

# the Aliveline

Serving Our HIV/AIDS Community Since 1985

September/October 2008

Vol. 18, Issue 4

## Fall is in the Air!

### RED RIBBON RIDE —

This year's **Red Ribbon Ride** was a wonderful success! The Ride raised over \$414,000, benefiting seven local HIV/AIDS service organizations, including The Aliveness Project! Special thanks to the riders and crew — especially our Team Aliveness members! Mark your calendars for next year's Red Ribbon Ride: July 16 - 19, 2009. Are you considering riding or crewing? Register today at [www.redribbonride.org](http://www.redribbonride.org).

### INTERNATIONAL AIDS CONFERENCE —

I had the wonderful opportunity to attend the XVII International AIDS Conference in August. With over 25,000 participants from more than 170 countries, it was an amazing experience! Please see page 3 for some of the highlights from the conference. We plan to hold an update seminar sometime in the next few weeks — we will post the date on our website.



People marching for Universal Action NOW (the theme of the Conference) in Mexico City, August 3.

### MASQUERADE BALL —

Do you and your friends love Halloween? Well, start thinking about who you will be for our second annual **Red, White and Black Masquerade Ball**. This is a very special fundraiser which will be held at The Woman's Club of Minneapolis on Friday, October 31 from 7:00 pm to midnight (for ticket information, see the back page of this newsletter). Along with prizes for the most fabulous costumes, this event will include hors d'oeuvres, amazing ballroom dancing and a spectacular silent auction. We still need items for the silent auction — please contact Tim Marburger, our Director of Fundraising, if you can donate something.

### HOLIDAY BASKET PROGRAM —

It will soon be time for our Holiday Basket Program. Every year, I am amazed at the generosity of hundreds of volunteers who reach out to make the holiday season brighter for those in need. Last year we distributed 627 baskets, with gifts for 888 adults and 372 children. Applications (for recipients) for this year's Holiday Basket Program will be mailed out in mid-October.

For this year's program, **WE NEED YOUR HELP NOW**. We need gifts for the baskets, including new clothing,

**Tis the season....  
for Holiday Baskets!  
(Well, almost)**

**Sign up to adopt a basket,  
volunteer, or donate in-kind  
items on  
page 6!**



toys, quilts, hygiene items, nonperishable food and candy, wrapping paper and other items. You also can sign up to adopt one or more baskets or volunteer in a variety of other ways. Please see the form on page 6 for donor and volunteer opportunities for this special program.

**Joe Larson**  
EXECUTIVE DIRECTOR

### 3 2008 International AIDS Conference

*Global HIV / AIDS statistics*

### 4 The "Tier" Approach

*A new style of Case Management*

### 6 Holiday Basket Form

*The do-good campaign begins!*





#### **Glamorous Giving ▲**

Billie LaTease Austin, pictured above with Tim Marburger, Director of Fundraising and Special Events, raised \$564 for The Aliveness Project at the Imperial Court Coronation Fundraiser on August 16.

#### **Mighty Team Aliveness! ►**

11 riders and 6 crew members participated in the 2008 Red Ribbon Ride, a 4-day, 300-mile bike ride through southern Minnesota that raised over \$414,000 for 7 AIDS service organizations in the Twin Cities, including The Aliveness Project. Closing ceremonies were held at the Minnesota State Capitol in St. Paul.



## *In Living Memory*

Allan S.  
departed  
this life  
May 11, 2008

Benjamin G.  
departed  
this life  
July 1, 2008

Katie T.  
departed  
this life  
August 7, 2008

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**The Aliveline** is a bi-monthly publication of The Aliveness Project, Inc. The Aliveness Project is a 501(c)(3) nonprofit organization, founded in 1985 as a membership organization for individuals living with HIV/AIDS. This newsletter may report on experimental and other therapies; however, The Aliveness Project does not recommend any particular therapy. Please consult with your medical provider before trying any new treatment. Views and opinions expressed in this publication are those of the contributing authors and are not necessarily those of The Aliveness Project.

# XVII International AIDS Conference

## Universal Action NOW!

More than 25,000 people from over 170 countries attended the XVII International AIDS Conference held in Mexico City August 3-8. This year's theme was **"Universal Action NOW."** Many speakers focused on the need to provide drug treatment for individuals living with HIV/AIDS. It is estimated that 33 million people are living with HIV/AIDS throughout the world, but only 3 million of them have access to the current drug treatments.

