

A group of children are running on a sandy beach. The image is dark and grainy, with a semi-transparent black overlay. The children are in motion, running towards the camera. Some are wearing colorful clothing, while others are in more basic attire. The background is a bright, hazy sky.

2015 Annual Report

Together

KCA.
KEEP A CHILD ALIVE



“

To truly end AIDS, it will come from the people living with HIV, the physicians and nurses, counselors and and volunteers on the ground. It will come from supporting and strengthening these individuals and their communities.

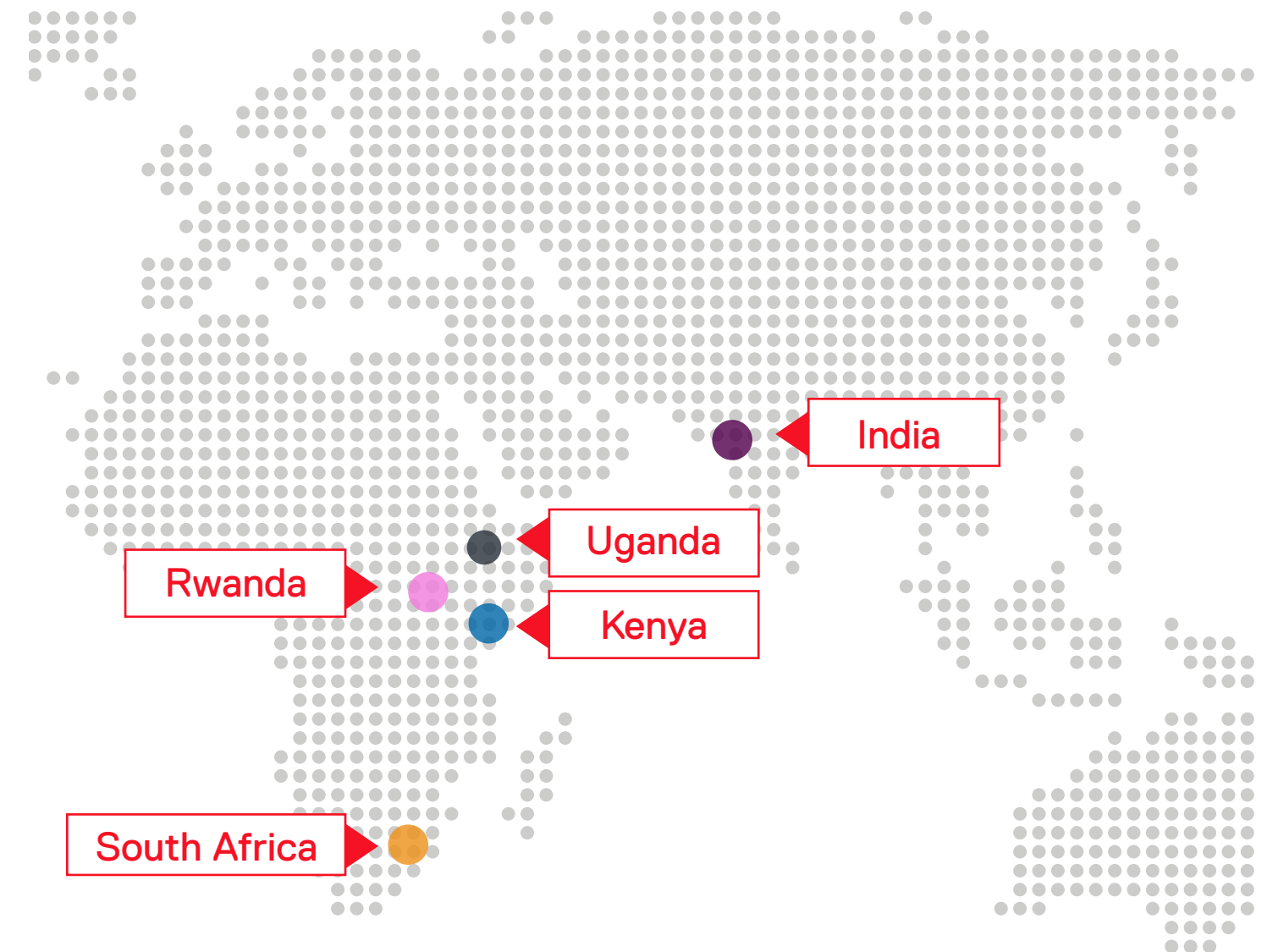
Because community is the best cure we have.

