

**PRESS KIT**



**AIDS  
SAID  
POWERED BY UNTOLD**

**CAMPAIGN LAUNCH 2022-2024**



At Untold, we exist to embrace and equip people to live a life beyond AIDS. Our model is unique. We search for our clients and find them in their greatest time of need. Once they are enrolled in the Untold program, clients are offered integrated care that addresses their physical, emotional, spiritual, and economic health. We are currently working in 95 communities across three countries in East Africa, and we have learned in over 14 years of ministry that stigma can be more deadly than sickness.

Stigma often prevents people from accessing life-saving care. It also cuts people off from their communities, leaving hundreds of thousands of men and women lonely, vulnerable, and spiritually devastated. The messaging and imagery associated with the AIDS SAID campaign re-centers the client in the narrative of our work. We want to stand with our clients as they eliminate the false identities that have burdened them.

Over the course of the AIDS SAID campaign, we will raise \$26 million to fund the next three years of our work and expansion. In this timeframe, we want to double our impact by graduating an additional 25,000 graduates from our program.

## WE BELIEVE IN A WORLD WHERE NO STORY IS CUT SHORT OR SILENCED BY AIDS.

We are working toward a world where every single person living with HIV receives life-saving care, gains spiritual hope, and lives a flourishing life without stigma.

### DID YOU KNOW THAT THERE ARE:

# 20.6 MILLION

people living with HIV in East and Southern Africa

# 670,000

new infections annually in East and Southern Africa

# 310,000

HIV-related deaths annually in East and Southern Africa



TO LEARN MORE ABOUT OUR CAMPAIGN GOALS, VISIT OUR [WEBSITE](#).



A woman in a white headwrap and shirt is looking into a mirror. The mirror shows her smiling. The background is a slum with corrugated metal walls and a sign that says 'MANAGED BY CARE ESTATE MANAGERS'. Other people are visible in the background.

# AIDS SAID

MY LIFE WAS OVER.

I SAY IT'S JUST BEGINNING.

## PRESS KIT SHAREABLES

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JOIN US IN SHARING OUR MESSAGE WITH YOUR COMMUNITY

LIFE BEYOND AIDS

**AIDS**  
**SAID**  
**POWERED BY UNTOLD**

**UNTOLD+**

[WWW.UNTOLD.ORG/AIDSSAID](http://WWW.UNTOLD.ORG/AIDSSAID)