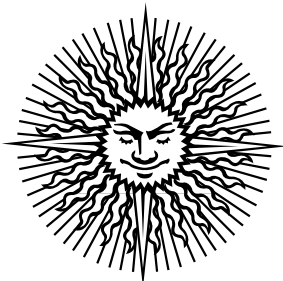




Heart To Heart

AIDS EMERGENCY FUND • BREAST CANCER EMERGENCY FUND • QUARTERLY NEWSLETTER
WINTER - 2003 / 2004



The Fortune Tellers Ball — Spring 2004 Is AEF's Annual Gala In Your Future?

On Sunday April 25, 2004, AIDS Emergency Fund will host its annual gala awards event at the hot new SoMa club, Mighty at 15th and Utah Streets. We will continue our long tradition of showcasing the Bay Area's finest restaurants and wineries, but this year, there is twist: we have invited over a dozen psychics, tarot card readers, clairvoyants, and palm readers to entertain and enlighten guests.

You'll have ample time with this new Sunday late-

afternoon format to enjoy the belly dancers and swamis and peer into your future! **"The Fortune Tellers Ball"** promises to be a night of enlightenment and celebrations as we honor the volunteers and donors whose contributions in 2003 sustained us and helped build our strong future.

Save the date now, and look for invitations and posters by late March. We've seen your future, and we know you'll be having fun with us on April 25!

**Psychics, clairvoyants,
swamis and more — see
into the future Sunday,
April 25, 2004!**

Neighbors Dine Out for AEF and BCEF

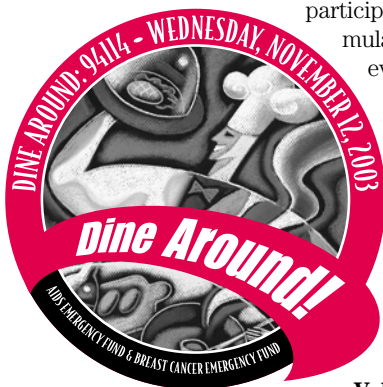
On a cool and clear November night, close to 2,000 Castro and Noe Valley residents poured into local cafés and restaurants to help support friends and neighbors with AIDS and breast cancer. The nearly 30 participating restaurants donated 25% of their accumulated food and beverage revenue from the evening to AIDS Emergency Fund and Breast Cancer Emergency Fund. In addition to the tab from the restaurants, AEF and BCEF also received nearly \$6,000 from many patrons who chose to make an additional donation that night.

With volunteer support from the **Sisters of Perpetual Indulgence** and the **Castro Lions Club** and promotional assistance from **Under One Roof, The Merchants of Upper Market and Castro** and the **Noe Valley Merchants Association**, AEF/ BCEF's

Dine Around: 94114 was one of the largest neighborhood-based fundraisers of the year.

"We wanted to show our support for the chefs and restaurant owners of the Castro and Noe Valley while creating a fun event for our donors," said **Chris Morris**, Events and Fundraising Manager of AEF. "We filled nearly every restaurant, and patrons had a good time while raising funds for our clients. It was great to see so many neighbors mobilized for a good cause."

The event was a first for AEF and BCEF, but was modeled on a similar AEF event in 2002 that asked fewer restaurants to create fixed-price meals for VIP guests. The concept was expanded to more restaurants with a variety of price points to make the event more accessible to donors of all income levels. With the success of the program in 2003, AEF and BCEF are exploring the idea of expanding Dine Around to other neighborhoods on multiple nights in 2004.



Volunteers and students helped sort through over \$40,000 in change!

Youngsters from John Yehall Chin Elementary school braved dreary weather to empty their piggy banks for AEF! See article on page 3.





Heart To Heart

president's message

Five additions to the board over the last year have helped AEF/BCEF build bridges to new communities and tap new skills and energy.



Jeffrey Braff, DrPH

Renewal

My handy on-line dictionary defines "churn" as "to stir or agitate violently." While this definition isn't quite right for the context here, I do want to talk about some organizational churn that AEF/BCEF has had on our Board of Directors. Organizational churn is, I think, better described as "renewal." And it is an essential process for non-profit boards to change and grow as the organization does.

