



Tel (718) 295-5605
Fax (718) 733-3429

540 E. Fordham Road
Bronx, New York 10458

December, 2011

Dear Friend of BAS,

Just imagine if organizations like Bronx AIDS Services (BAS) did not exist!

Would there be free programs available for low income adults and teens affected by HIV/AIDS in New York City that would help them succeed in school, adopt healthy lifestyles, and help to build their self-esteem? Or, would there be more unsafe and unhealthy neighborhoods with adults and a new generation of youth lacking motivation for future aspirations, few chances for learning affirmative values of perseverance, cooperation, fairness and respect? What would be the optimal situation?

Here is how BAS makes an impact for just one of our clients who lives with the HIV virus in one of the poorest neighborhoods in the Bronx:

C.A., 22, a former client and now a peer educator sought out services at BAS in February 2008. "BAS is a safe haven and comfort zone. BAS connected me with support groups which showed me how to protect myself from high risk behaviors and helped me with resume writing and finding a job." Bronx AIDS Services helps thousands of others like C.A. that are infected by HIV or at high risk of contracting the virus with programs and services that give them the right tools to live healthier and productive lives in spite of the many adversities that surround them.

BAS must continue to serve South Bronx young people like C.A. The Bronx is a veritable breeding ground for HIV/AIDS. Large segments of its population (55% of which are Latino and 35% African American) lack the basic socioeconomic necessities most of us take for granted -- stable housing and educational and employment opportunities. In addition, the Bronx remains one of the poorest congressional districts in the nation. The unemployment rate is high, educational levels are low, and very few families engage in wealth building activities. The result, homeownership-rates in the Bronx are the lowest compared to the four neighboring boroughs and respectively few residents have obtained a college degree. In addition, according to the Bronx Borough President's Office report in 2008, "figures show that Bronx youth are increasingly involved in neighborhood street crimes, school crimes, and placed in juvenile detention facilities in growing numbers."

While a significant number of clients have benefited from BAS' interventions and are living longer and healthier lives with the virus, **many remain vulnerable and destitute**. BAS needs your help to support our mission of serving more than 8,000 clients per year. Your contribution – whether its \$20, \$50, \$100 or \$500 means providing more health education, better nutrition, personal development, financial literacy and workforce training to our clients in need. The country's economic downturn, as well as a change in government funding priorities has had a severe impact on the availability of resources to do our work. Supporting BAS and helping us to continue our track record of creative, innovative programs is the one way you can help reverse the devastation the HIV/AIDS epidemic creates in our communities.

We hope you can help. Please send your gift to the address above or make your gift online at www.basnyc.org. You can be confident that your gift will benefit an institution that is worthy of your support. Happy Holidays!!!

Sincerely,

Mera Eisen
Board Chair

Jose M. Davila
Executive Director

Celebrating 25 Years