

SPONSORSHIP PROPOSAL

The mission of the Richmond/Ermet Aid Foundation (REAF) is to raise funds for and awareness about AIDS service programs, hunger programs to provide food for the needy and programs that educate, inspire, and support underserved and disenfranchised youth to develop healthy life choices, to maximize their potential.

MAJOR EVENTS INCLUDE

HELP IS ON THE WAY XXIV

An annual gala benefiting
HIV/AIDS Services, Hunger and Homeless Youh Programs
The Herbst Theater & Green Room, San Francisco ★ 8/19/2018

HELP IS ON THE WAY FOR THE HOLIDAYS XV

A Holiday Gala Celebration Fundraiser
Benefits Larkin Street Youth Services and Project Open Hand ★ 12/3/2018

BROADWAY BARES / SAN FRANCISCO STRIPS III

A Vaudville style strip show with a modern twist
Benefits REAF and Broadway Cares/Equity Fights AIDS ★ 6/17/2018

ONE NIGHT ONLY BENEFIT CABARETS

Special cabaret-style shows with casts of touring Broadway shows planned throughout the year Benefits Broadway Cares/Equity Fights AIDS and REAF

Other smaller events and receptions that support these larger events are also planned throughout the year, increasing exposure and benefits to our sponsors and supporters.



Our History and Mission

he Richmond/Ermet Aid Foundation (REAF) is a 501(c)(3) organization originally founded to raise funds for and awareness about AIDS service organizations in the Bay Area through the production of quality entertainment programs. In 1994, two mothers, Barbara Richmond and Peggy Ermet, who each lost their only son to AIDS gave birth to an idea to help raise funds for the agencies who helped care for their sons before they died. Twenty three years later, REAF has distributed well over \$3 million to 34 direct service agencies in the SF Bay Area. Over that same time period, REAF has also produced some of the Bay Area's biggest and best, star-studded entertainment events.

Founders Barbara Richmond (left) and Peggy Ermet

Today, there are more people living with HIV/AIDS than ever before and people are still becoming infected. Thankfully, due to advances in treatment and the resources provided by local AIDS service agencies, most are able to

live relatively normal, healthy lives. When REAF was founded, our primary goal was to help people with AIDS die with dignity. Today, REAF's mission has transitioned to help people with HIV/AIDS live fuller, healthier lives.

With recent advancements in HIV treatments and promising research for a cure, REAF expanded our focus areas of what causes we support in 2015 to include programs that provide food for the needy and programs that support homeless, disadvantaged and disenfranchised youth. Bay Area food and nutrition programs can barely keep up with the growing demand for service for homebound seniors, poor and critically ill populations and the Bay Area's homeless and under served youth population also continues to grow. Programs that support, inspire and assist them are vital in helping them become productive members of our community.

Beneficiaries for our 2018 events are detailed in the following pages.

In addition to fundraising events, REAF also sponsors a community calendar program called OurTownSF.org to assist LGBT and AIDS service agencies with their own planning so that agencies do not duplicate community events on the same dates. And finally, REAF also provides small emergency grants to people with HIV/AIDS or from the local theater community facing short-term crisis situations such as paying rent or covering unexpected medical or dental expenses or other bills.

Sponsors receive a wide range of benefits including tickets to benefit concerts for employees or clients, complimentary ads in gala programs, logo display in programs, invitations, email promotions and on our website and other benefits as detailed in the enclosed proposal. Sponsors have also seen a returns on their sponsor investment dollars ranging from 200% to 300% in funds distributed to beneficiary agencies proving sponsorship is a wonderful way to grow your philanthropic dollars.

