

# PEOPLE TO PEOPLE AID ORGANIZATION (CANADA)

## 2013-2014 ANNUAL REPORT

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## ***Mission***

People to People Aid Organization Canada Inc (P2P) 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***

P2P 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

It has been quite a year at P2P with our various fundraising activities, and continuing with implementing our strategic plan. All these activities help advance P2P's vision. New for P2P and a great partnership opportunity with the Canada Running Series is our participation in the Scotiabank Toronto Waterfront Marathon. This is a wonderful ongoing opportunity for P2P with a great potential for raising funds for the organization. In addition it lets P2P become part of the Toronto community as a whole.

The challenges do continue for P2P due to the economic and fiscal climate, along with increasing competition for limited resources from other various non-profit organizations within and outside of our communities

We have maintained taking care of our 150 orphans and provided educational services to 2000 vulnerable children. 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.

We still are working within our strategic plan that we developed in late 2011. The four areas that we agreed to work are:

Organizational Development/Effectiveness:

- Internal organization, managerial staffing and succession
- Volunteer attraction -Focusing on youth for example.

Develop Programs and Funding Resources/access for the next 3 to 5 years:

- Programs within or in support of our core mandate

Expanding the Orphan Program:

- Set annual targets, develop strategies and programs to sign up the targeted number of sponsors each year and enhance program administration capacity

Build Partnerships:

- Develop parameters for areas we need partnerships on and the types of partnerships/partners
- Develop a prioritized list and assign responsibility

We have done well in some areas and in some we still need some work on. The success of P2P 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 P2P Board of Directors is grateful to all of you, our

volunteers, for your continued generosity. If you would like to actively volunteer, we are always looking for you, so please contact us.

P2P would also like to express a heartfelt appreciation to Lynn Kobayashi and her husband Dr. Patrick Deutscher for taking the initiative to organize the 4<sup>th</sup> People4Kids Gala. More detail on this included in the highlights below.

A special thank you to our auditor, Michael Pinnock, who has volunteered and continues to audit our books. Thank you Michael!

Many thanks to our local partners in Ethiopia, Hiwot Integrated Development Association (HIDA) and Hanna Orphans Home (HOH).

I want to thank the wonderful board members and committee members who I have a pleasure of working with to advance P2P's cause. Last but not definitely least a special thank you to Meseret Ali, our dedicated staff who always works tirelessly to make all of our activities possible and has ensured effective operational management of the organization. We are truly privileged to have Meseret in our team.

Looking ahead, we look forward to your support and working with our local partners in Ethiopia. We are hoping for your continued participation and support in making our existing and potentially new fundraising activities successful.

Our endeavours together will make a difference!!!!!!

## Summary/Highlights

### **A - HIV/AIDS AWARENESS AND PREVENTION**

- P2P will continue to solicit funding to carry on the HIV/AIDS education and prevention campaign it has started since its inception
- P2P submitted a proposal on February 05, 2014 to Toronto Public Health for a Child and Youth Resiliency project titled - *Youth: Educate, Engage*
- In the past with the support of Trillium Foundation, City of Toronto and others People to People was able to carry out educational programs like *Peer Educator training, Bridging the Gap* and other projects in combating HIV/AIDS related stigmas here in the Greater Toronto Area(GTA). P2p still continues to organize educational activities to raise awareness about HIV/AIDS and combat the stigma attached to the disease with ongoing partnership with other community organizations like ESAY, Admas TV, YD and others.

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

- P2P currently supports 150 (126 at Hiwot Intergraded Development Association (HIDA) and 24 at Hanna Orphans Home) children orphaned due to HIV/AIDS. In 2013 P2P has substituted 12 new orphans.

#### *P2P Sponsored Orphans Christmas Celebration*



- P2P provides CDN \$30.00 to each child. Each child received 500 birr per month. HIDA has devised a saving plan and has opened an account for each child. 100 birr (out of the 500) is deposited into each child's account every month. The bank will match each child's savings and the money will be available to the children only when they leave the program.

- Thanks to the support of individual sponsors and P2P, this year 7 of our sponsored children was able to join higher level education. Among the few...
  - *Tizta Mamo - Mizan Tepi University, studying Computer Engineering*
  - *Abel Kibasilase - Debre Birhan University, Studying Engineering*
  - *Brutawit Legessie – Kidiste Mariyam University, Studying Accounting*
  - *Elshaday Abebe - Selam College, Studying Secretarial Science*

### *HIDA Kindergarten*



- 54 orphaned children are attending the Early Childhood Education Program set up by P2P. The project was made possible through funding by Rotary Club Barrie.
- The Orphan and Vulnerable Children Education (Worksheet Project) program

also continues to provide tutorial programs for orphans and vulnerable children.

