

# DESIGN WITH A PURPOSE



**KNOCKOUT  
HIV**

**KNOW YOUR STATUS**

free**HIV**test.net



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# WHO ARE WE?

AIDS HEALTHCARE FOUNDATION (AHF) IS A GLOBAL NONPROFIT PROVIDING CUTTING-EDGE MEDICINE AND ADVOCACY TO THOSE IN NEED, REGARDLESS OF THEIR ABILITY TO PAY.



Since 1987, AHF has cared for thousands of people living with HIV and AIDS worldwide.

As we create and implement new programs in communities across the U.S. and abroad, we expand the delivery of healthcare and influence policy to save more lives.

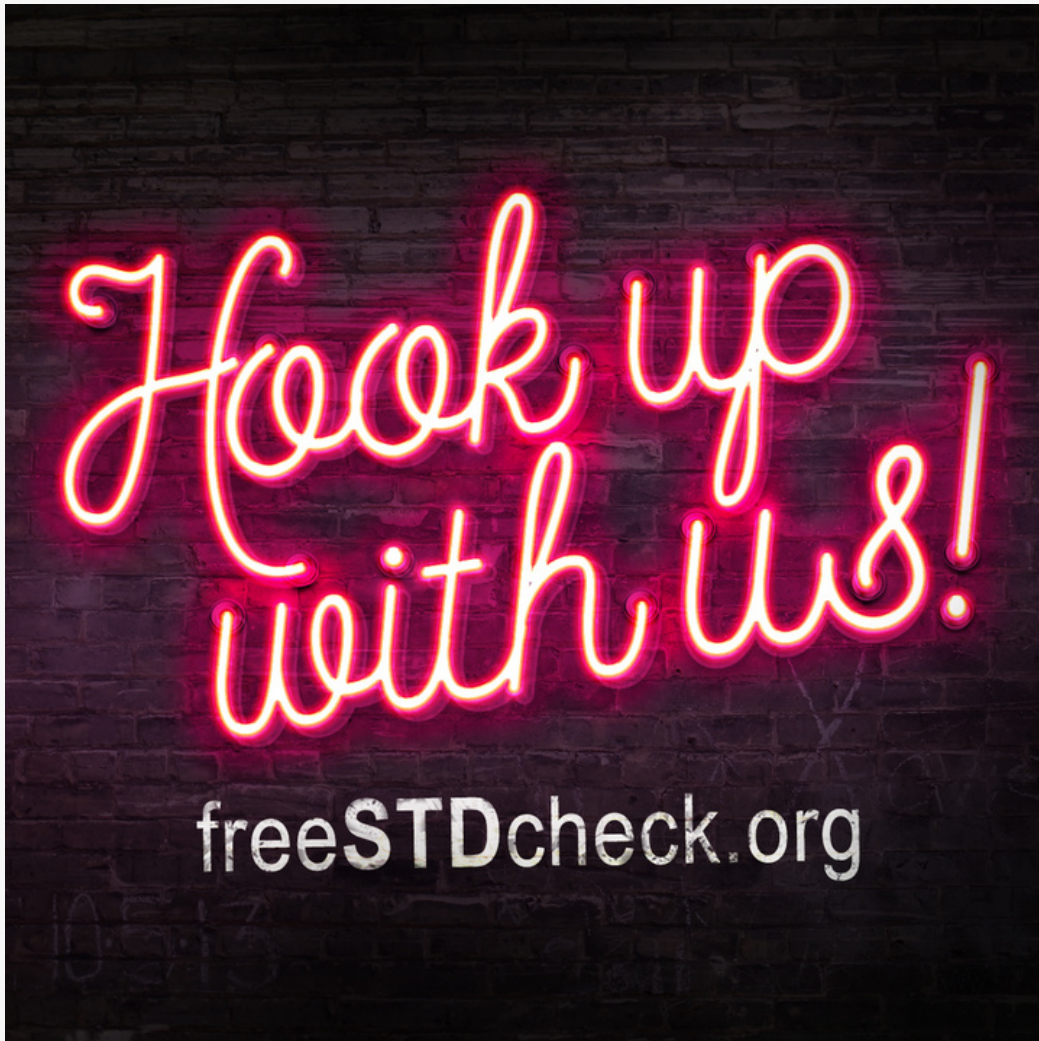
**AIDS HEALTHCARE FOUNDATION IS CURRENTLY THE LARGEST PROVIDER OF HIV MEDICAL CARE IN THE WORLD.**

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# WHAT WE DO

AHF HAS A LONG HISTORY OF PUSHING THE BOUNDARIES THROUGH NEW, INSPIRING, AND INNOVATIVE ARTISTIC MARKETING CAMPAIGNS.

WE USE CREATIVE DESIGN TO ADVOCATE FOR AFFORDABLE HOUSING & HEALTHCARE, LOWER DRUG PRICES, SAFER SEX PRACTICES, HIV & STD TESTING, AND MORE.





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# WHO IS HOUSED WHEN MONEY TALKS

In January 2020, AHF partnered with internationally renowned artist Barbara Krueger to create a new mural on Sunset Boulevard in Hollywood, CA.

The 28-foot by 50-foot mural features Krueger's trademark style of provocative text – in this case, posing the question, “Who is Housed When Money Talks?” The mural attracted national media interest and started vital conversations on housing as a human right.



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# OUT OF THE CLOSET “BE FABULOUS” MURAL



AHF's Out of the Closet Thrift Stores collaborated with legendary graffiti artist Alladin to create the "Be Fabulous" mural featured on the side of our Miami, Florida store.

The mural is a joyful and bold expression of individuality that merges the tone of our thrift stores with the city's cultural vibe.

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# "FEEL THE BURN?" OUT-OF-HOME DESIGN

In April 2016, AHF created a billboard inspired by presidential candidate Senator Bernie Sander's campaign slogan "Feel the Bern" to encourage the viewer to get tested for STDs. We have a history of taking culturally relevant slogans, sayings, or graphics to inspire our audiences to get tested and know their status.

We love raunchy boundary-pushing artwork that grabs the viewer's attention and makes a statement. This billboard caught the eye of many across all social media platforms and was featured in news segments across the country.





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## "WE CATCH 'EM ALL" OUT-OF-HOME DESIGN

In another playful take on a cultural moment, AHF created the "We Catch 'Em All" billboard series in the style of the popular Pokemon Go game that had taken the country by storm.

These billboards sparked attention on Twitter, Facebook, and Instagram and were featured in news segments across the country.



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# OUR REQUEST FOR YOU

AHF formally invites you to join us in a collaboration to create the next wave of cutting-edge NFTs with a purpose.

This is an exciting opportunity to use NFTs to promote social good, safer sex practices, housing and healthcare advocacy, and so much more. We are looking to the expertise of artists like you to promote our messages and start meaningful conversations.

You'll have the opportunity to reach varied and diverse audiences across AHF social platforms and traditional media outlets. We have long-standing relationships with news and print publications, prominent social media accounts and influencers, high-profile celebrities, and more. We will promote your brand throughout this project and are open to discussions on ownership of all creative property.

Thank you for your time and consideration in this project. We're looking forward to collaborating.

