



Residential Care for
People Living with AIDS

Among Friends

Newsletter — Spring 2001

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“To everyone involved in the Christmas celebration at Maitri —planners, shoppers, wrappers, organizers, cooks, cleaners, helpers, volunteers, workers, elves, etc. — thank you so much for all your hard work and thoughtfulness. Howard had a super Christmas and so did we — it truly felt like a holiday at home with extended family.”

— Linda, wife of our resident Howard



A Thousand Points of Light—The ornaments and lights on this tree (from a fairy angel who also bought us new silverware and a karaoke machine) represent the collective intention of our residents, volunteers and staff to make Maitri a warm and loving home not only during the holidays but throughout the year too. Howard surely enjoyed himself at the tree-trimming party.

From the Board — Hello & Welcome to Maitri's New Executive Director

On behalf of the Maitri Board of Directors, I'd like to extend a warm welcome to Timothy A. Patriarca as our new Executive Director, effective February 12. Immediately prior to joining Maitri, Tim served as the Corporate & Foundation Relations Director at the University of San Francisco. Tim's background in community and fund development as well as his easy-going manner won the confidence of Board and staff members during the interview process, and we anticipate that he will help bring a new level of awareness to our community about Maitri's important role along the spectrum of care options available to Bay Area residents living with AIDS.

Our search process had been smooth, but not easy, given the number of highly qualified candidates and the hard-to-match legacy of our previous Executive Director, Bill Musick. After Bill's resignation last October, the Board convened a search committee and created a profile of the ideal candidate. We decided that this person would have to be highly experienced in budget management, fundraising, and community development. Having set our goals, we cast our net and began receiving and screening the resumés of many qualified applicants. The first round of interviews took place during December, and just after the New Year, the Board and a committee of Maitri staff interviewed our final two candidates.

Maitri Residents July 1, 2000 to January 31, 2001

Total residents	25
Resident deaths	10
Discharges	3

(continued on page 4)



401 Duboce Avenue
 San Francisco, CA 94117-3551
 (415) 558-3000
 (415) 558-3010 Fax
 www.maitrisf.org

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 Edna Ribero, Visitation Santos, Ich To,
 Dong Yu

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 Compassionate Care.*

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To My New Friends

Some tidbits about Tim

Birth Date & Birth Sign

June 13, Gemini

Hometown

Racine, Wisconsin

Education

*BA in Political Science,
 University of Wisconsin – Madison (1990)*

*MA in Asia Pacific Studies,
 University of San Francisco (2000)*

Most Recent Job

*Director of Corporate & Foundation Relations,
 University of San Francisco (May 2000 to
 January 2001), which followed other fundraising
 roles at USF since May 1995*

First Impression of Maitri

"Wonderful, warm, comfortable"

Special Talents

*Speaks Cantonese, plays cello,
 cooks gourmet vegetarian meals*

Best San Francisco Moment

*Sailing on the Bay
 in one of those uniquely warm days*



Swanda & Schindler Photography

Tim

*It is an honor to be joining the Maitri fami-
 ly as the Executive Director. I am grateful
 for the opportunity to build on such a solid
 foundation laid by former Executive
 Director Bill Musick, as well as those before
 him. Personally, the decision to accept this
 challenge was easy. Maitri's reputation in
 our community is unequalled. I am excited
 to work with such a knowledgeable staff to
 provide compassionate care for the mind,
 body, family and spirit.*

*The generous support from you — Maitri's
 volunteers, friends, and donors — makes it
 possible to continue Issan Dorsey's vision
 for this home: a place where no one is ever
 alone, a place where everyone can feel
 safe and warm, a place where all residents
 can experience life, sickness, and death
 openly and comfortably. I am proud to*

