ABOUT NAT
(National AIDS Trust)

NAT is the HIV charity dedicated to transforming the UK’s response to HIV.

Founded in 1987, we champion the rights of people living with and affected by HIV and campaign for change – shaping attitudes, challenging injustice and changing lives. Our work ensures that people living with, and at risk of, HIV can live happy and healthy lives.

We do this by influencing those whose actions have the biggest impact on the lives of people living with HIV in the UK. We tackle the root causes of issues, driving change and making a difference for the whole community.

Working with a wide community network, including people living with and affected by HIV, and those who support them, we put the needs and rights of people living with HIV at the heart of everything we do.

• There are 101,200 people living with HIV in the UK.

• Each year in the UK around 5,000 people are diagnosed with HIV.

• Globally, there are an estimated 36.7 million people who have the virus.

More than 35 million people have died of HIV or AIDS, making it one of the most destructive pandemics in history.
Why NAT needs your support

Many people still don’t know the facts about how to protect themselves and others, with only 45% of the public able to correctly identify all correct routes of transmission, without misidentifying any incorrect routes.

Stigma and discrimination remain a reality for people living with the condition, and people living with HIV are more likely to experience poverty, hardship and inequalities.

**Stigma and discrimination**

- One third of people living with HIV in the UK have experienced discrimination.

  “I have one member of my family who will not talk to me or have any contact with me since I told them I was HIV positive.”

  “They don’t know my status at work… I’d be quite uncomfortable telling people at work, to be quite honest with you. I think they’d be less understanding.”

- Half of these instances of discrimination involved healthcare workers.

  “I had a ‘dangerous infection’ notice at the end of my hospital bed.”

  “One dentist kept cancelling the appointment.”

- Older people living with HIV are widely discriminated against – for example, being refused visitors in care homes and being made to sit in their own chair or eat with their own cutlery.

**Poverty**

People living with HIV are:

- Less likely to be employed, 63.8% vs 73%, compared to the general population despite higher than average academic attainment.

- Often skimping on food because of poverty – 33% say they do so sometimes, and a further 17% say they do so often.

- 58% of older people live on or below the poverty line – twice the level in the general population.

“I am not able to pay my bills and food anymore, and every day I am going into bigger debt… On top of this, I struggle to get to hospital appointments because I can’t pay transport fees.”
Isolation

- 82% experience moderate to high loneliness; and 82% are worried about accessing social care to meet their needs in the future.

> “To have HIV is also to know one’s fair share of isolation and marginalisation within a society that blames us, to begin with, for having it.”

Mental health

- People living with HIV also have higher rates of mental ill health and suicidal ideation. There is a 30% prevalence of depression and anxiety compared to 20% in the general population.

- The suicide rate for HIV positive men in the first year after diagnosis is over five times higher than that for men in the general population.

People living with HIV have on average three times as many long-term health conditions as the general population.

Education

A third of young people are not taught about transmission and safer sex in SRE.

> “I was diagnosed with HIV at the age of 18…Being called forward by the doctor, being sat down (already trembling) and then hit with the news. Nothing could have prepared me for it. I knew very little about HIV at that age. If I had been better educated, I’m 99 per cent sure I’d have acted differently. HIV and AIDS was not on the radar at all. If it was ever mentioned it was as a joke, ‘the gay disease’. I’m still disturbed there are so many young people going through the system who are not getting the information they need to live their life properly.”

- Two thirds of young people are not taught about HIV testing.
Some of the things we have achieved

• We challenged NHS England’s decision not to fund the HIV prevention pill, PrEP – and won, so that this is available to those at risk.

• We improved employment prospects by making it illegal to ask an applicant about their HIV status before offering them a job. To reduce poverty, we convinced the Government to change the benefits interview process to better assess those with fluctuating symptoms.

• Thanks to us, everyone in the UK can access free HIV treatment. Now, more than 78% of people living with HIV are doing well on treatment and can’t pass the virus on because of their medication.

• We changed the law to protect people living with HIV from discrimination.

• We made sure the police and prosecutors follow strict guidelines for complaints on HIV transmission.

• We brought about the end of the discriminatory lifetime ban on gay men donating blood.

“I've been HIV+ for 16 years but you never know when HIV related stigma might come around and bite you! It’s great to know I can rely on NAT to help me beat HIV stigma every single time.”
Help end HIV transmission, stigma and isolation

NAT is completely independent, allowing us to be fearless in our advocacy. However, this also means that we rely on the generosity and dedication of trusts, individuals and companies like yours.

