

KEEP A CHILD ALIVE

2013 Annual Report

A Decade of Difference



TABLE OF CONTENTS

INTRO

Celebrating a Decade In The Work of KCA	6
Our Mission	8
Our Story	10
Global Picture	18
Our Approach	22

PROGRAMS

We-ACTx for Hope	26
Family Care Clinic	28
Operation Bobbi Bear	29
Blue Roof Clinic	30
Ikageng Itireleng AIDS Ministry	32
Alive Medical Services	34
The Bhavishya Project	36

EVENTS

The Black Ball	44
Dream Halloween	46

COMMUNITY

KCA Community Spotlight	48
-------------------------	----

FINANCIALS

Give with Confidence	52
Statements of Financial Position	54
Statements Of Activities & Changes in Net Assets	55

DONORS

Special Thanks	56
Our Supporters	60

OUR TEAM

The Staff	62
Board of Directors	63

CONTACT

MORE THAN
35 MILLION
PEOPLE ARE
LIVING WITH
HIV GLOBALLY

CELEBRATING A DECADE IN THE WORK OF KCA

A letter from our CEO Peter Twyman & Co-Founder Alicia Keys



This year Keep a Child Alive celebrated its tenth year on the front lines in the fight against HIV, bolstered by a record fundraising effort. To our partners and to our supporters—and to those who we serve—thank you for being a part of this incredible and inspiring journey.

Through this decade, we have touched the lives of more than 300,000 children and adults, providing dignified HIV treatment, and support—transforming families and communities in Kenya, Rwanda, South Africa, Uganda and India.

Yet our progress is threatened. Funding from the US government and other wealthy nations is shrinking, and HIV is no longer in the headlines. Without the commitment and investment of the previous decade, we risk losing all that we have won.

We are still far from achieving universal access to treatment for those in need—only 38% of adults and 24% of children living with HIV are receiving life-saving medicine.

Furthermore, we are faced with new challenges as HIV turns again to vulnerable populations. Young people in particular, who survived into adolescence as a result of programs like ours, are now finding it difficult to access the necessary services and support to make a healthy and safe transition into adulthood.

We cannot fail them now.

We have learnt that treatment alone is not enough. To ensure children and

families stay in care and continue to take their life-saving medications, we must ease the weight of poverty, stigma and social isolation, so often linked to HIV.

In response, in 2013 we launched the Bhavishya Project in Pune, India—an innovative, integrated approach to care that improves the physical, social, and economic well-being of women and their families affected by HIV and related illnesses.

We’ve also expanded our youth-focused services to meet the unique needs of teens and young adults impacted by HIV, an example being The Victor’s Club at Alive Medical Services in Uganda.

It is because of your support, big and small, that programs like Bhavishya and The Victor’s Club are possible. To date, our signature Black Ball has raised \$22.6 million dollars, this year’s 10th Anniversary raising \$4.1 million through gifts from The Jynwel Charitable Foundation, Givenchy, The Stewart J. Rahr Foundation, Sherry-Lehmann Wine & Spirits, and Delta, amongst others.

With your help, our partners on the ground, in communities across Africa and India, continue to provide the dignified and compassionate care that have become the hallmarks of Keep a Child Alive. In these selfless teams and in the people they serve, who continue to challenge circumstance, we find inspiration every day.

Whether you were with us on day one, or are joining us today, we are glad you’re here—because it’s going to take all of us, an army of committed, loving, compassionate, global citizens to complete this mission.

We can and we will.

Thank you for your continued support and your commitment to ending AIDS.

With Love and Appreciation,

THANK YOU FOR YOUR
CONTINUED SUPPORT
ALICIA & PETER

KEEP A CHILD ALIVE BRINGS
DIGNIFIED TREATMENT, CARE,
AND SUPPORT TO CHILDREN
AND FAMILIES AFFECTED BY HIV.



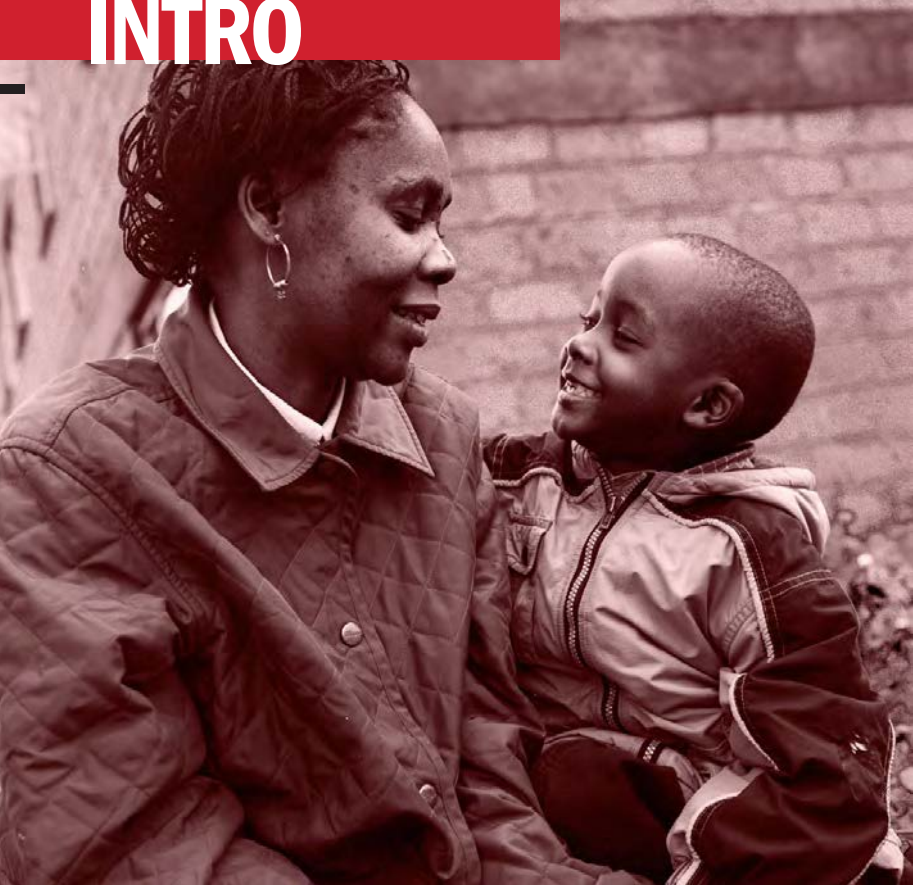
OUR STORY

IN THE PAST DECADE,
WE HAVE TOUCHED
THE LIVES OF OVER
300,000 PEOPLE.

Founded by Leigh Blake and Alicia Keys in 2003, what began as a promise made to a mother in Mombasa, Kenya, who couldn't afford medicine for her child has, ten years later, evolved into an incubator for innovative holistic models of care to address the physical, social and economic impact of HIV on children, young people and families.

We are making good on our promise, raising awareness and funding a family of grassroots organizations in Kenya, Rwanda, South Africa, Uganda and India, to provide comprehensive HIV services. With attentive, coordinated, dignified care, including life-saving treatment, psychosocial support and nutritious food, children and families are living healthier, more fulfilling lives and communities are able to realize, once again, their full potential.