*join you in sharing this profound mission
 and responsibility.*

*As the new kid on the block, I know that
 I have a lot to learn. I hope to meet with
 you to hear firsthand what drew you to
 Maitri and what has kept you involved.
 My immediate goals for Maitri are to
 increase financial support for this program
 and to communicate our purpose through-
 out government, corporate, foundation,
 and community circles. I consider it a
 privilege to be given this opportunity to help
 Maitri provide such wonderful care in an
 atmosphere of love and dignity, and I look
 forward to working with all of you in build-
 ing on the success that you have helped
 Maitri achieve.*

*Please stop by and introduce yourself next
 time you visit.*



Tim Patriarca, Executive Director

“Gift of Leadership”

Soon, it may be no exaggeration to say that Maitri grooms corporate executives just as well as it does compassionate volunteers. Recognizing the many qualities that help a volunteer excel will also enhance an employee’s professional performance. Charles Schwab & Co.’s human resources department has launched a “Gift of Leadership” program that encourages its staff to volunteer at a local non-profit. Maitri is one of five organizations selected for this project — an opportunity for Schwab employees to develop what the company calls “Core Competencies,” such as “Adaptability,” “Passion for Service,” and “Embracing Diversity.” Schwab has developed a report card that allows our volunteer coordinator to provide feedback to the participants—examples of the criteria for evaluation include “embracing change,” “risking being vulnerable in order to connect with others,” and “supporting the honest expression of others’ view-points.” Sounds like a Maitri volunteer? You bet! This project is the brainchild of our long-time volunteer Paul Gonyea — a big “thank you” for your initiative and care, Paul!



Charles Schwab & Co

Paul, as quoted in Charles Schwab’s “Community Investor Services” report: “You take someone with AIDS from a roach-infested, run-down, rented room. You give him a beautiful, clean and comfortable place to stay at Maitri and he changes before your eyes. Because for the first time in a long time, someone’s been kind to him. When death is so near, no one should feel they’re alone in this world.” Paul is pictured here with Loretta.

Culinary Hub

Our *Dinner At Maitri* benefit series — a once-a-month gathering that is at once intimate, glamorous, meaningful and enjoyable — is becoming immensely popular thanks to some of the best names in the San Francisco culinary world who’ve been making guest appearances at Maitri. Here are some highlights since our last newsletter in September:

- On October 19, **JOHNFRANK**, our neighbor down the street, celebrated the restaurant’s first anniversary by bringing a feast to Maitri to help us honor a group of very committed donors. Ever since JOHNFRANK did a pre-opening special for us in September 1999, we’ve been on the receiving end of co-owner’s Frank Everett’s loving kindness—he lets us use his linen once a month and is always ready to help solve our emergency kitchen needs.
- **AsiaSE**, Part I, November 9: **Chef Matt Metcalf** brought his Cal-Asian cuisine and the famed *Gender Illusionist* experience to Maitri for a dinner party hosted by **Eddie Dobbins, Jr.** Eddie convened a number of San Francisco’s African-American gay and lesbian leaders for a delicious introduction to Maitri that included a two-part dessert of *Banana Beignet* and *Chocolate Pot de Crème*.
- **AsiaSE**, Part II, January 4: Matt and Eddie hit it off so well that they came back shortly after the New Year for Eddie’s birthday dinner. All of Eddie’s friends wanted to come, and with 24 in the dining room it was our largest gathering yet — full house, full stomach, and full of heart!
- We received presidential treatment on February 1 when **Chef Charles Phan** of **The Slanted Door** set up a giant steamer on our patio to cook sea bass — “the best that I’ve ever had,” remarked several guests. The dinner was hosted by Maitri Board President **Traci Teraoka Patel** and long-time supporter **Deborah Taylor Sweeney**.



Thanks to Deborah Taylor Sweeney’s friendship with Chef Charles Phan of *The Slanted Door*, Maitri dinner guests had the opportunity to savor the exquisite Vietnamese cuisine of this celebrated restaurant.

- We welcomed our honored guest **Armistead Maupin**, acclaimed author of *Tales of the City* and *The Night Listener*, to our February 22 dinner, which featured the creations of **Chef Michael Mina** of *Aqua*. Armistead wrote about his friend’s experience at Maitri in *The Night Listener*.

