



Heart To Heart

AIDS EMERGENCY FUND • BREAST CANCER EMERGENCY FUND • QUARTERLY NEWSLETTER
SUMMER 2004

Dine Around Expands to SoMa and the Mission

Last November, we created a successful restaurant-based fundraising event in the Castro and Noe Valley, **Dine Around: 94114**. Thirty participating restaurants donated 25% of the total proceeds from the day of November 12 to AEF and BCEF. Our friends and allies in the Castro and Noe Valley turned out in droves to support their neighborhood chefs and raise money for our clients. Thanks to help from the **Sisters of Perpetual Indulgence, the Castro Lions** and other civic groups, volunteers at each restaurant thanked the diners and made everyone feel at home. The evening was capped off by a lovely dessert reception at the LGBT Center on Market Street. That event netted \$25,000 for the clients of AEF and BCEF and created tremendous publicity and participation in the Castro and Noe Valley.

This year the event will expand to two nights and four neighborhoods! On Wednesday, November 10, 2004, thousands of neighbors and friends in the Castro and Noe Valley will again open their hearts and wallets in support of loved ones with AIDS and breast cancer by participating in **Dine Around: Castro & Noe Valley**. The following week on Wednesday, November 17, we will expand the event and include other neighborhoods in **Dine Around: SoMa & Mission**. Restaurants are already signing up to help, and a full list of our favorite participating eateries can be found at www.DineAroundSF.org.

Save both those Wednesday dates: November 10 and November 17. Please join us for lunch or dinner on either of these dates and 25% of your bill will go directly to our clients in need.

AEF, SF Pride and LGBT Center to Share \$30,000 in Proceeds

Thanks to the generosity of **San Francisco Toyota** and their general manager, **Doug Donnellan**, AIDS Emergency Fund was a beneficiary of proceeds from the raffle of a fully-loaded 2004 Toyota Scion xB. AEF will join SF Pride and the LGBT Center in splitting a pot of over \$30,000 in raffle proceeds.

Special thanks to **Neil Figurelli, Joe Pessa,**

Glennon Sutter and other AEF loyalists who helped AEF sell over 2,200 tickets!

The winner of the car is **Martin Chan** of San Francisco.



- **DINE AROUND: CASTRO & NOE VALLEY WEDNESDAY, NOVEMBER 10**
- **DINE AROUND: SOMA & MISSION WEDNESDAY, NOVEMBER 17**

Pamper Yourself

Zendo Urban Retreat to Host BCEF Evening of Pampering

Raising money for a good cause doesn't have to be a chore. In fact, we believe you should be rewarded for it. So, on the evening of Friday, October 8, **Zendo Urban Retreat** will host a relaxing evening, sampling their spa services to benefit BCEF.

Come celebrate BCEF's four years of service to the women of San Francisco by enjoying cocktails and appetizers, mini-massages, facials, festive up-dos and more. Special thanks to **Kristen Nelson**, owner of Zendo, for helping create this fun evening.

Special Thanks to the Susan G. Komen Foundation



AEF/BCEF board president **Jeff Braff** accepts a Susan G. Komen Foundation \$20,000 grant from **Mary Mockus**, president of the board of the Komen Foundation's Bay Area Affiliate.

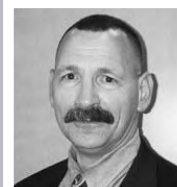
BCEF'S 4TH ANNIVERSARY PARTY AT ZENDO FRIDAY, OCTOBER 8

Tickets: \$100. Call AEF/BCEF at 415.558.6999 x3.



president's message

AEF/BCEF was fortunate to be awarded a grant by the San Francisco Foundation to undertake a strategic planning process for the organization.



Jeffrey Braff, DrPH

Heart To Heart

Strategic planning is simply a tool that is designed to help an organization do its job better. It can be used to help an organization focus its vision, mission, and priorities, especially in the face of a changing environment. If done properly, it considers the input of all its stakeholders in the process.

