Shaking Up ASF’s Annual Gala and Annual Giving, p. 4-5
OUR MISSION

The mission of AIDS Services Foundation is to prevent the spread of HIV and improve the lives of men, women and children affected by HIV/AIDS in Orange County.

OUR STORY

A small group of volunteers founded AIDS Services Foundation Orange County (ASF) in the late summer of 1985 because people were dying, had nowhere to turn and desperately needed help. ASF is now the largest and most comprehensive nonprofit HIV/AIDS service provider in Orange County, with a staff of committed and caring individuals, a 23-member Board of Directors, and hundreds of dedicated volunteers.

Each year, ASF helps more than 1,600 men, women and children, along with their families, that are either living with HIV or are impacted by HIV disease. Services include food, transportation, housing, case management, emergency financial assistance, children and family programs, Latino outreach programs, mental health counseling, support groups, HIV testing, and an extensive array of HIV prevention and education programs. We hope for a time when these services are no longer needed. Until then, we work hard each day to prevent the spread of HIV and to ensure that everyone living with HIV and AIDS in Orange County has access to life-enhancing care and services.
Dear Friends,

In this third issue for the year of our donor newsletter, the cover story normally highlights our Annual Gala in anticipation of the late September event. While this issue is still dedicated to that event, when you read the story you will notice that some major changes have been made.

Jeff Elder and Karla Kjellin-Elder, who chair the event this year, are shaking things up a bit when it comes to ASF’s signature event. They also think outside the box when it comes to their methods of making donations to the agency. I hope you will enjoy reading about the many ways they are working to make the gala as amazing as ever as well as the many giving avenues they use to donate to the agency. It is my hope that you are inspired by both.

Volunteers like Karla and Jeff have always been an important part of ASF. In this issue, we recognize a volunteer who has been with the agency since nearly the very beginning. I call your attention to the “Around ASF” article on page 7 to read more about this very special individual and the meaningful work she does forASF’s clients.

Now that AIDS Walk has passed and the books have closed on that enormous annual event, ASF looks forward to our next, big, outdoor fundraiser…the OC Ride for AIDS! There’s still time for anyone interested in “riding for a reason” to begin your training sessions and participate in this, our fifth, ride benefitting ASF and the work we do with the HIV/AIDS infected and affected people of Orange County.

In closing, I thank you once again for your support and wish you all the best as you enjoy the remainder of your summer!

Sincerely,

Philip Yaeger
Executive Director/CEO
Jeff Elder and Karla Kjellin-Elder, longtime supporters of ASF, have taken over the reins of the event from ASF founders Al Roberts and Ken Jillson. When asked about the change in leadership and expectations for the event, Karla said, “We're stepping into pretty big shoes left by Ken and Al. We realize that the expectation for the Gala is huge, which is scary.” Over the years, Jeff and Karla have garnered lots of experience chairing six galas for the Make-A-Wish Foundation, so ASF’s signature event is in very capable hands!

Karla and Jeff’s introduction to ASF was through the annual Splash. They attended the event at the OC Fairgrounds and were instantly attracted to the people involved. When they decided to begin charitable giving, they looked more closely into ASF. Karla says, “We realized they ran a lean ship while helping our local community. We started donating monthly.” Karla also realized she had some free time and began volunteering for AIDS Walk and both she and Jeff worked on the silent auction for various Splash events. Her connection increased and she began helping more regularly with pantry home delivery and now works weekly in the pantry.

Jeff has also increased his involvement with the agency over the years. He was elected last year to the Board of Directors and this year was elected to serve a two-year post as Vice-President of that governing body. In addition to chairing the gala, Jeff also serves on the Fund Development committee of the Board.
The name of this year’s gala should be a familiar phrase for many of our patrons. A rather famous member of “Her Majesty’s Secret Service” likes his martinis made in a very specific way…shaken, not stirred. And Jeff says, “We want it to be the kind of event James Bond would like to be seen at!”

Indeed, if 007 does attend the event at the Marconi Automotive Museum in Tustin, he will be delighted by the collection of gorgeous classic American, Italian, and British cars in the big open auto museum (including Bond’s signature Aston Martin), fantastic lighting and sound, deliciously decadent food stations catered by Tim Haskell of Soiree, a martini lounge and a hosted bar.

