

CANFAR
LEGACY
PROJECT
PROJET
CANFAR
LEGACY



ABOUT CANFAR: OUR ORGANIZATION

CANFAR is a national, independent organization advancing HIV knowledge and science. Fueled by fundraising, we invest in and foster effective research, build awareness, and cultivate partnerships to share expertise and encourage joint action. We have given more than \$26 million in grants to HIV/AIDS research projects. Together, these nearly 575 projects have helped achieve breakthroughs in HIV prevention, testing, access to treatment, combatting stigma, and the search for a cure.

CANFAR is committed to directing our investments and efforts where they are needed most: closing gaps in awareness and access to care for priority populations such as Indigenous and African, Caribbean, and Black peoples, racialized women, and people who inject drugs and use substances.



ABOUT CANFAR: MISSION AND INVESTMENTS



CANADA SAW A 35% INCREASE OF NEW HIV DIAGNOSES IN 2023 OVER 2022.* THIS RISE IN NEW CASES HAS NOT BEEN SEEN IN OVER A DECADE.

Supporting CANFAR means we can play an active role in Canada's HIV response by investing in HIV testing technologies to support community health organizations in improving access to testing and linkage to care. We're also investing in smart vending machines to get more HIV self-test kits into the hands of people who need them most.

With the Legacy Project, we direct the funds into our national youth awareness program, Sexfluent, which features a digital resource and community, in-person outreach, distribution of sexual health supplies & more.

***PUBLIC HEALTH AGENCY OF CANADA – 2023 HIV SURVEILLANCE HIGHLIGHTS**

CURRENT INVESTMENTS INCLUDE (REPRESENTING OVER \$1.5 MILLION IN FUNDING):

- **FUNDING GENEXPERT TESTING MACHINES** FOR DEPLOYMENT IN UNDER-SERVED REGIONS ACROSS CANADA.
- **FUNDING OUR HEALTHBOXES** TO PROVIDE BARRIER-FREE ACCESS TO HIV SELF-TEST KITS & SEXUAL HEALTH SUPPLIES.
- **FUNDING RESEARCH CYCLE 32 & UPCOMING CYCLE 33**, WHERE WE WILL AWARD CLOSE TO \$300,000 IN GRANTS ACROSS CANADA.
- **FUNDING CANFAR'S RAPID TESTING LAB AT HQ TORONTO**, WHICH CONDUCTS 125,000+ HIV & STBBI TESTS ANNUALLY.
- **FUNDING SEXFLUENT.CA**, CANFAR'S MODERNIZED HIV AND SEXUAL HEALTH PROGRAM FOR YOUTH WHICH REACHES OVER 2 MILLION CANADIANS ANNUALLY.
- **FUNDING KNOWLEDGE TRANSLATION PROJECTS WITH CATIE** TO BETTER SUPPORT AFRICAN, CARIBBEAN AND BLACK AND INDIGENOUS COMMUNITIES.
- **FUNDING NATIONAL AWARENESS CAMPAIGNS** TO HEIGHTEN BASIC HIV KNOWLEDGE AMONG PRIORITY POPULATIONS.
- **FUNDING STRATEGIC IMPLEMENTATION PROJECTS** TO INCREASE THE IMMEDIATE IMPACT OF OUR RESEARCH IN KEY COMMUNITIES.

CANFAR BY THE NUMBERS



CANFAR LEGACY PROJECT
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\$26,000,000