2005

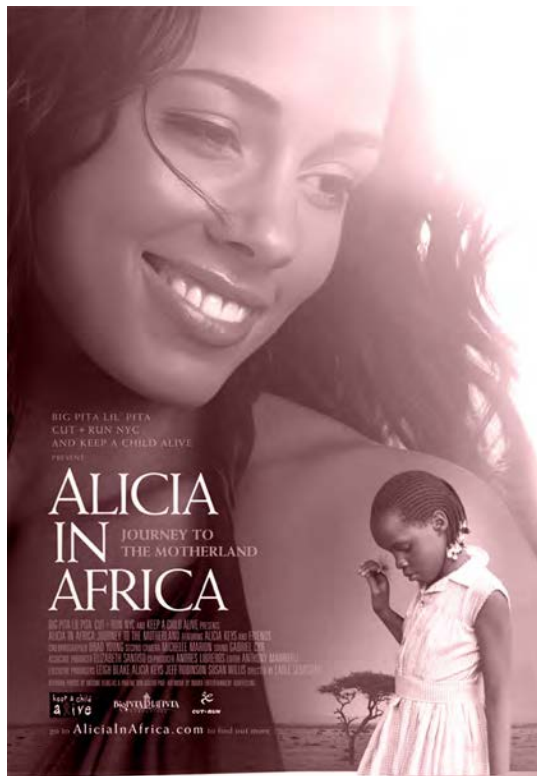
Funding for Alive Medical Services, in Kampala, Uganda begins.

Keep a Child Alive opens the Blue Roof Clinic in Durban, South Africa, in collaboration with The Stephen Lewis Foundation.

The “I AM AFRICAN” campaign is launched, featuring celebrities such as Iman, David Bowie, Lenny Kravitz, Richard Gere, Sarah Jessica Parker and Gisele Bündchen.

Alicia and Bono release the single “Don’t Give Up Africa” in honor of World AIDS Day, with all proceeds going to Keep a Child Alive.

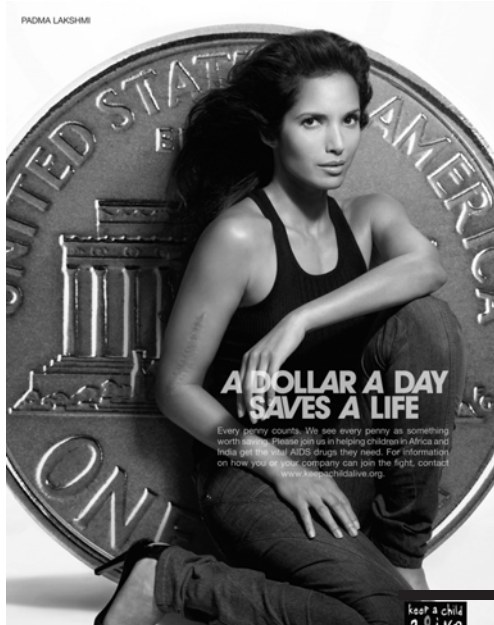
Funding for We-ACTx for Hope, in Kigali, Rwanda begins.



2006

Funding for Ikageng Itireleng, in Soweto, South Africa.

Alicia visits programs in Uganda, Kenya, and South Africa during the filming of *Alicia in Africa: Journey to the Motherland*, to learn more about the impact of HIV on local communities.



2007

Padma Lakshmi joins Keep a Child Alive as a Global Ambassador.

Vanity Fair releases the first-ever *Africa Issue*, edited by Bono, to raise awareness of HIV and AIDS in Africa. Keep a Child Alive’s co-founder Alicia Keys and Iman grace the cover.

We Are Together, a documentary featuring the children’s choir from the Keep a Child Alive-supported Agape Orphanage, premieres at the Tribeca Film Festival and wins the prestigious Audience Award and Special Jury Prize.

Funding begins for the Living India orphanage in Chandrakal, India.

2003

Leigh Blake and Alicia Keys join forces to form Keep a Child Alive with the goal of raising funds to pay for antiretroviral medicine, partnering with Dr. Shaffiq Essajee to support the Family Care Clinic in Mombasa, Kenya.

2004

Keep a Child Alive extends funding to its second program, The Chris Hani Baragwanath Hospital, in Soweto, South Africa.

The “Drug Dealer” campaign is launched at the “Pusher’s Ball,” which would later become known as the “Black Ball.”

Oprah Winfrey’s charity, The Angel Network, donates \$250,000.





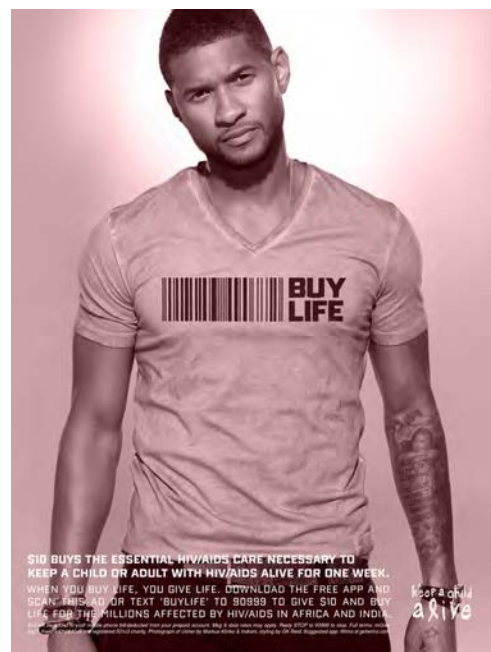
2008

Keep a Child Alive begins funding Operation Bobbi Bear in South Africa.

Alicia in Africa: Journey to the Motherland is released online for free download; it quickly reaches over two million views and is an Official Honoree at the 13th Annual Webby Awards for Outstanding Content.

The first charity to use mobile giving, Keep a Child Alive launches “Text ALIVE” on Alicia’s “As I Am” Tour.

“Black Ball UK” in London is established.



2009

Keep a Child Alive is featured on *American Idol Gives Back*.

President Bill Clinton, Sir Richard Branson and Youssou N’Dour are honored at the Black Ball.

2010

In response to Alicia’s commitment made at the Clinton Global Initiative’s Annual Meeting, Keep a Child Alive expands its programming through a partnership with Sahara Aalhad Care Home, located in Pune, India.

The “BUY LIFE” and “Digital Death” campaign launches at the Black Ball and goes on to raise over \$1 million.

2011

In partnership with Showtime and CoverGirl, *Keep a Child Alive with Alicia Keys* documents five Americans on their trip to South Africa with Alicia, where they visit Keep a Child Alive’s partners.

2012

Peter Twyman joins Keep a Child Alive as CEO.

Keep a Child Alive attains the Children Affected by AIDS Foundation and their annual “Dream Halloween” event.

Oprah Winfrey and Angélique Kidjo are honored at the Black Ball.



2013

The Bhavishya Project is launched - a groundbreaking, multi-partner initiative.

Keep a Child Alive launches a youth initiative with six of their local partners, aimed at strengthening youth-friendly treatment and services.

The Black Ball raises \$4.1 million, the most ever.

Keep a Child Alive celebrates its 10th anniversary, the 300,000 people impacted by our work to date, and the generosity of our amazing supporters.



HIV ISN'T IN
HEADLINES
LIKE IT USED
TO BE

GLOBAL PICTURE

**3.3 million children
are living with HIV**

**3 out of 4 children who need
life-saving HIV treatment are
still NOT getting it**

More than 35 million people are living with HIV globally, including 3.3 million children.

Despite years of progress—including 10 million people in low and middle-income countries now receiving antiretroviral therapy—worldwide access to quality HIV healthcare remains stunted, leaving vulnerable populations at an even higher risk: 3 out of 4 children who need life-saving HIV treatment are still NOT getting it.