Karla and Jeff realize it’s a big change moving the gala from the open air venue at the Laguna Beach Festival of Arts to an auto museum in Tustin, but they assure it will “continue to be a fun party where people come together to support the great work that ASF does.”

In addition to the time they volunteer and their cash gifts to ASF through attendance at “just about every” Splash, Red Ball, and Annual Gala event, the Elders find other ways to give to the agency that are both traditional and a bit “outside the box.”

“We started with monthly donations that became like utility bills to us. Something you just pay!” said Karla. “We’ve made in-kind donations to the silent auctions of wine and vacation homes, along with gift certificates and toy donations at Christmas for the Kid’s Club.”

“When we were surprised one year with a refund from our tax return, we bought a freezer for the pantry. Right now, I’m trying to figure out how to get new counter tops for the pantry workstations.”

The couple also supported the Friends of Dorothy Guild as members and as guests at their events. They just joined the newly-launched Getting to Zero Guild and have participated in countless AIDS Walks.

“Most recently,” Karla says, tongue in cheek, “we’ve listed ASF in our will as our fifth child.” They have also begun making gifts to ASF through donations of stock.

Jeff and Karla have a pretty good hold on the benefits to both parties of stock donations. “For us, it lessens the tax burden on stock capital gains. We transfer a certain amount of stock to ASF and, because they’re a non-profit, we realize the charitable deduction for the total current value of that stock. ASF immediately turns around and sells that stock for cash but pays no tax on it because of their non-profit status.”

Here’s a simplified illustrative example:

Jeff and Karla could choose to donate $1,000 cash. That would give them a charitable deduction of the same amount.

If they owned stock that was purchased at $700 that had since increased to a value of $1,129, and they cashed it in before donating, (assuming a capital gains tax of 30%) they would be left with about the same $1,000 to donate, the same $1,000 charitable deduction, but also a tax of $129.

If, however, they chose to donate the stock instead, they would get the charitable deduction of the full value of that stock ($1,129), they wouldn’t be taxed the $129, and ASF would also receive the full cash value of the stock due to our non-profit status.

ASF also recently accepted a gift of land from a donor. While stock, property, and end-of-life gifts may require more planning, they are each valid and fully-accepted ways of giving to the agency.

ASF’s Annual Gala – Shaken Not Stirred will also offer guests a live, high-energy, speed-painting show by accomplished artist Stephen Fishwick, exciting slot car races, a photo booth, a professional auctioneer with great live and silent auction items, and, of course, the full red carpet treatment.

Jeff, Karla, and all of us at ASF hope you will join us on Saturday, January 24, 2015, at the Marconi Automotive Museum for what is sure to be an evening full of fun, surprises, good food, and good friends!

For more information regarding ASF’s Annual Gala – Shaken Not Stirred, please visit ocasf.org/annual-gala or contact Chris Bragg, ASF director of development, at 949-809-8760 or cbragg@ocasf.org.
CRASH OF MH17 HUGE BLOW FOR HIV/AIDS RESEARCH

On Thursday, July 17, Malaysia Airlines flight 17 (MH17), an international flight that departed Amsterdam en route to Kuala Lumpur, was apparently shot down over Easter Ukraine not far from the Russian border. 283 passengers and 15 crew members died in the event.

The long-term political ramifications of the crash are yet unknown. However, the devastating impact to the field of HIV/AIDS research and activism is fully apparent. Among the passengers on board were about 100 World Health Organization (WHO) staffers who were on their way to the conference of the International AIDS Society in Melbourne, Australia.

From the Huffington Post: “Former International AIDS Society president Joep Lange was a passenger on the plane. ‘Joep had an absolute commitment to HIV treatment and care in Asia and Africa,’ Kirby Institute Director David A. Cooper said in a University of New South Wales press release. ‘The joy in collaborating with Joep was that he would always bring a fresh view, a unique take on things, and he never accepted that something was impossible to achieve.’

Glenn Thomas, a spokesperson for WHO’s Global TB Program, was also among the victims, according to a fellow staffer. WHO’s Dr. Rachel Baggaley told Vox, 'I’m just devastated. He’s a very close colleague whom I work with on a daily basis. He just had his birthday; he was going to plan all sorts of celebrations.'