2018 BENEFICIARIES

HELP IS ON THE WAY XXIV

MEALS ON WHEELS SAN FRANCISCO (MOWSF)

Meals On Wheels of San Francisco serves over 1.2 million meals a year to seniors in every San Francisco neighborhood. 24% of them have no other source of food, 65% live alone and 71% live below the federal poverty line. They are often physically challenged (including living with HIV) as well as confronted with the high cost of living in San Francisco. In addition to meals, MOW provides safety checks to ensure clients' well being, match them with volunteers to assist them with companionship and day to day needs and provides health and safety items for their homes. For additional information you can go to www.mowsf.org

LARKIN STREET YOUTH SERVICES (LSYS)

For 30 years, Larkin Street Youth Services has built a robust continuum of care to help homeless youth get off the streets. They are a pioneer in their field and their achievements are significant: there is no other agency in San Francisco—and few nationwide—to offer a similar breadth of services with comparable results. Larkin Street provides comprehensive health services for homeless children and youth in San Francisco to allow them transition toward stability with healthy minds and bodies. Larkin Street's Medical Clinic and HIV Specialty Clinic are staffed by caring health professionals and provide primary medical care, HIV testing, referrals and educational materials, as well as specialized care to youth who are HIV-positive. Larkin Street's comprehensive education and employment services, Hire Up, provides young people with the opportunities, resources, and guidance they need to succeed. Through a range of housing options—from emergency homeless shelters to longer-term housing— Larkin Street is able to offer atrisk youth basic necessities, as well as a welcoming environment providing support, stability, and security. Each Larkin Street housing program and facility offers youth age-appropriate support to accommodate each stage of their journey, keeping them on track toward rejoining their families or progressing toward independence and self-sufficiency. For additional information you can go to www.larkinstreetyouth.org

HELP IS ON THE WAY FOR THE HOLIDAYS XVI

AIDS LEGAL REFERRAL PANEL (ALRP)

The AIDS Legal Referral Panel (ALRP) is the only institution in the San Francisco Bay Area whose entire mission is dedicated to providing free and low-cost legal assistance and education on virtually any civil matter to persons living with HIV/AIDS. This includes such widely disparate areas as housing, employment, insurance, confidentiality matters, family law, credit, government benefits or public accommodations, to name just a few. This is accomplished through either direct representation of clients by one of ALRP's five attorneys or by careful placement of clients with one of ALRP's 600 panel attorneys. ALRP has handled over 45,000 legal matters for their clients over the last 25 years.

POSITIVE RESOURCE CENTER (PRC

Positive Resource Center (PRC) is a human services organization focused on the belief that everyone deserves an advocate and an opportunity. PRC works diligently to help people affected by HIV/AIDS, mental health, or substance use issues better realize opportunities by providing integrated legal, social, and health services. Our services address the broad range of social risk factors that impact health and wellness and limit potential. We provide underserved populations with a unique set of integrated services that include emergency financial assistance for short-term stability, legal representation for access to necessary income and healthcare benefits, and residential treatment, housing, and employment training for longer-term social rehabilitation. In order to provide such a cohesive set of services and programs, PRC has joined forces and is in the process of merging with two long-standing and well-respected San Francisco nonprofits: AIDS Emergency Fund and Baker Places. Inc.

BROADWAY BARES /SAN FRANCISCO STRIPS & ONE NIGHT ONLY CABARETS

Benefit REAF and Broadway Cares/Equity Fights AIDS

SPONSOR LEVELS FOR HELP IS ON THE WAY XXIV

Help is on the Way XXIV will benefit Meals on Wheels San Francisco and Larkinn Street Youth Services. Help is on the Way for the Holidays XVI will benefit Postive Resource Center and AIDS Legal Referral Panel. Sponsor levels include:

■ Lead Sponsor: \$10,000■ Associate Sponsor: \$2,500■ Supporting Sponsor: \$1,200

LEAD SPONSORS (\$10,000): _

- will have their logos prominently displayed as Lead Corporate Sponsor in all promotional material including:
 - Invitations, event programs, website and flyers
 - All display ads including magazine and newspaper ads
- will be acknowledged from the stage at the event
- will be offered a full page ad in the program
- will be offered a link from our web site
- receive 12 tickets (priority sponsor seating) to the performance
- receive invitations to all Underwriter/Sponsor receptions

CORPORATE SPONSORS (\$5,000): _

- will have their logos prominently displayed as Corporate Sponsor in all promotional material including:
 - Invitations, event programs, website and flyers
 - All display ads including magazine and newspaper ads
- will be acknowledged from the stage at the event
- will be offered a half page ad in the program
- will be offered a link from our web site
- receive 8 tickets (premium sponsor seating) to the performance
- receive invitations to all Underwriter/Sponsor receptions

