



A 100% advance collection of pledges saves us hundreds of dollars in follow-up costs.

Please complete the form and mail it back to us. We'll send you a pledge sheet and you and your team will be on your way. Hope to see you there.

☐ YES! I'll dance to help fight AIDS. Send me a Registration Kit.

☐ Enclosed is a contribution to help with organizing expenses.

☐ \$25.00 ☐ \$10.00 ☐ \$5.00 ☐ \$100.00

**Make Checks Payable to:
MAA, AIDS Dance-a-thon.**

Dancer's Name Shannon J. Lilly Phone (Day) 861-5600

Address 77 Ramona St. #4 Phone (Night) 552-7816

City San Francisco State Ca. Zip 94103

Return to: SF AIDS Dance-a-thon, c/o Mobilization Against AIDS, 1540 Market Street, Suite 60, San Francisco, CA 94102-6035. (415) 863-4676.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

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PERMIT NO. 23628

SAN FRANCISCO, CA

POSTAGE WILL BE PAID BY ADDRESSEE

S.F. AIDS Dance-a-thon

c/o MOBILIZATION AGAINST AIDS

1540 Market Street #60

San Francisco, CA 94102-6035



Dance-a thon Beneficiaries:

AIDS EMERGENCY FUND — A Community-Funded service that gives financial assistance to people with income difficulties because of AIDS or disabling ARC. 90% of the funds are returned to those in need.

SF BLACK COALITION ON AIDS — An advocacy and referral project to address issues surrounding AIDS within the Black community.

MOBILIZATION AGAINST AIDS — A national health advocacy and civil rights organization working to harness grassroots activism for local and national responses to AIDS. MAA is dedicated to securing additional funding and protecting the rights of PWAs and those perceived at risk of infection. Mobilization also sponsors the International Candlelight Memorials that regularly occur in 100 cities around the world.

SHANTI — A nonprofit, volunteer agency providing direct support and assistance to PWAs and their loved ones.

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SAN FRANCISCO **AIDS** Dance-a-thon

1540 Market Street, Suite 60, San Francisco, CA 94102-6035 • Phone: (415) 863-4676

Benefiting:

- The AIDS Emergency Fund
- The Black Coalition on AIDS
- Mobilization Against AIDS
- The Shanti Project

October 26, 1988

Dear Community Business Person,

Mobilization Against AIDS, the Shanti Project, the AIDS Emergency Fund and the San Francisco Black Coalition on AIDS are planning on having some fun to raise money for AIDS, and we thought you might be interested.

We are seeking no money, no materials, no anything from your company.*

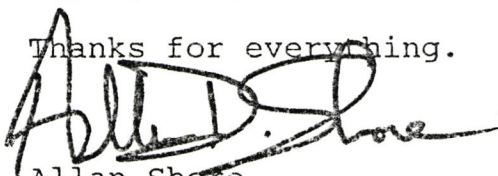
The Second SF AIDS Dance-a-thon will be occurring on Sunday, December 4, 1988, from 2:00 pm until midnight. The object of the event is for individuals (or teams) to dance for as long as they can during that time to collect the pledges they arranged ahead of time from their friends, family members, co-workers, bosses, etc. Certificates will be awarded to all dancers. Celebrities will entertain throughout and special awards will be given to the highest money earners.

The Dance-a-thon was so successful last year the participants asked us to repeat it this year. Only we want to make a special outreach to companies, such as yours, who have given already of their finances and attention to the AIDS crisis. Teams of dancers make the toe-tapping more fun and more productive.

All that we ask of you is to make the enclosed materials available and, perhaps, see if someone in your company would be interested in organizing a Company Dance Team. Teams can be of any size and we'll give your company credit for the collective pledges they gather.

The enclosed sign-up sheets can be passed around for interested individuals. Call us at the below number and we'll make sure you get a Team Package so you'll get credit for all the money your employees generate.

Thanks for everything.



Allan Shore
Dance Coordinator

* Okay, it might take a minute of time and soft shoes.

KOFY

am1050 / fm98.9 / tv20

November 28, 1988

San Francisco AIDS Dance-a-thon
1540 Market Street, suite 60
San Francisco, CA 94012

benefiting:
MOBILIZATION AGAINST AIDS
AIDS EMERGENCY FUND
THE SHANTI PROJECT
BLACK COALITION ON AIDS

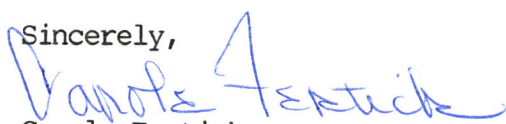
Dear Gentlemen:

This week the above is featured on a segment of TV-20's
30-second community billboard, "ON THE CALENDAR."

Due to KOFY's number of public service announcements, we
will not be able to give exact times but the spot will
air several times during the week of November 27th.