AIDS campaigner Pim de Kuijer was another victim, The Guardian reports. Former Member of the European Parliament Louisewies van der Laan said, ‘Pim believed in understanding between countries, the rule of law and equality for all and fought for his values through his work and his political activities. Let’s try to live up to his legacy and work even harder towards a peaceful world.’

The conference continued as planned but it was minus a few giants in the field.

HIV DETECTED IN “MISSISSIPPI BABY”

As reported in “HIV In the News” in the last issue of the Voice, news of a reported “Miracle Baby” that had been “effectively cured of HIV” broke at a conference in 2013. And in that issue, we reported that the baby was still showing no signs of HIV.

The baby was originally given antiretroviral therapy (ART) within 30 hours of birth, after being delivered to an HIV-infected mother who had not been diagnosed until the time of her delivery. As a result, the mother had not been on an antiretroviral regimen during the term of her pregnancy.

Combination ART was administered to the baby and after 28 days, HIV in the baby’s blood was undetectable by standard tests.

ART was continued until the baby was 18 months old. At that point, the child was lost to follow-up, effectively ending her treatment. Ten months later, however, the child’s blood was tested once more and, much to the surprise of her doctors, the tests came back reporting the she was virus-free.

That finding was reported at the 2013 Conference of Retroviruses & Opportunistic Infections.

Now, after nearly 2 years of not taking antiretroviral therapy (ART) without any evidence of the virus returning, detectable levels were discovered during a routine clinical care visit at the start of the month of July. Repeat testing confirmed this finding 72 hours later.

Tests also found evidence of an actively replicating pool of the virus within the child’s body. The child, now nearly 4 years of age, has once again started on ART, and the treatment is currently reducing the virus levels.

It is now believed that the child will need to remain on ART for the remainder of her life. ■
JOAN BENDER: 25 YEARS OF HELP AND HOPE

On Saturday, June 14, at the annual Volunteer Appreciation Luncheon, Joan Bender was honored for her 25 years of service to ASF and our clients.

Joan began her volunteerism as a member of Parents and Friends of Lesbians and Gays (PFLAG) in New York in the 1980’s. At that time, she became close to parents whose sons were suffering from AIDS. She also provided emotional support to her son, who had friends that were being affected by the disease.

She eventually moved to California and, still interested in helping people affected by HIV, she found ASF and became a volunteer.

Joan started volunteering in the pantry. At the time, it was a quarter of its current size. She worked alone in the pantry and only served a few clients. In her 25 years of weekly volunteering in the ASF Food Pantry, she has seen it grow into the vital, life-saving service that is it today.

ASF congratulates Joan on her 25 years of service to the agency and our clients. And more importantly, we thank her wholeheartedly for her dedication to our cause and the people of Orange County we serve.

GETTING TO ZERO GUILD GETS OFFICIAL LAUNCH

Stirrings of a new fundraising guild for ASF have been talked about for roughly a year now. Well, on Thursday, July 17, the Getting to Zero Guild had its official launch at the Port Theater in Corona del Mar with the presentation of the HIV/AIDS documentary Blood Brother.

The sold-out crowd of 160 enjoyed snacks and drinks as they mingled prior to the movie screening. Of course, before the movie began, information was provided to guests about the mission and purpose of the guild. Everyone was then invited to become a guild member at whatever level was appropriate for them. Many individuals joined on the spot and membership continues to increase.

Next up for Getting to Zero is the annual Fashion Show which was the impetus for the guild last year. Marc Pridmore Design Studio will once again host the event which takes place on Thursday, August 21. The evening will consist of hors d’oeuvres, drinks, live and silent auctions, and of course, a stunning fashion show presented by Fashions by Betinnis.

For more information on Getting to Zero Guild memberships or the upcoming fashion show, please visit GTZOC.com.
On Saturday, May 17, 2014, fifteen hundred walkers, runners, staff and volunteers convened at the Orange County Great Park to raise awareness and funds for the men, women and children of Orange County affected by HIV/AIDS. They participated in honor of their friends, neighbors and loved ones who have succumbed to or are living with HIV and in support of the nonprofit recipient agencies serving people affected by HIV/AIDS.

