

Cover Sheet- (One Page Maximum)

Funder you are applying to: St. Francis Foundation
Legal Name of Applicant Organization: Pacific Pride Foundation

Contact Person & Title: David Selberg, Executive Director

Phone: 805-963-3636, ext. 125 Fax: 805-963-9086 Contact Person's Email: david@pacificpridefoundation.org

Program Name/Capital Request: HIV Services Program

Funds will pay for: Operating Costs of our HIV Services Program

Full Mailing Address: 126 East Haley Street, Suite A-11, Santa Barbara, CA 93101

Location(s) if different from above: _____

Executive Director: David Selberg Email: david@pacificpridefoundation.org

Fax: 805-963-9086 Phone: 805-963-3636, ext. 125

Website: www.pacificpridefoundation.org

Tax-exempt Status: {Most funders require 501(c)(3) status. Check this requirement before applying}

501(c)(3) Granted Other: Tax ID #: 95-3133613

Type of Request: Check with individual funders to determine the types of accepted grant requests.

Note: Check all that apply.

General Support Program Support Seed Funding Research
 Capital Endowment Multi-Year Collaborative

This Grant Request: \$20,000 Of Total Budget: \$1,268,845

Funds will be used from: January 1, 2014 To: December 31, 2014

Total Organizational Budget -Current Year: \$2,290,289 Agency fiscal year begins: July 1

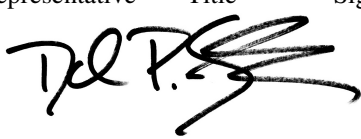
Summarize the organization's mission statement (two to three sentences):
The mission of Pacific Pride Foundation is to advocate for the lesbian, gay, bisexual, and transgender community; care for people living with HIV; and prevent the transmission of HIV.

Summarize your grant request (two to three sentences):
We are requesting \$20,000 to support Pacific Pride Foundation's HIV/AIDS Services Program for people living with or at risk for HIV/AIDS. Our services include case management, free groceries, housing assistance, emotional support, anonymous rapid HIV testing, and HIV prevention education. Funds would be used for operating costs of our south Santa Barbara County HIV prevention efforts and case management services.

Proposal Authorization: We certify that the information in this application is to the best of our knowledge true and accurate and is submitted with our Board of Directors'/Governing Body's full knowledge and endorsement:



Marco Silva, Board Chair March 21, 2014
Name of Authorized Board/Governing Body Representative Title Signature Date



David Selberg, Executive Director March 21, 2014
Name of Lead Staff Member (or 2nd Representative) Title Signature Date

Applicant Name: Pacific Pride Foundation

Proposal Narrative

Background (One page or less)

1. Your organization's history and accomplishments.

Pacific Pride Foundation (PPF) has been offering HIV/AIDS services to Santa Barbara County since 1984. With offices in Santa Barbara and Santa Maria, we have 12 full-time and 4 part-time employees and approximately 100 volunteers. We are the largest service provider between Los Angeles and San Francisco that helps people with HIV and their family members. Each year we serve approximately 370 people living with HIV and their families, plus an additional 3,200 people through our HIV testing and prevention education efforts. In August 2009, PPF lost \$706,000 in government funding for our HIV programs—50 percent of our budget. At that time, we had to lay off 11 staff members but still serve the same number of clients. In 2010-11 we lost an additional \$80,000 in government funding. These cuts made it even more difficult to serve the same number of clients with case management and our food pantry. Our ability to provide HIV prevention education was severely impacted as well, and within a year we saw an increase in the number of newly HIV-positive clients accessing our services. In fact, there has been a 70 percent increase in HIV-positive tests Countywide since 2010. For the 2013-14 fiscal year we have received another 5-10 percent cut on all our government HIV contracts (a loss of \$88,000) and we will have to make up that loss with increased fundraising. As a result, maintaining our current supporters is more important than ever.

2. Your current programs and activities...

Our HIV Services Program includes case management and HIV prevention programs. Our case management staff offers assistance with adhering to complex medication regimens, help with public assistance paperwork, health assessments, free groceries, housing assistance, counseling, transportation to appointments, referrals to other services, and emotional support. All our services are available County-wide in both English and Spanish and are free. Our HIV prevention efforts include anonymous HIV-testing, HIV prevention education and presentations, and a County-approved syringe exchange program. More details about this program are in the Funding Request section.

