

# AIDS: The Community Challenge

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Your Guide to a  
Successful Symposium



rotary  
aids  
project

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1994

## NOTES

## WHY A SYMPOSIUM?

The Los Altos Rotary Club began its quest to raise awareness about HIV/AIDS with its Peabody Award-winning video, *The Los Altos Story*.

After several years of distribution, the video has been seen by hundreds of thousands of people around the world.

Most people are all too aware of the tragedy of HIV/AIDS-related issues, both in our professional and personal lives.

*And we need to know what we can do about this critical medical issue that affects us all.*

**A community symposium to heighten awareness will answer questions and give attendees the knowledge and tools to make a difference — NOW!**

## WHO WILL BE YOUR TARGET AUDIENCE?

Business Leaders  
Community Leaders  
Human Resource Managers  
Medical Professionals  
Teachers  
Students  
Parents  
School Administrators  
Concerned Citizens

## COMMITTEE

### RECRUITMENT

A committee of 8 to 10 committed volunteers can develop and present a successful symposium. By dividing the numerous tasks involved, no one person will have too much to do. And there is plenty to do!

**Select a chairman** to coordinate the overall process and keep things on schedule.

### MEETINGS

Meeting regularly and often keeps committee members on task and keeps the momentum of the project rolling. Once every two weeks is adequate six months ahead of the symposium date. Two months before the event, it will be helpful to begin meeting weekly. Half-hour meetings are usually adequate. Meeting immediately before or after your Rotary meeting increases attendance at your symposium meetings.

The chairman (or secretary, if you decide to have one) should send out meeting **reminder notices** at least 5 days before each meeting.

A meeting **agenda** should accompany the reminder notices. The agenda is very important for keeping the meetings focused and productive.

**Minutes** from the previous meeting should also be sent out with the reminder notices for the next meeting. This helps everyone remember what they agreed to do and keeps those who have to miss an occasional meeting up to date.

## DATE SELECTION

The symposium date selection depends on three important things:

1. What day are all/most of your intended speakers available?
2. What day can you get the facility you want to use?
3. What day is not already committed to another community event that would negatively impact on your prospective attendees' ability to attend your symposium?

Once you coordinate these three factors, you can select a date.

## TIME LINE

2

As soon as possible, develop a **time line**, working **backwards** from the date you select for the symposium to the date you are beginning the planning process. Include every detail that you possibly can. Space things out so everything doesn't have to be done all at one time in a panic! You can revise your time line as you progress, but at least you will know you have the time to get everything accomplished. **Stick to your time line!**

## CONTINUING

## EDUCATION UNITS

To increase the appeal of the symposium to certain professionals who require continuing education units to maintain their certification or credentials, you might consider offering Continuing Education Units for attendance at the symposium. Check with local colleges to see if they will review the content of your program and assign unit value. They will be able to tell you what steps you need to take to be approved and how you will "award" the units to attendees.

## UNDERWRITING

To keep the cost of attending the symposium as low as possible to encourage people to come, the Los Altos Rotary Club solicited financial underwriting for the project from corporations and foundations.

**The best way to approach this is to ask people you know** at various companies to help with a donation to the project. NETWORK among your fellow Rotarians, and don't be afraid to ASK!! **The next best approach** is to seek **foundation funding** by sending simple funding requests in the form of a letter. If a more formal application is required, the foundation will advise you on how to proceed.

Use guides such as the *Guide to California Foundations* and local guides to corporate giving. These books can be found at your library or may be obtained through Community Foundations in your area.

S A M P L E

**EXPENSES:**

Honorarium for Beverly Bradley.....	\$500.00
Airfare.....	106.00
Hotel rooms for Hallvik and Bradley .....	132.00
2 rooms @ \$66.00	
Meals and Misc. for Hallvik and Bradley.....	250.00 *
Lunch .....	2100.00 *
168 lunches @ \$12.50 = \$2100.00	
(includes comp. speakers' lunches and lunch-only Rotarians)	
Brochure printing .....	530.43
5000 brochures printed by Print Innovations	
Postage.....	160.00 *
LA Story Videos .....	615.00
123 videos distributed @ \$5.00 = \$615.00	
Xenon Projection Services.....	2325.00
Speakers' Party.....	175.37
Planned for 40 attendees	
Miscellaneous Supplies .....	108.21
1250 copies of Covner materials	
marking pens	
poster board	
gray report folders for materials	
large white envelopes for materials	
card stock for table signs	
Special Tip for Eduardo (pending) .....	25.00
	_____
<b>TOTAL .....</b>	<b>\$7027.01</b>
<b>NET to Rotary AIDS Project.....</b>	<b>\$2965.99</b>

\*These costs are estimates pending final receipts.  
(page 2 of 2)

