2015

ACTIVITY REPORT

Sidaction
ENSEMBLE CONTRE LE SIDA
“AIDS, we must continue, to end it (...) We can, we must and we will.”

Pierre Bergé and Line Renaud
After a particularly busy 2014, when Sidaction’s 20th anniversary provided us with high visibility in the media and with the public, we expected a decrease in mobilization for 2015. This was not the case. The year 2015 witnessed the arrival of a promising treatment for the eradication of HIV/AIDS: pre-exposure prophylaxis (PrEP). France became the fifth country in the world to authorize the use of this preventive treatment for the people most exposed to the HIV epidemic, which requires particularly close medical monitoring. The Ipergay trial conducted by the ANRS and the Aides organization, and funded in part by the Pierre Bergé endowment fund, contributed to assessing its effectiveness.

This major advance in the area of prevention allowed us to take one more step towards the “3x90” goal set by UNAIDS for 2020. But no matter how laudable it may be, how can this objective be reached in four years, when today more than half of HIV-positive individuals in the world are unaware of their condition? When over half of HIV-positive people in the world do not have access to the antiretroviral therapies they need to live? It is hard to believe that we can achieve this by 2020, when the epidemic is once again on the rise in Eastern Europe and North Africa. It continues to plague Sub-Saharan Africa, which remains the most affected region in the world.

Progress achieved is in reality merely the tip of the iceberg, masking major inequalities and huge challenges to be met. These include access to treatment in developing countries and global case management for people living with HIV, as well as respect for their basic rights. Social health challenges such as stigmatization and exclusion, which sadly continue to impact a large number of HIV-positive people, are considerable, throughout the world. Strong political will on the part of governments is needed to overcome them.

There is hope, but the road before us is long. The unfailing support of our donors, who showed their dedication once again in 2015, enables Sidaction to continue the fight and to support research and organizations that assist people living with HIV in France and around the world. AIDS, we must continue, to end it. This was the slogan of our 2015 campaign. We can, we must and we will.

Pierre Bergé and Line Renaud
Chair & Vice Chair of Sidaction
In 2014, we celebrated twenty years of combat, and Pascal Obispo created a fifth album for us, *Kiss & Love*, for which we will be eternally grateful.

The year 2015 was also one of satisfactory fundraising, action and information. Despite a particularly difficult media context at the start of the year, the Sidaction Medias Event was able to raise 3.6 million. More than 8 million euros in donations were added over the course of the year, in particular in the month of December. A wonderful testimonial to the commitment of our donors and their renewed confidence!

Advances in treatment continue to impact public perceptions of HIV/AIDS, a disease which has become almost invisible and banal. How do we continue to mobilize for our cause? This is the question we had to ask ourselves throughout 2015. This past year was therefore an opportunity for a fundamental review, and the management team was partially renovated for this purpose. The organization allocated 3 million euros to research, 2.6 million euros to prevention and support for people living with HIV in France, and 2.8 million euros to international aid.

We are proud to have supported almost 300 programs and projects in all, across all areas.

We also began to rethink our communication, which was strengthened on the internet and social networks in 2015, an essential move to reach a younger generation that is particularly vulnerable to the epidemic. This is why we relaunched the HIV Pocket Films contest, which aims to raise awareness of the risks of transmission of HIV/AIDS among 15- to 25-year-olds. Thanks to the sponsorship of YouTube celebrity Jimmy, alias “Jimmy fait l’con,” we were able to bring a prevention message to more than one and a half million young people.

Despite the tragic events of late 2015, the year ended in a burst of solidarity, and with our donors’ generosity we achieved financial balance, and even a slight surplus. In the name of the entire Sidaction team, I thank them for their support which is essential to continuing our work. Without them, we could not carry on fighting.

François Dupré
Executive Director of Sidaction
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THE YEAR 2015

DîNER DE LA MODE

January 29

Organized by Sidaction and the Fédération Française de la Couture (French fashion federation), the 13th “Dîner de la mode” was held as is customary in the exceptional setting of the Pavillon d’Armenonville in Paris. This year once again, almost 600 fashion and media celebrities came to show their solidarity. Pierre Bergé and Line Renaud spoke of the importance of the fight against AIDS, and this charity dinner succeeded in raising 690,000 euros.