We would like to thank **Wells Fargo** for a \$2,000 donation in November made in recognition of all the restaurants that have participated in this program since July 1999. Of course, the VIP treatment that each guest received would not have been possible without our core group of stellar volunteers — thank you Craig, Ella, Christina, Bruce, Jeff, Grant, Carl, Spike and John! (And please forgive us if we inadvertently left your name out — really, we love you!) If you would like to experience the magic of these dinners as a host, guest, or volunteer, please call Don at (415) 558-3002.

Maitri Residents July 1, 2000 to January 31, 2001

Male	21	84 %
Female	3	12
Transgender	1	4
Gay	18	72 %
Heterosexual	5	20
Bisexual	2	8

AsiaSF Meets MaitriSF

(From the Board – Hello & Welcome to Maitri's New Executive Director — continued from page 1)

We found in Tim the professional qualities that we were looking for, plus a keen personal understanding and appreciation of the essence of our work here. Tim has great assets to work with: his own talents and experience, a highly dedicated staff, Maitri's impeccable reputation in the community, and a focused mission of providing end-of-life care to people with AIDS without regard to their ability to pay. We are confident that with Tim at the helm, Maitri will continue as a vital organization and compassionate home for those who are in need.

It has been my pleasure to serve as Interim Board President during the search process, and I'd like to thank Traci Teroaka Patel for taking on the role of Interim Executive Director for the last few months. I'm glad Traci has resumed her position as Board President, and we look forward to our journey ahead together. Again, welcome on board, Tim!



George Stevens, Vice President
Maitri Board of Directors



Matt dressing up his pan seared salmon entrée with coriander beurre blanc.

Our *Dinner At Maitri* series is largely conceived by Bill Wilkinson, a good friend and owner of Greenleaf Produce. While many non-profits hold benefit functions off-site, he convinced us that an evening spent in our beautiful home is worth a thousand morsels of dainty hors d'oeuvres at some downtown hotel. And an evening including the food is worth much more! Chef Matt Metcalf of AsiaSF is one who came for a visit and immediately fell in love with Maitri. The next day he returned, bringing a handheld blender after seeing our wish list in a previous newsletter. We are very touched by this letter that he sent us.

Through Greenleaf's weekly newsletter, I learned of Maitri's organization and called Don Spradlin to see how I might help. Immediately upon entering Maitri I could feel the love and caring. Although I was not particularly knowledgeable about Maitri or AIDS organizations, I saw honest, loving people working for a great cause. The next thing I realized was how similar Don was to my father who passed away a little over a year ago. My father opened a chapter of Habitat for Humanity in Suffolk County, New York, and I remember him always saying how hard it was to raise money and get people involved even though you have an organization that everyone supports. So I told Don, "If you can raise money and participation through me, let me know what I can do."

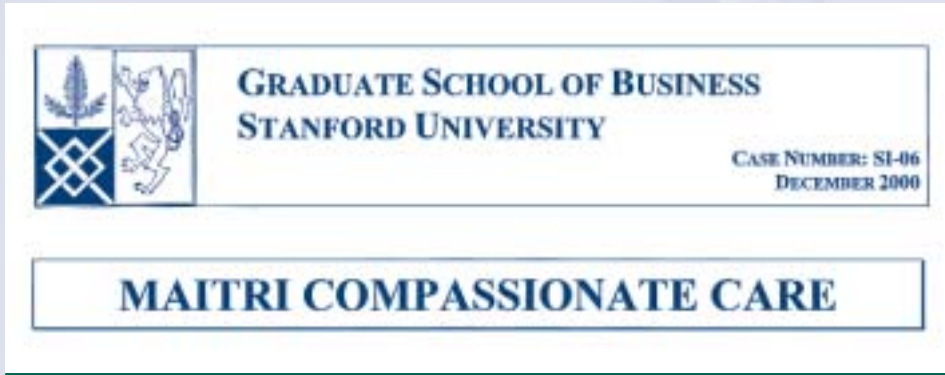
Maitri has cemented a very important life lesson for me that my father lived by. He believed that

