



# Heart To Heart

AIDS EMERGENCY FUND • BREAST CANCER EMERGENCY FUND

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

965 MISSION STREET, SUITE 630 • SAN FRANCISCO, CALIFORNIA 94103

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See inside  
for more  
information.

## organizational update

*By December 15, we had mailed 5,500 year-end appeal letters for a total out-of-pocket cost of under \$1,000. We hoped at least to break even on the project.*

Mike Smith,  
Executive Director



### Love and a Postage Stamp

It was December 10th. The board was exhausted after a busy year of 20th Anniversary events and our successful Gala on November 20th. Pennies Project staff and volunteers had lugged tons of pennies to the bank after Every Penny Counts Day on December 6th. Energy levels throughout the organization were at a low point, and the year was almost over.

In all the chaos of events, we had not managed to get out a year-end appeal to donors. Traditional wisdom says that an agency should mail its year-end plea to donors before Thanksgiving so that the letter does not arrive during the Christmas card rush and get misplaced or forgotten by donors. With only 15 days until Christmas, it seemed we had missed one last opportunity to raise vital funds for AIDS Emergency Fund.

But Ralph Petersen, AEF's then-Board President, insisted that we needed to at least *try*. With our change of address coming up in only one month, we had lots of extra stationery and pre-printed response envelopes with our old address on them. Overnight, Ralph and I pound-

ed out a simple one-page letter—nothing fancy, just a straightforward statement of how difficult that year had been and a plea for year-end generosity. Volunteers photocopied the letter in-house onto the last of the old stationery, folded the letters, enclosed one of the eight different types of response envelopes we had found in the building (some from as far back as 1993!), and stuffed them into the last of the old mailing envelopes.

By December 15, we had mailed 5,500 year-end appeal letters for a total out-of-pocket cost of under \$1,000. It was very late. Many people would not get them until Christmas Week. We hoped at least to break even on the project.

As of the end of January, that simple mailing has generated an unbelievable \$46,892 in year-end gifts. That's a return of nearly 50 times our original investment. Nearly one in ten recipients took the time to write a check—a simple and powerful act of love during the holiday season. On behalf of the nearly 3,000 AEF clients, your extra generosity helped. THANK YOU!



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AIDS EMERGENCY FUND • BREAST CANCER EMERGENCY FUND • QUARTERLY NEWSLETTER  
WINTER - 2002 / 2003

## Twentieth Anniversary Gala Celebrates AEF's Spirit

Over 500 guests gathered at the War Memorial Performing Arts Center November 20th to celebrate the AIDS Emergency Fund's 20th Anniversary.

It was an evening that honored and renewed friendships, recognized volunteer services and built new allegiances for continuing our commitment of service to San Francisco's HIV and AIDS communities. The Gala and Silent Auction event, which capped off a twelve-month campaign also raised over \$50,000.

An Anniversary Review and Awards ceremony in the Herbst Theatre helped the audience to reflect on the truly remarkable evolution of AIDS Emergency Fund over the past two decades. The ceremony was interspersed with public service awards and world class performances by some of AEF's longtime supporters.

This year 2002 recipients are: **Sandy "Mama" Reinhardt, James Scott Geras, Lenny Broberg, Congresswoman Nancy Pelosi, Neil Figurelli, Alan Selby, Peter Fiske, The Susan G. Komen Foundation, Levi Strauss & Co.'s AIDS Action Group Community Involvement Team, and the Pine Street Volunteers** led by the inimitable **David Slocombe**.

A moving video retrospective, which was produced and donated by **TenCue Productions**, set the tone for an hour-long stage production that brought laughter, tears, and twenty years of memories to a very appreciative audience of AEF friends. Very different performances by some of our favorite stars added just the right combination of sparkle and mood to the event. A special thanks for the volunteer efforts and their time to: **Rita Moreno, Sharon McNight, Spencer Day, Billy Philadelphia, Meg Mackay, Ted Fox, Dana Adkins, Donna Sachet, and The San Francisco Gay Men's Chorus**.

## AEF Friend David Smith Fox 1952 - 2002

David Smith Fox, a much-loved, longtime friend of AEF, died of AIDS complications December 12, 2002 after a 21-year battle with HIV. Fox served much of this time as a volunteer, donor and board member for the AIDS Emergency Fund. Our condolences go to his sister, Catherine and his large and extended network of family and friends. His boundless energy and selfless generosity enriched everyone who knew him.

