

THE

FRONTLINE

The Good of the Community

The news this year is not that 2009 presented unusual challenges. The issues faced by PRC's clients — among them unemployment and lack of health coverage — are now familiar to us all. For PRC, the difficulties of 2009 illuminated what we never take for granted: the strong and inspiring support of our work by the community at large.

The real news of 2009 is that despite our collective hardships, people banded together in remarkable ways to take care of the most vulnerable among us. Tireless communal efforts launched Positive Resource Center in 1987, and 22 years later we have the capacity to serve 2,500 individuals affected by or at risk for HIV/AIDS annually. Community support comes in a variety of forms, including small events like beer busts and house parties to large scale celebrations like **Folsom Street Fair** and the **Academy of Friends Gala**, among many other examples. We receive support from all corners of the community, including: the **Imperial Council of San Francisco** and the **Sisters of Perpetual Indulgence**; the bears (e.g., **Lazy Bear Weekend** and **International Bear Rendezvous**); the leather community (e.g., **Folsom Street Events** and **Bare Chest Calendar**); and hundreds of other individuals, community organizations, foundations, and businesses.

In fact, we saw our community support expand in 2009. For the first time, **Cheer San Francisco** selected PRC as their primary beneficiary. "PRC's work ensures a positive future for their clients and the City," explains **Steve Burke**, Cheer SF's Program Director. "We plan to do great things for this organization." Executive Director **Brett Andrews** notes that Cheer SF will introduce PRC's work to a broader base. "Never would I have thought PRC would raise funds from a football game," Brett says, "but Cheer SF's recent partnership with the 49ers has done just that. This is invaluable, as the agency's long-term viability depends on our ability to build support from people who may not yet have heard of PRC."



STEVEN UNDERHILL

PRC is the major 2009-10 beneficiary of **Cheer SF**, seen here performing at the **Castro Street Fair**.

PRC also received the rare privilege of being named as a two-year beneficiary by **Academy of Friends**. The generosity and hard work of AOF furthered the expansion of PRC's Development Department. In February, **Leah Hofkin** joined PRC as Managing Director of Development and **Kenyon DeVault** came on board in May as Development

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Note from the Executive Director



In this edition of **The Frontline** you will read about the extraordinary ways the community continues to

support PRC; indeed, we are heartened by these remarkable displays of generosity. I hasten also to recognize the amazing dedication of the Board of Directors who redoubled their efforts and deepened their commitment to PRC to ensure the agency would remain viable and responsive during these challenging economic times. The good news does not stop there. Our outstanding staff of legal, vocational, fund development, and administrative professionals work in concert to provide the highest quality employment services and benefits counseling to those most in need. Daily, I have the honor and privilege of witnessing this demonstration of passion and commitment throughout all levels of PRC. At this time of year, as I reflect on what's most important, it is this dedication for which I am exceedingly grateful.

BRETT ANDREWS,
EXECUTIVE DIRECTOR

HONORING THE PRC COMMUNITY

On **Tuesday, December 8**, PRC will host a special celebration to honor the PRC community for their inspiring dedication to our work. **Kaiser Permanente** is the presenting sponsor for this event which will feature drinks, appetizers, music and a silent auction. It will take place from 6 to 9 p.m. at **Infusion Lounge** near Union Square. For more information and to RSVP, please contact **Kenyon DeVault** at 415-972-0872 or KenyonD@positiveresource.org.

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Projects Manager. Augmenting AOF's support of PRC's efforts to build our fundraising capacity are grants from the **San Francisco Foundation** and the **Mental Wellness Foundation**.



(ABOVE) PRC Board Member **Jacques Michaels** (left) enjoys the 2009 AOF Gala with friends.

(LEFT) New Managing Director of Development **Leah Hofkin** (center), Executive Director **Brett Andrews**, and Advisory Board Member **Donna Sachet** pose during the 2009 AOF Beneficiary Check Presentation Ceremony.

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Employment Services: Challenges Tackled

Even in this difficult job market, the Employment Services Program has helped hundreds of people living with HIV find employment. Here is one example.

Unemployed for two years, K.W. came to PRC in March 2009. He had no income and relied on his family financially. K.W. had over seven years of work experience, but was facing significant personal challenges as a result of his recent HIV diagnosis and the economic downturn.