3. Your organization's relationships – both formal and informal – with other organizations...

We work very closely with the County Public Health Department to provide direct medical and mental health services to people with HIV. We also work with organizations such as the Neighborhood Clinics, Marian Medical Center, Cottage Hospital, Hospice of Santa Barbara, Family Service Agency, and the Santa Barbara Rape Crisis Center to provide health care and mental health services to our clients. We partner with the Food Bank of Santa Barbara County and Food from the Heart to provide groceries and hot meals to our clients. We work with the City Housing Authority to provide affordable housing. We do HIV testing in collaboration with organizations like the Council on Drug and Alcoholism, Casa Esperanza, UCSB Student Health Center, Rape Crisis Center, Good Samaritan Shelter in Santa Maria, Community Health Centers in North County, American Indian Health and Services, and various drug and alcohol treatment programs. However, PPF is the primary provider of HIV medical services and prevention education in the County.

Funding Request

1. What need or problem does your project work to address?

The HIV crisis in the United States is far from over. The latest estimates from the Centers for Disease Control (CDC) suggest that approximately 50,000 Americans become infected each year—one person every 10 minutes—and that 1.1 million people in this country are now living with HIV. It is estimated that 18 percent of these people are unaware of their infection and may unknowingly transmit the virus to others. The Santa Barbara County Public Health Department reports that there are currently 553 people known to be living with HIV/AIDS in our County, and that there are 2,500 additional HIV-positive people, many of whom may be unaware of their status. The CDC confirms that HIV testing is a critical component of prevention efforts, because when people learn they are infected, they can and do take steps

to protect their own health and prevent HIV transmission to others. Because the majority of new sexually transmitted HIV infections are transmitted by those unaware of their infection, undiagnosed infection remains a significant factor fueling the HIV epidemic. Thus, HIV testing and prevention education services are vital if we are going to keep HIV infection rates in Santa Barbara to a minimum. As it is, Santa Barbara County saw a 70 percent increase in new HIV infections between 2010 (when there were 17 positive tests) and 2012 (when there were 29 positive tests). Because people are still becoming infected with HIV, the need for HIV care services is essential. This is especially true for low-income populations that do not have health insurance, which is the population that we serve.

2. In a short paragraph, tell us your organization's or program's goals and specific outcomes ...

Our goals for our case management services and our HIV prevention efforts are:

- At least 80 percent of our clients will experience greater physical and emotional health. This includes having good nutrition, stable housing, medical care, public benefits, the sense that others care about them, connections with others with HIV, and access to information that allows them to make informed decisions about their health and not spreading HIV to others.
- Reduce the number of new HIV infections in Santa Barbara County by providing 3,200 people with education and prevention services including HIV testing, County-approved syringe exchange, and educational presentations.

3. Describe your project or the capital item requested...

We are requesting \$20,000 to support our HIV Services Program. Funds would be used in South County for operating costs of HIV testing/prevention and case management services, described below:

Medical Case Management

Pacific Pride Foundation is a key piece of the HIV/AIDS care system in our County. The Public Health Department cannot do its work without us. The funding that the County receives from state and federal sources mandates that all clients have a case manager in order to avoid a crisis-based approach to healthcare. The County simply is not equipped to case manage over 200 HIV-positive clients. They have acknowledged that not only does PPF have the experience and expertise to do so, but that we can do so with greater financial efficiency than the County. Our case managers are familiar with community resources and serve as guides through the complicated systems that HIV-positive people have to negotiate. Our staff helps clients manage paperwork for public assistance programs and assists them with adhering to complex medication regimens. They also make sure clients receive health and nutritional assessments, housing assistance, mental health counseling, transportation to medical appointments, and referrals to other services. Emotional support is important as well, as newly infected people can feel that their lives are over, and can suffer from depression. Our case managers help them get professional help, and offer information and support that lets them know that they can live longer lives if they take care of themselves.

