

GEORGE HOUSE TRUST

IMPACT REPORT 2023









GEORGE HOUS ± TRUST

"Being at George
House Trust felt
great. I was assured
confidentiality was a
priority. I was free to
talk in a safe space."

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Here at George House Trust, we're looking back at another incredible year of inspiring people to live healthily and confidently with HIV. And what a year it has been....

We marched loudly and proudly in Manchester Pride's parade with service users, volunteers, members and supporters. The icing on the cake was being awarded Best Community Float!

At the World AIDS Day Vigil, we remembered those we have lost, stood in solidarity with people living with HIV today and recommitted ourselves to fight HIV stigma. Other highlights were celebrating HIV activism past and present for LGBT History Month with our newly appointed patron Cheddar Gorgeous and our supporters at Kimpton Clocktower Hotel and winning the award for 'Volunteer Involving Organisation' at the 2022 Spirit of Manchester Awards.

Finally, I felt proud and confident in my HIV status by joining the Fighting HIV Stigma March, Vigil and Rally in London.

These achievements highlight a clear theme of partnership in our work. It is crucial for us to continue to partner with the HIV community and educate everyone that HIV has changed. Now, people aren't just living with HIV, they're thriving—like me!

KIERAN YATES
TRUSTEE AND POSITIVE SPEAKER

WHO WE ARE

I am a Positive Speaker for George House Trust.

George House Trust's vision is a world where HIV holds noone back and every time I finish my work, I find joy and peace.

I go into communities, hospitals, schools, and other public places to raise awareness about HIV.

Not only does this help me to understand myself, it also helps me to understand my path.

I become more confident in knowing that I have made an impact on somebody's life, in my community. I enjoy supporting people living with HIV and contributing towards the end of new HIV transmissions through this work.

People benefitting from my lived experience gives me the power and satisfaction to do more and beyond.

I find healing by healing others. It helps me to set terms on who I have become and why I am still pushing to end HIV stigma.

AGATHA PHIRI POSITIVE SPEAKER



YEAR AT A GLANCE

2,658

PEOPLE LIVING WITH HIV SUPPORTED BY OUR PEOPLE

WHAT WE DO

Our team of 19 dedicated staff and 133 passionate volunteers supported 2,658 people living with HIV.

▲ Up 12% from last year.

""George House Trust gave me confidence to be able to find a relationship, be happy and not feel lonely."

ALEX

1,192 people sought tailored, personcentred support through our one-toone services offer which includes our Advice Support, Intensive Support, Peer Mentoring and Counselling. Our counsellors provided 411 remote or in-person counselling sessions.

"My life was on the edge. I had a lot going on. I was able to pour everything into the counselling. It helped me so much. Now I am in a very good place, looking forward to the future."

ΚΔΙ

Delivered 152 Positive Speaker sessions

▲ Up 51% from last year.

These sessions reached 3,300 people.Up 6.5% from last year.

"To hear the testimony of someone living with HIV stays with you in a way other information does not – it inspires!"

SUPPORT WORKER, BOAZ TRUST

"I wanted to phone up and say thank you for the bedding and electric blanket you have given me. I am very happy with them. George House Trust has always been good to me, so I just wanted to say thank you."

Ayo

MONEY & DEBT SUPPORT

This service provides relief from the significant pressure that people feel from being in debt. It empowers people to take control of their finances and focus on their HIV health and wider wellbeing.

- 170 people supported with a range of money-related issues.
- We dealt with 137 debt issues and 140 benefit issues.
- We reduced debts by £15,481 through identifying errors and discrepancies.

£378,656 SECURED

THROUGH BENEFITS, DEBT REDUCTION AND WRITE-OFFS AND GRANTS

WELFARE FUND

Our Welfare Fund is part-funded via the fundraiser kindly organised by the Village Licensed Business Association [VLBA].

We made 130 awards this year, from white goods such as freezers, cookers and washing machines to a gym membership and even a sewing machine – all focussed on helping people to live well with HIV through improved health and wellbeing.

"Words fail me to express how much I can thank you. Without you, I don't really know who was going to help me. I can't even thank you enough."

ASH

YEAR AT A GLANCE

"I am the social worker for someone George House Trust is supporting. I wanted to say that your Intensive Support Worker is one of the most supportive people I have ever worked with. She truly cares about the people she works with. I have found her to be a great advocate and goes above and beyond to ensure that the people she is supporting get what they need and deserve. She is inspiring to work with her passion for helping people is a credit to her and your service."

