orphans in Ethiopia. The Summit was funded by the City of Toronto.



## **B - ORPHAN SPONSORSHIP AND PROJECTS IN ETHIOPIA**

- P2P currently supports 150 (124 at HAPCSA and 24 at Hanna Orphan Home) children orphaned due to HIV/AIDS.
- P2P has increased the monthly support of orphans to 400 Birr due to the recent devaluation of the currency.
- P2P continues to provide higher education opportunities to older orphans of exceptional academic ability.
- P2P continues to support HAPCSO Cultural Club engaged in youth HIV/AIDS education through art.
- P2P has started a two-year kindergarten program for 40 orphans who were unable to access the school system due to financial constraints. The project was made possible through funding by Rotary Club Barrie.
- P2P is currently undertaking an Orphan Vulnerable Children Education (Worksheet Project) in order to enhance school performance and life chances of Orphans and Vulnerable Children who have enormous challenges to survive in classes as students. The project focuses on six subject matters: Math, English, Biology, Chemistry, History and Geography. The project was supported through various individual donations and funding by Rotary Club Barrie.



## **C - Fundraising**

- The 10<sup>th</sup> Annual **Fundraising Walkathon** was held on August 29, 2010 and has raised **\$35, 813.76**.
- Our Fundraising Committee once again mobilized and galvanized our volunteers to reach a higher level of community giving, sponsorship and partnership with new supporters.
- The annual **Fundraising Dinner** was held at the Estonian House on November 6, 2010 and has raised **\$16, 631.00**
- The annual Oldies Night was held at the Harmony Hall on May 9, 2009 and has raised **\$3,176.00**.

## **D- Public Relations**

- Maintained up to date website with interactive features (donation, orphan sponsorship, volunteer registration...) and p2p events/information
- Developed promotional material and promoted key p2p events (walkathon and dinner) via email campaign, website & CIUT radio.
- Developed MC script and orphan sponsorship drive at annual dinner – resulting in significant addition of new orphan sponsors and donors.
- Held p2p benefit event in conjunction with CIUT/Batuki promoters. Raised funds and p2p profile.
- In need of active volunteers to develop and execute more p/r opportunities.

## **F - Our Gratitude to our Partners in the cause**

### ***Funding***

- The Ontario Trillium Foundation
- Ontario Ministry of Health Long-Term Care
- City of Toronto
- Toronto Arts Council
- Rotary Club Barrie

### ***Event Sponsorship***

- Universal Workers Union Local 183
- Sun Life Financial
- Canadian Centre for Victims of Torture
- Sheba Ethiopian Restaurant
- Arif Heating and Air Conditioning
- Dr. Haregua Getu
- Dr. Yemisrach Hailemeskel
- Dr. Efrem Alemayehu
- Dr. Edo Teku
- YBM Distribution Ltd.
- Rendez-vous Restaurant & Bar
- Wazema Restaurant
- Vanhorne Auto Service

### ***Donation***

- Royal Bank (Fassil Tessema & Hamere Tefera)
- Women's Health in Women's Hands Community Health Centre (Dinner Table)
- KPMG (Dinner Table)
- The BLG Foundation

### ***United Way Campaign***

1. Ambaye Kidane
2. Samuel Kiros
3. Hamere Tefera
4. Senait Getachew
5. Dagnachew Tefera
6. Asfaw Seife
7. Yonas Haile-Michael
8. Jara Tafesse
9. Wubit Ewketu
10. Lori-Anne Kybanga
11. Tigist Abebe
12. Aklilu Abraha

### ***In-kind contribution***

- Admas TV
- TZTA Company

- Samrawit Hailu
- Eleni Bogale
- Anita Tiruneh
- Edom Sahle
- Tewabech Yosef
- Atsede Alemayehu
- Aster Lisanu

### ***Outstanding fundraisers***

- Lynn Kobayashi
- Weineshet Kebede
- Woini Getu

***Child sponsors***

***Volunteers***

***Members***

***Board members (2010-2011)***

Amele Zewege-Teffera, President

Teferi Negussie, Vice-President

Hezekiel Tasse, Treasurer

Samuel Kiros

Ghion Shewangzaw

Ambaye Kidane

Alula Yimam

Debebe Amde

Yonas Berhanemeskel

Fassil Tessema

Tigist Abebe

***Staff***

Hiwot Teffera, Project Coordinator

Meseret Ali, Outreach Coordinator

Amerti Lemma, Program Coordinator