After six years of tremendous service (two as Board President), **Ralph Petersen** left the Board in December 2003. AEF/BCEF owes Ralph a huge debt of gratitude for his dedication to the mission and goals of the agency, and his guidance as the focus of the Board expanded to include more governance and strategic functions in addition to the hands-on grass roots involvement for which our board is known. It was under Ralph's guidance that the Board hired **Mike Smith**, our Executive Director, in the fall of 2002.

Five additions to the board over the last year have helped AEF/BCEF build bridges to new communities and tap new skills and energy. **Tom Baumgartner**, a real estate agent at Zephyr and a former development consultant to AEF/BCEF joined the board several months ago and was recently elected Board Secretary. He is

joined on the executive committee by **Sharon Tetlow**, AEF/BCEF's new treasurer. Sharon is a senior finance executive at a South San Francisco biotech firm. Three other new faces on the board are **Jan Blouin**, a breast cancer survivor and former BCEF client, **Cynthia Hester**, a marketing executive with Hewlett Packard and an AIDS Marathon Runner, and **Skeeter Buck**, a former staff member of the AIDS Quilt who is currently an operations manager at UCSF's breast cancer clinic.

Please help me welcome them into the AEF/BCEF "community." We are all impressed by them already, and I am sure that you will be too.



New board members Tom Baumgartner, Jan Blouin, Sharon Tetlow and Cynthia Hester

We're Looking for a Few Good Men...Again

On the night of January 15 at the Powerhouse Bar, the South of Market Bare Chest Calendar launched its 21st year. Contests on Thursdays over the next four months will culminate on April 22 with the selection of the 12 Calendar Men of 2005 — hot men willing to show off and work hard to raise money for AEF and Positive Resource Center. Once selected, Calendar Men spend the year representing AEF at street fairs, bar events, and in the SF Pride Parade. In past years, the Bare

Chest Calendar has raised over \$46,000 for AEF's and PRC's clients.

Do you have what it takes?

If you want to show off the results of those years at the gym and want to help raise funds for AEF, then we want to see you. Check out the Bare Chest Calendar web site at www.somabarechestcalendar.org and plan to enter a contest at the Powerhouse on February 19, 26, March 4, 18, 25 or April 1.



OUR COMMUNITY NEVER STOPS GIVING

10.20.03 STRIKE OUT BREAST CANCER

Presidio Bowling Center was the site for **Universal Care's 6th Anniversary** bowling event which benefits BCEF and other local breast cancer charities. Thanks to **Gail Defferari** and **Susan Sachs** and their dedicated team of



event planners, BCEF received \$10,000 from their remarkable efforts.

11.8.03 HOEDOWN

This country-western dance gala raised over \$9,300 for AEF/BCEF. Special thanks to **Ingu Yun** and his cadre of volunteers for organizing such a successful event.



11.12.03 DINE AROUND: 94114

28 restaurants in the Castro and Noe Valley donated 25 percent of all their diners' food and beverage bills to AEF/BCEF from the entire day of November 12th. Special thanks to the **Sisters of Perpetual Indulgence** and the **Castro Lions Club** who provided volunteers to be restaurant ambassadors that evening. The event raised \$22,000 for AEF/BCEF.

11.23.03 ROBERT JAMES FRASCINO FOUNDATION'S CONCERT FOR WORLD AIDS DAY

AEF was a \$5,000 beneficiary at this annual South Bay gala piano concert featuring world-class pianists and sections of the AIDS Memorial Quilt. **Mike Smith**, AEF's executive director, was the lucky winner of the event's raffle prize, a \$10,000 stay at a luxury resort in Mexico. With permission of the resort and the Frascino Foundation, AEF will include the prize in its silent auction at the Fortune Tellers Ball in April.

11.29.03 DUNGEON TOUR

Thank you to **Peter Fiske** and **The 15 Association** for hosting a tour of three of San Francisco's most unusual and extraordinary play dungeons. The event raised over \$3,000 for AEF.

front door watch

As we enter 2004, we are all hopeful that long-term medical and financial solutions can be found. In the meantime, we continue to offer compassionate assistance to all in need.

