

ANNUAL REPORT 2021

UNTOLD +

A LETTER FROM THE FOUNDERS

We have some exciting announcements to share in this report, but before we dive into what's ahead, let's reflect on the goodness of God in our past.

The roots of this organization go all the way back to 2007, and in the 14 years we have been doing ministry, we have been met with mercy and grace around every corner. There have been years we barely scraped by, and others of great abundance, but God has provided exactly what we needed, and the generosity of this community has remained constant.

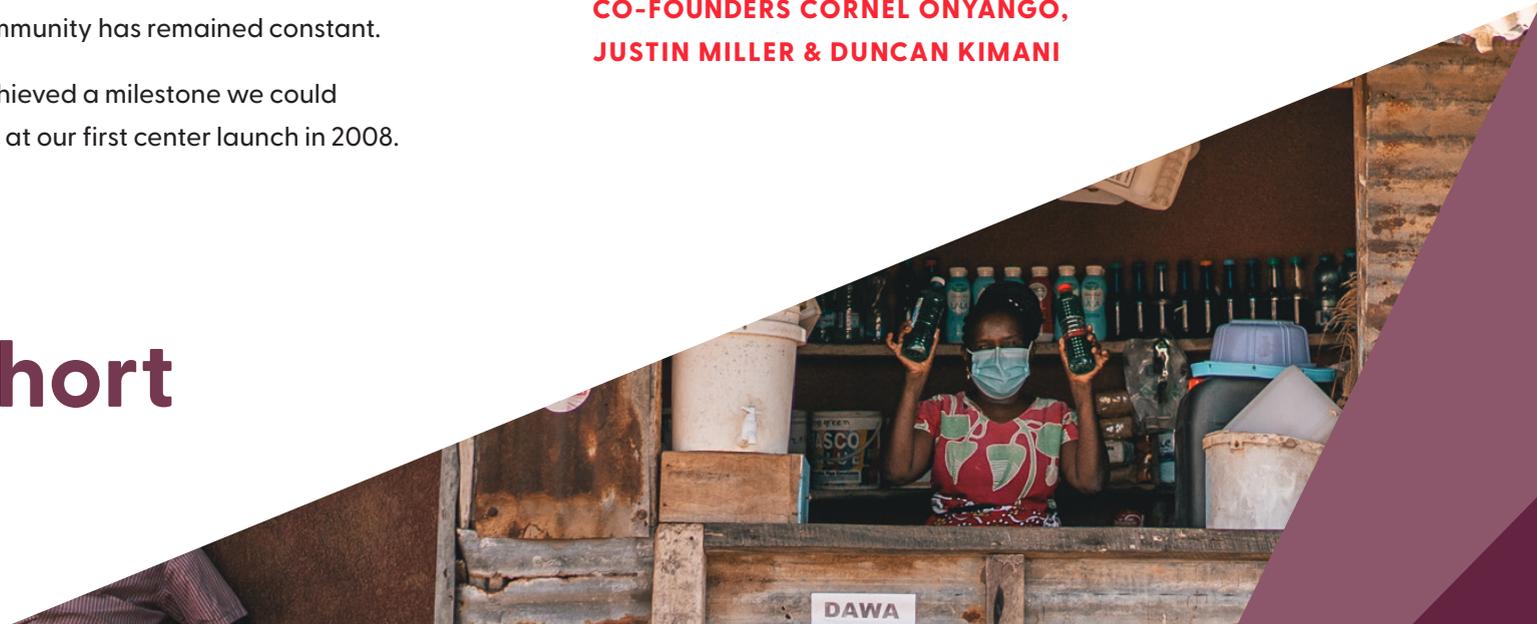
This past year, we achieved a milestone we could have never imagined at our first center launch in 2008.

We graduated our 25,000th client! These graduates represent over 80,000 children who are no longer at risk of losing one or both parents to AIDS.

In the following pages, you will read about a lot of BIG changes. Be assured that these changes will only help to advance our mission, not depart from it. We are so excited to step into a new era of ministry, and we are honored to have you by our side.

**CO-FOUNDERS CORNEL ONYANGO,
JUSTIN MILLER & DUNCAN KIMANI**

We believe in a world where no story is cut short or silenced by AIDS.



UNTOLD

Since our founding in 2007, your support has pioneered the mission and vision of CARE for AIDS. We are so grateful for your commitment and partnership. The AIDS epidemic is growing in Africa, and there is a need to scale our work. To better position ourselves for this next season of impact, we have rebranded to more fully capture the spirit of our ministry. CARE for AIDS is now Untold.

We exist to embrace and equip people to live a life beyond AIDS. We work to embrace clients, so they can share the untold stories of their past, and we work to equip them to live into the untold stories of their future. This new identity honors our incredible history and fuels our vision - that no story is cut short or silenced by AIDS. We are building a world where every single person living with HIV receives life-saving care, gains spiritual hope, and lives a flourishing life without stigma.