## Financial Report

S A M P L E

### ROTARY AIDS SYMPOSIUM APRIL 28, 1994 FINANCIAL REPORT

**INCOME:**

Corporate/Foundation Funding: .....	\$6500.00
Bank of America.....	\$ 500.00
CDC .....	2500.00
Schwab .....	1000.00
Chevron .....	500.00
NCAP.....	1000.00
Attendees:.....	\$3025.00
Paid - 116 @ \$25 = .....	\$2900.00
Payment Pending - 5 @ \$25 = .....	\$125.00
Rotary Members/Lunch only: .....	\$468.00
Approx. 39 @ \$12.00	
	_____
<b>TOTAL INCOME:</b> .....	<b>\$9993.00</b>

(page 1 of 2) — over

## WHO WILL YOU ASK TO SPEAK?

The Los Altos Rotary Club Symposium Committee decided to balance their program with the following categories of speakers:

**Personal Stories:** a woman living with HIV, and her husband, and parents of a young man who died of AIDS;

**A Physician:** an infectious disease specialist who treats people living with HIV/AIDS;

**An Educator:** a nationally recognized educator who presents innovative programs for our schools;

**An Attorney:** who addresses the legal issues of HIV/AIDS in the workplace;

**A Business Executive:** to discuss ways businesses should respond to the AIDS epidemic;

**Panelists from Community AIDS Groups:** The American Red Cross, ACRC, ELLIPSE, ARIS and Visiting Nurse Association.

1. Call prospective speakers to ask them to participate in the symposium.
2. Follow up with a letter and participant questionnaire. (samples in appendix)
3. Keep in touch! Send a copy of the program schedule as soon as it is developed and send revisions and updates as they occur. (sample in appendix)
4. Send reminders and last minute details two weeks before symposium.
5. Invite participants to a post-symposium party. (sample invitation in appendix)
6. Don't forget your thank you notes after the symposium is over!

## PREPARING A BUDGET AND SETTING A SYMPOSIUM FEE

It would be wonderful if all the costs of your symposium could be underwritten, or everything could be donated. Unfortunately, that is not always possible. So it is important, early on, to prepare a budget.

1. List all possible costs.
2. Account for any secured underwriting and deduct from above costs.
3. Estimate number of attendees and divide that number into remaining costs to determine your Symposium Fee.
4. If the fee looks too high, can you safely increase your expected number of attendees, or are there other places you can look for underwriting?

(There is a sample budget in the appendix.)

## INVOLVE ROTARACT AND INTERACT CLUBS

There is extra help out there just for the asking. As early as possible, involve the young people in your local Rotaract and Interact Clubs. They can be big helps with:

- Addressing and mailing brochures
- Helping with publicity, especially flier distribution
- Setting-up and taking-down on the day of the symposium
- Registration
- Post-party helpers

## INFORMATION PACKETS FOR ATTENDEES

Everyone likes to leave a symposium with materials that will be helpful to them in the future. Assign a committee member to gather pertinent materials from local AIDS organizations, and have the symposium participants/presenters provide materials that reinforce their presentations. All these materials should be assembled in a folder or large envelope to be distributed to attendees as they check in at registration.

## REGISTRATION: (A BREEZE OR A NIGHTMARE)

It seems so simple. People walk up, say their name, get their name tag and packet of information and head for their seats with a smile. Well, that is how it is supposed to work! But a smooth registration takes a lot of **planning and organization**.

1. Make sure your **paid attendee list** is complete and accurate. Check it over several times with another person. Have a name tag for each person.
2. Do the same with the **payment pending attendee list**. Make a name tag and **attach a colored signal dot** to denote that person still owes fee. (Very important!)
3. Clip or staple each attendee's name tag to their information packet.
4. Put the packets in large boxes, alphabetizing using the attached name tags. (Have a MASTER LIST handy in case a packet is missing. Have EXTRA PACKETS!)
5. Separate boxes by letters A - M, and N - Z. Have **at least** two registration helpers. If you have many attendees, divide the alphabet into smaller sections.
6. Be sure to get payment from those still owing the fee. Have an envelope or cashbox (and change) for this purpose.
7. If you are offering Continuing Education Units, have a sign-up sheet for names and addresses and have someone responsible for collecting any associated fees.

## Post Symposium Reception Invitation

S A M P L E

The Members of the

**ROTARY AIDS PROJECT  
SYMPOSIUM COMMITTEE**

cordially invite you for

**WINE & HORS D'OEUVRES**

to celebrate the symposium's success !