FORMULA MILK

- The cost of formula feeding can make it challenging to access for some new mothers living with HIV. With funding from all 10 local authorities in Greater Manchester, we provide free formula and a complete steriliser kit as a basic prevention support to all babies born to HIV positive mothers.
- Women say they feel relaxed because they do not worry about the cost of their baby's milk, and that they have managed to save some money, pay other bills and buy healthier food.



PEOPLE LIVING WITH HIV SUPPORTED BY OUR INTENSIVE SUPPORT WORK

INTENSIVE SUPPORT

Our Intensive Support Service aims to address social problems and helps to overcome barriers to people's engagement with HIV treatment and care.

- 95% improved their engagement with clinical appointments.
- 78% reported an improvement in their emotional health.
- 83% reported an in increase in their overall wellbeing..
- 85% had attained an undetectable viral load meaning they cannot pass HIV on during sex.

109

PEER MENTORING SESSIONS DELIVERED

"I don't have a lot of people to speak to, so this service has given me someone to speak to, someone to confide in, and someone to ask questions I may not feel comfortable to ask health professionals. It helps motivate me and give me a reason to get out the house, even in my bad mental health stages."

Ben

PEER MENTORING

- **7** new Peer Mentors trained.
- 34 people received one-to-one peer mentoring.
- 85% stated that they were living happily and confidently with HIV.
- **84%** stated they were living healthily with HIV.
- **98%** said they felt comfortable with their mentor.
- 98% reported feeling listened to.
- 96% said they felt that their mentor had the right knowledge and skills to answer questions and offer support.



YEAR AT A GLANCE

The session was very useful in increasing knowledge of the current situation in regards to HIV. Also a very powerful testimony from someone who has been living with HIV for some time."

Age+ Training Participant

AGE+

Our Age+ (Age Positive) Project provided support to 209 individuals through the year, with 372 wellbeing/Age+ project update telephone calls, 60 one to one support sessions.

Events included a monthly Art Workshop at The Whitworth, fortnightly Knit and Natter, RHS Garden Bridgewater trip, afternoon tea with The Proud Trust, podcast experience workshops, scam awareness session with Age UK Manchester and Health and Wellbeing Workshops (Yoga and Aqua Aerobics).

Of those participating in the project:

- 96% said attending the session helped to improve confidence and/or selfesteem.
- 96% reported that their general wellbeing had improved.



The Age+ Project also provides training sessions to care homes, domiciliary care providers, hospice staff and professionals working with older people across Greater Manchester. It delivered 26 hours of HIV Awareness Training delivered to 90 people via 13 sessions. Following the training:

- 97% of attendees felt more confident in supporting someone living with HIV.
- 97% of attendees said that their knowledge and understanding of HIV and ageing with HIV had improved.
- 95% of attendees said that their knowledge and understanding of HIV stigma and discrimination had improved.



CHILDREN, YOUNG PEOPLE & FAMILIES

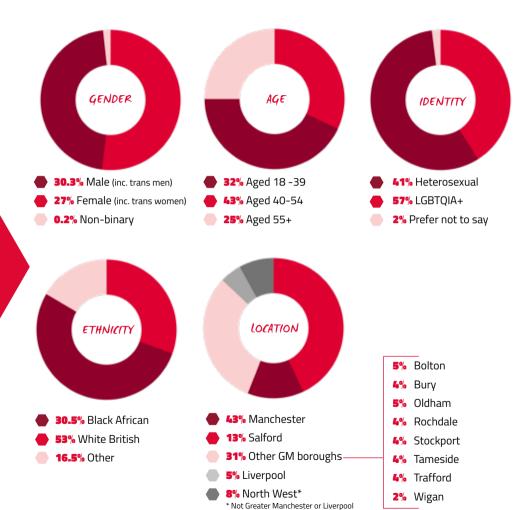
- We provide support, advice and information to young people living with HIV and to families and care givers with HIV positive children.
- 💚 28 are under 18 years old.
- 7 new referrals were made, emphasising the ongoing need and support for this service.
- Working in close collaboration with paediatric and adult HIV teams at North Manchester General Hospital as well as other statutory, voluntary and other HIV organisations, the offer is a wholly person-centred approach, providing assessments, advocacy and peer support.

"You have answered questions about my future that I was worried about."

