Executive Director Sarina Di Bianca

Cofounder Bernadette Kinniry, RSM

Annual Report 2020

Siloam Wellness

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Full Court Press for Awareness: October 17, 2020

HIGHLIGHTS

Strategic Highlights

In keeping with its more than its 26-year history, Siloam in 2020 continued its mission of healing the mind, body and spirit of those living with HIV/AIDS. Built upon Co-founders Don Reilly's, OSA and Bernadette Kinniry's, RSM, vision, Siloam has served over 12,000 individuals regardless of their ability to pay. Our priorities remained constant in the face of the pandemic, but new challenges emerged; chief among them was facility closure.

However, our staff and volunteers discovered creative ways to meet these challenges. Siloam has grown in its ability to realize its mission by transitioning its existing services to distance delivery and adapting to emerging challenges that will outlast the current pandemic. Many in our community have been doubly traumatized as memories of loved ones lost during the AIDS pandemic resurfaced. Siloam's spiritual and psychological counseling services pivoted to address the resulting PTSD. Robert Thornton, OSA, PsyD, who has led Siloam's psychological counseling services since 2012, recruited a PsyD intern and introduced another group specifically for those suffering from PTSD. Individualized spiritual direction and monthly retreats enabled retreatants to share their journeys and to renew their resolve. Additional Zoom classes in mind/body/spirit healing were added, and our food aid delivery expanded to assure the proper nutrition which underpins healthy living and adherence to healing regimens.

Siloam also launched an initiative to engage youth and to educate them in the realities of HIV/AIDS. Because 1 in 4 new HIV infections occur in youths aged 13-14, this demographic is at great risk. The CDC estimates that 1,000 youths are infected each month and that 60% are unaware of their infection (https://www.cdc.gov/vitalsigns/hivamongyouth/index.html).

The average young person aged 13-26 doesn't walk down the street seeking a lecture on the dangers and risk levels of HIV/AIDS in their age group. People under 30 are more than three times as likely to view a web page/social media account if they are personally involved in some way. Siloam increased its social media presence and sponsored a socially-distanced event last October 17th in Camden, NJ to engage young people through basketball to the facts of HIV transmission and to eliminate stigma associated with the virus and its transmission (https://www.facebook.com/watch/?v=646191612927757).

To facilitate outreach to the neighboring community and to at-risk African-American youth, the Board of Trustees in 2020 added two new members from the African-American community. These new members have contributed to the Board's diversity goal-setting and the constitution of a Board that more closely mirrors those Siloam serves.

Financial Highlights

In 2020 Siloam regained financial stability. Inheriting ballooning deficits, Executive Director Di Bianca reduced them from $72,014 in 2018 to $11,882 in 2019. In 2020 Siloam realized a surplus of $31,962.

Di Bianca forged partnerships. A 2018 agreement with Drexel University enabled Siloam to relocate to the Stephen and Sandra Sheller Community Health Center, an annual saving of $78,000. This move eliminated the stigma of accessing AIDS-only organizations and provided clients with one-stop medical assistance. In April, 2020 Siloam and the African Family Health Organization (AFAHO) combined services, ensuring access to case managers, doctors, and medications under the 340b federal pricing program. In August 2020 United Healthcare extended coverage to eligible Siloam clients, providing a reliable revenue stream for the first time in Siloam's history. Negotiations are underway with additional insurance carriers.

Operating Highlights

Prior to mandated closure, Siloam offered: on-site and off-site retreats, spiritual direction, individual counseling sessions, group meetings, a food pantry, healthy cooking and nutrition classes, massage, Tai Chi, Reiki, Chi Kung, yoga, meditation, reflexology, chair yoga, Silver Sneakers, and Fun Fridays with student from Villanova LaSalle, St. Joseph and Temple Universities.

In four days, Siloam's staff transitioned to distance delivery of: personalized spiritual direction and counseling sessions, group meetings, individual psychological counseling sessions, chair yoga, Pilates, Tai Chi, and exercise dance classes. Siloam also instituted once-weekly food delivery services from its food pantry which it had previously opened to its North Philadelphia neighbors living in a food desert.