- Peter Twyman, CEO

We work hand-in-hand
with local partners

Where?

In 4 countries in sub-Saharan Africa and India to develop, support and sustain innovative programs that directly impact the lives of children and families affected by HIV.



Our mission:

To realize the end of AIDS for children and their families, by combating the physical, social and economic impacts of HIV.

A photograph of a woman and two young children. The woman is in the center, smiling slightly, with her hands resting on the shoulders of the children on either side. The child on the left is looking directly at the camera, while the child on the right is looking slightly to the side. The background is dark and out of focus.

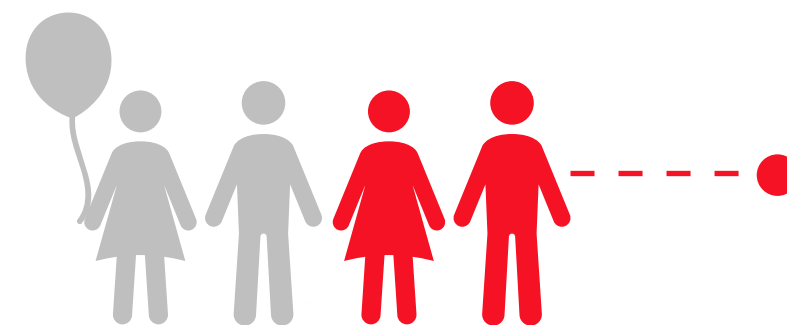
Together we are

Closer


than ever to putting an end to AIDS.

And here's why
we must continue
to fight **together**

37
Million
people
are living
with **HIV**



50%
of HIV-infected
children are still
NOT getting
treatment.



And here's why
we must continue
to fight **together**

AIDS is the #1 killer
of adolescents in sub-
Saharan Africa, and the
second greatest cause
of adolescent deaths
worldwide.

HIV is the leading
cause of death
among women of
reproductive age.





In 2015
we touched the lives
of over 70,000 children,
youth and adults.

Building programs
that empower

Here's how
we did it



Our programs not only keep children, youth and families healthy by providing clinical care, but they also build resiliency and empower people to live a healthy, full life by addressing emotional, psychological, and social needs.

A photograph of a man and two young children playing with a ball in a grassy area. The man is on the left, wearing a blue shirt and patterned shorts, leaning over the ball. Two children are in the center, one in a black shirt and the other in a yellow shirt, both wearing red boots. The background shows a large tree and some foliage.

Here's how
we did it

Expanding how and how many we serve

2015 saw the expansion of some of our most impactful programs
and the beginning of new exciting initiatives.

2015



Increased the number
of people we serve by

20,000

We now serve 70,000 people

2003





Here's how
we did it



Driving impact and advocacy

Last year we continued to analyze our accomplishments, adapt our work to target needs and create evidence-based programs that work and save lives. Then we shared these analytics with UNAIDS, global leaders and local Ministries of Health. By expanding access to treatment and care to special populations, we also continued to fight for the rights of all people affected by AIDS, regardless of socio-economic status, class, gender or sexual orientation. We use technology that empowers people to share ideas and information - creating a true youth movement joining adolescents worldwide to advocate together.



Partnering for Success

We don't just support our local partners,
we invest in every aspect of their success.

Connecting to community

We choose our partners and the communities we work in
by looking at the big picture and focusing in on the gaps.

We act to fill those gaps by working with existing programs that work
and forming new partnerships where it makes sense.

We partner with grassroots partners who work on the ground
and use community solutions to address community problems.

We work hand-in-hand with our partners and share lessons and
models across KCA programs, and beyond.



Partnering for Success

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we invest in every aspect of their success.

Programs for the people

We work with our partners to develop programs that address
the needs of people at each stage of their lives.

We do this by spending time with the people in our communities and
getting to know their stories, their needs and their dreams.

We focus on high-quality, people-focused HIV care for kids,
young people and families.

We care for the whole person, and address the underlying obstacles to
preventing and treating HIV such as stigma, poverty, and inequity.

Partnering for Success

We don't just support our local partners,
we invest in every aspect of their success.