ASSOCIATE SPONSORS (\$2,500): —

- have logos displayed as Associate Sponsors in invitations, event programs, and website
- be listed as Associate Sponsor in all display ads
- will be acknowledged at the event
- will be offered a quarter page ad in the program
- will be offered a link from our web site
- receive 6 tickets (premium sponsor seating) to the performance
- receive invitations to all Underwriter/Sponsor receptions

SUPPORTING SPONSORS (\$1,200):

- have logos displayed a Supporting Sponsors in invitations, event programs, and website
- be listed as Supporting Sponsor in all display ads
- will be acknowledged at the event
- will be offered a quarter page ad in the program
- will be offered a link from our web site
- receive 4 tickets (premium sponsor seating) to the performance
- receive invitations to all Underwriter/Sponsor receptions

YEAR LONG CORPORATE SPONSOR LEVELS

Corporate Sponsors will be listed as sponsors of all REAF events in the year 2018.

In addition, we strive to find custom, co-branded marketing and promotional opportunities when possible. Minimum events include:

■ Help is on the Way XXIV

- Help is on the Way for the Holidays XVI
- Two or more "One Night Only Performances" with touring casts of Broadway shows.
- Broadway Bares / San Francisco Strips III

PRESENTING SPONSORS: \$25,000

- will have their logos prominently displayed as Presenting Sponsor in all promotional material including: Invitations, event programs, store posters and flyers; eNewsletters; all display ads including magazine and newspaper ads for all 2018 events and logo linked from our web site
- will be acknowledged from the stage at each event
- are offered a full page ad in all major benefit programs
- receive up to 12 tickets (priority sponsor seating) to all major benefit programs
- receive 6 tickets (priority sponsor seating) to each of the One Night Only benefit cabaret events.
- receive invitations to all sponsor/underwriter receptions

MAJOR SPONSORS: \$15,000_

- will have their logos prominently displayed as Major Sponsor in all promotional material including: Invitations, event programs, store posters and flyers; eNewsletters, all display ads including magazine and newspaper ads for all 2018 events and logo linked from our web site
- will be acknowledged from the stage at the event
- are offered a half page ad in all major benefit programs
- receive up to 8 tickets (premium sponsor seating) to all major benefit programs
- receive 4 tickets (priority sponsor seating) to each of the One Night Only benefit cabaret events.
- receive invitations to all sponsor/underwriter receptions

CORPORATE SPONSORS: \$10,000__

- will have logos displayed as Corporate Sponsors in Invitations, event programs, store posters, flyers and eNewsletters, all display ads including magazine and newspaper ads for all 2018 events and logo linked from our web site.
- will be acknowledged from the stage at the event
- are offered a half page ad in all major benefit programs
- receive up to 6 tickets (premium sponsor seating) to all major benefit programs
- receive 4 tickets (priority sponsor seating) to each of the One Night Only benefit cabaret events.
- receive invitations to all sponsor/underwriter receptions

ASSOCIATE SPONSORS: \$5,000

- will have logos displayed as Associate Sponsor in Invitations, event programs, store posters, flyers and eNewsletters for all 2018 events and logo linked from our web site
- will be listed as an Associate Sponsor in all display ads
- will be acknowledged at the event
- are offered a quarter page ad in Help is on the Way XXIV and Help is on the Way for the Holidays XVI programs
- receive 4 tickets (premium sponsor seating) to all major benefit programs
- receive 2 tickets (priority sponsor seating) to each of the One Night Only benefit cabaret events.
- receive invitations to all sponsor/underwriter receptions

Events Provide Beneficiary Partners More Funds for Direct Services

he Richmond/Ermet Aid Foundation creates partnerships with selected agencies to assure the success of *Help is on the Way* events. Beneficiaries "team captains" work with our Foundation committee heads, providing volunteer resources to work at the events as well mailing parties, selling raffle tickets, assisting with PR opportunities and assisting in planning and organization. Beneficiaries may submit applications throughout the year but evaluations and selections are made each October. Beneficiaries have included:

- Abzyme Research Foundation
- Aguilas
- AIDS Housing Alliance
- ALRP (AIDS Legal Referral Panel)
- Asian Pacific Islander Wellness Center
- ARIS (AIDS Resources and Information Services)
- BAY (Bay Area Young) Positives
- Broadway Cares/Equity Fights AIDS
- Center for AIDS Services/Vital Life Services, Oakland
- Center for Caregiver Training
- Coming Home Hospice
- Continuum HIV Day Services
- Diablo Valley AIDS Services
- HIV Care at St. Francis Memorial Hospital
- HIV Education Project at New Conservatory Theatre Center
- Larkin Street Youth Services
- Lyon-Martin Women's Health Services
- Maitri Compassionate Care
- Meals of Marin
- Meals On Wheels of San Francisco
- Native American AIDS Project
- New Leaf: Services for Our Community
- New Village
- PAWS (Pets Are Wonderful Support)
- Pediatric HIV/AIDS Program at Children's Hospital
- Positive Resource Center
- Project Inform
- Project Open Hand
- Projecto ContraSIDA Por Vida
- San Francisco AIDS Foundation
- Shanti
- STOP AIDS Project
- Sunburst Projects
- Tenderloin AIDS Resource Center (Tenderloin Health)
- UCSF AIDS Health Project
- UCSF Women's & Children's Specialty Services
- Visiting Nurses & Hospice of San Francisco



The Richmond/Ermet Aid Foundation 2018 PROPOSED BUDGET

Event Income	HIOTW XXIV	Help 4 Holidays XVI	OPERATIONS	Income
Corporate/Foundation Suppor	\$30,000	\$10,000	Private grants/donations	\$35,000
General Ticket Sales	65,500	25,300	One Night Only events	25,000
Underwriter income	35,000	15,600	BB SF Strips 3	25,000
Raffle Income	8,000	2,000	Investment Income	300
Auction Income	45,000	20,000	Matching gifts	2,000
Program Advertising	3,000	1,500	Other events	15,000
			Board generated	10,000
Total Event Support	\$186,500	\$74,400	Database hosting	5,600
			Total Support	\$117,900
Expenses			Expenses	
Theatre Rental	\$24,400	\$4,800	Advertising/Promo	2,010
Production expense	2,000	500	Bank charges	25
Advertising & promotion	3,100	1,500	Communication serv.	1,050
Equipment Rental	2,000	1,000	Dues & Subcriptions	200
Reception Venue & Rentals	3,800	3,500	Meals & entertainment	1,500
Performer Travel	3,200	2,050	Filing fees	300
Musicians/union fees	4,000	900	Insurance	4,300
Printing & Publications	3,200	1,800	Accounting fees	3,500
Postage & shipping	2,400	1200	Office supplies	1,500
Silent auction expense/consig	3,200	1,000	Parking/tolls	300
Parking & tolls	200	65	Salaries/payroll	60,000
Video Services	200	200	Postage/shipping	500
Office supplies/Admin.Exp.	1200	400	Printing/publications	1,400
PR Contract services	2,500	1,200	Seminars	200
Credit card/filing fees	2,550	1,900	Talent research	1,000
Entertainment Research	500	0	Telephone	1,200
Production staff honorariums	1,500	500	Travel	800
Miscellaneous expenses	800	250	Small Emergency Grants	10,000
Total Event Expenses	\$60,750	\$22,765	Total Expenses	89,785
Distribution to Beneficiaries	\$125,750	\$51,635	Profit	\$28,115.00



REAF BOARD OF DIRECTORS

EXECUTIVE DIRECTOR/CEO

Ken Henderson

Tel: 415-931-2515 • ken@richmondermet.org

CHAIRMAN OF THE BOARD

Joe Seiler, Management Training Specialist Delta Dental of California

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Sophie Azouaou, CEO, Step Into My Green World Tel: 415-694-2307 • sophie@richmondermet.org

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Gary Thackeray, Retired
Tel: 415-378-6175 ● gary@reaf.org