In addition to the almost seamless transition of services after Covid-19 closure, Siloam's staff is continuously responding to emergent needs specific to the HIV community. When studies

uncovered that 1 in 4 new HIV infections were occurring in youth aged 13-24, Siloam initiated an innovative program to educate young people concerning the realities of HIV.

With corporate and celebrity buy-in, AmeriHealth Caritas Partnership (ACP) and Keystone First co-sponsored with Siloam the *Full Court Press for Awareness* held at The Salvation Army Kroc Center on Saturday, October 17, 2020. Local university and high school basketball coaches organized the socially distanced event, providing adolescent youth with a safe, educational and fun-filled activity. Former NBA 76er's and Atlanta Hawks star, Jumaine Jones, was the featured inspirational speaker. Over eighty shooters and more than two hundred guests arrived throughout the day during staggered arrival times to accommodate pandemic safety concerns. (https://www.siloamwellness.org/full-court-press-for-awareness; https://www.facebook.com/watch/?v=646191612927757). With the assistance of Jones, Siloam is currently seeking grant funding to replicate the event in Atlanta, GA.

From May 2019 to May 2020 demand for Siloam's food aid increased 252%. With grant funding and volunteer assistance Siloam met the challenge.

Looking Ahead

Recently Siloam's strategic planning process has been limited because of the Covid-19 pandemic. However, in the past professional strategic coaching and day-long retreats had informed planning. When possible, resources will be allocated for future strategic planning and goal setting. Areas to be addressed include: expanding youth outreach, rebuilding the aging donor base, rescheduling fund-raising events, prioritizing grant applications, and incorporating current research documenting the emerging needs of the HIV/AIDS subpopulations, especially youth.

Although the course of the Covid-19 pandemic cannot be accurately predicted given emerging variants and vaccine hesitancy, the persistence of hunger among the communities Siloam serves is a given. Delivering food aid remains a priority. Several grant applications funding the food pantry through 2021 have been submitted.

In April 2021 Siloam added two paid internships to expand Siloam's social media outreach. Both are studying social media and work offsite. The new web administrator is a student of UC, Irvine, and the young woman tasked with upgrading and rejuvenating Siloam's social media is a student of Temple University's Klein College of Media and Communication. The executive director is collaborating with these interns to revamp Siloam's media presence.

Di Bianca's networking has improved Siloam's media presence and created partnerships with area businesses, foundations and sports celebrities. Siloam's outreach to area sports coaches and celebrities offers fertile crowd for event planning, fundraising and rebuilding its donor base. On June 26 & 27, 2021 Paulsboro High School sponsored its Legends Football Camp where Di Bianca addressed parents on the realities of HIV transmission. The event featured football legends who used sports to address young campers about their paths to becoming football legends and encouraged the campers to excel in football and in life.

DiBianca has also leveraged her contacts within local and national HIV/AIDS foundations to increase Siloam's media footprint. On March 23, 2021, she participated in a virtual forum for professional women sponsored by Kean University. In her May 2021 interview with *Mission Box*, Di Bianca articulated Siloam's unique holistic services and expressed the evolution of her commitment to Siloam's mission (https://www.missionbox.com/article/5192/sarina-dibianca-a-holistic-approach-to-support-people-living-with-hivaids?page=main).

Challenges:

Our greatest ongoing challenge is the persistent stigma surrounding the public perceptions of people living with HIV/AIDS. This stigma depresses the pool of Siloam's potential donors who fear association, however indirect, with HIV (https://www.aidswalkphilly.org/about/facts).

Pandemic restrictions have affected donations, forced cancellation of planned events, and limited volunteer involvement. Continuous communication with members of the Siloam community now falls almost exclusively to staff who not only respond to personal emergencies but must oversee the logistics of maintaining virtual services and food aid.

