

OUR EMPLOYEES EMBODY
AHF'S CORE VALUES:

PATIENT-CENTERED
VALUES EMPLOYEES
RESPECT FOR DIVERSITY
NIMBLENESS
FIGHT FOR WHAT'S RIGHT



WELCOME TO AHF MEDIA

AHF Media is an LA-based in-house marketing and communications agency that supports and promotes each service line at AHF. From healthcare centers to housing advocacy, our team is responsible for communicating and promoting the mission and services of each AHF department.

While you may know our team for our eye-catching billboards and major events, we do a lot of work behind the scenes to ensure our clients and future clients know where to go for the services they need. We are dedicated to supporting AHF as a whole. AHF Media accepts and welcomes requests and questions from each service line.

AHF HOLIDAYS

New Year's Day (January 1)
Martin Luther King, Jr. Day (third Monday in January)
Presidents' Day (third Monday in February)
Memorial Day (last Monday in May)
Independence Day (July 4)
Labor Day (first Monday in September)
Thanksgiving (fourth Thursday in November)
Christmas (December 25)
Plus one floating holiday

AHF MEDIA EVENTS

12/31 - Rose Parade
Jan - Martin Luther King, Jr. Day
2/13 - International Condom Day
Mar - Florida AIDS Walk
6/27 - National HIV Testing Day
Sept - AIDS Walk Atlanta
12/1 - World AIDS Day

PTO, OOO, WFH, AND COMP DAYS

PTO

AHF offers vacation time off with pay to eligible employees for rest, relaxation, and personal pursuits. The amount of paid vacation time you receive each year increases with the length of your employment.

AHF also provides paid sick leave benefits to eligible employees for periods of temporary absence due to illnesses or injuries.

Vacation and Sick accrual is the amount of paid time off (PTO) that an employee can use when needed.

OOO

You are out of office if you are working this day but in the field, such as: site visit, off-site meetings, market ride, travel day, press conferences, openings, etc.

WFH

AHF Media allows up to two Work From Home days a week, pending supervisor approval. If approved, your WFH must be consistent every week. Any deviations will need to be approved by your supervisor.

MEDIAPOW

When you are not going to be physically in the office, you must send a calendar invitation to MediaPOW@ahf.org and indicate which type of day it is:

P: PTO - Paid Time Off

O: OOO - Out Of Office

W: WFH - Work From Home

COMP TIME

Your supervisor may give you a Comp Day or a Half Comp Day if you are asked to work on the weekend or on a holiday. All accruing and using of comp time must be approved by your supervisor.

Comp Days must be used within 30 days of earning them, or they will expire. When using comp time, you still use MediaPOW but do not use ADP.

TAKE YOUR TIME

Your well-being and work/life balance are important. Take your time off. Use your comp days. Taking your given time leads to less stress & burnout and can lead to a longer life. PLUS it leads to increases in creativity and improves sleep patterns.

TRAVEL

Employees must arrange all travel (airfare, lodging, and ground transportation) through our dedicated travel Agency, AmTrav Corporate Travel (“AmTrav”).

FLIGHTS

In order to optimize cost savings for AHF, employees should make travel arrangements 30 or more days in advance of travel. The earlier a reservation can be made, the better the chances are that a discount fare will be available. AmTrav will always provide more than one option and include the best possible fare commensurate with the traveler’s safety and business needs.

HOTELS

In cities where AHF has contracted with a specific hotel or preferred hotel, AmTrav will book a room at the negotiated rate. Where there is more than one preferred hotel in the city, the employee may choose among the preferred hotels. A list of the Preferred Hotels appears on the AmTrav site. AmTrav shall endeavor to find the best possible rate in any locality.

CAR

From time to time employees may be required to use their personal automobile for company business. During such times mileage is reimbursed at the current IRS rate.

GROUND

The most cost-effective, safe, and efficient ground transportation is to be used. AHF has a negotiated rate and direct billing with National/Enterprise and Avis/Budget. These are our preferred vendors. AHF has a direct billing arrangement with Lyft. Contact the HR Account Administrator to be added to the account prior to using the app. Always use AIDS Healthcare Foundation as the mode of payment when utilizing this app.