OUR VISION

We believe in a world where no story is cut short or silenced by AIDS.

OUR MISSION

We exist to embrace and equip people to live a life beyond AIDS.

FAQ

WHY DID YOU CHANGE THE NAME OF THE ORGANIZATION?

The reality is that we don't care for AIDS, we care for people. By referring to our clients primarily by their HIV status, we were compounding the stigma they were already experiencing. We want our brand to communicate a profound truth – that we are more alike than we are different. The Untold brand will resonate with donors, staff, and clients equally.

FAQ

WHY DID YOU CHOOSE “UNTOLD”?

Untold has two equally important definitions: 1) not shared or revealed and 2) so great in amount it can't be measured. Our organization sits at the intersection of both definitions. We want everyone to tell the untold stories of their past that have been silenced by stigma and to live boldly into the untold stories of their future. We also believe that everyone has untold worth and potential - beyond measure.

Unlike CARE for AIDS, this name doesn't explicitly describe our work, but it is rich with meaning for all stakeholders - clients, staff, and donors. Our experience is that the stigma of HIV is more deadly than the sickness. We wanted to select a name that alluded to that reality. Even for those not living with HIV, we all battle shame that silences us. We also know that the larger story of HIV remains untold across the world, especially in the United States. Finally, we have always and will always exist to proclaim the good news of Jesus anywhere that message is untold.

