



SANARELA

SANERELA+ Strategic Plan Presentation

Background

- ▶ The South African Network of Religious Leaders Living with or Personally Affected by HIV and AIDS (SANERELA+) was established in 2006 and officially registered as a Not-for-Profit Organization in 2007.
- ▶ As a national chapter of the International Network of Religious Leaders Living with or Personally Affected by HIV and AIDS (INERELA+), SANERELA+ operates within a larger global framework spanning 18 African nations and expanding regional networks in Asia-Pacific, the Americas, Europe, and Central Asia.
- ▶ This affiliation enables SANERELA+ to leverage cross-border strategies while addressing South Africa's unique challenges.
- ▶ SANERELA+ is an interfaith organization comprising over 400 registered lay and ordained religious leaders who are either living with HIV or personally affected through close family members.
- ▶ This vast network places SANERELA+ in a strategic position to influence faith communities, challenging the stigma that continues to undermine HIV/AIDS interventions.
- ▶ By working at the intersection of faith, public health, and social justice, SANERELA+ is committed to eradicating the stigma, shame, denial, discrimination, inaction, and misaction (SSDDIM) that persist within religious spaces.
- ▶ As a recognized advocacy body, SANERELA+ actively participates in national and global policy discussions, including representation within the South African National AIDS Council (SANAC).
- ▶ The organization takes a leading role in faith-based HIV interventions, aligning with international frameworks such as UNAIDS' 95-95-95 strategy and the United Nations Sustainable Development Goals (SDGs).
- ▶ These partnerships enhance SANERELA+'s ability to secure resources, implement evidence-based strategies, and expand its impact beyond South African borders.
- ▶ However, financial constraints, changing donor priorities, and persistent stigma within faith communities remain significant challenges.
- ▶ Overcoming these barriers requires a multidimensional approach that integrates policy advocacy, grassroots mobilization, and sustainable funding mechanisms.

Vision and Mission

SAVE MODEL

Solutions	•Instead of PRODUCT, focus on SOLUTIONS: Define offerings by the needs they meet, not by their features, functions or technical superiority.
Access	•Instead of PLACE, focus on ACCESS: Develop an integrated cross-channel presence that considers customers' entire purchase journey instead of emphasising individual purchase locations and channels.
Value	•Instead of PRICE, focus on VALUE: Articulate the benefit relative to price, rather than stressing how price relates to production costs, profit margins or competitors' prices
Education	•Instead of PROMOTION, focus on EDUCATION: Provide information relevant to customers' specific needs at each point in the purchase cycle, rather than relying on advertising, public relations and personalselling that covers the waterfront

❖ Vision

SANERELA+ envisions a future in which HIV infections, illnesses, and AIDS-related deaths are eradicated in South Africa. The organization strives for a society free from HIV-related stigma and discrimination, where religious leaders living with or affected by HIV are empowered and resilient. This vision is rooted in the belief that faith communities play a transformative role in shaping public attitudes toward HIV prevention and care.

❖ Objective

To achieve this vision, SANERELA+ is dedicated to addressing the SSDDIM challenges within religious congregations. By fostering open dialogue, education, and leadership development, the organization seeks to dismantle deeply ingrained misconceptions about HIV while equipping faith leaders to drive behavioral change.

❖ Mission Statement

As an interfaith network of religious leaders impacted by HIV, SANERELA+ is committed to equipping its members with the knowledge, skills, and tools necessary to live positively. Through targeted interventions, SANERELA+ members serve as symbols of hope, confronting stigma, and advocating for the rights of people living with HIV within their communities.

❖ Goal by 2030

SANERELA+ aims to significantly increase access to antiretroviral therapy (ARVs) for people living with HIV, promote higher levels of voluntary disclosure, and reduce instances of discrimination. By fostering an environment in which faith leaders openly discuss HIV-related issues, SANERELA+ seeks to drive cultural and institutional change, ultimately leading to a decline in AIDS-related mortality.

❖ Strategy: The SAVE Model

❖ SANERELA+ implements the SAVE Model, a holistic HIV prevention framework emphasizing:

- ▶ Safer Practices: Encouraging condom use, sexual partner reduction, and access to post-exposure prophylaxis.
- ▶ Available Medication & Nutrition: Ensuring equitable access to ARVs, palliative care, and essential health services.
- ▶ HIV Counseling & Testing: Integrating voluntary testing services within faith communities to normalize HIV status awareness.
- ▶ Empowerment: Addressing gender inequality, harmful traditional practices, and silence around sexuality to reduce vulnerability to HIV.