TRAVEL MEALS

The daily maximum for business meals is \$75.00. The maximum includes any daily combination of meals, snacks, beverages (non-alcoholic and alcoholic) tax, and tips.

Alcoholic beverages may only be ordered by a director-level employee or above when having a business meal for a group of AHF employees. The limit will be one alcoholic beverage per person.

Tips are reimbursable expenses and should be appropriate to the location, service level, and local protocol and never exceed 20% of the total bill.

CONTINUING EDUCATION

It is important that you continue to develop your personal and professional growth.

CONFERENCES

Each year, media staff may request to attend a conference. A proposal should be submitted at least 3 months prior to the dates of the conference. The proposal should include:

- Name, dates, and location of conference
- The rationale for attending the conference
- Relevance to job
- Estimated costs

HANDS-ON EXPERIENCE

Twice a year, AHF Media staff will volunteer for, or shadow, another department, service line, affinity group, or affiliate.

This is a great opportunity to learn about the various components that make up AHF, and to make professional connections.

Work with your supervisor to establish what would work for you and what your goals will be.

BUSINESS MEALS

AHF defines a reimbursable business meal as a meal consumed by an employee and other invited attendees when AHF-related business is discussed during the meal. A business meal can also be defined as any meal consumed by the employee while traveling on AHF business.

When more than one employee is present at a business meal, the employee with the highest-ranking job level should pay the bill.

The following documentation must be recorded on the expense report:

- Names of individuals present, their titles, and company name
- Name and location where the meal or event took place
- Exact amount and date of the expense
- A clear, reasonable, specific business purpose for the meeting

CLASSROOM EDUCATION

In addition to free online classes and seminars from Pryor Learning, AHF will also reimburse up to \$2,500 in tuition per year, for grades of C or above.

AHF MEDIA TRAININGS

All New Hires

Monday.com

STI 101

AHF 101

Critical Thinking for Employees

Communication Skills for Employees

Time Management Skills for Employees

Manager

Leading Performance and Driving Accountability

Leading through Positive Influence

Professional Behavior – What Supervisors Need To Know

Effectively Directing and Delegating as a Manager

Sr Manager

Critical Thinking for Supervisors

Communication Skills for Supervisors

Effective Communication for Supervisors

Problem Solving for Supervisors

Associate Director

Cross training

Finance/Budgeting

Stress Management

Confident Supervisor – Difficult Conversations

Confident Supervisor – Managing Conflict

Facing and Resolving Conflict in the Workplace

Facing Challenges of Difficult Behavior and Diverse Teams

Managing Conflict

Sr Associate Director

Bridging the Diversity Gap

Workplace Diversity for Supervisors

Unleashing Personal and Team Creativity

Building an Engaged Workforce

Mastering Your Presentation Skills

Director

The Art of Listening

Managing Up

Generating Creative and Innovative Ideas: Maximizing

Team Creativity

Building Innovation Cultures and Leaders

MEDIA TEAMS

ADVERTISING, DATA, & WEB DEVELOPMENT

Advertising at AHF pushes the boundaries, raises consciousness, and makes a real difference in forwarding the mission of our organization.

The Web Development team provides website design, development, security, and maintenance services in partnership with our colleagues in the IT team.

Our Media Planning team specializes in scoping and purchasing OOH. This includes outdoor, public transport, radio, and any print publications accepting advertising.

The Digital Marketing team is responsible for ongoing online ad campaigns to drive awareness and in-store visits to each of our divisions nationwide.

BRANDING & SIGNAGE

The Branding team performs market research studies and gathers important brand and sales data to recommend strategies to position the brand for growth. The team maintains brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term relationships.

COMMUNICATIONS & SOCIAL

The Comms team is in charge of press releases, press conferences, partnerships, influencers, etc.

The team is also responsible for all written content across the organization.