Without care, 50% of these children will die by age 2, 80% by age 5.

Young adults, too, have grown particularly vulnerable. In fact, 42% of all new infections are among 15-24 year olds. And while the number of global AIDS-related deaths for all

ages fell by 30% from 2005 to 2012, AIDS-related deaths have increased 50% amongst adolescents.

For all groups, retention and adherence remain a major challenge in combating HIV and AIDS. To be effective, antiretroviral medication must be taken daily for life, a difficult task in itself, and one compounded by gaps in education and access to treatment, and the pressures of poverty and stigma.

When taken properly, antiretroviral medication can reduce the risk of HIV transmission by 96% and offers, perhaps, one of our most powerful prevention tools as we move closer to an AIDS-free generation. This is why getting people on treatment—and keeping them on treatment for the long haul—is a priority for KCA.

WE BELIEVE IN
THE POWER OF
COMMUNITIES

OUR APPROACH

We believe in the power of communities, partnering with grass roots organizations to strengthen medical, social, and educational systems within the community, so that those who reside there can ultimately create meaningful change for themselves.

Our partners are rooted in their communities. They are committed to, invested in, and passionate about the people they serve. This is care with a face. Care that is inclusive of all, strengthened by trust and delivered with compassion, dignity and respect. It is truly inspiring to witness the work they do and see the lives transformed.

Beyond financial support, we work hand in hand with our partners to provide program development, organizational resources, assistance in the planning and decision-making process, and insights into the nuances of advocacy and fundraising. Together, we can impact the lives of more people, more effectively.

And thanks to the private, flexible funding from our donors, we are able to focus our efforts where the need is greatest, and do so with the creative freedom necessary to tackle some of the most difficult challenges in the fight against AIDS, particularly for children.

Recently, we developed an organizational strategy to address the unique needs of young people living with HIV. Working closely with our partners, we expanded youth-focused treatment and activities, while empowering young people to take an active role in their health care and advocacy. We

do not view the young men and women living with HIV today as beneficiaries of our care, but as critical elements to our collective success.

It's about the people.

HIV touches so many aspects of a person's life that we must always think beyond treatment. In the face of stigma, for example, we look for creative ways to work within the local culture to protect individuals and families, while also educating the greater community to the realities and challenges of HIV.

Despite these advances, economic instability remains our greatest threat. If we do not address the extreme poverty associated with HIV, we could lose decades of progress. Consequently, we are working with our partners to make economic opportunity a priority for our clients so that they can provide for their children, their families and, in turn, their communities.

For the first time in history, we have the knowledge and resources to bring an end to AIDS. To get there, we will work tirelessly to identify the models of care that most effectively deliver treatment, most decisively address the needs of those living with HIV, and best inform the work of the wider HIV and AIDS community.



TREATMENT
ALONE ISN'T
ENOUGH



WE-ACTx FOR HOPE

WE-ACTx for HOPE serves approximately 2,400 clients with comprehensive HIV treatment, care, and support.

When Keep a Child Alive began funding WE-ACTx (Women's Equity in Access to Care and Treatment), the effects of the 1994 genocide that swept across Rwanda were still very evident. An estimated 250,000 women experienced rape and torture. And as HIV treatment started becoming available in Rwanda, female genocide survivors living with HIV were outraged to know that their perpetrators were able to receive treatment in jail, when they were not. Thus, WE-ACTx was created in 2004 to mobilize resources to help women exercise their right to access treatment by providing medical care for displaced women and children, including many rape survivors who contracted HIV as a result of the violent attacks.

A decade since its founding, WE-ACTx has grown to support clients at a comprehensive clinic in Kigali and support HIV services at a Ministry of Health health center in Nyacyonga. Beyond providing high quality HIV care and treatment, WE-ACTx is set apart by their intensive psychosocial and mental health services. They also lead the way in Rwanda in services for youth, providing a range of skills-training and income-generating activities, as well as youth and peer education programs.

Keep a Child Alive funds provide key resources including pediatric and youth HIV care and support, as well as prevention and treatment services.



ACCOMPLISHMENTS

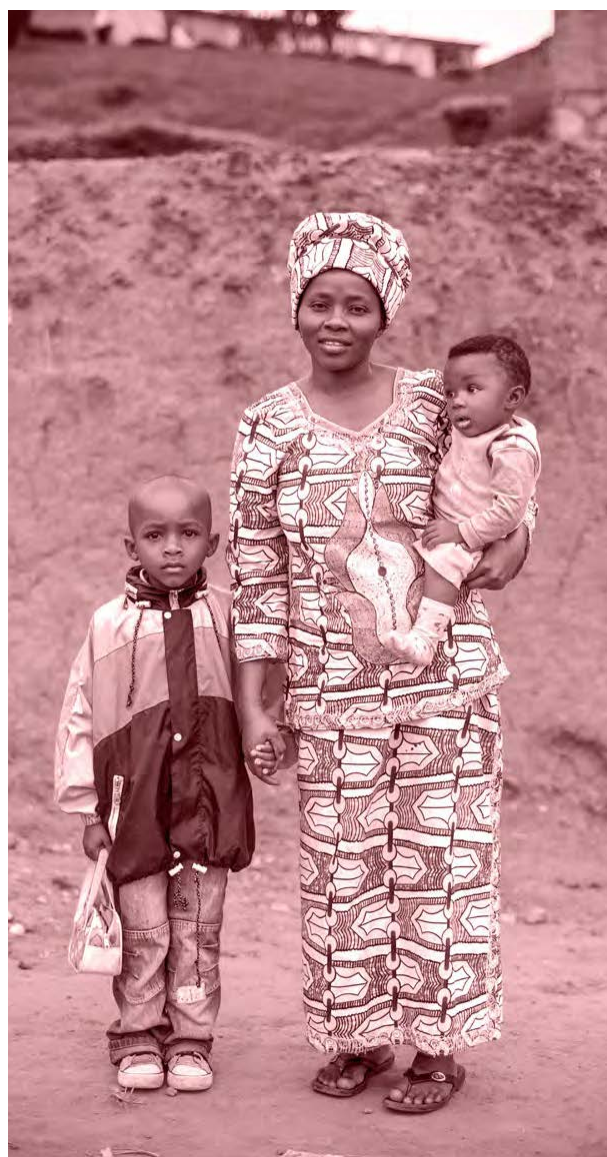
Facilitated weekly support groups for nearly 180 children and young people, led by Peer Educators (clients living with HIV who have received formal training).

Hosted summer camps for more than 70 children living with HIV, featuring music lessons, games, skills training and, above all, the chance for kids to be kids.

Launched support groups focused on adherence, including one dedicated to the unique challenges facing teens and young adults.



IN 2013, WE-ACTx FOR HOPE BECAME A RWANDAN MINISTRY OF HEALTH ACCREDITED HEALTH FACILITY.



FAMILY CARE CLINIC

The Family Care Clinic provides comprehensive, state-of-the-art pediatric HIV services to over 1,175 children and a growing number of young people.

Beginning in 2001 as a pilot program embedded within the East Coast Provincial Hospital to provide clinical and support services to children and families, Family Care Clinic (FCC) became the inspiration for Keep a Child Alive. The early success of the “Mombasa Model,” proved that *keeping a child alive* was not only a moral imperative, but an ideal that was entirely possible. Today FCC stands proud as a model program and leader in pediatric HIV care in Kenya and beyond.