Treatment Helps Prevent HIV Transmission

A 2011 study by the HIV Prevention Trials Network found that treatment with antiviral medication reduces transmission rate by 96 percent. Because sexual transmission accounts for 80 percent of new HIV infections, this is a tremendous breakthrough for HIV prevention efforts. This highlights the importance of our nurse case manager, who ensures that clients adhere to their medication regimens and helps them manage the side effects so they stay on their medications successfully.

Necessities of Life Project Free Food Pantry

Because our clients are low-income, affording groceries can be a challenge. This is especially worrisome since good nutrition is extremely important in a HIV-positive person's ability to stay healthy and tolerate the side effects of medication. A key element of our case management services is our free food pantries in Santa Maria and Santa Barbara that provide many of our clients and their families with 60-80 percent of their weekly food needs. Clients can shop, for free, for items such as milk, bread, meat, fresh fruit and

vegetables, personal care products, nutritional supplements, and over-the-counter medications. Delivery of grocery items, as well as transportation on shopping days, is available to clients too ill to transport themselves. The NOLP offers the assistance of a registered dietitian who advises us on what types of food to keep in stock to help minimize rapid weight loss, nutrient malabsorption, and side effects of medications. While other pantry programs are available, the stigma of AIDS and the specific nutritional demands of the disease make our pantries essential for our clients' wellness. Our case managers also use shopping days as a way to check in with clients on a weekly basis. The ability to meet with a large number of clients in one day is especially essential now that our staff has been so drastically reduced. We estimate that over 600 hours of case management occur during pantry hours annually.

Assistance for Families

Most of the help we provide to the HIV-positive person also benefits the spouse and children. Many times when we first meet our clients, their lives are in such turmoil that their children are not in school or have not received basic medical or dental care in years. We help address these issues by enrolling the children in school and connecting them with free services. At Christmas we give the children donated presents. Children also benefit from housing assistance, free groceries, and counseling. We provide HIV testing to spouses of our clients, as well as services when they get a positive result.

Who We Serve

Low-income people who are HIV-positive and their dependents are eligible for our services. In fiscal year 2012-13, Pacific Pride Foundation served 208 HIV-positive people plus their 165 dependents. This is a total of 373 people that were aided by our services. The populations we serve require a lot of assistance. They live in poverty, with an average annual income of just \$12,000. Most of them struggle with other problems besides HIV/AIDS. Over 35 percent have mental health issues; 40 percent have a substance abuse problem; and 25 percent are homeless or marginally housed upon entering the program. The demographics of our clients (including dependents) is 65 percent Latino, 28 percent white, 3 percent African American, 3 percent Native American, and 1 percent Asian/Pacific Islander; 69 percent male and 31 percent female; 22 percent under the age of 18. According to County Public Health, there has been an increase in HIV infections among Latino residents, with this community making up 62 percent of new infections in 2012. AIDS diagnoses among Latino men are three times greater than white men, and rates among Latina women are five times higher than white women.

HIV PREVENTION

- **HIV Testing:** Each year, we perform over 1,700 free HIV tests. More than half of these are for high-risk people. We have an approximately one percent positive rate for high-risk populations. This past year, we partnered with two local organizations to do mobile testing in order to reach more people. In the North County, we have been using the van from the Community Health Clinics to do mobile hepatitis C and HIV testing in North County. In South County, we use the Clinic on Wheels of American Indian Health and Services to do mobile hepatitis C and HIV testing at homeless shelters, health fairs, and outside nightclubs on State and Milpas Streets.
- **Free Condoms:** Each year, we give away approximately 13,000 condoms. According to the World Health Organization, condoms are the best defense in preventing the spread of HIV.
- **HIV Education Presentations:** Each year we do approximately 60 presentations for 600 high-risk people in recovery programs and homeless shelters.
- **County-Approved Syringe Exchange:** Our County Board of Supervisors authorizes our administration of this program annually. Each year, we exchange approximately 75,000 syringes for 500 people. The Public Health Department reports that there have been only three new HIV infections due to injection drug use in the last three years due to this program. Prior to our syringe exchange program approximately 27 percent of new HIV infections were from sharing needles.