Executive Director Joe Larson attended the conference and had these comments: "The conference was an incredible experience! I was very moved to see so many people from throughout the world focused so intently on this issue and how it affects all of us. It really creates an image of the worldwide impact of this disease."

This page includes some of the highlights from the hundreds of presentations that took place on a variety of issues related to the HIV/AIDS pandemic.

## Estimates of new HIV Infections in U.S. increased by 40%:

One conference session covered a newly released report from the Centers for Disease Control and Prevention (CDC) on the U.S. epidemic. The CDC's report, which was delayed for at least a year, estimated 56,300 new HIV infections in 2006 - a 40 percent increase from the 40,000 annual cases used for the past decade. The new estimates are due to a better blood test and statistical methods. Officials believe annual HIV infections have been hovering around 56,000 for several years.

The 2006 statistics include some troubling trends: 53 percent of new HIV infections were among men who have sex with men (MSM), more than a third were individuals younger than 30, and that 49 percent were among African Americans (who make up only 13 percent of the overall population).

"These new CDC numbers lend credence to what public health officials have long been saying, that HIV is alive and well and thriving in certain communities in the U.S.," said Rowena Johnston, Vice President of Research for AmfAR. In response to this new data, advocates are now calling for increases



in the current domestic HIV/AIDS budget of \$18.2 billion, which has been flat-funded for many years, and for a heightened focus on prevention programs.

## Additional Stats from the CDC Report:

There are 1.2 million people living with HIV/AIDS in the U.S. One quarter of these individuals don't know they are HIV-positive.

Since the start of the HIV/AIDS epidemic, 1.7 million Americans have been infected with HIV and more than 565,927 have died of AIDS.

The rate of HIV infection is seven times higher among African Americans and three times higher among Hispanics than among whites.

The number of women living with HIV has tripled in the last two decades. By 2005, 26% of people living with HIV were women, and 80% of newly diagnosed women were infected through heterosexual sex. HIV was the leading cause of death for African-American women aged 25-34 years in 2004.

## Additional Reports:

**Universal Access to Treatment:** As of December 2007, an estimated 3 million people in low- and middle-income countries had access to antiretroviral treatment, representing 31% of the estimated 9.7 million people in need of treatment and only 9% of the 33 million people living with HIV/AIDS in the world.

**HIV vaccine puzzle grows even more complicated:** Failure of a highly-touted HIV vaccine in 2007 raised questions about the best approach to designing such a vaccine - and even about whether HIV vaccine research should continue. At AIDS 2008, scientists from the Tulane National Primate Research Center in the USA presented evidence

that antibodies do not help control simian immunodeficiency virus (SIV) in monkeys. Some experts questioned the recently failed STEP trial HIV vaccine because it did not try to boost antibody-driven immunity, focusing solely on cell-based immunity instead.

## Protective benefit of male

**circumcision:** In the past few years three randomized trials found that circumcision lowers the risk of HIV infection in heterosexual men, but not necessarily in their female sex partners. At AIDS 2008 one of the three trial groups showed that the protective effect for circumcised men lasts at least 42 months and may get stronger with time.

**Does low-viral load reduce the risk of HIV transmission?** Earlier this year, the Swiss Federal Commission on HIV/AIDS raised a controversy by suggesting sex without condoms may pose no realistic risk of HIV transmission from individuals with an undetectable viral load and no sexually-transmitted infections. At AIDS 2008, a multi-study analysis involving 5,161 heterosexual couples could neither confirm nor refute the Swiss estimate that HIV transmission per sex act falls below 1 in 100,000 for a person with an undetectable viral load (compared to an estimated rate of 1 in 30,000 for a person using condoms).



Protestors at the Conference challenging presidential candidates to establish a national HIV/AIDS strategy in the first 100 days.

For more information about the 2008 International AIDS Conference (including links to videos and transcripts of all sessions), visit **[www.aids2008.org](http://www.aids2008.org)**.



# A New Approach to Case Management

By Andrew Hruska

As you may have noticed, there have been some changes made to the HIV Care Advocacy/Case Management Programs in Minnesota. As of last year, Hennepin County took over administration the grant that funds this program here at The Aliveness Project which was formerly managed at the state level.

Since 2001, The Aliveness Project has provided care advocacy services to serve short-term needs to individuals who did not need more intensive case management. Last year, our Care Advocacy Program (which is now referred to as Tier I Case Management) helped 526 members gain access to community resources such as Limited Mobility, Every Penny Counts, or Program HH with the Department of Human Services.

