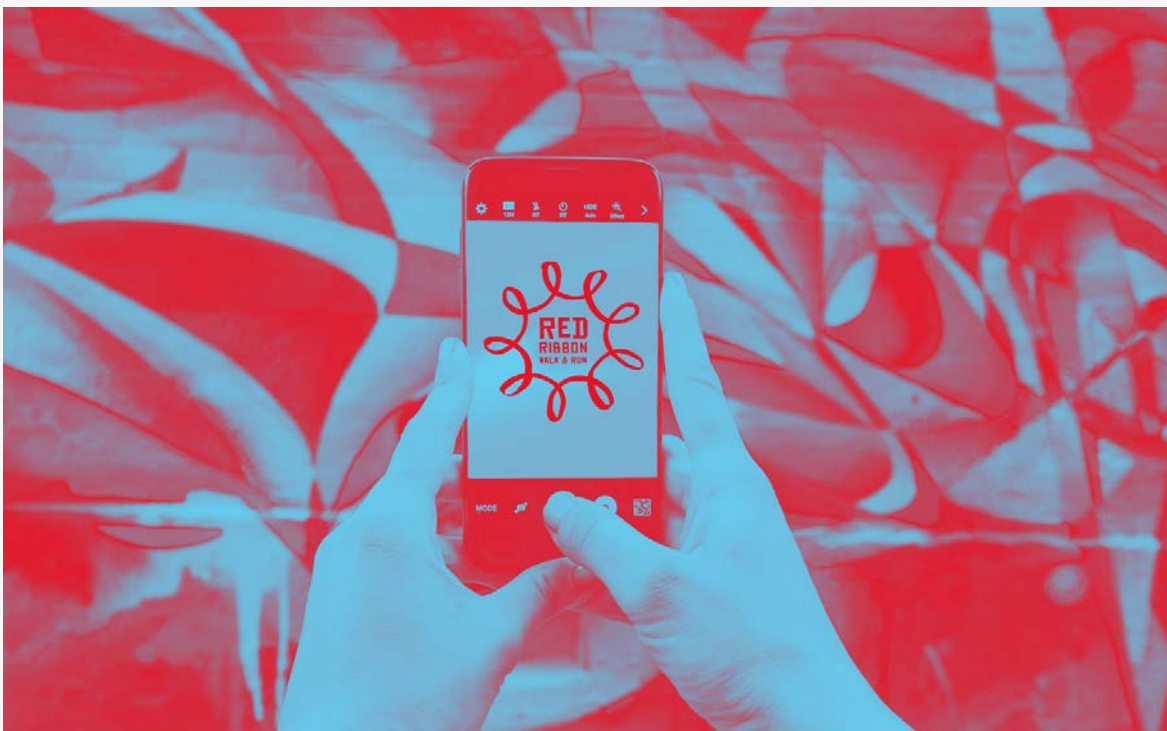


NINE CIRCLES COMMUNITY HEALTH CENTRE PRESENTS

# RED RIBBON WALK & RUN

*Campaign Toolkit September 20 - 26*

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## *Get Started*

The 2021 Campaign Toolkit includes an in-depth explanation of what you need to know to participate in this year's Red Ribbon Walk & Run. Learn about our daily awareness activities, prizes, and how to bring the RRWR to the workplace. Scroll to get started and start clapping back against HIV stigma.

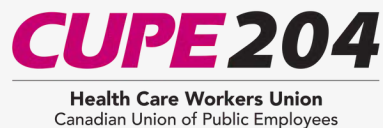
# SPONSORSHIP ACKNOWLEDGEMENT

*Thank you to our Sponsors*

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## TOP SPONSORS

Nine Circles Community Health Centre would like to express a sincere thank you to this year's top sponsors. Their generous donations will make it possible for Nine Circles to continue providing programs that promote wellness, social connection, food security, economic participation, and health equity, as well as projects that fight stigma and discrimination in our community.





## HOW DO MY DONATIONS HELP?

Sometimes, people need extra help to live well with HIV and reach or maintain an undetectable viral load. This is where Nine Circles' programming comes in. Your support of the Red Ribbon Walk & Run helps people living with HIV thrive by supporting services beyond basic medical care.

Donations support programs that promote wellness, social connection, food security, economic participation, and health equity, as well as projects that fight stigma and discrimination in our community.

## CAMPAIGN DETAILS

Join Nine Circles Community Health Centre for the **2021 Virtual Red Ribbon Walk & Run!** Manitoba's largest fundraiser for people living with HIV will take place over the week of **September 20 to 26th.**

Starting on September 20, each day will feature a special activity focused on raising awareness about HIV and fighting against HIV stigma. Each completed activity is a chance to win some awesome prizes.

Plus, don't forget to buy tickets to our 50/50 raffle to support programs and services for people living with HIV or you can also make a direct donation to receive a tax receipt.