Keep a Child Alive funding supports clinical staff salaries, laboratory costs, and critical youth initiatives.



ACCOMPLISHMENTS

Delivered comprehensive care to more than 1,250 infants and children living with HIV, with over half of them receiving antiretroviral therapy.

Provided HIV counseling and testing services to nearly 250 children.

Distributed nutritional support to more than 150 clients and their family members.

Championed the development of *Smart and Responsible Teens*, a support group for young people affected by HIV.

OPERATION BOBBI BEAR

Bobbi Bear has reached more than 10,000 children since 2008, including rape survivors, children who were sexually assaulted, abandoned or neglected.

Situated in Amanzimtoti (outside of Durban), Operation Bobbi Bear works on behalf of children who have been sexually abused, to minimize their risk of HIV infection at the point of rescue, ensure their health and well-being, and bring their perpetrators to justice.

Driven by the passion and fearlessness of its staff, most of whom are survivors of abuse themselves, Bobbi Bear deals with the unthinkable every day to bring an end to the exploitation of vulnerable children. Its rescue, outreach, and awareness-raising programs deliver a multi-pronged approach to fighting the issue of abuse. Recently, Bobbi Bear has expanded to new communities, holding training and awareness-raising events, and increasing dialogue concerning the rights of children in South African courts.

Keep a Child Alive's funds support the salaries of 22 staff members including 10 child safety officers.



ACCOMPLISHMENTS

Advocated for abused and neglected children through more than 400 court appearances.

Educated 1,200 school children with age-appropriate lessons targeting violence and abuse.

Encouraged 2,000 survivors of violence and abuse to attend HIV clinics.

Conducted weekly group support sessions with women and children from the community.

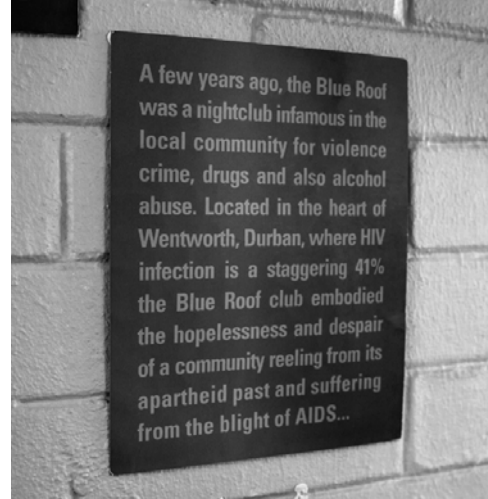
BLUE ROOF WELLNESS CENTRE

Currently, the Blue Roof serves over 3,900 children, young people, and adults living with HIV.

The Blue Roof Wellness Centre located in Wentworth, Durban, was designed and built by Keep a Child Alive, creating a beautiful, peaceful setting in an otherwise desolate community for children and families to visit and access comprehensive HIV treatment and care.

In addition, the Blue Roof team offers HIV testing and counseling, psychosocial and adherence support, tuberculosis and cervical cancer screening, and hot meals to each client – serving over 20,000 meals a year.

Keep a Child Alive funds the majority of the Blue Roof's operating costs, including clinical salaries, medical and laboratory supplies and community outreach programs.



ACCOMPLISHMENTS

Provided HIV counseling and testing to more than 800 people, and enrolled more than 500 new clients.

Delivered comprehensive HIV care to nearly 4,000 people, including more than 2,500 clients on ART.

Conducted cervical cancer screening for more than 550 women living with HIV.

Implemented the Department of Health's electronic record system, called Tier.net, and a new process to help clients keep their appointments.



THE IKAGENG ITIRELENG AIDS MINISTRY

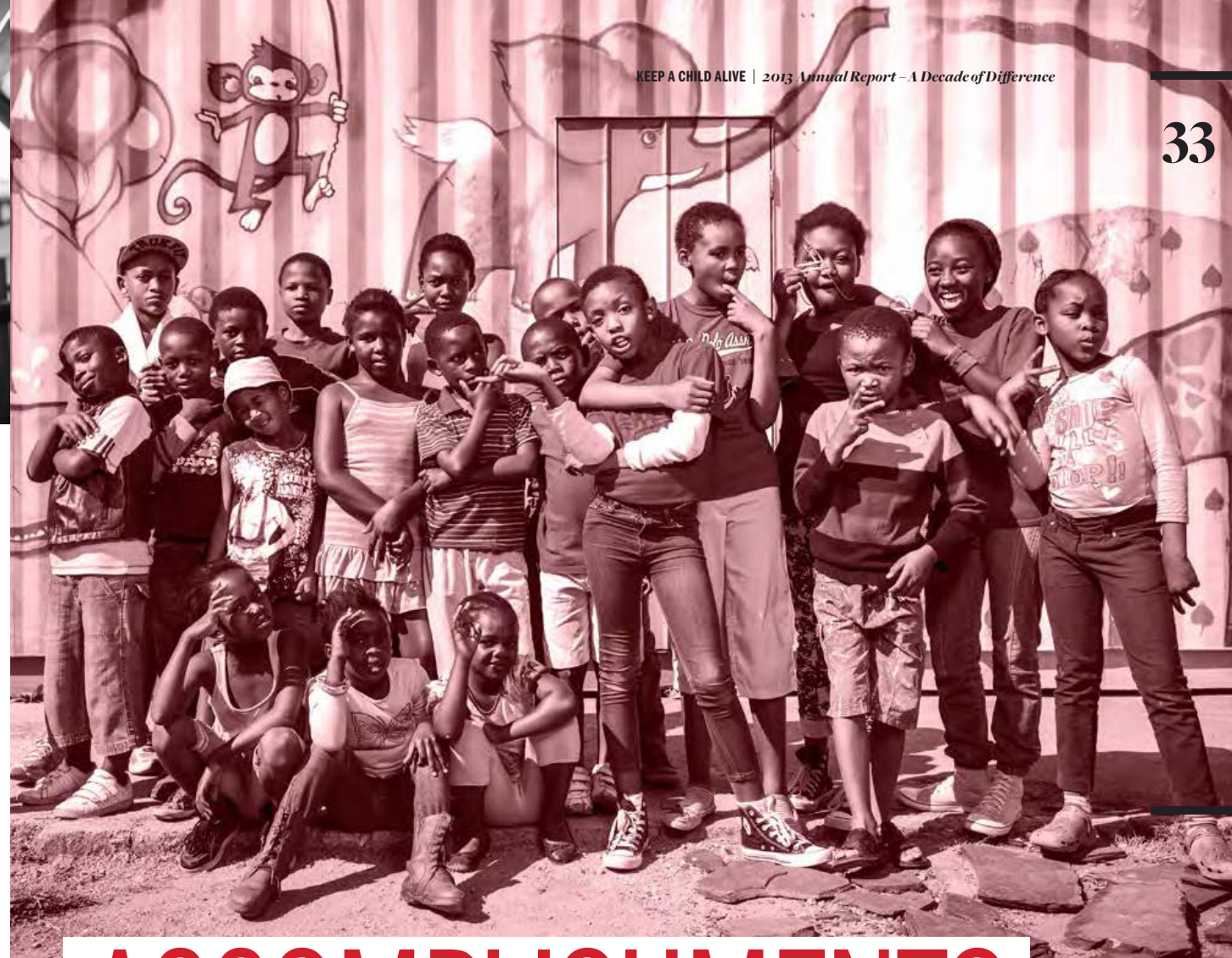
Ikageng provides essential necessities, such as, food, clothing and toiletries for 900 orphaned and vulnerable children.

