Dear Friends,

I am pleased to present to you Harlem United's 2015-2016 Annual Report. These were exciting years of change for us.

We are in a transformative time—for the AIDS epidemic, for the delivery of healthcare services in New York State and nationwide, and for Harlem United. While we continue to move forward with our long term commitment to people living with, and at risk for contracting, HIV and AIDS, we are also expanding to serve even more of our community. Here are just a few of our achievements in 2015-2016:

+ In late 2015, we opened The Nest, our state-of-the-art Federally Qualified Healthcare Center in Central Harlem. The Nest represents our vision to take the best of what we know in HIV care and apply that expertise across the many health issues that impact our community, such as diabetes, Hepatitis C, and behavioral health issues.

+ In April 2016, we added pediatrics to the medical services we offer at The Nest, allowing us to provide critical healthcare services to the community from birth to end of life.

+ In the spring of 2016, we opened our first congregate permanent supportive housing facility serving veterans formerly living in homeless shelters or on the streets. Working in partnership with the City in the fight to end homelessness, this marks our first supportive housing program for people without regard to any specific chronic medical condition, but will not be our last.

Our innovative work and experience in HIV care is our guide to providing high-quality, holistic health care and total wellness. We are excited to continue to build on our model for providing hope, health, and healing to serve even more people across the City. We are grateful that you are a part of our journey and look forward to your continued support.

Yours,

Jacquelyn Kilmer
CEO, Harlem United
OUR COMMITMENT

For nearly three decades, Harlem United has changed lives by helping marginalized communities improve their health and well-being through compassionate, client-centered care.

From our roots, planted in the basement of a church in Harlem at the height of the AIDS crisis, we’ve grown into a full-fledged, community-based healthcare and supportive housing provider.

Across the decades, our founding ethic has remained the same:

Harlem United is a family, and no matter what, we’re here to help.

2015 - 2016 FINANCES AT A GLANCE

Harlem United’s annual operating budget is approximately $45 million

Harlem United Revenue & Funding by Service Area
Includes government contracts, private funding, and billable services

Harlem United Funding by Source

For complete audited financials, visit harlemunited.org/learn/about
HEALTH IS IN MOTION

There’s more to staying healthy than going to the doctor. We’re committed to whole-person healthcare and sometimes that means getting a little sweaty.

Yoga at HOME & ADHC West

Through our partnership with Three and a Half Acres Yoga, we practice yoga with members of our LGBT young adult program. Every week the class is full.

Like many programs at Harlem United, we started the yoga program because members requested it. Yoga at HOME is helping to change the lives of young LGBT adults. There’s a physical aspect to yoga—moving, stretching, and pushing your body—which has obvious health benefits. There’s also an emotional component—stillness, centering, setting intention—that infuses program members with clarity and confidence. Meditation, patience, and self-awareness are practiced on the mat so that our program members can apply them off the mat, in their everyday lives.

This amazing transformation happens in the lives of Harlem United clients every single day.

Harlem One-Miler

The inaugural Harlem One-Miler, a collaboration with community partner Harlem Run, was Father’s Day 2015. Over 150 community members came out to celebrate fitness and support hope, health, and healing. In 2016, the event more than doubled to 450 runners.

This event is an opportunity to bring our community together and highlight our commitment to whole-person health. People of all fitness levels spent time in Marcus Garvey Park racing or walking a mile with their friends, family, and pets. The course was lined with people cheering and our participants realized they are capable of more than they thought.

We mean it when we say that we celebrate health at Harlem United. The Nest Community Health Center is our newest facility and it’s not only beautiful, it’s state-of-the-art. We threw a block party with over 300 guests. Performers from the community included a band from the historic Bill’s Place right on our block performed. Most importantly, community members who had never heard of us—or been to the doctor in years—learned that Harlem United is here to serve them. On opening day, The Nest was filled to the brim with new clients, many of whom first connected with us at the party!
HEALTH COMES TO YOU
For too many New Yorkers, quality healthcare is far away... that's why we bring it to them.

Harlem United’s mobile health units bring healthcare to underserved communities across the City. Many New Yorkers live in areas without accessible healthcare and depend on our mobile medical, dental, syringe exchange, and testing units. Our providers are often the first these clients have seen in years and are a critical link in reestablishing connection to healthcare.

Via Business Development's Need-a-Lift Strategy, we offer vehicle escort services to increase the number of clients who complete their health care visits. With two new vehicles, we guarantee escort and provide clients with a reliable, comfortable, and clean environment. In addition, we offer clients a healthy snack and beverage to enjoy during transport. Since we initiated this service last March, we have successfully escorted 916 clients to their appointments.

Harlem United's Testing program provides essential access to HIV, HCV and STI testing in dozens of locations across the city with our mobile testing units. In 2015, Harlem United provided 2,805 HIV tests throughout New York City through on-site and mobile testing, focusing on neighborhoods with populations at greatest risk, including LGBTQ youth, women of color, and active substance users. This last year, Harlem United identified 45 HIV-positive individuals through testing services, including 30 individuals who were newly-diagnosed. Harlem United testing staff engages clients in counseling and testing, risk reduction planning, and linkage to care navigation for individuals who test positive who need to be connected to primary medical care.
Swallow This

We successfully created and launched a direct-to-consumer marketing campaign, entitled Swallow This, which helped create awareness among Black and Latino men who have sex with men (MSM) about PrEP.

Campaign-branded materials were disseminated through a multi-pronged media strategy (social/digital media, outdoor, and print advertising) and outreach at community events targeting media outlets heavily consumed by Black/Latino MSM. Digital media ads (mobile app banners, interstitial ads, and “broadcast” messages) were placed on social media networks and apps that are frequented by gay and bisexual men (Grindr, Jack’d, Facebook, and BareBackRT.com). The ads directed consumers to the campaign’s website (www.HarlemUnited.org/PrEP), which contained key information on PrEP. Swallow This poster ads were strategically placed in areas of dense traffic and high visibility: in convenience stores in Washington Heights, which has a large Latino community, at street kiosks along the 125th Street Corridor in Manhattan.

Overall, the findings suggest that the campaign successfully raised awareness about PrEP and encouraged positive PrEP-related behaviors.

98 million
Outdoor impressions

265
Photobooth photos taken

165,000
Website visits

366
PrEP Informational Booklet Downloads

15 million
Digital impressions

5
Metropolitan areas across the country that are adopting the campaign
As Michele Rowe was approaching her 40th birthday, she realized that she was also approaching the age that her mom died, at a very young age of 43. Wanting to do something to honor her mother’s memory, and support others dealing with a similar loss, Michele turned to running.

Training for this marathon, in honor of her mother, Michele had an opportunity to reflect on her mother…the mother she only knew the first 14 years of her life.

When Michelle was a teenager, her mother became sick. She was diagnosed with Hepatitis C and then was hospitalized for other medical issues. Her condition deteriorated quickly and she soon passed away. At age 22, Michelle decided to find her mother’s medical records. Only then did she discover that a few days prior to her death, Michele’s mother was tested for and diagnosed with HIV. Boom!

On Sunday, November 1, 2015, Michele dropped more than an hour from her previous marathon time while wearing a smile through the whole 26.2 mile route. While doing so, Michele raised $7,000 for Harlem United. Michele has come a long way while sharing the message that HIV can happen to anyone at any time, and those of us infected, and those of us affected, need to let our voices be heard.
Harlem United
Family

Artwork created by a collaborative group in our art therapy program