David, pictured left, at the awards Gala only three weeks before his death, provides us with a poignant reminder that the battle against HIV/AIDS is far from



Sandy "Mama" Reinhardt, center, accepts AEF's 2002 Zachary Long Award from presenters Dr. Virginia Cafaro and Bob Ross.



Nancy Mickelson, center, accepts AEF's 2002 Heart of Gold Award on behalf of the Susan G. Komen Breast Cancer Foundation from presenters Marcus Hernandez and Sharon McKnight.

PHOTOS BY JAN LUNDBERG

The four-hour event was under the direction of **Lynne Winslow** and the staff of **Winslow & Associates**, led by development consultant, **Tom Baumgartner**. From beginning to end, guests were treated to a gracious and wonderfully executed event. The **Sisters of Perpetual Indulgence** met all arrivals in the lobby where they were directed to the elegant Green Room for a cocktail reception. A lovely and unflappable group of volunteers from the **Junior League of San Francisco** assisted with tasks as varied as bussing cocktail glasses to the supervision of the AEF's often "ribald" silent auction. Over twenty fine local restaurants, wineries, and distilleries donated the delectable assortment of fare and libations that were enjoyed by all. The Green Room, itself, never looked more beautiful thanks to the generously provided pro bono services of **Randall Schiller Productions** and volunteer florist/decorator, **Tom Ahern**.



Students from Head Royce School in Oakland helped lift nearly one million pennies into the Pennies Truck. Together, their school raised over \$9,200 for AEF clients! See related story on page 3.



over. Also enjoying Gala festivities are Mike Smith, AEF Executive Director; Julius Thurman, volunteer and Lee Harrington, AEF Client Services Manager.

PHOTO BY JAN LUNDBERG



# Heart To Heart

## president's message

*As the incoming Board President, I am keenly aware of the pressing needs of our clients and the agency. I look forward to working with the Board to expand our community fundraising and guide the agency through these tough economic times.*

Jeffrey Braff, DrPH



The New Year brings a number of new faces to the AIDS Emergency Fund/Breast Cancer Emergency Fund family. They are led by **Mike Smith**, our new Executive Director; **Jeffrey Johnson**, Comptroller; **Chris Morris**, Events Manager and **Jessica Muse**, Pennies Project and Volunteers Coordinator; all of whom join **Lee Harrington**, Client Services Manager. Each pledges to provide first-class service to our AEF and BCEF clients.

There have been some changes on the Board of Directors, as well. After two years of stellar service as Board President, **Ralph Petersen** steps down from that role, but remains on the Board. Ralph's devotion to the goals and objectives of the agency, combined with his pragmatic approach to its strategic management, saw the AEF/BCEF through some of its most difficult times. We owe Ralph a tremendous vote of thanks for his tireless work. Speaking of tireless, **Glennon Sutter**'s service for the past two years as Board Vice-President exemplifies this dedication, as well. In addition to service on the Board, he has been the agency's driving force

on the South of Market Bare Chest Calendar team, which raises tens of thousands of dollars annually for AEF and Positive Resource Center. Glennon also remains on the Board.

At the January Board meeting, **Dan Bernal**, was elected vice-president, **Empress XXXV of San Francisco Suzie Wong** was elected treasurer, and **Mike Romero** became secretary. New Board members include **Jan Blouin**, BCEF client and breast cancer survivor and **Tom Baumgartner**, AEF's former development consultant. We bid goodbye to board members **Calvin Radford**, who is moving to San Diego, and **Dave Jensen**, who has served on the board for five years.

AEF's Board of Directors has a long and proud history of hard work and tireless fundraising on behalf of our clients. As the incoming Board President, I am keenly aware of the pressing needs of our clients and the agency. I look forward to working with the Board to expand our community fundraising and guide the agency through these tough economic times.

## AEF Changes Guidelines as 2002 Ends in the Red for Third Year

In December, AEF's Board of Directors responded to a third-year deficit by announcing new guidelines for 2003, which will reduce the number of people eligible for grants. For the remainder of this year, AIDS Emergency Fund will no longer be able to provide grants to clients who have accessed grants in two or more of the last six years.

"These changes reflect the painful reality of the current tough economy," said Ralph Petersen, outgoing Board President. "Throughout 2002, we paid out over \$600,000 from our reserve fund to support our clients in a poor fundraising environment. We have carefully drawn these new guidelines to best serve as many of our

clients as possible. In these lean times, we remain committed to serving our neediest clients —those facing shut-off notices, evictions, and illness."

