

NIBUYERS CLUB

**WELCOME TO THE NORTHERN IRELAND BUYERS CLUB.
THIS IS YOUR UNIQUE OPPORTUNITY TO CHANGE THE LIVES OF
PEOPLE AFFECTED BY HIV IN NI.**

It's hard to believe but in Northern Ireland:

39% of people would not approve of a family member dating someone with HIV.

22% of people would not approve of someone with HIV looking after their child.

48% of people said embarrassment would prevent them from seeking support with their sexual health.

71% of people believe we should be doing more to address stigma through education.



WHAT IS THE NI BUYERS CLUB?



INSTITUTE OF DIRECTORS

"The Buyers Club represents a bold new initiative to tackle the crippling levels of stigma that still exist in Northern Ireland and combines this with a fundraising drive that aims to build lasting relationships."

Kirsty McManus, Director, IoD Northern Ireland

LIBERTINE

@LIBERTINEBELFAST

"The Buyers Club is an opportunity for us to get to the core of an ever-present but often forgotten about issue. I'm excited to be a part of such a cutting-edge approach."

Jim Crawford Smyth, Director, BCD Events



"Northern Ireland has been in desperate need of fresh ideas for tackling stigma for many years now. The Buyers Club represents a solution delivering projects, services and research to fight the level of prejudice around HIV that is still out there."

Mark Regan, Chief Executive, Kingsbridge Private Hospital

Our Goal is to make HIV associated stigma history.

WHAT YOU CAN DO FOR US:

- Join the Club.
- Fundraise or donate £1000 each year that you're a Buyer.
- Recruit one new Buyer to the Club in each year of your membership.

Can't commit to full membership? Talk to us about becoming a Club Supporter.

WHAT WE CAN DO FOR YOU:

- Provide priority access to our Sexual Health e-learning resources.
- Increase wellbeing for your staff and individuals.
- Highlight your commitment to inclusive practice.
- Promote our partnership to boost your personal / corporate visibility.
- Publicise your support as one of our top contributing Buyers.
- Add value to your existing personal and professional network.

OUR MISSION IS:

- To bust the myths around HIV.
- To promote a positive and modern understanding of HIV.
- To break-down existing barriers and end discrimination.
- To campaign for education on all things sexual health.

WHY SHOULD I GET INVOLVED?

- To contribute to real and lasting change.
- To support a unique and innovative approach to tackling stigma.
- To champion the voices of people affected by HIV.
- To sponsor research to inform the decisions of policy-makers.

Most
importantly
**you will help
save lives.**

STILL NOT CONVINCED? HERE'S MORE FROM OUR FOUNDING BUYERS:



"I am thrilled to be a member of The Buyers Club and would encourage anyone who wants to affect real change to get involved and save lives."

Gareth Clements, Managing Director, Zenith IT Solutions



"For a long time we as a society have needed to get to grips with stigma and promote a positive and inclusive approach towards HIV. I'm looking forward to playing my part as we break down barriers, raise awareness and move things forward."

Ciaran Moynagh, Solicitor Advocate, Phoenix Law




"The Buyers Club has a single, unified objective and that is to improve the lives and everyday experiences of people living with HIV in Northern Ireland. This is a hugely worthy cause and a unique opportunity to be involved with delivering real change."

Tony Clarke, Director, Clarke & Co.



To discuss Buyer or Supporter memberships, please email us at **TheNIBuyersClub@positivelifeni.com** or visit our website at **www.positivelifeni.com/TheNIBuyersClub**

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