4. If this is request for General Support, what are your organization's most pressing needs?

N/A

5. How do you plan to evaluate the effectiveness or impact of the grant?

We will use the results of the County's annual case management client survey to measure our success at reaching our goal. The most recent survey was extremely positive, with the overwhelming majority of clients being very pleased with our services. Our Case Management staff, Executive Director, and Finance Director will evaluate the results of the survey to determine where we can make changes in order to better meet our clients' needs. In terms of HIV prevention, the County Public Health Department has told us that, due to our syringe exchange program, there have been only three new cases of HIV infection due to injecting drugs in the last three years. We will look to the County again this year to give us feedback on the success of this program. While we do not have the financial resources for a study to determine the specific impact of our other HIV prevention efforts at reducing HIV infection locally, we will assume that our efforts are having an impact based on general research showing that HIV prevention efforts work to decrease the incidence of HIV transmission. According to the CDC, "Scores of scientific studies have identified effective prevention interventions for numerous populations, and it is estimated that prevention efforts have averted more than 350,000 HIV infections in the United States to date."

6. Summarize the skills and relevant experience of key staff/volunteers...

Elizabeth Figueroa, Bilingual Nurse case Manager: Liz is a 2010 graduate of Santa Barbara City College's Nursing Program. Prior to becoming a nurse, Liz worked for 10 years for the County of Santa Barbara Public Health Department as a medical assistant. This enabled her to visit County clinics as well as homeless shelters throughout the County, giving her experience with homeless people and other high-needs populations. Liz worked for a couple of private doctors as a medical assistant and through this gained experience working with people with addiction issues. She completed a nursing internship at Santa Barbara Cottage Hospital which gave her experience in a hospital setting.

Cynthia Camacho, MFT, Bilingual Social Work Case Manager: Cynthia graduated from Colorado Christian University with a B.A. in Psychology and completed her Masters in psychology, marriage and family therapy from Chapman University in 2009. Cynthia coordinates our case management and counseling and recovery programs (including our intern program, as well as seeing individual clients), and our LGBT youth services. Cynthia has been with Pacific Pride since 2008.

Meggan Rodarte, MFT Intern, Social Worker Case Manager: Meggan completed both her undergraduate and graduate coursework in psychology at Chapman University. Meggan serves as Social Worker Case Manager for our South County program, and as an MFT intern providing counseling services to clients in North County. Meggan has been working for Pacific Pride since 2013.

Malek Guerbaoui, HIV Education and Prevention Coordinator: Before Malek joined our team, he worked as a Sexual Health and Relationships Peer Health Educator for three years through UCSB's Health and Wellness Program. As an intern, Malek presented health information to the campus, participated in education and outreach efforts, and coordinated awareness activities. Since his involvement in health education, Malek has gone on to serve as an advisor to the Sex and Relationships internship program as well as advise the Safer Sex Peer residence halls program. Malek holds a Bachelor's degree in Psychology.

Santa Barbara County Public Health Department: PPF provides HIV/AIDS case management countywide as the exclusive subcontractor of the Public Health Department.

7. If full funding is not available through this request, what is the contingency plan?

If full funding is not available, we will continue to request funding from other sources. We have begun implementing a three-year plan to increase donations from individuals in order to balance our base of support. We are off to a solid start, with the 2012-13 fiscal year ending with a small surplus. However, our fundraising goals have increased by more than \$200,000 over last year due to the loss of government funding and increased expenses, making the support of our current funders more important than ever.