## ABOUT HIV

HIV doesn't discriminate and you can have HIV without knowing it, which is why it's important to get tested as part of your routine medical care. There is no cure for HIV, but with proper care and treatment, most people with HIV can stay healthy for a long time.

Proper treatment works to lower the viral load of a person living with HIV to a level where the virus is not detectable in their bloodstream. At that point, the person poses no risk of transmitting the virus through sexual contact, a concept known as U=U or Undetectable=Untransmittable.

There are over 1,400 people living with HIV across Manitoba. In 2019, 121 people tested positive, a 13 per cent increase from the previous year.

## ABOUT NINE CIRCLES

With expertise in the care and treatment of HIV, Hepatitis C and other sexually transmitted infections, Nine Circles delivers comprehensive primary care, social support, education, and prevention services - creating healthier communities for Manitobans. Learn more [here](#).

**Together we can clap back against HIV stigma and support those living with HIV in Manitoba, ensuring they not only survive but can THRIVE.**

# SCROLL TO START FIGHTING HIV STIGMA...



# HOW TO PARTICIPATE

## Make a Donation

### 50/50 RAFFLE

Purchase a 50/50 raffle ticket starting August 30th for your chance to win the pot. 50% of the proceeds go towards the winner, and the remaining 50% goes towards Nine Circles programming. Prices are 1 for \$2, 12 for \$20, or 30 for \$50.



**PURCHASE**



*And/Or*

### MAKE A DIRECT CONTRIBUTION

If you prefer to make a direct donation and receive a tax receipt, you can donate in the following ways:

Donate online via Canada Helps. You can make a one-time donation or sign up to become a monthly donor.

Send a cheque by mail to Nine Circles, 705 Broadway, Winnipeg, MB R3G 0X2. Cheques should be made out to Nine Circles Community Health Centre.

**DONATE**





# HOW TO PARTICIPATE

## *Awareness Activities*

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### CHALLENGES TO CLAP BACK AGAINST HIV STIGMA

Our Awareness Activities are back with new activities for this year's Red Ribbon Walk & Run!

These awareness activities are designed to help you spread the word about HIV stigma and educate others about HIV. We will be featuring one daily Awareness Activity on our social media feed, but **you can complete the Awareness Activities and post them on your social media feed any time before midnight on September 26th!** Each awareness activity you participate in earns you an entry to win of our incredible prizes.

### DON'T FORGET!

To be entered into the prize draw for each challenge, include the following on each of your social media posts:

- **Use the hashtag #RRWR2021**
- **Tag us at either @ninecircleschc (Instagram & Twitter) or @NineCirclesCommunityHealthCentre (Facebook)**



### DAY 1 – LET THE RIBBON SHINE

The red ribbon is a universal symbol to show that you stand in solidarity with those living with HIV.

So, let's make the ribbon shine! **Display or wear a red ribbon** and post a photo on your social media account. Not sure what to display or don't have a ribbon? [Print out and use our red ribbon graphic.](#)

## DAY 2 – WEAR IT & SHARE IT

Whether it's red clothes, shoes, makeup, a hat, a purse, nail polish, accessories, or even your hair colour! Put on red, snap a photo and wear it with pride while educating your followers about HIV and HIV stigma.



## DAY 3 – USE OUR FACEBOOK FRAME

Update and spice up your Facebook profile picture with our custom frame! Share it with your friends and family so they can do the same.

## DAY 4 – SHARE A STORY OF LIVED EXPERIENCE

This year, Christine shared her story about living with HIV and how she was discriminated against when giving birth. Her powerful story challenges us to reflect on HIV stigma and what we can do to remove it.

Share her story so people can learn the impacts of HIV stigma, and what we can do to clap back against it.





## DAY 5 – HIT THE PAVEMENT

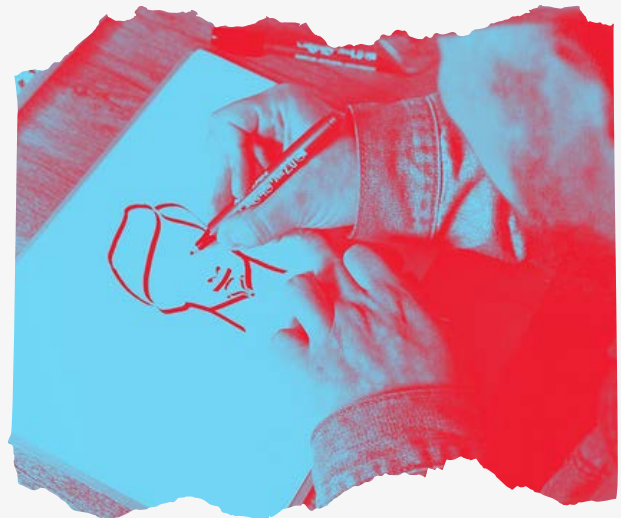
While we may not be able to gather again this year to walk and run for HIV awareness, we can still hit the pavement ourselves!