Our Social team runs accounts on Facebook, Instagram, TwitterX, TikTok, and more. For organic social media, the goal is to be as fun or engaging as possible.

CREATIVE DESIGN

The creative department is where advertisements are conceived, developed, and produced. Artists and producers work together to craft a message that meets the organization's objectives. These can include palm cards, leaflets, posters, yard signs, mailers, social media, display ads, site-tv graphics, images for websites, etc.

CREATIVE MULTIMEDIA

The Creative Multimedia team serves as AHF's in-house photo and video production wing. The team also oversees event coverage, commercials, compilations, and PSAs.

ENGAGEMENT & EXPERIENCE

The Employee Engagement & Client Experience teams work to increase client & employee satisfaction, leading to good reviews and word-of-mouth.

CX regularly surveys clients that interact with each and every business line. They also encourage and monitor online reviews on relevant sites such as Google.

EE supports increasing staff involvement at events and activations. They assist with internal e-blasts and incentives such as Above & Beyond points and gifts.

The Above & Beyond recognition program allows staff the opportunity to recognize others and be recognized for going Above & Beyond regarding efforts that relate directly to the mission and core values of AHF.

An email blast is a single email message (or series of messages) that is sent to a large group of recipients. AHF sends many e-blasts to our various business lines and our staff.

EVENTS & FUNDRAISING

The Events Team provides help with any aspect of an activation, as a sponsor or event producer, whether it be conferences, prides, galas, special events, festivals, screenings, grand openings, from start to finish.

The Events team can assist with sponsorship negotiations, procuring desired deliverables to meet the region's needs, and maximizing the Return of Investment.

STRATEGY & OPERATIONS

The StratOps team is responsible for managing timelines, budgets, and other resources. They also cover production of promotional items.

The team will lead strategy and operational plans from the planning process against the strategic vision for the company while ensuring the marketing project is completed from start to finish.

The team covers surveys for an organized effort to gather data and information about target markets or clients. It is critical in strategy development and a great way to learn more about our clients.

RESOURCES

SERVICE LINES

Please review the attached sheet of all service lines that are under the AHF umbrella.

- Visit each of these service line website. Understand each mission and service we provide.
- Find the Facts-at-a-Glance on our main aidshealth.org website and review.

HEALTHCARE CENTERS

AHF providers share a common goal of delivering the best HIV treatment available anywhere. AHF Healthcare Centers are at the center of AHF's circle of care and have been providing expert medical care to people living with HIV/AIDS for the past 35 years. All AHF providers participate in intensive ongoing training in HIV medical care and are often part of the research teams testing new medications to fight HIV.

MANAGED CARE

Positive Healthcare (PHP), AHF's Managed Care Division, has provided people living with HIV quality health care since 1995 when it started the nation's first Medicaid health plan for HIV-positive people living in Los Angeles. Today, Positive Healthcare cares for more than 4,900 lives in California.

PHARMACY

AHF Pharmacy provides a tailored approach to medication adherence by providing specialized services and convenient fast and confidential home delivery. 96 cents of every dollar generated goes into HIV/AIDS programs and services in the U.S and around the globe.

PUBLIC HEALTH

AHF Public Health Division provides free or low cost HIV/AIDS testing to our communities. Testing is delivered via our mobile testing units, wellness centers, Out of the Closet Thrift Stores, and various other community events. Those who are identified as HIV positive are immediately connected with a member of our linkage to care team to walk them through their diagnosis and coordinate medical care in their area.

OUT OF THE CLOSET

Donations of shoes, clothes, books, furniture, and many other items are sold to benefit AHF's mission through our retail division. 96 cents of every dollar made goes into providing HIV services here and around the world, contributing to testing, treatment, and prevention services that save lives. We are proud to be an official safe space for the LGBTQIA+ community.

