

Positive Women

# Annual Report 2007/08

## LETTER FROM THE CHAIR.....

Positive Women Inc continues to go from strength to strength.

I would like to take this opportunity to thank Jane for her endless energy, enthusiasm and total dedication to the continuing success of Positive Women Inc.

I would also like to thank all the members of the Board for their continuing commitment and contributions. The Board has been busy over the past year with Treaty of Waitangi Training, implementation of Policies and Procedures.

I would also like to take this opportunity to welcome Jane Roskrige Administration Assistant.

With the launch in February of the Destigmatization Campaign, Positive Women Inc. has really taken off in the public arena. Another successful Retreat with the Auckland weather being absolutely stunning. The achievements throughout the year have been amazing.

It has been an honour and a privilege to have been a member of the Board over the past few years and to have been a part of the continuing growth and success of Positive Women Inc.

Finally I would like to thank you, our members, for your ongoing support. My wish for you all as you continue on your journey is a life filled with Love, Perfect Health and Happiness.

Warmest Wishes.

Carolyn.  
Chairwomen.  
Positive Women Inc.

## MESSAGE FROM THE COORDINATOR ....

Positive Women Inc. has once again had another very successful year. One in which we have managed to achieve a number of the projects highlighted in our 2007/10 three year strategic plan and a year where we have managed to raise the profile of the organisation, of Women and HIV in general, more than ever.

The following report highlights only a few of the successes over the past 12 months as to cover them all would make a very long report.

I just want to take this opportunity to say a HUGE thank you to the Board of Positive Women Inc. The Board has gone from strength to strength and it has

been wonderful working with a group of women who are supportive to me personally and dedicated to ensuring the very best for Positive Women. These women give up their weekends to attend Board meetings and are constantly available via both phone or email at any time. These women deserve a huge round of applause. Thank you.

Also a HUGE thank you to all the Funders who have supported Positive Women Inc. over the past year. Finances are crucial for a not-for-profit organisation such as Positive Women Inc. Without the money provided by these funders we would not have been

able to do as much as we have. Thank you for having faith in us....

And finally, Positive Women would not exist without its members and it has been fantastic to see such a huge increase of interest by our members. Thank you for your emails, letters and phone calls and for being involved. This is your organisation, everything we do is for you ... and it's encouraging to know we appear to be providing the services you want and need.

All the very best and here's looking forward to another very successful year ahead.

*Kind regards Jane Bruning*

## Wahine Kaha

### INSIDE THIS ISSUE:

Words from the Chair and the National Coordinator 1

Highlights of Support and Health Improvement initiatives 2-3

Highlights of Education, Awareness and Prevention initiatives 4-5

Funding and Sustainability 6

Interim Financial Overview 2007/08 7

Contact details 8



**Above  
Swinging from the trees  
and the closing  
ceremony at the  
women's retreat below**



## WOMEN'S RETREAT

The annual Women's Retreat continues to be one of the highlights of the Positive Women calendar. The 2007 retreat included a trip to Wood Hill Tree Adventures for a team building and bonding excursion. A very physical day which required everyone to support and encourage each other along the way ... While exhausting it was a great day, bar one broken leg! As usual the retreat offered opportunities for women to take part in some therapeutic alternative therapies and to listen to the

words of wisdom of Dr Mark Thomas on the latest info around HIV and medications and health. The talking circles are always popular and the opportunity to learn a new craft, in the form of beading, topped off with an evening of belly dance instructions. While all of these are great, the most beneficial part of the retreat, which is repeated in the evaluations, year and year again, is the opportunity for women to have a space away from their everyday lives to focus

on themselves and to be with other women also living with HIV in a beautiful, safe and supportive environment.

A HUGE thank you to all the volunteers who help out over the weekend, the therapists, the MAC Makeover Artists, Doctors and other guest speakers and of course a very big thank you to the organisations who continue to fund this event.

Thank You

## POSITIVE NEWS—NEWSLETTER

Positive Women's bi-monthly newsletter, Positive News, continues to be a popular source of information for members as well as keeping everyone informed and up to date with what is happening in the field of HIV and within the organization.