List of Attachments

- Board List
- Program Budget
- Organizational Financial Summary
- Organizational Balance Sheet
- IRS Tax Exemption Letter

**Pacific Pride Foundation
Board of Directors/Governing Body**

Name	City	Affiliation/Profession	Board Position	Member Since
Marco Silva	Santa Barbara	Teacher	Chair	2008
Michele Hock	Santa Barbara	Local Business Owner	Vice Chair	2012
Ralph Barbosa	Santa Barbara	Program Administrator, S.B. County Public Health Department.	Treasurer	2012
Jessa Riley	Santa Barbara	Graphic Designer	Secretary	2008
Charity Thoman	Santa Barbara	Physician, County Public Health Dept.	Medical Advisor	2013
Auralee Bunch	Santa Barbara	Retired		2009
John Duffy	Goleta	Financial Advisor		2013
Jennifer Drury	Santa Barbara	Attorney-at-Law		2010
Ethan Ragsdale	Santa Barbara	Police Officer, S.B. Police Dept.		2012
Paul Rinaldi	Santa Barbara	Retired Financial Advisor, PPF Client		2011
Jill Shalhoob	Santa Barbara	Local Business Owner		2005
Heather Stevenson	Santa Barbara	Grant Writer and Parent Educator		2005

How often does the Board / Governing Body meet? Monthly

Applicant Name: Pacific Pride Foundation

HIV Services Program 2013-14

INCOME

Possible categories: Government grants, foundation grants, individuals, business support, events, fees for service, etc.

Source	Total Program(\$)	Pending (\$)	Secured (\$)	Notes
Client Fees	\$ 5,000.00	\$ 2,226.00	\$ 2,774.00	
Contract Income	\$ 504,117.00	\$ -	\$ 504,117.00	
Contract Medi-Cal	\$ 32,638.00	\$ -	\$ 32,638.00	
Donations	\$ 249,661.00	\$ 154,631.00	\$ 95,030.00	
Donations Goods Received	\$ 328,000.00	\$ 142,423.65	\$ 185,576.35	
Donations Services Received	\$ 1,000.00	\$ 45.00	\$ 955.00	
Foundation Grants	\$ 76,000.00	\$ 30,000.00	\$ 46,000.00	
Release from Restricted Assets	\$ 72,429.00			
TOTAL INCOME	\$ 1,268,845.00	\$ 329,325.65	\$ 867,090.35	

List the In-Kind (non-cash) contributions: Volunteer time, groceries

EXPENSES

Possible categories: Salaries, professional fees, rent and utilities, travel, publicity/outreach, events, etc.

Item	Total Program(\$)	This Request (\$)	Notes
Direct Client Expenses	\$ 203,414.00	*	
Donated Goods/Services	\$ 328,000.00		
Personnel	\$ 546,026.00		
Contract Labor	\$ 3,060.00		
Supplies/Printing/Postage	\$ 5,746.00		
Travel/Mileage (pantry van)	\$ 9,720.00		
Other Direct Operating	\$ 3,362.00		
Rent/Utilities	\$ 102,966.00		
Insurance	\$ 13,776.00		
Indirect Operating	\$ 37,774.00		
Temporary Restrictions to Revenue	\$ 15,001.00		
TOTAL EXPENSES	\$ 1,268,845.00	\$ -	
NET PROFIT OR LOSS	\$ -		

* We are requesting a \$10,000 operating grant for our HIV/AIDS programs.

Applicant Name: Pacific Pride Foundation

Organization Financial Summary

Organization Name: Pacific Pride Foundation

Fiscal Year Dates July 1 - June 30

INCOME

Possible categories: Government grants, foundation grants, individuals, business support, events, fees for service, etc.

Source	Prior Year's Actual (\$) 6/30/2013	Projected Annual Budget 2013-14	YTD Actual (\$) 1/31/2014
Client Fees	\$ 6,103.00	\$ 5,000.00	\$ 4,280.00
Contract Income	\$ 629,265.00	\$ 527,863.00	\$ 323,080.00
Medi-Cal	\$ 33,182.00	\$ 32,638.00	\$ 18,495.00
Donations	\$ 627,735.00	\$ 865,349.00	\$ 288,043.00
Donated Goods/Services	\$ 290,317.00	\$ 329,000.00	\$ 183,886.00
Event Revenue/Sponsorships	\$ 119,897.00	\$ 114,200.00	\$ 76,318.00
Grants	\$ 271,736.00	\$ 91,900.00	\$ 177,500.00
Interest Income	\$ 2,413.00	\$ 2,042.00	\$ 1,421.00
Unrealized Gains on Investments	\$ (713.00)		
Prior Year Restricted Revenue	\$ 267,018.00	\$ 322,297.00	
TOTAL INCOME	\$ 2,246,953.00	\$ 2,290,289.00	\$ 1,073,023.00

List the In-Kind (non-cash) contributions: Donated Groceries/Volunteer Services

EXPENSES

Possible categories: Salaries, professional fees, rent and utilities, travel, publicity/outreach, events, etc.