Investing in our partners

We take our dedication, collaboration and support for our partner organizations way beyond dollars and cents – we make long-term investments in their programs.

We link program founders and directors to advanced leadership and capacity building trainings.

We facilitate networking and relationship building with other donors and stakeholders because together we are better.

We provide technical and programmatic assistance to make our programs stronger and reach even more people.



Partnering for Success

We don't just support our local partners,
we invest in every aspect of their success.

The power of transparency and accountability

We do everything we can to make our donors' money work hard and work well.

We have a rigorous planning and reporting system, which includes: annual work plans, budgets, indicators and targets, and financial and programmatic reports.

We work with our partners to monitor progress reporting back regularly.

Our World 2015

Working Together

Pune, India

Bhavishya Project – a collaborative union of local organizations working together to tackle HIV for women and children

[Learn More >](#)

Kampala, Uganda

Alive Medical Services – a full range of care for the most vulnerable families

[Learn More >](#)

Mombasa, Kenya

The Family Care Clinic – a model program for comprehensive, state-of-the-art pediatric HIV care

[Learn More >](#)

Durban, South Africa

Operation: Bobbi Bear – protecting the rights and well-being of children who are victims of (sexual) violence and abuse

[Learn More >](#)

Kigala, Rwanda

WE-ACTx for Hope – providing clinical and mental health services for children and families

[Learn More >](#)

Soweto, South Africa

Ikageng Itireleng AIDS Ministry – serving orphans and child-headed households with holistic support

[Learn More >](#)

Durban, South Africa

The Blue Roof Wellness Centre – built by Alicia Keys to offer a peaceful haven for comprehensive care

[Learn More >](#)

Our Work 2015

Innovating Together

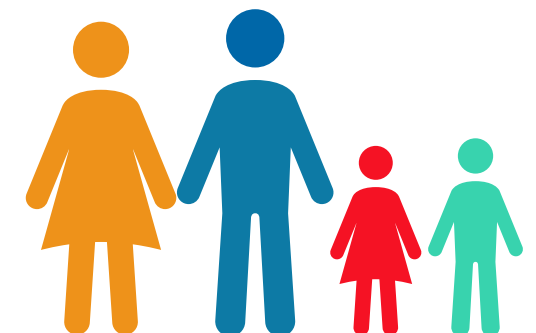
Increasing Access

The Kidz Alive initiative at the Blue Roof Wellness Centre **increased access to child-friendly HIV services** for hundreds of children in Durban, South Africa.

We fostered stronger relationships with local orphanages by administering a training program focused on pediatric HIV care for their staff, which in turn, allowed us to reach more vulnerable children.

In India, **we created an alliance** of leaders from 16 different orphanages across Maharashtra state.

Working with our partners **we set up training workshops** that allowed these leaders to collaborate on new ideas, share effective strategies, and receive special trainings to meet the dynamic needs of many HIV-positive children.



Our Work 2015

Innovating Together

Expanding Reach

Through innovative trainings and partnerships, we have improved our youth services in Kampala, Uganda. We amplified the voices of the staff and youth leaders by educating them about using social media as a tool for advocacy. We also fought the unjust anti-LGBTQ laws in Uganda, by ensuring that all services provided are LGBTQ-friendly.



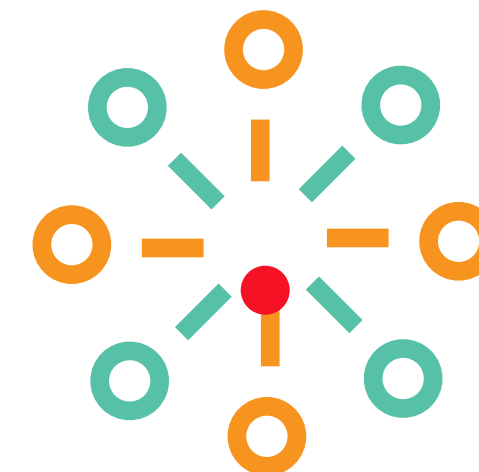
We created a global network of young advocates connecting all of our youth groups with their use of Skype group video calls and other networking apps. **These young leaders now have a platform to exchange stories, find support, and empower each other.**