At PRC, K.W. worked with Employment Specialist Scott Gardner. They created an Individual Service Plan, an action plan to get K.W. to his employment goal. K.W. participated in PRC vocational workshops, attended PRC computer classes, and received intensive one-on-one job search assistance.

Because K.W. had work experience in medical settings, he and Scott identified UCSF, one of San Francisco's largest employers, as a prospect. Scott's supervisor, Joe Ramirez-Forcier, Managing Director, Employment Services Program, participates on the Mayor's Committee for the

Employment of People with Disabilities. Through Joe's contacts there, we connected K.W. to a UCSF hiring manager. K.W. set up an informational interview, using the knowledge he gained from a PRC workshop. K.W. explains: "I really learned a tremendous amount about the different career opportunities at UCSF and feel that I benefited greatly from [the hiring manager's] expertise."

The hiring manager then recommended an open position to K.W. He applied for it and now works in a UCSF Medical Department. Says K.W.: "I feel excited about working on some important research on the current health care system and the implementation of Universal Health Care. I would like to thank PRC for all of their support, encouragement, and practical advice. I can't tell you what a difference it has made and how it has truly elevated my spirits."

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Part of our heightened focus on development included the 2009 Community Tour, a series of events held in supporters' homes across San Francisco. Long-time Board Member **Mairi McKeever** and husband **Chuck Lewkowitz** hosted the first "stop" in St. Francis Wood. Mairi told the guests: "As a native San Franciscan, I became aware of AIDS early on. My mother, a neurologist, co-founded St. Mary's AIDS dementia unit. My interest in social justice, including defending the rights of low-income and disenfranchised communities, sparked my relationship with PRC." In November, we took the tour to Twin Peaks. **Ross Anderson** and **Michael Westrick** co-hosted this event at their home with **Brett Andrews** and Board Member **Kent Roger**.



Jeff Lucas, John Aikin, and Julius Turman, friends and supporters of PRC, enjoy the 2009 AOF Gala: A Night of Superheroes, Villains & Divas.

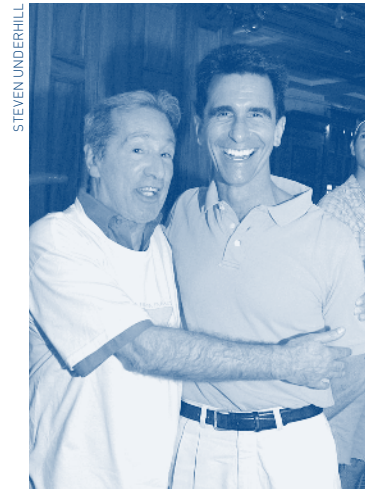
PRC also had the honor to be selected by the **Bears of San Francisco** to be a beneficiary of **International Bear Rendezvous 2009**. "The grant from IBR 2009 has had tremendous impact on our work," explains Brett Andrews. "We are humbled by the commitment of the bears to our clients."

A number of the early efforts to support PRC have since become San Francisco institutions. The **Bare Chest Calendar**, beginning as a small project of the South of Market leather bars in 1985, now raises thousands of dollars for PRC and AIDS Emergency Fund and makes local celebrities of the Calendar Men.



After months of grueling competition hosted by the Powerhouse, the 2010 Bare Chest Calendar Men were selected at the Finals held at DNA Lounge.

Conceived during a late-night conversation between the inimitable **Donna Sachet** and **Gary Virginia** 11 years ago, **Pride Brunch** has become a fixture of Pride Weekend and a crucial fundraiser for PRC. Held at the **Hotel Whitcomb**, Pride Brunch honors the Grand Marshals of the Pride Parade, which this year included celebrities **Cloris Leachman**, **Lt. Dan Choi**, and the team behind the motion picture **Milk**.



State Assemblymember Tom Ammiano and State Senator Mark Leno celebrate San Francisco Pride with PRC at Pride Brunch.