Item	Prior Year's Actual (\$) 6/30/2013	Annual Budget (\$) 2013-14	YTD Actual (\$) 1/31/2014
Direct Client	\$ 507,177.00	\$ 552,187.00	\$ 314,263.00
Personnel	\$ 911,032.00	\$ 936,929.00	\$ 583,417.00
Fundraising	\$ 294,888.00	\$ 404,900.00	\$ 50,452.00
Operating	\$ 312,048.00	\$ 343,021.00	\$ 212,889.00
Restricted Revenue for Future Year	\$ 199,125.00	\$ 53,252.00	
TOTAL EXPENSES	\$ 2,224,270.00	\$ 2,290,289.00	\$ 1,161,021.00
NET PROFIT OR LOSS	\$ 22,683.00	\$ -	\$ (87,998.00)

Total Capital Expenses		\$ -	\$
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i.e., computers, vehicles, building improvements, etc:

Explanatory Notes:

Applicant Name: Pacific Pride Foundation**Organization Balance Sheet Summary****Note:** Check with each foundation to see if this form is required.

	MOST CURRENT (\$)	PRIOR YEAR CLOSE (\$)
	1/31/2014	6/30/2013
ASSETS		
Current Assets		
Cash and Equivalents	\$ 733,347.00	\$ 526,907.00
Accounts Receivable	\$ 88,937.00	\$ 113,656.00
Prepaid Expenses	\$ 193,228.00	\$ 34,494.00
Inventory	\$ 8,099.00	\$ 7,836.00
Grants/Pledges Receivable		
Other: Deposits		\$ 4,771.00
Fixed assets (Net)		
Property	\$ -	\$ -
Buildings	\$ -	\$ -
Equipment	\$ 19,646.00	\$ 15,348.00
Investments		
Endowments		\$ 430,514.00
Other: Investment accounts	\$ 16,451.00	
TOTAL ASSETS	\$ 1,059,708.00	\$ 1,133,526.00
LIABILITIES		
Current Liabilities		
Accounts Payable	\$ 40,703.00	\$ 8,634.00
Accrued Expenses	\$ 46,757.00	\$ 81,785.00
Long Term Debt (Current Portion)		\$ -
Short Term Debt		\$ -
Other:		\$ -
Long Term Debt (over a year)		
Loan		\$ -
Other:		\$ -
TOTAL LIABILITIES	\$ 87,460.00	\$ 90,419.00
NET ASSETS	\$ 972,248.00	
Unrestricted		\$ 212,365.00
Temporarily Restricted		\$ 830,742.00
Permanently Restricted		
TOTAL LIABILITIES		
AND NET ASSETS	\$ 1,059,708.00	\$ 1,133,526.00

Internal Revenue Service

Department of the Treasury

District
Director

300 N. Los Angeles Street, MS 7043
Los Angeles, CA 90012

The Pacific Pride Foundation
126 E. Haley Street #A-17
Santa Barbara, CA 93101-2342

Person to Contact: Stephen M. Klopp

Telephone Number: 213-894-2289

Refer Reply to: EO 042397

Date: APR 23 1997

re:#95-3133613

Dear Taxpayer:

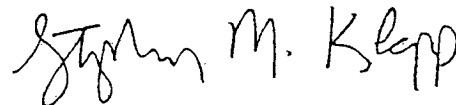
This letter is in response to your request for a copy of the determination letter for the above named organization.

Our records indicate this organization was recognized to be exempt from Federal Income Tax in January 1978 as described in Internal Revenue Code Section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in Section 509(a) of the Code, because it is an organization described in Section 170(b)(1)(A)(vi).

The exempt status for the determination letter issued in January 1978 continues to be in effect.

If you need further assistance, please contact our office at the above address or telephone number.

Sincerely,



Disclosure Assistant