nothing in life is free or comes without a price. Even trying to run a non-profit you must realize that handouts don't last. You need to give something to your donors to incorporate them into your family. Family will support you wholly and forever and is what drives an organization like Maitri. The respect and appreciation that Maitri has given me is truly cherished and will keep me coming back. I am also very fortunate and gracious to AsiaSF. The real thanks go to the owners who give me the opportunity to do community service in their name. If your beneficiaries feel half of the happiness that I have enjoyed by volunteering at Maitri, I have truly prospered. I sincerely thank you.

– Matt Metcalf



Birthday boy Eddie Dobbins to Don Spradlin: "Keep your hand off my dessert!"



While the dot-coms were leading investors on a roller-coaster ride in the stock market, many students from the Stanford Graduate School of Business put their heads together to think of ways to help Maitri raise funds for our program.

It was heartening to see their willingness to use their enterprising minds for socially oriented causes.

It happened like this: one student, now graduated, attended Maitri's "Day of Inspiration & Renewal" volunteer appreciation retreat while he was researching for his thesis on Zen retreats for profit. This paper piqued the interest of Professor Greg Dees, who assigned the case to Beth Anderson for a specific follow-up on Maitri. Working with Maitri's Don Spradlin, himself a Harvard MBA, Beth wrote a paper analyzing our income streams from corporations, foundations, and individual donors. She also wrote about our current fundraising efforts, like *Dinner At Maitri* and *Art For AIDS Awareness*. On February 20, Don and Tim Patriarca, our executive director, drove to Palo Alto to attend the case discussion by the "Social Entrepreneurship" class.

The first half of the two-hour discussion was dedicated to the analysis of Maitri's strategy as a non-profit in a difficult funding environment. The 30 or so students came to the consensus that if Maitri were profit-driven, our services would have been squeezed for the benefit of the bottom line. The values that a non-profit brings to an enterprise are totally different — Maitri seeks to enhance services, and our fundraising goals are determined by the level of services that we wish to provide. As Don told the class, "I don't do what I do for the difference between the cost of capital and the return on capital."

The students then brainstormed for ideas to enhance our fundraising program. Many of their suggestions are things we've considered or been working on, and some are "nice" additions we'd love to have if someone would help us make them happen — like a permanent art gallery space and a celebrity for each dinner. So we hope that this case study was more than just an intellectual exercise for these biz school students. Please don't all go to the dot-coms—Maitri and other non-profits need your energy and vision!

Maitri Residents
July 1, 2000 to January 31, 2001

<i>Caucasian</i>	15	60 %
<i>African American</i>	5	20
<i>Latino</i>	4	16
<i>Asian</i>	1	4
<i>Psychiatric history</i>	13	52 %
<i>Substance use history</i>	9	36
<i>Dementia diagnosis</i>	7	28



Sara (left) and Intake Coordinator Christine organized a wildly successful Halloween party that gave them an excuse to ditch their ordinary work clothes for the tough-guy look.

Lesser Is More

Meet Sara Lesser, our Volunteer & Activities Coordinator since October 2000. Sara joined our staff after our previous coordinator, Thou Ny, left for a congressional internship in Washington, D.C. Sara came to Maitri as an experienced volunteer coordinator, having headed such efforts for the San Francisco Jewish Film Festival and Frameline's Lesbian and Gay Film Festival last year. Her work with the Holocaust Center of Northern California as the Speakers Bureau Program Coordinator brought her into contact with many people living with grief and loss, and helped her develop a deep empathy for our residents and their loved ones.

* * *

Since Sara came on board, our residents have had a full schedule of fun things to do:

Back in September, Maitri was a beneficiary of the Sisters of Perpetual Indulgence's Resurrection Bingo, and of course, a contingent of our die-hard bingo fans showed up to support this holy community event. They had such a good time that now, in addition to the weekly Tuesday Night Bingo conducted by our beloved volunteer Bingo Bob, a few residents have also become regulars at Resurrection Bingo, held on the first Thursday of each month.