Ikageng Itireleng, under the leadership of “Mum” Carol, a fierce advocate for children’s rights in South Africa, provides services and support to children in Soweto who have been orphaned or affected by AIDS, as well as adolescents living with HIV.

Many of Ikageng’s children live in child-headed households, where they take on the role of parent and look after their younger siblings. Others have an ill parent, or live with a grandparent who struggles to get by on the small pension provided by the government.

Ikageng’s holistic approach connects children to the food, clothing, school fees, health care, life-skills training, psychosocial support services and transportation to help them thrive.

Keep a Child Alive’s support of Ikageng provides staff salaries and operating costs, and funds invaluable nutritional and psychosocial programs.



ACCOMPLISHMENTS

Distributed monthly food and toiletries parcels to 75 families (many child-headed), benefitting nearly 200 extended family members.

Conducted 1,000 home visits, providing psychosocial and adherence support to children and adults.

Implemented child and youth development programs, including workshops on self-esteem, conflict management, and leadership development.

Launched “Women in Action,” a support group for women living with HIV, which provides a place to share experiences, educates on HIV treatment and care for themselves and their families, and offers opportunities to learn income-generating skills.



ALIVE MEDICAL SERVICES

Alive Medical Services operates 24 hours a day, 7 days a week, providing a range of services and support to more than 11,000 people living with HIV.

In one of the poorest and most crowded urban areas in Kampala, known as Namuwongo, Alive Medical Services (AMS) offers a beacon of hope: free, dignified, comprehensive HIV care and treatment. AMS is rooted in the community and has the trust, love and respect of everyone who comes through their door. This keeps people coming back, which is essential for on-going HIV care.

To meet the evolving needs of the population, AMS services remain flexible yet extensive, providing high-quality services including testing and counseling, antiretroviral treatment, prevention of opportunistic infections, psychosocial support and counseling, family planning and early infant HIV diagnosis.

Keep a Child Alive is the main funder of Alive Medical Services, supporting comprehensive HIV services and support, including innovative women and youth-friendly programs.



ACCOMPLISHMENTS

Delivered comprehensive HIV care to more than 11,000 people living with HIV, including more than 500 children and 1,200 young people.

Provided HIV testing and counseling to more than 6,000 people, of whom almost 25% tested positive and were immediately enrolled in care.

Distributed food supplies to more than 1,700 clients and nearly 12,000 family members each month.

Expanded the size and scope of *The Victor's Club*, an innovative youth-program, to better meet the unique challenges facing adolescents living with HIV.

Improved the electronic record-keeping and appointment tracking systems.



THE BHAVISHYA PROJECT

In less than one year, the Bhavishya project has provided direct care and support services to nearly 1,000 men, women and children living with, or affected by, HIV and AIDS.

Building on the success of the Sahara Aalhad Care Home in Pune, a partner of Keep a Child Alive since 2010, we launched *The Bhavishya* (Sanskrit for 'looking towards the future') Project in July of 2013, expanding its work in Yerwada with funding from the Cartier Charitable Foundation.

The Bhavishya Project is unique in both its structure and scope, marking the first multi-partner initiative led by Keep a Child Alive. We selected two new partners to complement Sahara's clinical, psychosocial, and advocacy work: Saahasee, a local NGO that empowers and strengthens the economic potential of women in poor urban settings, and Prayas, a local NGO and clinic with extensive expertise in clinical and psychosocial support services for children and young people living with HIV.

By combining the forces of these three local organizations, each focusing on

their unique strengths, Bhavishya is able to impact on a greater scale the physical, social and economic well-being of those affected by HIV, tuberculosis (TB), and poverty.

In this sense the Bhavishya Project is groundbreaking. There are few models of care for HIV treatment that address the underlying issues of poverty and social isolation, factors which we know negatively impact retention in care and adherence to treatment. There are also few that actively seek the engagement and involvement of people living with HIV, to participate in all aspects of the organization. As we work with our project partners, we are evaluating and documenting the impact on the ground and will be in a position to share those learnings to ensure that the investment made in this community will ultimately benefit many more, across India and around the globe.



ACCOMPLISHMENTS

Mobilized Yerwada Outreach Workers to educate community members about HIV and the project's services via home visits.

Provided crisis nutrition supplies to the most vulnerable families, including many widowed women and their children.

Improved pediatric care and support, opened a child-friendly ward in the heart of the Sahara Care Home, and facilitated workshops for adolescents living with HIV.

Simplified the process for accessing care and antiretroviral therapy, and implemented a patient navigator.

Established 26 women's self-help groups in Yerwada, and provided in-demand skills training in computers, electronics, and small business development.





IT'S ABOUT
THE PEOPLE

MALKA

KIGALI, RWANDA



“I AM A PEER EDUCATOR FOR YOUNGER CHILDREN WITH HIV. WHEN I SEE CHILDREN WITH DREAMS OF WHAT THEY WANT TO BE IN THE FUTURE, I FEEL VERY HAPPY. MY DREAM IN LIFE IS TO BECOME A DOCTOR.”

Malka is 21 years old and has been a client at WE-ACTx for HOPE since 2007. When her father passed away in 2000, she was not told why. But soon after, Malka’s mother also became sick.

The same nurse who cared for her father welcomed Malka’s mother. A test then revealed that she was HIV-positive, and the nurse encouraged her to get the children tested. Malka resisted, “Why do I have to be tested? I don’t have sex; I cannot be infected!”

Her mother insisted and Malka finally agreed to the test. She tested positive, but could not accept the results. She was angry and overcome by grief, refusing to take medicine, part of a downward

spiral that affected her schoolwork.

At the urging of her counselor, Malka’s mother encouraged her daughter to join the Sunday support group for young people. In the beginning, Malka didn’t talk much. But inspired by the counselors and her peers, she slowly grew more interested and engaged in the group’s activities, even attending summer camp in 2009.

Two years later, Malka became a Peer Educator. She is a natural, encouraging children and young people to stay in school, to take their medicines, and to stay positive attitude. Malka graduated from secondary school last year and now interns at the WE-ACTx for HOPE clinic.



THABO

SOWETO, SOUTH AFRICA

Thabo lost his parents to AIDS as a child. He, along with his siblings and grandmother, began receiving services from Ikageng, our partner in Soweto, South Africa, nearly ten years ago. With his family provided for, Thabo was able to complete high school and go on to enroll at the University of Johannesburg—while he continued to receive loving support from Ikageng.

On the first of every month, Ikageng provided Thabo’s grandmother

with food parcels ensuring that she, Thabo and his brothers and sisters, never went to bed hungry. They also provided Thabo with an allowance for toiletries and basic supplies for school.

Last February, Thabo’s grandmother passed away, leaving him as head of the household. However, with Ikageng’s support and services, Thabo has risen to the challenge, graduating with a degree in Public Management and Governance.

“KNOWING THAT MY FAMILY'S BASIC NEEDS—LIKE FOOD—WERE PROVIDED FOR, AFFORDED ME AN OPPORTUNITY TO FOCUS ON MY STUDIES.”

FLORENCE

KAMPALA, UGANDA

In 2001, Florence entered Alive Medical Services (AMS) coughing and vomiting, and weighing only 82 lbs. Due to the severity of her symptoms, treatment was started that day, and so began Florence's journey with AMS.