Thursday, April 28, 1994

2:30 - 4:30 PM

at the home of Rosemary and Peter Caswell

281 Alvarado Avenue, Los Altos

## Program Text

### Los Altos Rotary Aids Project Symposium Committee

Kris Stanfield, Chair  
Jim Manley, Co-chair  
Dude Angius  
Peter Caswell  
Marlene Cowan  
Karen Fox  
Les Jones  
Rudy Lightlyn  
Penny Maynard

The committee gratefully acknowledges the generous financial support provided by:

- Center for Disease Control
- The Charles Schwab Corporation Foundation
- Chevron
- National Community AIDS Partnership

### PROGRAM

Welcome and Introductions  
Master of Ceremonies: Dr. Richard Henning  
Dean of Community Affairs,  
Foothill College

Personal Stories  
Cindy and John Hallvik  
Patty and John Ralston

The Medical Aspects of HIV/AIDS  
Stanley Deresinski, M.D., Infectious  
Disease Specialist

### BREAK

Special Needs of Youth -  
Innovative School Programs  
Beverly Bradley, Ph.D., Educator  
and Registered Nurse

### BREAK

### Local Resources

ACRC: Michael Edell, American  
Red Cross: Rosanna Bonfilio,  
ARIS: Tom Myers  
ELLIPSE: Colette Hoffman,  
Visiting Nurse Association: Paula  
Rensch

### Legal Aspects of AIDS in the Workplace

Audrey Covner, R.N., J.D.,  
Registered Nurse and Attorney

### BREAK

12:30 PM - LUNCH

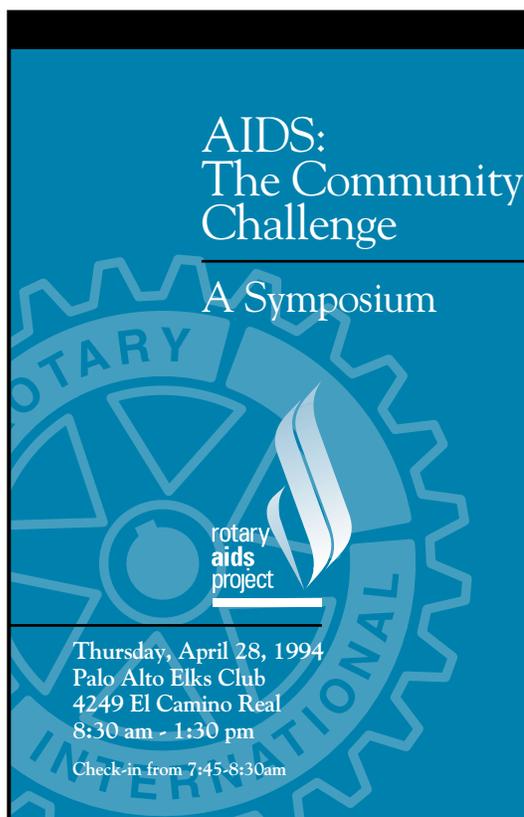
The Los Altos Story and Taking  
Action  
Dushan Angius

### KEYNOTE ADDRESS

"Community Leadership Responds  
to AIDS"  
Lee Smith, Chair, National  
Leadership Coalition on AIDS

Closing Remarks  
Dr. Richard Henning

The Los Altos Rotary Club believes that, as a community, we need to know how to deal with HIV/AIDS-related issues—in our workplaces and in our professional and private lives. We sincerely hope this symposium will answer your questions and give you the tools to make a difference.



## DETAILS, DETAILS!

There will be days when it seems like there are endless details to be coordinated. Making lists and keeping to your time line as closely as possible will help you keep your sanity. Every club will have its own way of doing the symposium. But here is a generic “**summary check list**” of things to consider in your planning. (Some samples to help you along are in the appendix.)

1. Location to accommodate targeted number of attendees .
2. Date / Times (How long do you want the symposium to last?)
3. Target Audience
4. Catering Arrangements / Centerpieces for Tables
5. Accommodations for out-of-town speakers
6. Funding / Underwriting
7. Budget / Accounting
  - a. income management
  - b. accounts payable
  - c. record of paid/unpaid attendees to facilitate registration
  - d. copies of checks, invoices, etc.
  - f. prepare final accounting
8. Program Development
  - a. who is going to say what?
  - b. detailed time schedule for day of symposium
9. Recruitment of speakers / Master of Ceremonies
10. Marketing / Publicity
  - a. public service announcements
  - b. press releases
  - c. printed ads
  - d. promotional materials
  - e. poster distribution
  - f. feature stories
  - g. presentations to neighboring Rotary Clubs
  - h. fact sheet
  - i. bulk mail arrangements
  - j. addressing or labeling “parties” to prepare brochures for mailing
11. Graphics and Printing
  - a. brochure with mail-back registration form
  - b. posters
  - c. programs
  - d. directional signs for day of symposium
12. Logistics
  - a. reservations
  - b. rentals
  - c. set-up / take-down
  - d. audio-visual equipment / photographer
  - e. seating arrangements
  - f. registration
  - g. attendee information packet preparation
13. Hospitality
  - a. greeters at symposium
  - b. transportation for speakers
  - c. post-symposium reception for speakers and special guests
  - d. wrap-up evaluation meeting and committee thank you party
  - e. thank you notes to everyone!