Our Work 2015

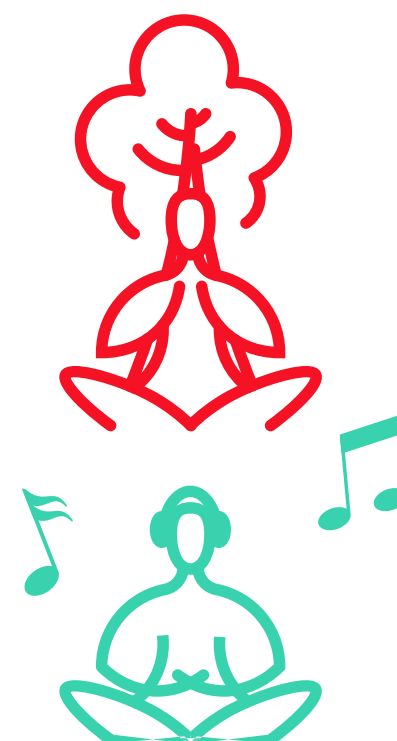
Innovating Together

Healing Holistically

Through the Bhavishya Project we combined HIV services with initiatives to combat poverty, stigma, and barriers to healthcare for over 5,000 women, children, and their family members in Pune, India.



With the 2015 evaluation showing a 42% reduction in our beneficiaries' overall vulnerability, this KCA model is a comprehensive solution that improves not just health, but social and economic status too.



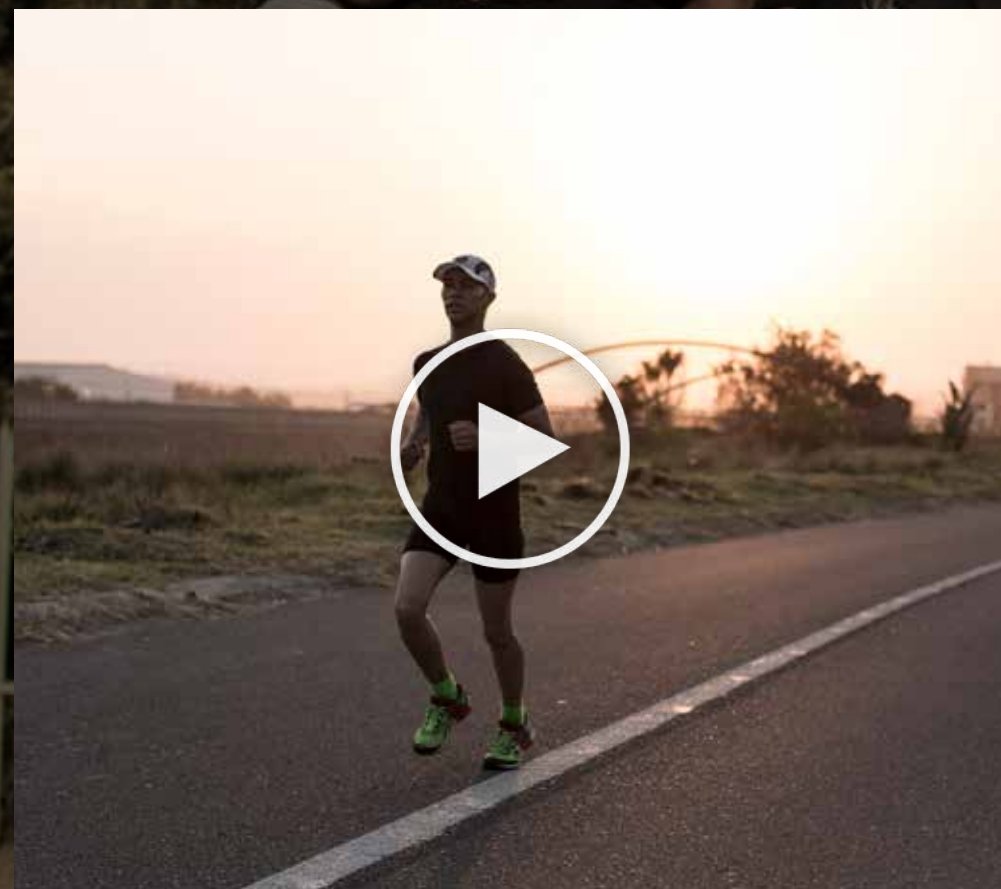
We believe in the power of the arts to **heal** and continue to integrate music and other art forms into our work. In Rwanda, our program incorporates **music, as well as, peer-led yoga**. These programs are powerful ways to offer psychosocial support to young people and children living with HIV.