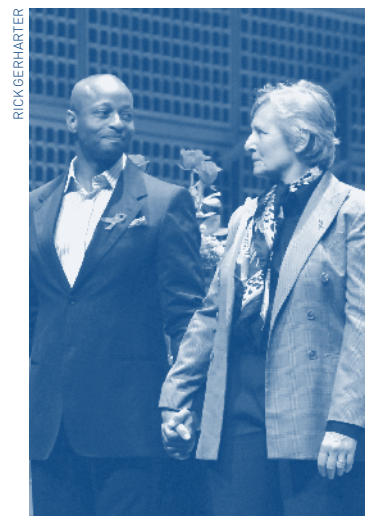
During Pride Brunch, Cloris Leachman shows off her State of California certificate of recognition as Celebrity Grand Marshal for Pride 2009.

Such luminaries as actor **Sharon Gless**, **State Senator Mark Leno**, **Assemblymember Tom Ammiano**, **Supervisor Bevan Dufty**, and **City Treasurer José Cisneros** also attended this year's record-breaking event.

No year-in-review would be complete without mentioning **Folsom Street Events**, which raises hundreds of

thousands of dollars each year to support non-profits serving the community. For the third year in a row, PRC was a major beneficiary of Folsom Street Events, including **Up Your Alley** and **Folsom Street Fair**. Thank you to the many volunteers who made these and other community events possible.

Working together, we ensure that everyone in the community makes it through these extraordinary times.



The San Francisco Gay Men's Chorus is another community organization supporting PRC. During SFGMC's 30th Anniversary Concert on World AIDS Day, **Brett Andrews** and **Meals of Marin Executive Director Carola Detrick** participate in a ceremony commemorating those we have lost to AIDS.

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PRC Announces Interim Benefits Counseling Leadership



PRC enthusiastically has named **Andy Chu** Interim Managing Legal Director. Andy has been a member of PRC's legal staff since 2003, having served as Bilingual Staff Attorney (Cantonese/Mandarin) and a Supervising Attorney. He now oversees the Benefits Counseling Program, a crackerjack team of 15 attorneys, advocates, and legal assistants, as they complete another extraordinary year of helping individuals living with HIV/AIDS or mental health issues obtain income and health care through public benefits.

"With his own stellar record, dedication to helping other attorneys thrive, and an abiding commitment to representing individuals in need, Andy was the natural choice to lead the Benefits Counseling Program," says Executive Director **Brett Andrews**. Echoing Brett's enthusiasm is Board President **Henry Doering**: "Andy's passion for PRC's work is contagious. He has the background, experience, and ability to take the Benefits Counseling Program to the next level of excellence."

Andy was born in Hong Kong and came to the United States as a child. Growing up in Brooklyn, he was drawn to San Francisco's gay culture. He attended UC Berkeley and UC Hastings College of the Law. Andy joined PRC after finishing a judicial clerkship in Hawaii and working as a volunteer attorney for the San Francisco Public Defender's Office. He says, "PRC provides me with the opportunity to help others. There are so many people who need us, and I want us to be able to reach as many of them as we can."

"With Andy, it is always the client first," Brett explains, "and this attitude encourages all of us do our jobs even better." This year, PRC has been focusing on meeting the increased client demand for our services even as resources appear scarcer for the non-profit sector. The Benefits Counseling Program annually represents 1,300 individuals with mental health disabilities or disabilities relating to HIV/AIDS. We never charge clients for our services.

In Memoriam: Michael L. Steingraber

PRC mourns the loss of **Michael L. Steingraber** who passed away in October after a courageous battle with liver cancer. Michael joined the Board of Directors in 2008 and proved to be a true champion of our mission and work. PRC Board Member **Daryl Walker** was Michael's close friend: "Despite his many physical and medical challenges, Michael remained a strong voice on the PRC board, representing those who have been impacted by HIV/AIDS."

Michael's dedication to PRC was just one example of his commitment to others. A successful San Francisco real estate broker, Michael also was a teacher of young people with special needs and served on the Mayor's Advisory Council for Child Care. He contributed his time and resources to many worthy causes. He advocated for the hearing impaired, serving on the board of the Hearing Dog Program, and was an active member of the San Francisco Zen Center. "Michael had a tremendous heart," says Executive Director **Brett Andrews**, "which was apparent in everything he did." Daryl adds, "Michael's legacy will go on as PRC continues to serve those who have been living with or are at risk for HIV/AIDS. He was an inspiration and will be greatly missed."

