

AIDS WALK

Atlanta

MUSIC FESTIVAL & 5K RUN



Start an AIDS Walk Atlanta Corporate Team

What is AIDS Walk Atlanta Music Festival & 5K Run?

For over 30 years, AIDS Walk Atlanta has helped our community raise vital funds to support local HIV and AIDS organizations. We've been here since the beginning, fighting for our community, and we aren't stopping any time soon. Be a part of AIDS Walk Atlanta to raise funds, raise awareness, and fight for a cure.

Whether you're walking, running, or donating, your support makes a difference. It takes all of us, working together, to bring this walk to life.

You can feel great knowing that 100% of the funds you help us raise go directly towards local HIV and AIDS organizations working hard for our community. The proceeds raised through AIDS Walk Atlanta are a vital lifeline sustaining small programs that make a world of difference.

Why should your company start a corporate team for AIDS Walk Atlanta?

AIDS Walk Atlanta is a family-friendly way to get employees out of the office and into an environment where you can relax and have a great time together knowing you're doing good for your community.

How does participation at AIDS Walk Atlanta benefit your company?

- Motivates members of your organization
- Promotes activity and wellness
- Gains exposure for your company
- Encourages team building
- Provides a chance to network
- Supports your local community



After finishing the 5K Course (Walk/Run), your team will congregate in the event festival area to enjoy a cold beverage, and perhaps a tasty snack from one of our food vendors while you get ready for the live music to start!

Our family-friendly environment features vendors and sponsors that provide a variety of goodies, swag and great community-specific information.

How does the AIDS Walk Atlanta 5K Run & Music Festival support HIV/AIDS programs in the local community?

The funds you help us raise go directly towards local HIV and AIDS organizations working hard for our community. The proceeds raised through AIDS Walk Atlanta are a vital lifeline sustaining small programs that make a world of difference.

Each year, local organizations are chosen as the event beneficiaries. Their teams fundraise and each organization keeps what they raised, and that amount is matched by AHF (AIDS Healthcare Foundation).

These are the 2022 beneficiaries.



AIDS Healthcare Foundation (AHF) is a global nonprofit organization providing cutting-edge medicine and advocacy to over 1,600,000 people worldwide. They help bring this walk to life and provide vital services to the people of Atlanta.

Since 1987, AHF has cared for thousands of people living with HIV and AIDS worldwide. As they create and implement new programs in communities across the U.S. and abroad, they expand delivery of healthcare and influence over policy with the aim of saving more lives.



AID Atlanta has specialized in providing HIV and AIDS-related care, wellness services, and education and prevention programs since 1982. Founded in response to the severe impact HIV was having on Atlanta, AID Atlanta set out to stop new infections, care for people living with HIV and AIDS, and break the shame and stigma related to HIV.



A Vision for Hope prepares individuals to have the self-confidence to envision a better life, break away from the cycle of negativity and hopelessness, and affect change in their lives and communities. They offer a wide range of programs to help build stronger families and encourage community members to invest in their future. In so many ways, they are building A Vision 4 Hope one day at a time.



The **Atlanta Harm Reduction Coalition, Inc. (AHRC)** is a community-based wellness organization committed to promoting health and dignity by reducing the impact of HIV and AIDS, Hepatitis C, STI, and Substance Use within vulnerable communities. They envision a world where all people are accepted, valued, and have access to healthcare and support that leads to a fulfilling life.



The **Center for Black Women's Wellness (CBWW)** is a community-based, nonprofit organization in Atlanta with a mission to improve the health and well-being of underserved Black women and families. Celebrating a 32-year legacy, CBWW addresses health in a broad context and offers low-cost/no-cost healthcare, health education, prenatal home visiting, financial literacy, and micro-business training.



Georgia Equality's mission is to advance fairness, safety and opportunity for lesbian, gay, bisexual, and transgender communities, and our allies throughout the state.



Jerusalem House provides homeless and low-income individuals and families affected by HIV and AIDS in Greater Atlanta with a continuum of housing options, supportive services, and educational opportunities that contribute to a resident's overall self-sufficiency.