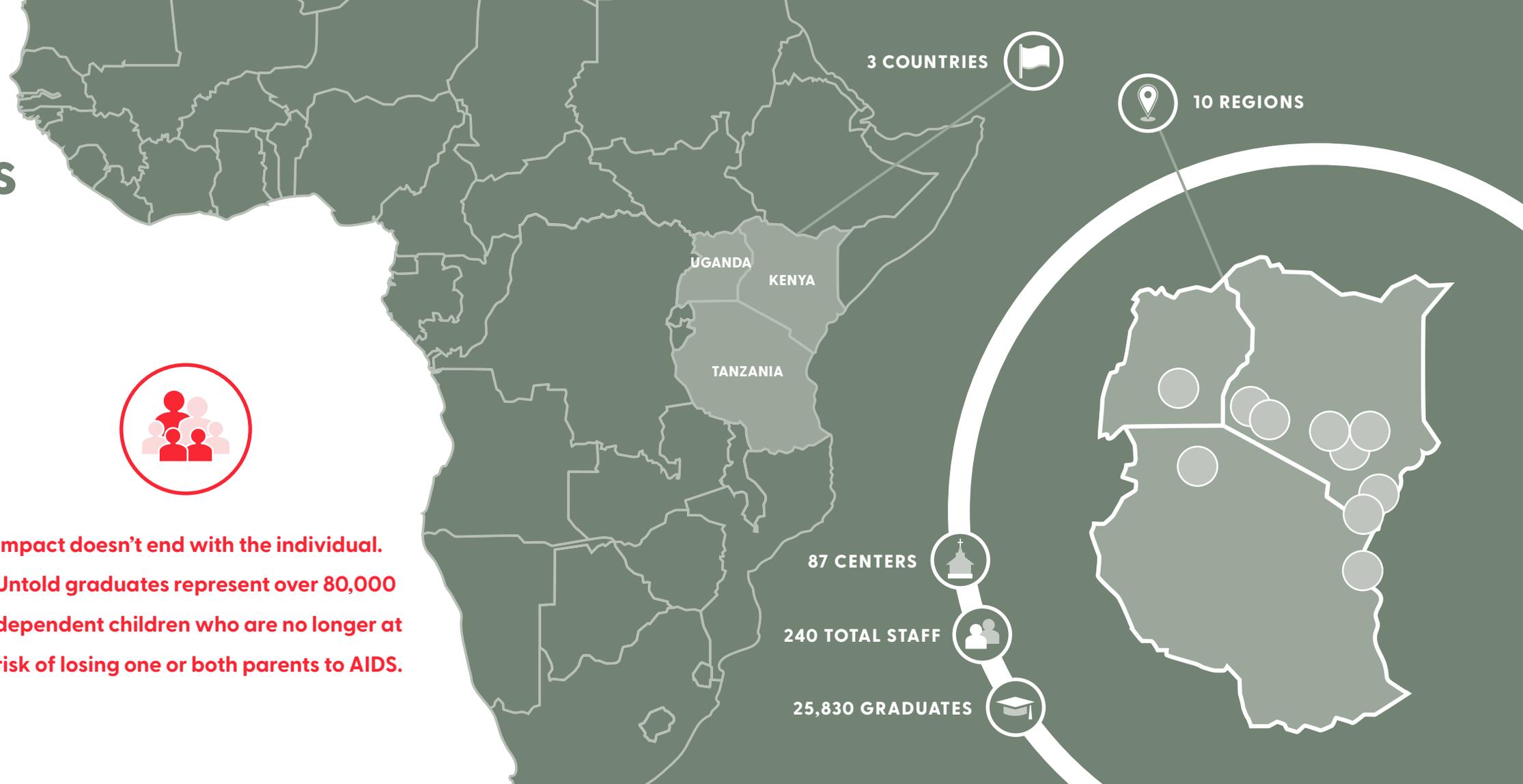
Updated Program Numbers



The greatest way to overcome stigma is through spiritual hope. We share our Christian faith with all clients who want to learn more. Since 2007, over 6,000 clients have responded to the good news of the Gospel.



Impact doesn't end with the individual. Untold graduates represent over 80,000 dependent children who are no longer at risk of losing one or both parents to AIDS.



3 COUNTRIES

10 REGIONS

UGANDA

KENYA

TANZANIA

87 CENTERS

240 TOTAL STAFF

25,830 GRADUATES

AN INTERVIEW
WITH DANIEL MULIKA

Daniel Mulika joined the Untold team in 2021 as the Spiritual & Counseling Department Technical Advisor. We took some time to ask him about his vision for his department.

WHY DID YOU CHOOSE TO TAKE ON THIS ROLE AT UNTOLD? As a trained psychologist and pastor, I have experienced how people struggle when they don't have access to tools to help them handle personal and psychological challenges. I am excited to set up more structures to provide psychosocial support to staff and also empower them with more skills and knowledge, so they can better serve our clients.

HOW DO YOU THINK A PERSON'S SPIRITUAL HEALTH IMPACTS THEIR OVERALL HEALTH? AND HOW DOES THE UNTOLD PROGRAM HELP IN THIS AREA? Spiritual well-being grounds a person on solid hope, equipping them to live a purposeful life. This gives people a reason to take care of their physical health. The program has helped many clients over the years move from a mindset of hopelessness, bringing life to their daily activities.

WHAT ROLE DO YOU BELIEVE COUNSELING PLAYS IN A CLIENT'S ABILITY TO LIVE A LIFE BEYOND AIDS? Counseling plays a critical role, as it guides a client toward overcoming internal and external stigma. It also equips them with the mental

tools necessary to live positively, giving them hope and mental fortitude to handle life's challenges.

WHAT IS YOUR VISION AND HOPE FOR THE SPIRITUAL & COUNSELING DEPARTMENT? My vision is to continue to build a culture where our staff have access to tools and resources that empower them to live healthy lives. We can't embrace and equip our clients unless staff feel embraced and equipped. To that end, I am focusing on providing professional psychotherapy services to our team as needed and creating consistent technical training for our team in counseling and discipleship, so they can offer world-class care to our clients.

WHEN YOU'RE NOT AT WORK, WHAT DO YOU DO FOR FUN OR ENCOURAGEMENT? I do lots of outdoor activities like bike riding, hiking, swimming, and camping. I also enjoy taking road trips and traveling to new places.

WHAT IS YOUR HOPE FOR OUR CLIENTS? That they will build psychological resilience and that they are equipped to live healthy lives.



Beyond Campaign Overview 2019-2021



Three years ago, we launched an initiative called the Beyond Campaign. We hoped this campaign would inspire our clients to move beyond their current circumstances or stigmas to experience a life beyond AIDS. We asked our partners to give generously to help us create a world beyond AIDS. And we challenged our team to think beyond our current strategies to develop more effective methods of care. We all embraced this call to go beyond, and despite a global pandemic, we achieved many of the goals we set out to accomplish.



We raised nearly **\$15M** through the generosity of so many people. Those funds allowed us to open **33 new centers**, despite almost a year of not being able to expand due to COVID. Those now **87 collective centers** have had more than **12,000 graduates** from the program over the past three years. Against all odds, we only had one client die from COVID. We are so grateful for God's protection over our community and our team's vigilance in caring for our vulnerable clients. We also rejoice with the more than **3,000 clients** who made a decision to follow Jesus.



During this campaign, we expanded into the **new cities** of Mwanza, Tanzania and Kampala, Uganda. Establishing these new regions in the early days of COVID proved challenging, but they are now some of our most exemplary regions. This campaign was also the catalyst for us to make a significant commitment to innovation. We invested intentionally in the development of a **mobile app** to enrich our clients' experience in our program and give them access to more tools to help equip them. We have also launched **six rural pilot centers** that are delivering our model



to communities in hard-to-reach areas. Both of these initiatives will continue to expand into this next season of ministry.

The last three years presented challenges that no one could have foreseen, but our team is humbled that so many of our partners remained committed to this work. This campaign may be over, but we—along with our generous and dedicated partners—will continue to go beyond.