Meet some of our everyday heroes

The most powerful way to truly understand our work is to get to know the people we serve.

These three members of the KCA family are among many beautiful people who have inspired us to keep on fighting toward the end of AIDS.

Take a moment to meet them and experience their journeys.



Gerard

Turning AIDS around



Mum Carol

An activist for love



Aime

Inspiring the next generation

A group of children are running barefoot on a sandy beach. The image is slightly blurred, capturing a sense of motion. The children are wearing various casual clothes like t-shirts and shorts. The background shows the ocean waves. The overall tone is bright and positive.

Collaborating Together

Sharing our expertise, energy and love
with social change powerhouses



Procter & Gamble Social Sustainability Partnership Award

2015 was a big year of honors for KCA. We were beyond proud to learn that KCA and our partner Alive Medical Services were awarded the Procter & Gamble Social Sustainability Partnership Award for 2015. This prestigious award was presented during the Clinton Global Initiative Annual Meeting in New York City, where global leaders from the public and private sector and civil society come together to create and implement innovative solutions to the world's most pressing challenges.





Funders Concerned About AIDS Annual Philanthropy Summit

KCA was proud to lead the closing panel for the Funders Concerns About AIDS Annual Philanthropy Summit (December 2015). Tayla Colton, our Sr. Director of Programs, spoke about the need for innovative approaches to engage and support adolescents, alongside our colleagues from UNICEF, Y+, MAC AIDS Fund, the Stephen Lewis Foundation and Charlize Theron's Africa Outreach Project.

Upgrade Your World

KCA was thrilled to be selected as one of 10 global non-profits included in Microsoft's Upgrade Your World campaign. Celebrating individuals and organizations making a difference in the world through technology, this honor brought \$500,000 to support our life-saving work in Africa and India.



What's more divine than saving lives?

Givenchy created a limited edition bottle of
Dahlia Divin to benefit Keep a Child Alive.



Role Models Not Runway Models

Our very own Tayla Colton took the Runway during NY Fashion Week, as an honored role model for making a difference. That's what we call style and beauty.





Growing Together

A stellar year of fundraising with your amazing, creative support.

In 2015, our team and community of supporters were uber active, raising awareness and funds to support KCA. We are always amazed at the creativity (and kindness) that our supporters deliver.

In 2015, our KCA Community raised an impressive

\$257,095



Off and running

Shining in a crowd of 50,000 participants, our co-Founder [Alicia Keys](#) hit the pavement with 10 runners to lead our KCA team in the NYC Marathon.

Together, they raised \$38,000



And walking

2015 marked our 8th year participating in AIDS Walk NY and 100 people signed up to help make us the highest ranked community fundraising team.

Together, we raised \$87,498



Over 30,000 participants. 6.2 miles through Central Park and the UWS



And biking

In our third year, 8 riders represented KCA, pedaling 40 miles through car-free streets of NYC, with over 30,000 other bikers as part of the TD 5 Boro Bike Tour.

Our awesome team raised \$12,644



Even “Burpee-ing”

Josh Zitomer pushed himself farther than any competitor has ever gone and became the first person ever to complete 10,000 chest-to-ground burpees over the course of 43 hours. His motivation? Raising money for KCA and children living with HIV in Africa and India.

Josh’s
live-streamed
event raised an
awesome \$11,000




And of course, celebrating

Our CEO, Peter Twyman, used the milestone of his 50th birthday to re-commit himself to the end of AIDS and set a \$50,000 fundraising goal – which he exceeded by \$826. Talk about a meaningful birthday.

Another birthday dedicated to KCA came from our canine pal, Koki. Koki used the occasion of his 2nd birthday to have a paw-ty at his favorite pet shop with all his puppy friends.

Peter raised a very
generous \$50,826
& Koki raised \$1,541

A group of children in a rural setting. In the foreground, a young boy sits on the ground, looking towards the camera. Behind him, another child is partially visible. To the right, a taller child stands wearing a grey t-shirt with 'THE BOY' printed on it. Further right, another child sits on the ground. The background is slightly blurred, showing more people and structures in a rural environment.

50% of children living with HIV
are still without the life-saving treatment they need.

