It’s time to get vocal about your team’s support for AIDS Walk Los Angeles. Help create better health outcomes for over 18,000 people in LA County by organizing your squad and taking action as a team.

Use this guide for steps you can take to recruit teammates, bring excitement to fundraising, and follow along with The Walk Show online to see real-life Walk challenges you can take on together. Our teams are the lifeline of AIDS Walk LA - thank you for making the courageous decision to be a leader this year!
OUR COMMUNITY

APLA Health fights to achieve health care equity by supporting people living with HIV/AIDS and promoting well-being for the LGBT Los Angeles community and other underserved populations in LA County.

WHAT IS HEALTH EQUITY?

We’ve been fighting epidemics since 1983. We’ve learned that while a virus does not discriminate, it can affect people unequally. APLA Health’s mission is to end the HIV epidemic, and we’re focused on bridging the gap and increasing access to care for minority communities that are disproportionately affected.

KNOW WHO WE SERVE

- 18,000 Angelenos each year.
- 40% of diagnosed PLWHIV are not virally suppressed.
- 73% of patients and clients are from communities of color.
- 36% of new HIV diagnosis are adults 20-29.
- 48% of diagnosed PLWHIV are adults over 50.

WHO PARTICIPATES IN AIDS WALK LA

- Everyone who dreams of a world without HIV/AIDS.
- Those we serve directly.
- Friends and family of those who have been affected by the HIV epidemic.
- Allies from other HIV/AIDS organizations in Los Angeles.
- Difference-makers like you!
GET STARTED
How to build your team and make your money moves.

DIGITIZE AND MOBILIZE

Spread the word about your team on social media, via email, and lots and lots of texts. Make sure you start ASAP once you register so you can see the best results!

WATCH THE WALK SHOW

Make a date every week with your team to check out new episodes of The Walk Show featuring host Ongina. Learn fundraising tips and be the first to know about team Walk Challenges you can complete to win prizes and level up.

HOW TO LEAD CHECKLIST

- Register yourself and your team.
- Get the party started by donating to yourself (even just $30!)
- Register people from your daily life to your team. Even if you can’t see them, use AIDS Walk as a way to get people together!
- Talk with your team! Assess your communication channels to get the word out. Consider making an Instagram just for your team.
- Watch The Walk Show.
- Set up IRL or virtual fundraising events to keep the energy up! Examples include team game nights, happy hours, or taking walks in your neighborhood.
- Connect with our AWLA staff. We are your greatest resource this year; email us to say ‘hi!’
THERE’S SO MUCH TO WALK FOR

Unfortunately, we aren’t quite ready to meet up again as one AIDS Walk LA family. But this year has brought us so much positive progress, and a vision for the near future that’s full of hope. The same is true in the fight against HIV & AIDS, and with your participation we can take even more giant leaps forward as we continue a 36-year mission to end the epidemic.

HIV hasn’t gone away. The good news is, neither have you. So let’s celebrate our re-emergence from a difficult year while we get back to work bringing brighter tomorrows for thousands more in our community.

WHEN YOU WALK WITH US, YOU EXPERIENCE:

- Doing good in the community.
- The joy of giving back.
- Excitement over being social in person again (at your pace, of course).
- Getting together with friends & family.
- Growing your personal leadership skills for life.

Thank you for choosing to be a leader at AIDS Walk Los Angeles 2021. We couldn’t make AIDS history without you.