AEF/BCEF was fortunate to be awarded a grant by the San Francisco Foundation to undertake a strategic planning process for the organization. While the Board concerns itself with planning on an on-going basis, the grant has allowed us to retain an experienced consultant/facilitator to assist us in the strategic planning process. A requirement of the grant is that we provide a report to the Foundation on what directions the organization plans to take towards the end of the year.

We're doing this process now because the world in which we operate has changed radically over the past few years, and, as far as we can tell, is likely to continue

to do so. Any non-profit depends on its funders and donors to provide the financial backing necessary to meet its obligations to its clients and the community, and we find ourselves in a situation all-too-familiar for San Francisco AIDS service organizations: while the generosity of our individual donors is always there, cuts in government and corporate funding streams, on which we depend for a significant percentage of our revenue, have taken place and will likely continue in the future.

This makes the strategic planning process imperative. We'll be looking at ways to increase funding, reduce expenditures, and ensure that AEF/BCEF is here for those in need of our services for as long as necessary. Over the next few months, we'll be holding stakeholder focus groups with community members, clients, and funders to get your input into the process as well. Stay tuned for more strategic planning news as it happens.

Upcoming Volunteer Opportunities

- Pine Street Sidewalk Sale** August 28 & 29
- Mailing Party** September 17 – 19
- Bay Management Open House** September 24
- Macy's Passport** September 24 & 25
- Castro Street Fair** October 3
- BCEF's Zendo Women's Spa Night** October 8
- Strike Out Breast Cancer** October 18

- Dine Around Castro** November 10
- Dine Around SOMA/Mission** November 17
- Every Penny Counts Day Prep** September & October
- Every Penny Counts Day** December 1

TO VOLUNTEER

Call or e-mail Jes Muse at [415.558.6999](tel:415.558.6999) x4 or jesm@aef-sf.org.

OUR COMMUNITY NEVER STOPS GIVING



5.7.04 PEC-A-PALOOZA IN PALM SPRINGS

Thank you to porn stars **Will Clark**, **Rik Jammer** and **Bret Wolfe** for co-hosting Pec-A-Palooza, the Bad Boys Pool Party Kickoff Party at **The Barracks** in Palm Springs. The event was a fundraiser for the SoMa Bare Chest Calendar, which benefits AEF and PRC, and raised over \$3,000. The evening was also a terrific first-time event for this year's Calendar Men.

5.30.04 GUS PRESENTS TEMPLE PARTY
Thank you to **Gus Bean** and **Gus Presents** for organizing their dance party, Temple, at the **IMG Furniture Warehouse**. The event raised \$2,100 for AEF.

5.31.04 USGO TOURNAMENT
Thank you to **Kevin Ware** and the **Gay and Lesbian Tennis Federation** for choosing AEF as a beneficiary of their annual tournament. The event raised \$1,100 for AEF.

6.17.04 PRIDE IDOL FINALS
Thank you to **Lance Brittain** and **Ren Davis Phoenix** and the rest of the **SF LGBT Pride board members** for their second annual Pride Idol competition. The event raised over \$1,500 for BCEF. Congratulations to this year's Pride Idol, **Trisa Klipp**.



6.27.04 SF LGBT PRIDE PARADE
Thank you to our staff, board and volunteers for helping to make this year's Pride Parade the most successful ever. This year, our float was a giant piggy bank, designed and built by our own AEF staffer **Jeffrey Johnson**, with help from several volunteers. Marchers were dressed as pennies and collected nearly \$7,000 in cash and change from the crowd. Once again, our friends at **Beach Blanket Babylon** sponsored our float for \$5,000 and we were able to call on BBB's Mad Hatter **Alan Greenspan** for creative and technical assistance.

8.28.04 & 8.29.04 PINE STREET SIDEWALK SALE

The **Pine Street Volunteers** will once again host their massive two-day yard sale to benefit AIDS Emergency Fund. Over the years, **David Slocombe** and his team have raised hundreds of thousands of dollars for AEF through this and other creative events. If you have items to donate, bring them to Pine & Leavenworth on Saturday August 28, or call David at 415.775.9145.

