



preventing homelessness  
& hunger since 1983

## In This Issue - Links

- [Go Eat L.A. Fundraiser](#)
- [Zulu Tattoo Calendar/Party](#)
- [High Trek Adventure LA](#)
- [Best In Drag Show Date](#)
- [AFA 25th Anniversary](#)
- [Ralph's Report Spurs Appeal](#)
- [Merger Announcement](#)
- [New Special Events Staff](#)

## How Do We Help?

In 2008, Aid For AIDS donors and other funding sources positively influenced the lives of more than 1,200 individuals and families by:

- 1) Preventing homelessness - 225 rent or mortgage payments;
- 2) Relocation when absolutely necessary - 40 move-in assists;
- 3) Keeping the lights on - 297 utility payments;
- 4) Preventing hunger - 1,224 fresh food orders; home delivery for the disabled or those unable to transport food;
- 5) Supplying vitamins and medications - 299 vitamin and over-the-counter medication vouchers;
- 6) Reaching doctors and stores - 483 bus passes.

Thank you for your support!

Greetings!

We are pleased to bring you an update of our special events, as well as an announcement about our recent merger.

We also acquired a new team in the Development Office. The new Director is Alex Strautman, a former AFA Board Member who has the distinction of having been the longest-serving member on the Board of Directors. The Special Events Coordinator, Jamie Ju, is introduced below.

## Go Eat Los Angeles - Feb. 26

'Go Eat Los Angeles' -- it's both a catchy new name for a fundraiser and an enjoyable directive to everyone throughout Los Angeles County. With fifteen successful years of restaurant fundraising behind it, Aid For AIDS struck success again with a new name and new date for this annual event.



Photo: (L to R) Jeffrey Drew, Tom Pardoe, and Paolo Murillo at Astro Burger to support AFA during Go Eat Los Angeles.

On February 26, 2009, more than 65 restaurants participated in *Go Eat Los Angeles*. Many restaurateurs with a history of support signed up. Many new establishments decided to give back to the community to help AFA clients -- hundreds of individuals and families disabled with HIV/AIDS struggling to stay in their homes, keep the lights on and eat properly. In an uncertain and challenging economic climate, it speaks volumes about integrity and community support when restaurants simply said "yes!" and committed to donate from 15% to 60% of their day's receipts to AFA. Thank you with deep gratitude! See the [Go Eat Los Angeles website](#) for sponsors and restaurants with easy-to-use contact information.

Many thanks go to Ken Williams, Jr., owner of **The Graphics Quarter**, for designing and preparing all print collateral and ads, the movie slide art, and online banner ads. Additional thanks and appreciation go to the *Go Eat Los Angeles* media sponsors and supporters:

- TV supporters - **KNBC TV-4 (NBC)** ran two news stories; **ABC-7** created and ran public service announcements (PSAs).
- Radio media sponsor - **CBS Radio** provided more than 100 PSAs on 94.7 KTWV The Wave; 97.1 FM; K-Earth 101; KFWB News 980; and KNX 1070 News Radio.
- Online media sponsors - **Yelp.com**; **EyeSpyLa.com**; **OpenTable.com**; **WeHoNews.com**; and **LAWeekly.com** featured the fundraiser with links.
- Print media sponsors - **Frontiers**; **IN LA**; **Gorgeous**; **Boulevard**; and **Patterson's The Tasting Panel**.
- Theater media sponsor - **Mann Theatres** ran more than 80 screen slides throughout February.

*Thank you!*  
Go Eat Los  
Angeles  
Restaurants

Amy's Patio Café  
Astro Burger  
Avanti Café  
Basix Café  
Bigg Chill  
Brooklyn Bagel Bakery  
Café La Boheme  
Café Med  
Café Metropol  
Cantalini's (Solerno  
Beach)  
Casita del Campo  
The Cat and the Fiddle  
Compartes Chocolatier  
Coupa Café  
Dhaba Cuisine of India  
diPiazas Restaurant &  
Lounge  
DiPilla's Italian  
Restaurant  
El Coyote  
Essential Chocolate  
Desserts  
Fiesta Cantina  
French Quarter  
Hamburger Mary's  
Hugo's - West Hollywood  
Jody Maroni's Sausage  
Kingdom  
Joe's Pizza  
Lucifers Pizza  
Lucques  
Lum-Ka-Naad Thai  
Restaurant  
Mandevilla  
Restaurant  
Marco's Trattoria  
Marix Tex Mex Café  
Mark's Restaurant  
Masa of Echo Park  
Meals by Genet  
Mexicali Cocina Cantina  
Michael's Bar and Grill  
Native Foods  
O! Burger  
The Pacific Grille &  
Pacific Grille Express  
Palate Food + Wine  
Paradise Piano Bar &  
Restaurant  
Pi on Sunset  
PowerZone  
Simpang Asia  
Sisley Italian Kitchen  
Talesai  
Tango Grill  
Taste on Melrose  
Taste Pacific Palisades  
(formerly Il Carpaccio)  
The Coffee Table Bistro  
& Beer Bar  
The Edison  
The Flying Leap  
The House of Madame  
JoJo

Prize drawing sponsors included **The Ritz-Carlton San Francisco** (grand prize); **The Beachcomber**; **Be Gourmet Cooking Class**; **Casa Del Mar Santa Monica**; **Christopher Watt Esthetics (CWE)**; **Ernesto at Tru Salon**; **Euphoria Face and Body**; **House of Blues Sunset**; and **The Smokehouse**.

