



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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save
the
date!

- **JUNE 10**
CASINO
ROYALE 21
AEF'S ANNUAL
AWARDS NIGHT
AT CLUB
MEZZANINE
TICKETS:
415.558.6999,
EXT. 3
- **JUNE 29**
PRIDE PARADE
JOIN AEF'S
CONTINGENT
CALL:
415.558.6999,
EXT. 4
- **AUGUST 17**
AEF DRAG BALL
HOSTED BY
EMPRESS
SNATCH
- **DECEMBER 4**
HOLIDAY DINE
AROUND AND
EVERY PENNY
COUNTS DAY

fundraising update

I am thankful for the vision and wisdom of Fred Skau, David Slocombe and so many others who built the Every Penny Counts program into such a visible and consistent source of support for our clients.

Mike Smith,
Executive Director



Pennies from Heaven

After just six months in the AEF and BCEF family, I am keenly aware of how blessed and loved this agency is. Not a day goes by that **Mama** or **Donna Sachet**, **Lenny Broberg** or **Bob Brunson**, **Gary Virginia** or **Daddy Alan** or some other longtime supporter does not call to tell us about another event to benefit AEF or BCEF. Staff and board members spend our weekends attending dozens of community events and thanking people for their hard work and generosity. I am pleased to report that at the end of the first quarter of 2003, AEF is breaking even and is on budget—for the first time in several years. We still have a long way to go to raise the additional money needed to serve all our potential clients, but the trends are good.

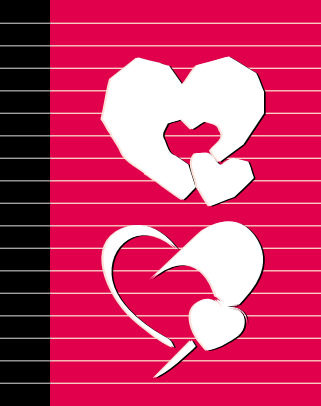
I am thankful, too, for the vision and wisdom of **Fred Skau**, **David Slocombe** and so many others who built the Every Penny Counts program into such a visible and consistent source of support for our clients. Every day at least one bag of coins arrives from somewhere, usually totaling over \$1,000 per week. Each bag represents the generosity and kindness of hundreds of strangers who

drop their change into the Jars at locations all over town. Looking at the totals received over the years from some locations, I can see that it is true: every penny does count.

With all the events and other fundraising we do, we sometimes forget to acknowledge the merchants that have steadfastly placed the jars on their countertops for over a decade. Our internal records don't go back beyond 1994, but here is just a sample of the Penny Jar merchants that we are grateful to (with their estimated Penny Jar totals over many years).

Spikes Coffee & Tea . . .	\$54,353	Hole in Wall Saloon . . .	\$44,115
Castro Walgreens	\$19,626	Good Vibrations	\$1,234
The Cove Café	\$7,908	All American Boy	\$1,787
A Different Light	\$5,594	Castro Cheesery	\$6,906
Twin Peaks Tavern	\$19,826	Welcome Home	\$7,811
Castro Photo	\$8,727		

Please patronize these establishments and drop your change in their Penny Jars. Please also take the time to thank these merchants for continuing to support our brothers and sisters with HIV and AIDS.



Heart To Heart

AIDS EMERGENCY FUND • BREAST CANCER EMERGENCY FUND • QUARTERLY NEWSLETTER

SPRING 2003



June 10, 2003
Mark Your Calendar!

Black Jack! AEF Turns 21 at Casino Royale

AIDS Emergency Fund invites you to a celebration of our 21st year of service with an evening of Las Vegas-style blackjack, craps and roulette as we recognize those individuals and organizations that have made outstanding contributions to AIDS Emergency Fund. Club Mezzanine, **Audrey Joseph's** hot new South of Market dance space, will be the site of AEF's annual awards night on June 10, 2003. Hosted by honorary co-chairs **Bob Ross** and **Faith Fancher**, the evening features gaming, silent and live auctions and delicacies from some of the Bay Area's finest restaurants and wineries.

AEF's 2003 awardees include: former AEF Board President **Ralph Petersen** (the Hank Cook "Outstanding Service" Award); **The Sisters of Perpetual Indulgence** (the Fred Skau "Outstanding Volunteer" Award); **Audrey Joseph** (the George Burgess "Founder's" Award), **David Smith Fox** (posthumously receiving the Rick Salinas "Outstanding Contribution"

Award); **Gail Deferari & Susan Sachs** of Universal Care (the "Hearts of Gold" Award).

