World AIDS Day 2026: Corporate Toolkit

World AIDS Day takes place on the 1st of December. It's an opportunity to stand with people living with HIV, challenge stigma and help create a Scotland where everyone can live well, feel connected and be free from judgement.

Advances in HIV treatment mean that people living with HIV can live long, healthy lives. People on effective treatment cannot pass HIV on through sex. However, misconceptions and stigma persist

This World AIDS Day, Waverley Care is calling on individuals, organisations and communities across Scotland to **Rise Together to End HIV Stigma.**

You can help us spread this message. By sharing our campaign content with your colleagues and wider networks, you can help challenge misconceptions, raise awareness and show your support for people affected by HIV.

Together, we can make a difference.

Find out more about our campaign here.

Waverley care

Rise Together to End HIV Stigma
World AIDS Day 2026

How Your Organisation Can Get Involved

You don't need to organise a big event to make a difference. Here are a few simple ways your business can support our campaign this World AIDS Day.

- **Share our campaign on social media.** Post our ready-made graphics and suggested copy on your company channels to help spread the word.
- **Raise awareness internally.** Share our campaign with colleagues through your internal communications, staff newsletter, or intranet.
- **Show your support.** Add our World AIDS Day graphic to your email signature or share a message of support with your network.
- **Encourage others to get involved.** Ask colleagues and contacts to share our campaign and help us reach more people.
- **Support our work.** Make a donation to help Waverley Care continue supporting people affected by HIV and hepatitis C in Scotland.
- **Join in.** Take part in one of Waverley Cares activities organised throughout the campaign period.

Every share helps more people see our message and be part of the movement to end HIV stigma.

Ready-to-Use Campaign Resources

We've made it easy for your organisation to get involved. Use the resources below to share our message across your channels.

Social Media Graphics and Suggested Copy

Download our ready-made graphics and use the suggested captions to share our campaign on LinkedIn, Instagram, Facebook or other social media channels.

Please tag @WaverleyCare and use the hashtags #WorldAIDSDay2026 #RiseTogether #EndHIVStigma.

Show Your Support Post:

Campaign support graphics

Support image 1

Support image 2 (add your own logo)

Support image 3 (add your own logo)

Support image 4

Suggested Copy

Option 1

This World AIDS Day, we're proud to support Waverley Care's call to #RiseTogether to end HIV stigma.

Despite advances in HIV treatment, stigma and misconceptions persist. By sharing accurate information and challenging outdated attitudes, we can help create a Scotland where everyone living with HIV is treated with dignity and respect.

Join us in raising awareness this 1 December.

https://www.waverleycare.org/rise-together-to-end-hiv-stigma/

#WorldAIDSDay2026 #RiseTogether #EndHIVStigma

Option 2

This World AIDS Day, we're standing with Waverley Care to #RiseTogether to end HIV stigma.

Let's challenge misconceptions, share the facts and help create a Scotland free from HIV stigma.

Find out more: https://www.waverleycare.org/rise-together-to-end-hiv-stigma/

#WorldAIDSDay2026 #RiseTogether #EndHIVStigma

Option 3

We're supporting Waverley Care this World AIDS Day and encouraging our colleagues to get involved.

Sharing accurate information, challenging misconceptions and standing against stigma are things we can all do to help make a difference.

Join us in helping to end HIV stigma.

https://www.waverleycare.org/rise-together-to-end-hiv-stigma/

#WorldAIDSDay2026 #RiseTogether #EndHIVStigma

HIV Facts Post

HIV Facts Graphics

- Know the Facts
- Fact 1
- Fact 2

Suggested Copy

Do you know the facts?

HIV facts matter. Understanding how HIV is transmitted, how effective treatment works and what it means to live with HIV today can help tackle misconceptions and ensure everyone receives the respectful care they deserve.

#WorldAIDSDay2026 #RiseTogether #EndHIVStigma

How to Challenge HIV Stigma Post

How to Challenge HIV Stigma Graphics

3 ways to challenge stigma

1. Challenge your assumptions

2. Use stigma free language

3. Challenge discrimination

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Suggested Copy

Challenging HIV stigma starts with all of us.

From the language we use to the assumptions we challenge, small actions can make a real difference to people living with HIV.

This World AIDS Day, we're sharing ways you can help challenge stigma and create a more informed and supportive society.

Together, we can change attitudes and end HIV stigma.

#WorldAIDSDay2026 #RiseTogether #EndHIVStigma

Email Signature

Show your support by adding our World AIDS Day campaign graphic to your email signature throughout November and December.

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Internal Email to colleagues

Use these templates to share the campaign with your colleagues and encourage them to get involved.

Suggested copy:

Subject: World AIDS Day 2026 – Rise Together to End HIV Stigma

Hi everyone,

World AIDS Day takes place on 1 December, and this year we're proud to be supporting Waverley Care's campaign, **Rise Together to End HIV Stigma**.

Despite advances in HIV treatment, people living with HIV can still experience misconceptions, stigma and discrimination. We're supporting Waverley Care's call to challenge outdated attitudes, raise awareness and help create a Scotland where everyone affected by HIV can live well, feel connected and be free from judgement.

There are lots of ways you can get involved. You could share the campaign with your own networks, help raise awareness among friends and family, take part in a fundraising activity or make a donation to support Waverley Care's work.

Find out more about the campaign and how you can support it here.

You can also find ready-made graphics and suggested social media posts in the corporate toolkit attached.

Together, we can help challenge misconceptions and end HIV stigma.

Thank you for your support.

[Name / Organisation]

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Support Waverley Care

Waverley Care supports people affected by HIV and hepatitis C across Scotland, helping people live well, feel connected and access the support they need.

Your support helps us continue this work.

This World AIDS Day, you can help by sharing our campaign, raising awareness across your networks or making a donation.

Please donate this World AIDS Day