Client Services
Manager
Lee Harrington



It's been a wild ride in client services these past few months. In October, AEF was able to lift restrictions on returning clients when we were awarded additional funding from the AIDS Office and also received some renewed corporate funding. Our client services volunteers and I were delighted to be able to welcome so many clients back, but were overwhelmed by the large number of clients in need. October through February have traditionally been our busiest months. In October of 2002, we served 240 clients. In October of 2003 we served 586. People were lined up and down the hall, every available chair and bench was taken, volunteers worked extra shifts and staff jumped in to fill any slack in client services. And we still ended up asking people to try again the next day — we could barely tread water. Things have settled down to around 350 clients for November and 380 in December.

For 2003 as a whole, we've served a total of 2,440 clients, 2,332 of whom are AEF clients and 108 of whom are with BCEF (up from 76 in 2002). While the number of AIDS clients we helped during the full year was approximately the same as the year before, our breast cancer client load increased 40%.

Demographically speaking, over the past three years the percentage of female HIV/AIDS clients has remained steady at about 12%, versus 84% male and 3% transgender. It's harder to get a handle on average income figures, as Social Security adjusts for cost of living increases, but it seems alarming that the percentage of clients making between \$600-900 per month is shrinking from 63% in 2001 to 54% in 2003, while the percentage of clients making less than \$600 has increased from 14% to 21%.

We also seem to be serving more clients whose only source of support is General Assistance, and we are also seeing many more clients trapped in the maze of Social Security problems whose benefits haven't started yet. For these folks with AIDS or breast cancer, we are often their only source of aid while they wait for the red tape to clear. And, despite the much-touted benefits of "cocktails," an overwhelming 95% of our clients remain unemployed and disabled by HIV, AIDS and breast cancer.

As we enter 2004, we are all hopeful that long-term medical and financial solutions can be found. In the meantime, we continue to offer compassionate assistance to all in need.

how to find us!

- **965 Mission Street Suite 630 San Francisco, CA 94103**
- **PHONE:** 415.558.6999
- **FAX:** 415.558.6990
- **WEB:** www.aef-sf.org
- **EXECUTIVE DIRECTOR:** 415.558.6999 x7 MikeSmith@aef-sf.org
- **CLIENT SERVICES:** 415.558.6999 x1 LeeHa@aef-sf.org
- **EVENTS & FUNDRAISING:** 415.558.6999 x3 ChrisM@aef-sf.org
- **PENNIES PROJECT & VOLUNTEERS:** 415.558.6999 x4 JesM@aef-sf.org
- **FINANCE & ADMINISTRATION:** 415.558.6999 x5 JeffJ@aef-sf.org

Rain Didn't Dampen Pennies Day Festivities

Neither rain nor sleet nor gloom of night keeps the post-man away. Heavy rain didn't deter AEF's Every Penny Counts Day volunteers either!

This year we moved EPC Day back to Justin Herman Plaza at the Embarcadero. Supported by Starbucks' mobile coffee bar, Wild 94.9's events team and a jump house donated by The Great Event.com the EPC Day festivities were hard to miss! Our team of volunteers and students helped sort through over \$40,000 in change! When all was said and done EPC Day raised over \$60,000 from 55 Bay Area schools and businesses plus another \$40,000 in sponsorships from **Wells Fargo, Gilead,**

Robert J. Frascino AIDS Foundation, The Castro Lions, Steven Sams, U-Haul International, The Great Event.com, Wild 94.9 and Starbucks.

As part of this year's expanded program, Wells Fargo agreed to allow six downtown locations to serve as penny collection points. Thanks to Wells Fargo employee **RJ Pettit**, six giant penny jars adorned these sites and Wells Fargo now also has regular-sized penny jars in every San Francisco branch!

We're already looking forward to next EPC Day. To volunteer for the Every Penny Counts Project please call or email Jes Muse: 415.558.6999 ext. 4 or jesm@aef-sf.org.



12.01.03 MACY'S PASSPORT

Board member **Phil Seigel** represented AEF at the Macy's Passport Fund Check Presentation. Phil is flanked by Macy's West President **Mr. Michael J. Osborn** and Chairman **Mr. Robert L. Mettle**.

