

ASAAP

STRATEGIC DIRECTIONS 2022–

2025

INTRODUCTION

The Alliance for South Asian AIDS Prevention (ASAAP) was founded in 1989. That year, a South Asian couple in Toronto died, unable to access culturally responsive HIV/AIDS services in their own language. In the subsequent 32 years, the core of ASAAP's purpose has not changed: to situate HIV/AIDS and sexual health within a culturally appropriate framework and to provide prevention education and support services to South Asians living with, at risk of, or affected by HIV/AIDS. In recent years we have begun to serve clients of Middle Eastern, and Indo-Caribbean heritage as well.

ASAAP was born out of activism and community leadership, and that ethos is still at the heart of what we do. However, as our environment changes, we must adapt and anticipate the future.

We began our strategic planning process with an environmental scan comprised of data gathered through community consultations and an online survey of ASAAP clients, volunteers, supporters and partners.

In August 2021, the ASAAP board and staff came together for two virtual working sessions to review the data and interpret the results into new strategic directions and a refreshed mission, vision and set of values and principles. Our lively, passionate, and comprehensive discussion resulted in the document you have in front of you now: a responsive, responsible and visionary strategic plan that will guide ASAAP's activities through 2025.

ASAAP's 2022–2025 Strategic Directions are the four forward-looking principles that will guide the agency through this next period of growth and evolution.

COMMUNITIES WE SERVE

ASAAP is committed to providing culturally responsive holistic health promotion and support services for people from SAMEIC (South Asian, Middle Eastern, Indo-Caribbean) and other related communities who are LGBTQ+ and/or living with, at risk of, or affected by HIV and related health conditions. Our services are offered in English, Tamil, Hindi, Urdu, Punjabi, Gujarati, Bengali, Nepali, Arabic, Farsi, and Turkish. Support in other languages may be available based on availability of staff and/or volunteers.

SAMEIC (South Asian, Middle Eastern, Indo-Caribbean) is more than a geographical identity. We recognize that throughout history, South Asian, Middle Eastern, and Indo-Caribbean individuals and families have been relocated across the globe. Our community members are from countries including but not limited to Afghanistan, Bangladesh, Bhutan, India, Myanmar, Nepal, Pakistan, Sri Lanka, Tibet, Syria, Iran, Egypt, Lebanon, Jordan, Barbados, Belize, Dominican Republic, French Guiana, Grenada, Guadeloupe, Guyana, Haiti as well as other South Asian diaspora with roots in places such as Fiji, Maldives, and Mauritius. We recognize the richness and diversity within these communities and offer our services from a culturally and linguistically responsible lens.



We serve youth, including LGBTQ+ youth. We serve those who are struggling with substance use.

OUR VISION

Our vision is of a world where communities of SAMEIC (South Asian, Middle Eastern, and Indo-Caribbean) heritage come together to determine their health and well-being free from stigma and discrimination.

OUR MISSION

ASAAP is committed to providing culturally responsive holistic health promotion and support services for people from SAMEIC (South Asian, Middle Eastern, and Indo-Caribbean) and related communities who are living with, at risk of, or affected by HIV and related health conditions.



VALUES & PRINCIPLES

1
We are committed to creating and sustaining safer spaces for those we serve

2
We adopt a holistic view of health that includes mind, body, spirit and relationship to community

3
We work to maintain sex-positive, queer-positive, and trans-inclusive environments

4
We work within an anti-oppression framework to promote social justice and equity

5
We respect the confidentiality and privacy of the people engaged with us

6
We are committed to the Greater and Meaningful Involvement of People living with HIV/AIDS (GIPA/MEPA) in all aspects of our work

7
We work from a client-centred perspective and recognize the social, economic, and cultural factors that determine individual health

8
We strive to be transparent and accountable to all our stakeholders

9
We are committed to increasing representation and access for underserved populations, including women, youth, trans, gender non-conforming and non-binary people, as well as newcomers, non-status individuals, and those with precarious employment and housing

STRATEGIC DIRECTIONS



INCREASE VISIBILITY IN OUR COMMUNITIES

1

Unify and strengthen ASAAP branding to consciously reflect the diverse communities we serve and the services we offer

2

Develop a community engagement strategy that will reach as many members of our target communities as possible, especially those who are most vulnerable

3

Identify key community members and convert them into champions who will amplify ASAAP's visibility among our communities

GROW AND SUSTAIN OUR FINANCIAL HEALTH

1

Foster and strengthen our relationships with current funders and ensure new funding to support all strategic directions

2

Identify and implement income-generating activities to raise funds (e.g., consulting fees, workshop attendance fees)

3

Ensure financial governance and create strong internal budgeting and financial controls

STRENGTHEN STRATEGIC PARTNERSHIPS AND ALLIANCES

1

Identify existing/new partner agencies with which to formalize/develop strategic alliances to ensure a holistic approach to service delivery

2

Determine specifics of the engagement with each of the agencies/organizations identified in the goals above

3

Identify first-contact organizations, government agencies, and individuals (e.g., universities, medical professionals, law firms, social and settlement workers) working with SAMEIC newcomers, refugees, students, and Permanent Residents with which to set up mutual referral relationships

STRENGTHEN INDIVIDUALS AND COMMUNITIES

1

Define the various dimensions across which strength is sought (e.g., mental, physical, economic), understanding that “strength” means different things to different individuals

2

Understand, respond to, and adapt to the changing environment to develop culturally sustaining programs and services that prioritize reintegration and advances new ways of being and becoming

3

Empower and equip our clients/service users who hail from traditionally underserved groups to advocate for themselves and meaningfully shape the services we provide



SPECIAL THANKS

In 2021, a Strategic Planning Committee comprised of a subset of both staff and board members was struck to guide this important deliverable, which culminated with working sessions open to all board and staff members in August. We deeply appreciate each and every one of ASAAP's clients, volunteers, staff, board, supporters, and community partners who took the time to contribute to this plan. We are also indebted to our facilitator, Rita Gupta. Thank you.

ASAAP is committed to providing culturally responsive holistic health promotion and support services for SAMEIC (South Asian, Middle Eastern, and Indo-Caribbean) communities who are living with, at risk of, or affected by HIV and related health conditions.

WWW.ASAAP.CA
CANADAHELPS FOR DONATIONS
FACEBOOK: @ASAAPTORONTO
INSTAGRAM: @ASAAPTORONTO
TWITTER: @ASAAP
LINKEDIN: @ASAAP
YOUTUBE: @ASAAPTV

120 CARLTON ST, SUITE 212,
TORONTO, ON, M5A 4K3
INFO@ASAAP.CA
+1 (416) 599 2727 EXT: 221
+1 (416) 420 9577