



## Guidelines and Application for Beneficiary Status for 2010 Events.

### GUIDELINES

The Richmond/Ermet AIDS Foundation (REAF) has established grant-making parameters and guidelines for *All You Need is Love: A Help is on the Way Valentine Benefit 2* tentatively planned for February 8<sup>th</sup> and *Help is on the Way XVI*, tentatively planned for August 1st. **Deadline for submitting a request for beneficiary status is September 18.** REAF funds agencies that provide direct services to people with AIDS/HIV or provide education and/or retraining to those seeking to re-enter the work force. Direct care programs can be defined as agencies that provide food, housing, counseling, HIV testing, financial assistance, legal or medical services or similar services. Educational grants are defined as programs providing HIV/AIDS prevention education, treatment and nutrition information, employment and job retraining, peer education and outreach or other similar forms of education.

**REAF does not fund** basic research, clinical trials, 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.

Grants should be directed towards programs directed towards those living with, or at risk for, HIV/AIDS. Agencies requesting grants for general operational support must provide services entirely focused on HIV/AIDS. Agencies whose services are not exclusively focused on HIV/AIDS must apply for a specific HIV/AIDS program.

Grant proposals are due by 5pm, September 18, 2009. Please mail or deliver proposals to:  
The Richmond/Ermet AIDS Foundation  
942 Divisadero Street, Ste. 201  
San Francisco, CA 94115

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 fifteen years. This success is largely due to the partnership REAF creates with beneficiary agencies each year. REAF is a grass-root, volunteer-run organization that has developed a winning formula for producing quality events which raise significant sums of monies for our beneficiaries. We rely heavily, however, 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
- underwriting resources and follow-up
- volunteers to staff mailing parties and other 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 Host Development

## **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 \$10,000 to \$30,000 depending on the event and success of obtaining corporate sponsorships and Individual Underwriters. We recognize the current economic recession has impacted most AIDS service agencies as it has on REAF's overall support.

## **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 (5:00–7:30 pm)
- a Broadway caliber concert performance, (7:30–10:00 pm)
- a post-performance dessert party with the cast (10:15–11:45 pm)
- an extensive silent auction coinciding with the pre-performance gala and continuing through intermission and/or live auctions from the stage.

*All You Need is Love: A Help is on the Way Valentine Benefit 2* will be a similar event consisting of a silent auction, a Broadway-style performance and a post-performance dessert party with the cast.

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, the demographics of the clients they serve, 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.

Thank you,  
Ken Henderson  
Executive Director

**THE RICHMOND/ERMET AIDS FOUNDATION  
2010 BENEFICIARY APPLICATION**

1. Name of agency requesting beneficiary status and tax ID #.
2. Address:
3. Phone/Fax:
4. Contact person:
5. Contact E-mail/website:
6. Agency's mission:
7. Demographics of the population served by the agency. Describe the client profile of this agency and its programs. (Gay/straight, male/female/transgendered, % of low income/homeless, etc)
8. Number of people with AIDS/HIV served in the past year by your agency:
9. What specific programs/services does your agency offer to people with AIDS/HIV?
10. Number of people employed by your agency:
11. Please describe how your agency will use a 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 the cost of this program to your agency and 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.
12. 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.)
13. Briefly describe your areas of critical need for funding. If possible, specifically describe your funding deficits and its impact on your agency. Please note any programs or services that are in jeopardy of being cut due to funding shortages.
14. Annual budget of your agency for 2009-10. Please indicate your physical year start/end date. If your agency is not exclusively HIV/AIDS focused, also give your HIV/AIDS budget.
15. How does this compare to your budget from the last two years? Have you added or cut programs or services?
16. Please lists your agencies other sources of funding including government contracts, non-government grants, individual major gifts, AIDS Walk, other special events, etc.

17. How does your agency utilize volunteers? What role would volunteers play in partnering on a REAF event? How would volunteers be mobilized to assist meeting the goals of a 2010 event?
18. Is your agency designated to be the beneficiary of any other major fundraisers in 2010? If yes, which fundraisers?
19. Does your agency produce any of its own fundraisers? If yes, what is the nature of the fundraisers and the dates they are planned?
20. Has your agency been the beneficiary of other major fundraisers such as *Help is on the Way*? If so, please evaluate your experience?
21. Would your agency's Board be able to provide a "major team captain" to attend monthly meetings and act as a part of the production team if needed?
22. Is your agency/Board able to provide potential corporate underwriting resources and assist with follow-ups with these resources? (*While REAF has developed a number of strong corporate relationships, corporate funding fluctuates considerably and it is important to keep reaching new corporate funding sources.*)
23. 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 8 to 10 auction items each for the silent auction.*)
24. Is your agency/Board willing to commit to selling tickets to the event? (*Agencies will be asked to commit selling approximately 25 tickets to the event they are a beneficiary of.*)
25. A vacation 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 commitment? If so, please elaborate? Raffles help offset REAF production expenses and agencies are financially responsible for the agreed upon commitment. In order to be fair to other beneficiaries, agencies are expected to make up the difference of any unsold raffle tickets.
26. 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?
27. How would your agency acknowledge REAF as a funding source? How would your agency publicize your involvement as a beneficiary of a REAF event?
28. 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.