The Newsletter has had a revamp this year which was

enabled by a joint initiative between two major HIV drug companies, Gilead and Merck Sharp and Dohme, who agreed to fund the printing and distribution costs of the newsletter which has enabled the newsletter to be published in full colour.

A huge thank you to Gilead and Merck Sharp and Dohme.

Distribution of the Newsletter has increased and now reaches nearly 300 people and organisations around the country.

A big thank you also to Jane Roskrige who has been putting together the newsletter for the past 12 months and doing a wonderful job.

## POSITIVE WOMEN BROCHURE

This time last year we were still discussing and finalising the design and layout of a Positive Women brochure. Today we are able to report that the brochure has been in existence for over 10 months

and to date we have distributed over 3000 copies throughout the country to various outlets. We have had to have a second run printed and are now getting requests for them on a regular basis.

A big THANK YOU to Lottery Grants for funding both the design and publication of the Brochure, and to Aim Proximity for the great design work.

## WEBSITE

2007 saw Positive Women finally get on-line with our website. While still only in its infancy, it is still very exciting to finally have a website. Enormous thanks to the Lottery Grants Board, J R McKenzie and the ASB Community Trust who provided the funding for us to under-

take this project. The website was designed and built for us by Central Station who did this for a very, very reasonable cost as well as doing a really great job at making it both an attractive site and one which is easy to manoeuvre through.

The site includes information

on HIV and AIDS and services provided by Positive Women. We are selling Positive Women Inc. t-shirts and bracelets on-line and there is also an opportunity for people to give donations as well as links to lots of other very useful and informative related websites.



**JR MCKENZIE TRUST**  
ESTABLISHED IN 1940



**NZ Lottery Grants Board**  
TE PUNA TAHAHA  
Distributor of NZ Lottery Profits



**ASB Community Trust**  
Te Kaitiaki Pūtea o Tamaki o Tūi Tokerau  
supported by ASB

## LIFE COACHING

Life Coaching sessions offered to women in Auckland for a period of 6 weeks were very successful and we are now looking at ways we can make these available to

women in other places around the country. The women who attended the sessions found them to be hugely beneficial and in some cases, life changing. A huge thanks to life

coach Julie Hazelhurst of Optimum PT who ran the sessions for us at hugely reduced cost and who is just the most amazing person. Thank you

## STRAIGHT ARROWS MONTHLY DINNERS

Straight Arrows is a support network for heterosexual men and women living with HIV or AIDS. At present this group gets together on the last Thursday of the month for dinner followed by a semi-structured discussion session. The group started due

to an increase in the number of heterosexual people living with HIV saying that they wished to meet and talk with other HIV+ men and women. The evenings are facilitated and jointly hosted by Positive Women Inc., Body Positive and CART. Positive Women Inc. and

Body Positive take turns to cover the costs for the dinners, which are relatively low key. The group continues to grow with up to a dozen people turning up at meetings. There has even been one love match evolve.

## CHIROPRACTICS

Reduced rates available for Positive Women Inc. at the New Zealand College of Chiropractics have continued to attract women for regular

'immune maintenance' sessions. Recent studies done by students at the College have shown a marked increase in immune response and im-

proved overall health due to regular chiropractic treatment.



## DESTIGMATISATION CAMPAIGN

February 20th 2008 saw the launch of Positive Women's second HIV awareness campaign. The aim of the Destigmatisation Campaign was to :

- Normalise HIV among New Zealand women by bringing it closer to home
- Getting people to look beyond the stereotype
- Through stories from everyday women who could be your friend, your neighbour, your mum, your sister, your aunty, your grandmother, your teacher, your colleague
- And that women living with HIV are more like you than you think

The campaign included the women's stories being told through various mediums which included:

- The Internet with Ads on sites such as NZ Girl, NZ Woman's Weekly, CD0365 and the New Zealand Herald
- Ads on the sides of buses. 53 in Auckland, 20 in Wellington and 10 in Christchurch.
- Stories in magazines such as New Idea, NZ Women's Weekly, NZ Listener, Australian Women's Weekly and Viva
- Through the distribution of postcards to over 200 bars and cafes throughout the country
- A TV commercial (which is currently going through senior/ethics approval with TV3) so is still to run.
- Posters which have been sent to Doctors , hospitals and medical clinics.
- A 20-minute Documentary which is still being produced which we will use as an educational resource

The campaign has been a huge success. It was picked up by the media all over the country including a 15-minute interview on Campbell Live with all the women on the evening of the launch.