ADVISORY & COMMUNITY DEVELOPMENT BOARD

Anna Alioto, Professional meeting planner

Brian Boitano, Olympic Ice Skating Champion/Performer/Producer

Loren Brown, Foundation Consultant

Chris Carnes, Chris Carnes Productions

Mario Diaz, Vice President, Community Development, Wells Fargo Bank

Norm Dito, Retired Real Estate Professional

Andrew Freeman, President, Andrew Freeman and Company Michael Holland, partner, Puerto Vallarta Villas & Holland Travel Ion Leitner, Importer

Mark Leno, former California State Senator

Marilyn Levinson, Executive Director, Bay Area Cabaret

Kimberley Locke, recording star, author

La Toya London, stage acress & recording star Stan Osofsky, President, Mark Leigh & Associates

Tom Viola, Executive Director, Broadway Cares/Equity Fights AIDS

Charles Zukow, Principal, Charles Zukow and Associates PR

MANAGEMENT COMMITTEE

Steven Montes, Receptions Chair 510-503-5031 • Steve@smse biz

Raghu Shivaram, Marketing and PR
Tel: 561-271-2583 • raghu@spritzsf.com

Al Treuter, Bos Office Manager
Tell: 415-282.5492 • tickets@richmondermet.org

Douglas Hudson: Volunteer Coordinator 415368-5605 • volunteer@richmondermet.org

Richard Burton, Database Developer

Tel: 415-272-8184 • richard@richardburtondatabase.com

THE RICHMOND/ERMET AID FOUNDATION PRESENTS



Concert & Gala Benefiting Meals on Wheels San Francisco & Positive Resource Center

SUNDAY, AUGUST 20, 2017

Herbst Theater & Green Room

5:00 pm: VIP Gala Reception and Silent Auction • 6:00 pm: Gala Reception • 7:30pm: Performance 9:45 pm: Club REAF after party with the cast

Gala co-chairs: Sophie Azouaou, Eileen Blum-Bourgade, Sonya Molodestskaya



SCHEDULED TO PERFORM

LEVI KREIS: Tony Award-winner (Million Dollar Quartet)

MAUREEN McGOVERN: Grammy Award winning Broadway star

TRENT HARMON: American Idol 2016 winner

JESSICA SANCHEZ: American Idol 2012 1st runner up

DAVID BURNHAM: Broadway (Wicked, Light in the Piazza) star

CAROLE COOK: Broadway (42nd Street)/TV star

LISA VROMAN: Broadway (Phantom of the Opera/Les Miz) star **GARRETT CLAYTON:** TV (Hairspray Live), Film (Corbra) star.

PAULA WEST: |azz/Cabaret star

IASON BROCK: X-Factor semi-finalist/Cabaret star

LEANNE BORGHESI: Cabaret star

LISA VIGGIANO: Broadway World Cabaret Vocalist Award winner

EILEEN & LEA BOURGADE: Concert Violinists **SALSAMANIA:** World champion salsa dance troup

Cast members from the touring cast of **SOMETHING ROTTEN**

DAVID GALLIGAN: Director

MICHAEL ORLAND: Musical Director

SOPHIE AZOUAOU: 2017 Help is on the Way Awardee

HONORARY CO-CHAIRS

Senator Dianne Feinstein & Mr. Richard Blum, Lt. Governor Gavin Newsom, Senator Scott Weiner, NBC News Anchor Jessica Aguirre

TICKETS & INFO: www.reaf.org

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INTERNAL REVENUE SERVICE 2. O. BOX 2508 CINCINNATI, OH 45201

Date: JAN 2 4 2001

RICHMOND-ERNET PROPATION C/O EMMANUEL SANTOS 447 SUTTER ST STE 534 SAN FRANCISCO, CA 94108 Employer Identification Number:
94-3232222
DLN:
17053006717001
Contact Person:
GLENN W COLLINS 1D# 31392
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
December 1995

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Addendum Applies:

Yes

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return. Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557. Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

RICHMOND-ERMET FOUNDATION

Because this latter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

to 772 00

Steven T. Miller Director, Exempt Organizations

RICHMOND-ERMET FOUNDATION

Your organization has been reclassified under sections 509(a)(1) and 170(b)(1)(A)(vi).