Start the evening at **Absolut's** hosted Martini Bar, then move on the lounge music of **DJ Pusspuss** while you gamble and shop. And speaking of shopping, AEF's very own **Lenny Broberg** will end the evening by auctioning off several spectacular items including a ten-day Alaskan cruise donated by **Crystal Cruises**.

Special thanks to **Lynne Winslow**, **Neil Figurelli** and the event staff at **Winslow & Associates** who are producing the event, and to San Francisco's most dedicated team of silent auction scavengers: **Daddy Alan Selby**, **Dorothy Compeau**, **Leslie Ewing**, **Craig James**, **Gerald James**, **George Macaluso**, and **David Miranda**. Tickets are \$125 each, and are available by calling 415.558.6999, ext. 3 or e-mail ChrisM@aef-sf.org.

Have You Had Your Fifteen Minutes of Fame?

Would you like to be cheered, applauded and adored by hundreds of thousands of people? The 33rd Annual San Francisco LGBT Pride Parade & Celebration is Sunday, June 29, and AEF needs you!

This year, the AEF/BCEF contingent will have a special place in the Parade line-up. AEF's design idea for its float has been selected by the Pride Committee as one of the six best. Our prize is the

free use of a flat bed trailer and sound system for our float in the Parade.

Building on the Casino Night theme of this year's Awards Night on June 10, the AEF float will feature a gigantic Queen of Hearts in a flowing red dress. To be a part of the experience during Pride or to use your creative talents to help build the float, call Jes at 558.6999, ext. 4 or e-mail her at JesM@aef-sf.org.

AEF Office Enjoys Extreme Make-Over

In the weeks before AEF moved offices this February, staff and volunteers labeled and prepared all the old desks, broken chairs and tired waiting room furniture for shipment to our new digs on Mission Street. By the time of the move, however, it had all been left behind. Why? Thanks to a generous donation by **Oracle Corporation**, AEF was able to start fresh in the new space with completely new furniture.

Rob Garcia, facilities planning manager at Oracle and AEF volunteer, worked with his company to identify over \$50,000 worth of unneeded furniture in Oracle's inventory, then arranged to have it shipped and installed for free.

Steve McCollom and his team at **Ratcliff Architects** helped with space planning and **Jim Kastner** at **Unisource Solutions** donated installation time.



Thanks to these AEF heroes, the staff has ergonomically correct desks and chairs and our clients are enjoying the new reception area, complete with leather couches.



Heart To Heart

president's message

It is rewarding to know that AEF's model of efficient and compassionate financial assistance—developed over 20 years by caring volunteers and staff—can so easily be put to use helping other communities.

Jeffrey Braff, DrPH



In April, Breast Cancer Emergency Fund (BCEF) celebrated its second full year of service to clients. In its first year, BCEF distributed \$36,000 among 61 clients, and in its second, \$52,000 among 87 clients. During these same two years, AEF granted over \$1,500,000 each year to people with HIV and AIDS. So, breast cancer clients represent about 3% of our total grants.

AEF's Board launched BCEF in 2001 to address the tremendous unmet need in the women's community, and to honor the years of work they had given in supporting AEF and people with HIV/AIDS.

When BCEF was established, the AEF Board put policies and procedures in place to ensure that there was no "co-mingling" of AEF and BCEF funds. This was done to respect the wishes of donors and to ensure the funds raised for either BCEF or AEF went to that specific effort. Breast cancer funding comes from BCEF-specific community events, such as those put on by **'Mama' Sandy Reinhart**, and from community foundations like the **Komen Foundation** and **Universal Care**.

With shortfalls in AIDS funding from governments

and corporations, and cuts in client services this year, several donors and clients have expressed concern that BCEF might be pulling resources away from the AEF. In fact, the opposite is true. BCEF is fully funded with separate donations and, because of overall increased visibility, has attracted new donors to AEF. Best of all, AIDS Emergency Fund has been able to add this much-needed new program without incurring any additional staff costs. We have been able to meet the needs of more people without needing additional funds for overhead.

We are proud of the work we are doing to support people with breast cancer and are excited to see the success for the program after two years. It is rewarding to know that AEF's model of efficient and compassionate financial assistance—developed over 20 years by caring volunteers and staff—can so easily be put to use helping other communities. We're privileged to serve that part of the San Francisco community in most need—those people living with breast cancer or disabling HIV/AIDS. That we are able to do so is only because of your continued financial and volunteer support.



