



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.

PLANNED EVENTS INCLUDE

HELP IS ON THE WAY XXII

An annual gala benefiting
Meals On Wheels of San Francisco and AIDS Legal Referral Panel
The Herbst Theater & Green Room, San Francisco
8/21/16

HELP IS ON THE WAY FOR THE HOLIDAYS XV

A Holiday Gala Celebration Fundraiser
Benefits Larkin Street Youth Services and Asian & Pacific Islander Wellness Center
12/4/16

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

BROADWAY BARES SF: TECH TAILS

A West Coast version of New York City's sexiest vaudeville-style dance/strip show
benefiting REAF and Broadway Cares/Equity Fights AIDS. 7/11/16

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 over \$3 million to 33 AIDS service agencies. Over that time period, REAF has also produced some of the Bay Area's biggest and best, star-studded entertainment events to raise funds for and awareness about AIDS service agencies in the San Francisco Bay Area.



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.

EXPANDING OUR FOCUS: WHO WE SUPPORT

With recent advancements in HIV treatments and promising research for a cure, we expanded our focus areas in 2015 of what causes we support. The two areas that we feel we can have the greatest impact on a local level are 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 2016 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.

2016 BENEFICIARIES

HELP IS ON THE WAY XXI

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

AIDS LEGAL REFERRAL PANEL

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.

HELP IS ON THE WAY FOR THE HOLIDAYS XIV

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

ASIAN & PACIFIC ISLANDER WELLNESS CENTER

A&PI Wellness Center is an LGBTQ and people of color health organization that transforms lives by advancing health, wellness, and equality. They believe everyone deserves to be healthy and needs access to the highest-quality health care. They foster resilience, strength, connection, health, and wellness for all communities. Health care will always be grounded in social justice.

A&PI Wellness is a fully-licensed, federally qualified health center (FQHC) serving people of color and the LGBTQ community. Their team provides respectful, compassionate health care that focuses on you as a whole person. Your medical staff can connect you to counseling, therapy, case management, and community services—everything you need to reach health, wellness, and equality.

ONE NIGHT ONLY BENEFIT CABARETS

Benefit REAF and Broadway Cares/Equity Fights AIDS

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

Help is on the Way XXII will benefit agencies supporting men, women, and children with HIV and AIDS as well as hunger programs to feed the needy. Sponsor levels include:

- | | |
|------------------------------|-------------------------------|
| ■ Lead Sponsor: \$10,000 | ■ Corporate Sponsor: \$5,000 |
| ■ Associate Sponsor: \$2,500 | ■ 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 10 tickets (VIP Table for the dinner and VIP seating for 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 6 tickets (VIP Table for the dinner and VIP seating for 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 4 tickets (VIP Table for the dinner and VIP seating for 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 2 tickets (VIP Table for the dinner and VIP seating for 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 2016.

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

- *Help is on the Way XXII*
- *Help is on the Way for the Holidays XV*
- Two or more "One Night Only Performances" with touring casts of Broadway shows.

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 2016 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 (VIP 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 2016 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 (VIP 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 2016 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 (VIP 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 2016 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 XXI* and *Help is on the Way for the Holidays XIV* programs
- receive 2 tickets (VIP 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 AIDS Foundation

2016 PROPOSED BUDGET

Event Income	Help 4 Holidays		OPERATIONS	Income
	HIOTW-22	XV		
Corporate/Foundation Support	\$45,000	\$12,000	Private grants/donations	\$50,000
General Ticket Sales	65,500	30,300	One Night Only events	25,000
Underwriter income	25,000	10,600	Investment Income	300
Raffle Income	8,000	2,000	Matching gifts	2,000
Auction Income	30,000	20,000	Other events	15,000
Program Advertising	3,000	2,000	Board generated	12000
			Total Support	\$104,300
Total Event Support	\$176,500	\$76,900		

Expenses

Theatre Rental	\$24,400	\$5,000
Production expense	4,000	500
Advertising & promotion	3,100	1,500
Equipment Rental	2,000	1,000
Reception Venue & Rentals	3,800	3,000
Performer Travel	3,200	2,050
Musicians/union fees	3,500	900
Printing & Publications	3,200	1,800
Postage & shipping	2,400	1200
Silent auction expense/consign.	2,500	1,000
Parking & tolls	200	65
Video Services	200	0
Office supplies/Admin.Exp.	1200	400
PR Contract services	2,500	1,200
Credit card/filing fees	2,550	1,900
Entertainment Research	500	0
Production staff honorariums	2,000	1,000
Miscellaneous expenses	800	250
Total Event Expenses	\$62,050	\$22,765

Expenses

Advertising/Promo	1,010
Bank charges	25
Communication serv.	850
Dues & Subscriptions	200
Meals & entertainment	1,500
Filing fees	300
Insurance	4,300
Accounting fees	3,200
Office supplies	1,500
Parking/tolls	300
Salaries/payroll	65,000
Postage/shipping	500
Printing/publications	1,400
Seminars	200
Talent research	500
Telephone	1,200
Travel	600
Other grants	10,000

