

Mr Ajoy Joshi  
Nilgiris  
PO Box 1084  
Crows Nest 1585

11 November 2010

Dear Ajoy,

On behalf of the Board and Members of National AID Fundraising Limited, Trustee of the AIDS Trust of Australia, we write to express our enormous gratitude for your participation at the Sydney Food & Wine Fair 2010, and to update you on this year's achievement.

The Fair is first and foremost the heartfelt charitable expression of a broad cross section of Sydney's food and wine industry; a vibrant, colourful and joyful reflection of the industry itself.

20 years ago it stood alone as a beacon of concern and response to the growing HIV epidemic in Australia.

Although it now shines among the many lights of a busy October food month, its true meaning is not diminished.

HIV transmission remains as much of a challenge today as ever.

We dream of a world free of the transmission of HIV where the needs of those affected by are met, and a world free of stigma and discrimination.

The reality is different.

Since 1981, HIV has been transmitted to 66 million people, 1% of the world's population; half have died. In the same time 28 thousand, more than 1% of Australia's population has been diagnosed positive for HIV; one third has died.

And transmission continues.

21 people each week receive positive diagnoses for HIV. They are from all walks of life.

We have raised funds since 1987 for more than 200 projects that respond to the many and varied needs created by HIV in the Australian community.

These days we raise funds to invest in national projects that will decrease transmission of HIV in Australia, and continue ongoing programs that support those affected by the virus.

Your participation is therefore of great importance for several reasons.

The contribution of your food and beverages, hospitality, style, staff, and time is the principal attraction of the Fair... and the principal revenue line.

The collective expression of gathered stallholders raises awareness both of the AIDS Trust of Australia and HIV/AIDS.

The event in which you participate delivers for Sydney a significant cultural expression of joy, diversity and charity.

Thank you.

This year we had 58 stalls; last year 81.

This year we had 112 volunteers; last year 179.

This year we received approximately 19k patrons; this year 28k.

This year we raised \$220,421; last year \$197,883.

This year was then truly remarkable and a testament to the increased generosity and commitment of stallholders and volunteers.

And everyone did it with a smile on their face and that wonderful industry glint in their eye.

So from us – congratulations on your achievement and our most enormous gratitude.

Enclosed you will find a token of our esteem. We hope it happily reminds you of how wonderful was the day and how significant the result.

It would be our great honour to receive your participation at the Sydney Food & Wine Fair 2011.

Kindest regards and very best wishes,



Greg Gahl  
CEO



Andrew Birley  
Event Manager