



UNTOLD

2022 ANNUAL REPORT



MESSAGE FROM OUR CEO

No year in our history has brought as much change as 2022. And while the changes can feel disorienting, the word I feel describes this season is preparation. Preparation requires patience and pruning, but it lays the groundwork for greater impact. We unveiled our new brand last year, and this brand will invite many new people to experience freedom from stigma and live boldly into their Untold stories, donors and clients alike. We experienced some major leadership changes, and are so proud of those who, when called upon, were ready and willing to lead. We launched new program initiatives including a one-of-a-kind curriculum, and surpassed milestones like 30,000 graduates, 100 centers, and our 15th anniversary as a ministry. Not to mention the radical generosity we witnessed from our partners who gave over \$8M to our work, a nearly 50% increase over 2021.

As we've said many times and is worth repeating here, every step we've taken has been in service to our mission and vision. We are better prepared today to embrace and equip people to live a life beyond AIDS. We hope you will join us on this journey to fight for the flourishing of all people.

Justin Miller
CEO and Co- Founder

ABOUT UNTOLD



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.



OUR APPROACH

We are working to build a world where every single person living with HIV/AIDS receives life-saving care, gains spiritual hope, and lives a flourishing life without stigma.



38 MILLION PEOPLE
ARE LIVING WITH HIV WORLDWIDE

Despite the availability of treatment, stigma and discrimination prohibit efforts to address the prevalence of HIV among key populations.

WHERE WE WORK

Worldwide, East and Southern Africa are the areas most affected by the HIV/AIDS crisis. For this reason, we operate in Tanzania, Uganda and Kenya, with plans to expand to South Africa.

20.6
MILLION
PEOPLE LIVING WITH HIV

670
THOUSAND
NEW INFECTIONS ANNUALLY

310
THOUSAND
HIV-RELATED DEATHS ANNUALLY

OUR IMPACT



3
COUNTRIES



100
CENTERS



32,054
GRADUATES



101,181
CHILDREN ORPHANS
PREVENTED



7,665
RESPONSES TO
THE GOSPEL



97%
OF CLIENTS ACHIEVED
VIRAL SUPPRESSION

NEW PROGRAM CURRICULUM

SAME OBJECTIVE, NEW FORMAT. Untold's nine month program centers around curriculum that equips clients physically, emotionally, spiritually, and economically. 2022 saw major improvements within that curriculum, benefiting both center staff and our clients. These changes, spearheaded by Francis Oduour, Chelsea Walker, and Lydiah Korir, have already been implemented in 29 centers, with all centers projected to have the new curriculum by the end of 2023.

"It is much more focused, especially when you look at how it has been formatted. As clients come in, the new curriculum ensures that they are comfortable because it builds a foundation. It has a structured way of guiding the conversation," Francis says.

+ 99% of clients now feel emotionally safe opening up to counselors

+ 99% of clients think the counselors are competent and knowledgeable

+ 95% of clients experienced a positive change of self, the world, and their state of health

+ 85% of clients wouldn't change the new curriculum, with the majority of others simply wanting more time



A MORE STRUCTURED APPROACH.

Clients now spend multiple months on the same topic, allowing each month to build upon the one before.

PART ONE

Building a Foundation

PART TWO

Understanding Me
(Mind + Body)

PART THREE

Community

PART FOUR

Preparing for Independence

A COUNSELOR'S POCKET GUIDE.

Even if an Untold counselor feels unprepared for a session, the new pocket guide is a handy means of guiding the conversation.

From suggested structures, guiding questions, and example prompts, it's always there to closely make reference to, along with a detailed glossary.

MORE SUPPORT FOR STAFF.

Not only do staff have a dedicated day to planning during the week, there are now monthly group sessions among center staff and project officers.

"The staff also have a mental wellness program that comes with the curriculum, which looks at 'What were my experiences? Did I have anyone who was in crisis? How has it affected me?'"
Lydiah says.

**AIDS
SAID
IT'S OVER.**

**I SAY IT'S
JUST BEGINNING.**



AIDS SAID CAMPAIGN

2022-2024 CAMPAIGN. In our 15 years of ministry, we have learned that stigma can be more deadly than sickness. The stigma our clients face is not without consequence, ranging from isolation to spiritual devastation. The messaging and imagery associated with the AIDS SAID campaign re-centers the client in the narrative of our work. Their diagnosis does not dictate the direction of their lives. Therefore, we stand with our clients as they eliminate the false identities that have burdened them.

CAMPAIGN GOALS

Over the course of the AIDS SAID campaign, we will raise \$26 million to fund the next three years of our work and expansion.

Graduate 25,000 more clients hitting the milestone of 50,000 graduates

Establish Untold in South Africa and launch centers in Johannesburg

Build a innovation team in East Africa to create new ways to serve our clients

Open 63 new locations to reach 150 total operating centers

Invest in a permanent home in Nairobi that serves as an office and training center



\$15 MILLION GIVEN OR COMMITTED AS OF JANUARY 2023

\$26 MILLION GOAL

AFRICAN STAFF UPDATE



8 MARRIAGES



**42 TRIBES
REPRESENTED**



15 BABIES BORN

42

**STAFF MEMBERS RECEIVED A
SCHOLARSHIP THROUGH UNTOLD
TO PURSUE HIGHER EDUCATION**

**143
WOMEN ON
STAFF**

**32%
WOMEN IN
LEADERSHIP**

100% INDIGENOUS STAFF IN AFRICA

284

STAFF MEMBERS



**“I hope that in the future,
I will be able to inspire more
people to access funds
that will equip them to
overcome their struggles.”**

VICTOR

UNTOLD GRADUATE

Selflessness has been a staple of Victor Omondi Otieno’s nature, ever since he was a young man in the highlands of Kenya.