There have been numerous spin-offs with other magazines and media as a result of the campaign.

Beate was interviewed on the Good Morning TV show and was also the feature story in the Sunday Star Times Sunday Magazine. Jewel was front page news in her local news-

paper and also did an amazing interview with 'NO' magazine. Jan was interviewed for her local newspaper and radio station and was also asked to speak at a training session on International Nurses Day. Jane was interviewed for the New Zealand Herald as a feature on the careers page and Med TV are to do two mini documentaries with the women from the campaign which will be shown in Doctors' clinics and hospital waiting rooms.

Jewel's Ad in Viva was nominated by the Newspaper Advertising Bureau for ad of the month. While the ad did not win, being nominated was an amazing achievement and meant that the ad was run for a month on the NAB website.

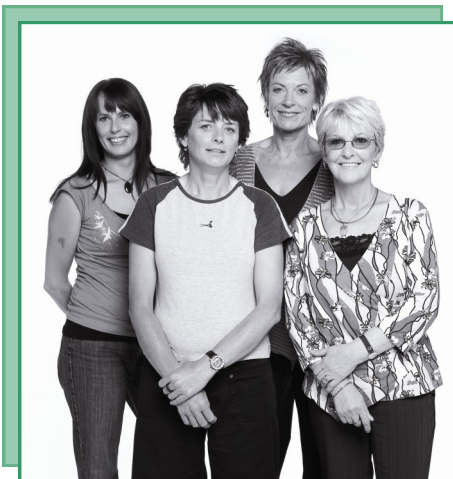
Jewel was also nominated as one of the 5 most inspiring women by viewers on the NZ Girl website along with Helen Clark and Marina Erkoic, a prominent NZ artist and designer.

A campaign such as this is actually a great achievement for an organisation the size of Positive Women and is something we can be very proud of.

**Thank you very much** to the women who put their faces to the campaign and shared their stories with New Zealand.

Very brave women who have done us proud...

Wahine Kaha.....



**Faces of the  
Destigmatisation Campaign  
From left to right  
Jewel, Beate, Jane & Jan**

A HUGE thank you to all the funders who supported this campaign. They include:

The MAC AIDS Fund, ASB Community Trust, Lottery Grants Board and Auckland City Community Fund

We also wish to thank:

Saatchi & Saatchi for the campaign concept and design, Starcom for media bookings and distribution, Pasifika Pictures for production of the TV commercial and upcoming documentary and Central Station for the wonderful design work on the website, launch invitations and posters....

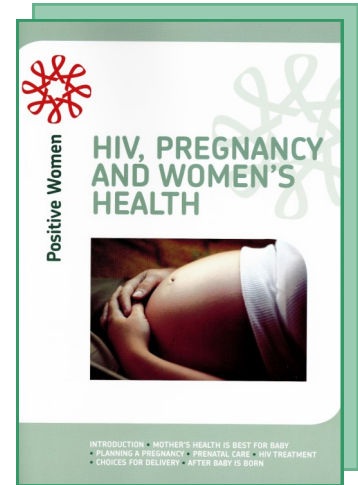
Thank you everyone...Thank you very, very much....

## HIV AND PREGNANCY BOOKLET

Another great achievement over the past year has been the publication of the HIV, Pregnancy and Women's Health booklet. With the government's recent initiative to offer all pregnant women an HIV test during pregnancy, the booklet has been very popular. Positive Women has been asked to numerous training sessions for midwives, nurses and doctors to give a 'positive woman's' perspective on living with HIV. Copies of

the booklets are handed out to everyone at the training sessions and we are receiving requests from clinics around the country on a weekly basis. The booklet is receiving rave reviews. "The best resource I have seen" was said by one health professional. We thank i-base, a UK HIV resource organisation for allowing us to edit the booklet for New Zealand context. We thank the three third-year nursing students from Auckland University

for editing the booklet and making it NZ friendly. Thank you to Lucille Wilkinson and the members of the Ante Natal HIV Screening Advisory group for their comments and feedback. Thank you again to Central Station for their work on the design and layout of the booklet, to the Board of Positive Women for their final editing and to the ASB Community Trust for funding the overall project. Well done everyone.