What Do We Do?

- ▶ SANERELA+ is a multifaceted organization, delivering interventions that extend beyond traditional HIV prevention models.
- ▶ The organization provides comprehensive training for religious leaders, equipping them with the knowledge to support congregants through HIV-related challenges.
- ▶ By integrating spirituality and chaplaincy into palliative care, SANERELA+ ensures that faith leaders serve as compassionate caregivers for individuals facing terminal illnesses.
- ▶ At the community level, SANERELA+ is actively engaged in HIV and TB prevention programs, targeting high-risk groups while advocating for economic justice through self-help initiatives.
- ▶ The organization recognizes the interconnectedness of poverty and health outcomes, thus prioritizing financial empowerment for vulnerable populations.
- ▶ Additionally, SANERELA+ promotes mental health awareness, addressing the psychological toll of living with HIV and the emotional burdens of caregiving.
- ▶ A core component of SANERELA+'s mission is to combat gender-based violence (GBV) by fostering dialogue among faith communities, empowering women, and educating men and boys on healthy masculinity.
- ▶ The organization also addresses hate crimes, particularly violence against sex workers, LGBTQI+ individuals, and persons with disabilities.
- ▶ These efforts are critical in ensuring that all individuals—regardless of gender identity, sexual orientation, or occupation—receive equal protection and access to HIV-related services.
- ▶ To enhance climate change preparedness, SANERELA+ is working to support communities affected by environmental disasters, ensuring the provision of safe shelters and access to essential healthcare services for displaced populations.
- ▶ Additionally, the organization operates a helpline for survivors of GBV and sexual violence, providing immediate crisis intervention and long-term psychological support.