PHOTO BY RINK FOTO

BCEF Begins Third Year—Mama Does It Again!

Nearly two hundred people packed the Leaping Lemur Café at the San Francisco Zoo on a rainy March 14 night to help **Sandy "Mama" Reinhart** celebrate the beginning of Breast Cancer Emergency Fund's third year. With delicious food and a treasure trove of silent auction items, the evening included spellbinding performances by **Sharon McNight**, **Shannon Day**, **David Williams** and **Donna Sachet**.

Sandy "Mama" Reinhart celebrates with Garry "Empress XXV Marlena" McLain

The most moving part of the evening came when Mama honored two breast cancer survivors, AEF board member **Jan Blouin** and **Garry McLain**, aka Empress XXV Marlena. Through ticket sales and the silent auction, Mama's Family raised more than \$9,000 in direct support for breast cancer clients. Congratulations and thank you to **Mark Paladini** and Mama for a well-produced and fun-filled evening.

OUR COMMUNITY NEVER STOPS GIVING

2.6 DADDY ALAN'S BIRTHDAY

Tony Koester and Michael Polansky orchestrated a 74th birthday bash at James Scott Geras' Atelier Gallery for Alan Selby, generating over \$3,000 for AEF—and a terrific evening for all.

3.23 23RD ANNUAL ACADEMY OF FRIENDS GALA

AEF was a primary beneficiary of this year's Academy of Friends gala, held at Fort Mason Center Pavilion. This black-tie event is the largest Oscar party outside of Los Angeles, and raises over \$350,000 annually for HIV/AIDS Charities.



4.03 THE EDGE BAR

Congratulations to The Edge bar and patrons for holding their 120th monthly Basket contests benefiting AEF. Over the past 10 years, The Edge has raised over \$72,000 for AEF. That's an awful lot of raffle tickets and beer pouring. At the April event, AEF director Mike Smith received a giant check from Edge events manager Gary Virginia, Basket contest co-founder Gary "Queen" Rahlf, and MC Danny Williams.



4.18 WILL CLARK'S SPRING FLING

Will Clark and the cast of Raging Stallion's REDSTAR as well as stars from the May 3rd Bad Boys Pool Party in Palm Springs raised more than \$800 in raffles and contests at Daddy's Bar to benefit AEF. Special guests included Donna Sachet, Michael Soldier, Joshua Scott, Lex Kyler, John Truitt, Tony Scalia and Riley Porter. Special thanks to Bob Brunson and the staff of Daddy's.

4.24 BARE CHEST CALENDAR COVER CONTEST

All 12 winners, including the cover and back cover of the 2004 Mr. Bare Chest Calendar have been chosen! To view a complete listing of the winning calendar men visit: www.somabarechestcalendar.org. You can purchase your very own calendar beginning in early June.

4.26 CLUB METROPOLIS SUSAN MORABITO DANCE PARTY

Thank you to Gus Bean, Juan Garcia, Dax & Smitty for organizing a very successful (and fun!) dance party at Club Metropolis / 550 Barneveld. Renowned DJ Susan Morabito from New York spun the evening away, raising \$2000 for AEF.

people power

Jes Muse, who coordinated Every Penny Counts Day 2002 is now AEF's newest staff member; coordinating the Pennies Program year round and recruiting and managing AEF's volunteers. Please welcome Jes!

Jes Muse,
Volunteer
Coordinator &
Pennies Project
Manager



Hello, everyone. I have already met many of our donors and volunteers at recent events and know many of you through my weekly volunteer update e-mails.

It has been a busy few months here at AEF and BCEF. AIDS Emergency Fund was lucky enough to be one of 12 beneficiaries of this year's Academy of Friends Gala. We had 45 fabulous volunteers sign up in support of AEF and because of them AEF will be granted an amazing \$39,000! Thank you to everyone who volunteered.

I would also like to extend special thank-yous to the following AEF/BCEF volunteers for their recent efforts and hard work: **Marquita Bartlett**, Pennies Project office volunteer; **The Levi's AIDS Action Group**; **Cliff Smith**, office and event volunteer; **Mike Stars**, office and event volunteer; **Heinz Voss**, new coat check volunteer at the Eagle Tavern; **Rod Wood**, event volunteer wounded in action at Academy of Friends.

We now have a full calendar of mailing parties and events stretching all the way til December. We can always use more fun and talented volunteers in lots of capacities. There are monthly mailing parties, opportu-

nities for street outreach with Penny Jars, and usually at least three fundraising activities every weekend. The list of upcoming events is shown below. Please feel free to call me at 558.6999, ext. 4 or e-mail: JesM@aef-sf.org.

