



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 XXIII

An annual gala benefiting
Meals On Wheels of San Francisco and Maitri Compassionate Care
The Herbst Theater & Green Room, San Francisco ★ 8/20/2017

HELP IS ON THE WAY FOR THE HOLIDAYS XVI

A Holiday Gala Celebration Fundraiser
Benefits Larkin Street Youth Services and Project Open Hand ★ 12/4/2017

BROADWAY BARES SF 2:

ManuSTRIPt: Literary Tales with Happy Endings

A Vaudville style strip show with a literary theme
Benefits REAF and Broadway Cares/Equity Fights AIDS ★ 6/18/17

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.



Richmond/Ermet
Aid Foundation

Our History and Mission

The 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 two 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 which continue to grow in the Bay Area. The Bay Area's homeless and under served youth population also continues to grow and programs that support, inspire and assist them are vital in helping them become productive members of our community.

Beneficiaries for our 2017 events are detailed in the following pages.

In addition to fundraising events, REAF maintains a comprehensive directory of AIDS service agencies in the Bay Area to help those seeking services to find the resources they need. 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 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.

2017 BENEFICIARIES

HELP IS ON THE WAY XXII

MEALS ON WHEELS OF SAN FRANCISCO

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

MAITRI COMPASSIONATE CARE

Maitri is one of San Francisco's most respected and valued resources in providing care to people severely debilitated by AIDS. Their current home on Duboce Avenue opened in 1997 after ten years as a residential hospice on Hartford Street. Maitri is licensed as a RCFCI (Residential Care Facility for the Chronically Ill), and offers an innovative, multi-focal program designed to meet the changing needs of people living with AIDS in a dignified and caring manner. The three types of care offered at Maitri are: hospice care, long-term skilled nursing care, and short-term intensive transitional support

Maitri's comprehensive program includes these main components: Access to multi-disciplinary care professionals including nurses, attendants, social workers, physicians, and psychiatrists; Single-occupancy room in a facility designed as a healing space, nurturing home, and functional dwelling; Spiritual and pastoral support; Emotional and practical support volunteers; Activities including art therapy, meditation, and body work; and Home-cooked meals by a stellar kitchen staff and individual dietary plans to meet specific needs

HELP IS ON THE WAY FOR THE HOLIDAYS XVI

LARKIN STREET YOUTH SERVICES

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 at-risk 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

PROJECT OPEN HAND

Founded in 1985, Project Open Hand is a nonprofit organization that provides meals with love to critically ill neighbors and seniors. Our food is like medicine, helping clients recover from illness, get stronger, and lead healthier lives

Every day, we prepare 2,500 nutritious meals and provide 200 bags of healthy groceries to help sustain our clients as they battle serious illnesses, isolation, or the health challenges of aging. We serve San Francisco and Alameda Counties, engaging more than 125 volunteers every day to nourish our community.

BROADWAY BARES SF & ONE NIGHT ONLY CABARETS

Benefit REAF and Broadway Cares/Equity Fights AIDS

SPONSOR LEVELS FOR HELP IS ON THE WAY XXIII OR SINGLE EVENT

Help is on the Way XXIII will benefit agencies supporting men, women, and children with HIV and AIDS as well as hunger programs to feed the needy. *Help is on the Way for the Holidays XVI* will benefit agencies providing HIV services and programs for homeless youth. Sponsor levels include:

- Lead Sponsor: \$10,000
- Associate Sponsor: \$2,500
- Corporate Sponsor: \$5,000
- Supporting Sponsor: \$1,200

LEAD SPONSORS (\$10,000):

- will have their logos prominently displayed as major 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 as 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 2017.

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

- *Help is on the Way XXIII*
- *Help is on the Way for the Holidays XVI*
- Two or more "One Night Only Performances" with touring casts of Broadway shows.
- Broadway Bares SF: ManuSTRIPts: A Novel Idea

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 2017 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 10 tickets (priority 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

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 2017 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 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 2017 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 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 2017 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 XXIII* 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

The 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

2017 PROPOSED BUDGET

Event Income	HIOTW XXIII	Help 4 Holidays XVI	OPERATIONS	Income
Corporate/Foundation Support	\$35,000	\$12,000	Private grants/donations	\$50,000
General Ticket Sales	65,500	30,300	One Night Only events	25,000
Underwriter income	35,000	15,600	Broadway Bares SF 2	20,000
Raffle Income	8,000	2,000	Investment Income	300
Auction Income	45,000	25,000	Matching gifts	2,000
Program Advertising	3,000	1,500	Other events	15,000
			Board generated	12,000
Total Event Support	\$191,500	\$86,400	Database hosting	9,600
			Total Support	\$133,900
Expenses			Expenses	
Theatre Rental	\$24,400	\$4,800	Advertising/Promo	2,010
Production expense	4,000	500	Bank charges	25
Advertising & promotion	3,100	1,500	Communication serv.	1,050
Equipment Rental	2,000	1,000	Dues & Subscriptions	200
Reception Venue & Rentals	3,800	3,000	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	65,000
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	2,000	1,000	Travel	800
Miscellaneous expenses	800	250	Other grants	10,000
			Small Emergency Grants	10,000
Total Event Expenses	\$63,250	\$22,765	Total Expenses	104,785
Distribution to Beneficiaries	\$128,250	\$63,635	Profit	\$29,115.00

The Richmond/Ermet AIDS Foundation receives no government grants
and relies solely on private gifts, corporate and foundation support for operating expenses.