Upcoming Events:

September 18, 2021: Full Court Press for Awareness

October 10, 2021: 26th Anniversary Celebration Honoring Benefactor, Coach Phil Martelli

				2020 Program Statistics									
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Total
Mind/Body/Spirit													
Chair Yoga (Mondays)	28	33	9	28	26	23	11	22	11	14	22	17	244
Pilates	0	0	15	17	15	17	10	16	11	12	20	17	150
START						16	11	13	19	14	18	20	111
Manifesting Your Journey	0	0	31	25	22	21	13	8	19	14	18	18	189
Cardio Dance Flow	0	0	12	23	21	14	13	15	19	20	16	17	170
Tai Chi	33	35	32	33	26	30	24	20	20	27	17	17	314
Support Groups													0
Support Group Thursday 2 hours	83	85	37	37	33	36	27	23	33	37	24	33	488
Be Extraordinary for Teens						7	18	15	0	0	0	0	40
Individual Support													0
Counseling (Bob)	22	19	20	24	26	25	51	35	41	39	40	44	386
Iterns under Bob's Supervision)	2	2	2	2	2	0	0	0	0	0	0	0	10
Spiritual Direction (Bern)	10	10	10	9	8	10	5	12	6	8	9	9	106
Retreats													0
Half day retreat 5 hours	10	14	16	0	0	9	5	12	11	7	2	6	92
Retreat (3 Day - Aston) 48 hours		28											28
Body Work													0
Massage and Reiki Retreat		19											19
Reiki Class 1+2	19	15	10							3	7	7	61
Reiki	18	18	5			9	14	28	28	31	20	20	191
Massage Marco/Katurah Upper Body	11	11	7										29
Foot reflexology													0
Wellness Education													0
Manna Nutrition Matters(MANNA)	13	19					6	8	4	6	4	4	64
Reflexology and Stress Management													0
La Salle Fun-Day Fridays	24	22	10										56
Gilead Lunch and Learn Gilead								8	4				12
Temple meeting w clients						7	4						11
Full Court Press for Awareness										151			151
Social													0
Picnic	7	7	2						14				30
pats picnic									9				9

Intakes													0
New Clients/ Intake	8	4	4		1	1	4	8	8	4	2	2	46
Temple & LaSalle	4												4
Outreach													0
United Healthcare								7	26	25	27	30	115
AFAHO							3	12	19	21	26	28	109
Food Pantry	173	142	117	190	97	118	124	136	127	141	200	277	1842
Food Delivery					3	19	24	19	18	20	18	21	142
	465	483	339	388	280	362	367	417	447	594	490	587	5219
Children Food boxes									120	120	120	120	480
	JAN	**FEB**	**MAR**	**APR**	**MAY**	**JUNE**	**JULY**	**AUG**	**SEPT**	**OCT**	**NOV**	**DEC**	
New Volunteers	3	1		1	1								6
Yearly Totals													
2020	465	948	1287	1675	1955	2317	2684	3101	3548	4142	4632	5219	
2019	369	880	1423	1929	2402	2759	3129	3555	4138	4623	5151	5605	
2018	300	563	879	1244	1638	1885	1928	1996	2122	2285	2457	2617	
2017	251	500	799	1081	1432	1902	2199	2451	2721	3081	3323	3552	
2016	159	392	636	842	1011	1311	1552	1746	1980	2181	2341	2561	
Volunteer Hours	404	584	584	584	392	392	392	392	584	392	404	404	5508
			Retreat hours = 48 hours per person										
2020 represented an anomaly because of closures related to COVID19.													
3/15/20 all programs remotely													

FINANCIAL STATEMENT

Siloam Wellness						Jan - Dec 20
Ordinary Income/Expense						
		Income				
			40000 · Revenue			
				40200 · Body/Mind/Spirit		565.60
				40300 · Spiritual Direction		1,025.00
				40400 · Retreats		2,465.00
				40600 · Professional Fees & Contracts		
			Total 40000 · Revenue			4,055.60
			40010 · Donations			13,263.59
			40100 · Individual Gifts-General			
				40150 · Gifts Communities & Congregations		375.00
				41302 · Board Members' Gifts		7,928.00
				41800 · Memorials/Tributes		22,120.96
			Total 40100 · Individual Gifts-General			30,423.96
			40180 · Matching Gifts			
			40800 · Srs of Mercy Stipend			3,645.68
			41301 · Fall/Winter Appeal			4,527.88
			41700 · United Way			
			42100 · Fund Raising Event			
				42110 · Ads		
					42111 · Back Cover	
					42113 · Full Page	
					42114 · Half Page	
					42110 · Ads - Other	
				Total 42110 · Ads		
				42120 · Auction		
					42121 · Live Auction	
					42122 · Silent Auction	4,353.00
				Total 42120 · Auction		4,353.00
				42130 · Dinner		
					42134 · Dinner - Other	100.00
					42130 · Dinner - Other	1,306.00
				Total 42130 · Dinner		1,406.00
				42140 · Donations from Events		3,081.05
				42145 · Fund-a-Cause Support		85.87
				42150 · Players' Wagers & Chances		