## CHECK-IN MATERIALS FOR DAY OF THE SYMPOSIUM

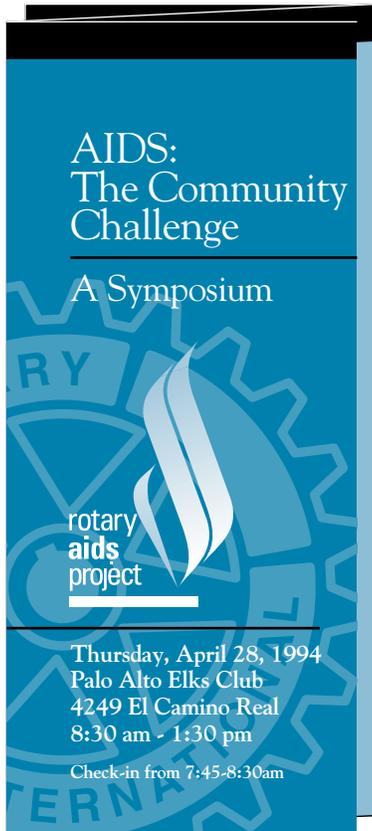
- symposium programs
- information packets  
“not paid” indicated by colored signal dots  
name tags attached to front of each packet
- extra name tags
- marking pens (large and small)
- masking tape
- pens
- lined pad for walk-in registration (set up with  
place for name, address, and phone number)
- extra information packets for walk-ins
- sign-up sheet for those wishing Continuing  
Education Units
- Rotary make-up meeting cards
- table reservation signs if necessary
- A-M / N-Z signs for check-in tables
- Continuing Education Units sign for table
- any necessary directional signs for posting  
around symposium site
- centerpieces for tables (better still, do these the  
day before)

## APPENDIX...

Samples on the following pages include:

- Follow-up Letter After Recruiting Speaker
- Participant Questionnaire
- Reminder Memo to Speakers
- Letter Following Telephone Funding Request
- Funding Acknowledgment Letter
- Preliminary Budget
- Press Release
- Calendar Listing
- Fact Sheet
- Symposium Schedule
- Format for Panelists
- Brochure
- Program
- Post-Symposium Reception Invitation
- Financial Report

Brochure Text



**If you are a...  
 business leader  
 community leader  
 human resource manager  
 medical professional  
 teacher  
 student  
 parent  
 school administrator  
 concerned citizen**

**...this symposium is for  
 you !**

Continuing Education  
 Units Available

Rotary “make-up” meeting

**WHY A SYMPOSIUM?**

The Los Altos Rotary Club began its quest to raise awareness about HIV/AIDS with its Peabody Award-winning video, *The Los Altos Story*. After several years of distribution, the video has been seen by hundreds of thousands of people around the world.

Most people are all too aware of the tragedy of HIV/AIDS. But just knowing there is a problem isn't enough.

As a community, we need to know how to deal with HIV/AIDS-related issues — in our workplaces and in our professional and personal lives.

**AND WE NEED TO KNOW  
 WHAT WE CAN DO ABOUT  
 THIS CRITICAL MEDICAL  
 ISSUE THAT AFFECTS US  
 ALL.**

This symposium will answer your questions and give you the knowledge and tools to make a difference - NOW!

**SYMPOSIUM HIGHLIGHTS**

- Personal Stories - John Ralston and Cindy Hallvik will share how HIV/AIDS has dramatically changed their lives.
- Medical Aspects of AIDS - world renowned immunologist Stan Deresinski, M. D., who treats people living with AIDS will give us the medical facts.
- Special Needs of Youths - Beverly Bradley, Ph.D., a nationally recognized educator and nurse who has addressed the World Health Organization in Geneva, will talk about innovative programs for our schools.
- Legal Issues in the Workplace - attorney and registered nurse Audrey Covner will discuss the implications of HIV/AIDS at work

and how the Americans with Disabilities Act (ADA) applies.

- **KEYNOTE ADDRESS**  
 “Business Responds to AIDS”  
 Lee Smith, Chair,  
 National Leadership Coalition on AIDS, and former President of Levi Strauss, International.
- Panel Discussion with representatives from ACRC, ELLIPSE, ARIS, and the American Red Cross.
- Hear the impact of *The Los Altos Story* with a personal message from the man who knew we had to tell the story - Dude Angius of the Los Altos Rotary Club.
- .4 Continuing Education Unit available through Foothill College, Los Altos Hills.