"ON THE CALENDAR" is TV-20's continuing effort to serve
the greater Bay Area community.

Sincerely,



Carole Fertick
Public Affairs Director

tv20

2500 Marin Street
San Francisco, Ca94124
(415) 821-2020

Spots ran:
11/28 - 12/4 12/7

SAN FRANCISCO **AIDS** Dance-a-thon

1540 Market Street, Suite 60, San Francisco, CA 94102-6035 • Phone: (415) 863-4676

Benefiting:

- The AIDS Emergency Fund
- The Black Coalition on AIDS
- Mobilization Against AIDS
- The Shanti Project

Info for callers to previous dancers:

Sunday, Dec. 4th at the I-Beam

1748 Haight Street

No cover for participants, free non-alcoholic beverages

Snacks.

REGISTRATION STARTS PROMPTLY AT 1:00 DANCE STARTS AT 2:00

Over 400 Dancers have already signed up.

Local entertainment is currently being lined up.

More fun, more music. We are working on surprises too.

WHAT TO SAY:

Hi, my name is _____. I'm calling for the San Francisco AIDS Dance-a-thon.

I just wanted to say hello and thanks for signing up to dance.

Have you received your registration kit yet?

(If not, when did you sign up? Some are just going out now!)

(Yes) Great!! Have you had a chance to get out and gather pledges?

(No) Oh, does that mean that you are not going to be able to participate. We just want to have an accurate count because space at the dance is limited.

Okay. Thanks very much. Everything sounds wonderful. I hope to see you on Sunday, December 4th with all the pledges you collected in advance.

(If they say they do not now want to be involved, say -- thank you anyway. Perhaps next year will be better for you. It was nice talking with you anyway.)

Our telephone number is in the package we sent you if you have questions. Keep up the good work. Bye.

B L A C K C O A L I T I O N O N A I D S

SAN FRANCISCO

Mailing Address:

Box 11908

1455A Market Street

Suite 350

San Francisco, CA 94103

November 11, 1988

Mobilization Against AIDS
1540 Market Street, Ste 60
San Francisco, CA 94102

Attn: Paul Boneberg:

Pursuant to our agreement to participate in the AIDS Dance-A-Thon, enclosed please find our current mailing list on labels.

In addition, if you have a flyer for the dance-a-thon, we would like to receive it, to additional promotion.

Thank you,

Kim Shine

Kim Shine
Black Coalition on AIDS

KS/k

Encl:

San Francisco

AIDS

Dance-a-thon

A 10-Hour dance marathon to fight AIDS.

**Do you like to Dance?
Do you want to help fight AIDS?**

Last year hundreds of people danced, some for 10 hours straight, to fight AIDS. They raised over \$25,000 just by dancing. This year's Dance-a-thon will be twice as large and benefit a number of AIDS organizations.

The Event—San Francisco AIDS Dance-a-thon

Sun December 4th, 2 pm to 12 am

The I-BEAM, 1748 Haight, San Francisco

No Admission Cost For Any Dance-a-thon Participant

Benefiting:

The AIDS Emergency Fund
The Black Coalition on AIDS
Mobilization Against AIDS
The Shanti Project

To Participate — It's EASY!

1. Fill out the form below and return it, we will send you a dance-a-thon registration kit.
2. Gather pledges from your friends or co-workers for every hour you plan on dancing.
3. Dance! (You can dance all or part of 10 hours. There will be lots of rest periods.)

☐ **YES! I'll dance to help fight AIDS. Send me a Registration Kit.**

☐ **Enclosed is a contribution to help with organizing expenses.**

☐ \$25.00 ☐ \$10.00 ☐ \$5.00 ☐ \$100.00

Dancer's Name _____ Phone (Day) _____

Address _____ Phone (Night) _____

City _____ State _____ Zip _____

Return to: Mobilization Against AIDS, 1540 Market Street, Suite 60,
San Francisco, CA 94102 (415) 863-4676.

San Francisco

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San Francisco, CA 94102 (415) 863-4676.**

SAN FRANCISCO

AIDS Dance-a-thon

Registration Form

Dancer Name _____

Address _____ Phone _____

City _____ State _____ Zip _____

Suggested minimum pledge: \$1.00 per hour. Please arrange pre-payment of pledge so the event can be a culmination of our efforts. Make check payable to Mobilization Against AIDS. San Francisco AIDS Dance-a-thon.

BRING THIS FORM WITH YOU TO THE DANCE-A-THON!