February 7

TOUR OF THE DE LA PITIÉ-SALPÊTRIÈRE LABORATORIES

The laboratories of the Center of Immunology and Infectious Diseases of the Hospital De La Pitié-Salpêtrière opened their doors to fifty of the organization’s donors. For an entire morning, participants were able to view the work of the research teams that is supported thanks to their donations, and learn about the difficulties these researchers face in their daily efforts. “I’m a novice in this area, and this tour allowed me to better understand the extent of the programs and to continue my support for Sidaction,” said one donor.

February 13

FIRST SIDACTION SCIENCE SYMPOSIUM

For the first time in 2015 the organization arranged a symposium open to all research players, where researchers funded by Sidaction presented their latest results. This symposium was held at the town hall of the 10th arrondissement in Paris, and also served to showcase to the scientific community the diversity of projects funded by the organization, and to foster multidisciplinary discussions. The projects selected involved preventive treatments and circumcision, cellular proteins that favor or restrict the virus in the body, and the immune response deployed against HIV.

February 23-26

2015 CROI CONFERENCE

The 22nd Conference on Retroviruses and Opportunistic Infections was held in Seattle, USA. More than 4,000 researchers met to share the latest work in basic, applied and clinical research in HIV. The results of several important studies were presented, including Ipergay (French trial demonstrating the effectiveness of “on demand” PrEP for male homosexuals, whose social science research component was funded by Sidaction) and PROUD (an English study evaluating the ongoing use of PrEP for MSM).
Our annual fundraising event was held during a challenging period when the media was preoccupied with current events, which is why pledges, totaling 4,250,000 euros, were lower than in 2014. However, the Sidaction Medias Event was a major success in terms of information and awareness, in particular with the publication of the results of the IFOP survey of 15- to 24-year-olds, which was widely reported. In the face of the mistaken beliefs held by many young people, a generation that came of age sexually after the appearance of effective treatments, we wanted to provide a view of this generation’s knowledge and behaviors with respect to HIV/AIDS. Over the course of these three days, our 22 media partners and 54 moderators supporting the cause took turns broadcasting our campaign message: “The only weapon to conquer AIDS is research.” More than 1,100 articles and shows shared this idea and contributed once again to raising public awareness of the issues.

The Musée du Quai Branly once again hosted our traditional launch evening for the annual Sidaction campaign, with Pierre Bergé, Chair of the organization, and Line Renaud, its Vice Chair. Presidents and moderators from our 22 media partners each took the microphone in turn to express the reasons for their engagement.

For this event organized every year by GNP+ (Global Network of People Living with HIV), Sidaction arranged a commemorative moment around L’Artère, a work by artist Fabrice Hyber. This community gathering was an homage to the victims, and also dedicated to those who are still battling the disease. Every year an individual from the community is invited to speak. This year Giovanna Rincon, director of Acceptess-T, delivered a touching tale of her experience as a transgender and HIV-positive woman.

Sidaction’s social sciences program organized an innovative one-day workshop titled “Socio-sexual networks: research issues, application prospects.” Understanding how the virus circulates, in which groups, at what speed and by what modes of transmission is crucial to building targeted and effective prevention strategies. It is also a topic that is little discussed in France, and was addressed in presentations of very high quality in which participants learned about programs being implemented abroad involving caregivers and internet notification tools.
July 19-22

INTERNATIONAL AIDS CONFERENCE

Almost 20 years after the 1996 edition where antiproteinases and the new tritherapy treatment strategy were presented, the biennial Conference on HIV Pathogenesis, Treatment and Prevention, organized by the International AIDS Society (IAS), was held once again in Vancouver, Canada on July 19-22. Some 6,000 experts came together to examine the latest scientific advances. This eighth edition confirmed the value of antiretroviral therapies (ART), no matter how advanced the infection, as well as of their use for prevention.

October 8

CHEFS SOLIDAIRES

Restaurateurs have been mobilizing against AIDS since 2009 via the Chefs solidaires (“Chefs in solidarity”) operation. In 2015 more venues were brought in, from bistros to gastronomic establishments, bringing the number of participants to 74 restaurants, a 40% increase over the previous year. Their commitment is to donate 10% of the receipts during a single day to Sidaction. Almost 13,000 euros were raised in this way. Beyond the fundraising aspect, this event is an opportunity to raise public awareness, particularly among the many young people who work in hospitality.