(continued on page 6)

Besides going places (e.g. Stonestown Mall and the Palace of the Legion of Honor), our residents also received lots of visitors, the favorite being the chinchilla from the SPCA. We found these pet visits very healing, and look forward to seeing more of our furry friends!

* * *

We've continued to welcome new volunteers to our family, including those trained by Rigpa, a Tibetan Buddhist group that encourages its students to put the teachings into practice through volunteering at an end-of-life care facility. Maitri also organizes monthly in-services, support groups, and memorial services to help our volunteers stay knowledgeable, inspired, and connected. In January, for example, our social worker Felice conducted a seminar on "Multiple Diagnosis, Dementia, and Depression." We believe that both compassion and relevant knowledge are necessary ingredients for a rewarding volunteer experience.

* * *

Which brings us to a very important announcement: a **Maitri volunteer training** will be held on April 28–29, and we're looking for participants who are interested in this practical introduction to the AIDS pandemic,

hospice work, caregiving, emotional support, and self-care. For more information, please call Sara at (415) 558-3004.

A Thousand Panels of Love

Maitri's second *Art For AIDS Awareness* has come and gone, leaving us with many beautiful memories of spectacular art, a lively auction, splendid food (and a live mermaid wrapped in nori sheets and topped with sushi fillings, courtesy of AsiaSF), and art students who could barely conceal their excitement as they witnessed their work being sold for the first time.

This art sale took place in a gallery at 532 Sutter Street, property of the An family whose restaurants Crustacean and Thanh Long also dished out tasty delights for the opening gala on March 1, joining our other friends from The Slanted Door, AsiaSF, and Hot Cookie. Local personality Donna Sachet, our auctioneer for the evening, waved her hammer menacingly as she skillfully cajoled our guests to outbid themselves and our sponsor ArtMecca.com's online bidders. The most expensive piece, Bill Wahlgren's "Without Words," went for \$600. The following evening, a DJ-ed party was held for all the student artists who participated in the art sale. In all,



Rank Photo

DS² — Donna Sachet and Don Spradlin teamed up to do the hard sell while Ms. Sachet's assistant displayed the piece to be auctioned.

over a thousand pieces of artwork were submitted by students from the Academy of Art College, California College of Arts & Crafts, San Francisco Art Institute and Stanford University, as well as other Bay Area working artists. The art sale continued for two more days through the weekend, and though the rain did put a damper on the walk-in foot traffic that we expected, our volunteers nevertheless put forth their best efforts to make the art sale a memorable experience for all the students and visitors.

Allow us to give a brief note of thanks to the two great souls behind the art sale: our own Don Spradlin, and Lenna Gozurian, who chairs our volunteer art committee. Their hard work and perseverance inspired those around them to give their best for this event: graphics and web designers, student liaisons, our team of dinner volunteers, and many, many others who have come to be associated with Maitri's mission through this occasion. Thou art very appreciated!



Rank Photo

"Eat Me" — AsiaSF's art entry was the most delicious of the evening. Dear, we hope you didn't get leg cramps after lying there for the whole evening!

Acknowledgments

A big "thank you" and a big hug to all our friends who've supported us with gifts totaling \$500 or more between July 1, 2000 and February 28, 2001. Your generous spirit has allowed us to make a real home out of a health care facility for people living with AIDS.

Corporate & Foundation Support

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 Elizabeth Taylor AIDS Foundation
 Horizons Foundation / AIDS Walk Fund
 Jacoby & Meyers
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 St. Francis Lutheran Church
 The Slanted Door
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 Tin Pan
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 Andrew Doung
 Spirit Dove *in memory of Sky Evergreen*
 Marilou Emmett *in memory of Eric Worden*
 Catherine Fox
 Miriam & B.J. Gill *in memory of Hal Gill*



Susan making an acquaintance with Sid Star, the companion of ventriloquist Ron Calder. We thank Sid and Ron and all our other visitors in recent months — the San Francisco Conservatory of Music, the Christmas Fairies, The Lesbian and Gay Chorus, The Gay Men's Chorus, harpist Lucy Blais, Loose Canons, the San Francisco Opera, and musicians from the organization Bread & Roses.