Share a photo of you on a walk or run, or if the weather isn't cooperating, a photo of your shoes or your favourite to venture out to.

## DAY 6 – MAKE & CREATE

Bust out your creativity and make or bake something that promotes HIV awareness, and then share it on social media for all to see!

Whether it's cupcakes, a cake, colouring pages, sidewalk chalk, or a sign – the options are endless.



## DAY 7 – SIGN FOR PREP

Sign the petition on PrEP. We know this medication is effective at stopping the spread of HIV, and Manitoba is the only province without any coverage.

Don't forget to share the petition with your friends and family on social media – the more signatures, the stronger voice we'll have together.



# HOW TO PARTICIPATE

## *Awareness Activities in the Workplace*

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We are bringing the Red Ribbon Walk & Run into the workplace again this year - with a twist. Some days will be challenging workplaces to against each other, while other days a challenge within the workplace amongst co-workers. These in-person and virtual challenges will go hand-in-hand with our daily awareness activities during the week of September 20 to 26. **Each completed challenge will put an entry for your workplace to win a pizza lunch for your office or department.** Help build awareness about HIV and HIV stigma in your workplace and win some pizza along the way!

### DAY 1 – LET THE RIBBON SHINE

#### *Within the Workplace*

Kick the Monday blues by hosting a scavenger hunt - with red ribbons! Share photos of their hiding spots (after they've been found of course) to be entered into our pizza draw. Make sure to tag us in the post so we see your entry.

Your local discount department store will have plenty of ribbons in stock or email us at [redribbon@ninecircles.ca](mailto:redribbon@ninecircles.ca) to request a supply.





## DAY 2 – WEAR IT & SHARE IT

### *Workplace vs. Workplace*

Snap a group picture of your colleagues wearing red - whether it's in person or virtually on Zoom! To enter, submit your workplace photo and employee number by emailing us at [redribbon@ninecircles.ca](mailto:redribbon@ninecircles.ca).

## DAY 3 – SHARE A STORY OF LIVED EXPERIENCE

### *Within the Workplace*

People living with HIV have strong voices and powerful stories - share Lisa's or Christine's story with your followers and colleagues. Tag us and include what their stories mean to you.



## DAY 4 – LUNCH & LEARN

### *Within the Workplace*

Learn more about HIV by scheduling a Lunch & Learn with Nine Circles staff. This short one-hour session will educate your employees about everything related to HIV, including the basics, available preventative medications, and the stigma people living with HIV can face.

Email us at [redribbon@ninecircles.ca](mailto:redribbon@ninecircles.ca) to schedule a session.





## DAY 5 – HIT THE PAVEMENT

### *Within the Workplace*

Join up with your fellow coworkers and colleagues to hit the pavement and walk or run as a group. Nothing increases productivity like a literal breath of fresh air! Snap a photo of your squad and tag us for another entry to win a pizza lunch.

## DAY 6 – MAKE & CREATE

### *Workplace vs. Workplace*

Which workplace can create something together that's the most creative in raising awareness about HIV? Submit your entry by tagging us on social media or emailing it to [redribbon@ninecircles.ca](mailto:redribbon@ninecircles.ca). Each submission will then battle it out via Instagram poll on our account - may the most creative workplace win!



## DAY 7 – SIGN FOR PREP

### *Within the Workplace*

Share our [petition](#) to make PrEP universal to your social media followers and fellow colleagues. Don't forget to tag us in your post to be entered into the draw for a free pizza lunch!



# PRIZES

*Complete the Awareness Activities for a  
Chance to Win!*

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All entries (excluding workplace entries) will be pooled together and then each prize will be drawn from that pool. All Manitoba Liquor & Lotteries' prizes will require the winner to be 18+. Prize quantities for each item will vary.

## 1 – IKEA BEDROOM SET

Donated by Oyate Tipi Cumini Yape Inc.

- 1 Queen Bedframe,
- 1 Dresser
- 1 HAUGESUND Queen Mattress



## 2 – 32" ROKU SMART TV

Hisense 32" HD LED Roku Smart TV

## 3 – BLUETOOTH SPEAKER

House of Marley No Bounds XL  
Waterproof Bluetooth Wireless Speaker





# PRIZES

All entries will be pooled together and then each prize will be drawn from that pool. All Manitoba Liquor & Lotteries' prizes will require the winner to be 18+. Prize quantities for each item will vary.

## 4 – BEYOND FLOWERS

\$100 Gift Card  
Donated by Beyond Flowers



## 5 – MANITOBA LIQUOR & LOTTERIES PRIZE PACKS

Five \$100 gift packages  
Donated by Manitoba Liquor & Lotteries

## 6 – OYATE TIPI CUMINI YAPE

Swag package  
Donated by Oyate Tipi Cumini Yape Inc.



## QUESTIONS?

If you have any questions or need help navigating this guide, don't hesitate to reach out to us at [redribbon@ninecircles.ca](mailto:redribbon@ninecircles.ca) or call us at 204-940-6000.