October 10-16

YOUNG RESEARCHER UNIVERSITY (UJC)

The some fifty participants in the UJC were enthusiastic about the program held from October 10 to 16 in Carry-le-Rouet, near Marseille. This seven-day event provides an exclusive opportunity to build bridges between fields, focus research projects on people living with HIV, and discuss research issues in the field of HIV today and tomorrow. UJC has become a key educational event for young researchers in HIV, with speakers such as Professor Françoise Barré-Sinoussi, and this fifth edition once again demonstrated the unique nature of this university and the importance of fostering knowledge transmission.

November 1

LAUNCH OF HIV POCKET FILMS

For its third edition, this contest, which invites 15- to 25-year-olds to produce short films on the topic of HIV/AIDS, not only acquired a new website at rec.sidaction.org, but also an outstanding sponsor in the young YouTube star Jimmy, alias “Jimmy fait l’con,” who produced his own video encouraging young people to participate in the contest. The competition is organized in partnership with the Ministries of National Education, Higher Education & Research, Agriculture, Agrifood & Forestry, Communication & Culture, and Urban Affairs, Youth & Sports, Franctv éducation also partnered with the project.
November 30

CHECK PRESENTATION FROM THE PARIS MINT

The Paris Mint, represented by its CEO Christophe Beaux, presented a 40,000 euros check to Sidaction as part of its support for World AIDS Day, which was accepted by Pierre Bergé and Line Renaud on behalf of the organization. This amount corresponds to the sale of commemorative 2 euros coins minted in 2014 for the December 1 event. Sold for 10 euros and 20 euros, these coins are minted with the symbolic red ribbon.

December 1

WORLD AIDS DAY

The international World AIDS Day of mobilization against the epidemic took place against the background of the tragic terror attacks of November 13 in France only two weeks past. Several events planned by Sidaction in the public arena had to be canceled due to the state of emergency.

December 2

THREE HOURS TOGETHER

Like every year, almost fifty donors accepted Sidaction’s invitation to its open house evening. After a welcome from executive director François Dupré, participants were able to converse with researchers and members of organizations providing assistance to people living with HIV to learn about all our initiatives. This highly appreciated evening fostered a wealth of discussion that enabled those present to better understand our actions and what remains to be done to overcome HIV/AIDS.

December 7

DOCTORAL STUDENT DAY

Seventeen young researchers supported by the organization, doctoral students and post-graduate researchers, met together on our premises. Each of the researchers presented their work for discussion in a friendly atmosphere, with all participants coming away energized. This event has been held every year since 2009, and is intended to be a venue for multidisciplinary scientific discussion to enable a broader vision of HIV research and foster the development of the researcher network.
3 million euros allocated to research projects
The challenges in scientific research

What is happening in vaccine research?
A first encouraging research track for a preventive vaccine was finally found in 2009, thanks to a large-scale trial conducted with 16,000 people, the THAI trial. It demonstrated 31% effectiveness in protecting people from contamination via a selection of antibodies. Since then, the antibody response has become a central scientific question and remains the primary track for important potential progress in the years to come.

What are the issues facing infected patients that require the attention of researchers?
Current clinical research is examining how to individualize treatments and reduce them if possible. The aim is to avoid long-term secondary effects, improve quality of life and reduce the risk of comorbidity for patients who are aging with HIV. The other track on which an entire area of research is focused is remission. Basic research is studying the reservoir cells where the virus hides, while clinical research is evaluating the impact of molecules borrowed from cancer treatment on these reservoirs.