**REGISTRATION FORM**

(Please return by April 22, 1994)

Yes! I will be at the symposium!

Name

Address

City/ZIP

Phone

Number Attending

I/we would like to receive continuing education units

Fee: \$25 per person includes lunch, a copy of the *Los Altos Story*, materials, and c.e.u.

TOTAL ENCLOSED:

\$ for (#) \_\_\_\_\_

Return this form with your check payable to:

Rotary Aids Project  
 P. O. Box 794  
 Los Altos, CA 94023

## Format for “Local Resources” Panelists

S A M P L E

### “AIDS: THE COMMUNITY CHALLENGE”

A Symposium

Dear agency representatives:

On the day of the symposium, April 28, you will be introduced by our Master of Ceremonies, Dr. Richard Henning. When you are introduced, please proceed to the podium and give a 5-minute presentation describing your organization’s programs, services and/or endeavors. We want the attendees to come away with an understanding of who you are, where you are, and what you are doing in the fight against HIV/AIDS.

The materials you have provided will be distributed to each attendee as they arrive and check in.

Thank you so very much for making yourselves available for this important community education event.

## Follow-Up Letter After Recruiting Speaker

March 5, 1994

S A M P L E

Stanley C. Deresinski, M. D.  
77 Birch Street  
Redwood City, CA 94061

Dear Dr. Deresinski,

I am truly delighted that you have agreed to speak at our **April 28th symposium, "AIDS: The Community Challenge,"** sponsored by the Los Altos Rotary AIDS Project. The symposium will be held at the Palo Alto Elks Club, located at 4249 El Camino Real in south Palo Alto.

Our target audience for this event is composed of business and community leaders, human resource managers, medical professionals, educators, students, parents, and concerned citizens (did we leave anyone out?!). We hope to have more than 350 attendees. The goals are to give those who attend the tools and knowledge they need to take action in the fight against HIV/AIDS, and to develop and present a model symposium which other Rotary clubs and community groups can replicate.

Dr. Dick Henning, Dean of Community Affairs at Foothill College and outstanding public speaker, will be our Master of Ceremonies. Through the auspices of Foothill College, we will be offering continuing education units for interested attendees.

Enclosed is a schedule for the day to allow you to plan your presentation to fit the allotted time, and to give you an idea of each presenter's topic area. Our symposium brochure, which contains additional information, will be sent to you as soon as it returns from the printer.

We would like your presentation to provide an overview of HIV/AIDS, including such information as:

1. What is HIV/AIDS? Immunodeficiency?
2. How does one catch, avoid, etc?
3. Statistics regarding heterosexuals, homosexuals, women, teens, etc.
4. Geographic stats: world, USA, California, Santa Clara County

**To facilitate your participation, I would appreciate your completing the attached questionnaire and returning it to me in the enclosed envelope at your earliest convenience.**

Thank you again for sharing our commitment to the belief that education and a heightened awareness can make a major impact in the battle against HIV/AIDS.

Sincerely yours,

Kris Stanfield, Chair  
Symposium Committee  
Office (415) 948-6834  
Home: (415) 948-2660

## Participant Questionnaire

S A M P L E

### “AIDS: THE COMMUNITY CHALLENGE”

#### A Symposium

Sponsored by The Los Altos Rotary Aids Project

#### Participant Questionnaire

Please complete and return in envelope provided.

Name of Participant(s) \_\_\_\_\_

1. Please give a brief summary of your **professional and personal history** that we may use in developing an appropriate introduction for your presentation. Please use back if necessary. (If you prefer, you may send us your curriculum vitae .)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Will you need **audio-visual equipment** other than a microphone and podium?

yes(\*)     no

(\*If so, please list equipment.) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

3. **Transportation information:**

I/we will travel by car. (Maps will be mailed to you.)

I/we will need to have air transportation arranged for me/us (arriving Wednesday, April 27 afternoon/evening and departing Thursday, April 28 following the symposium).