With her health improving, Florence joined Tweyambe (meaning "let's help each other"), a collective of women who make beaded jewelry and other handicrafts to generate income and help support their families. She learned quickly and soon became leader of the group.

Florence says that at AMS, "We are like friends...able to chat freely with both staff and doctors," adding that this level of openness supports

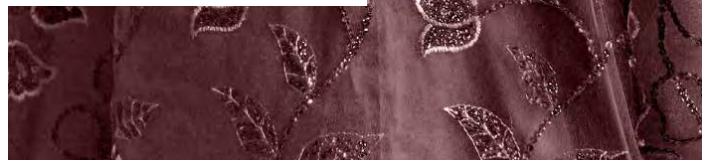
her health, sometimes more than medicines. Here she feels loved and valued; there is no fear.

As a result of the skills she developed and the income she was able to generate, Florence has sent both her son and nephew to university. She believes that if it were not for the connections, the training, and the space to meet – all provided by AMS – she would not be who she is today.

"Grateful, blessed, loved, and cared for," these are some of the ways Florence describes her experience with AMS. Today, she works and has her own restaurant, her children are educated, and her hope has returned.



"MY DIGNITY HAS BEEN RESTORED."



ASHWINI

PUNE, INDIA

43



"WHEN I USED TO BE A PATIENT IN THE CARE HOME, I OFTEN CRIED WHEN IT WAS TIME TO TAKE INJECTIONS. NOW, I WANT TO BE A NURSE AND LEARN HOW TO GIVE AN INJECTION."

Ashwini and her brother were both born HIV-positive. After losing their parents to AIDS, the siblings went to live with their grandmother, who barely earned enough money to feed the family.

At 14, Ashwini learned of her status and began treatment for HIV and tuberculosis (TB) at a government clinic. Due to malnutrition, she suffered from a negative reaction and her health began to decline. She was then referred to the Sahara Care Home.

Once there she received comprehensive HIV treatment from a skilled team of clinicians and healthcare workers. She learned more about HIV,

medications and adherence, personal hygiene, and received nutritious meals.

With the dignified, high-quality care provided by the Sahara team, Ashwini completed her TB treatment, and increased her CD4 count and weight. In just 3 months, she was able to return to her grandmother, who now receives financial assistance from Sahara.

Now at 17, Ashwini continues to take her ARV medications, attending clinical sessions and support groups with her brother. More confident than ever, she has become a vocal human rights advocate and an inspiration to her peers also living with HIV.

THE BLACK BALL®

On November 7, 2013, we celebrated our tenth Black Ball and a decade of extraordinary achievement in the iconic Hammerstein Ballroom in NYC. Hosted by Alicia Keys, the event combined two of her greatest passions—music and the life-saving work of Keep a Child Alive, and called for continued action in the years ahead in our fight to end AIDS.

Inspired by the live performances of Alicia, Carole King, Kathleen Battle, Laura Mvula, Pharrell Williams and Roy Ayers, as well as a live auction curated by Swizz Beatz, guests raised a record \$4.1 million to combat the physical, social, and economic impact of HIV and AIDS on children, their families and their communities.

To date, the Black Ball has raised \$22.6

million for the cause, and has called to the stage some of the world's top humanitarians and philanthropists, including Bono, President Bill Clinton, Oprah Winfrey and Sir Richard Branson to name a few, combined with moving performances from Jay-Z, Usher, Jennifer Hudson, Justin Timberlake, David Bowie, Lou Reed, Sade, Janelle Monae, Bonnie Raitt, Kathleen Battle, Adele, Gwen Stefani, Chris Martin and many more.

The success of this year's Black Ball was made possible by the generosity of Givenchy, The Jynwel Charitable Foundation, The Stewart J. Rahr Foundation, Sherry-Lehmann Wine & Spirits, Kiehl's since 1851, The Cutting Room Films, and many other generous supporters.



DREAM HALLOWEEN®



Never short on treats, surprises or celebrity sightings, Dream Halloween has been a Los Angeles staple for two decades, annually welcoming more than 1,500 guests and corporate sponsors to a one-of-a-kind celebration in support of life-saving programs and services in Africa and India.

Set at the historic Barker Hangar in Santa Monica, the event transforms this space into a Halloween wonderland. Children enjoyed the Trick-or-Treat Lane, a 3D Labyrinth, face painting by MAC Cosmetics, T-Shirt decorating provided by Chipotle, even a petting zoo, while the young at heart were treated to live performances by Zendaya, Tori Kelly and Rachel Crow, a VIP Lounge, and fabulous food and drinks.

In 2013 we were proud to honor Cristina Jade Peña with the Joe Cristina

Humanitarian Award. As the Founder of Children Affected by AIDS Foundation, Joe is an extraordinary HIV/AIDS advocate. Cristina is an inspiring young woman who, much like Joe, has dedicated her life to fighting for the rights of children and youth affected by HIV, and against the stigma that threatens them.

Dream Halloween has helped better the lives of tens of thousands of children affected by HIV and AIDS, thanks to Mattel—Founding and Presenting Sponsor—and additional sponsors including American Airlines and Nickelodeon. And though 2013 was our last event, the impact made by our generous sponsors, dedicated volunteers and incredible production team will be felt for years to come.

A sincere thank you from the Keep a Child Alive team.



KCA COMMUNITY SPOTLIGHT

Over the past decade, Keep a Child Alive has been fortunate to have a community of generous groups and individuals who, inspired by our work, have launched their own fundraisers to help make a difference.

From kickball tournaments to mountain climbing, there is no limit to the ways in which they come together—in 2013, raising more than \$120,000 for the cause.





RAISED \$12,325

JEREMY RAFNER CLIMBING MOUNT KILIMANJARO

Before their climb of Mount Kilimanjaro, 15-year-old Jeremy and his father rallied friends and family to give back to children and families affected by HIV and AIDS. Their hard work, both on and off the mountain, helped raise over \$12,000.

“I wanted to make reaching my personal challenge more meaningful by finding a way to help those less fortunate.”
– Jeremy Rafner



RAISED \$534

LAMBDA PI CHI SORORITY, SUNY ALBANY UNIVERSITY OF ALBANY KICKBALL TOURNAMENT

Taking fundraising on to the field, the Gamma Chapter of Latinas Promoviendo Comunidad, held its inaugural kickball tournament in support of Keep a Child Alive. With some friendly competition, they were able to raise more than \$500.

“The tournament was a complete success. We’re going to make this an annual event.” – Linda Azon



RAISED \$91,696

KCA AIDS WALK TEAM AIDS WALK NY

The annual AIDS Walk New York is a 10k walkathon benefitting programs and services targeting HIV and AIDS.

Braving rain and strain, the 2013 Keep a Child Alive lineup was far and away the highest ranked fundraising team, pulling in almost \$92,000. Our own Ian Jopson was the highest ranked fundraiser with \$35,650, followed closely by, long-time friend and supporter of Keep a Child Alive, Jackie Nichols, with \$32,160.

“I believe that all of us at some point in our lives need help from others; that we need and deserve to be heard, to know that we’re important, that we matter and we are loved.” – Jackie Nichols



GIVE WITH CONFIDENCE

For more than a decade, your support has helped to provide high-quality, dignified healthcare and support to children and families living with HIV in Africa and India.

With each passing year, we are humbled by the amazing support of our donors, including individuals, corporations and foundations, and are committed to maintaining the highest standard of financial accountability and transparency.