Financial hardship held Victor back from attending college, but Victor took on the responsibility of educating his younger brother, who became the first person in their family to attend university.

“I was so proud of myself and my input in this result. I felt that my sacrifice was not in vain,” Victor said. He later moved to Nairobi and settled into a position as a nighttime security guard. His life grew even more exciting when he met his wife, Celine.

Shortly into their marriage, they came into doubly unexpected news at the clinic - one being that Celine was four months pregnant, the other that they were both HIV positive.

“I felt like I had plunged into a ditch,” he said. “I felt depressed for many days and even thought of leaving my wife.” Victor largely lived in denial for an entire year regardless of Celine’s support and avoided taking his medications.

After a clinic visit, Victor was referred to Untold. His schedule as a nighttime security guard was a blessing in disguise, as he was free to complete Untold’s program during the day.

Victor fully immersed himself in the programming. Not only did it build his confidence in disclosing his status, but also prompted him to make new friends in his sessions.

He even stood in for the center’s male champion, where he helped drive male engagement in the program. He credits this experience for inspiring him to become a leader.

One way he leads is by working with local government and other organizations to mobilize communities to form savings groups, and access federal funding to start their own businesses. It’s a skill he picked up in the Savings Group Ministries (SGM) that is part of the Untold model.

So far, he has helped three groups raise \$1,000 each, and has five more groups whose federal loans are being processed.

NEW U.S. TEAM MEMBERS



BRIAN SCALES
Chief Development Officer

“Through this work we have the opportunity to experience how all of us are connected and more alike than we are different.”

HOMETOWN

Atlanta, GA

ALMA MATER

Elon University
Emerson College

HIDDEN TALENT

Poetry + Photography

BUCKET LIST

To surf Chicama, Peru



HUDSON FRISBY
Director of Donor Engagement

“I love getting to know our clients, partners, and staff. I also love our healthy culture as it’s unlike anything I’ve been part of.”

HOMETOWN

Torre Pellice, Italy

ALMA MATER

Belhaven University

HIDDEN TALENT

Designing my daughter’s birthday cakes

BUCKET LIST

Spend time in Patagonia



MINSONG KIM
Marketing Coordinator

“Untold’s integrated approach sets us apart. It embraces people fully for who they are, beyond just their physical diagnosis.”

HOMETOWN

Suwanee, GA

ALMA MATER

University of South Carolina

HIDDEN TALENT

Rollerblading

BUCKET LIST

Be a late night talk show host



KAYLA DUNGEE
Communications Coordinator

“Untold has given me purpose and direction. The calling on my life is to serve others, and I get to use my love of writing to accomplish that.”

HOMETOWN

Queens, NY

ALMA MATER

Georgia State
Boston University

HIDDEN TALENT

Gymnastics

BUCKET LIST

Swim with manatees



JENNA LAND
Development Associate

“The passion from each team member about the mission although they are not face-to-face with the direct work everyday is remarkable.”

HOMETOWN

Malvern, PA

ALMA MATER

The University of the South

HIDDEN TALENT

TikTok Dances

BUCKET LIST

Live in Vienna, Austria

BOARD MEMBERS AND FINANCIAL STATEMENTS

BOARD OF DIRECTORS

SHANNON MILES, BOARD CHAIR

Co-founder of BELAY and NoFo Brew Co

CHRIS CLIMO, VICE-CHAIRMAN

Associate, Bass, Berry & Sims PLC

BOBBY REAGAN, TREASURER

CEO, Reagan Consulting

DR. AMY JAMES, PHD, SECRETARY

Organizational Psychology

RANDY GRAVITT

CEO, InteGREAT Leadership

DR. VANITA BOSWELL, PHD

Founder and CEO, The Valo Group

DAVID FARMER

Senior VP of Restaurant Experience, Chick-fil-A

CLIFF ROBINSON

EVP, Chief People Officer, Chick-fil-A

SHANE DUFFEY

Lead Pastor, NewSpring Church

SAM BLOSSOM

Partner - M&A, PwC

BRAD RESPESS

President & CEO, Tip Top Poultry

KELLY LUDWICK

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

STATEMENT OF ACTIVITIES

ACCRUAL BASIS

REVENUE \$7,997,609

CONTRIBUTIONS

INDIVIDUAL \$5,813,158

FOUNDATIONS \$1,267,870

CHURCHES \$434,102

CORPORATIONS \$276,111

IN-KIND DONATION \$135,621

SUBTOTAL \$7,926,861

INCOME

GRANTS \$75,000

OFFICE RENTAL \$1,200

OTHER INCOME

(INVESTMENTS, INTEREST, MERCHANDISE) -\$741

SUBTOTAL \$75,459

EXPENSES \$6,620,566

PROGRAMS \$5,119,445

FUNDRAISING \$906,115

GENERAL & ADMINISTRATIVE \$595,007

CHANGE IN NET ASSETS \$1,377,043

STATEMENT OF POSITION

ASSETS \$4,411,224

CASH \$1,642,973

GRANTS RECEIVABLE \$25,000

INVESTMENTS \$1,179,653

OTHER CURRENT ASSETS \$1,635,303

OTHER ASSETS \$75,056

ACCUMULATED

AMORTIZATION AND DEPRECIATION -\$146,761

LIABILITIES & NET ASSETS \$4,411,224

TOTAL LIABILITIES \$41,845

TOTAL NET ASSETS \$4,369,379

LIFE
BEYOND
AIDS

UNTOLD.ORG