For more on the event, see the [GoEatLA.org](http://GoEatLA.org) website.

### World AIDS Day & The Memorial Walk - Dec. 1



*Photo: (L) Tim Sullivan, AFA Board Member, World AIDS Day speaker; AFA flowers placed along Memorial Walk.*

AFA placed 150 bouquets along the West Hollywood Memorial Walk on December 1st and joined the City of West Hollywood for a ceremony to acknowledge those in the fight against HIV and AIDS and remind everyone what is still needed. Those loved ones we've lost also were remembered. Speakers included West Hollywood Mayor John Duran; Rev. Neil Thomas, MCCLA Church; Tim Sullivan, Aid For AIDS Board; and Bradley Estrin, LA Gay & Lesbian Center.

The City awarded its Paul Starke Warrior Awards to four outstanding people working in the HIV/AIDS community, including AFA's nominee, Jeffrey Drew, a leading volunteer with AFA's biggest fundraiser, Best In Drag Show, for more than 11 years

### Unique Zulu Tattoo Calendar Fundraiser - Dec. 3

[Zulu Tattoo](#) held a standing-room-only kick-off party in December of 2009 for their new calendar to benefit AFA. Zulu and Khani of Zulu Tattoo, one of the 2008 Best In Drag Show underwriters, created a beautiful 2009 calendar featuring their amazing artistry on more than a dozen tattoo clients. Inspired by their positive experience as show underwriters, they wanted to do more. The sales from all Zulu Tattoo calendars are donated to AFA.



*Photo: Khani (L) and Zulu at Medusa Lounge.*

To celebrate the calendar launch, they coordinated a red-carpet event at sexy, Goth-inspired [Medusa Lounge](#) on Beverly Boulevard in Los Angeles. Working with *Best In Drag Show* director Tom Pardoe, Stacy Hess of [Luthier Society](#), AFA development staff, and Medusa Lounge manager Mitch DuRette, they created a unique event. The evening included an auction of prints from the 12 local photographers who donated their time and resources in support of the calendar project. Calendar models also attended the packed event. On hand to liven the

The Pizza Place & Garden Café  
The Shack  
The Whale & Ale  
Uncle Darrow's  
Cajun/Creole Eatery  
vermont  
Vincenti Ristorante  
Warszawa Restaurant  
West Restaurant & Lounge  
Whisper Café

already-colorful evening was Shelby Free (Stacy Johnson), *Miss 2008 Best In Drag Show*, who gave a crowd-pleasing performance of her winning number, "Rebel Yell."



*Photo: Stacy Hess (L) and Shelby Free.*  
Many calendars were sold at the kick-off and through online orders. The calendars and event auction brought approximately \$4,000 to AFA to date. The beautiful calendars are still available at the [Zulu Tattoo website](#). For more photos of the event, go to the [AFA website](#).

### High Trek Adventure L.A.-- Mini-Amazing Race Jan. 26

AFA staff members and volunteer Patrick Marks joined the *High Trek Adventure L.A.* group to help stage its mini-amazing race on Saturday, January 24th. AFA was the charitable beneficiary of this event, receiving a portion of the race registrations. *High Trek Adventure* is a unique urban adventure game where teams solve clever clues and face fun challenges while discovering the city in a new way. With 69 teams competing in Los Angeles, it was a very full day for organizers and participants.



*Photo: Jason Hofsess and team with Yelp.com's Veronica Rathbourn (L), and AFA's Alex Strautman (R) outside of Catalina Jazz Club.*

The start and finish lines were at the *Catalina Jazz Club* in Hollywood. Teams were required to use public transportation and walking (some running) to fill in their clue sheets. Bus and Metro passes were provided to team members for the day. Several prizes were awarded to winners, and the top contenders were invited to Las Vegas to compete in the national competition later this year.

We thank Jason Hofsess, creator/CEO, for selecting AFA as his Los Angeles charitable beneficiary. He started the event in Chicago a few years ago, and *High Trek Adventure* now takes place in more than 20 cities from Boston, New York, and D.C to Dallas, San Diego, and Portland.

Thanks also go to AFA volunteer Patrick Marks, who was such an asset with check-in and coordination. Thank you!

### Best In Drag Show 2009 -- Save the Date!

Auditions were held in March for *Best In Drag Show 2009*, and seven, questionably lovely "ladies" were selected to compete onstage for the coveted title, "Miss Best In Show." The very funny and elaborate show takes more than six months to produce, and contestants must prepare for several categories: Evening Gown, Swimsuit, Talent, and Interview.