Your support means we can continue our fight to end transmission of HIV, end stigma and discrimination and end the isolation of people living with HIV. We will:

- Educate the public, including young people, about HIV transmission so they have the information they need to protect themselves and others.

- Challenge stigma and discrimination wherever we see it including the workplace, education and media.

- End the link between living with HIV and poverty.

- Continue to work towards an end to HIV transmission by extending the availability of PrEP, increasing awareness and making sure people have access to early testing, treatment and support.

“The media can demonise people living with HIV. NAT speaks out for us, corrects the horror stories, like the many about transmission through spitting, and makes sure that mistakes are not repeated – it is so important to get it right if we are ever to stop stigma.”

“[my local HIV support service] provided me with invaluable support, without which I would not be where I am now. It became under threat this year of losing its funding from local government so my thanks go out to all at NAT for the continued hard work and support.”
Raise your company profile and boost your brand

**Brand association**

Demonstrate your commitment to supporting people living with HIV

- Supporting NAT shows a genuine commitment to equality and diversity and shows clients and employees that you are an inclusive business that strives to be supportive of people living with HIV. We have a history of partnering with companies that share the same values and beliefs, which can benefit your brand.

- World AIDS Day is every 1 December. As well as association with the respected NAT brand, we power the World AIDS Day website, which receives over 338,000 page views worldwide, during the run up to and post World AIDS Day (From 1 Sep to 31 Dec)

- Your brand would also gain from association with the iconic Red Ribbon – and its large number of celebrity supporters.

**PR opportunities**

NAT have strong media links and, working with your communications team, we will maximise the publicity opportunities from our relationship.

**Social media reach**

We have an extensive social media reach, with passionate and engaged supporters who share our values. We will use this platform to promote our work together.
Ways of getting involved

Make a one-off donation or grant

Many companies choose to make a straightforward donation. We can provide you with reports so you know exactly how your funds are helping. If there is an opportunity to apply for a charitable donation or grant from your company we’d love to hear from you.

Collection box

Having a collection box for your business is a great way to show your commitment to raising awareness of HIV and tackling stigma, especially on World AIDS Day on 1 December.

Employee fundraising

Staff fundraising is a fantastic way to raise money for NAT – it’s fun, simple and great for team building. Fundraising events are also a great way to show your support on World AIDS Day. We’ll be on hand to provide assistance and resources to support your fundraising activities. Some ideas can be found in our fundraising pack.

Give As You Earn

Employees can also donate to us via Payroll Giving, which allows employees to donate to any UK registered charity of their choice directly from their salary, or occupational pension, before tax. Donations are taken before tax, which means we receive more of your staff’s donations and it costs them less.

Group Challenge Events

Register your team to take part in a challenge event for NAT. Whether it’s a fire walk or extreme sporting challenge, we can help you find the right challenge for your team.

Sponsorship

Sponsorship of NAT resources or events can show your customers and clients, as well as the wider public your company’s dedication to supporting people living with HIV. You are also helping to increase knowledge and challenge stigma.
**Donating resources**
Helping us with room hire for away days, meetings or events – or loaning equipment is one way you can help us to make the best use of our funds and resources.

**Volunteering**
Do your staff have a volunteering day allowance? There are lots of ways your employees can get involved in NAT’s work. Get in touch with us to find out what volunteering opportunities are available.

**Matched Funding**
Matched funding is a fantastic way for your company to promote its commitment to corporate social responsibility, increase employee engagement, and to make employees’ donations go even further.

**Charity of the Year Partnership**
If you choose NAT as your Charity of The Year, we will work with you to develop a bespoke partnership programme which will make a real difference to the lives of people living with, and affected by HIV.

**Pro bono**
We intervene in test cases of discrimination where we can impact positively on the individual as well as create system change to prevent reoccurrences. Providing pro bono legal advice helps us to make a positive change to ensure people living with HIV are treated fairly.

**Red ribbon partner**
Partnering with us to distribute red ribbons to customers across all your branches for World AIDS Day associates you with the global World AIDS Day brand and iconic red ribbon. We will also display your logo and promote the availability of our ribbons from your venues.

**CONTACT US**
To find out more about how your organisation can get involved, please contact our Corporate Fundraiser, Chris Dye at chris.dye@nat.org.uk or by phoning 020 78146726

[www.nat.org.uk](http://www.nat.org.uk)