RESEARCH

AHF Research has over 10 years of experience with anti-retroviral (ARV) studies and is dedicated to discovering better treatments and improving quality of life for people living with HIV. Collaborating with outside researchers, we focus on 5 major target areas: Diagnostics, Antiretroviral Drug Treatment, Opportunistic Infections/Complications of HIV Infection, Pathogenesis of Infection, and Novel Therapeutics

HEALTHY HOUSING FOUNDATION

Provides decent housing units at an affordable cost to low-income people, including families with children, and those previously unsheltered. In Los Angeles, HHF will offer priority placement to individuals with chronic health conditions, including HIV/AIDS. AHF will expand the scope of its Healthy Housing Foundation across the country as the need finds, and its resources allow.

HOUSING IS A HUMAN RIGHT

One immediate solution to the homelessness crisis is to “Save Our SROs”. Single-room occupancy hotels provide essential affordable housing for low-income residents.

They can be renovated and updated quickly and inexpensively to provide for our unhoused neighbors. L.A. elected officials have silently stood by while SROs are kept empty or are turned into luxury housing. HHR demands that L.A. politicians utilize these buildings for low-income and homeless housing.

GLOBAL

AHF is global organization operating throughout the U.S., Africa, Latin America/Caribbean, the Asia/Pacific Region, India and Europe. The program was established in order to engage in global public health policy and research to generate objective evidence that can inform improvements in public health policy at the global level, particularly for infectious diseases.

FOOD FOR HEALTH

In 2021, AHF launched the Food for Health program to complete their circle of services. Food for Health is an innovative program that combines food pantry services, affordable hot meals, and food education to address the growing level of individuals and families experiencing food insecurity across the nation.

AHF FEDERATION

AHF Federation is a consortium of AIDS Service Organizations (ASOs) and community groups committed to HIV/AIDS education, prevention, advocacy, medical treatment, and support for underserved populations across the nation. Through the collective, organizations work to build upon their regional knowledge, experience, and operations within AHF's innovative network of support to expand their capacity to meet the growing needs of people in the communities they serve.

AFFINITY GROUPS

AIDS Healthcare Foundation (AHF) is committed to providing high-quality care to all those who need our services. To better reach underserved populations across the nation and enhance our community partnerships, we've created specialized affinity groups. These volunteer-staffed subgroups within AHF create messaging and events to promote and provide prevention and testing services, advocacy, medical treatment, and support.

ADVOCACY

Advocacy at AHF has been pushing the boundaries in the name of basic human rights for over thirty years. It's as fundamental to our organization as the care we give our patients. Over the years, we've grown from a small group of passionate activists into a major powerhouse for political, economic, and social change across the country.

- Please review these websites and understand each mission and service we provide.
- Take a look at our messaging, what website URL is each associated with, and connect which business line they belong to.
aidshealth.org/advocacy
let340b.org
ahfspeakout.org
- Read some of our posts and press releases:
aidshealth.org/category/news
- Check out some of our billboards: aidshealth.org/ads

MARKETING PLAN REQUESTS

A Marketing Plan Request (MPR) is AHF Media's main process of receiving requests from other departments and ensuring that every project is approved and accounted for: ahfmpr.org

PING ONE

A convenient and easy-access website that links you to ADP, Above & Beyond & ServiceNow. Login with your email & password. desktop.pingone.com/aidshhealth

ADP

This is our timekeeping system. HR will provide your credentials. E-Time is where you can submit your PTO. Workforce Now is where you can access your paystubs.

AHF SHOP

A marketing website where all the departments order their marketing collateral and swag.
ahfshop.org

SUCCESS FACTORS

Performance reviews and the complete AHF organizational chart is here. Please reach out to HR for access and credentials.

GOOGLE DRIVE

Google Drive is utilized for easily shareable documents, sheets and slides. Reach out to StratOps team for access.

DROPBOX

File sharing application. Get access from IT.

ZOOM

Video conferencing platform. Reach out to StratOps team for access.

MONDAY.COM

AHF Media's project management platform. Every single request from other departments and internal requests needs to be recorded on Monday.com.

LOOM

Loom is an online screen recording tool that helps you get your message across through instantly shareable videos.