In 2002, AEF provided over \$1.4 million in emergency grants. Even with the more restrictive guidelines for 2003, the Agency expects to make \$1.2 million in grants to more than 2,000 clients this year.

"The Board of Directors takes its critical financial responsibility extremely seriously," said Peterson. "We are trying hard to meet the needs of current clients, while insuring that the agency is solvent and fiscally sound — so we can continue to serve clients for many years to come."

## SUCCESSFUL FALL AND WINTER FUNDRAISING EVENTS CONTINUE

### 10.6 CASTRO STREET FAIR GRANT

Many thanks to the dozens of volunteers who contributed their time behind the scenes at the Castro Street Fair. The Street Fair Board of Directors makes grants to community groups based on the number of hours volunteered, and AEF got over \$2,000 this year.

### 10.7 BCEF'S STRIKE OUT FOR BREAST CANCER MEETS GOAL

Universal Care, organizers of "Strike Out Breast Cancer 5", presented Breast Cancer Emergency Fund with a check for \$17,000 at the year's end. Thank you to Gail Defferari and Susan Sachs, co-founders of Universal Care, for all your hard work and generosity.

### 12.1 SONGS OF THE SEASON MARKS ITS 10TH

Donna Sachet's "Songs of the Season" marked its tenth anniversary this past year at Ruby Skye on the evening of Sunday, December 1. Attended by an enthusiastic audience of over 200 friends, fans and admirers, this year's event raised almost \$20,000!

Co-produced by Richard Sablatura and Bob Brunson, Songs of the Season 2002 featured the inimitable Miss Sachet at her very best. Joining her throughout the program were many talented long-time AEF supporters who included TJ Istvan and Sheba, Kathleen Antonia, SDK, Jo-Carol, Lonnie Tuck, Jacqui Naylor and the San Francisco Gay Men's Chorus, under the direction of Dr. Kathleen McGuire.



Donna Sachet with "Songs of the Season's" Master of Ceremonies **Lenny Broberg** and co-producers **Richard Sablatura** and **Bob Brunson**.

The AEF Board of Directors is profoundly grateful to Donna for her continued support and enormous efforts on behalf of the agency.

### 12.4 EXTRA HELP



AEF was a primary beneficiary of Macy's Passport 2002. In a community celebration in early December, Macy's executives awarded hundreds of thousand of dollars to local AIDS charities, including \$20,000 to AEF!

### 12.17 ALUMINUM FOREST PARTY

Again this year, Chuck Stegman and Russ Bono, the owners of Blow Buddies, hosted their annual holiday party in their home as a benefit for AEF, netting \$4,000. Each year they fill their home with a dozen shiny aluminum Christmas Trees and invite their friends. Over the years, the "Aluminum Forest" Party has raised over \$22,000!

# front door watch

*This current cash shortfall has helped us to remember our roots: we are here to serve those who are facing eviction, or disconnection of utilities, or loss of medical treatment. And we are still here for that purpose.*

Client Services  
Manager  
Lee Harrington



This winter has been a time of major change for AIDS Emergency Fund. After ten years at 1540 Market Street, we moved in January to new quarters at 965 Mission Street. Our new location is a former dot-com office space, donated by Oracle Corporation, complete with new furniture, carpet and fresh paint. And the best part of the moving news: we now have more square footage for a lot less money.

The discussion of money brings us to the next point—the fact that once again, the AIDS Emergency Fund is facing an increased demand for its services, while experiencing dwindling income and resources. Back in 1991, AIDS Emergency Fund had to impose a “lifetime cap” of \$1,000 per client, due to lack of funds and an economic downturn. To those clients, who relied on us as a yearly supplement, this news came as a blow. But, within a couple of years, AEF was able, (thanks to increased fund-raising efforts and grants) to eliminate the cap and allow prior clients to re-apply for emergency assistance.

Now, 12 years later AEF finds itself in such a position

again, and the announcement of new limits on grants has come as a shock to the community and clients. This news has been a difficult for all concerned. Not only does it hurt the clients who have come to rely on us, but it is also hard for the staff and volunteers to have to say “no” for the first time in a decade. However, the present situation has forced us to re-examine our mission.

AEF was founded to provide emergency financial assistance to clients facing financial ruin because of AIDS. We are an *emergency* fund. Over the last decade of economic prosperity we have had enough resources to become an annual provider of funding to many clients, adding a monthly or yearly amount to their disability check.

