

THE FRONTLINE E-NEWSLETTER



THE MISSION OF PRC is to help people affected by **HIV/AIDS**, substance use, or mental health issues better realize opportunities by providing integrated legal, social, and health services that address the broad range of social risk factors that impact wellness and limit potential.

[Forward this message to a friend](#) | **April 2021**

Hello Friend,

This month, we are introducing a new streamlined format we hope allows you to quickly keep up to date on all things PRC. Each edition will feature:

- A story on one of our programs, with a focus on its impact from a staff and client perspective
- A funder or donor who has made a generous contribution to advancing our mission
- Upcoming events that benefit PRC

Take a look and let us know how we are doing. PRC is committed to creating a community of supporters who feel connected to our work. We look forward to keeping you abreast each month!

PROGRAM IMPACT

FEATURED CLIENT: ALANA



PRC's continuum of care is nothing short of transformational

PRC client Alana first came to PRC's residential treatment program, Jo Ruffin Place; then secured a spot in PRC's Assisted Independent Living Program; enrolled in PRC's training program, Lift UP SF; participates in weekly PRC support groups and workshops; and soon will take our Microsoft Office

intensive course, NextStep.

Alana's seamless move from one PRC program to the next is a powerful example of how our continuum of care model is designed to work.

The result? Alana doesn't mince words: "PRC has been transformational for me."

Hear directly from Alana about her transformation

ANNOUNCING OUR SPRING MATCH CHALLENGE CAMPAIGN

**Between now and May 31, your donation
will be matched dollar-for-dollar up to \$15,000.**

[Learn More](#)

Stories of transformation like Alana's are what PRC is about – creating a pathway to better financial and health outcomes.

Right now, we need your help to continue to meet our clients' increased needs and build upon our success to reach even more of those who are most vulnerable among us.

That's why PRC's Board of Directors has generously put forth a challenge to inspire you to give. **Between now and May 31st, your donation will be matched dollar-for-dollar up to \$15,000.**

**Please donate today to help people like Alana to transform their lives
for the better and build lasting change.**

[Double Your Donation](#)

FUNDER SPOTLIGHT



PRC would like to thank Macy's for its generous grant funding of our Workforce Development program. We are honored to partner with Macy's to strengthen our community by providing the education and tools our clients need to achieve better financial and health outcomes. The Workforce Development program assists over 600 clients per year, with individuals increasing their income by 200% once placed in employment.

PRC is incredibly grateful for Macy's ongoing support of our mission to uplift those affected by HIV/AIDS, mental issues, substance use and homelessness with a continuum of care which encompasses wraparound behavioral health, legal, and social services.

WHY I GIVE

“The nature of the work PRC does in providing aid and direction to those motivated to effect change in their lives; the abiding mission to assist those who might not have the support needed to transition to more fulfilling endeavors, who genuinely wish to empower themselves but need direction, accountability, and encouragement along the way; and the longevity of PRC inspire my continued core support.”

—Longtime PRC donor David L.

EVENTS



AIDS Walk 2021 is coming up soon on May 16th, but it's not too late to join our team!

This annual event is a super fun and inspiring way to engage our community of supporters, volunteers, friends, and family. Plus, proceeds support PRC's vital services.

It's easy to do and takes less than a minute!

- Click [HERE](#) to register.
- Register as a "virtual walker," and when asked to join a team, type in **"PRC."**
- Determine your personal fundraising goal and voila, you're registered!

We've assembled templates, photos, and videos to help you along the way.

Together, with your help, we can reach our goal of raising \$50,000 for PRC.

Reach out to team leader Randi Paul at randi.paul@prcsf.org with questions or help registering.

Thanks in advance for your participation in this festive and worthwhile peer fundraising opportunity!

[Register Here](#)

MIGHTY REAL GALA

Save the date!

Get ready for another year of fabulousness! The Mighty Real Gala is set for **Saturday, October 2nd.**

Make sure to join us for what will be another incredible evening of great food, wine, and top entertainment!

Stay tuned for more details.

[Donate here](#)

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