4. Will you require overnight hotel accommodations on April 27?

yes     no

## Symposium Schedule

S A M P L E

### Los Altos Rotary AIDS Project - SYMPOSIUM SCHEDULE

7:45 - 8:30	Registration/Hospitality
8:30 - 8:40	Opening Remarks - Dick Henning
8:40 - 8:45	Committee Introduction - Kris Cindy and John Hallvik Introduction - Kris
8:45 - 8:55	Cindy and John Hallvik - "A Personal Story"
8:55 - 8:57	John and Patty Ralston Introduction - Dick
8:57 - 9:15	John and Patty Ralston - "A Parent's Story"
9:15 - 9:17	Stan Deresinski Introduction - Dick
9:17 - 9:50	Stan Deresinski - "The Medical Aspects of HIV/AIDS"
9:50 - 10:00	BREAK
10:00 - 10:02	Beverly Bradley Introduction - Dick
10:02 - 10:50	Beverly Bradley - "The Special Needs of Youth - Innovative School Programs"
10:50 - 11:00	BREAK
11:00 - 11:05	Panel Introductions - Dick
11:05 - 11:35	Panel Discussion - "Local Resources"
11:35 - 11:37	Audrey Covner Introduction - Dick
11:37 - 12:12	Audrey Covner - "Legal Aspects of AIDS in the Workplace" including information about the Americans with Disabilities Act (ADA).
12:12 - 12:30	BREAK (Los Altos Rotarians join group - may gather/pay in Lanai Room as usual)
12:30 - 12:35	LUNCH / <i>The Los Altos Story</i> Introduction - Dick
12:35 - 12:45	Viewing of <i>The Los Altos Story</i> (short version)
12:45 - 1:00	Dude Angius - "Taking Action" (and Lee Smith Introduction)
1:00 - 1:30	Lee Smith - "Business Responds to AIDS"
1:30 - 1:32	Closing Remarks - Dick Henning

**Question and Answer Period** will be held after 1:32 PM with speakers and panelists for those wishing to stay after the symposium ends.

## Fact Sheet

### SAMPLE

**WHAT:** “AIDS - The Community Challenge”  
A Symposium for business and community leaders

**SPONSORED BY:** The Los Altos Rotary AIDS Project (and Foothill College)

**WHEN:** Thursday, April 28, 1994  
Program -8:30 AM - 1:30 PM - includes lunch  
Check-in is from 7:45 AM to 8:30 AM

**WHERE:** Palo Alto Elks Club

**WHO:** *Lee Smith* - President of the National Leadership Coalition on AIDS  
Former President of Levi Strauss International  
Topic - “Business Responds to AIDS”

*Dr. Stan Deresinsky* - noted Peninsula physician  
Topic - “Medical Aspects of AIDS”

*Dr. Beverly Bradley* - nationally recognized immunologist  
from San Diego  
Topic - “Special Needs of Youth” (Innovative School Programs)

*Audrey Covner* - attorney and registered nurse  
Topic - “Legal Aspects of AIDS” (including discussion of Americans with Disabilities Act)

*John Ralston* - Coach of San Jose State Spartans Football team  
Topic - “A Parents Perspective”

*Cindy Hallvik* - visiting from San Luis Obispo  
Topic - “A Personal Story”

*Dude Angius* - Insurance executive and former principal of  
Los Altos High School  
Topic - “Taking Action”

*Dr. Richard Henning* - Dean of Community Affairs, Foothill College  
Master of Ceremonies

*Panelists from four leading Bay Area AIDS groups*

**COST:** \$25.00 includes symposium, lunch, copy of Peabody Award winning video  
tape of *The Los Altos Story*, and a variety of excellent materials.

Continuing Education Units available upon request (offered under the  
auspices of Foothill College, Los Altos Hills, CA).

## Reminder Memo to Speakers

S A M P L E

M E M O

Date: April 17, 1994

To: Rotary AIDS Symposium Presenters

From: Kris Stanfield, Symposium Chairman

Re: Info. Update

As you know, the Los Altos Rotary Club symposium, "AIDS: The Community Challenge," will be held on Thursday, April 28th at the Palo Alto Elks Club. We are so pleased to have you participating in this important educational event.

For those of you requiring overnight lodging (the Hallviks and Beverly Bradley), arrangements have been made for you on Wednesday, April 27th at Hyatt Rickey's, 4219 El Camino Real, Palo Alto (less than a block north of the Elks Club). Should you need it, the phone number at the hotel is (415) 493-8000.

The Elks Club doors will be open by 7:30 AM on the morning of April 28th. You may plan to arrive anytime thereafter that gives you the "comfort zone" you need. (I will probably begin to get nervous if you haven't arrived by 8:15 AM unless you have notified me that you plan to arrive later!) Barbara and Dude Angius, whom many of you know, will be at the Elks Club to greet you upon your arrival, as will members of our committee.

Enclosed is a copy of the symposium brochure and a revised timeline for the symposium presentations. Thanks to some very generous support from several corporations, we will be able to professionally video tape the entire symposium. This will enable the distribution of all or part of the symposium to other Rotary clubs and community groups across the country, allowing our local project to have far-reaching impact, both as a symposium model and as an excellent source of information.

We are looking forward to your participation on April 28th and anticipate a very successful and rewarding day.

