

# Heart To Heart

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

## Dine Around Expands to New Neighborhoods

Last November, we created a successful restaurant-based fundraising event in the Castro and Noe Valley: Dine Around: 94114. Twenty-eight participating restaurants donated 25 percent of their revenues from that day to AEF and BCEF. That event netted \$25,000 for our clients and created tremendous publicity and participation in the Castro and Noe Valley.

On Wednesday, November 10, 2004, thousands of neighbors and friends in 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**.

Thanks to our partnership with the South of Market Merchants Association and the success of last year's event, we have been able to expand Dine Around to an additional day and two additional neighborhoods.

On Wednesday, November 17, 2004 **Dine Around: SoMa & Mission** will include 14 new restaurant partners, each donating 25 percent of your bill to AEF and BCEF. Please join us for lunch or dinner on either of these dates. Twenty-five percent of your bill will go directly to our clients in need.

For a complete list of restaurants and more information, please visit our Dine Around website at [www.DineAroundSF.org](http://www.DineAroundSF.org).



## AEF Lowers Income Eligibility, Sets Lifetime Cap of \$5,000

AIDS Emergency Fund has announced changes to AIDS client guidelines that will tighten income eligibility and institute a lifetime cap of \$5,000 in emergency grants per client. The changes will not result in a reduction of grant size from the current \$600 for first-time clients and \$500 for returning clients, nor will the new guidelines apply to the Breast Cancer Emergency Fund. The move balances current client needs with the need to assure the viability of AEF for future clients.

"We take very seriously our responsibility as stewards of community resources, and the trust that the community has placed in our hands," said AEF Board President, Dr. Jeffrey Braff. "We anticipate flat government funding and only modest increases in fundraising revenue this year. And the number of new clients seeking our help continues to rise." AEF has experienced a sharp increase in first-time requests for assistance in 2004 and expects to have served more than 500 new clients by year-end. This figure represents a dramatic rise from approximately 300 new clients in 2003.

After several years of assisting clients who earn as much as \$1,960 per month, AEF will be forced to lower its income threshold to \$1,165, effective October 1, 2004, bringing the agency's income eligibility in-line with many other San Francisco AIDS service providers. This figure, which represents 150 percent of the Federal Poverty Level for a single person, was

recently endorsed by the San Francisco HIV Service Planning Council as a benchmark for determining the neediest population disabled by HIV or AIDS.

This change in income eligibility will affect only 10 percent of AEF's current clients. Of the 2,400 clients helped last year, 85 percent relied solely on Social Security payments of about \$800 per month. None of these clients will be affected by the new income criterion.

The Board of Directors also announced a permanent lifetime cap of \$5,000 of emergency assistance per person. This cap will have no immediate effect on clients—any client who has received \$4,500 or more in AEF assistance over their lifetime will be eligible for one additional grant of \$500 over the next year, or will have the option to "bank" the amount for a future emergency. Approximately 12 percent of current AEF clients have reached a lifetime assistance level of \$4,500 or more.

"When AEF was created, no one expected that 22 years later we would still be in business and serving some clients for five, six or seven years in a row," said Dan Bernal, AEF Board Vice President and Programs and Services chair. "With so many clients returning annually for grants, we are losing our ability to respond with meaningful assistance for clients facing true emergencies, such as the loss of housing, and to serve our growing number of new clients."



### Donate Your Car to AEF/BCEF

So far this year, AEF has received over \$10,000 in vehicle donation proceeds. That's three times more than last year! You can help increase this figure by using **Donate For Charity** to process your vehicle donation to us. Donate For Charity arranges free vehicle pick-up, handles all the DMV issues, sells the vehicle at auction, and distributes the net proceeds to AIDS Emergency Fund and Breast Cancer Emergency Fund. By donating, you'll avoid the headache of selling a used vehicle, help support AEF/BCEF, and receive a receipt entitling you to declare the fair market value of your vehicle as a tax deduction. Simply call Donate For Charity toll-free at 1-866-392-4483 or donate online at [www.aidsemergencyfund.org](http://www.aidsemergencyfund.org) and click on "How You Can Help"





# Heart To Heart

## president's message

*By making AEF part of their estate planning, our donors have made sure that what they left behind will carry on the charitable work they frequently had started in life.*



Jeffrey Braff, DrPH

### Bequests to AEF: Dollars from Heaven

Several times each year, we receive a thick letter from a law firm in the Bay Area, or sometimes from as far away as Florida or New York. After reading through pages of legal jargon, the stories begin to sound remarkably similar: having been aware that a loved one with AIDS had been helped by AEF, a donor in turn has remembered AEF in his or her will.

