



THE RICHMOND/ERMET
AIDS FOUNDATION

REAF's mission is to raise funds for, and awareness about, AIDS service provider agencies through the production of quality entertainment events.

A purple rectangular graphic with a gold border. At the top, the text 'HELP IS ON THE WAY' is written in a gold, sans-serif font, arched over a central heart. Inside the heart is a silhouette of a city skyline with a bridge and a star. Below the heart, the number '20' is written in a large, gold, sans-serif font. To the left of the '20' is the text 'PROVIDING HOPE' and to the right is 'SUSTAINING LIVES', both in a white, sans-serif font. At the bottom of the graphic, the text 'Twentieth Anniversary Gala & Concert' is written in a white, cursive font.

NORTHERN CALIFORNIA'S LARGEST ANNUAL
AIDS BENEFIT CONCERT & GALA

SUNDAY, AUGUST 24, 2014

The Palace of Fine Arts, San Francisco

942 Divisadero Street, Ste. 201, San Francisco, CA 94115-4407
415.931.0317 • www.richmondermet.org



THE RICHMOND/ERMET
AIDS FOUNDATION

Our History and Mission

The Richmond/Ermet AIDS Foundation (REAF) is a 501(c)(3) organization dedicated to raising 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 the late 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 years later, The Richmond Ermet AIDS Foundation (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 is to help people with HIV/AIDS live fuller, healthier lives. We've begun to hear great news about how close we are to finding a cure for AIDS. But that cure is not here yet and, at best, is still a few more years away before trials are completed and any treatments readily available. Over the past 20 years, REAF has provided funds to over 30 Bay Area agencies – funds which provided thousands of home delivered meals to homebound people with AIDS, ensured access to health care, provided access to legal assistance and benefits counseling, funded training for job replacements, provided thousands of HIV tests and counseling services to those at risk of or recently diagnosed with HIV and AIDS. Funds REAF has provided has done all this and so much more. Several agencies have told us they would have had to close their doors without the funds REAF provided to see them through crisis situations.

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 the resoucrs they need. REAF also maintains a community calendar on our website to assist AIDS service agenices with their own planning so that agencies do not duplicate community events on the same dates.

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 return on their sponsor investment dollars ranging from 200% to 300% in funds distributed to beneficiary agencies — funds that provide direct services to people living with or at risk of HIV.

SPONSOR LEVELS FOR HELP IS ON THE WAY 20

Help is on the Way XX will benefit agencies supporting men, women, and children with HIV and AIDS. Sponsors 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 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

Beneficiaries

HELP IS ON THE WAY XX

- ★ ABZYME RESEARCH FOUNDATION. Abzyme Research Foundation exists to advance the development of abzyme technology in the hopes of producing the world's first effective HIV vaccine, and improved treatments for the over 33 million HIV-positive people worldwide. ARF will manifest this goal by: raising funds to support clinical trials, advocating funding and grants for abzyme technology, raising awareness through press efforts and public events. **An HIV Vaccine is Crucial.** There are an estimated 34 million HIV-infected individuals worldwide. Only 14 million of this group receive adequate anti-retroviral drugs. The complexity, expense, and side effects of anti-retroviral therapy limits its availability and effectiveness, underscoring the need for new and more effective ways to prevent and treat HIV infection.
- ★ AGUILAS. In November of 1991, a group of Gay Latinos organized to address the various needs of the Gay Latino community. The group met on a monthly basis at various homes until they found a regular meeting place at the St. Francis Lutheran Church in San Francisco, California in March 1992. They established the name AGUILAS which is an acronym for Asociación Gay Unida Impactando Latinos/Latinas A Superarse, which translates to Association of United Gays Impacting Latinos/Latinas towards Self-Empowerment. Today, AGUILAS is a non-profit organization and the largest Gay Latino organization in the San Francisco Bay Area. El Ambiente is an HIV prevention program of AGUILAS created by and for gay and bisexual Latino men. Their goal is to support their members self-empowerment in order to prevent the occurrence and relapse of unsafe sexual practices. They achieve this by providing a safe environment, specifically designed to address issues related to Latino culture, being gay and bisexual, and sexuality.
- ★ AIDS LEGAL REFERAL 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 23 years.
- ★ POSITIVE RESOURCE CENTER. (PRC) Since 1987, PRC has provided benefits counseling, advocacy and employment services to people affected by or at risk for HIV/AIDS. The Benefits Counseling Program maintains a 90 percent success rate in all Social Security and State Disability claims filed on behalf of clients. In 2004, Employment Services Program achieved 435 job placements including 134 long-term placements. Positive Resource Center serves 2,200 people annually.