YOUNG PERSON ACCESSING SUPPORT

28

CHILDREN/YOUNG PEOPLE AND THEIR FAMILIES ACCESSED SUPPORT SERVICE USER DEMOGRAPHICS





412
FULL DAYS OF VOLUNTEERING

UP 21%

160MEMBERS

133 volunteers ▲Up 36%

82% are living with HIV

COMMUNICATIONS & ENGAGEMENT

- 14,171 followers across Instagram, Facebook, X (Twitter), TikTok and LinkedIn.
- Our Manchester Pride and World AIDS Day 2022 Instagram reels were viewed a total of 140,432 times.
- The George House Trust website was visited 39.093 times
- Awarded Best Charity Parade Entry at Manchester Pride, August 2022.
- We launched the 'Towards Positive Practice' research, sharing the views of around 150 people living with HIV and their experiences of Primary Care. As



a result of this work we won the **'Best Community Poster Presentation'** at BHIVA 2023 at their Spring Conference.

- Awarded Charity Of The Year at the inaugural Gaydio Awards in February 2023.
- Our patron Cheddar Gorgeous used their platform on Ru Paul's Drag Race UK to shine a spotlight on HIV activism, HIV stigma and the Undetectable Equals Untransmittable message with their Pink Triangle runway look. We harnessed this huge moment by creating content reflecting these educational messages which were viewed over 5,000 times.
- We worked with partners on the response to Mpox, particularly focussed on awareness raising with sexually active gay, bisexual and men who have sex with men who are living with HIV. There were 8,029 impressions on Mpox awareness materials across our website and social media channels.



"In the first year following my diagnosis I was rushing and living in survival mode. George House Trust were amazing, always checking on me, reassuring me that they were there for me if I ever needed them. Attending therapy, getting involved with George House Trust and developing strong links with the HIV community has created miracles. I can firmly say that accepting my diagnosis and being public about it has definitely changed the narrative. I share my story to inspire others and help to break down stigma and discrimination."

ANA OLIVEIRA
POSITIVE SPEAKER

THE DIFFERENCE WE MADE

Every week, we hear from people living with HIV about the difference that our support has made for them. Whether it's someone with a recent diagnosis or someone living longer-term with HIV, we provide life-changing advice and support services to inspire people to live healthily and confidently with HIV.

We focus on activities that improve wellbeing, build emotional strength, confidence, knowledge and skills through person-centered counselling, peer mentoring, group work, one-to-one advice, befriending and life coaching.

AFRICAN MEN'S PROJECT

The African Men's Engagement Project focuses on creating opportunities for African Men to access activities that improve well-being, reduce isolation, and increase confidence.

A key part of the project is the Calabash Group, bringing African Men together to connect and socialise.

- **88.8%** of participants had increased confidence.
- **78.8%** had improved their connectivity and social engagement.
- **76.2%** had reduced their social isolation.



"I can honestly say that my life has never been the same after coming to George House Trust. I have found hope, belief, and a vision for a brighter future. I really do feel positive about being positive. Thank you, George House Trust."

CALABASH PARTICIPANT



STEPPING OUT

Stepping Out is a project aimed to empower women to live more confidently with HIV through a combination of workshops and a celebration event. 55 women attended the workshops, 21 women

The prom consisted of a catwalk, spoken word performances and a series of dances. Everyone involved in the prom, from the compere to the caterer and DJ, was a woman and most were women living with HIV. We were joined on the day by the dance artist and playwright, who helped us bring the event together.

Our aim was for 10 women to take to the catwalk and in the end 21 did, many of whom also talked openly about experiences of life with HIV. The atmosphere was electric and the joy on participants faces was clear. It was, for many participants, the first time they'd walked and performed publicly as HIV positive women.

- **100%** rated the workshop facilitators as very good or excellent.
- 99% felt the workshops made them feel more socially connected to other women living with HIV.
- 97% left the workshop feeling more positive.
- 97% felt more confident in their ability to manage HIV and live well.
- 97% said they felt they had benefited from the workshop.

"I think it was all amazing. We all felt such a unity and love on the evening. There is always little things that happen but when they did I felt we were all stepping up and made it awesome. I truly felt like I was empowered and owned my HIV for the first time in forever."

STEPPING OUT PARTICIPANT

AGATHA'S STORY

"This year I took part in the beautiful Stepping Out event, where women living with HIV walked with confidence and shared their stories.