Thayer Allyson Gowdy
 Eric Greenberg
 Thomas W. Hannum *in memory of Jim Ahiers*
 G. William Haskell
 Kirsten Havrehed
 Margaret & Phillip Hess
in memory of Virginia Wistuba McCarty Holt
 James C. Hormel *in honor of Tim Wolfred*
 Daniel Killar
 Max C. Kirkeberg *in memory of Jim Sherman*
 Jeanne K. Kitchen *in memory of Guy Kitchen*
 Howie Klein
 Charlie Knowles & Emily Curtis
 Alice M. Lawson *in memory of Kelly Swenning*
 Mark Leibovitz *in memory of Hal Jay McManus*
 Steven S. Muchnick & Eric C. Milliren
 Drew Paxton *in memory of Curtis Smith*
 Warren Ratcliffe & Alex Kazan
in honor of Ella McGloin
 Debra Resnik & Katherine Werhane
 Ken Ruebush & Jeff Zimman
 Larry Shainberg & Vivian Bower
 D. Blake Spears
 George Stevens
 John & Caroline Stewart
 Kate Strasburg
 Deborah Taylor Sweeney
 Stephanie Tamblin & Stephen Mao
 Barbara S. Tatum
 Jon D. Tinkle
 Alan & Kirsten Woldman
 Dian Woodner
 Bart Worley *in memory of Bob Sierks*
 Jonathan Zimman

Other Ways To Help Planned Giving

- Make a bequest to Maitri, create a charitable lead trust or charitable remainder trust, name Maitri as a beneficiary of your life insurance policy, donate appreciated securities ... Many types of planned giving have tax advantages! (415) 558-3001

Spring Cleaning

- Donate household items and clothing to Community Thrift Store, 623-625 Valencia Street, and specify Maitri as the beneficiary agency (account #226). (415) 861-4910

Charitable Shopping

- Shop at Under One Roof, 549 Castro Street, for unique gift items. (415) 503-2300
- Shop online at: www.maitrisf.greatergood.com and www.shop2give.com/maitri.

Wish List

Bathrobes, blankets, wheelchair, Chef's Choice 110 knife sharpener, 11" tart pan, shave-ice machine, mandolin slicer.

Come Paint Our Mural!

Rebuilding Together (formerly Christmas in April) is organizing a volunteer initiative to paint a huge mural on the Church Street side of our building. If you're interested in joining us on April 28-29, please call Tim at (415) 558-3001. No artistic talent required! But you must not be afraid of heights if you come on the first day, since we'll be painting the top half of the mural on scaffolds.

Maitri Residents July 1, 2000 to January 31, 2001

Age		
30-49	12	48 %
50 & older	13	52
Income Per Month		
Less than \$250	2	8 %
\$251-\$1,000	15	60
\$1,001-\$2,000	6	24
Above \$2,000	2	8



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Mission Statement

No one should have to suffer or die alone. Maitri* provides compassionate residential care to men and women in need of hospice or 24-hour care and cultivates the deepest respect and love for life among its residents and caregivers.

**Maitri, pronounced "MY-tree," is a Sanskrit word that means "compassionate friendship."*

Contact Information

General Information

James (415) 558-3000
info@maitrisf.org

Intake

Christine (415) 558-3007
cvinson@maitrisf.org

Volunteer Program

Sara (415) 558-3004
slesser@maitrisf.org

Donations, Events

Don (415) 558-3002
dspradlin@maitrisf.org

Brian (415) 558-3003
bmojica@maitrisf.org



Home, Sweet Mobile Home — Chef Holly Crafts, who just graduated from the California Culinary Academy's Baking & Pastry Program, shared her gingerbread trailer with Maitri residents. We look forward to seeing her gingerbread Maitri!