

TJCSGA Region II

Brookhaven College

2019 Community Service

Award Application

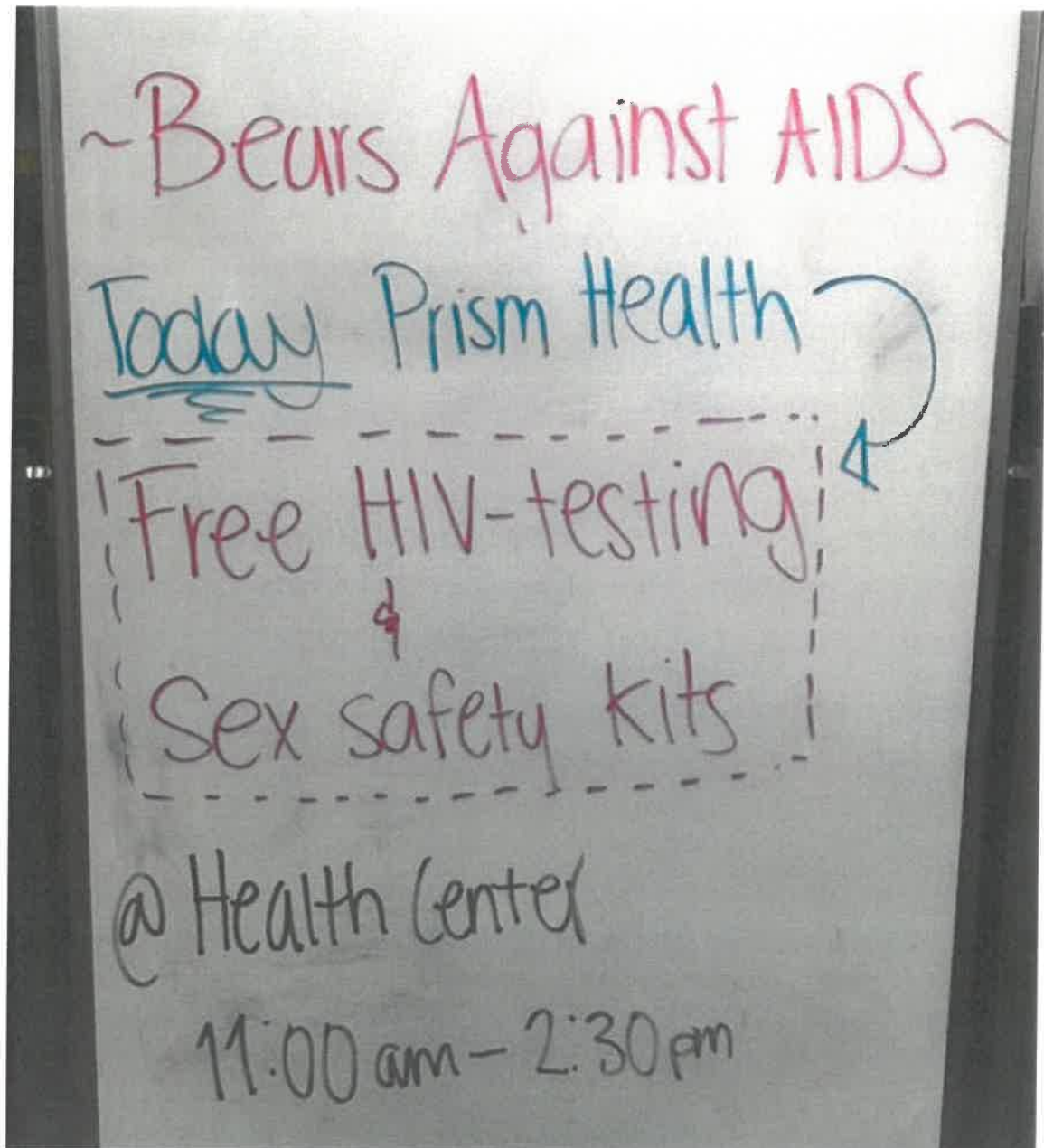
#BEARSAGAINST AIDS

Check your status today.



The Brookhaven College Student Government Association realizes that our job is more than just representing our student body, but rather that it's about giving back to our community and improving the lives of the people around us.

The 'Bears Against AIDS' campaign was an example of that.



Our project's objective was to specifically provide services in the prevention of HIV/AIDS and to help non-profit organizations that are dedicated to serving those who are constantly affected by this virus/disease. In terms of research, we wanted to enlighten people about the steps and procedures in which crowdfunding can be used as an honest approach towards fundraisings. We also wanted to depict how HIV/AIDS is a leading cause of death in the community and what measures can be taken to prevent this epidemic from spreading. In terms of collaboration, our aim was to partner with organizations that understood our mission and have made a difference in the society through their work. Our partnership with Bryan's House helped us spread awareness in the sense that children are also affected by this virus, and we as a group or nation can put an end to this. In addition to that, through Prism Health North Texas, Project Impact and Brookhaven's Health center our goal was to get as many people in the community to get tested. Through that connection, we were able to offer free HIV-testing and free safe-sex kits to the campus and community. From our actions, we hoped to accomplish our goal by reaching a certain amount of money so we could provide medical supplies to the health center to conduct more free HIV testing in the coming years, provide safety kits, educate the community about HIV/AIDS, encourage people to know their status, break the stigmatization geared towards the victims and most importantly illustrate that crowdfunding can be used as an economic tool to raise funds for medical care.



After analyzing the theme and crowdfunding, our team talked about efficient ways in which we could use crowdfunding to solve a global issue while creating awareness and acquiring monetary funds. At this point, we were posed with different questions: 'How is technology affecting the economy?', 'Is crowdfunding considered another economic tool?', and 'Why do we use crowdfunding and what are some ethical implications of using crowdfunding? In addition, we asked ourselves if crowdfunding can be used to fund medical care or projects in the U.S. If yes, what are some global medical issues that needs attention and could be crowdfunded for? With these questions, we conducted our research and found out that HIV/AIDS is a global issue, and if narrowed down to the US it's one of the leading causes of death. These facts directed us to the second phase of research where we asked questions like "Why are people especially minorities in the U.S. not getting access to resources to fight against this disease, and what can be done to change that?" We came to a final question which was "Is crowdfunding an effective tool for raising money and awareness for HIV/AIDS in the DFW region?" Using the scientific method, we created a hypothetical situation to compare online crowdfunding to the traditional campaign. As a result of our experiment, we raised \$650 in the crowdfunding campaign and \$100 in the traditional campaign. Through this experiment we arrived at a conclusion that crowdfunding is an effective tool for raising funds and creating awareness about issues in the community and the world at large.

IGNORANCE = FEAR

**BEARS
AGAINST AIDS**

SILENCE = DEATH



FREE HIV TESTING | NOVEMBER 06 | 9AM - 2:30PM
LOCATION: HEALTH CENTER

FOR MORE INFORMATION, VISIT [WWW.BEARSAGAINSTAIDS.ORG](http://www.bearsagainstaids.org)