**Guidelines and Application for Beneficiary Status**

**for REAF’s 2020 Events.**

**GUIDELINES**

The Richmond/Ermet Aid Foundation (REAF) has established grant-making parameters and guidelines for *Help is on the Way XXVI* planned for August 16, 2020 and *Help is on the Way for the Holidays XIX* planned for December 7, 2020*.* **Deadline for submitting a request for beneficiary status for these eventsis December 1, 2019.** REAF’s focus areas for funding include agencies that provide direct services to people with AIDS/HIV, food and nutrition programs to feed the hungry and programs that serve homeless, underserved and disenfranchised youth.

**REAF does not fund** event underwriting, capital campaigns, endowment campaigns, travel or fees for conferences.

Applications will be considered from agencies headquartered in the following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara.

Grant proposals are due by 5pm, December 1, 2019. Please mail or deliver proposals to:

The Richmond/Ermet Aid Foundation

942 Divisadero Street, Ste. 201

San Francisco, CA 94115

or **by email** to ken@richmondermet.org

Please provide one copy (single sided) of your proposal with any supporting materials you wish to include. Keep it simple but concise. Give enough information to show your need, funding issues and shortfalls you are facing, your ability to meet beneficiary requirements and other important information without overstating your situation.

**EXPECTATIONS**

REAF has been providing grants to San Francisco Bay Area agencies for twenty-five years. This success is largely due to the partnership REAF creates with beneficiary agencies each year. REAF is a grass-root, primarily volunteer-run organization that has developed a winning formula for producing quality events that raise significant sums of monies for our beneficiaries. We rely heavily on the partnerships we create with our beneficiaries to make these events successful. In selecting beneficiaries for our events, we must take into consideration the abilities of our beneficiaries to partner with us by providing:

• gala ticket sales and raffle ticket sales

• sponsorship resources and follow-up

• volunteers to staff pre-gala receptions, event set-up and take-down and other needs

• team captains from agency/Boards to work with us and coordinate your agency’s involvement

• agency representatives to work with specific REAF committees such as Volunteers, Silent Auction,   
Food & Beverage and Underwriter Development

• recruit one or more individuals to act as a gala co-chair

**GRANT AMOUNTS**

REAF provides funding based on actual cost of specified direct care and the agencies ability to meet requirements. Grants can be expected to range from $15,000 to $40,000 depending on the event and success of obtaining Corporate Sponsorships and Individual Sponsors. Our intent is to provide 100% of ticket sales to the beneficiaries. Other event income will be made available to beneficiaries after event expenses are met at the discretion of REAF’s Board of Directors.

**REAF EVENTS**

*Help is on the Way* is a multi-tiered event consisting of:

• a pre-performance gala reception featuring Bay Area restaurants who provide hors d’oeuvres, wineries who   
provide wine tastings and specialty spirits bars and non-alcoholic beverages

• a celebrity-driven concert performance,

• a nightclub-themed after party with the cast

• an extensive silent auction coinciding with the pre-performance gala and continuing through intermission   
and/or live auctions from the stage.

Beneficiaries may also be considered for *Help is on the Way for the Holidays XIX* on early December 7, 2020. Agencies who may have conflicting event dates for *Help is on the Way XXVI* may consider specifying this event as a preferred event to apply to benefit from.

We invite agencies throughout the Bay Area to submit requests for funding from *Help is on the Way* events. Beneficiaries are selected based on the client services they provide, their need for funding, other types of funding they receive and the ability to partner with REAF in producing the event.

Please complete the application on the following pages. You are welcome to include additional materials that you feel provide important information about your agency. Please include a list of your agencies current board of directors, your most recent audited financial statement or annual report if available, your most recent newsletter or publication and a copy of your 501(c)(3) letter.

**Special note**: We intend to select two lead beneficiaries for our two major galas. Other agencies may also be able to participate as “revenue sharing partners” where they can receive 100% of the proceeds of ticket sales tracked to their agency. Final grant amounts are always based on how well beneficiaries have met their beneficiary obligations.

Thank you,

Ken Henderson

Executive Director

**The Richmond/Ermet Aid Foundation**

**2020 BENEFICIARY APPLICATION**

1. Name of agency requesting beneficiary status and tax ID #.

2. Address:

3. Phone:

4. Contact person:

5. Contact E-mail/website:

6. Agency’s mission:

7. What specific programs/services does your agency for which you are seeking funding?

8. Number of people served in the past year by your agency:

9. Number of people employed by your agency:

10. Annual budget of your agency for 2020-21. Please indicate your physical year start/end date.

11. How does this compare to your budget from the last two years? Have you added or cut programs or services?

12. Demographics of the population served by the agency.

13. Please describe how your agency would use a $20,000 or $40,000 grant from REAF. Clearly state the kind of program or service to be provided and the impact of the program on the people or community served by the program. Please include any funding difficulties associated with funding this program. If you are seeking operational support, please describe how funds from REAF will be utilized by the agency or what impact these funds will have your agency. Please include any areas in critical need for funding.

14. If possible, describe in one or two sentences what service(s) your agency would be able to provide with a $20,000 grant, (i.e., HIV testing for \_\_\_\_\_ clients, home delivered meals to \_\_\_\_ clients, \_\_\_\_ hours of nursing care, \_\_\_\_\_ hours of counseling services, etc.)

15. Is your agency designated to be the beneficiary of any other major fundraisers in 2020?

If yes, which fundraisers?

16. Does your agency produce any of its own fundraisers?

If yes, what is the nature of the fundraisers and the dates they are planned?

17. How does your agency utilize volunteers? How would volunteers be mobilized to assist meeting the goals of a REAF 2020 event?

18. Would your agency/Board be able to provide a “team captain” to attend monthly meetings and act as a part of the production team if needed?

19. Is your agency/Board able to assist in soliciting silent auction items and conduct follow-up

calls? *(Agencies will be asked to commit to providing 10 to 15 auction items each for the silent*

*auction.)*

20. Is your agency/Board willing to commit to selling tickets to the event? *(Agencies will be asked to commit to selling approximately 25 tickets to the event they are selected to benefit from for a minimum of $2,500.)*

21. A benefit raffle has been a part of each *Help is on the Way* event and beneficiaries and their Boards have been asked to commit to selling a set number (100) of raffle books for these raffles ($20/book of 5 has been typical). Do you foresee any problems fulfilling this obligation? If so, please elaborate? Raffles help offset REAF production expenses and **agencies are financially responsible** for the agreed upon commitment.

22. Agencies are usually asked to help provide a meal for volunteers or cast and crew during set up days of the gala. We encourage agencies to solicit donations or trade for these meals rather than pay for them. Do you foresee any problems with this requirement?

23. How would your agency acknowledge REAF as a funding source? How would your agency publicize your involvement as a beneficiary of a REAF event?

24. Please use this space to provide any other pertinent details you feel the REAF Board might find useful in evaluating your agency as a potential beneficiary. If you have not submitted a beneficiary application for a REAF event in the past, please include a list of your programs and services and the populations they serve. If you have submitted an application in the last three years, please not any changes to your agency and programs since your last application.