12.5.03 ALUMINUM FOREST

Each year, **Chuck Stegman** and **Russ Bono** host a holiday party replete with aluminum Christmas trees. This year, the event raised over \$5,000 for AEF.

12.7.03 BOOT BLACK AUCTION

Thank you to International Mr. Boot Black, **Richie Chameroy** for organizing a silent auction at Daddy's Bar, which raised \$1,060 for AEF.

12.15.03 DONNA SACHET'S SONGS OF THE SEASON

Donna's 11th annual event was a huge success, raising nearly \$15,000 for AEF. A sold out show at **The Plush Room** featured songs from some of San Francisco's best cabaret performers: **Kathleen Antonia, Bob Brunson,**



Caroline Lund, Ted Fox, Kim Kuzma, SDK, TJ & Sheba and the always fabulous **Donna Sachet!** Special thanks to

Richard Sablatura, shown with Donna, who tirelessly produced this year's event.

12.14.03 TOM BAUMGARTNER & JULIUS TURMAN'S HOLIDAY PARTY

Thank you to AEF Board Member, **Tom Baumgartner** and his partner, **Julius Turman** for hosting their annual holiday party and raising nearly \$1,400 for AEF/BCEF, including many buckets of pennies and change.

12.21.03 ED RITTENHOUSE'S HOLIDAY PARTY

Thank you to **Ed Rittenhouse** for raising nearly \$1,000 for AEF. Instead of gifts, he asked that his party guests make a donation to AEF. If you'd like to host a party as an AEF benefit, please contact our events and fundraising manager, Chris Morris, at 415.558.6999 x3.

03.04.04 EDGE BASKET CONTEST

Stop by the **Edge Bar** at 18th and Collingwood to participate in the longest-running AIDS fundraiser in the Castro. Join us on the first Thursday of every month!

03.13.04 MAMA'S FOURTH ANNUAL BCEF DINNER

Sandy "Mama" Reinhardt will be working magic again this year to produce another spectacular BCEF dinner for "family" of activists and volunteers. Join Mama for dinner at the ARC at 1500 Howard St. by calling 1-866-372-6849 or visit www.frantic.com for tickets (\$60). Save the date for a great dinner and an out-of-this-world silent auction!



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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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save
these
dates!

- **MARCH 4**
EDGE BASKET
CONTEST
- **MARCH 13**
SANDY "MAMA"
REINHARDT'S
FOURTH ANNUAL
BCEF DINNER
- **APRIL 25**
FORTUNE
TELLERS BALL,
AEF'S ANNUAL
AWARDS GALA

perspective

Those of us who knew him through his love of AIDS Emergency Fund and his compassion toward our clients, quietly mourned the recipient of our 1999 special recognition award, aptly named the "Heart of Gold."



Mike Smith,
Executive Director

A Giant Remembered

When **Bob Ross** passed from this life in December, he left a hole in the hearts of scores of men and women who have served on the board or staff of AIDS Emergency Fund over the last 22 years. Bob was the founder and publisher of the *Bay Area Reporter*, an activist, a community-builder and a philanthropist of rare vision and quiet generosity.

He was among the earliest supporters of AIDS Emergency Fund and served several times as co-chair of AEF's annual dinners — and in many other leadership capacities over more than 20 years. His generosity to AEF is legendary. He was AEF's single most generous individual donor, giving each year at a level that put him in a league with San Francisco's largest foundations and corporations. When AEF fell on hard times in the late '80s and early '90s, only the personal intervention of **Bob Ross** and **Jim Hormel** kept funds flowing to our clients in need.

His death will apparently not diminish his boundless generosity. He wisely placed the newspaper business in a trust and will continue to support the many charities

close to his heart via the **Bob Ross Foundation**.

At his memorial service on January 11, many of San Francisco's civic leaders loudly testified to his political and business acumen. Those of us who knew him through his love of AIDS Emergency Fund and his compassion toward our clients, quietly mourned the recipient of our 1999 special recognition award, aptly named the "Heart of Gold."



Bob Ross,
Bay Area Reporter
founder and publisher,
activist, community-builder
and philanthropist