If you have any questions, please call me at (415) 948-6834 - office, or (415) 948-2660 - home after 6:00 PM.

## Letter Following Funding Request Phone Call

S A M P L E

March 6, 1994

Ms. Elan Fabbri  
Charles Schwab Corporate Foundation  
101 Montgomery Street  
San Francisco, CA 94104

Dear Elan,

As we discussed on the phone, the Rotary AIDS Project, started by the Los Altos Rotary Club, is organizing a symposium on HIV/AIDS entitled "AIDS: The Community Challenge." I have enclosed a very rough draft of our brochure which we expect to have completed and back from the printer at the end of this week. ( I'll send you the final version when we get it.) This will give you an idea of the scope of our agenda and the caliber of our presenters. We think this is going to be a wonderful program.

You can see our target audience for this event is composed of business and community leaders, human resource managers, medical professionals, educators, students, parents and concerned citizens. Foundation program officers and trustees would be another appropriate group who could benefit from the information that will be presented. We expect to have more than 300 attendees.

The goals of the symposium are to give those who attend the tools and knowledge they need to take action in the fight against HIV/AIDS, and to develop and present a model symposium which other clubs and community organizations can replicate. We plan to make a professional-quality video tape of the symposium.

Our committee feels it is very important to keep the cost of the symposium at a minimum - \$25.00 - which includes the presentations, lunch, materials, a copy of the 30-minute Peabody Award-winning video tape and .4 Continuing Education Units for those who would like credit for attending. Definitely a bargain! However, this means our costs will most likely exceed our income. We would like the Charles Schwab Corporate Foundation to consider helping us underwrite some of our general operating expenses with a grant of \$1000.00 to the Rotary AIDS Project, Inc. , a 501(c)(3) nonprofit organization founded by the Rotary Club of Los Altos.

(over)

## Calendar Listing

S A M P L E

Contact: Kris Stanfield  
Daytime: (415)948-6834  
Evening: (415) 948-2660

### CALENDAR LISTING

**What:** "AIDS: THE COMMUNITY CHALLENGE" - A SYMPOSIUM

**Who:** Sponsored by the Los Altos Rotary AIDS Project

**When:** Thursday, April 28, 1994  
8:30 AM to 1:30 PM (Check-in from 7:45 - 8:30 AM)

**Where:** Palo Alto Elks Club  
4249 El Camino Real  
Palo Alto, CA

**Why:** To raise the awareness of HIV/AIDS – related issues in the community.

**Target Audience:** Business and community leaders;  
Human Resource Managers  
Medical Professionals  
Teachers/ School Administrators  
Parents/Students  
All Concerned Citizens

**Fee:** \$25 per person, includes lunch, video tape and materials.

**Registration:** Call Rotary AIDS Project Hotline - (415) 688-6164

## Press Release

S A M P L E

Contact: Kris Stanfield  
Daytime: (415)948-6834  
Evening: (415) 948-2660

### FOR IMMEDIATE RELEASE

A group of nationally renowned specialists in the field of HIV/AIDS will gather in Palo Alto on April 28, 1994 to present a symposium, "AIDS: The Community Challenge." The symposium will be held at the Palo Alto Elks Club, 4249 El Camino Real from 8:30 AM to 1:30 PM. Fee for attendance is \$25.00 per person which includes lunch, video tape and materials.

Sponsored by the Rotary Aids Project of The Los Altos Rotary Club, the symposium will focus on a variety of aspects of the AIDS pandemic. The event is an outgrowth of the Rotary AIDS Community Awareness Project chaired by Kris Stanfield of Los Altos, and has the goal of providing vital AIDS-related information to business and community leaders, educators, medical professionals, human resource specialists, parents, and students on the Peninsula.

Speakers at the half-day symposium include: **Stanley Deresinski, M.D.** from Redwood City, an infectious disease specialist who treats people living with HIV/AIDS will discuss the medical aspects of AIDS; **Beverly Bradley, Ph.D.**, a nationally recognized educator and nurse from San Diego who has addressed the World Health Organization in Geneva, will talk about the special needs of youth and innovative AIDS programs for our schools; **Audrey Covner**, a Menlo Park attorney and registered nurse will cover the implications of HIV/AIDS at work and how the Americans with Disabilities Act (ADA) applies; panelists from **ACRC, ELLIPSE, ARIS**, and the **American Red Cross** will give overviews of their agencies services; **Cindy Hallvick** of San Luis Obispo who is HIV positive will share her personal story, and **John Ralston**, Head Coach of the San Jose State University Spartans football team, and his wife Patty will share the story of their son's death from AIDS.