This to me was a powerful statement that said, "I am unstoppable and I have stepped out". We defeated fear that day.

Women made sense of what they have been through, shared their knowledge and ability to take the next step and were no longer floundering in the fear of unknown.

Our stories and experiences were different but similar. This made us feel less alone and made a huge impact on our audience.

Before HIV diagnosis, being a woman means being confident in yourself, being hopeful and excited about the future, being mentally and physically strong, unafraid and believing in yourself by not minding what others say or think about you. After HIV diagnosis, this can become

the opposite. Self-confidence turns into self-stigma, unafraid turns into fear of the unknown. We don't know the future but after HIV diagnosis we can become scared of what our future will look like or if we will make it to the future at all.

I went back home feeling very empowered and motivated. HIV is a medical condition not a limitation. Hearing from another women gave others hope, courage and confidence.

It takes someone with lived experience to support you to regain your confidence and reorganise yourself. And that is exactly what Stepping Out meant to me – a group of strong women with lived experience walking together in unity to make a statement."





ANITA'S STORY

My name is Anita and in 1995 I tested HIV +. I was told to go home and make arrangements for my death.

28 years later I am living a full and happy life and my current HIV status is undetectable.

For many years I have faced stigma, shame and bullying and hit some very low points along my journey. Thanks to my amazing friends and the support from the wonderful George House Trust, I am currently in a good place and feel that the time is finally right to own my status.

I volunteer and am a proud ambassador for George House and deliver Positive Speaking sessions in schools to further educate people on what it actually means to live - and thrive - with HIV.



VOLUNTEER DRIVER SERVICE

Our volunteer drivers support people who face mobility, financial or emotional challenges or those who face challenges in travelling independently. As a result, we've seen an increase in people accessing support and advice and decreased isolation from using the volunteer driving service.

"We have been to the hospital appointment and are now safely back home. The driver is simply an amazing supporter, so, so cheerful! My husband and I are eternally grateful."

VOLUNTEE DRIVER RENEFICIARY

PRISON SUPPORT

We continued to provide support to people living with HIV in prison, providing a listening ear and maintaining a connection between the prisoner and our services. We also ensure prison staff are HIV aware. We engaged HMP Hindley, HMP Manchester, HMP Kirkham and HMP Buckley Hall to look at how we can develop the service.

"He has said he loves my visits and has told staff at his HIV clinic that he doesn't know how he would have coped without George House Trust."

PRISON SUPPORT VOLUNTEER

The Telephone Buddy support has continued as it was identified as a need for some of our more isolated service users who want to feel more socially connected. Of those who provided feedback on the service:

- 100% reported that the support they received was either very good or excellent.
- 100% reported the calls had a very good or excellent impact on their mental wellbeing.
- 82% reported feeling connected to the community as a result of the calls.

"My buddy talked about things which were happening and things I could get involved with in the future. The weekly telephone calls helped me feel more connected."

PERSON ACCESSING TELEPHONE BUDDIES



IMPACT OF VOLUNTEERING

Volunteers bring something special to George House Trust through the time that they give, the commitment to our shared vision and the excellent knowledge and understanding they have of the issues that impact people living with HIV.

George House Trust couldn't deliver the services we provide without the amazing contribution of volunteers. Volunteers are involved at every level of the organisation and are integral to our ambition of achieving a world where HIV holds no one back.

- 90% of volunteers have developed new skills.
- 📂 88%have improved their health and wellbeing.
- 95% have increased their overall confidence.
- 92% have developed new friendships, contacts and networks.

"Volunteering with George House Trust has impacted my life immeasurably, supporting me to move away from secrecy, stigma and shame to happiness and hope." VOLUNTEER

"As a person living openly with HIV, my volunteering helps show others that it is possible to live a happy, healthy and fulfilling life."

NATHANIEL, POSITIVE SPEAKER VOLUNTEER



PEER MENTORING

Peer Mentor volunteers (pictured left) were filmed as part of a promotional video for Peer Mentoring, funded by The National Lottery Community Fund. 'We Are Better Together' promotes Peer Mentoring, and acts as a key tool in tackling HIV stigma.

"Peer mentoring is the best foundation for living well with HIV and that's the gift that George House Trust offers. That's important." YVONNE, PEER MENTOR

"It was my first time walking with George House Trust at Manchester Pride. It was one of the most awe-inspiring days I've ever had. I've never felt such positive energy." CHRIS, VOLUNTEER

We engaged volunteers and team members on the refresh of the **Volunteering Action Plan**. Co-designed with volunteers, the plan focuses on the experience of volunteers and ensuring that their contribution is positive and valued.