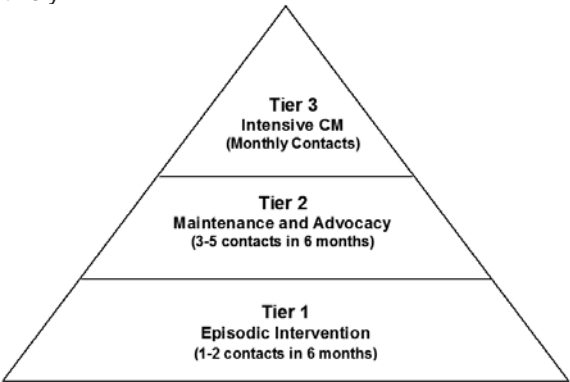
Our Case Management staff will continue to offer this short-term type of assistance to our members. But due to the increase of members seeking these services and the new program requirements, our staff will need to set up appointments to see most clients.

One major benefit of these changes means that we are expanding the level of services available to Aliveness Project members. Tier II and Tier III will allow us to meet the needs of members who may have more frequent and in-depth issues.

Tier II may assist with a broad range of services, including but not limited to medical adherence support, technical assistance, advocacy and emotional support.

Tier III is designed for individuals with numerous or long-term needs, and with the ability to meet with her/his case manager on a regular (usually monthly) basis.

If you are unsure whether or not you are in need of case management, you can contact Johnny Herda-Anzaldo or Andrew Hruska at 612-822-7946, extensions 202 and 213 respectively.



# Empower Yourself through Wellness

By Corliss Zawistowski

The Aliveness Project Health and Wellness Program has exciting news for you. We hope that your summer was relaxing and carefree. We invite you to our upcoming fall and winter **discussion groups**. Our hope is to empower you, to make your healthcare the *best it can be*.

Our goal is to reach and support newly diagnosed individuals living with HIV, as well as anyone who is seeking to empower themselves. The groups will be held at The Aliveness Project, 730 East 38th Street in Minneapolis. We look forward to meeting you and, together, creating a supportive atmosphere. Participants in a series of groups will receive a \$10 gift card.

The upcoming dates are (each line is a series):

Date(s)	Time	Audience
September 23 & 30	6:00 - 8:30 pm	
October 4 & 11	1:00 - 4:00 pm	African American women
October 18 & 25	9:00 am - 12:00 pm	Heterosexual group
October 7 & 14	9:00 am - 12:00 pm	
October 21 & 28	6:00 - 8:30 pm	Spanish speakers
November 4 & 11	9:00 am - 12:00 pm	
November 18 & 25	5:00 - 8:30 pm	
November 8 & 15	9:00 am - 12:00 pm	

Look ahead to the next newsletter for remaining sessions for 2008.

## UNITED WAY CAMPAIGNS

Is your workplace holding a United Way or other community campaign this fall?

Many companies allow employees to make designated gifts to 501(c)(3) nonprofit organizations - such as

**The Aliveness Project!**

It's an easy way to give through payroll deductions to support our services for people living with HIV/AIDS!

# Halloween at the Masquerade Ball

JOIN us!

**M**ark your calendar for our fall fundraiser, the **Red, White & Black Masquerade Ball**, to be held Friday, October 31, 2008, at The Woman's Club of Minneapolis, 410 Oak Grove Street in Minneapolis from 7:00 PM until midnight. Along with prizes for the most memorable costumes, this event will include delicious hors d'oeuvres, amazing ballroom dancing, a cash bar and a spectacular silent auction.

The Woman's Club of Minneapolis has signed on as a sponsor for this year's event. And what an evening it will be! Other sponsors, thus far, are Floral Logic, Costume Rentals and Lavender Magazine.

What costume will you wear? Will it incorporate red, white and/or black? (Costumes are by no means required, but they will enhance the night. It *is* Halloween, after all!)

If you would like to attend the Red, White & Black Masquerade Ball, please go online to [www.aliveness.org/ball](http://www.aliveness.org/ball) to register. Tickets are \$50 per person or \$75 for a couple. Otherwise, invitations will be mailed out in mid-September.

If you have questions about the event, contact Tim Marburger at 612-822-7946, extension 204, or [events@aliveness.org](mailto:events@aliveness.org).

Don't miss this fantastic, fun-filled evening!

## Red WHITE & BLACK MASQUERADE BALL



## Volunteer Opportunities Abound this Fall

BY MONICA TRAVIS

### *Greetings Volunteers!*

**F**or those who dwell in the possibility of the crispness of fall, your time has come. Our Red Ribbon Riders are in, and students are beginning to call about community service volunteering.