9.19.04 MAMA'S LEATHER WALK AND BARE CHEST CALENDAR AUCTION

The three-mile walk begins at noon with the raising of the Leather Flag at Harvey Milk Plaza. At 1 pm, walkers will start at **Daddy's Bar** and march to **The Loading Dock, The Powerhouse** and end at **The Eagle**. After the walk, starting at 3 pm at The Eagle, six of the 2005 SoMa Bare Chest Calendar men will be auctioned off for dinner dates. For info on LeatherWalk, check out Mama's website at www.mamasfamily.org.

front door watch

AEF/BCEF is fortunate to have such amazing partners as the Positive Resource Center and Lifelines, who can allay clients' fears and give them practical, real help.

Client Services
Manager
Lee Harrington



“No man is an island” wrote British author John Donne. Likewise, no agency functions in a vacuum—especially in a city with such a well-developed network of AIDS service organizations (ASOs). Two of the agencies we work with, **Positive Resource Center** and **Lifelines** are particularly close to our hearts.

AIDS Emergency Fund and its sister organization, Breast Cancer Emergency Fund often serve clients who were recently disabled and are facing the hard adjustment to the new realities of living on a modest fixed income. One of the organizations we turn to frequently in these cases is the Positive Resource Center. For those of you not familiar with that wonderful organization, PRC provides “culturally appropriate counseling, education, training and advocacy in making informed choices that maximize available benefits and employment opportunities,” according to **Jane Gelfand, Esq.**, Benefits Counseling Program Director. AEF and PRC have been strongly collaborating since the founding of PRC in 1987 (as AIDS Benefits Counselors) in order to effectively provide income benefits and economic justice to people living with HIV/AIDS. We at AEF can provide critical emergency financial assistance to people who are in the process of applying for Social Security benefits through PRC. We help them to hang on to their housing, for example, while PRC assures them of an income down the road so they can continue to be housed, fed and cared for medically. We often see clients who are in dire need and have no income at all.

They’re understandably scared, and even though we may pay for one month of housing, they have no clue about next month. Naturally, we refer them to PRC so they can get the benefit application process started as quickly as possible.

Serving a different population is **Shanti’s Lifelines Breast Cancer Project**. According to **Giselle Clark-Ibáñez**, case manager at Lifelines, they offer a large set of referral possibilities to our mutual clients: from getting the client hooked up to **Project Open Hand** for meals and groceries, to transportation services, support groups and wellness workshops. Most significantly for us, however, is the fact that they refer clients to us for emergency financial assistance. The thing that AIDS patients and breast cancer patients often have in common — and this is one of the reasons we started the project in the first place — is that they are going from a work income to a benefit income, frequently without much of a cushion. “Having stable housing while they undergo painful surgery and uncomfortable radiation and chemotherapy is crucial, so the ties between BCEF and Lifelines are especially important,” Giselle says.

When you think about a client who is new to the system, it’s got to be a very lonely position to be in. This is why we are lucky to have such amazing partners to work with, like PRC and Lifelines — and all the others — who can allay the clients’ fears and give them some practical, real help.

who’s who at AEF/BCEF

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9.24.04 & 9.25.04 MACY’S PASSPORT

Buy a ticket for just \$10 and receive 10 – 20% off purchases at this two-day in-store event at Macy’s Union Square and Macy’s Valley Fair. You can even win a \$1,000 shopping spree. Proceeds benefit AEF and Macy’s will donate an additional \$3 for each ticket stub redeemed in the store. For tickets, please fill out the enclosed insert or call Chris Morris at 415.558.6999 x3.



9.25.04 & 9.26.04 FOLSOM STREET FAIR

AEF will once again be the beneficiary of the **Man’s Hand Films’** spanking and flogging booth at Folsom Street Fair. Always one of the most popular spectacles at this world renowned fair, last year’s raised \$3,000 — one dollar per swat!