This current cash shortfall has helped us to remember our roots: we are here to serve those who are facing eviction, or disconnection of utilities, or loss of medical treatment. *And we are still here for that purpose.* For clients who have met their funding limits, yet still face unexpected emergency needs we will make every effort to help them find the appropriate assistance programs.

## Forty-five Bay Area Schools and Businesses Raise over \$75,000

Despite cloudy skies and a little drizzle, hundreds of school students gathered at the Yerba Buena Gardens December 6 to turn in their coin collections for people with HIV and AIDS.

Our top corporate penny jar contributor this year was **Paul Hill's** team from **Industrial Light & Magic**, which raised over \$12,000. Coming in second for corporations was **SBC Pac Bell** led by **Steven Sams** with over \$2,100 (and more still coming in).

Once again, the top school in 2002 was the **Head Royce School** from Oakland. Competing against each other, the junior and senior classes raised over **\$9,200**. The students from the Head Royce School continue to

outperform themselves year after year, making their effort a truly remarkable feat.

**Presidio Middle School** also did an amazing job, bringing in \$1,651.13. **Santa Rosa High School, Archbishop Riordan High School** and **Stuart Hall High School** all raised money throughout the month of November and helped count the pennies on EPC Day. The fundraising totals for the schools were Santa Rosa High, \$1,101.55; Archbishop Riordan High, \$886.94 and Stuart Hall High, \$825.81. All three schools did a fantastic job as usual. A heartfelt thank you to all volunteers, some who showed up as early as 8 a.m.!

## AEF Has Moved!

After ten years at 1540 Market Street, AEF and BCEF kicked off the New Year by moving to **965 Mission Street, Suite 630, San Francisco, CA 94103**. That's between 5th and 6th streets, close to the San Francisco Chronicle building. We also changed our phone system so that callers can reach all staff with one phone number. Our fax number and web site remain the same.

- **PHONE:**  
415.558.6999
- **FAX:**  
415.558.6990
- **WEB:**  
[www.aef-sf.org](http://www.aef-sf.org)
- **EXECUTIVE DIRECTOR:**  
415.558.6999 x7  
[MikeSmith@aef-sf.org](mailto:MikeSmith@aef-sf.org)
- **CLIENT SERVICES:**  
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415.558.6999 x4  
[JesM@aef-sf.org](mailto:JesM@aef-sf.org)
- **FINANCE & ADMINISTRATION:**  
415.558.6999 x5  
[JeffJ@aef-sf.org](mailto:JeffJ@aef-sf.org)

### 12.31 AEF'S HOLIDAY DINNER



Christmas Eve 2002 marked AEF's 15th Annual Holiday Dinner for people with HIV and AIDS. Over 200 volunteers make it happen, including the Mulheims: Frida, Fred and RJ, who have been helping Santa for all those 15 years.

### 1.5 BARE CHEST CALENDAR MEN SET RECORD

Mike Romero, Mr. November, and the men of the 2003 South of Market Bare Chest Calendar smashed all previous records for calendar sales and

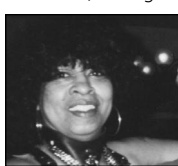


PHOTO BY: BILL WEAVER

fundraising. By the time the last of the hunky calendar men was auctioned off at the Eagle on January 5, the team had raised over \$46,000 for AEF and Positive Resource Center during their very busy year of sales and events.

### 3.14 MAMA'S BCEF DINNER

Sandy "Mama" Reinhardt is hosting her 3rd Annual Breast Cancer Emergency Fund Dinner at the San Francisco Zoo. Last year, over 150 persons attended the event, raising almost \$10,000 for



the fund. Tickets are \$75 each and can be obtained at [www.frantix.net](http://www.frantix.net) or by calling 866.372.6846.

### 3.23 TWENTY-THIRD ANNUAL ACADEMY OF FRIENDS GALA

Strut down the most fabulous red carpet outside of Hollywood at the Academy of Friends Gala. This year, the event which is to be held at Fort Mason Center's Festival Pavilion, lists AEF as a

primary beneficiary of the event's proceeds. Always a sell-out, this black-tie event is the largest HIV/AIDS Oscar® party fundraiser in the Bay Area and the second largest Oscar® party in the country. The evening culminates with an extravagant dance party, immediately following the awards telecast.

Tickets are \$200. If you would like to attend the event, go to: [www.academyoffriends.org](http://www.academyoffriends.org), or if you wish to volunteer, call or e-mail AEF's Jes Muse at 415.558.6999 x4 or [jesm@aef-sf.org](mailto:jesm@aef-sf.org).

