

Our impact

Despite being a small charity, we reach a lot of people - over 13.5 million in 2017-18.

We are valued by professionals as well as the general public, and we use innovative ways to reach those who need our information the most. We understand that making progress on HIV faces many barriers, including stigma and other social issues, and we engage people to challenge these barriers and change social norms. We also believe that civil society plays an essential role in the HIV response, and are committed to working in partnership to achieve our goals.

Find out more about the impact our work is having below.



Knowledgeable people

Every word we write, graphic we create or video we produce has the potential to change the lives of those at risk of or affected by HIV.

Targeted HIV information

We believe digital communication provides new opportunities to reach people who are most at-risk with tailored information on HIV and sexual health.

Effective civil society

We currently support three community-based organisations in high prevalence countries in Southern Africa.



Challenging barriers and changing norms

We believe no person should

experience stigma or
discrimination, and we address
HIV stigma, homophobia and
gendered attitudes through our
website and social media

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