TOTAL INVESTMENTS TO DATE IN CANADIAN HIV/AIDS RESEARCH & SCIENCE

\$340,000

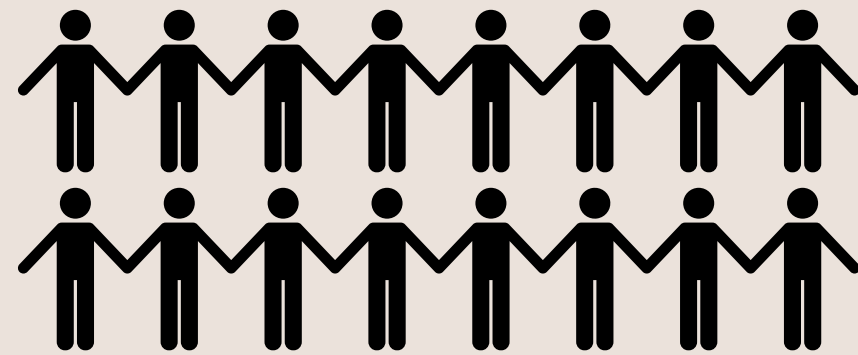
ANNUAL INVESTMENT IN HIV/AIDS RESEARCH

FIVE-SEVENTY-FIVE

PROJECTS TO DATE

7

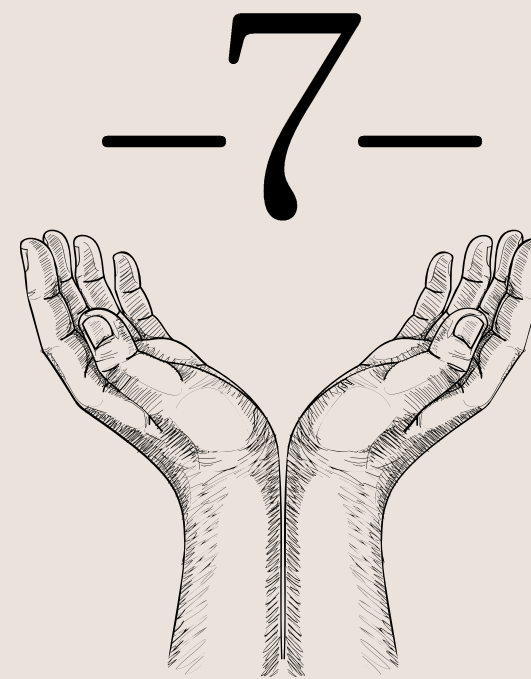
NO. OF INNOVATION GRANTS AWARDED ANNUALLY



3.5 MILLION

CANADIANS REACHED ANNUALLY THROUGH AWARENESS PROGRAMMING, EVENTS AND SOCIAL MEDIA

\$50,000 TO THE CANFAR/CTN POSTDOC FELLOW AWARDS PROGRAM



NO. OF FULL-TIME STAFF



ONE-POINT-SEVEN MILLION DOLLARS

RECORD-BREAKING FUNDS RAISED DURING BSE28

76

NO. OF COMMUNITY PARTNERS FOR WORLD AIDS DAY CAMPAIGN



ABOUT CANFAR LEGACY PROJECT: QUARTERLY COMMUNITY ENGAGEMENT SINCE 2011



The CANFAR Legacy Project is a membership-based educational event series with chapters in Toronto, Montreal and Ottawa.

The Legacy Project hosts 3 to 4 events annually in each city (12 total in 2024) that bring together our Legacy Project donors and members of the broader CANFAR community to learn about topics relevant to the current landscape of HIV/AIDS in Canada.

Each event features structured programming including talks by CANFAR's national ambassadors – people living with or affected by HIV – alongside expert perspectives to highlight an awareness topic important to our mission.

The CANFAR Legacy Project has grown to a network of over 800 supporters, with over 150 paying members.



ABOUT CANFAR LEGACY PROJECT: SUPPORTING YOUTH SEXUAL HEALTH



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YOUTH 29 AND UNDER REPRESENT 1/4 OF ALL NEW HIV DIAGNOSES IN CANADA*, OVER HALF OF CHLAMYDIA & GONORRHEA CASES, AND OVER A 1/3 OF NEW SYPHILIS CASES. LAST YEAR THE LEGACY PROJECT RAISED OVER \$199,000 TO HELP FUND OUR YOUTH AWARENESS EFFORTS.

CANFAR's modernized HIV awareness program for youth, Sexfluent.ca, helps to fill the gaps in Canada's sexual health education, which since launch has:

- Empowered 2 million youth to take care of, and protect, their sexual & mental health.
- Reached over 16,000 at-risk youth directly in more than 50 communities across 40 events in 4 provinces and 1 territory.
- Distributed over 28,000 safer sex supplies (e.g. condoms, dentals dams, lubes) and more than 1,100 HIV self-test kits.
- Maintained a 97% website rating for providing useful and helpful information to youth on Sexfluent.ca for three years.

THE SEXFLUENT SQUAD OF
DIGITAL CONTENT CREATORS



ABOUT CANFAR LEGACY PROJECT: SEXFLUENT BY THE NUMBERS



<p>74</p> <p>PARTNERSHIPS AND COLLABORATIONS</p>	<p>196</p> <p>EDUCATIONAL VIDEOS CREATED</p>
<p>172k</p> <p>TIKTOK VIDEO VIEWS IN 2024</p>	<p>47k</p> <p>AVERAGE ACCOUNTS REACHED MONTHLY ON INSTAGRAM</p>
<p>108k</p> <p>WEBSITE USERS SINCE LAUNCH</p>	<p>72%</p> <p>AVERAGE WEBSITE ENGAGEMENT RATE SINCE LAUNCH</p>



ABOUT CANFAR LEGACY PROJECT: MEET THE CO-CHAIRS



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KEVIN NOGUERA
DEPUTY CHAIR
NATIONAL