By making AEF part of their estate planning, our donors have made sure that what they left behind will carry on the charitable work they frequently had started in life. Sometimes the bequest is a specific amount such as \$500, \$1,000, or maybe even \$10,000 or more. Sometimes donors leave instructions for AEF to receive a percentage of remaining funds after other obligations of the estate have been paid, or after specific disbursements to family to friends have been made.

We can't budget for these bequests, but when we do receive them, they have a huge impact on our ability to serve clients. Over the course of most years, more than \$100,000 is donated to AEF in the form of bequests. Near Christmas of 2000, just as AEF's government support began to slip and the board was considering cuts in client services, an unexpected single bequest for \$400,000

arrived! This allowed us to continue to help clients who otherwise might have been ineligible for a grant, or who might have received far less financial support than they did in fact receive. So far this year, we are grateful to five deceased donors who have added a total of \$210,000 to AEF's client services coffers by means of bequests.

Sometimes we know in advance that a bequest has been made. A donor might have said something about their will to a board member at an AEF event, for instance. But usually bequest donors prefer anonymity while they are alive, leaving us with no way to personally express our gratitude.

If you are considering your estate planning or donating by bequest to AEF or any other charity, you should consult a qualified attorney who specializes in wills and estates. The best way to assure that your wishes are carried out and your assets are distributed fairly is to work closely with a legal professional who understands the recent changes to complex tax laws.

Bequest gifts are crucial in helping AEF to fulfill its mission, and we are deeply appreciative of your thoughtfulness and generosity when you choose to help us in this way.

### Holiday Dinner for People With AIDS

This coming Christmas Eve will mark AIDS Emergency Fund's 17th annual Holiday Dinner for people with HIV and AIDS. Over 200 volunteers work throughout December to prepare our first-class feast complete with holiday decorations, Santa Claus and other live entertainment. More than 1,100 people with HIV/AIDS and their families and friends are treated to a free five-course meal in the elegant Green Room of the War Memorial Building. To volunteer call Stanley Wong at 626-8600 or Richard McNally at 431-5914 or e-mail [sfwoofy@aol.com](mailto:sfwoofy@aol.com).



### OUR COMMUNITY NEVER STOPS GIVING

#### 8.28 - 8.29 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 Streets. They raised nearly \$5,000 for AEF. Unsold items were donated to Community Thrift in AEF's name.

#### 9.5 SF LEATHER DADDY'S BOY XXII CONTEST

Thank you to current SF Leather Daddy XXII, **Doug Mezzacappo**, for organizing this annual contest at The Eagle which raised \$2,500 for AEF.

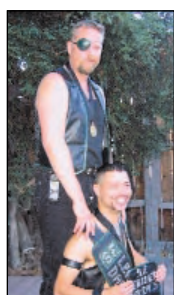


PHOTO BY BOB DERN

Congratulations to SF Leather Daddy's boy XXII, **Jorge Vieto**, pictured here with Doug.

#### 9.19 MAMA'S LEATHERWALK & BARE CHEST CALENDAR AUCTION

**"Mama" Sandy Reinhardt** and Mama's Family raised over \$21,000 for AEF/BCEF as hundreds joined her for the march and bar crawl event. After the walk, everyone gathered at The Eagle for the most successful auction in the history of the SOMA Bare Chest Calendar. Six calendar men were auctioned off and raised an historic



\$18,000 for AEF and Positive Resource Center. The Calendar Men surprised **Mark Welsh**, owner of Rock Hard, with a special award making him an honorary 2005 Calendar Man.

