



# COMMUNITY SPOTLIGHT



## STACEY ROWE

by Ryan Repich

### Ryan Repich of WGO talks w/ Stacey Rowe of AIDS Care.

**Professionally, why did you choose to work in non-profit?** My background was originally in Art Therapy and I started out working in a non-profit immediately after graduate school. After working several years in for-profit businesses, I knew that at the end of the day I wanted to be working for an organization that provided something greater than just a paycheck and stock options. We truly care about the individuals we serve and our organization is very focused on professional development.

**What is the best part of your day both personally, and professionally?** The people – the staff, volunteers, patients and clients – amaze me. I've recently been chatting with some of the participants who attend Adult Day Health Program, which opened in March. This program is the first of its kind outside of New York City. I've been deeply moved by their stories and what the program and what AIDS Care, as a whole, means to them. We have really made an impact on their health and their lives and they are so positive and thankful.

**What is the most challenging part of your job?** Balancing the many marketing needs in the organization. We provide a diverse range of care services, a pharmacy (Pleasant Street Apothecary), clinical trials and we host a variety of events to educate the public on what we do and how to reduce the risk of HIV/AIDS. I wear many hats: design and creation of materials, communications, public relations, press, social media, and brand management. We are also moving forward with our strategic plan which is very exciting. I anticipate plenty of marketing activity in the coming years.

**Why should people care about this?** AIDS Care is the leading provider of comprehensive HIV/AIDS services in the Greater Rochester and Finger Lakes areas. We have a patient-centered approach and a comprehensive range of medical and support services, all from one organization. The HIV/AIDS epidemic isn't over. Rochester is the 2nd high-

est HIV infection rate, per capita, in the state outside of New York City. Nearly 50% of new diagnoses in 2010 were in persons under the age of 25. In addition to primary and specialty care, case management and many other services, we offer prevention services to educate individuals on how to reduce their risk of being infected by HIV and other sexually transmitted diseases.

**Do you need support in terms of volunteers, or donations?** Yes! We are always looking for new volunteers agency-wide and are still actively recruiting volunteers and participants for our annual fundraiser on September 18, Keeping Pace With AIDS. The event is now a walk/run/ride and also includes Paws for the Cause so dogs are also welcome! You can register online at [www.firstgiving.com/acRochester](http://www.firstgiving.com/acRochester) or to make a donation to AIDS Care, can simply contact the Development office at 585.210.4150 or [development@acRochester.org](mailto:development@acRochester.org)

**Are you involved with any other charitable organizations or events?** I currently serve as Secretary on the Board of Directors of G.R.A.P.E. (Greater Rochester Area Partnership for the Elderly), and have also volunteered for Rochester General Hospital TWIGS and for Lifespan.

**What do you do for fun?** Generally I like anything to do with the arts, cooking, and travel. Several years ago, I really contemplated moving out of the Rochester area, but I've found a veritable plethora of things to keep myself entertained in recent years – I love shopping at the local businesses and arts festivals, and the proximity to the Finger Lakes small towns and wineries. I've taken some cooking classes at the New York Wine and Culinary Center and at the Wegmans Cooking School. I also have a Y membership and enjoy working off all that good food and wine by doing Zumba and other classes during the winter months. ●

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