



DIGNITY CAMPAIGN

A CIVIC HEALTH MOVEMENT

WHERE WE ARE

For nearly four decades, Friends for Life has been on the front line in the fight against HIV and AIDS in Memphis and is now one of the largest and most comprehensive HIV/AIDS service organizations in the southern United States. Today, we've grown to be much more than that, and that's why Friends for Life is now Friends for All. We have an opportunity, a strategy, and a plan that offers the promise of a paradigm shift in the battle against new transmissions of HIV and for an overall healthy community.

WHERE WE ARE GOING

At Friends For All, our integrated approach to health offers the only real hope to overcome inequality and stigma helping clients get on and stay on a path to wellness.

We're launching The Dignity Campaign, a civic health movement, with a working goal of \$10 million.

This comprehensive campaign will enable us to renovate our new facility, **open a new, full-service clinic**, expand our programs, build our talent, deliver services that help reduce the social determinants that lead to high rates of HIV transmission, and increase the health of our community overall.

Do you need a place to live? Are you hungry? Do you have a job? Are you able to look for one? Do you have insurance? Are you taking your medicine? Do you know that there are people who care about you? Can you get to them?

The answers to all these questions contribute directly to one's health — one's ability to avoid, prevent, and treat illness. Our programs help individuals overcome barriers to health. Our client-centered approach helps thousands of people each year get healthy and stay healthy.

Our approach is integrated, but our facilities are not. For the health and prosperity of our community, we must invest in building our capacity, expanding our programs, and increasing our reach — to do more good for more people in need.



WITH YOUR SUPPORT...

We will create an integrated one-stop health center that serves the whole person, including:

PROGRAM AND SERVICE

- Wellness University classrooms will expand significantly, enabling us to reach more clients with an expansion of effective curriculum to increase health literacy.
- Resource center with computers and clothes closet with job readiness and health literacy resources.
- Lockers, a shower, and laundry facilities for our clients who are experiencing homelessness.
- The exercise room will double in capacity, allowing for the addition of services that promote overall physical wellness.

FORM AND FUNCTION

- *Open a one-stop shop with a full-service clinic and wrap-around services*
- 61% more space available for health services
- Direct access to bus lines for clients and staff
- A layout that facilitates strategic growth

HEALTH AND WELLNESS

- Easier access to supportive services
- Increased usage of health services = decrease in health disparity
- Improved client adherence = reductions in new transmissions of HIV
- Decreased use of emergency rooms

THE VISION FOR OUR FUTURE

Our goal is to be an all-encompassing center for clinical services and programs that help eliminate social determinants leading to the transmission of HIV, thus improving the overall health and well-being of our community.

IN ORDER TO MAKE THIS POSSIBLE, FRIENDS FOR ALL HAS TAKEN ON A \$10 MILLION CAPITAL CAMPAIGN.

You can give your Friends a hand by donating and finding out more information at FRIENDSFORLIFE.ORG/DIGNITYCAMPAIGN

