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POSITIVE RESOURCE CENTER (PRC) EXPANDS EXECUTIVE TEAM, HIRING GAYLE ROBERTS AS CHIEF DEVELOPMENT OFFICER AND DEMETRI MOSHOYANNIS AS MANAGING DIRECTOR OF STRATEGIC PARTNERSHIPS

*Roberts and Moshoyannis Bring More Than 40 Years of Leadership Experience to
Newly Merged Organization*

SAN FRANCISCO (Nov. 08, 2016) – [Positive Resource Center](#) (PRC), a San Francisco-based nonprofit whose mission is to assist people living with HIV/AIDS or mental health disabilities, today announced the appointment of Gayle Roberts as chief development officer and Demetri Moshoyannis as managing director of strategic partnerships. Both will leverage their combined 40 years of nonprofit expertise to further expand PRC's services. The organization recently announced its merger with [AIDS Emergency Fund](#) (AEF), an emergency financial assistance provider for low-income residents disabled by HIV/AIDS and [Baker Places](#) (BP), which provides a comprehensive array of residential treatment services to people with mental health, substance abuse and HIV/AIDS-related issues.



As chief development officer, Roberts is responsible for strategic planning, organizational development, managing day-to-day operations and overseeing all of PRC's fundraising activities. She brings both strong tactical and strategic expertise in several areas, including corporate relationships, financial planning and fundraising.

"PRC does such good work for so many people in San Francisco, so I look forward to expanding the myriad development efforts already underway," said Roberts. "As the City's nonprofit landscape continues to evolve, I'm excited to leverage my development and fundraising expertise to build the new PRC into an even stronger organization."

As managing director of strategic partnerships, Moshoyannis oversees developing partner networks, strategic partnerships, growing PRC's donor base, negotiating partner contracts and ensuring internal support across the organization.

"It is an honor and a privilege to work under Brett's leadership to continue the supportive work PRC is doing in San Francisco," said Moshoyannis. "I've dedicated much of my career to the nonprofit sector and, as a result, I'm excited for the opportunity to further build upon PRC's strong internal culture and help continue the company's unique legacy of caring."

“We’re delighted to welcome Gayle and Demetri to Positive Resource Center in two very important and strategic leadership roles,” said Brett Andrews, PRC’s chief executive officer. “Both have a strong track record of growing and advancing the nonprofits in which they have served. On behalf of the entire PRC family, we look forward to Gayle and Demetri using their combined expertise to become key players in the exciting future that PRC has in front of it.”

Prior to joining PRC, Roberts was the senior development officer at Openhouse, a San Francisco-based senior LGBT nonprofit. Her responsibilities included managing donors, corporate fundraising, community engagement with businesses and managing the board of directors. Under her tenure, Openhouse exceeded its annual gala sponsorship and sales goals by 30 percent, cultivated relationships with corporate partners such as AT&T, JPMorgan Chase and Kaiser Permanente, and established civic relationships with Congresswoman Nancy Pelosi and Senator Mark Leno. Before Openhouse, Roberts served as the director of resource development for Rockwood Leadership Institute, development director for San Francisco LGBT Community Center and development manager for Lavender Youth Recreation and Information Center, among other roles. She holds a Bachelor of Arts degree in humanities from the University of Minnesota, a Bachelor of Fine Arts from San Francisco State University and a certification in fundraising management from The Center on Philanthropy at Indiana University.



Prior to joining PRC, Moshoyannis was the executive director at Folsom Street Events, a San Francisco-based LGBT nonprofit organization. His duties included strategic planning, organizational development, marketing, event management, fundraising, resource development and financial planning. While there, he doubled the agency’s budget, increased its capacity to nine events and administered \$3 million in grants to charities. Before Folsom Street Events, Moshoyannis was executive director at Being Alive People with HIV/AIDS Action Coalition, director of administration at AIDS Research Alliance of America and grants and contracts manager at Howard Brown Health Center, among other roles. He graduated with a Bachelor’s degree in industrial and labor relations from Cornell University.

MEDIA PLEASE NOTE: To request an interview with Gayle Roberts, Demetri Moshoyannis or Brett Andrews, please contact David

Cumpston or Gus Nodal at (415) 561-0888 or via email at prc@landispr.com.

ABOUT POSITIVE RESOURCE CENTER

Positive Resource Center, a San Francisco-based nonprofit, assists people living with HIV/AIDS or mental health disabilities by providing comprehensive benefits including counseling and employment services. In 2016, Positive Resource Center merged with Baker Places, Inc. which provides a comprehensive array of residential treatment services to people with mental health, substance abuse and HIV/AIDS-related issues. PRC also merged with AIDS Emergency Fund, an emergency financial assistance provider for low-income residents disabled by HIV/AIDS. Combined, the three organizations operate as Positive Resource Center, represent a combined 115-year history of service and serve approximately 5,000 clients. For more information, please visit www.positiveresource.org.

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