Events Provide Beneficiary Partners More Funds for Direct

The Richmond/Ermet AIDS 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 are selected to represent a broad spectrum of AIDS services as well as be geographically representative of the greater Bay Area. Beneficiaries may submit applications throughout the year but evaluations and selections are made each October. Beneficiaries have included:

- 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
- 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
- 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
- Ward 86 of San Francisco General Hospital

San Francisco still has the highest per capita prevalence of people living with AIDS and the third highest number of AIDS cases in the United States.

One in four people who are infected with HIV do not know they are infected.



The Richmond/Ermet AIDS Foundation

2014 PROPOSED BUDGET

Event Income	HIOTW-20	OPERATIONS	Income
Corporate/Foundation Support	\$35,000	Private grants	\$20,000
General Ticket Sales	52,500	Outside events	5,000
Underwriter income	10,000	Investment Income	300
Raffle Income	8,000	Matching gifts	1,000
Auction Income	25,000	Board generated	4,000
Program Advertising	2,000		
		Total Support	\$30,300
Total Event Support	\$132,500		

Expenses		Expenses	
Theatre Rental	\$17,400	Advertising/Promo	510
Production expense	3,500	Bank charges	25
Advertising & promotion	3,100	Communication serv.	850
Equipment Rental	2,500	Dues & Subscriptions	200
Reception Props & Rentals	3,800	Meals & entertainment	900
Performer Travel	4,200	Filing fees	300
Musicians/union fees	2,500	Insurance	3,300
Printing & Publications	3,200	Accounting fees	2,200
Postage & shipping	2,400	Office supplies	450
Silent auction expense/consign.	3,500	Parking/tolls	150
Parking & tolls	200	Salaries/honorariums	15,000
Video Services	300	Postage/shipping	150
Office supplies/Admin.Exp.	1200	Printing/publications	500
PR Contract services	2,500	Seminars	0
Credit card/filing fees	2,550	Talent research	200
Entertainment Research	500	Telephone	600
Production staff honorariums	6,500	Travel	600
Miscellaneous expenses	500	Other grants	2,000
Total Event Expenses	\$60,350	Total Expenses	27,935
Distribution to Beneficiaries	\$75,150	Profit	2,365

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

Thomas Bonk, Writer, Thomas Bonk Communications
Tel: 415-395-4363 • thomasbonk@gmail.com

Robin Carr, Marketing Director of Public Relations, Xoom
Tel: 415-395-4363 • robin.carr@xoom.com

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

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, VP Market Development, Pier 39
Tel: 415-705-5568 • beth@pier39.com

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

Christopher Strawbridge, Director of Restaurant Services
Sir Francis Drake & Argonaut Hotels
Tel: 415-345-5532 • chris@richmondermet.org

Gary Thackeray, IT Director,
Special Olympics No. Cal & Nevada
Tel: 415-829-2263 • gary@richmondermet.org

John Uetz
Smuin Ballet, Patron Services Manager
415-912-1899 • john@smuinballet.org

