

# TEACHAIDS



TeachAIDS is a nonprofit that creates educational materials designed to teach people around the world about HIV and AIDS. Founded in 2005 in the U.S.

**teachaid.org**

**Revenue model:** sponsorships

**Interview date:** March 24, 2016

**Interviewees:** Piya Sorcar, the CEO, and Shuman Ghosemajumder, the chair

*Profile written by Sarah Hinchliff Pearson*

TeachAIDS is an unconventional media company with a conventional revenue model. Like most media companies, they are subsidized by advertising. Corporations pay to have their logos appear on the educational materials TeachAIDS distributes.

But unlike most media companies, TeachAIDS is a nonprofit organization with a purely social mission. TeachAIDS is dedicated to educating the global population about HIV and AIDS, particularly in parts of the world where education efforts have been historically unsuccessful. Their educational content is conveyed through interactive software, using methods based on the latest research about how people learn. TeachAIDS serves content in more than eighty countries around the world. In each instance, the content is translated to the local language and adjusted to conform to local norms and customs. All content is free and

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TeachAIDS is a labor of love for founder and CEO Piya Sorcar, who earns a salary of one dollar per year from the nonprofit. The project grew out of research she was doing while pursuing her doctorate at Stanford University. She was reading reports about India, noting it would be the next hot zone of people living with HIV. Despite international and national entities pouring in hundreds of millions of dollars on HIV-prevention efforts, the reports showed knowledge levels were still low. People were unaware of whether the virus could be transmitted through coughing and sneezing, for instance. Supported by an interdisciplinary team of experts at Stanford, Piya conducted similar studies, which corroborated