We were awarded **Best Volunteer Involving Organisation** at the Spirit of Manchester Awards, October 2022.

Thank you to every single volunteer for every second of your time. You all change lives.



GROUP EVENTS

Group events provide social connectivity and information sessions for people living with HIV.

Our LGBT Group continues to provide warm and friendly social events and activities for LGBTQ+ people living with HIV. Activities included a session on self-care over the festive season, a trip to RHS Bridgewater in Salford, a guided tour of Manchester Art Gallery and guided tour of the National Trust Urban Garden at Castlefield Viaduct.

"I just wanted to say a big thank you for organising yesterday. I had such a lovely time and met a lovely group of people. I'm looking forward to the next day out! It's been a lifeline to connect with others living with HIV."

LGBT GROUP AND EVENTS ATTENDEE.

Our Saturday Social is a mixed peer support group held each month where service users socialise and take part in a variety of activities.

"It's an eye opener to attend the sessions and hearing stories from other people living with HIV has shown me that I am not alone." SATURDAY SOCIAL ATTENDEE

The Straight Talking Group continued to provide peer support to heterosexual men living with HIV.

"Not only does it give me the chance of socialising but also the opportunity to do some activity, which I wouldn't normally do alone. We have a few regulars in the group, who I now consider as friends. I'm very thankful the group exists." STRAIGHT TALKING GROUP ATTENDEE



WORKING IN PARTNERSHIP

We work with partners on campaigning, fundraising and awareness raising to reach new audiences and enact real change for people living with HIV.

- We tackled HIV stigma and provided one-to one support across all 10 boroughs of Greater Manchester, working with our Passionate about Sexual Health [PaSH] partners BHA for Equality and LGBT Foundation. In September 2022, the PaSH Partnership launched our Liverpool Programme. George House Trust is actively delivering support across Liverpool as the contracted provider of HIV support.
- We supported the implementation of Opt-out HIV Testing in Emergency Departments with the NHS in Greater Manchester, Manchester Foundation Trust and Northern Care Alliance. 15 people were referred to George House Trust for support following diagnosis through the opt-out route.
- We partnered with Manchester Foundation Trust to provide Covid vaccinations and Flu vaccinations from our office, engaging people who had not had their first Covid vaccination.
- Working with NHS clinics, UKHSA and our PaSH partners, we ensured people living with HIV were provided with the

latest information and advice on **Mpox**, with a specific focus on harm reduction, vaccination and outcomes for people living with HIV.

- We partnered with various organisations to deliver Information Sessions and Workshops, including Food for Thought sessions with Food Chain, Making Music sessions with The Sunday Boys, information sessions with Greater Manchester Immigration Aid Unit, an Ask me about Prep Event with Team Prepster, and a workshop with Manchester Citizen's Advice's Energy Champion.
- We worked with our corporate supporters Kimpton Clocktower Hotel and patron Cheddar Gorgeous to deliver an event for LGBT History Month 2022 celebrating HIV activism past and present.
- M-A-C Cosmetics partnered with us at summer events to help engage different people and increase awareness of what we do. At Sparkle Weekend (the annual trans celebration in Manchester) working with M-A-C helped draw people to our stall to complete a survey about what a trans-inclusive HIV service looks like for them. M-A-C also gave out trans-inclusive make-up tips, tricks and makeovers which improved people's confidence and raised funds for George House Trust.





WORLD AIDS DAY 2022

On World AIDS Day 2022 we saw solidarity, support and HIV activism in many forms. Some highlights included...

- Our Patron Cheddar Gorgeous raffling their iconic Pink Triangle look from Ru Paul's Drag Race UK in aid of George House Trust and Terrence Higgins Trust, raising over £2,000 to support people living with HIV.
- Partnering with digital creators Aamir and Amir from You Don't Love Me Boys to create a World AIDS Day information reel about HIV aimed at South Asian communities which has been viewed 44,000 times.
- Through the Greater Manchester Passionate about Sexual Health (PaSH) Partnership with BHA for Equality and LGBT Foundation, delivering a moving World AIDS Day Vigil on 1st December and raising £2,453 to support the work of PaSH.
- Working with Manchester Pride to produce three videos for World AIDS Day and sharing these on Manchester Pride's social media channels.