Total Expenses	92,585
Distribution to Beneficiaries	\$114,450
	\$54,135
Profit	\$11,715.00

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

Jorge Colunga, Wells Fargo Bank Manager
Tel: 510-551-5570 • jorge@richmondermet.org

Patrik Galloneaux, 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

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

ADVISORY & COMMUNITY DEVELOPMENT BOARD

Anna Alioto, Professional meeting planner
Robert Boemer, Hard Rock Cafe
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
John Hessler, Principal, John Hessler Productions
Anita Jaffee, Consultant
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
Randy Taradash, American conservatory Theatre
Tom Viola, Executive Director, Broadway Cares/Equity Fights AIDS
Jan Wahl, Film Critic/KRON & BAYTV television
Jim Wiggett, President, Jackson Hole Group
Charles Zukow, Principal, Charles Zukow and Associates PR

MANAGEMENT COMMITTEE

Kimberly Hathaway: PR consultant
Tel: 415-994-1097 • kimberly@hathawaypr.com

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

Al Treuter, Box Office Manager
Tel: 415-282.5492 • tickets@richmondermet.org

Douglas Hudson: Volunteer Coordinator
volunteer@richmondermet.org

Gail Dorney, Food & Beverage Chair
gail@richmondermet.org



HOLLYWOOD Glam

Benefit Gala & Concert

Benefiting
Meals On Wheels of San Francisco
& San Francisco AIDS Foundation

JULY 26, 7:30pm
PALACE OF FINE ARTS
SAN FRANCISCO



Gala Reception ★ Concert ★ After Party with Cast

FEATURING BROADWAY, TV, FILM STARS

JOHN LLOYD YOUNG,
CONSTANTINE MAROULIS

LORETTA DEVINE

JAI RODRIGUEZ, CAROLE COOK,
LINDSAY PEARCE

SUSAN ANTON

TV, RECORDING STARS

KIMBERLEY LOCKE



JAKE SIMPSON,

CABARET/JAZZ STARS

PAULA WEST, SONY HOLLAND

B.O.O.B.S!,

Busty, Outrageous, Over-the top, Broads Singing!

From *The People's Couch* **SCOTT NEVINS**

LEA BOURGADE, Concert Violinist ★

SALSAMANIA, World Champion Salsa Dancers

WHITE TREE FINE ART, Ballet duo



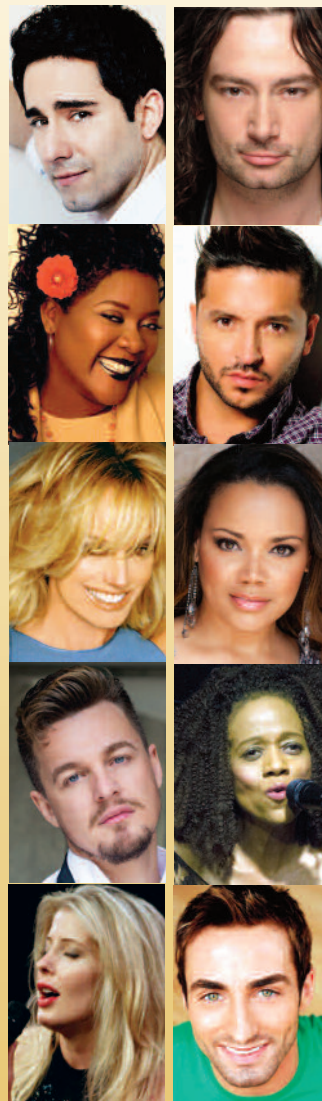
DAVID GALLIGAN, Director

MICHAEL ORLAND, Musical Director

TICKETS & INFO



Helpisontheway.org





DEC. 7, 2015

MARINES MEMORIAL
THEATRE
609 Sutter Street, San Francisco

**BENEFITING AGUILAS
& LARKIN STREET
YOUTH SERVICES**

FEATURING
**TOURING CAST OF "A GENTLEMAN'S
GUIDE TO LOVE & MURDER"**

STEVE GRAND 'All American Boy'

MARTHA WASH The original 'Weather Girl'

MARY WILSON from the original "Supremes"

JAKE SIMPSON 2-time Star Search champion

SHARON MCNIGHT Tony nominee

SHAWN RYAN America's Got Talent's

JASON BROCK X-Factor star

LEA BOURGADE Violinist

RUSS LORENSON & CARLY

OZARD JESSICA COKER

Cabaret stars

THE PHANTOM'S LEADING LADIES

VIP After Party at Clift Hotel

495 Geary Street, San Francisco

with DJ Steve Fabus of GoBang!

Sponsored by Celebrity Cruises

TICKETS & INFO

HelpisontheWay.org



**Presented by
The Richmond/Ermet
Aid Foundation**



BAY AREA REPORTER

NO. 1 GAZETTE

BAY TIMES
LGBTQ News & Calendar for the Bay Area

Sophisticate Interiors

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

DEPARTMENT OF THE TREASURY

Date: 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 written in a cursive, slightly slanted style.

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).