#### 9.25 LAZY BEAR CHECK PRESENTATION

This year's Lazy Bear festival at the Russian River surpassed all expectations and raised over \$150,000 for area charities. Thank you to **Harry Lit** and **Allen Eggman** and the **Sacramento Bears** for organizing this annual festival and for their \$10,000 donation to AEF/BCEF. **Mike Smith** and **Mama** accepted the check from **Harry Lit**.



# people power

This is the sixth year that Wells Fargo has stepped forward to be the presenting sponsor of Every Penny Counts Day.



Pennies Project  
Coordinator  
Jes Muse



## Ten Year Anniversary of Every Penny Counts Day

Since 1994, 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—half of which comes from the schools who participate in Every Penny Counts Day. This year the Penny Drive culminates with a coin collection festival on Wednesday, December 1st, 2004. The festival will be held at Justin Herman Plaza at The Embarcadero Center from 8 am to 2 pm.

Schools will be competing for prizes provided by Wild 94.9 FM, Office Depot and more. Prizes will be given to the top fundraising schools. Wild 94.9 FM, Starbucks and Astro Events, Inc. will be on-site on December 1 offering fun activities, great give-aways and yummy hot chocolate to all event participants.

This is the sixth year that Wells Fargo has stepped forward to be the presenting sponsor of Every Penny Counts Day. Their \$15,000 corporate sponsorship gift will be added to contributions from the Robert James Frascino AIDS Foundation, the Castro Lions and Steven Sams to cover all costs of Every Penny Counts Day. This will assure that 100% of the money raised during the

Every Penny Counts campaign will go directly to our clients in need.

You don't have to be a student to participate in Every Penny Counts Day. Last year, over a dozen companies participated including Industrial Light & Magic, who, with the genius of Paul Hill, raised over \$20,000 for EPC Day with a company-wide spelling bee!

With federal funds steadily on the decline, agencies like ours look to fundraising programs based in the community to help make up for lost funding. The Every Penny Counts Project is the perfect way for you to get involved and help. You can donate to the Pennies Project by dropping your coin, cash or check donation off at any of the following locations:

- Any Wells Fargo branch in San Francisco during the month of November
- Under One Roof, 549 Castro Street, during the month of November
- Justin Herman Plaza, December 1st (World AIDS Day) 8 am – 2 pm
- Any of your local neighborhood penny jars!

If your collection is too heavy to carry, call the Pennies Project, 415.558.6999 ext. 4, to schedule a pick-up.

## who's who at AEF/BCEF

### FOUNDERS

Frederick H. Booth, Jr.  
Walter Mellon

### BOARD PRESIDENT

Jeff Braff, DrPH

### VICE PRESIDENT

Dan Bernal

### TREASURER & SECRETARY

Sharon Tetlow

### BOARD OF DIRECTORS

Jan Blouin  
Skeeter Buck  
Neil Figurelli  
Cynthia Hester  
Stephen Logan  
Joe Pessa  
Phil Siegel  
Peter Wong

### EXECUTIVE DIRECTOR

Mike Smith

### STAFF

Lee Harrington  
Jeffrey Johnson  
Chris Morris  
Jes Muse

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Suite 630  
San Francisco, CA  
94103

• PHONE:  
415.558.6999

• FAX:  
415.558.6990

• WEB:  
[www.aef-sf.org](http://www.aef-sf.org)

## A Gift of Light

Until December 31, when you purchase a holiday candle from [www.awickedscents.com](http://www.awickedscents.com), **A Wicked Scent** will make a \$5 donation to AEF/BCEF. They will also donate 10% of every candle you buy throughout the year.

## Special Thanks

Joanne "JoJo" Joyce, a long time volunteer, recently moved to Idaho to be closer to her elderly mother. AEF would like to extend our heartfelt thanks to JoJo for her years of volunteer service and for always making us smile. Thanks, JoJo!! We miss you!



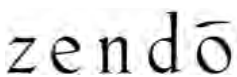
### 9.25 & 9.26 FOLSOM STREET FAIR

This year, we had three booths raising funds for AEF: The **SOMA Bare Chest Calendar**, which had over \$2,000 in calendar sales; **Man's Hand Films**, which raised over \$2,000 from their spanking/flogging displays; and **David Slocombe** and **Marie Brewer** who raised close to \$500 from their penny toss carnival game (see picture below with AEF staffer **Chris Morris**). Thanks to all who volunteered time and effort to make this a lucrative day.