This year we earned our 4th consecutive highest four-star rating from Charity Navigator and successfully met the standards of the Better Business Bureau Wise Giving Alliance.

- 84% PROGRAMS**
- 9% FUNDRAISING**
- 7% MANAGEMENT**



STATEMENTS OF FINANCIAL POSITION

DECEMBER 31	2013	2012
ASSETS		
CURRENT ASSETS		
Cash & Cash Equivalents	\$ 375,410	\$ 680,485
Accounts Receivable	74,701	848,068
Unconditional Promises to Give	1,574,333	241,000
Prepaid Expenses	27,677	28,424
Total Current Assets	2,723,121	1,797,977
Property & Equipment – at cost, less accumulated depreciation	13,304	13,436
Long-term Unconditional Promises to Give	666,667	–
Other Assets	14,327	14,327
	\$ 3,417,419	\$ 1,825,740

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES			
Accounts Payable & Accrued Expenses	\$ 40,275	\$ 204,664	
Commitments			

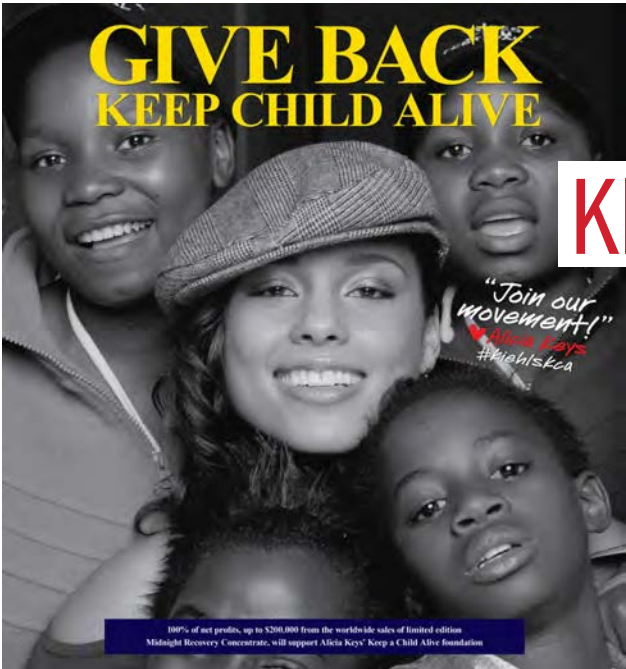
NET ASSETS

Unrestricted	33,057	598,830
Board Designated	381,586	338,788
	414,643	937,618
Temporarily Restricted	2,962,501	683,458
	3,377,144	1,621,076
	\$ 3,417,419	\$ 1,825,740

STATEMENTS OF ACTIVITIES & CHANGES IN NET ASSETS

	YEAR ENDED DECEMBER 31, 2013			
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	SUMMARIZED 2012
SUPPORT & REVENUES				
Special Events	\$ 2,640,372	\$ 2,000,000	\$ 4,640,372	\$ 3,362,009
Less – direct costs of event	(1,050,212)	–	(1,050,212)	(1,161,478)
	1,590,160	2,000,000	3,590,160	2,200,531
Contributions	1,165,538	1,120,447	2,285,985	1,720,016
Change in Fair Value of Promise to Give	–	–	–	(59,000)
Merchandise sales	9,045	–	9,045	18,056
Other Income	10,240	–	10,240	6,755
	2,774,983	3,120,447	5,895,430	3,886,358
NET ASSETS RELEASED FROM RESTRICTION				
Satisfaction of Program Restrictions	841,404	(841,404)	–	–
	3,616,387	2,279,043	5,895,430	3,886,358
EXPENSES				
Program Services	3,353,420	–	3,353,420	3,196,319
Management & General	277,163	–	277,163	272,007
Fundraising Costs	357,758	–	357,758	263,844
	3,988,341	–	3,988,341	3,732,170
Cost of Merchandise Sales	2,805	–	2,805	10,897
Termination Benefit	148,216	–	148,216	–
	4,139,362	–	4,139,362	3,743,067
CHANGE IN NET ASSETS BEFORE THE EFFECT OF IN-KIND DONATIONS	(522,975)	2,279,043	1,756,068	143,291
In-kind Donations – Revenue	743,001	–	743,001	440,577
In-kind Donations – Expense	(743,001)	–	(743,001)	(440,577)
CHANGE IN NET ASSETS	(522,975)	2,279,043	1,756,068	143,291
Net Assets, Beginning of Year	937,618	683,458	1,621,076	1,477,785
NET ASSETS, END OF YEAR	\$ 14,643	\$ 2,962,501	\$ 3,377,144	\$ 1,621,076

SPECIAL THANKS



KIEHL'S SINCE 1851

This year, KCA and Alicia partnered with Kiehl's to raise awareness for the cause and funds to support our work on the ground. Kiehl's debuted a special edition KCA-branded Midnight Recovery Concentrate, with 100% of the proceeds, totaling \$200,000, benefitting Keep a Child Alive.

Kiehl's is a truly authentic brand, with a long history of giving, and it was an honor and pleasure to partner with their team to help make a difference.

CARTIER CHARITABLE FOUNDATION

The generous support of the Cartier Charitable Foundation made it possible for us to launch the groundbreaking Bhavishya Project in Pune, India in 2013. The project aims to improve the health and well-being of women, children, and families affected by HIV, TB, and poverty in Pune and to create a model of comprehensive care that can be shared and adapted in other areas.



SANDRA ROGERS

Keep a Child Alive supporter, Sandra Rogers, traveled to Africa in July 2013 with her three children, Jaraun, Deidre and Lilton, to witness firsthand the remarkable efforts of our partners on the ground. Alongside our CEO, Peter Twyman, they toured We-ACTx for HOPE in Kigali, Rwanda and Alive Medical Services in Kampala, Uganda. The visits not only reinforced Sandra's belief in the work of KCA, but also provided a source of inspiration to our team and our partners. We are truly in awe of your generosity and compassion Sandi, and honored to have you in the KCA family.

STEWART J. RAHR FOUNDATION

In a moving show of generosity, long-time supporter and friend of Keep a Child Alive, Stewart Rahr, donated \$2 million at our 10th Annual Black Ball. In doing so, Stewart directly impacted the lives of so many children and families we work with. Stewie provided the gift of health and hope. We are, as always, incredibly grateful.



SPECIAL THANKS

MAJOR SUPPORTERS



AK|WORLDWIDE™
the business of inspiration

THE ALICIA KEYS
FAMILY FOUNDATION

Charitable Foundation
Cartier

PHILIP & LISA
FALCONE

GIVENCHY

HisVision
FOUNDATION

JYNWEL 
FOUNDATION

Kiehl's
SINCE 1851

The Material World  Charitable Foundation Ltd.





the *Stephen Lewis*
FOUNDATION



THE
STEWART J. RAHR
FOUNDATION

unite 4:good

IN-KIND SUPPORTERS

American Airlines 



**CUTTING
ROOM**





L
I
O
D
G
F
A
H
T
Y



Paul|Weiss



Department™

SHERRY-LEHMANN
wine & spirits

OUR SUPPORTERS

\$100,000 & UP

AK Worldwide
The Alicia Keys Family Foundation
Cartier Charitable Foundation
Philip & Lisa Falcone
Givenchy
HisVision, Inc.
The Jynwel Charitable Foundation
Kiehl’s since 1851
Jho Low
The Material World Charitable Foundation Ltd.
Mattel, Inc./Mattel Children’s Foundation
The Stephen Lewis Foundation
The Stewart J. Rahr Foundation
unite4:good