**Above**  
**Front cover of the HIV, Pregnancy and Women's Health booklet.**  
**A great achievement by all involved.....**

## WORKING TOGETHER

Positive Women Inc. is only a small organisation and it would be hard for us to achieve all that we have, and would like to, on our own, which is why it is so important that we join and work together with other organisations wherever possible. During the past year we have been very lucky to have been able to work with organisations

such as World Vision, Child Fund, Oxfam, Family Planning, The Resource Development Centre, the New Zealand AIDS Foundation, Body Positive, Pacific Islands AIDS Foundation and the YMCA. There is a Maori saying which goes: Whakatauki—Tu kahikatea i te uru. Roughly translated it means. Through unity

comes strength. This is Positive Women's motto but it applies in all areas of life. We are proud and humble to have been involved with so many wonderful organisations. Thank you everyone for the privilege of being able to work together in the fight against HIV and AIDS.

## WORLD AIDS DAY 2007

While 2007 World AIDS Day was a little low key compared to 2006, nevertheless the event still provided a lot of opportunities for Positive Women Inc. and other organisations to raise awareness around HIV and AIDS. In Auckland we were able to

see two amazing documentaries, 'Irene' and 'A Grandmothers Story' and the producers of both documentaries were present on the night for a question and answer session. Positive Women Inc. was involved in the Children's

Vigil held by World Vision to acknowledge children worldwide who are affected by HIV. And MAC stores once again rattled out Red Ribbons and handed out Positive Women.

Thanks everyone.....



**World AIDS Day 2007**  
**Above**  
**The MAC girls collect for Positive Women on World AIDS Day**  
**Far Left**  
**Film night from left to right Ingrid, Q & Dean and Maire**  
**Near left**  
**Children's Vigil. Students from Auckland Girls Grammar prepare candles for the vigil**





# CENTRALSTATION



**JR MCKENZIE TRUST**  
ESTABLISHED IN 1940

## FUNDING



**NZ Lottery Grants Board**  
TE PUNA TAHUA  
Distributor of NZ Lottery Profits

Positive Women Inc. received \$134,263.60 from various grants and donations over the 2007/08 financial period and were also able to make a good bit of interest on funds in the bank. These 'untagged' funds were used to pay the GST on the Kibera Documentary, design and printing of a Positive Women Inc. poster, purchase of Positive Women Inc. t-shirts, bracelets and pens as well as some advertising and some one-off payments to assist women in extenuating circumstances.

The funding overview on the next page indicates from where funds were received and how these were spent. This is an interim summary only as the accounts are currently with the auditor. Once the accounts have been audited, a copy will be sent to all members for their perusal and ratification.

while things with the money we are allocated.

In line with our goals and the aims of the organisation, Positive Women Inc. now reaches more women, more families and is able to offer more services and assistance to those living with HIV and has also managed to raise its profile within the community .

On behalf of Positive Women Inc., **THANK YOU** to all our funders and supporters. We couldn't have done this without your assistance.



The funding overview on the

Considering that in September 2004 Positive Women Inc. had \$3000 in total in the bank we can see that the organisation has come a long way. This has been due mainly to the support, trust and confidence the funders have in Positive Women Inc. to do important and worth-

## SUSTAINABILITY

CONNECTING  
NEW ZEALANDERS



Increase in both membership and funding is a measure of the sustainability of Positive Women Inc. as an organization that is recognized as being needed, proactive and worth supporting.

to have a better understanding of our obligations to the treaty and in an ongoing endeavor to ensure we provide services which are culturally, ethnically and morally appropriate.

living with the stigma of being HIV+ affects Women in New Zealand .

And finally, new regulations affecting charitable organisations require that all not-for-profit organisations who wish to retain their tax exemption, be registered with the Charities Commission by July 2008. Positive Women Inc. registered its application in February 2008. However due to a large number of applicants, it will take some time before this is processed. In the meantime Positive Women Inc. remains a legal and sustainable entity under the current guidelines.