9.26.04 REAL BAD PARTY

Join us after the Folsom Street Fair for **Real Bad XVI** at 1015 Folsom from 7 pm to 4 am, featuring New York DJ **Jack Reina**. This year, AEF and Equality Marriage California have been chosen as the beneficiaries of the Real Bad party. For info and tickets, go to www.realbad.org.



10.3.04 CASTRO STREET FAIR

Volunteer for the Castro Street Fair this year! The more volunteers we have, the more money AEF will receive from the fair. You can still enjoy all the food, vendors and entertainment the fair has to offer. To volunteer, please call Jes Muse at 415.558.6999 x4.

10.8.04 4TH ANNUAL PARTY AT ZENDO

Come sample the spa services at **Zendo Urban Retreat** with cocktails and appetizers, mini-massages, facials, festive up-dos and more. Tickets are \$100 by calling AEF/BCEF. Special thanks to **Kristen Nelson**, owner of Zendo, your host for the evening.

11.10.04 DINE AROUND: CASTRO & NOE VALLEY

Join us for lunch or dinner and 25% of your bill will go to AEF/BCEF. Please visit www.DineAroundSF.org for a list of participating restaurants.

11.17.04 DINE AROUND: SOMA & MISSION

Join us for lunch or dinner and 25% of your bill will go to AEF/BCEF. Please visit www.DineAroundSF.org for a list of participating restaurants.

If you would like to host a fundraising party for AEF/BCEF, please call fundraising and events manager: **Chris Morris** 415-558-6999 x3.



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AIDS EMERGENCY FUND • BREAST CANCER EMERGENCY FUND

Providing emergency financial assistance to people fighting AIDS and breast cancer.

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Pamper Yourself

for BCEF
on October 8!
See details inside.

save these dates!

- **AUGUST 28 & 29**
PINE STREET
SIDEWALK SALE
- **SEPTEMBER 19**
MAMA'S
LEATHER WALK
& BARE CHEST
CALENDAR
AUCTION
- **SEPTEMBER 24 & 25**
MACY'S
PASSPORT
- **SEPTEMBER 25 & 26**
FOLSOM
STREET FAIR
- **SEPTEMBER 26**
REAL BAD
PARTY
- **OCTOBER 3**
CASTRO
STREET FAIR
- **OCTOBER 8**
BCEF'S 4TH
ANNIVERSARY
PARTY AT
ZENDO

perspective

Over the last year there have been several jar thefts in the Castro as well as more isolated thefts in places like Potrero Hill, Bernal Heights and the Haight.



Mike Smith,
Executive Director

Penny Jar Thievery Rocks the Castro

Most people are familiar with AIDS Emergency Fund's **Every Penny Counts Project** and even know of a few coin jars in their neighborhoods that they put their change into. Since the Pennies Project was first started in 1987, the jars have raised over \$2,000,000 for people with HIV and AIDS. What people might not know is that there are some people out there stealing the money, and sometimes the entire jar, for themselves.

Penny Jar thefts, while not frequent, do occur. Over the last year there have been several jar thefts in the Castro as well as more isolated thefts in places like Potrero Hill, Bernal Heights and the Haight. Sometimes the entire jar is stolen and other times the jars are found empty by unsuspecting employees.

Recently a locked Plexiglas jar was taken from the **Starbucks** at 18th & Castro. The thief took the energy to smash the Plexi box with a rock to get to the money inside. Fortunately, there wasn't much change in the jar, but it will cost more to replace the jar than the thief got away with. This theft occurred no more than twenty-four hours after Pennies Project Coordinator, **Jes Muse**,

received a phone call from pet supply store **My Best Friend** at 18th & Douglass about an attempt that was made to steal their Penny Jar.

AEF has taken several steps to help secure these donation jars and deter would-be criminals from stealing them. We have reminded local merchants to secure their jars, call for regular pick up of the jars to lessen the temptation of a full jar, and check IDs of all people claiming to be AEF volunteers.

*Special thanks to **SFPD Officer Lisa Frazier** for keeping an eye out for jar problems in the Castro and **SFPD Patrol Special Officer Jane Warner**, for publicizing the issue to local merchants and residents of the Castro.*