\$50,000 – \$99,999

Hearst Corporation
Claude Kelly & Michael Mentore of Carousel Entertainment
PepsiCo
Roc Nation
Sony/ATV Music Publishing
Steven & Alexandra Cohen Foundation
The Weinstein Company

\$25,000 – \$49,999

BET Networks
Clear Channel & Clear Channel Communities
Clive Davis
Chaz Dean
Ear Goggles Productions, LLC
Bob Eckert
Carlos Gomez

Ian Jopson
Jackie Nichols
Nickelodeon
RCA Records
Red Light Management
Reebok
Sandra Rogers
Starbucks Coffee Company
Jim Swabe
Lizzie & Jonathan Tisch
Tommy Hilfiger Corporate Foundation
Tudor Investment Corporation
Dave Wirtschafter
WME

\$10,000 – \$24,999

AEG Live
Arey Jones Educational
Bain & Company
Jill & Tom Barad
Glenn Bozarth
Jim Chambers
Disney Consumer Products
Kristina & Kevin Farr
Gelfand, Rennert & Feldman, LLP
The Heavenly Hands Foundation
Tommy & Dee Hilfiger
Gayle King
David Lande
Ydania Lopez
Tony Maciel
The Madison Square Garden Company
Magical Dreams Foundation
Mattel Children’s Foundation Matching Gifts Program
Mirza Minds
Paul Hastings, LLP
The Children’s Safe Drinking

Water Fund of The Greater Cincinnati Foundation
Loo Swan
André Leon Talley
The Tony Bennett 1994 Family Trust
Translation
Diane Von Furstenberg

\$5,000 – \$9,999

Amscan
Carmelo & Lala Anthony
Giorgio Armani
Baker & McKenzie
Bernstein Family Foundation
The Bikoff Family
Mary Boone
Brian Braff & Nicole David
Jordyn Buchanan
Robinson Cano
Chipotle
Jodi Cohen
Joe Cristina
Grace Hightower DeNiro
DreamWorks Animation SKG Inc.
Faith Gay & Francesca Zambello
Marlena Graham-Russell
Hamac Trading
HBO
Grant Hill
JAKKS Pacific
Jeanette Jenkins
Jones Day
Kenyon & Kenyon
Kinsella Weitzman Iser Kump & Aldisert
Latham & Watkins
McKinsey & Company
Morgan Stanley
Alan Meyers
OraSure Technologies, Inc.

Park Avenue Charitable Fund
PricewaterhouseCoopers
Razoo Foundation
Reed Smith, LLP
Leslee & David Rogath
Desiree Rogers
CC Sabathia
James B. Stewart & Benjamin Weil
Wachtell, Lipton, Rosen & Katz
Warner Brothers Consumer Products

\$1,000 – \$4,999

Bjorn Aaserod
Victor Alvarez
Auen Foundation
Venetia Bailey
Ashleigh Peplow Ball
Jane Barnett
Allison Bloom
Cornelia Cain-Heard
Marcus Campbell
Gurbaksh Chahal
Change Making Change
The Church of God in Christ for All Saints
Cantor Colburn
Cindy Cooper
Linda Cooper
Matt & Lisa Cooper
Kelli Corbett
Tom & Vickey Debrowski
Deloitte
Antonio Diaz
Digital Infuzion, Inc.
Brandon Dixon
Donation Line, LLC
Paul Dooley & Winnie Holzman
Evian
Timothy Fidler

The First Presbyterian Church in Germantown
Michael Foskin
Sarah & Brendon Foster
Jack Gersh
Graciela Gilmer
Give with Liberty
Brian Glennon
Goldberg Segalla, LLP
Goldman, Sachs & Co. Matching Gift Program
The Graham Family
Great Performance Artists as Waitresses
Kris Green
Haute Living
Stephanie Hubbard
Akrtab Khan
Sherry Kondor
Deborah Koplow
Ralph Langone
Samantha Lecca
Lightspeed Express Delivery Systems
Patricia Longo
Ned Mansour
Marsh, Inc.
Mark Mason
Thryeris Mason
Geoff Massingberg
J.B. Miller
Montgomery High School
Munger, Tolles & Olson
Robert Normile
Matthew O’Brien
OneHope Foundation
Laura Owens
Paramount Pictures
Ellen Healy Pietropaoli
Amy & Lee Pollock

Plum Organics
Jeanne Pritzker
William Quinlan
Gwen Reese
Erica Reid
Jacob Resnek
Reva Energy, LLC
ReverbNation
Rock and Roll, Ltd.
John Rosenberg
Isaac Rosenkranz
R.P.M. Music Productions
David Santoro
SDI Media
Shoot the Moon Products
Josephine Silla
Grady Spivey
Spyderco, Inc.
Paul Stahura
Alan Stolin
Julie Swidler
May Ling Tan
Time, Inc.
Leoraul Torres
Towards International Medical Equality University of Queensland
Jeffrey Towns
Mark Towns
Union Bank of California
David Walsh
Gregory Wells
Freddy Wexler
Natalie Widrose
Judy Willis
Brian Winterfeldt
Leo Young

OUR STAFF

PETER TWYMAN
Chief Executive Officer

JASMINE CINTRON
Office Manager

TAYLA COLTON
Senior Director of Programs

PAT CRAWFORD
Finance Manager

MARCELA DE MONTIS
Manager, Corporate & Foundation Partnerships

FELICIA EVE
Director of Individual Giving

ALANA HAIRSTON
Senior Program Officer

TENEKA KING
Communications Manager & Graphic Designer

ANDRÉS LIBREROS
Director of Production

MONICA MERLIS
Special Events & Development Associate

DYANNA MOON
Senior Director of Development

WIOLETTA PUCHALSKI
Director of Finance & Administration

EARLE SEBASTIAN
Creative Director

DANIELLE SPITZER
Director of Special Events

HELENA TOUSEULL
Director of Marketing & Communications

SHOBI VARGHESE
Online Engagement Manager

DAVE WIRTSCHAFTER
Board Member, William Morris Endeavor Chair, Keep a Child Alive

GLENN BOZARTH

MICHAEL J. BRZOSTOWSKI
Regional Sales Director, United Airlines

JOE CRISTINA
Founder, Children Affected by AIDS Foundation

NICOLE DAVID

KEVIN FARR
Chief Financial Officer, Mattel, Inc.

MICHAEL GUIDO
Managing Partner, Carroll, Guido & Groffman, LLP

LISA HERNANDEZ GIOIA
President, The Esler Group

WENDY LAISTER
Chief Executive Officer, Magus Entertainment

ELLEN HEALY PIETROPAOLI
Senior Director of Consumer Engagement, PepsiCo Global Beverage Group

DESIREE ROGERS
Chief Executive Officer, Johnson Publishing Company, LLC.

ERIKA ROSE SANTORO
President, AK Worldwide

EVAN VOGEL
Founding Partner, Night Agency Co-founder, Doodle.ly

SUSAN WILLIS
Managing Partner, The Cutting Room Films

CONTACT

CONNECT WITH US

KEEP A CHILD ALIVE

11 Hanover Square
14th Floor
New York, NY 10005

T: 646.762.8200 | **F:** 646.762.8201

keepachildalive.org

FOLLOW US

Twitter & Instagram: [@keepachildalive](https://twitter.com/keepachildalive)

Facebook: facebook.com/keepachildalive