### 10.22 PAMPER YOURSELF AT ZENDO SALON AND SPA

Friends of BCEF gathered on October 22 for a sampling of Spa treatments, festive up-dos, mini massages and more to raise funds for BCEF. BCEF honored KPIX's Medical Reporter, **Dr. Kim Mulvihill** for her education and awareness work on behalf of women with breast cancer. Thanks to our friends at **Zendo** and **Out of Thyme Catering** for a great event.



### 11.6 & 11.7 EUREKA BARBERSHOP SIDEWALK SALE

Join us for this two-day sidewalk sale from 10 am to 6 pm at 4222 18th Street in the Castro. Special thanks to **James Bolton** and Eureka Barbershop for organizing this event.

### 11.10 & 11.17 DINE AROUND

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](http://www.dinearoundsf.org) for participating restaurant listings and more information.

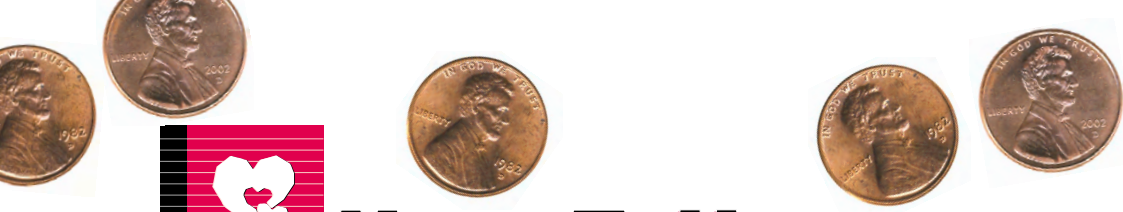
### 12.1 EVERY PENNY COUNTS DAY

Bring your pennies (nickels, dimes and quarters, too!) to Justin Herman Plaza at Market Street and The Embarcadero from 8am until 2pm.

### 12.5 & 12.6 SONGS OF THE SEASON

Join **Donna Sachet** for her 12th annual holiday songfest at the Plush Room at 8pm, featuring Canadian singing sensation **Kim Kuzma**, local favorite **Sharon McNight**, and crowd-pleasers **T.J. Istvan** and **Sheba!** To order tickets, please go to [www.donnasachet.com](http://www.donnasachet.com).





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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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## EAT YOUR HEART OUT!



## For Two Great Causes



[www.dinearoundsf.org](http://www.dinearoundsf.org)

Dine at any of these restaurants and

# 25%

of your bill will be donated to AEF & BCEF

### WEDNESDAY NOVEMBER 10

#### CASTRO

- Anchor Oyster Bar
- Bagdad Café
- Bistro LaMooné
- Bombay Indian Restaurant
- Capri Ristorante
- Catch
- Côté Sud
- Cove on Castro
- la Mediterranee
- Ma Tante Sumi
- Nirvana
- Squat & Gobble Café
- (All Locations)
- Tangerine
- Tita's hale 'aina

#### NOE VALLEY

- Fattoush
- Firefly
- Le Zinc French Bistro
- Lovejoy's Tea Room
- Lupa Trattoria
- Ristorante Bacco

### WEDNESDAY NOVEMBER 17

#### SOMA

- 21st Amendment Brewery Café
- Annabelle's Bar & Bistro
- Chey's Fresh Mex
- Destino
- Don Ramon's
- Fringale
- Le Charm French Bistro

#### MISSION

- Alma
- Bruno's
- Café Arguello
- Chez Spencer
- Foreign Cinema
- La Luna
- Woodward's Garden

#### NEIGHBORHOOD PARTNERS

- Merchants of Upper Market & Castro
- Eureka Valley Promotion Association
- Noe Valley Merchants Association
- South of Market Merchants Association
- Castro Lions Club
- Sisters of Perpetual Indulgence
- San Francisco Spectrum
- Capital Graphics Inc.