

Heart To Heart

AIDS EMERGENCY FUND • BREAST CANCER EMERGENCY FUND • QUARTERLY NEWSLETTER
FALL 2003

Funding Outlook Improves — AEF to Serve More Clients

An Open Letter from Board President Dr. Jeff Braff



Jeffrey Braff, DrPH

I am delighted to announce that AEF's financial health has improved considerably over the last nine months, and that since October 1, 2003, we have been able to serve all eligible clients in need.

In January of this year, after three consecutive years of steep losses and dwindling reserves, AEF began limiting the number of clients we could help by temporarily capping the number of years a client could be eligible for assistance. Thanks to fundraising successes, internal belt-tightening, and additional federal funds received from the Ryan White CARE Act, we are now be able to serve many of these clients disabled by HIV who face emergency financial need, and whom we would not have been able to help otherwise.

The San Francisco HIV Services Planning Council and the San Francisco Department of Public Health recently allocated an additional \$234,000 of San Francisco's share of federal Ryan White CARE Act dollars to help the clients of AIDS Emergency Fund. In addition, AIDS Emergency Fund has surpassed its

income target by \$202,000, primarily through donations from private sources, community fundraising and cost-cutting measures.

This additional \$436,000 will allow AEF to help nearly 900 additional clients over the next few months. While this amount does not cover our original estimate of an incremental \$650,000 needed to fully fund all client needs, I am confident that we can expand our program now and raise the additional \$214,000 by year end.

I applaud the actions of the HIV Services Planning Council and the San Francisco Department of Public Health. This expansion of service would also not be possible without the hard work of our dedicated staff and the extraordinary generosity of our donors. There is still much work that we all must do together to close the remaining funding gap, but I am confident that AIDS Emergency Fund is moving in the right direction. Again, thank you for your part in this remarkable achievement.

Safeway Donates \$20,000 to BCEF

Breast Cancer Emergency Fund helped Safeway and the Susan G. Komen Breast Cancer Foundation launch breast cancer awareness month on October 3 at a nationally-covered press conference featuring **Anne Veneman**, breast cancer survivor and Secretary of the US Department of Agriculture. The event included the formal presentation of a check from Safeway for \$20,000 to support BCEF's clients with breast cancer. Throughout the month of October, Safeway hopes to raise \$3,000,000 nationally for hundreds of other grassroots breast cancer organizations across the country.

Jan Blouin, BCEF's spokesperson and former client spent most of October hurrying from one engagement to another, telling her story of survival and spreading the word about the assistance that Breast Cancer Emergency Fund offers. Among Jan's speaking commitments in October were: St. Cyrian's Episcopal Church, KGO Radio, Latina Action, and the UCSF Infusion Center.

BCEF representatives also participated in Strike Out Breast Cancer 6!, an annual bowling event produced by Universal Care that raises over \$150,000 for



PHOTO BY MOYA FOTOGRAF

several organizations including BCEF. While this year's financial results weren't available at press time, hundreds of people turned out for a fun night of bowling in support BCEF and the other beneficiaries.

Penny Collection Day is Thursday, December 4.

Donate your unwanted pennies and coins to AEF on December 4 at Justin Herman Plaza at Market Street and The Embarcadero. If that penny jar on your dresser is too heavy to lift, call Jes at 588-6999 x 3 and she'll send a strong volunteer to your house. Read more about Pennies Day inside!





Heart To Heart



Jes Muse, Pennies Project Coordinator (left) and **R.J. Pettit**, long-time Wells Fargo employee and Pennies volunteer, prepare Penny Jars and posters for this year's Every Penny Counts Drive. This year's campaign will feature a special effort to encourage workers in the Financial District to donate their coins at any downtown Wells Fargo Branch during the week of December 1.

Empty Your Penny Jars on Thursday, December 4!

Since 1987, local schools and businesses have recognized the emergency financial needs of our neighbors by collecting pennies—as well as nickels, dimes, quarters, bills and checks—during our Every Penny Counts campaign. Each year, penny jars raise over \$200,000, over half of which comes from the schools who participate in Every Penny Counts Day.

Schools will be competing for prizes provided by Wild 94.9 FM, the Metreon and more. Prizes will be given to the top two fundraising schools—one for the top fundraising public school and one for the top private school in each age group.