EMILIO GOYA
CO-CHAIR
TORONTO

JAQUES LAPIERRE
CO-CHAIR
MONTREAL

JAMIE KNOEPFLI
CO-CHAIR
TORONTO

JOSHUA FAGAN
CO-CHAIR
MONTREAL

TERRY GRACE
CO-CHAIR
OTTAWA

D.G. STRINGER
CO-CHAIR
OTTAWA

TY JEEVARATNAM
COMMITTEE CHAIR
MONTREAL

JACK-MALCOLM SAMEDI
VICE CHAIR
TORONTO/MONTREAL

TORONTO COMMITTEE MEMBERS: DARREN GILL, JOHN GARDINER, AND JASON ESTEFANOUS // MONTREAL COMMITTEE MEMBERS: TBA // OTTAWA COMMITTEE MEMBERS: TBA

ABOUT CANFAR LEGACY PROJECT: FEATURING CANFAR'S NATIONAL AMBASSADORS



The Legacy Project is an integral component of CANFAR's National Ambassadors program, which features a group of 13 individuals living with or directly impacted by HIV/AIDS. At each Legacy Project event, one or more National Ambassadors are featured and given a platform to talk about their history, their advocacy, and how our guests can be more informed allies to people living with HIV.



ABOUT CANFAR LEGACY PROJECT: 2024 SPONSORS & EVENT PARTNERS



LEGACY PROJECT: IN-KIND PARTNERS



CANFAR LEGACY PROJECT VALUE: WHY SHOULD YOU PARTNER?



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YOU'RE HELPING END A 40-YEAR+ EPIDEMIC

CANFAR invests funds raised at CANFAR Legacy Project directly back into our national youth awareness platform, Sexfluent.ca, which modernizes HIV education and fills critical gaps in Canada's sexual health education.

YOU'RE HELPING CANFAR DELIVER FUNDING TO PRIORITY POPULATIONS

CANFAR is focused on funding projects to support key populations – African, Caribbean and Black and Indigenous people, racialized women, and people who inject drugs.

YOU'RE SHOWING YOUR STAKEHOLDERS THAT YOU'RE INVESTING IN YOUR COMMUNITIES

Supporting CANFAR supports corporate stewardship and shows action behind community commitments.

YOU'RE SEEN AMONG AN INFLUENTIAL GROUP OF LOYAL DONORS & SUPPORTERS

Guests at CANFAR's events represent a large network of high-profile professionals, philanthropists and leaders who are brand-loyalists.



CANFAR LEGACY PROJECT: SPONSORSHIP LEVELS AND BENEFITS



LEAD PARTNER – ANNUAL \$25,000	CITY PARTNER – ANNUAL \$15,000
<ul style="list-style-type: none"> • Prominent logo placement on Legacy Project page at CANFAR.com • Prominent logo placement on all invitations and in all newsletters for all Legacy Project chapters • Logo inclusion in Legacy Project social media content shared via CANFAR’s social media channels • Opportunity for a representative to speak at an event in each city • Logo inclusion in event sponsor reels (when available) • Prominent logo inclusion in on-site collateral during events • Logo recognition in CANFAR annual report • Eight (8) Legacy Project memberships, for use at all Legacy chapters 	<ul style="list-style-type: none"> • Prominent logo placement on Legacy Project page at CANFAR.com • Prominent logo placement on all invitations and in all newsletters for your city • Logo inclusion in Legacy Project social media content shared via CANFAR’s social media channels • Opportunity for a representative to speak at an event in your city • Logo inclusion in event sponsor reels (when available) • Prominent logo inclusion in on-site collateral during events • Logo recognition in CANFAR annual report • Five (5) Legacy Project memberships, for use at all Legacy chapters
5 AVAILABLE	1 AVAILABLE PER CITY

CANFAR LEGACY PROJECT: SPONSORSHIP LEVELS AND BENEFITS



EVENT PARTNER – PER EVENT \$3,000 TO \$5,000	PROGRAMMING PARTNER – PER EVENT \$2,500
<ul style="list-style-type: none"> • Logo placement on Legacy Project page at CANFAR.com for minimum 6 months • Prominent logo placement on all invitations and in all newsletters for your event • Logo inclusion in Legacy Project social media content about your sponsored event shared via CANFAR’s social media channels • Opportunity for a representative to speak at the event • Logo inclusion in event sponsor reel (when available) • Prominent logo inclusion in on-site collateral during event • Logo recognition in CANFAR annual report 	<ul style="list-style-type: none"> • Logo placement on all invitations and in all newsletters for your event • Logo inclusion in Legacy Project social media content about your sponsored event shared via CANFAR’s social media channels • Opportunity for a representative to speak at the event • Logo inclusion in event sponsor reel (when available) • Logo inclusion in on-site collateral during event • Logo recognition in CANFAR annual report
1 AVAILABLE PER EVENT	1 AVAILABLE PER EVENT