What about research on prevention?
Without a vaccine, prevention is a central research question today. Screening remains one of the issues and is studied in both the North and the South. Antiretroviral (ARV) drugs are also key prevention tools, because once they are screened, people infected with the virus need to be offered treatment as quickly as possible, to achieve both individual and collective benefit. Research in pre-exposure prophylaxis (PrEP) is also huge. Much remains to be done since the important effectiveness trials that have been completed. Implementation research is crucial to determine which programs should be created to use this new tool. Researchers are also examining the other ARV therapies that could be used for PrEP, as well as systems for delivering these molecules to the organism over a longer stretch – injection, rings, implants – to remedy compliance issues.
Initiatives carried out by Sidaction

Serawit Bruck-Landais
Scientific and Medical Programs Director

How much did Sidaction dedicate to research in 2015?
We allocated 3 million euros to research projects. These grants were allocated to 55 research teams for a total of 1,533,449 euros (including eight teams supported by the Pierre Bergé endowment fund for a total of 602,609 euros), and to 47 young researchers for a total of 1,124,544 euros.

How were the funded projects selected?
We launched two calls for scientific projects across all disciplines, with a view to promoting multidisciplinarity. Our Scientific and Medical Committee, comprising researchers, clinicians and community representatives, all volunteering their time, then assessed the scientific quality of the various projects. The relevance of the question explored to the current state of knowledge, the quality of the research team and the consistency of the approach were all considered.

How is funding broken down by field?
We fund more and more basic research. Today it represents 70% of Sidaction’s research grants, compared with 64% in 2014. This is essential to ensure that clinical research projects can then be generated. We also support an increasing number of young researchers in the social sciences. One third of them are focusing their efforts on countries in the South. They address key questions and conduct socio-behavioral and anthropological research as well as studying healthcare and health management policies.

Aside from research funding, what other actions are implemented by the scientific and medical programs?
Our mission is also to promote research by supporting the scientific community, maintain a strategic watch and show our donors the results of their donations. We therefore organized our first Sidaction scientific symposium in 2015, which will be an annual event for researchers working on current projects to present their most recent results. This is a way for them to connect with the scientific community as a whole, in particular the members of the committee, researchers working in other fields and Sidaction, and results in a very active day of discussions!

In 2015, a portion of the scientific projects received support from:

Fonds de dotation PIERRE BERGÉ

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II

PROGRAMS IN FRANCE
2.84 million euros allocated to prevention and support for people living with HIV
The challenges in France

What is the situation of the HIV/AIDS epidemic in France?
It remains an active epidemic: data published by the French Health Watch Institute for 2014 shows that the number of contaminations per year remains at 6,600, the same number registered in 2007. Worse, the trend is upward for men who have sex with men. Lastly, 11% of new HIV-positive diagnoses concern young people between the ages of 15 and 24. This number has increased by 24% in ten years.

What are the challenges faced by not-for-profit organizations in France?
In order to finally reduce this trend, first we need to reach the 20,000 to 30,000 people who are living with HIV today, but do not know it. Continued targeted screening initiatives are therefore key, in particular via the use of rapid HIV diagnostic screening tests. Once screened, these individuals must be able to access and maintain access to care. Although living with HIV is easier today thanks to progress in treatment, there are still many people who do not have access to care.

It is these latter individuals in particular that community organizations must continue to support in order to bring care to as many people as possible.

What are the latest issues in terms of prevention?
Continuing to support prevention, particularly among the most vulnerable populations, is more important than ever. One of the new challenges for French organizations involves pre-exposure prophylaxis (PrEP), authorized in France at the end of 2015 by Health Minister Marisol Touraine. The community must learn to manage this new tool in the prevention toolbox to best effect, and adapt it to the populations targeted as part of the global prevention approach – medical and community monitoring – that it requires. Unfortunately, the French not-for-profit sector is suffering from a decrease in public funding. Long-term visibility is essential to properly implementing these lengthy efforts, but impossible without government support.

Jean-Régis Ploton
Chair of the French Community committee
How much did Sidaction dedicate to French not-for-profit organizations in 2015?
In 2015 we allocated 2.84 million euros to prevention and support for people living with HIV, via 116 projects and 87 organizations funded in France. Almost half of this budget was allocated in Ile-de-France, the region the most affected by the epidemic. We also participated in working groups that led to the drafting of the “Towards Paris without AIDS” report, whose recommendations aim to achieve the “3x90” goal by 2020 (90% of people with HIV diagnosed, 90% under ARV treatment and 90% with a controlled viral load). We continue to pay particular attention to the French Departments of the Americas [FDA], where we fund many programs (9% of the total budget) and where we also arranged a training course for community organizations in 2015 on the main issues in the fight against AIDS.