PLEASE PRINT

SPONSORS NAME	ADDRESS / CITY	ZIP	PHONE	PLEDGE PER HOUR	x 10 HRS = TOTAL	AMOUNT PRE-PAID
1						
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25						

TOTAL
PLEDGE

TOTAL
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TOTAL
PLEDGE

TOTAL
PRE-PAID

In consideration of your accepting my entry, I, the undersigned, intending to be legally bound hereby for myself, my heirs, executors, and administrators, waive and release any and all rights and claims against the persons and organizations affiliated with the "1988 San Francisco AIDS Dance-a-thon," including Mobilization Against AIDS, the Shanti Project, the AIDS Emergency Fund, the SF Black Coalition on AIDS and the I-Beam.

I further attest that I am physically fit to participate in the "1988 San Francisco AIDS Dance-a-thon" event, I will dance at the pace which I feel is comfortable for me, and by signing this waiver, I acknowledge that I have been encouraged to take as many breaks as I feel I need to be comfortable.

Should emergency medical treatment become necessary during the dance-a-thon, I consent in advance to such emergency medical treatment as is necessary, and furthermore acknowledge that such treatment is my own responsibility and that the organizers of the "1988 San Francisco AIDS Dance-a-thon" are not obligated to continue it or assume follow up responsibility.

Signature: _____ Date: _____

Print Name: _____

In consideration of your accepting my entry, I, the undersigned, intending to be legally bound hereby for myself, my heirs, executors, and administrators, waive and release any and all rights and claims against the persons and organizations affiliated with the "1988 San Francisco AIDS Dance-a-thon," including Mobilization Against AIDS, the Shanti Project, the AIDS Emergency Fund, the SF Black Coalition on AIDS and the I-Beam.

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Signature: _____ Date: _____

Print Name: _____

SAN FRANCISCO **AIDS** Dance-a-thon

1540 Market Street, Suite 60, San Francisco, CA 94102-6035 • Phone: (415) 863-4676

Benefiting:

- The AIDS Emergency Fund
- The Black Coalition on AIDS
- Mobilization Against AIDS
- The Shanti Project

December 9, 1988

Dear Accomplished Dancer --

You made it! Along with nearly ~~300~~ other hearty souls, you danced for ~~10~~ hours to help in the fight against AIDS.

Thank you so very much.

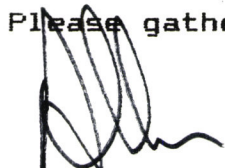
But don't forget you still have a little work to do. When you left the I-Beam Sunday night, you should have taken back a copy of your pledge sheet with the names of sponsors who owe you something for your work. Now is the time to collect that money.

Enclosed are some return envelopes that you can give directly to your sponsor or that you can use to send in the money you collect. No postage is necessary. Make sure you put your name on the outside of the envelope so we can keep track of how you are doing.

I want to thank you one more time for the tremendous work you did. Mobilization, the Shanti Project, the AIDS Emergency Fund and the Black Coalition on AIDS appreciate it as well. The money you collect now is just as important as that which you brought with you, however, so just a little more work and your feet can rest.

Just to make sure you have one, I've included another certificate for your accomplishment. Display it proudly!

Please gather those remaining pledges quickly. And stay in touch.



Allan Shore
Dance Coordinator
863-4676

Sharon McNight

SAN FRANCISCO

AIDS Dance-a-thon

1540 Market Street #60
San Francisco, CA 94102-6035

Benefiting:

- The AIDS Emergency Fund
- The Black Coalition on AIDS
- Mobilization Against AIDS
- The Shanti Project

SAN FRANCISCO **AIDS** Dance-a-thon

1540 Market Street, Suite 60, San Francisco, CA 94102-6035 • Phone: (415) 863-4676

Benefiting:

- The AIDS Emergency Fund
- The Black Coalition on AIDS
- Mobilization Against AIDS
- The Shanti Project

December 9, 1988

Dear Friend,

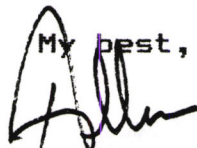
Our records indicate that even though you signed up to participate in the 1988 San Francisco AIDS Dance-a-thon you were unable to attend. We are sorry that you could not join nearly 300 dancers who succeeded in dancing for 10 hours to help the fight against AIDS.

Nevertheless, because you received a Registration Kit, we thought that you might actually have collected some pledges. If so, you may return them in the enclosed envelope. No postage is necessary. Mobilization Against AIDS, the Shanti Project, the AIDS Emergency Fund and the SF Black Coalition on AIDS would appreciate those dollars or any others you might be able to contribute.

If you saw us on the news, you know that this year's event raised approximately \$40,000. Any help you can give will increase that number even more. And it will give us the ability to make next year's event even bigger.

Once again, I'm sorry you were unable to attend. Maybe next time.

My best,



Allan Shore
Dance Coordinator
863-4676

Bump, Thump, and Wiggle

300 Dancers Raise \$45K in Pledges As Dance-a-thon Helps 4 AIDS Organizations



Oh my God, there's gum on my shoe!