Do you know a student looking for some hands-on experience? Send them our way. We still have a position for a marketing/public relations fall internship, and may have other opportunities applicable to other studies as well. For spring internships please inquire by Thanksgiving.

Speaking of spring, we've already begun our list of Ambassadors for Dining Out for Life. That's right, first come first served. You know what to do.

We've made your Halloween plans for you on October 31! Our Red, White and Black Masquerade Ball is back! Call if you'd like to see what volunteer needs remain.

Believe it or not, Holiday Baskets are coming in to full swing. Want to paint baskets? Contact us to arrange your pick up soon as baskets tend to all go by the first few weeks of September. Know of someone who would like to donate gift items for the baskets? Maybe your place of work, worship, or your sports team? We need new items of all sorts: new warm winter coats, mittens, boots, household items like sheets and towels, pots and pans, DVDs, games, and gift cards are always great. Want to have your small group come and wrap presents?

Scheduling for wrapping officially begins October 15, but special for readers of The Aliveline, you may call in advance starting October 12 to book your time slot(s). Time slots are available weekdays and some weeknights from November 24 - December 19. Other fun "elf" opportunities are available for those who can donate more time (say 25+ hours between now and the end of December). Call for details!

I'm seeking movie title suggestions for our next Volunteer Recognition Movie Night to be scheduled again late winter. A prize will go to the winner who suggests a title to top last year's "Best in Show." Keep your eyes peeled for the date and mark your calendar.

Thank you everyone for your hard work this summer!



# Share the Spirit of the Season!

Founded in 1985, The Aliveness Project is a local nonprofit agency that offers a variety of services for individuals living with HIV/AIDS in Minnesota.

Since 1988, our Holiday Basket Program has provided thousands of baskets to men, women and children affected by HIV/AIDS throughout Minnesota.



**Adoption is our greatest need!**

Typically, hundreds of volunteers help by adopting baskets, donating gifts, wrapping presents, sewing stockings and quilts, and delivering baskets.

You can help share the spirit of the season this year by adopting a basket, making a donation, or volunteering with our Holiday Basket Program.

21<sup>st</sup> Annual

## Holiday Basket Program Donor & Volunteer Form

*We need your help with this year's Holiday Basket Program for people living with HIV/AIDS! Your care and commitment will help make a brighter holiday season for those in need.*

Name(s): \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Telephone (H): \_\_\_\_\_ (W): \_\_\_\_\_  
 Telephone (Cell): \_\_\_\_\_ E-mail: \_\_\_\_\_

**ADOPT**

☐ I want to adopt (& buy gifts for) a Holiday Basket for: ☐ Individual ☐ Adult Couple ☐ Family

To determine how many people you could adopt (buy and wrap presents for each person), first choose the total amount you want to spend; then divide that total by \$35.00 (the amount we suggest spending on each individual). We will provide you with information for individuals or families, depending on your preference.

My total budget is: \$ \_\_\_\_\_ Total number of people to adopt: \_\_\_\_\_

**DONATE**

☐ Please contact me about making an in-kind donation of \_\_\_\_\_

We need in-kind donations of new clothing, toys (for children & teenagers), mittens/gloves, stocking caps, scarves, quilts, hygiene items, CDs/DVDs, candy, nonperishable food, gift certificates, stuffed animals, etc.

☐ Enclosed is a donation for \$ \_\_\_\_\_. Please make your check payable to "The Aliveness Project."

☐ I want to make a credit card donation. Please charge \$ \_\_\_\_\_ to my ☐ Visa ☐ MasterCard.

Credit card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_ Your signature: \_\_\_\_\_

Please use my gift for: ☐ Holiday Baskets ☐ Food Shelf ☐ Meals ☐ Therapies ☐ General Services

This donation is in ☐ Honor (or) ☐ Memory of: \_\_\_\_\_

**VOLUNTEER**

☐ Please contact me (us) about volunteering to help with:

- |                                                                                                                               |                                                           |                                                       |
|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Leadership role! (5-15 hrs/week)                                                                     | <input type="checkbox"/> Sewing holiday stockings         | <input type="checkbox"/> Wrapping presents            |
| <input type="checkbox"/> Special events! **                                                                                   | <input type="checkbox"/> Phone calls or office help       | <input type="checkbox"/> Soliciting in-kind donations |
| <input type="checkbox"/> Driving errands                                                                                      | <input type="checkbox"/> Sewing quilts / afghans / throws | <input type="checkbox"/> Baking cookies               |
| <input type="checkbox"/> Organizing a drive for new clothing, toys or other gifts                                             |                                                           |                                                       |
| <input type="checkbox"/> Organizing a food drive (for nonperishable food, candy or hygiene items)                             |                                                           |                                                       |
| <input type="checkbox"/> Helping with on-site basket pick up days on: <u>December 19 22 or 23</u> (circle date[s] available)  |                                                           |                                                       |
| <input type="checkbox"/> Delivering 1 or 2 Hanukkah Baskets on <u>Friday, Dec. 19</u> between 9 AM—1 PM (requires a vehicle)  |                                                           |                                                       |
| <input type="checkbox"/> Delivering 1 or 2 Christmas Baskets on <u>Wed., Dec. 24</u> , between 9 AM—1 PM (requires a vehicle) |                                                           |                                                       |
| - Preferred Zip Code(s) for Deliveries: _____                                                                                 |                                                           |                                                       |
| - Type & Size of Vehicle: _____                                                                                               |                                                           |                                                       |

\* Leadership roles vary to suit interests. \*\* Special events assistance involves staffing booths at concerts, parties, etc.  
 Notes: \_\_\_\_\_

**IF YOU CAN HELP,  
PLEASE SEND THIS FORM TO:**

Holiday Basket Program  
 The Aliveness Project  
 730 East 38th Street  
 Minneapolis, MN 55407

TEL: 612-824-LIFE (5433)

FAX: 612-822-9668

E-MAIL: events@aliveness.org

**OR SIGN UP ONLINE AT:  
[www.aliveness.org](http://www.aliveness.org)**



# Thanks, Donors!

## ORGANIZATIONS

Aavalon-RCS Cleaning Service, Inc.  
Angelo's Italian Restaurant  
Black Dog Café  
Buona Sera  
Carmelo's Ristorante  
Cars With Heart  
Clicquot Club Café  
Cupcake  
Greater Minneapolis Council of Churches - FoodShare  
Greater Twin Cities United Way - Donor Designated  
IBM Employee Services Center  
Joe's Garage Restaurant  
Kafé 421  
Macemon Photography  
Minnesota AIDS Project  
Moose and Sadie's  
North Star Gay Rodeo Association  
Papa's Pizza & Pasta  
Rainbow Chinese Restaurant  
Rudolphs Bar-B-Que  
Seward Café  
Solera  
Southside Farm Store  
St. Clair Broiler  
St. Peter's Catholic Church  
Starbucks Coffee - 6th Street  
Starbucks Coffee - 9th Street  
Starbucks Coffee Company - One Financial Plaza  
Starbucks Coffee IDS Center  
Still Ain't Satisfied Foundation  
The Herkimer Pub and Brewery  
The Imperial Court of Minnesota  
The Loft  
The Rising Sun Medicine IGroup: The Mankind Project  
Thrivent Financial for Lutherans Foundation  
Toast Wine Bar & Cafe  
Y'all Come Back Saloon

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Elizabeth S. Radtke  
Kevin Rajotte

## New Receptionist MEET RORY ANDERSON

**R**ory Anderson is The Aliveness Project's new receptionist.



**Where did you grow up?**  
Duluth, west Duluth to be exact!

**What are three words that describe your personality?**  
Friendly, compassionate, and zany.

**What turns you on creatively, spiritually, or emotionally?** I feed off my environments, my surroundings - mainly the people in them. Also, music, acting, and laughter.

**What turns you off?** Artificial people, close-mindedness.

**What is your favorite cereal?** Fruity Pebbles.

**What sound or noise do you love?** Amazingly powerful voices singing big ballads.

**What sound or noise do you hate?** Crying.

**What profession other than your own would you like to attempt?** Someday I'd like to be an English teacher.

**What profession would you not like to do?** Anything in banking or finance.

**How did you come to know The Aliveness Project?** Volunteer opportunities and word-of-mouth from friends.

**What would you like to see happen at The Aliveness Project in 2008?** For myself, flash a smile and have a cheerful attitude when you walk in the door, and overall, just doing my part to inch closer toward seeing The Aliveness Project expand!

Judy Ratliff  
Susan Reaney & Vince Ghesse\*  
Moses Renault-Moses  
Tedd Richardson  
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Terry & Bonnie Sainio  
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\* Denotes **Friends of Aliveness Program** donors, who pledge monthly

# K THANKS

to everyone who made financial  
& in-kind gifts between  
June 21 & August 20