- 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. Over 2,000 orphans and vulnerable children benefit from P2P's current educational services.
- P2P has recently embarked on a partnership project with Yoseph Ayalew to publish two books in Ethiopia entitled “50 *Question Children ask about HIV/AIDS*” and “*Adagnu Shebaw -The Loss of Innocence*”. The objective of the book is to empower children and youth, armed with knowledge, to become part of the solution to the national pandemic. The book, written by an Ethiopian educator Yoseph Ayalew, is based on time spent in classrooms and in response to questions raised by children and youth about HIV/AIDS and informing them of their rights in this regards. Over 15,000 books were published and distributed to participating Elementary schools in Addis Ababa and Amhara and Oromia regions (Bale, Goba, Shashemene, Hawasa, Yirgalem). The publishing of these two books was made possible by Teresa and Herpal Sandhu.

- Some of our orphan Sponsors and P2P members visited our program at HIDA, HIDA Kindergarten and met almost all our children and their guardians and talked to them regarding their living conditions and needs. Both parents and children were grateful for the support P2P provides them.

*“We had the enormous pleasure of meeting the ids whom we collectively provide regular financial support. They are healthy and doing well.”*

*“I went to visit HIDA with my mother last Wednesday and we both learned so much. We are now looking to sponsor a few kids and prepare a few things for our next trip. The children were beautiful and amazing to see how happy they seem. This visit made my trip and I'm very happy to have gone.”*



*Yodit heard about P2P's program from her aunt and visited the Kindergarten*



*Laura and Dawit visited their two sponsored children and their guardians.*

## **C - Fundraising**

- 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 13<sup>th</sup> Annual Fundraising Walkathon was held on June 15, 2013 and has raised to date **\$22,510.41**
- The People4kids Gala was held on May 02, 2013 and has raised to date **\$30,185.80**
- The Annual Fundraising Dinner was held at Daniels Spectrum on November 30, 2013 and has **\$19,745.53**.
- The first P2P- Scotiabank Waterfront Marathon was on October 20, 2013 and has raised **\$20,600.00**

## **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.
- Developed MC script and orphan sponsorship drive at annual dinner – resulting in significant addition of new orphan sponsors and donors.
- In need of active volunteers to develop and execute more p/r opportunities.
- We have moved to a new office this year and we are located at 1245 Danforth Avenue, Suite 207.

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

### ***Funding***

#### ***Event Sponsorship***

- Canadian Centre for Victims of Torture
- Sheba Ethiopian Restaurant
- Blue Nile Restaurant
- Arif Heating and Air Conditioning
- Dr. Haregua Getu
- Dr. Yemisrach Hailemeskel
- Dr. Efrem Alemayehu
- YBM Distribution Ltd.
- Vanhorne Auto Service
- Agazi Kahsay

### ***Corporate Donation***

- Compugen
- Rotary Club Barrie
- Rotaract Club of Toronto

### ***Donation***

- Teresa and Herpal Sandhu

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

1. Abeba Sisay
2. Abere Channie
3. Adey Worku
4. Allan Doheny
5. Ambaye Kidane
6. Asfaw Seife
7. Dagnachew Tefera
8. Eferem Mogese
9. Farshid Askari
10. Felicia Hewitt
11. Jara Tafesse
12. Mulumebet Amde
13. Patrick Deutscher
14. Ross Hamilton
15. Samuel Kiros
16. Selamawit Belew
17. Senait Getachew
18. Tigist Abebe
19. Tirfnesh Kassa
20. Wubit Ewketu
21. Yeshihareg Seyoum
22. Yonas Haile-Michael
23. Yoseph Hailu

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

- Zobel Restaurant
- Glen Gabriel- Audio Visual Ltd.
- Ghion Shewangzaw
- Bethlehem keleme
- Betty
- Samrawit Hailu
- Tewabech Yosef
- Atsede Alemayehu
- Askale Gifawossen
- Hiyab Menberu
- Zewengel
- Amele Zewge Teffera
- Nishan Zewge Abubaker
- Orit Zewge Abubaker

### ***Outstanding Fundraisers***

- Lynn Kobayashi and Patrick Deutscher
- Weineshet Kebede
- Ambaye Kidane
- Sharon Ashton
- Woini Getu
- Yitayesh Tegegne

### ***Child sponsors***

#### ***Volunteers***

#### ***Members***

#### ***Board members (2012-2013)***

Tigist Abebe- President  
Teferi Negussie, Vice-President  
Abebe Shewaye, Treasurer  
Alula Yimam, Secretary  
Samuel Kiros  
Ghion Shewangzaw  
Ambaye Kidane  
Debebe Amde  
Yonas Berhanemeskel  
Fassil Tessema  
Amele Zewge  
Hiwot Teffera  
Meklit Abera  
Semeon Tessema  
Mariamawit Goitom

#### ***Staff***

Meseret- Admin - Coordination