Our mission
Ending HIV in Sonoma County while supporting the health and well-being of people living with HIV/AIDS.
**STRATEGIC PRIORITIES**

**AREAS OF FOCUS**

1/ Reduce transmission of HIV in people 25 and younger.
   Engage younger people to improve prevention, testing, linkage to care and reduce stigma

2/ Enhance Care Services
   Address the well-being of people living with HIV, particularly older and Latinx

3/ Scale Up Prevention Services
   Expanded and Improved prevention and support services for people

4/ Sustainable, Resilient Community Resource
   Develop plans and strategies for adapting to meet internal organizational changes, including growth and staffing

**FACE TO FACE BY THE NUMBERS FOR 2020**

- **RAPID HIV TESTING**
  979 Tests Provided

- **SYRINGE EXCHANGE**
  395,000 Exchanges

- **OVERDOS PREVENTION**
  1,800 Doses of Naloxone

- **COVID-19 PPE KITS**
  298 Handed Out

- **CARE SERVICES**
  285 Clients Served
  12 Clients Housed

- **CASE MANAGEMENT**
  Helping clients with legal aspects, Housing, Food & Emergency food resources, Employment resources, Immigration & Legal resources, Medical & Mental Health resources

**INTERSECTION**

More representation of people most impacted by HIV internally as well as in partnerships and service delivery particularly with our Latinx and BIPOC communities

Engage with recipients from all services identified to determine gaps and appropriately identify needs in order to best meet them

Collaborate with community partners where services overlap to ensure the most impactful and efficient use of community resources
A message from our
Executive Director, Sara Brewer

HIV is not over. The inequities that fuel HIV are not over. We have made incredible progress since our start in 1983, but after years of downward trends in new infections, we're seeing an uptick of new HIV cases, many of whom are late to diagnosis. At Face to Face, our work is ending HIV in Sonoma County, but we know we cannot defeat HIV, COVID-19, or any other pandemic that is fueled by racism, stigma and discrimination. 2019 was a big transition year for Face to Face. We saw an opportunity to identify our strategic priorities for the road ahead. This Strategic Plan is the culmination of several months of brainstorming between the staff, directors and the Board. 2020 has turned out to be an even bigger year, as we, like the rest of the world, were forced to navigate the changes brought on by COVID-19. This pandemic exposed the same inequities that fuel the HIV pandemic, and related syndemics of drug use, sexually transmitted infections, and viral hepatitis. Face to Face pivoted to become a remote operation, continuing to provide essential services throughout the shutdown and after to ensure our community was supported and we continued to prevent new HIV infections. The silver lining has been the COVID-19 propelled us towards reaching many of the goals we had just finalized in this plan. We are excited and mobilized for the future and draw on our agency's history of innovation, leadership and compassion to achieve these goals. I invite you to be inspired by the work ahead and to be a part of it. Together we will see an end to HIV in Sonoma County.
STRATEGIC GOALS & ACTIONS
Youth

Identify gaps in prevention & care for younger people and develop programming to address issues

- Develop and administer a needs assessment
- Develop targeted programming
- Establish on-going youth advisory board

Strengthen collaboration with agencies that serve youth population

- Engage & develop formalized collaborative relationships with youth serving and/or organizations
- Scale up outreach to schools & youth events
- Implement youth-targeted social media strategies

Strengthen representation of people 25 & under within the agency

- Retention of at least one person under 25 as a volunteer, staff member or board candidate
STRATEGIC GOALS & ACTIONS

Enhanced Care Services

Providing cutting edge services for clients living with HIV aged 50 & over

- Conduct needs assessment of special needs facing our aging clients
- Develop a project plan and targeted activities
- Conduct more outreach to engage care clients

Strengthen collaboration with agencies to better meet the housing needs of our clients

- Scale up engagement & collaboration with other agencies addressing housing issues
- Stay current with changes to HOPWA funding and identify alternative funding sources and strategies

Strengthen collaboration with other agencies to better meet the mental health needs of our clients

- Identify existing resources and gaps in mental health services to clients
- Scale up collaboration with other agencies
- Identify internal capacity to meet the mental health needs of clients
STRATEGIC GOALS & ACTIONS

Prevention Services

Strengthen onsite PrEP services

- Develop a program plan including funding & budget
- Fundraising campaign including grants, private donors, 340B and other fee-for-service opportunities
- Hire & train necessary staff, including PrEP navigator cross trained to provide other services
- Conduct more outreach to engage care clients
- Become a certified PrEP-AP enrollment site

Strengthen integration of STI services

- Develop an STI program plan, including funding needs & collaboration. Explore integration with PrEP program
- Engage with County Health Dept for STI collaboration
- Identify and secure funding to support activities
Prevention Services

Outreach & Engagement with Latinx community to reduce HIV transmission

- Hire bi-lingual prevention staff member inclusive of outreach
- Recruit latinx volunteers & staff for onsite prevention & testing
- Collaborate with other agencies addressing the needs of the latinx community

Expand SSP & Overdose prevention

- Create expansion plan including identification of number and location of additional sites
- Recruit volunteers
- Secure funding for SSP and overdose prevention expansion

PASSION LED US HERE
YEAR END

There is no doubt that we are living in unprecedented times with challenges that are affecting so many. It is in times like these that our most vulnerable populations are hurting, feeling lonelier and more scared than ever before. The ask is even greater because the times call for it. We have to all rise up together to help those in need. We need your assistance to help us reach our goals and mission so that our work can continue into the future that we are paving at this time.

PLEASE JOIN US and DONATE TODAY.

GIVING IS NOT ABOUT MAKING A DONATION. IT IS ABOUT MAKING A DIFFERENCE.

FINANCIAL FRIEND

Become a Financial Friend with a minimum gift of $20 per month and help F2F clients reduce their risk of HIV transmission. As a member of our Financial Friends program you will receive periodic updates on the progress of our mission to End HIV in Sonoma County.

LEGACY GIFTS

A legacy gift is a planned gift that designates some part of your estate as a donation to Face to Face. It is a wonderful way to make a direct and lasting impact to help secure our future. Leaving a legacy gift is easier that you might think whether it is through your will and/or living trust.

STOCK TRANSFERS

Transferring stock to Face to Face as a donation is easy and you can benefit from it yourself. There are very favorable tax rules for donors who want to donate long-term stock that has appreciated in value.

Give Online at www.f2f.org/donate
Contact our Development Director for more information on giving at gsaperstein@f2f.org