The keynote speaker during lunch will be **Lee Smith, Chairman of the Board of the National Leadership Coalition on AIDS** and former President of Levi Strauss, International. Mr. Smith's topic is "Business Responds to AIDS." **Dr. Richard Henning**, Dean of Community Affairs at Foothill College, will be Master of Ceremonies for the symposium.

Each symposium attendee will receive a copy of the 30-minute **Peabody Award-winning video, The Los Altos Story** which recounts the experiences of three Rotary families affected by AIDS. Dushan Angius, former principal of Los Altos High School whose family is featured in the video, will introduce a shortened version to be viewed at the event.

Attendees are eligible for **.4 Continuing Education Units** through Foothill College in Los Altos Hills. All members of the community are invited to attend this very special educational opportunity. Seating is limited to 350, so early registration is encouraged. **For registration information, please call the Rotary AIDS Project at (415) 688-6164.**

S A M P L E

Elan Fabbri  
March 6, 1994  
page 2.

You mentioned in our conversation that you would forward this request to the regional vice president in our geographic area, and I would be most grateful if you would do so. I know that our requested amount is higher than your normal corporate gift, however, the importance of our mission and the limited resources and groups available to do the job might warrant the consideration of an exceptional grant from your company.

Please accept my personal invitation to attend our symposium. I can assure you it will be a day well-spent. If you know of others who might be interested in attending, please let me know and I will send brochures and registrations forms to them.

Thank you for sharing our commitment to the belief that education and a heightened awareness can make a major impact in the battle against HIV/AIDS.

Sincerely yours,

Kristin A. Stanfield, Chair  
Symposium Committee  
Office (415) 948-6834  
Home: (415) 948-2660

Enclosures:  
Draft brochure  
Symposium Budget

## Funding Acknowledgement Letter

S A M P L E

May 16, 1994

Ms. Madalyn Mitchell, Regional Vice President  
Golden Gate Region  
The Charles Schwab Corporation  
c/o 101 Montgomery Street  
San Francisco, CA 94014

Dear Ms. Mitchell,

On behalf of the members of the Los Altos Rotary AIDS Project Symposium Committee, I send thanks for your grant of \$1,000.00 to our recent project.

Our symposium, "AIDS: The Community Challenge," was held on April 28th. Nearly 200 business, education and community leaders from the Peninsula and South Bay attended the five-hour event. We have had rave reviews about the content of the presentations and the value to the attendees. We were delighted to have Schwab employees Elan Fabri and Ann Arhontes attend the symposium.

The symposium was professionally video taped, enabling us, through editing, to create a "library" of 30-minute to 1-hour taped presentations for distribution to local groups and businesses who may have an interest in a particular segment of the symposium. Our committee is also using the tape to develop a 10-minute overview of the symposium which, along with a "how to" guide, will be distributed through Rotary International to other Rotary Clubs wishing to present a similar symposium in their community.

This valuable project resulting in a special community resource was made possible through the generosity of corporate and foundation support such as yours. Thank you so much for being partners in our success!

Sincerely yours,

Kristin A. Stanfield, Chair  
Rotary AIDS Project  
Symposium Committee

## Symposium Budget

SAMPLE

### AIDS Community Awareness Project

SYMPOSIUM BUDGET - Revised 2/21/94

<b>PROJECTED INCOME:</b>	300 x \$25.00 = .....	\$ 7500.00
	300 x \$30.00 = .....	9000.00
	300 x \$26.00 = .....	7800.00
	300 x \$27.00 = .....	8100.00
	200 x \$25.00 = .....	5000.00
	200 x \$30.00 = .....	6000.00
	200 x \$26.00 = .....	5200.00
	200 x \$27.00 = .....	5400.00

**EXPENSES (based on 300 attendees):**

Honorarium - Beverly Bradley .....	\$ 500.00
Airfare for Beverly Bradley .....	100.00
(at least 14 days advance reservations)	
Mileage for Hallviks (400 miles @ \$.25) .....	100.00
Hotels (Penny attempting to get donated) .....	300.00
Outside meals for Hallviks and Bradley .....	175.00
Meals for presenters at symposium (\$12.50X10) .....	125.00
Printing.....	700.00
Postage.....	200.00
AM Coffee set-up .....	200.00
Lunch (300x\$12.50).....	3750.00
Los Altos Story videos (300x\$5.00) .....	1500.00
<b>TOTAL.....</b>	<b>\$ 7650.00</b>

Video taping of symposium (Foothill?) .....donated?

**EXPENSES (based on 200 attendees):.....\$ 6410.00**  
 Coffee = \$150.00 Lunch = \$2500.00  
**(OOPS! Need some underwriting!!!)**



Los Altos Rotary Club  
AIDS Community Awareness Project Hotline (415) 688-6164