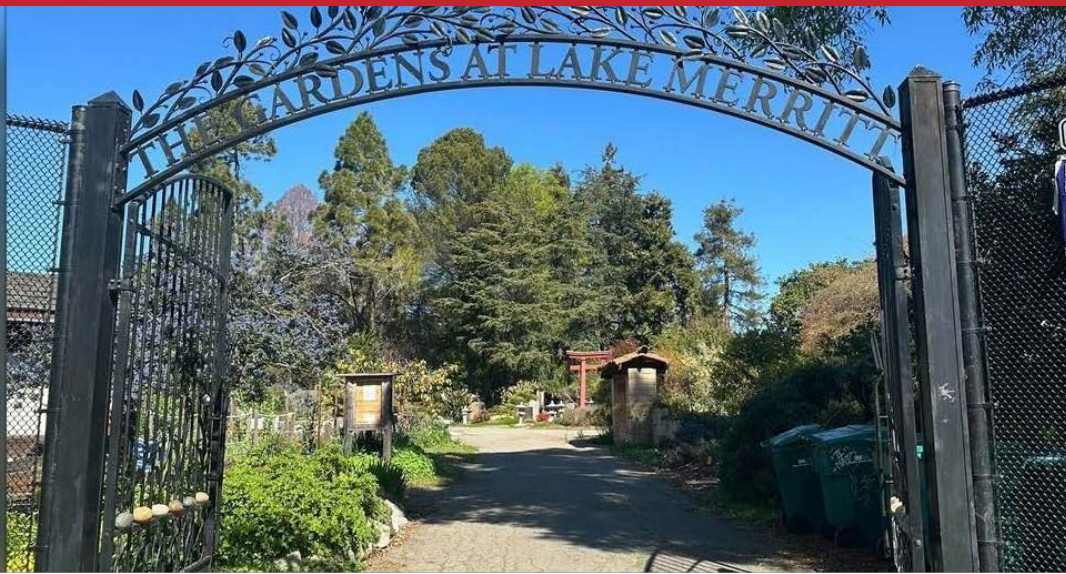


# THE NEW EAST BAY AIDS MEMORIAL GARDEN



## HELP US CREATE A GARDEN OF HOPE

The East Bay boasts a rich history and diverse culture; however, there's no monument that memorializes, honors nor recognizes HIV's impact on the community. To address this, the **POZ+ group at East Bay Getting to Zero** is leading the creation of the East Bay's first AIDS Memorial Garden. Supported by Oakland's leaders and community partners, this garden will be built within The Gardens at Lake Merritt as a space for individuals affected by HIV, including families and friends, to heal and connect. It honors those living with HIV, remembers those lost, and fosters intergenerational conversations about the HIV and LGBTQ+ legacies. With your sponsorship, we can make a significant difference in sharing East Bay's stories.

**Please join us in building a memorial that honors and inspires.**

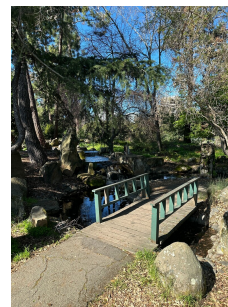
*Honor or memorialize a loved one by donating on their behalf, instructions are on the website.*



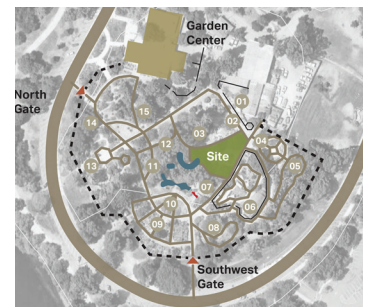
**SCAN TO DONATE**



View of the memorial garden space



Bridge & waterfall



Our site location within The Gardens of Lake Merritt

### Meet some members of the team:



*"The Memorial Garden is an important addition to the deeply communal tapestry that is Lake Merritt, embellishing a quilt that comforts us all."*

*– Le'Shrea Ebony*



*"This Memorial Garden is vital to me because it represents a history of people lost to HIV."*

*– Gabriel Jimenez*



*"I think people should support this garden because of fear and stigma that still runs rampant."*

*– Ramirez Brown*

**FOR MORE INFO, VISIT [EASTBAYAIDSMEMORIAL.ORG](http://EASTBAYAIDSMEMORIAL.ORG)**

# SUPPORT THE EAST BAY AIDS MEMORIAL GARDEN

East Bay AIDS Memorial Garden (EBAMG) is excited to offer you and/or your company an opportunity to support garden development while expanding your brand. We invite you to be a sponsor at one of the following levels:

## \$1 - \$999 | Partner Sponsor

As a thank you for your generous gift, you will receive:

- An acknowledgement via the EBAMG funders webpage

## \$1,000 - \$2,999 | Seed Sponsor

As a thank you for your generous gift, you will receive:

- Previous perks AND
- Special mention in the East Bay Getting to Zero newsletter

## \$3,000 - \$4,999 | Tree Sponsor

As a thank you for your generous gift, you will receive:

- Previous perks AND
- Special recognition at the Grand Opening event
- Invitation to an invitation-only sneak peek event
- Two tickets to our Grand Opening event
- Recognition in EBAMG press releases & social media posts

## \$5,000 - \$9,999 | Pollinator Sponsor

As a thank you for your generous gift, you will receive:

- Previous perks AND
- Four tickets to our Grand Opening event

## \$10,000 AND BEYOND | Garden Sponsor

As a thank you for your generous gift, you will receive:

- Previous perks AND
- A swag bag of EBAMG Goodies
- Opportunity to have an EBGTZ speaker at your company event

## \$15,000 AND BEYOND | Founding Sponsor

As a thank you for your generous gift, you will receive:

- Previous perks
- Become one of 25 founding sponsors recognized on the AIDS Memorial Garden Founders Plaque
- Eight tickets to our Grand Opening Event

## HIV IN THE EAST BAY

The United States launched a bold new HIV public health partnership in 2020 called *Ending the HIV Epidemic: A Plan for America*, a ten-year nationwide initiative with the goal to achieve a 90% reduction of new HIV infections by 2030. The East Bay was identified as one of the 57 geographic areas in the United States most heavily impacted by HIV.

- About 8000 people are living with HIV in the East Bay
- Just in the last 15 years, the East Bay has lost over 1300 people with HIV/AIDS
- The East Bay community loses approximately 100 people with HIV/AIDS each year
- While HIV affects all people, communities of color are most affected, particularly gay & bisexual men, cis and trans women, and youth in these communities

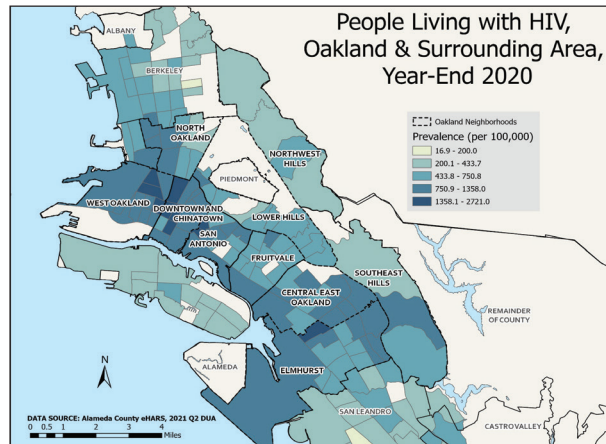
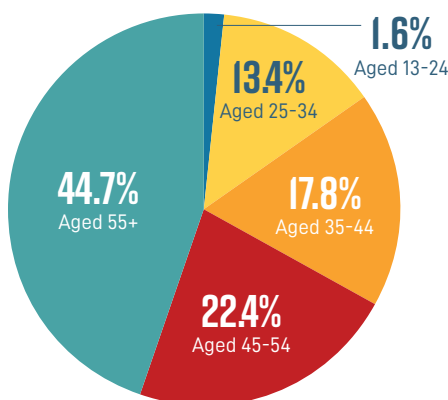
Percent of people living with HIV, by Age, 2021- East Bay

23.5% - LATINX

27.3% - WHITE

36.9% - BLACK

## Percent of people living with HIV, by Age, 2021- East Bay



Alameda County-wide data are from HIV in Alameda County, 2019-21; Alameda County Public Health Dept., HIV Epidemiology and Surveillance Unit, Feb. 2023

There have been 160-300 new HIV diagnoses per year since 2006, 160 in 2020, 199 in 2021. In 2021, there were 6,212 people living with HIV (PLWH).

Among people diagnosed 2019-21: 85% male sex at birth; 73% MSM (men who have sex with men); 34% African American; 33% Latinx (vs. 19% white); highest rates among ages 20-39.

Geographic prevalence: Emeryville had the highest, followed by Oakland, Ashland, and Hayward Acres. In Oakland, West Oakland, Downtown, and Chinatown had the highest prevalence.



East Bay Getting to Zero is a network of diverse people from community organizations, clinics, hospitals, schools, faith-based organizations, public and private agencies in Alameda and Contra Costa Counties working together to advance health equity and healing for all people impacted by HIV through system coordination, advocacy, capacity building and innovation.

We bring people together to collaborate on creative ways to implement the East Bay HIV strategic plan, supporting community members to have more equitable access to HIV testing, prevention and treatment services.