What will you do to make a difference?

START A CAMPAIGN



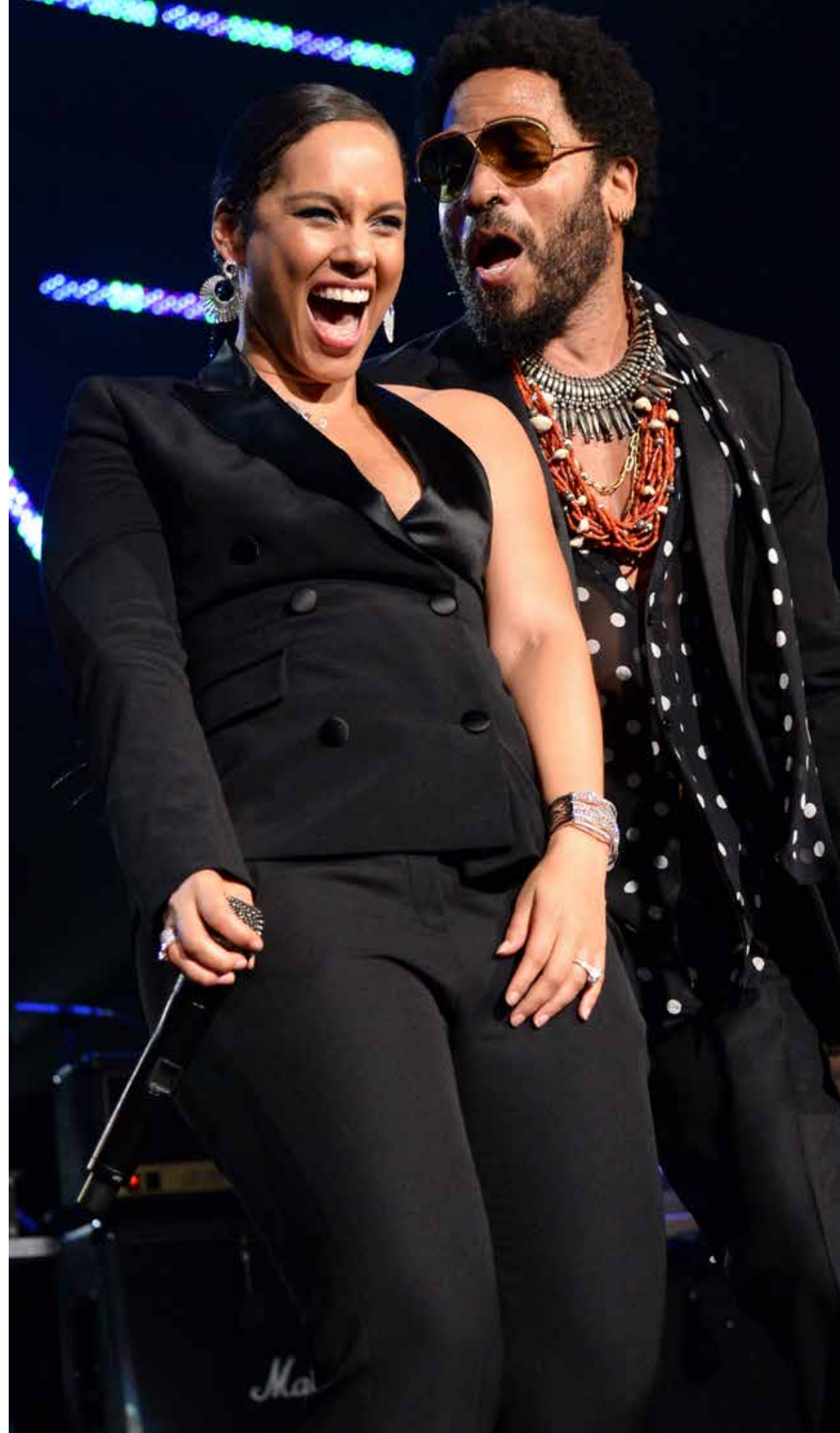
The
2015

Black Ball

Rising Together
Social justice for people affected by HIV and AIDS.



And love for our sponsors,
Givenchy, the Jynwel Charitable
Foundation, and Microsoft,
shined through the night.