**ASB Community Trust**  
Te Kaitiaki Putea o Tamaki o Tai Tokerau  
supported by ASB

During 2007/2008 we have increased our capacity by moving to bigger offices and employing Jane Roskrige to assist the National Coordinator for 15 hours a week.

The National Coordinator has undergone extensive training to up skill in the area of not-for-profit management and graduated in 2008 with a Graduate Diploma in Not-for-Profit Management . She is also currently in her 2nd year studying a masters degree in Social Practice with a focus on community Development. Her thesis which is to be completed by the end of the year will investigate how

The Board and staff of Positive Women have undergone extensive Treaty Training workshops which will continue throughout 2008/09 in order



**NEW ZEALAND AIDS FOUNDATION**  
Te Tūāpapa Māte Āraikore O Aotearoa

SAATCHI & SAATCHI

Forrest Hill Tax Accountants Limited

**Positive Women Incorporated**  
Charitable Organization  
Statement of Financial Performance  
For the Year Ended 31 March 2008  
IRD No: 80-412-738

Estee Lauder Ltd (MAC Aids Fund) 74,000.00  
Gilead Science Pty Ltd 2,000.00  
J R McKenzie Trust 10,000.00  
Merck Sharp & Dohme (NZ) Ltd 5,000.00  
NZ Aids Foundation 9,000.00  
NZ Lottery Grants Board 30,000.00  
Other donations 7,359.17

**Total Grants & Donations Received**137,359.17**Plus Other Revenue**

Interest Received 10,108.07

**Total Income**147,465.64**Administration Costs**

ACC Levies 600.84  
Accountancy & Audit Fee 759.38  
Administration 5,079.26  
Bank Fees 51.58  
Board Meeting 11,459.55  
Conference & Retreat 15,383.90  
Entertainment 87.20  
Equipment Purchased from Grants 1,923.81  
General Expenses 1,129.25  
Loss on Disposal of Assets 3,999.99  
Miscellaneous 5,482.67  
Phone & Internet 2,818.76  
Promotion & Campaign 127,501.56  
Rent 2,340.00  
Sponsorship - Film 10,000.00  
Stationery & Postage 2,838.57  
Supervision 585.00  
Training & Workshops 2,023.85  
Transport 362.40  
Wages 63,491.50

**Total****257,919.17****Net Profit/(Loss) Before Taxation**(110,453.53)

This Statement is to be read in Conjunction with the Accounting Policies and the Accountant's Disclaimer of Liability.

**Positive Women Incorporated**  
Charitable Organization  
Balance Sheet as at 31 March 2008  
IRD No: 80-412-738

**Current Assets**  
Petty Cash 164  
BNZ Rapid Save Account 79,811  
BNZ Current Account 3,022  
82,997

**Non-Current Assets**  
As per Depreciation Schedule  
27,949  
27,949

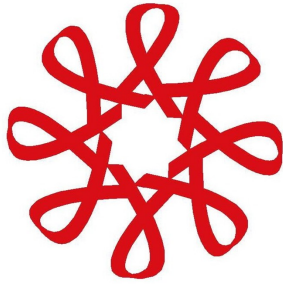
**TOTAL ASSETS** 110,946

**Current Liabilities**  
PAYE & Kiwi Saver Payable  
1,307  
1,307

**TOTAL LIABILITIES** 1,307**NET ASSETS** 109,639**EQUITY**

Opening Equity 220,093  
Net Surplus/(Deficit) (110,454)  
109,639

This Statement is to be read in Conjunction with the Accounting Policies and the Accountant's Disclaimer of Liability.



**Positive Women**

**POSITIVE WOMEN  
INCORPORATED**

Primary Business Address  
1/3 Poynton Terrace  
Newton  
Auckland 1010  
Phone: 09) 309 1858  
Freephone: 0800 POZTIV  
E-mail: [positivewomen@xtra.co.nz](mailto:positivewomen@xtra.co.nz)  
web; [www.positivewomen.co.nz](http://www.positivewomen.co.nz)

---

**[www.positivewomen.co.nz](http://www.positivewomen.co.nz)**

---

**Through  
Unity comes  
Strength**

**Whakatauki—Tu  
kahikatea i te uru**