The Penny Drive culminates in a coin collection festival on Thursday, December 4th at Justin Herman Plaza at The Embarcadero Center from 9am to 2pm. Wild 94.9 FM, Starbucks, Darryl Scotti Events, Inc. and more will be on site to provide refreshments and entertainment to

all event participants.

For the fifth year, Every Penny Counts Day will be presented by Wells Fargo. Their \$15,000 corporate sponsorship gift will be added to contributions from Gilead Sciences and the Robert James Frascino AIDS Foundation to cover all costs of EPC Day, and to assure that 100% of all coins collected at EPC Day go directly to our clients in need. In addition, several Wells Fargo branches throughout the city will serve as coin collection points for this year's drive.

You don't have to be a student to participate. Last year, over a dozen companies also organized penny drives. Every Penny Counts Day is a great way to get rid of that pile of pennies on your nightstand, too! If you would like to participate in the Every Penny Counts drive this year please contact Jes Muse, Every Penny Counts Coordinator, jesm@aef-sf.org or 415-558-6999 ext. 4.



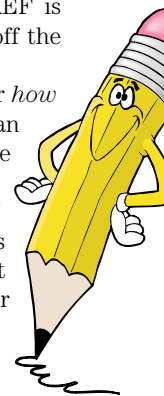
Survey Says...

Remember that game show "Family Feud" where Richard Dawson announced the results of surveys while contestants frantically tried to guess the answers? Well, we don't have Richard Dawson and there is no guesswork involved, but AEF and BCEF certainly have survey results to blow our horn about! After each client has been helped, we ask them to fill out two anonymous surveys that help us measure how well we are doing. The results might surprise you—they certainly surprised us!

86% of our clients say that assistance from AEF and BCEF helped them find or maintain stable housing and avoid homelessness. In a city with sky-high rental prices

and a severe shortage of affordable housing, AEF is helping keep people disabled by HIV and AIDS off the streets and warm at night.

Clients also give AEF and BCEF high marks for *how* we help them, too. As of August 2003, more than 80% of clients waited less than 15 minutes to be seen. 94% praised our courteous and respectful volunteers. 90% were satisfied with the amount of financial assistance we were able to offer, and less than 1% of clients so far this year have had to wait more than four days to have a check mailed to their landlord, utility company or medical provider.



OUR COMMUNITY NEVER STOPS GIVING

CORRECTION

The Studio 54 Party at The Edge on June 8th raised \$1,146 for BCEF, not \$626 as reported in our last newsletter. Thank you to Mr. Edge Leather 2003 **Frank Vasconcellos** for organizing the event!

8.31 SF LEATHER DADDY'S BOY XXI CONTEST

Thanks to **Peter Fiske**, **Tony Koester** and **Lenny Broberg** for organizing the contest at The Eagle which raised \$2,380 for AEF. Congratulations to SF Leather Daddy's boy XXI, **Joey Sequeira**.

9.14 FREEWHEELERS CAR CLUB SHOW

The Freewheelers raised \$5,000 for AEF/BCEF from their 20th Annual Benefit Concourse featuring "A Century of Buicks" and other fine automobiles. Club president **Todd Jackson** (left) presents the check to AEF/BCEF Fundraising Manager **Chris Morris** and board member **Ralph Petersen** during the Castro Street Fair.



9.20 - 9.21 PINE STREET SIDEWALK SALE

Thanks to **David Slocombe**, **Jeannie Engelhart** and the incredible team of **Pine Street Volunteers** for organizing the annual two-day sidewalk sale at Pine and Leavenworth. They raised over \$6,100 for AEF. Unsold items were donated to Community Thrift in AEF's name.

9.21 BARE CHEST CALENDAR AUCTION

MC Lenny Broberg worked his auctioneering magic as six of the 2004 SOMA Bare Chest Calendar men were auctioned off for dates at The Eagle, raising nearly \$5,100 for AEF and Positive Resource Center. Congrats to all the Calendar Men who worked so hard on their gift baskets.

9.21 LEATHER WALK

"**Mama**" **Sandy Reinhardt** and Mama's Family raised \$20,000 in checks and pledges for AEF/BCEF as hundreds of people joined the event on a very hot September day. In **Mr. Marcus'** photo below, **Tony Koester** (left), **Art Tomaszewski** (founder of Leather Walk) and **Mama** present the check to **Mike Smith**. Kudos to Mama and her team for a fun and profitable event!



front door watch

While it is unfortunate that so many clients are in need, it is great to see many familiar faces and know that so many of our clients continue to win their daily battle with disabling HIV and AIDS.