CLIENT STORY

SALAMA

Salama William is 44 years old and lives in the Tezo village of Kilifi. She is a mother of four—two girls and two boys—and lost her husband to a stroke in 2018. “I felt I was at rock bottom and ready to die, but my sister was not ready to bury me,” Salama recalled.

Shortly after her husband’s death, Salama tested positive for HIV. In 2021, she met the counselors from our Kilifi North center through a neighbor who had just joined the Untold program.

At the time, Salama was confined to her bed. Her health was deteriorating. She had a persistent cough, chest pain, and oral thrush, a painful infection that causes mouth and throat sores. Additionally, Salama had started to lose sight in her right eye.

The Untold counselors visited Salama’s home every Friday. During each visit, the team counseled her and prayed with her. Two weeks later, Salama confessed she had not been taking her antiretroviral medication. Salama added, “The counselors shared with me the importance of adherence and gave me hope that I can still live a good life even if I have HIV.”

Today, Salama takes her medication consistently. She received home-based care and food packages through the program. Salama was also diagnosed with tuberculosis and immediately began treatment. Today, she is healthy enough to resume work and care for her children.

Salama gave her life to Christ at the center and, together with her family, began attending Sunday services at Jubilee Christian Church in Tezo. She has also disclosed her status to her children, sister, and a few friends.

“The program has taught me that HIV is not a death sentence. I believe I can live a full life and also share the love and hope I have with others,” Salama added.

When asked what she would share with others living with HIV/AIDS, she said, “Do not focus on the horrible thing that has happened to you. Consider them as stepping stones to a better life. At the end of the day, we have a God who is in control and understands why things happen. Do not focus on the physical; focus on God and nothing will be impossible.”

Board Members & Financial Statements

RANDY GRAVITT, BOARD CHAIRMAN

CEO, InteGREAT Leadership

WAYNE HOOVER, VICE-CHAIRMAN

VP, Field Operations – Talent, Chick-fil-A

BOBBY REAGAN, TREASURER

CEO, Reagan Consulting

KYLIE WHITE, SECRETARY

Blogger and Orphan Advocate

CLIFF ROBINSON

Executive VP, Chief People Officer, Chick-fil-A

CHRIS CLIMO

Associate, Bass, Berry & Sims PLC

DR. AMY JAMES, PHD

Organizational Psychology

SHANE DUFFEY

Lead Pastor, NewSpring Church

SAM BLOSSOM

Partner, M&A, PricewaterhouseCoopers

SHANNON MILES

Co-Founder, BELAY, Inc.

BRAD RESPESS

President & CEO, Tip Top Poultry

KELLY LUDWICK

VP, Legal – Employment, Franchising & Litigation, Chick-fil-A

JUSTIN MILLER

Co-Founder and CEO, CARE for AIDS

STATEMENT OF ACTIVITIES

ACCRUAL BASIS

REVENUE **\$5,466,772**

CONTRIBUTIONS

INDIVIDUALS **\$3,888,115**

FOUNDATIONS **\$696,337**

CHURCHES **\$470,425**

CORPORATIONS **\$339,941**

IN-KIND DONATION **\$65,318**

SUBTOTAL **\$5,460,136**

INCOME

OTHER INCOME (INVESTMENTS, INTEREST, MERCHANDISE) **\$6,636**

SUBTOTAL **\$6,636**

EXPENSES **\$5,257,789**

PROGRAMS **\$4,038,050**

FUNDRAISING **\$759,886**

GENERAL & ADMIN **\$459,853**

CHANGE IN NET ASSETS **\$208,983**

STATEMENT OF POSITION

ASSETS **\$3,070,336**

CASH **\$1,290,595**

INVESTMENTS **\$1,188,729**

OTHER CURRENT ASSETS **\$624,590**

OTHER ASSETS **\$26,837**

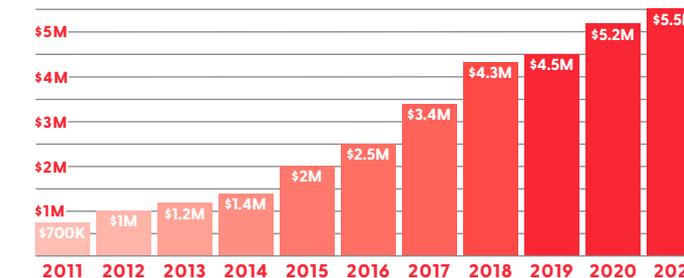
ACCUMULATED AMORTIZATION & DEPRECIATION **-\$60,415**

LIABILITIES & NET ASSETS **\$3,070,336**

TOTAL LIABILITIES **\$21,616**

TOTAL NET ASSETS **\$3,048,720**

GROWTH IN REVENUE



LIFE BEYOND AIDS.

UNTOLD.ORG