What criteria are used to select the projects funded?
For projects involving “global case management,” the primary criteria is naturally that the action specifically addresses people living with HIV, which remains Sidaction’s priority today. Many of them live in very precarious circumstances and some combine difficulties in the social and/or medical spheres. The organizations that we support are in grave need of resources to best assist these individuals. We also consider whether the organizations we support are up to date in their knowledge of how the HIV/AIDS epidemic has changed and of the background situation (new laws, new structures, new players, etc.), and whether the proposed services are adapted to the new needs of beneficiaries.

What are the major priorities for the France programs?
Whatever the topic, the aim is the same: to keep people living with HIV in treatment. Concerning HIV and STI prevention for men who have sex with men, they must be encouraged to be screened in order to receive treatment as early as possible; in the prison setting, we are very attentive to the “inside/outside” transition so that leaving prison does not mean discontinuing therapy; and in the general population, improving care coordination to avoid people falling through the cracks has become a key challenge. Lastly, another of our priorities is to change stigmatizing images of HIV/AIDS. For example, for Sidaction 2015, we participated in the organization of a large athletic event in several prisons in collaboration with the French Volleyball Federation and the Penitentiary Administration Department (tournaments, health booth, fundraising) to create a more positive image of inmates and of their action.

In 2015, a portion of the France projects or Sidaction’s activity was supported by

Fonds de dotation
PIERRE BERGÉ

AIDS FUND

Lily Safra Hope Foundation
2.4 million euros allocated to international support
The international challenges

What is the situation of the epidemic internationally?
The face of HIV/AIDS is hidden in the international arena. On the one hand, there are no longer as many bedridden victims dying of AIDS in hospitals. On the other, the number of new contaminations is on the rise in certain specific groups such as young people, MSM and sex workers. The virus’s rebound is even harder to manage in developing countries because the transmitted viruses are more resistant due to compliance difficulties in treatment.

What about access to treatment and care?
UNAIDS declared that 15.8 million people living with HIV had access to ARV drugs in the world in June 2015. This is a good thing, but this figure only represents half of the 36.9 million HIV-positive people who need these treatments to live! In many countries, the majority of the population does not have access to care, support or even information. Also, pediatric care overall leaves much to be desired. Not-for-profit organizations and their expert and financial partners still have much to do. Access to care implies screening, because a person who has not been screened cannot be treated. Therefore, in the countries the most impacted by the epidemic, promoting screening is the most important focus. It must be ongoing and systematic, otherwise we will never achieve the “3x90” goal set by UNAIDS.

What are other reasons for concern?
The stigmatization of key populations remains extreme. MSM, sex workers and drug users, in particular, have limited rights, may be subject to imprisonment and must live hidden lives, which hinders their access to care. Policymakers must absolutely position themselves to protect these individuals. Lastly, decreasing motivation is apparent among funders, who are devoting their resources to other issues, even though HIV/AIDS remains a public health priority. Community players in the fight against HIV/AIDS find themselves unable to continue the fight, and the epidemic has returned to its levels of ten years ago.
How much did Sidaction dedicate to international not-for-profit organizations in 2015?

We allocated 2.4 million euros to 81 projects to enable medical, psychological and social care for people living with HIV in 21 countries around the world. We primarily fund projects in French-speaking Africa. We believe that this is where we offer the best complementarity, because the needs – which are extensive – are less apt to be covered by international funders that in other locations such as southern Africa for example. We also maintain a presence in Eastern Europe, a region where a record rise in the number of new contaminations has been observed. Specific assistance is also provided to countries experiencing an unprecedented crisis situation, such as Burundi [highly unstable in terms of politics and security for over a year] and Nepal, following the earthquake in April 2015.

What are the major priorities for the international programs?

