



PRESENTS

SUSTAINING STORIES AND DEVELOPING DREAMS

JUNE 12, 2014

THE BURROUGHS BUILDING

IN 1986, DR. DENNIS WILLMS, WAS ASKED...

"WHAT SHOULD I DO ABOUT MY PEOPLE? I DO NOT UNDERSTAND WHY THEY ARE GETTING INFECTED IN LARGE NUMBERS BY THIS UNKOWN DISEASE?"

THIS, "UNKOWN DISEASE," WOULD EVENTUALLY BECOME KNOWN AS, HIV/AIDS.

OUR STORY

Considered one of the first medical anthropologists in Canada, Dr. Dennis Willms, was faced with a life altering question when a colleague, Dr. Nelson Sewankambo, came into his office at McMaster University, and asked, "What should I do about my people? I do not understand why they are getting infected in large numbers by this unknown disease?" Together with Dr. David Serwadda, they were the first clinical researchers to diagnose and then publish about this horrific new disease in Uganda – a disease that caused patients to lose weight and slim down to skeletal conditions. This "Slim Disease," would later become to be known as HIV/AIDS, a disease that ravaged the Lyantonde District in Uganda, which at the time, was believed to be the epicentre of the entire pandemic. This is where the Foundation would begin its work and storied history.

Under the advice and professional assistance of Blake Bromley (Canada's preeminent charities lawyer), Dr. Dennis Willms, secured funding with, Dr. Sewankambo, to research the behavioural determinants of risk for HIV transmission. They could not, however, find the funding for the usual academic sources to translate what they discovered into programs that addressed the needs of those persons most infected or affected. As a result, the Salama SHIELD Foundation (SSF) was founded in 1992 in an attempt to advance the scientific evidence and translate HIV/AIDS social-cultural knowledge into programs that addressed the needs of those groups most at risk and vulnerable to this devastating disease.

Today, more than 20 years after its humble beginnings, Salama SHIELD Foundation's participatory methodologies remain in many ways unchanged – seeking new ways to nurture knowledge, break down knowledge and structural barriers, and move forward through programs that provide "hope with a plan".

A foundation that was once centred on HIV prevention alone has moved beyond to affect tens of thousands through its programs focused on health, food security, education, and poverty reduction through finance.

OUR DREAM

As I look back to 20 years ago, just a seven year old kid on the African continent for the first time (in Zimbabwe specifically) seeing my old man at work during the tipping point of the HIV/AIDS pandemic, and during the end of the apartheid in neighbouring South Africa—it was a time of wonder. As the oldest son of Salama Shield's founding director, it has been a total ride to say the least. Seeing the Foundation evolve and expand over the last two decades, and now becoming the Assistant Director, I am excited to spearhead the programs for 2014, and expand our program structure in an effort to remain relevant in the contexts of 21st century philanthropic giving. I applaud other charities in their fight to remain relevant, in the public context where there is increasing criticism and doubt surrounding the nature of charitable giving directed towards Africa, since Canada and North America are increasingly faced with their own set of development challenges and problems. After a 5-year stint in Vancouver, I felt it was necessary to inaugurate the new SSF headquarters in the thriving city of Toronto, and on behalf of myself, and the new SSF team, we are now officially introducing the relevance of this innovative NGO to the city.

In June, the Salama SHIELD Foundation will present Sustaining Stories and Developing Dreams, an event that will aim to highlight the Foundation as an entity that challenges the charitable sector's plateau and the terminology surrounding it in its attempt at "Evolving for Relevancy," in an attempt to renew a spark for giving. The event will explore the storied roots of where this development work began, its emerging understanding of the social-cultural DNA that furnishes the capacity for authentic development, and how as an NGO it intends to remain relevant, responsible, and innovative in the years ahead. Sustaining Stories and Developing Dreams will feature various musical acts, African hor d'oeuvres, a silent art auction boasting various imports from Uganda, a photo-exhibit from over 20 years of SSF programs in Uganda, Malawi and Zimbabwe – as well as diverse dialogue segments representing the presence and significance of the Salama SHIELD Foundation in Africa.

LUKE WILLMS
ASSISTANT DIRECTOR



LIFE PROGRAMS 2014

01 CHILDHOOD



02 YOUTHHOOD



03 ADULTHOOD



SOME RECENT FACTS FROM THIS YEAR

1715

HAVE BEEN REACHED THROUGH SPORTS AND
DRAMA

5539

STUDENTS TRAINED IN REPRODUCTIVE HEALTH AND
HIV HEALTH

977

WOMEN FROM 80 VILLAGES HAVE RECIEVED FUNDS
UNDER THE REVOLVING LOAN SCHEME

SPONSORSHIP OPTIONS

PLATINUM

GOLD

SILVER

\$3000 +

\$1000 +

\$500 +

YOUR NAME OR COMPANY LOGO DISPLAYED ON PRINTED AND ELECTRONIC DOCUMENTS AND ON THE SALAMA SHIELD EVENT SECTION OF THE WEBSITE FOR AT LEAST ONE YEAR, WITH DIRECT LINKS TO YOUR WEBSITE.

X

X

X

YOUR NAME OR LOGO DISPLAYED MULTIPLE TIMES ON DONOR RECOGNITION SCREENS DURING THE EVENT.

X

X

LIVE PROMO BY MC DURING EVENT.

X

INVITATION TO PRE-EVENT RECEPTION WITH SSF TEAM.

X

OPPORTUNITY TO DISPLAY YOUR BANNER OR PROMOTIONAL MATERIAL AT THE EVENT.

X

RECOGNITION CERTIFICATE.

X

X

X

4 TICKETS TO THE EVENT WITH YOUR \$3000+ DONATION; 6 TICKETS WITH YOUR \$4000+ DONATION; 8 TICKETS WITH YOUR \$5000+ DONATION.

X

2 TICKETS TO THE EVENT.

X

ALTERNATIVE SPONSORSHIP

WE ARE SEEKING IN-KIND CONTRIBUTIONS OF SERVICES FROM BUSINESSES OR INDIVIDUALS FROM THE GREATER TORONTO AREA.

- **FOOD/SNACK CATERERS**
- **COCKTAIL/BEVERAGE SPONSORS**
- **CELEBRITY HOST AND ENDORSEMENT**
- **MEDIA PARTNERS**
- **GIFT ITEMS**
- **VOLUNTEERS**

DONATIONS

CASH DONATIONS OF ANY AMOUNT ARE ALWAYS WELCOMED AND APPRECIATED.



DATE AND TIME



12.06.2014
START 19:00pm



EVENT LOCATION

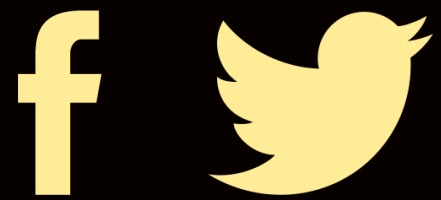
THE BURROUGHES
639 QUEEN STREET WEST TORONTO



CONTACT

LUKE WILLMS ASSISTANT DIRECTOR
647-200-7080 LUKE@SALAMASHIELD.ORG

WWW.SALAMASHIELD.ORG



#STORIESANDDREAMS