CANFAR LEGACY PROJECT: SPONSORSHIP LEVELS AND BENEFITS



VENUE PARTNER – PER EVENT IN-KIND OR DISCOUNTS	FOOD OR BEVERAGE PARTNER – PER EVENT IN-KIND OR DISCOUNTS
<ul style="list-style-type: none"> • Logo placement on Legacy Project page at CANFAR.com for minimum 6 months • Prominent logo placement on all invitations and in all newsletters for your event • Logo inclusion in Legacy Project social media content about your sponsored event shared via CANFAR’s social media channels • Logo inclusion in event sponsor reel (when available) • Prominent logo inclusion in on-site collateral during event • Logo recognition in CANFAR annual report 	<ul style="list-style-type: none"> • Prominent logo placement on all invitations and in all newsletters for your event • Logo inclusion in Legacy Project social media content about your sponsored event shared via CANFAR’s social media channels • Logo inclusion in event sponsor reel (when available) • Prominent logo inclusion in on-site collateral during event • Logo recognition in CANFAR annual report
<p>1 AVAILABLE PER EVENT</p>	<p>1 EACH AVAILABLE PER EVENT</p>

CANFAR LEGACY PROJECT: MEMBERSHIP LEVELS AND BENEFITS



CORPORATE MEMBERSHIP – ANNUAL GROUP RATES FOR 5 OR MORE MEMBERSHIPS	INDIVIDUAL MEMBERSHIP – ANNUAL \$600 PER YEAR OR \$50 PER MONTH
<ul style="list-style-type: none"> • Logo inclusion on Legacy Project page at CANFAR.com for at least one year • Priority invitations and access to all member events in all cities • Special treatment at events: i.e. extra drink and raffle tickets • 100% tax receipt on full membership cost • Exclusive invitations to other CANFAR events 	<ul style="list-style-type: none"> • Priority invitations and access to all member events in all cities • 100% tax receipt on full membership cost • Exclusive invitations to other CANFAR events
<p>PLEASE CONTACT KEVIN AT KNOGUERA@CANFAR.COM FOR MORE DETAILS</p>	<p>PLEASE CONTACT KEVIN AT KNOGUERA@CANFAR.COM FOR MORE DETAILS</p>

CANFAR LEGACY PROJECT: LOOKING BACK AT TORONTO EVENTS IN 2024



LOVE-IN AT PUSH INC.

To kick-off our Legacy Project programming, the LOVEIN event brought together over 75 supporters to hear from CANFAR ambassador Gabriel Jarquin, talked about how he's #LivingART thanks to injectable HIV treatment; we ran a Keith Haring painting contest; and our Co-chairs provided an annual update.

PRIDE TORONTO BRUNCH AND MARCH

Our annual Pride brunch and most anticipated event pre-Pride Toronto March was held once again at the Anndore House, with over 140 participants and featured performances by ballroom collective Func10n. Following the brunch the Legacy Project members and CANFAR supporters participated in the Annual Pride TO march.

SIP, SHOP & GET STYLED AT GOTSTYLE

In the lead-up to CANFAR's Bloor Street Entertains, we hosted a styling event at Gotstyle (The WELL) with over 80 attendees so Legacy members could prepare for the upcoming grand affair. And we had CANFAR PrEP ambassador Matt Hyams talk about the importance of this HIV prevention tool and why we need to get it into more hands.

BLOOR STREET ENTERTAINS DINNER AT YORKVILLE VILLAGE

As part of the 28th edition of Bloor Street Entertains, 60 Legacy Members were given exclusive access to a special dinner at Yorkville Village, marking the beginning of World AIDS Day Activations.



CANFAR LEGACY PROJECT: LOOKING BACK AT TORONTO EVENTS IN 2024



CANFAR LEGACY PROJECT: LOOKING BACK AT MONTREAL EVENTS IN 2024



LEADERSHIP DINNER AT HOTEL WILLIAM GRAY

Sit-down dinner for 80 guests featuring an intimate panel discussion with the Hon. Scott Brison about the importance of advocacy and active leadership in our communities.

PRIDE PARTY AT THE FAIRMONT QUEEN ELIZABETH

Featured a live rendition of the Resurrection podcast retracing the early days of HIV/AIDS in Canada; an appearance from Tika the Iggy, and a performance by Misty Waterfalls with over 90 guests.