One of the key priorities is the Right to Healthcare program, which targets stigmatized populations (MSM, sex workers, prison inmates and drug users), launched in 2013 for a three-year period. The goal is to bring key populations into a care pathway via specific initiatives, such as incentives to screen for sexually transmitted diseases. For nine years we have also run a project to promote prevention and care for pediatric HIV. Only 32% of children living with HIV had access to antiretroviral treatments in 2014. In addition to caring for children and teens infected with HIV, this program serves to train pediatric care providers and publishes guides and fact sheets for caregivers, in particular on informing people they are HIV-positive and medical and nutritional care. We continue to provide robust technical support to not-for-profit organizations to improve the quality of their administrative and financial management, and to improve their ability to obtain additional funding. Lastly, we assist them by funding training with a view to achieving recognition of the expertise of the community sector, which is more than just medical and enables personalized care that is adapted to each individual.
IV

COMMUNICATION AND FUNDRAISING
More than 11.8 million euros private funds collected
How is HIV/AIDS perceived today?
The general public does not feel impacted, whatever their age. HIV/AIDS is thought to only affect homosexuals and bisexuals, drug addicts and women leading “immoral lives.” Images remain highly colored by moral judgments and still very close to those of the 1980s and 1990s. This is an enlightening step backwards. At the same time, the general public appears to believe that a vaccine is almost here, or that a treatment or “day-after pill” to avoid contamination exists.

What are the current issues in communicating around this topic?
If a person is HIV-positive, with a viral load that has been undetectable for at least six months and does not have an STI, they cannot transmit HIV. This is a very important piece of information to communicate. The second priority is to target people who are HIV-positive but do not know it, by communicating around the importance of screening and making widely known the various tools available.
In general, messaging on HIV must include that it concerns everyone, and not just certain profiles. To do this, I believe it is important to bring the individual back to reality, to evoke those moments in life that everyone might experience where we are less conscious of the risk, where we are less likely to want to protect ourselves – sexual encounter, broken relationship, reduced inhibitions under the influence of alcohol, economic problems, mourning, etc.

Lastly, another issue for those in the fight against AIDS is to testify to the impact of our efforts in other healthcare fields. Over the past 30 years, our actions have helped to improve global case management for people who have the disease, and to modify the position of the patient and user in healthcare and medical-social frameworks.

What are the new fundraising approaches?
One of the levers is to create events where social issues are debated and discussed, as a way to return to solidarity. We observe the need to show donors directly what or whom their donation helps, in particular at the local level. Feedback from the field tells us that young people are more aware and more likely to give spontaneously today.
What lessons can be drawn from this past year 2015?
That we can still count on our donors. They allowed us to raise 3.6 million euros during the Sidaction Medias Event media event alone. Their support is not just financial, they also show their hands-on involvement in the fight against AIDS. Thousands of volunteers continue to work with us, along with the companies that support us throughout the year.

What did you do in the digital arena?
Sidaction already used the main digital tools: website, social networks, emailing... We already had an internet relationship with our donors. However, given the rising use of digital, it was important that we intensify our messaging on the internet, both to disseminate information and for fundraising. We needed to design a strategy that included a digital facet around the Sidaction Medias Event: For the first time in 2015 we worked directly with all the community managers of the partner television and radio stations. Lastly we continued to modernize all the interfaces used by our donors for a greater fluidity of use.

What efforts have you made to reach young people?
Today we know that young people seek information using multiple channels, and most especially on the internet, with Facebook, Twitter and Snapchat. You have to find the right tone depending on the media and the recipient, to create the perfect mix. For example, for several years we have organized a video contest for 15- to 25-year-olds, HIV Pocket Films. We realized that we had to update our approach to this contest to make it more popular and therefore effective. With our partners' help we created a website, rec.sidaction.org, and centered the initiative around social networks. We also had the good luck of gaining the support of YouTube star Jimmy, alias "Jimmy fait t’con," who produced a funny and engaged video that has already been viewed 1.5 million times. This is a victory in itself! Thanks to this film, thousands of young people have gained awareness of the issue of HIV/AIDS.
Sidaction 2015

As our key fundraising engine, the Sidaction Medias Event is a unique mobilization and information event. Along with World AIDS Day on December 1, the Sidaction Medias Event is one of the major media Events of our year. In 2015, media commitment to Sidaction was once again remarkable. On March 27, 28 and 29, our 22 radio and television station partners all mobilized to broadcast our message: “AIDS. We must continue, to end it.” Fifty-four moderators embodied the “media chain” in a joint video that was broadcast simultaneously by all our media partners.