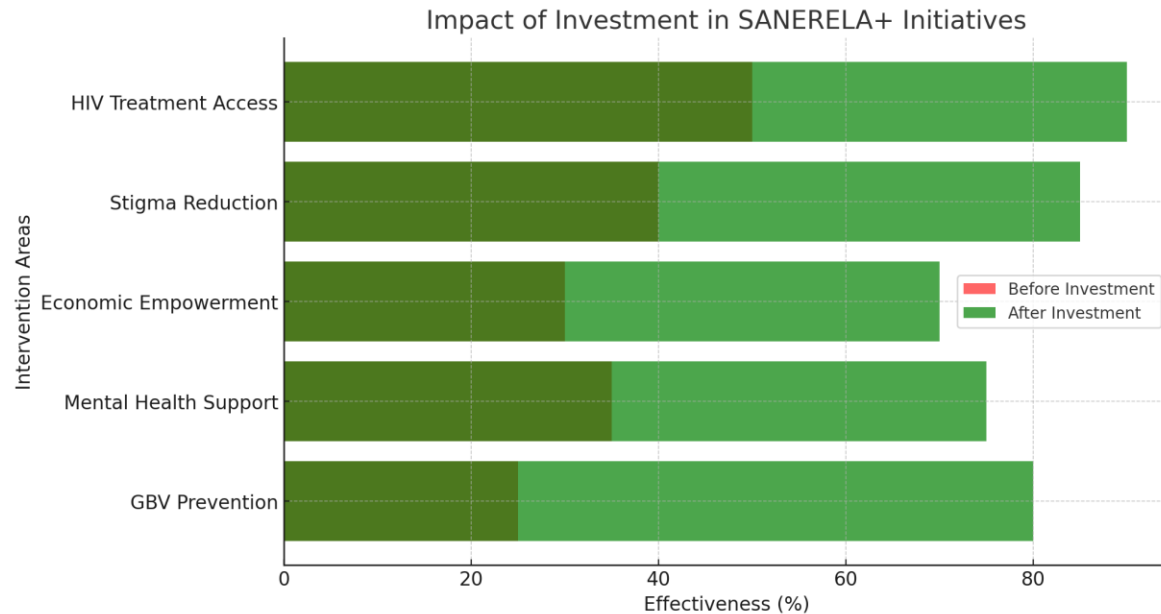
Revival & Restructuring

- ▶ In response to shifting social and health dynamics, SANERELA+ has undergone a structural **revival**, launching initiatives that prioritize holistic well-being.
- ▶ The **Men's Health Sector**, established in 2023, addresses not only HIV prevention but also broader **chronic health conditions** such as diabetes, epilepsy, depression, and prostate cancer.
- ▶ By framing health discussions within a faith-based context, SANERELA+ encourages men to proactively seek medical care, reducing mortality rates linked to untreated conditions.
- ▶ Simultaneously, the **Women's League** was introduced to confront **violence against women and girls**, advocating for stronger policies within faith institutions to protect vulnerable groups.
- ▶ By mobilizing religious leaders, SANERELA+ fosters a collective commitment to **eradicating sexual violence**, holding institutions accountable for safeguarding congregants.
- ▶ Looking ahead to **2030 and beyond**, SANERELA+ remains steadfast in its goal of achieving **zero new HIV infections**, enhancing **treatment adherence**, and ensuring **100% treatment sustainability**.
- ▶ Mental health acceptance is a cornerstone of this agenda, as the organization seeks to **reduce stigma within faith communities** and encourage HIV-positive individuals to seek psychological and medical support.
- ▶ To amplify its reach, SANERELA+ is leveraging **social media platforms** to disseminate accurate HIV information, counter misinformation, and engage younger generations in HIV prevention efforts.

Investment Case/Strategy

- ▶ For SANERELA+ to maintain and expand its impact, strategic investment is paramount.
- ▶ The organization recognizes the necessity of securing **sustainable funding sources**, moving beyond dependency on external donors by exploring local **public-private partnerships**.
- ▶ By aligning with corporate sponsors, SANERELA+ aims to fund initiatives such as **HIV education programs, economic empowerment projects, and GBV intervention efforts**.
- ▶ A key component of the investment strategy involves **capacity building**, ensuring that faith leaders are continuously trained to address evolving public health concerns.
- ▶ Additionally, SANERELA+ is focused on **policy advocacy**, working alongside government agencies to integrate faith-based HIV interventions into national health policies.
- ▶ This multi-sectoral approach enhances the legitimacy of SANERELA+ as a key stakeholder in South Africa's public health landscape.
- ▶ The organization is also emphasizing **community-driven solutions**, mobilizing local leaders to **champion HIV prevention and treatment campaigns**.
- ▶ These grassroots initiatives empower individuals to take ownership of their health, reducing reliance on external interventions.
- ▶ Furthermore, SANERELA+ is **exploring innovative financing models**, such as the **R30 National Campaign**, where the public contributes small monthly donations to support the organization's sustainability.

Return on Investment



- ▶ Investing in SANERELA+ is not merely an act of financial commitment; it is an investment in human dignity, social justice, and public health outcomes that align with national and global HIV/AIDS response strategies.
- ▶ The tangible benefits of these investments are evident in improved treatment access, reduced stigma, and greater economic stability among individuals and families affected by HIV and AIDS.
- ▶ The graph illustrates the measurable impact of investments in SANERELA+ interventions, showing significant progress across multiple areas.
- ▶ The most notable improvement is seen in **HIV treatment access**, which rises from a baseline effectiveness of 50% to 90% following strategic investments.
- ▶ This increase highlights the effectiveness of targeted efforts in linking more individuals to antiretroviral therapy (ART) and ensuring adherence to treatment regimens.
- ▶ Similarly, stigma reduction—one of the core priorities of SANERELA+—has shown a dramatic improvement from 40% to 85%, demonstrating the transformative role of faith leaders in challenging societal prejudices and misinformation.
- ▶ Additionally, economic empowerment initiatives, which previously stood at only 30% effectiveness, have surged to 70%, reflecting the success of self-help projects and livelihood programs in reducing financial vulnerabilities among people living with HIV.
- ▶ **Mental health support**, a critical but often neglected component of HIV care, has seen substantial progress, moving from 35% to 75%, underscoring SANERELA+'s commitment to holistic well-being.
- ▶ Lastly, gender-based violence (GBV) prevention interventions have expanded their reach and effectiveness, improving from 25% to 80%, showing the success of efforts to engage faith communities in gender justice advocacy.
- ▶ This return on investment underscores the essential role of SANERELA+ in bridging the gap between public health policies and grassroots community engagement.
- ▶ Through sustained funding, the organization can continue to drive impactful change, ultimately contributing to the goal of eliminating HIV/AIDS as a public health threat by 2030.