NAESM is one of the first African American community-based non-profit organizations to stand on the frontlines in the fight against HIV/AIDS in Atlanta, Georgia. Although NAESM serves a wide range of participants, its mission is to address the myriad health challenges facing Black gay, and bisexual men. NAESM's services include peer counseling; mental health and substance abuse counseling; psychosocial support; housing assistance; utility assistance; food and clothing pantries; transportation assistance; health education; free HIV and STD testing; risk reduction workshops; and capacity building assistance.



Positive Impact Health Centers provides client-centered care for the HIV community to have a life worth living. Comprehensive services are available at the Duluth and Decatur centers for those affected by HIV. Grant funding enables most services to be provided on a sliding fee basis.



The **Recovery Consultants of Atlanta, Inc. (RCA, Inc.)** is a private non-profit, 501(c)(3) organization founded in 1999 by a group of concerned, committed, and spiritually centered members of the Metro-Atlanta's 12-Step and faith-based addiction recovery communities.

Over the years, the organization has grown and expanded its services for both clients and patients by offering an array of comprehensive Primary Care Services through its Community Health Center which enhances and supplements all services being provided at RCA.



THRIVE Support Service's mission is to achieve health equity for Black gay men through direct support, advocacy, and building collective community power. We do this by implementing innovative solutions to improve support, stigma reduction, and linkage to HIV care and resources.



How do I create a Corporate Team?



Team Structure and Size

Corporate teams vary greatly depending upon the organization. Many companies choose to create one team under a single captain and encourage registration and fundraising toward a single corporate team goal. Another option is to break into smaller teams, based on characteristics like location or department. Each team will have its own team captain and can support different beneficiaries if they so choose. Challenges involving participation and fundraising are a fun way to engage employees regardless of the team structure. There is no limit to the number of participants that can join a team.



Role of the Team Captain

Team captains (and co-captains if you choose to have one) are the heart and soul of your corporate team. They will inspire colleagues to join and encourage members to fundraise. With our support and materials on AIDSWalkAtlanta.org to guide them, your captain's enthusiasm will rally your team to glory.



Set Participation and Fundraising Goals

Aim high! Set team-building and fundraising goals to encourage your employees to join the company team. You'll be amazed as your team begins to grow and the fundraising totals start to climb. If you need help setting specific participation and fundraising goals, we're ready to provide guidance and support.

> REGISTER NOW



Team Registration

Once the team captain registers and creates the team, employees can select 'Join a team' during registration and search for the team. If your company wishes to pre-purchase registrations for your corporate team, please reach out to us at info@AIDSWalkAtlanta.org and we can assist with creating a custom ticket package to meet your needs.

Give your company exposure when you form a corporate team

- Wear corporate/company branded t-shirts to show your community support
- Share photos of your corporate team at the event on your social media pages to show your followers how you are helping your community.
- Build a team of 10 or more by 9/9 and you'll receive a team sign to carry on the route.

Available Resources



Team Building Graphics

Helpful graphics that make growing your team a piece of cake.



Team Building Copy

Pre-written emails and social media content to help grow your team.



Team Fundraising Page

A place to advertise your AIDS Walk Atlanta team and where your potential donors can donate to you or your team. New members can join your team directly from your page.



Team Poster

Print and hang it in the break room to spread the word about your team!

Event Information

Saturday, September 24th at Piedmont Park

Schedule for the Day*

9:00 a.m. – Festival Site Opens
10:00 a.m. – Opening Program
11:00 a.m. – 5K Run/Walk Starts
Music Festival to follow
1:30 p.m. – Festival Ends

*Schedule is subject to change.

Next Steps

1. Determine your team captain and get registered.
2. Start growing your team and fundraising.
3. Corporate teams & sponsorship often go hand & hand. We're happy to answer your questions about both. Email us at Info@AIDSWalkAtlanta.org.
4. Still have questions? Check out our [FAQ](#) page.
5. Ready to go? Get registered today and start your team at: [AIDSWalkAtlanta.org](https://www.AIDSWalkAtlanta.org).