This year’s walk provided some new fun and heartwarming moments for participants. Fun additions to the event included the Red Ribbon 5k Fun Run, Art at the Walk, a beer and wine garden and a silent auction. New heartwarming additions were the creation of a Human Red Ribbon by school-aged children, the “I Am” project that allowed participants to define why they walk and the 75-member strong Survivor Club who proudly and openly walked among us and were recognized for “surviving and thriving” with HIV.

As is tradition, this year’s top individual walkers and top team captains, corporate sponsors and recipient agencies met to honor each other’s hard work at the annual recognition and awards dinner. The event, held at Ralph Brennan’s Jazz Kitchen in the Downtown Disney District, occurred on July 17.

Awards were given to the top three participants in each of the six categories: Top Individual Walker, Top Faith-Based Team, Top Family and Friends Team, Top School Team, Top Corporate Walk Team and Top Clubs and Organizations Team. Master of Ceremonies, Andrew Stevens, also recognized the contributions of the many corporate supporters that helped make AIDS Walk possible through their in-kind and cash sponsorships.
Walkers Raise $325,000 and Awareness in Effort to End HIV

TOP SCHOOL TEAMS
• 3rd Place $230
  Ai Orange County led by Emina Shimanuki
• 2nd Place $250
  Kennedy Volunteers led by Sean Pfeiffer
• Top School Walk Team $525
  Orange County School of the Arts led by Chris Dion

TOP FAITH-BASED TEAMS
• 3rd Place $1,965
  St. Wilfrid of York Episcopal Church led by Terrence Roberts
• 2nd Place $3,300
  St. Mark Marchers led by Marcia Ellsworth
• Top Faith-Based Walk Team $14,241
  IUCC: Walk the Walkers led by Felicity Figueroa

TOP CORPORATE WALK TEAMS
• 3rd Place $4,360
  Ernst & Young led by Frances Tsang
• 2nd Place $5,232
  Team RGCS (Reliant General Claims Services) led by Matthew Williams
• Top Corporate Walk Team $50,475
  Team PIMCO led by Wesley Sasser

TOP FRIENDS & FAMILY TEAMS
• 3rd Place $5,665
  Bynx’s Boys and Babes led by Eric Lord
• 2nd Place $10,320
  MS Newport Beach led by Roya Cole
• Top Friends & Family Walk Team $11,320
  Altrusa Club led by Deborah Reed

TOP NON-PROFITS
• 3rd Place $6,755
  Mercy House led by Loni Patrick
• 2nd Place $18,648
  Shanti Strutters led by Sarah Kasman
• Top Non-Profit Walk Team $21,455
  Team ASF led by Marc Marger

TOP 10 INDIVIDUALS WALKERS
• 10th Place: $3,000
  Elizabeth Castro
• 9th Place: $3,376
  Frances Marquez
• 8th Place: $3,680
  Brian Schneider
• 7th Place: $5,225
  Theresa Andrade
• 6th Place: $5,558
  Duane Vajgrt, M.D.
• 5th Place: $5,900
  Joe & Paul Cook-Giles
• 4th Place: $6,700
  Wesley Sasser
• 3rd Place: $8,415
  Jeff Stickhardt
• 2nd Place: $10,000
  Roya Cole
• Top Walker: $10,800
  Deborah Reed
CANYONS TO THE COAST: An Epic OC Ride

In about two months, over a hundred riders will take part in the 5th annual Orange County Ride for AIDS (OCRA). Each will have the choice of riding one of three routes, the most difficult of which is the 100-mile Century Route.

Cyclist, OCRA steering committee member and participant, and ASF Advisory Board member Kevin Broadwater recently rode this year’s route with fellow committee member Richard Kwok. Their purpose in doing so was to experience the route, describe it, and take some photos. What follows is the result…

OCRA offers cyclists of all abilities the chance to experience Orange County’s challenging, scenic canyons and expansive, coastline vistas.