END OF YEAR APPRECIATION FETE AT JACOPO

An intimate appreciation reception with 50 CANFAR's Legacy Project Members, a large network of high-profile professionals, philanthropists and leaders who are brand-loyalists.



CANFAR LEGACY PROJECT: LOOKING BACK AT MONTREAL EVENTS IN 2024



CANFAR LEGACY PROJECT: LOOKING BACK AT OTTAWA EVENTS IN 2024



LOVE-IN AT TREBOR ART GALLERY

Our kick-off events for the year with 75 guests featuring HIV specialist Dr. Stephen Kravcik talked about the latest developments in antiretroviral therapy, while local business owner Dan Maskell talked about his personal HIV journey and getting onto injectable treatment.

HARM REDUX SAVES LIVES WITH MAX OTTAWA AT CITY AT NIGHT

In partnership with MAX Ottawa, we discussed harm reduction and the important role it plays in reducing new cases of HIV in our communities an important event and conversation with over 60 attendees.

PRIDE BRUNCH & DANCE AT MARGARITA RESTAURANT

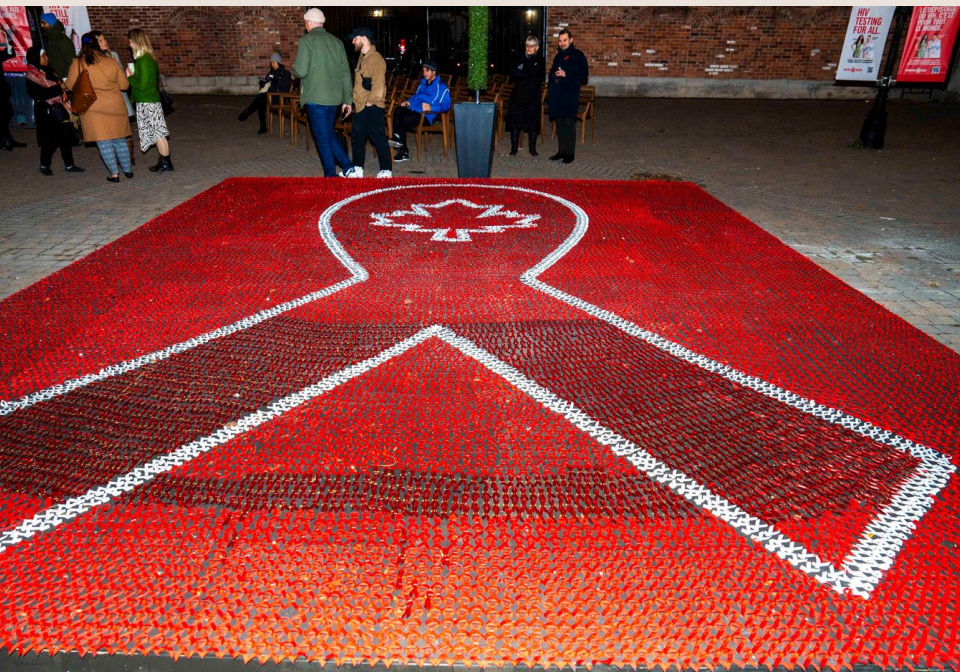
The Capital Pride Brunch attended by over 120 supporters and sponsored by Invest Ottawa, featured a talk from Invest Ottawa CEO Sonya Shorey, Sexfluent Squad member Haley Robinson, and a performance and speech by CANFAR National Ambassador Joey Arrigo.

WORLD RECORD VIEWING & RECEPTION AT METCALFE HOTEL

To commemorate CANFAR's successful second Guinness World Record, the Legacy Project congregated to view the World's Largest Awareness Ribbon Mosaic followed by a reception with 80 attendees and two-song performance by CANFAR National Ambassador Justin Anantawan.



CANFAR LEGACY PROJECT: LOOKING BACK AT OTTAWA EVENTS IN 2024



CANFAR LEGACY PROJECT: CONTACTS

HEAD OFFICE

Alex Filiatrault, CEO
afiliatrault@canfar.com

Kevin Noguera, COO
knoguera@canfar.com

Adam Mazerall, Dir. of Marketing
amazerall@canfar.com

TORONTO

Jamie Knoepfli, Co-chair
jknoepfli@canfar.com

Emilio Goya, Co-chair
egoya@canfar.com

MONTREAL

Joshua Fagan, Co-chair
jfagan@canfar.com

Jacques Lapierre, Co-chair
jlapierre@canfar.com

OTTAWA

Terry Grace, Co-chair
tgrace@canfar.com

D.G. Stringer, Co-chair
dgstringer@canfar.com



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