KCA's 12th Annual Black Ball
was an evening of music, love,
and a fierce commitment to
the fight against the injustices
surrounding AIDS in Africa and
globally –stigma, discrimination,
unequal access to treatment,
and apathy.





Our honorees for 2015, Patrice Motsepe and Dr. Precious Moloi-Motsepe, were recognized for their leadership and commitment to addressing the social and economic inequality of Africa's poorest, and their generous support of HIV and AIDS initiatives over the years.



The energy
was electric.
Hearts were open.



\$3.8 million
was raised

Watch Videos From the Night





Fighting Together / Responding Together / Advocating Together

KCA powers up for World AIDS Day

This year, KCA brought together three talented ambassadors for a newly formed “Power Council” to boost awareness and bring our fight to the world on World AIDS Day (and every day). Take a look at why this is so important.



AIDS is the number one cause of death of adolescents in sub-Saharan Africa and the second greatest cause of death worldwide. World AIDS Day is on December 1st and I'm honored to be supporting Keep a Child Alive in the fight to put an end to this disease.

– Taraji P. Henson



I'm so proud to announce my partnership with Keep a Child Alive around this very meaningful day. We need to come together and use our voice to help put an end to this epidemic!

– Janelle Monáe



As a fierce advocate for creating a happy, healthy and safe world for children, I am very honored to partner with Keep a Child Alive. The great work Alicia Keys and KCA have done globally to protect children from the HIV/AIDS epidemic is something I fully support.

– Laila Ali



Succeeding Together

The year in numbers

Our model of thoughtful collaboration, sustainable programming, and intense auditing not only make our projects successful, but make them a model for financial accountability and transparency.

86% Programs
5% Management
9% Fundraising

Statements of Financial Position

	December 31,	
	2015	2014
ASSETS		
Current assets		
Cash and cash equivalents	1,372,825	794,646
Contributions receivable, net allowance of \$30,000 in 2014	329,122	325,308
Unconditional promises to give	500,000	1,250,666
Prepaid expenses	22,545	22,371
Total current assets	2,224,492	2,392,991
Property and equipment- at cost, less accumulated depreciation	15,284	20,176
Long-term unconditional promises to give	500,000	-
Other assets	20,027	19,499
	2,759,803	2,432,666
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued expenses	10,489	6,516
Commitments		
NET ASSETS		
Unrestricted	1,109,088	482,696
Board designated	306,592	285,710
	1,415,680	768,406
Temporarily restricted	1,333,634	1,657,744
	2,749,314	2,426,150
	\$2,759,803	\$2,432,666

Statements of Financial Activity

Year ended December 31, 2015

	Unrestricted	Temporarily Restricted	Total	Summarized 2014
Support and Revenues				
Special Events	2,769,522	1,000,000	3,769,522	2,421,789
Less - direct costs of event	(792,041)	-	(792,041)	(731,236)
	1,977,481	1,000,000	2,977,481	1,690,553
Contributions	1,036,844	654,284	1,691,128	2,042,581
Merchandise Sales	774	-	774	10,448
Other Income	3,111	-	3,111	5,200
	3,018,210	1,654,284	4,672,494	3,748,782
Net assets released from restriction				
Satisfaction of program restrictions	1,978,394	(1,978,394)		
	4,996,604	(324,110)	4,672,494	3,748,782
Expenses				
Program Services	3,661,379	-	3,661,379	4,046,965
Management and general	227,988	-	227,988	236,148
Fundraising costs	398,356	-	398,356	372,499
	4,287,723	-	4,287,723	4,655,612
Cost of merchandise sales	925	-	925	4,835
Termination benefit	10,682	-	10,682	9,329
Bad debt expense	50,000	-	50,000	30,000
	4,349,330	-	4,349,330	4,699,776
Change in net assets before the effect of in-kind donations	647,274	(324,110)	323,164	(950,994)
In-kind donations - Revenue	353,165	-	353,165	351,239
In-kind donations - Expense	(353,165)	-	(353,165)	(351,239)
Change in net assets	647,274	(324,110)	323,164	(950,994)
Net assets, beginning of year	768,406	1,657,744	2,426,150	3,377,144
Net assets, end of year	\$1,415,680	\$1,333,634	\$2,749,314	\$2,426,150

A background image showing a group of people, primarily of African descent, looking towards the right. A woman in the foreground is wearing a red garment with a yellow and green patterned shawl. The image is dimmed to allow text to be overlaid.