Client Services
Manager
Lee Harrington



October has been the busiest month for the client services department that I have ever seen in my six years at AEF. Some days we have been able to help as many as 65 clients per day with all four volunteer client intake stations operating all day long. While it is unfortunate that so many clients are in need, it is great to see many familiar faces and know that so many of our clients continue to win their daily battle with disabling HIV and AIDS.

Once the CARE Council decided in late August to provide additional funding to AEF, we carefully prepared to see more clients. Thanks to technical support from database experts, we were able to prepare and mail individual personalized letters to every AEF former client who might have been turned away recently. The letters helped each client to know exactly when they could apply for assistance and how much funding would be available. We also notified over 100 case workers and clinic staff who work at the other AIDS agencies in The

City, so they could accurately inform their clients of our new ability to help. Even before the October 1 start-date, clients were lining up at our offices, looking for help. In the first few days alone, we were able to help over 200 clients.

It has been a real team effort here to smoothly and efficiently process so many requests for assistance. Despite the busy waiting room and longer waits, we've tried hard to give each client the personal attention and respect they deserve. Several of our key volunteers have helped by signing up for extra shifts and the rest of AEF's staff have learned how to perform client intakes and have been helping, too. It's great to see AEF performing its mission so effectively these days and helping so many more people. It's been an exhausting month, and we leave the office every evening a little more frazzled than the day before. But we are able to make a difference in people's lives, and that's worth a little wear and tear.

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

The Perfect Holiday Gift

Carols Across America is a fresh compilation of holiday music to help people with AIDS and breast cancer. From high energy dance to campy cabaret, this 14-song CD has something for everyone this holiday season. You can purchase Carols Across America as a benefit for AEF, BCEF and Positive Resource Center at www.ecarols.com today!



9.28 FOLSOM STREET FAIR

Almost \$3,000 was raised for AEF during the Folsom Street Fair at the Man's Hand Films' spanking booth. At a donation rate of one dollar per swat, some of the spankers spent the day after the Fair nursing sore arms and hands. "It's a tough job," said **Glennon Sutter**, an AEF board member who spent eight hours spanking and flogging, "but somebody's got to do it."

10.02 EDGE BASKET CONTEST

The tenth monthly Edge Basket contest of 2003 brought The Edge's total contribution for the year to \$7,070! Thank you **Gary Virginia**, **Dave Wheeler**, **Queen**, and **Danny Williams**.

10.11 PARKER HOUSE 6TH ANNUAL BENEFIT LUNCHEON

Thanks to **Bill Boeddiker** and **Bob O'Halloran**, owners of the Parker Guest House, for hosting the annual luncheon which raised more than \$19,000 for AEF. Assemblyman **Mark Leno** and **Empress Donna Sachet** (pictured below with Bill and Bob) hosted the 6th annual event that featured catering by 2223 Restaurant and nearly \$5,000 in raffle prizes.



10.20 STRIKE OUT BREAST CANCER

Presidio Bowling Center was the site for Universal Care's 6th Anniversary bowling event which benefits BCEF. Thanks to **Gail Deferrari** and **Susan Sachs** and their dedicated team of event planners for such a fun event.

11.8 HOEDOWN

Join us for **Ingu Yun's** gala country-western dance in the spectacular atrium of the Galleria Design Center, 101 Henry Adams Street, San Francisco. Now in its 6th year, this is a major fundraiser for AEF/BCEF. Featuring great music and dancing on a specially-expanded dance floor, a huge silent auction and raffle, outstanding entertainment and the men of the 2004

SOMA Bare Chest Calendar and hundreds of the hottest cowboys and cowgirls from the Bay Area and beyond—not to be missed! Admission: \$30 in advance, \$40 at the door. To purchase tickets, go to www.frantix.net or call (866) 372-6849.

11.12 DINE AROUND: 94114

Eat your heart out for two great causes: AEF & BCEF. See the back cover of the newsletter for information on our next major fundraising event. Visit www.dinearoundsf.org for more information.

12.4 EVERY PENNY COUNTS DAY

Bring your buckets of coins to Justin Herman Plaza at Market Street and The Embarcadero!