*Best In Drag Show* is booked for Sunday evening, October 18, 2009, at the beautiful Orpheum Theatre in downtown Los Angeles. So, mark your calendar with glitter, and watch for ticket details this summer on the AFA website.

### AFA Silver Anniversary Event Marks 25 Years

**25<sup>th</sup>** Since 1983, when a small group of concerned friends created Aid For AIDS to help neighbors dying from AIDS, the organization has been a continuous beacon of hope and, through a network of services, a safety net touching the lives of more than 16,000 men, women, and children.

AFA is one of the longest-running AIDS service organizations in the U.S. AFA's financial assistance programs have been continuously operating for 25 years -- enabling thousands of clients to remain in their homes. In honor of this commitment to service, we will recognize AFA's Silver

Anniversary with a celebration later this year. (Although AFA started in 1983, it officially became a 501(c)(3) in 1984.)

Grateful appreciation goes to the many supporters, donors, partners, volunteers, staff, and board members through the years who have enabled AFA to remain a viable, effective, and relevant service organization in Los Angeles County. Thank you for your ongoing support of our events, programs, and mission.

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### Ralph's Card Give-Back Quarterly Report Spurs Appeal

*80767 - That is our Ralph's ID number!*

AFA has seen a decline in receipts from the Ralph's grocery chain, since the change-over last summer in members' Rewards Cards. *You can so easily help us reverse that trend in less than five minutes online!*



Donation dollars from Ralph's automatically come to AFA when registered cards are used at check-out. Your green and black card must be registered online, with AFA as the beneficiary, in order for AFA to receive donations.

Your help with this one-time step can make all the difference in the amount received by AFA to help clients.

To register, simply pull out your Ralph's Rewards Card and go to the online sign-up page - [link here](#). The pages are [www.ralphs.com](http://www.ralphs.com), Community Contribution, and Enroll. Select Aid For AIDS as your Rewards beneficiary - ID# 80767.

Thank you!

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### AFA Announces Merger with The Serra Project

*Two Southern California HIV/AIDS Non-Profits Join Forces to Offer Comprehensive Care*

Staying ahead of today's dramatic challenges for non-profits and continuing a 25-year history of effective fiscal management, Aid For AIDS completed a merger in February of 2009 with The Serra Project -- a 21-year-old non-profit serving the region by offering supportive services and housing to HIV/AIDS-impacted families.

Brenda Goodman, President of the combined Board of Directors said, "As HIV/AIDS organizations continue to reshape themselves to remain relevant in servicing the changing needs of this community, we saw a true strategic opportunity to join Aid For AIDS with The Serra Project."

As a merged organization, the new non-profit offers a continuum of aid to the Southern California HIV/AIDS community in need of both short-term and longer-term housing assistance as well as supportive services and case management. Specific programs include direct emergency housing assistance, permanent housing, group home and congregate living, quality-of-life assistance such as financial grants for utilities and health insurance, delivered groceries, transportation, funds to cover over-the-counter and dietary supplements not covered by MediCal, and counseling and referral services.

The well-established West Hollywood office will maintain the same, trained staff and hours of operation.

Both non-profits currently operate on a fiscally sound, deficit-free budget basis and no duplication of staffing is anticipated. Thus, agency clients, donors, and foundations currently working with Aid For AIDS and The Serra Project will continue to interface with the same dedicated professionals who assist more than 1,000 people per year living with HIV/AIDS in Southern California.

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## Introducing Jamie Ju, Special Events Coordinator



We welcome Jamie Ju to the AFA Development team. Jamie is an enthusiastic and experienced event planner. Equipped with her marketing background and passion for charitable work, she is a great fit for AFA. Jamie has coordinated events for a children's rights organization, an environmental organization, an arts restoration organization, and a cancer research organization -- planning and executing successful projects. She has frequently volunteered with local non-profit organizations and events and says her focus is giving back to the community. In her spare time, she is an avid baker and proudly holds the self-proclaimed title for the "best chocolate-peanut butter brownies." We are pleased to have her at AFA.

Please feel free to contact Jamie to volunteer for upcoming events; you can call her at 323-656-1107, x2116, or [email her](#).

*(Above) Photo: Jamie holds 'Go Eat Los Angeles' table tent at Hugo's Restaurant.*

Connections Newsletter is produced by the AFA Communications Office. Feedback from our readers is always appreciated. Every effort is made to ensure accuracy in the newsletter; however, omissions or errors may occur. When planning to attend or participate in an AFA function or related event, we request that you contact the specific event lines (email, phone, website) and the designated representatives to confirm all final details prior to the function/event. Connections is for awareness, entertainment, and keeping in touch with our supporters. To get in touch with us regarding the newsletter, email Jeannette Bondurant, Editor, at [newsletter@aidforaids.net](mailto:newsletter@aidforaids.net).