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
Tel: 415-931-0317 • joe@richmondermet.org

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

Dr. Albert Chow, Owner, Beauty Plastic Surgery
Tel: 415-441-1888 • dralbertchow@gmail.com

Patrik Galloneaux, National Brand Ambassador/Stoli Vodka
Marketing & Outreach to GLBT community
Tel: 415-225-1345 • patrik@richmondermet.org

Rosalinda Kalani, Premier Banker, Wells Fargo Bank
Tel: 415-947-3934 • maldoroc@wellsfargo.com

Skye Paterson, Flight Attendant, Southwest Airlines
Tel: 415-640-3432 • sky@richmondermet.org

Cecil Russel, publisher, Gloss Magazine.
Owner, Always Tan & Body
Tel: 415-816-0575 • cecil@glossmagazine.net

Noel Santos, CPA/Financial Planner
EAS Business & Tax Services
Tel: 415/362-8921 • Fax: 415/362-8924
Cell: 415-412-5839 • noel@eas-cpa.com

Beth Schnitzer, Partner Spritz Marketing
Tel: 415-705-5568 • beth@spritzsf.com

Cameron Stiehl, On-Air Talent
Tel: 415-425-9364 • cameron@reaf.org

Gary Thackeray, Retired
Tel: 415-378-6175 • gary@richmondermet.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
Jon Leitner, Importer
Mark Leno, California State Senator
Marilyn Levinson, Executive Director, Bay Area Cabaret
La Toya London, stage actress & 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, Box Office Manager
Tel: 415-282-5492 • tickets@richmondermet.org

Douglas Hudson: Volunteer Coordinator
415-368-5605 • volunteer@richmondermet.org

Richard Burton, Database Developer
Tel: 415-272-8184 • richard@richardburtondatabase.com

Gail Dorney, Food & Beverage Chair
Tel: 206-853-9259 • gail@richmondermet.org



The Richmond/Ermet Aid Foundation Presents

HELP IS ON THE WAY XXII

On the Red Carpet

Sunday, August 21, 2016 Idols & Icons
Herbst Theater & Green Room

Benefiting Meals On Wheels of San Francisco and AIDS Legal Referral Panel

Silent Auction: 4pm ★ VIP Gala Dinner: 5pm ★ Performance: 7:30pm

CLUB REAF After Party with the Cast: 9:30pm

ORDER TICKETS AT WWW.REAF.ORG OR 415-273-1620



Performance Featuring

The cast of the Broadway touring cast of **BEAUTIFUL**

CONSTANTINE MAROULIS: Tony-nominated/*American Idol* Star

DONNA McKECHNIE: Tony Award Winning Broadway Star

KIMBERLEY LOCKE, LA TOYA LONDON & MELINDA DOOLITTLE:

American Idol/Recording Stars

MARISSA JARET WINOKUR: Tony Award-winning (*Hairspray*) actress

CAROLE COOK: Comedienne/Broadway Star

Michael Walters as **DAME EDNA:** Award-winning celebrity impersonator

JAI RODRIGUEZ: Emmy Award-winning Broadway/TV Star

SALLY STRUTHERS: TV star

JASON BROCK: *X-Factor*/Cabaret Star

BRANDEN JAMES: *America's Got Talent* finalist, with cellist **JAMES CLARK**

PAULA WEST & SONY HOLLAND: Cabaret/Jazz Stars

TRISTAN BOURGADE: 14 Year Old Concert Cellist

Directed by **DAVID GALLIGAN** ★ Musical Director **MICHAEL ORLAND**

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THE RICHMOND/ERMET AID FOUNDATION PROUDLY PRESENTS



15th Anniversary Gala
MONDAY, DECEMBER 5 • 7:30 PM
MARINES MEMORIAL THEATRE

Featuring Cast Members From the Tony Award-winning
DISNEY'S THE LION KING

And the National Tour of Rodgers & Hammerstein's
THE KING AND I

Plus JASON GRAAE & cast from SCROOGE IN LOVE



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MCGOVERN**

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HARRIS**

**PAULA
WEST**

**JASON
BROCK**

**SHARON
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BAY AREA REPORTER



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

DEPARTMENT OF THE TREASURY

Date: JAN 24 2001

JAN 24 2001
RICHMOND-ERMET FOUNDATION
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 ID# 31392
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
December 1995
Addendum Applies:
Yes

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.

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.

Letter 1050 (DO/CG)

RICHMOND-ERMET FOUNDATION

Because this letter 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.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Steven T. Miller". The signature is fluid and cursive, with the first name "Steven" and last name "Miller" clearly distinguishable.

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).