The 2015 campaign, created by the WNP agency, put research center stage. The televised film, poster campaign and radio shows highlighted the researcher’s microscope, symbolizing what is needed to one day conquer the disease. Because “intelligence is needed to beat an intelligent enemy.” Which leads to the slogan: “The only weapon to conquer AIDS is research.” The digital facet was particularly well developed, with the creation for the first time of a specific video for social networks.

In brief: an effective campaign and a powerful array of tools, all surrounding the high point of the three-day Sidaction Medias Event.

Despite news that was dominated by an airplane crash in the Alps, the Sidaction 2015 media impact was sustained at the levels of the previous year. More than 1,100 articles and broadcasts reported on it. At the same time, three hundred regional fundraising Events were held to benefit the Sidaction Medias Event throughout France. A complete direct marketing campaign was also implemented to optimize donations and recruiting of new donors. Three thousand volunteers working at eleven call centers took turns answering the donation lines and collecting pledges during this weekend. Pledges in 2015 totaled 4,250,000 euros.
In the volunteers’ words

To help Sidaction, our organization, Les 3A (Aider, Associer, Agir), organizes a big jumble sale in a space provided by the City of Grande-Synthe. There are three goals: raise awareness of HIV through the action of several organizations that work in this area; offer free anonymous screening; and raise money for Sidaction. The Event was so successful in 2015 that in 2016 we had to think bigger and offer 6 more booth spaces (75 compared with 69).

Pascal Lefèvre
Grande-Synthe (59)

“During the Medias Event media event our students organize a sale of baked goods and small items with the profits going to Sidaction. Sometimes we raise more than €1,000, which is really not bad for a small initiative like this! But above all, this Event helps raise our young people’s awareness of AIDS, which can affect anyone. Our high school student council had the idea for this initiative after a report that was on TV about the drop in prevention among young people.”

Aurélie Viaud
Teacher at Lycée Paul-Scarron in Sillé-le-Guillaume (Sarthe)

“Every first Friday of the Sidaction Medias Event media event – and sometimes the next Saturday as well – our organization, Nantes-Roller, organizes a special skating outing where five or six volunteers provide information on HIV prevention, distribute condoms and collect donations from people in the streets. This fundraising is exhausting; I’m often ready to drop at the end! But I continue to do it because it brings me lots of personal satisfaction: I feel like I’m contributing to something important.”

Laurent Morel
Nantes (44)
FUNDRAISING OUTSIDE THE SIDACTION MEDIA

DIRECT MARKETING
Direct marketing is the primary fundraising method for the organization, and accounts for 46% of resources. In 2015 we completed the segmentation of our database, which enables us to personalize the messages we send to donors to maintain the relationship of trust that unites us. At the end of the year, Sidaction repeated street fundraising activities to buttress its resources from direct debit transactions.

REGIONAL EVENTS
While the Sidaction Medias Eventmedia event is the biggest fundraising event, other events took place in France throughout the year to collect money for the organization, in particular around December 1. In 2015, 168 regional events were organized separately from the Sidaction Medias Eventmedia event by volunteers or employees of not-for-profit organizations in the fight against AIDS: sports, cultural, student or festive Events, etc. These were times of information and awareness-raising as well as fun and community enjoyment.

BEQUESTS AND CORPORATE SPONSORSHIP
Bequests and donations reached remarkable levels in 2015, with a larger number of life insurance and bequest donations. In particular the amount of money received increased significantly due to three exceptional bequests. In addition to the renewal of agreements with our usual partners, in 2015 the first part of the five-year sponsorship agreement signed with Sucres & Denrées was implemented, targeting prevention and support programs in Côte d’Ivoire, Cameroon and Togo.
Informing remains a central mission for Sidaction. Since its creation the organization has arranged events to promote the circulation of information. The different players in the fight against AIDS are invited to share their knowledge. In order to highlight these discussions, Sidaction regularly publishes various publications: colloquium acts, topical guides, information brochures, etc.

Since 2001 the organization has published a bimonthly review titled *Transversal*. Written by professional journalists, each issue covers several aspects of the fight against AIDS: research, prevention, assistance to people living with HIV, daily living with HIV, international issues, etc. A special section headlined on the cover invites the reader to explore a selected topic in more detail.