The OCRA Century Route begins and ends near the lake in William Mason Park in Irvine. Safely ride in wide bike lanes as you wind your way up the Newport Avenue climb. After a pit stop, you are ready to take on the notorious Santiago Canyon run, the 12 mile uninterrupted stretch of undulating hills that turns devilish with its shifting headwinds.

Take another pit stop at famous Cooks Corner and then keep climbing up infamous Live Oak Canyon Road, a steep hill offering sweeping views of the canyon below. Once you crest the hill, you’ll be rewarded with a gentle descent under a peaceful, tree-canopied, country road until you hit the short Trabuco Canyon climb. In total you’ll climb about 5500 feet, most of it in the first 50 miles before lunch.

The lunch pit stop features gourmet food trucks and a massage tent. No mushy sandwiches here.

Hang out as long as you want but you won’t want to miss the rest of the ride.

The second half of OCRA takes you through San Juan Capistrano to a nice downhill stretch leading to the shore. Follow Pacific Coast Highway to your next pit stop at Doheny State Beach. Stick your toes in the sand or just admire the stunning views.

You’ll ride the coast for the next 20 miles from Dana Point past Casa Laguna Inn & Spa in picturesque Laguna Beach with a pit stop at Laguna’s Madison Square and Garden Café… a regular for Orange County cyclists.

Ride along Crystal Cove State Beach, where jagged cliffs meet crashing waves on pristine beaches, through Corona Del Mar and Newport Beach. Finally, take the Santa Ana River Trail, with tailwinds pushing you back to Irvine where a cheering crowd awaits.

This is Orange County’s premier scenic ride and it’s one you will not want to miss.

The other two routes offer cyclists, of lesser experience than Kevin and Richard, the opportunity to participate at a level comfortable for them and still enjoy some of the same beauty and challenges described above. The beginner-friendly, 30-mile Taste of OCRA Route offers riders just that… a small taste of what it’s like to participate in OCRA.

And the 62-mile Metric Century Route is a nice middle point between the other two offering a ride shorter than the Century and one more challenging than the Taste.

Each ride departs from the William R. Mason Regional Park in Irvine on Saturday, October 25. The registration fee is $50 and participants must raise a minimum of $125 to take part on the day of the event.

Register today or get more information at ocrideforaids.com. And remember, it’s about the message, not the mileage!
Patron’s Council is ASF’s major donor recognition society. Patron’s Council members are vital to the success of ASF and demonstrate their unwavering commitment to the agency by contributing $1,200 or more annually in non-event related contributions. As major donors, Patron’s Council members enjoy several recognition events each year.

**MEMORIALS**

**IN MEMORY OF MILDRED FAIDER**
Gary Soland

**IN MEMORY OF RUBY AND DINO GOMEZ**
Arthur Gomez

**IN MEMORY OF DOMINIC BOSCO**
Duane Vajgrt, M.D. and Jeff Benedick

**IN MEMORY OF SHELLY VIRKSTIS**
Christopher Quilter

**TRIBUTES**

**IN HONOR OF AL ROBERTS AND KEN JILLSON**
Christopher Quilter

**IN HONOR OF LEON WOJNO**
Rober Burdick

**IN HONOR OF JOE GREENE**
Happy 85th birthday to a longtime ASF supporter who always made a big splash at the Big Splash!
Duane Vajgrt, M.D. and Jeff Benedick

**GRANTS**

Thank you to the following for their generous support of ASF’s programs and services:

**MAC AIDS Fund** ........................................... $15,000
Advocacy / Orange County
HIV/AIDS Advocacy Team

**Banfield Charitable Trust** ............................. $1,000
Pet Food Distribution and Services Program

**Kaiser Permanente Hospitals** .................. $10,000
Latino Mental Health Services
for Women and Families

**Janssen Therapeutics** ................................. $3,000
HIV Medical Case Management

**Wilbur May Foundation** ............................. $75,000
Family and Children’s Programs
Thursday, August 21
Getting to Zero Fashion Show
Marc Pridmore Design Studios
Costa Mesa
GTZoc.com

Saturday, October 25
OC Ride for AIDS
William R. Mason Regional Park
Irvine
OCRideforAIDS.com

Saturday, January 24, 2015
ASF’s Annual Gala: Shaken, Not Stirred
Marconi Museum, Tustin