Now with my other hat on, I'd like to let you know about exciting changes in the Penny Jar program. Within the next few weeks, we will be launching a Personal Pennies program, to encourage people to keep an AEF Penny Jar in their home and fill it during the year. We'll be collecting the proceeds in December for Every Penny Counts Day on December 4.

AEF has over 500 jars in bars and retail outlets. If you see a Penny Jar that needs to be collected, please call me. We also need volunteers to help with Jar collections. In just the few months I've been here, we've collected *tons* of coins from Every Penny Counts Jars. We hope the new Personal Pennies program will double or even triple the number of Jars in circulation.

UPCOMING VOLUNTEER OPPORTUNITIES

- **TUESDAY, JUNE 10**
AWARDS GALA & CASINO NIGHT
- **SUNDAY, JULY 27**
UP YOUR ALLEY STREET FAIR
- **SATURDAY, JUNE 14**
MAILING PARTY
- **SATURDAY, AUGUST 2**
MAILING PARTY
- **SATURDAY, JUNE 21**
PRIDE PARADE FLOAT ASSEMBLY
- **SATURDAY, AUGUST 23**
MAILING PARTY
- **SUNDAY, JUNE 22**
SF LGBT PARADE

To be included on the volunteer mailing list please e-mail: JesM@aef-sf.org.

Home Buying Seminar Helps AEF

Learning about home buying can raise money for AEF and BCEF. Each month, **Gordon Gregg** of Keller Williams Realty offers an informational seminar for people interested in buying a home (house, condo or units) in San Francisco. A donation of \$10.00 to either AEF or BCEF is requested to hold seats.

The seminars always include an experienced mortgage lender. Topics covered are: preparing for mortgage approval; affording a home using tax breaks and favorable loan terms; finding the right home; home inspections; and

the escrow process. The next scheduled seminar is on Thursday, May 29 at 6:30 PM. To attend, contact Gordon Gregg, Jr. by email at homes@gordongregg.com or telephone at 415.202.9900 ext. 235.



how to find us!

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- **FINANCE & ADMINISTRATION:**
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JeffJ@aef-sf.org

5.3 - 6.19 PRIDE IDOL

This year, San Francisco Pride, in partnership with Red Hook, brings a new event to San Francisco. The "Pride Idol" talent show offers the undiscovered talent in the LGBT community an opportunity to shine in competition for fabulous prizes and a performance slot on Pride's Main Stage at the June 29 Celebration. Produced by Mr. and Miss Gay San Francisco, Lance Brittain and Manley Lennox, and Ren Davis Phoenix, of Leather Dyke Family Charity Events fame, contest donations will raise money for the BCEF. A series of feeder competitions lead to the final event on June 19 at Mezzanine. The first competition was held on May 3 at Club Rendezvous. Other locations include El Rio, the Stud, Castro Country Club, Daddy's, Marlena's, the 'N Touch, the Edge, the Bench and Bar and Harvey's Castro.



5.15 GOLDEN BRANDS RAISES \$7,000 FOR AEF

Golden Brands Vice President Steve Corrigan, center, presented AIDS Emergency Fund representatives Mike Smith and Mike Romero with a check for over \$7,000 representing community donations at Miller Lite bar promotions held throughout 2002 to celebrate AEF's 20th Anniversary. Thank you to Steve, Robert Lee, and all our good friends at Golden Brands.

6.1 MURDER MYSTERY FUN

The Dynamic Duo of Lenny Broberg and Donna Sachet has cooked up another entertaining way to raise funds for AEF. They are starring in a murder mystery dinner event called "The Daddy, the Diva and the Detective." It's at the Archbishop's Mansion the first four Sundays of June. For info and tickets go to www.incentivestosucceed.com.

6.10 AEF'S ANNUAL BASH—CASINO ROYALE 21

Help AEF celebrate another year of service and honor our volunteers and allies while gambling, shopping, eating and drinking. Call 558-6999, ext. 3 for tickets!

8.17 AEF'S FIRST-EVER DRAG BALL

Empress Snatch will be Mistress of Ceremonies at AEF's most unlikely event of the year—a drag ball featuring board and staff members. Never done drag? Don't let that stop you. Come for the hilarity of seeing AEF's board of directors decked out in frocks. Call 558.6999, ext. 3 for tickets!