*Transversal* is published in 8,000 copies and has become a benchmark specialized publication in its field. It is supported by the Gilead Sciences and ViiV Healthcare laboratories as well as photography agency Roger-Viollet and the Pasteur Institute, which make their photography collections available to the editors.

In 2015, Sidaction published:
*Transversal* n°. 76 (January–February),
“Antiretrovirals: in favor of tailoring;”
*Transversal* n°. 77 (March–April),
“The fight against AIDS: a current state;”
*Transversal* n°. 78 (May–June),
“PrEP: a revolution underway?”
*Transversal* n°. 79 (September–November),
“Françoise Barré-Sinoussi: a committed life.”

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Partners

**Dîner de la Mode Partners**

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Les domaines Clarence Dillon, La société Lomarec, Nicolas Ouchenir, Patricia Goldman communication, Ruinart, Vidélio.

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Voladia, Montpellier
Zakhang, Grenoble
ORGANIZATION OF SIDACTION
Sidaction’s initiatives benefit all people living with HIV, without distinction
Our values

The values that guide Sidaction form the basis for the organization’s action and foster an appropriate response to the needs of people living with HIV

RESPECT FOR PEOPLE WITH THE DISEASE
Sidaction’s initiatives benefit all people living with HIV, without distinction. The interests of people with HIV dictate the association’s strategy and day-to-day action.

INDEPENDENCE AND IMPARTIALITY
Sidaction is 87% funded by private donations. Its political and financial independence, guaranteed by its hundreds of thousands of loyal donors, enables Sidaction to be free in its policy choices and decisions.

A PERMANENT AND GLOBAL VIEW OF THE FIGHT
Sidaction has always sought to unite, act on all fronts and respond to urgent needs in the field. Sidaction’s board of directors is characterized by balance and diversity reflecting the multiplicity of its actions, and includes early activists representing its history and commitment, researchers and community actors.

DEFENSE OF HUMAN RIGHTS
Respect for individuals, human rights, ethical research rules and fighting discrimination: these are all values that Sidaction seeks to defend in all its actions. Sidaction does not compromise in any of these areas.

TRANSPARENCY AND STRICT MANAGEMENT
Since its creation, Sidaction has developed efficient and stringent procedures approved by the French Conseil d’État and Cour des Comptes, and which continue to apply. Respectful of its commitment made to the media in 1994, Sidaction funds equally projects assisting people with HIV and for HIV prevention, research and care, and devotes a significant share to social programs. This commitment is a priority. The transparency which Sidaction strives to ensure, guaranteed by the publication of its annual and financial reports, is also required of organizations supported by Sidaction. Every year, Sidaction contracts with an independent audit firm to perform on-site audits of an average of 20 associations and research organizations.

RESPECT FOR DONORS
Sidaction regularly informs donors of its actions and the use of their donations.
Fundraising outside the Sidaction Medias

Edmond-Luc Henry
Treasurer

Michel Wilmet
Administrative and Financial Director

**What are the financial results from 2015?**
First of all, we registered positive income for the second year in a row, in the amount of 392,000 euros. We are sustaining financial equilibrium, allowing the organization to grow its net assets and consolidate its future stability.

While operating income is down compared with 2014 due to the lower Sidaction Medias Event results, operating expenses have also decreased significantly: In 2014 the organization had incurred higher costs for distribution of Pascal Obispo’s *Kiss & Love* album.

Funding utilization ratios also improved in 2015:
- the portion dedicated to social programs represents 72.3% of expenditures;
- the portion dedicated to fundraising costs and fundraising represents 20.9%;
- and the portion dedicated to operating expenses represents 6.8%.

**What about audits of the use of funds?**
This auditing remains a key priority for Sidaction as a funding organization.
In 2015, 61 entities, research laboratories or organizations that received funding from Sidaction were audited, 39 by Sidaction and 22 by Deloitte.

**What are the prospects for 2016?**
Now that our economic model has been secured, we will continue to pursue our strict budget efforts in order to generate freedom of action in a complex economic environment, and to develop new resources to increase the organization’s financial resources.
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