ADVISORY & COMMUNITY DEVELOPMENT BOARD

Anna Alioto, Professional meeting planner
Adrienne Arieff, Principal, Arieff Communications
Robert Boemer, Hard Rock Cafe
Brian Boitano, Olympic Ice Skating Champion/Performer/Producer
Loren Brown, California Automobile Association
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
David Paisely, Community Marketing
Patrick Smith, Macy's West, Manager of Special Events
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

Jorge Colunga, Volunteers & auctions committee
Tel: 415-777-9497 • jorge.colunga@wellsfargo.com

David Groves, Transportation Coordinator
Tel: 415-317-6557 • davidg@richmondermet.org

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

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

Norm Munoz: Volunteer Coordinator
Tel: 808-222-6676 • volunteer@richmondermet.org

Kimberley O'Keef, Food & Beverage Committee
Tel: 415-673-1888 • kokeef@richmondermet.org

Al Treuter, Box Office Manager
Tel: 415-282-5492 • tickets@richmondermet.org

David Walovich, Food & Beverage Committee
Tel: 415-292-8136 • dwalovich@richmondermet.org

THE RICHMOND/ERMET AIDS FOUNDATION
PRESENTS

AUGUST 18, 2013

PALACE OF FINE ARTS

*Northern California's Largest Annual
AIDS Benefit Concert & Gala*

PRIMARY BENEFICIARIES

AIDS Housing Alliance • Aguilas
Project Open Hand • Shanti

Featuring (in alphabetical order)

JIM BAILEY as Judy Garland

Illusionist, character actor, singer, comedian

JASON BROCK

TV (*The X-Factor*) / cabaret star

CAROLE COOK

Broadway (*42nd Street, Radio Gals*) star

SPENCER DAY

TV (*Star Search*) / cabaret / recording star

LORETTA DEVINE

Broadway (*Dreamgirls*) / film (*Crash*) TV (*Gray's Anatomy*) star

MAUREEN MCGOVERN

Grammy Award winning Broadway Star

DONNA McKECHNIE

Tony Award winning (*A Chorus Line*) actress

ALEX NEWELL

TV (*Glee, The Glee Project*) star

JAKE SIMPSON

Star Search Grand Champion / recording star

PAULA WEST

Cabaret/jazz star

SALSAMANIA

World Latin Dance Cup champions

S.F. GAY MEN'S CHORUS

Award-winning gay men's chorus

and others to be announced!

Director **DAVID GALLIGAN**

Musical Directors **RICHARD BERENT
& BEN PRINCE**

**Tickets: 415-273-1620 or
www.helpisontheway.org**

HELP IS ON THE WAY XIX



Broadway & Beyond



SPONSORED BY



Sample Magazine ad 8/18/13

THE RICHMOND/ERMET AIDS FOUNDATION PRESENTS



Holiday Gala

DECEMBER 10, 7:30pm
MARINES MEMORIAL THEATRE
AFTER PARTY WITH CAST
HOTEL ADAGIO (550 Geary Street)

PERFORMANCES BY
The Broadway touring casts of
THE BOOK OF MORMON
AND
DISNEY'S THE LION KING

Musical Director: **BILL KECK**
TICKETS & INFO
415-273-1620
order online at HelpsOnTheWay.org
Benefiting SHANTI,
BROADWAY CARES/EQUITY FIGHTS AIDS
& supporting PAINT THE CASTRO RED

SPONSORED BY:



DELTA DENTAL OF CALIFORNIA • ACME SCENERY • SAN FRANCISCO MAGAZINE
ABC7-TV • KGO RADIO • THE EXAMINER • BAY AREA REPORTER

ALSO FEATURING



From The Supremes
MARY WILSON



Comedian/Broadway star
BRUCE VILANCH



SPENCER DAY



PAULA WEST



TIM HOCKENBERRY



CONNIE CHAMPAGNE

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

DEPARTMENT OF THE TREASURY

Date: JAN 27 2001

JAN 24 2001
RICHMOND-ERNEST 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,



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).