				42160 · Sponsors		30,507.50
				42202 · Amazon Smile		204.64
				42100 · Fund Raising Event - Other		6,361.25
			Total 42100 · Fund Raising Event			45,999.31
			42203 · Malvern Cares			948.00
			42205 · Giving Tuesday			
			42508 · In Kind Audit Reimb.			
			42509 · In Kind Food			16,700.00
			42510 · In Kind Reik Mindful Meditation			105,000.00
			42511 · In Kind Vol			
			43000 · Foundation Grants			55,000.00
			43100 · Dividends Capital Gains			
			43110 · Dividends / Int - Vanguard			
			43120 · Unrealized Gain on Investments			
			43400 · Direct Public Support			
				43410 · Corporate Contributions		160.00
			Total 43400 · Direct Public Support			160.00
			44800 · Social Network fundraising			
				44820 · United Way, CFC Contributions		244.87
				44800 · Social Network fundraising - Other		200.00
			Total 44800 · Social Network fundraising			444.87
			45002 · AFAHO Program			
				45001 · United Healthcare Program		4,850.00
				45002 · AFAHO Program - Other		25,342.21
			Total 45002 · AFAHO Program			30,192.21
			46400 · Other Types of Income			
				46410 · Proceeds from Insurance Claim		
				46430 · Miscellaneous Revenue		25,817.50
				46400 · Other Types of Income - Other		1,000.00
			Total 46400 · Other Types of Income			26,817.50
			47200 · Program Income			
				47240 · Program Service Fees		254.83
				47200 · Program Income - Other		48.60
			Total 47200 · Program Income			303.43
		Total Income				337,482.03
	Gross Profit					337,482.03
		Expense				
			50050 · Personnel Expense			

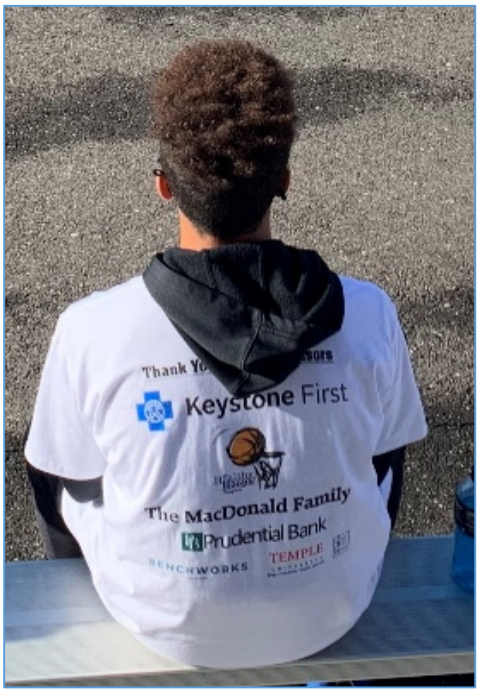
				52600 · Salaries & Wages		
					65160 · Other PPP expense	24,050.92
					52600 · Salaries & Wages - Other	67,625.04
				Total 52600 · Salaries & Wages		91,675.96
				52601 · Independent Contractor		
				52800 · Employer Tax & Employee Benefit		
					50902 · 403B Employer Contribution	3,363.43
					50903 · Disability & Life Insurance	
					50904 · Health Insurance	17,976.00
					50905 · Dental Ins	1,631.63
					50907 · Employer FICA / Medicare	5,002.76
					50908 · PA & NJ Unemployment Comp Tax	934.99
					52800 · Employer Tax & Employee Benefit - Other	
				Total 52800 · Employer Tax & Employee Benefit		28,908.81
			Total 50050 · Personnel Expense			120,584.77
			50100 · Bank Charges			
				Gives Smart Processing fees		84.00
				50402 · Payroll Service		604.40
				50100 · Bank Charges - Other		2,368.65
			Total 50100 · Bank Charges			3,057.05
			50200 · Communication/Marketing			
				54600 · Web Site Hosting		520.16
				50200 · Communication/Marketing - Other		2,405.81
			Total 50200 · Communication/Marketing			2,925.97
			50301 · Office supplies			325.21
			50400 · Consultants			18,000.00
			50401 · Professional Fees			
			50500 · Miscellaneous			467.87
			50600 · Golf Classic			
				50605 · Special Events		5,599.07
			Total 50600 · Golf Classic			5,599.07
			50604 · Friendraiser			
				25th Anniversary Fundraiser		2,619.95
				50604 · Friendraiser - Other		
			Total 50604 · Friendraiser			2,619.95
			51000 · Insurance			
				50906 · Worker's Comp		860.90
				50910 · Directors' & Officers' Liab		
				50911 · Property & Liability		3,375.05