Our Supporters

KCA would like to thank the following people and corporations for supporting our mission.

Major Supporters

AK Family Foundation



Children's Safe
Drinking Water

Charitable Foundation
Cartier

GIVENCHY
PARFUMS

Everest Entertainment

HisVision
FOUNDATION



the Stephen Lewis
FOUNDATION



THE
STEWART J. RAHR
FOUNDATION

JYNWEL 
FOUNDATION

Nannette Brolin Trust



Windows 10

**Patrice Motsepe &
Dr. Precious Moloi-Motsepe**

In-Kind Supporters



baxter

**CUTTING
ROOM**



nightagency

Paul | Weiss



Department

Full List of Supporters

\$100,000 & UP

Cartier Charitable Foundation
The Children's Safe Drinking Water Fund
of The Greater Cincinnati Foundation
Everest Entertainment
Givenchy Parfums
HisVision, Inc.
The Jynwel Charitable Foundation
Maverick Management
Microsoft
Patrice Motsepe & Dr. Precious
Moloi-Motsepe
Nannette Brolin Trust
The Stephen Lewis Foundation
The Stewart J. Rahr Foundation

\$50,000 - \$99,999

The Alicia Keys Family Foundation
Julie & Dwight Anderson
Lee Daniels
Columbus Nova
Philip A. Falcone
Lewis Hamilton

Hearst Corporation
Claude Kelly
Market America / Shop.com
The Material World Charitable
Foundation, Ltd.
Ronald O. Perelman
Levi's
PepsiCo
Sony/ATV Music Publishing
Steven and Alexandra Cohen
Foundation
Translation

\$25,000 - \$49,999

BET Networks
Clive Davis
David Drummond
Babatunde Folawiyo
Queen Latifah
Mattel, Inc.
Jackie Nichols
OneHope Foundation
RCA Records
Tommy Hilfiger Corporate Foundation

UNFCU Foundation
David Wirschafter

\$5,000 - \$9,999

Richard P. Anthony
Ivan Bart
CTZNWELL
Hannah Bronfman
Joe Cristina
Nicole David
Friedlander Family Fund
Todd Gelfand
Ivan Kagame
Gayle King
Harvey Meshnick Charitable Family
Foundation
Jon Pickhardt
Leslee & David Rogath
William Rudin
Lorraine Schwartz
Russell Simmons
David & Michelle Seelinger
James B. Stewart & Benjamin Weil
Universal
Jennifer Wade

\$1,000 - \$4,999

Mara Brock Akil & Salim Akil
Victor Alvarez
Angela & Roi
Zahir Babvani
Rocco Berardi
Neal Berger
Jill Biggs
Brittney Blackmon
Joshua Bloch
Carol Blum
Cynthia Charles
Tal Chitayat

Nelson Chu
Richard Clareman
Scott Coffey
Jeffrey Colvin
Community Foundation of Greater
Memphis
Barry Cooper
Cindy Cooper
Matt Cooper
Corinthian Media
James Curleigh
Curls on Top
Douglas Davis
Drew Demann

Richelieu Dennis
Deutsche Bank Americas Foundation
Antonio Diaz
Digital Infuzion, Inc.
Douglas Dimitri
Dena Douglas
Patrick H. Drummy
Christopher Ewan
Fiddleheads
Mary Fisher

A photograph of a man and six children standing on a grassy area in front of a large, curved roof made of terracotta tiles. The man, wearing glasses and a grey t-shirt with 'ATIN CHICAGO' on it, is smiling and has his arms around the children. The children are also smiling and posing playfully. The background shows a hazy landscape with hills.

“

Twelve years later, our commitment to end AIDS continues - bringing us together.

When I think of the communities we serve, I think about their vibrant youth, fast-growing economies, rich cultures, talent and creativity. But still something is not right in this picture.

It's not right that the same place and people that first inspired me to join the fight against AIDS are still, disproportionately, impacted by it.

It's not right that 5 out of 10 children do not have access to treatment.

It's not right that AIDS is the number one killer of adolescents in sub-Saharan Africa.

So we need to stay together, to work harder and smarter and more creatively, to give bigger, and to see this to the end.

Together, I have no doubt we will.

— Alicia Keys