Our impact

Despite being a small charity, we reach a lot of people – 20.7 million in 2018-19.

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 day around 50,000 people from every corner of the world will turn to Avert for information and support.

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 engage with a range of partners. In 2018-19 this included 12 new civil society organisations working in Southern Africa.

Challenging barriers and changing norms
No person should experience stigma or discrimination, and we address HIV stigma, homophobia and gendered attitudes through our digital channels.