WHERE WE'RE GOING

I think it's fair to say that looking ahead is both exciting and challenging. We're seeing the amazing decline in new diagnoses of HIV, aligned to the 2030 goal of ending new HIV transmissions.

However, in the context of a cost of living crisis, complex comorbidities, worsening health and inequalities and poverty, we continue to see the needs of people living with HIV increase and the number of people accessing support from George House Trust rise too.

I've said many times that our work will not be done until everyone living with HIV has access to what they need to live healthily and confidently, and we are no longer needed as an organisation. With that in mind, our focus for the coming year and beyond is built around our organisational priorities which include:

- Ensuring that we know the services and support we provide are making a difference, by understanding the impact of our work on people and communities.
- Securing the investment required to do the work we need and want to do through increasing our unrestricted income through all aspects of fundraising.

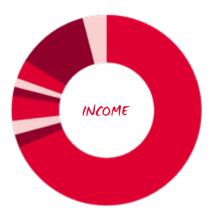
- Inspiring more people to live healthily and confidently with HIV, by focusing on our work to connect, develop and enable people to skill up themselves and achieve their potential.
- Focusing on the diversity of the people involved in everything that we do, to increase opportunities for all people living with HIV.
- Ensuring that the work that we do supports people to live well and love well too, through promoting positive relationships and good sexual health.

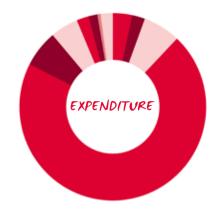
Thanks for your ongoing support, we really couldn't do it without you. We have many priorities, many services and many people that benefit from the work of our colleagues, volunteers and trustees and we need you with us for the journey so that we can achieve our goal for a world where HIV holds no one back.

DARREN KNIGHT, CHIEF EXECUTIVE



INCOME & EXPENDITURE



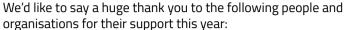


INCOME	£834,363	
Statutory Funding	£572,550	
North Manchester		
General Hospital	£18,500	
ViiV Healthcare	£19,840	
MAC VIVA GLAM	£35,000	
Gilead Sciences Ltd	£12,916	
LGBTQ Community Fund	£12,644	
Other Bodies	£26,970	
Donations and Fundraising	£115, 141	
Other Generated Income	£20,802	

EXPENDITURE	£942,189	
Welfare Grants Volunteer Expenses Participant and Activity Costs Staff Costs Office Costs Building Costs Governance Fundraising Activities Publicity	31,622.00 20,940.00 60,961.00 664,076.00 59,659.00 45,584.00 19,870.00 14,484.00 5,156.00	
Depreciation	19,837.00	

These figures are at March 31st 2023, the end of our financial year.





- Our patrons Russell T. Davies and Cheddar Gorgeous both went the extra mile this year, giving their time freely, gladly, and warmly to support people living with HIV. They use their considerable platforms to smash HIV stigma whilst helping to raise funds and awareness for George House Trust.
- Whilst all our Ambassadors play a vital role, we'd like to extend a special thanks this year to Adam Zane, Anna Phylactic, Carl Austin-Behan, John Hamilton, Misty Chance, Nick Curtis for contributing in a massive and magnificent way to help us achieve our goals.
- The Village Licensed Business Association who've continued to support our work and fundraise for us through the year.
- Greater Manchester Health and Social Care Partnership, now Greater Manchester Integrated Care Board for investing in our life-changing Intensive Support Work.
- MAC VIVA GLAM for not only supporting our work, but marching at Prides with us and supporting our Stepping Out event for women living with HIV.
- Manchester City Council for their continued support for our work
- ViiV Healthcare, MSD and Gilead Sciences crucial industry partners who work with us to support people to live well with HIV.
- Our PaSH in Greater Manchester Partnership funders including Bolton Council, Bury Council, Manchester City Council, Oldham Council, Rochdale Council, Salford City Council, Stockport Council, Tameside Council, Trafford Council and Wigan Council.
- Liverpool City Council for supporting our emerging work in Liverpool.
- Our corporate supporters Gay Pride Shop, Kimpton Clocktower Hotel, Autotrader and Homobloc.
- Everyone who has fundraised, donated, planned a legacy and sponsored someone who's raising money for George House Trust. Every penny enables us to provide direct support to people living with HIV.















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