(Photo: PhotoGraphics/Darlene)

The dance floor of the I-Beam disco looked more like your local gymnasium Sunday, Dec. 4, as 300 people bumped, thumped, and wiggled their way through ten hours of continuous music to raise money for the fight against AIDS.

Nearly \$45,000 in pledges was received for the second annual AIDS Dance-a-thon to benefit four organizations involved in the event: the AIDS Emergency Fund, the Black Coalition on AIDS, Mobilization Against AIDS, and the Shanti Project.

Men and women began to arrive early at the I-Beam for the afternoon start, many of them wearing light gym gear in preparation for the long hours they would be working out on the dance floor. The mood was festive as dancers warmed up prior to the beginning of the event, their numbered ID sheets pinned to their bodies. At 2 p.m., disco lights flooded the huge interior, and music blared as participants clapped and shouted. On the walls, projected clips of the best of Fred Astaire and Gene Kelly heralded the beginning of the marathon.

Allan Shore, a development consultant who works for a variety of nonprofit programs, was coordinator for the Dance-a-thon. He expressed concern for the participants: "Technically it's a ten-hour dance marathon," he said, "but we're not forcing anybody to dance, and we don't monitor them that much. The idea is to have fun. We want to encourage them to take breaks so they don't get sick or hurt themselves."

Everyone who danced received a certificate of appreciation. Shore said he personally thinks of them as "certificates of perseverance."

"What we're trying to do is make this grow to a quarter-of-a-million-dollar event," he added, "something comparable to the Walk-a-thon. We think we can do that next year, when we will be holding it at two or three locations."

A NEW VEHICLE

Paul Boneberg, executive director of Mobilization Against AIDS, volunteered to register people and monitor the dance throughout the day. "We're very pleased that Dr. Sanford Kellerman of the I-Beam let us use this space," he acknowledged. "He donated not only his place, but his staff opened up many hours early, and they're serving drinks and food to the dancers."

"I feel very good about the event," he continued. "I feel, to

a large degree, that Mobilization Against AIDS has succeeded in creating a new vehicle to raise money. We've also channeled, in a very fun way, a whole bunch of energy in the community to help fight AIDS."

For the first three hours of the marathon, dancers were encouraged to take a break and enjoy the food and beverages provided for them. Danny Williams emceed the earlier part of the show, and Sharon McNight arrived at midnight to sing "Pennies From Heaven" and give out awards to those who raised the most money and lasted the longest.

The winning plaque reads, "Grand Prize Champion Dancer." It was given to Howard Smith, who won first place and raised the most money in 1987. This year he beat his own record, bringing in \$2,255 to fight AIDS. Smith didn't have any special partner for the marathon. He danced with everyone else on the floor.

"It's a very good cause," he said after the marathon was over. "I did it last year, and I wanted to do it again this year because I know some people that the AIDS virus has affected, and they are no longer with us today. It's the least I can do, and I want to thank all the people who sponsored me — because I couldn't have done it without them."

Sitting beside him was second-place winner Michael Sport Harriman, who raised \$2,223. Halfway through the event, Harriman made a wise move. He ran into the men's room and acquired some damp tissue paper to use as earplugs. "It feels great to finish," he said. "I'm a little tired, but it was well worth it. It's a kind of tribute to the people who have gone."

Denise Laws raised \$620 and finished in 11th place. "It really makes me feel good that I made it through the whole ten hours," she said with a smile. "Seeing everyone else dancing, there is a feeling that we are all working together to help people. I feel as

if I did my part, and a lot of other people did, too. It's not really that hard—if you just put some effort into it." ▼

1988 S.F. AIDS Dance-a-thon

10-Hour dance participant

Sunday, December 4th, 1988
At the I-BEAM

*We deeply appreciate your participation as a
Marathon Dancer in raising funds for AIDS health and
civil rights advocacy. Thank you for caring.*

**MOBILIZATION AGAINST AIDS
THE SHANTI PROJECT
AIDS EMERGENCY FUNDS
SF BLACK COALITION ON AIDS**

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SAN FRANCISCO

AIDS

Dance-a-thon

A 10-Hour dance marathon to fight AIDS

WHEN:
SUNDAY, DEC. 4TH, 2 PM — 2 AM

WHERE:
THE I-BEAM, 1748 HAIGHT ST., SF

BENEFITING:
The AIDS Emergency Fund
The Black Coalition on AIDS
Mobilization Against AIDS
The Shanti Project

**Registration Forms will be available at
the I-BEAM and at other locations
throughout the city.**

**For more information or to register
by phone,**

(415) 863-4676

SF AIDS DANCE-A-THON
c/o Mobilization Against AIDS
1540 Market Street, Suite 60
San Francisco, CA 94102-6035