				65120 · Insurance - Liability, D and O		3,078.83
			Total 51000 · Insurance			7,314.78
			51300 · Conferences & Meetings			
			51400 · Travel			
				Staff Program Travel		92.33
				51400 · Travel - Other		
			Total 51400 · Travel			92.33
			51500 · Publications			-200.00
			51800 · Postage, Courier, Shipping			564.94
			51900 · Printing & Copying			
				51901 · Printing		1,225.55
				51900 · Printing & Copying - Other		92.81
			Total 51900 · Printing & Copying			1,318.36
			52301 · Building Expenses			
				51100 · Maintenance & Repairs		
				52300 · Rent		7,000.00
				52350 · Real Estate Taxes		
			Total 52301 · Building Expenses			7,000.00
			53100 · Retreat			
				53102 · Retreat Other		
				53100 · Retreat - Other		262.31
			Total 53100 · Retreat			262.31
			53601 · Program supplies			
				53600 · Programs Food		47.84
				53700 · Program Supplies		607.08
				53701 · Program costs		7,754.05
				53601 · Program supplies - Other		58.23
			Total 53601 · Program supplies			8,467.20
			54100 · Telephone			840.40
			54400 · Utilities			
				54402 · Electric		
				54403 · Water & Sewer		
			Total 54400 · Utilities			
			54807 · In Kind Supplies exp			
			54809 · In Kind Food Exp			16,700.00
			54811 · In-kind Volunteer			105,000.00
			60900 · Business Expenses			
				60920 · Business Registration Fees		
				60900 · Business Expenses - Other		
			Total 60900 · Business Expenses			
			62100 · Contract Services			

				50300 · Equipment-Leasing & Services		
				62110 · Accounting Fees		3,016.61
				62150 · Outside Contract Services		766.50
				62100 · Contract Services - Other		
			Total 62100 · Contract Services			3,783.11
			62800 · Facilities and Equipment			
				62810 · Depr and Amort - Allowable		
			Total 62800 · Facilities and Equipment			
			65000 · Operations			
				65030 · Printing and Copying		
				65040 · Supplies		23.67
				65050 · Telephone, Telecommunications		
			Total 65000 · Operations			23.67
			65100 · Other Types of Expenses			150.00
			66000 · Payroll Expenses			622.15
			66900 · Reconciliation Discrepancies			
		Total Expense				305,519.14
Net Ordinary Income						31,962.89
						31,962.89

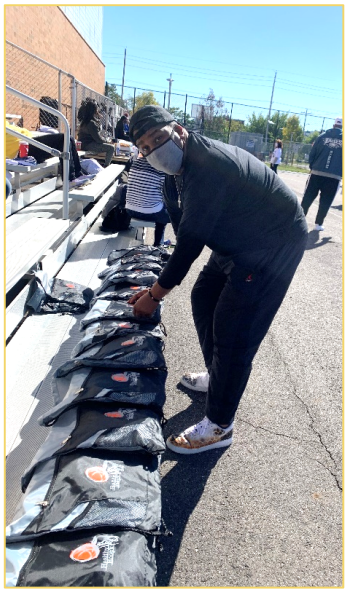
"Siloam is celebrating its 26th Anniversary with pride and looking forward to its future with confidence."

Sarina Di Bianca and Food Aid Volunteer Rhea Elias



Full Court Press for Awareness

October 17, 2020



Paulsboro High School's Legends Football Camp

June 26 & 27, 2021