

July, 2010

Dear Friend:

Help us help others.

We invite you to participate in **DIFFA'S** 10th anniversary **DINING BY DESIGN San Francisco** by donating to our silent auction.

DINING BY DESIGN: DIFFA: Design Industries Foundation Fighting AIDS hosts this annual signature fundraising event showcasing the most inspired dining installations created by a talented and intriguing cast of designers, architects, personalities and artists. The event travels to multiple US cities each year and has helped DIFFA grant more than \$38 million in grants to fight against HIV/AIDS.

In San Francisco this year, DINING BY DESIGN will feature a spectacular preview party called TABLE HOP & TASTE on Wednesday, November 17, and a gala dinner on Thursday, November 18, at the Galleria in the San Francisco Design Center. The event attracts more than 1200 guests and will include a silent auction each night.

HOW YOU CAN HELP: Please consider donating a unique item, package, or experience for our silent auction. Simply return the enclosed form today to help us provide critical funding to our beneficiary organization, the Positive Health Program (PHP) at San Francisco General Hospital. In acknowledgment of your generosity, you will receive the following:

- Recognition in the silent auction program booklet
- Listing on silent auction signage
- Donations valued at \$500 or more qualify for additional benefits as detailed on the back of the donation form.

In addition, you will benefit from exposure to other DIFFA supporters who give their business to companies that support the causes they value.

Funds raised through the silent auction will provide critical funding to PHP. This enables PHP staff to continue their pioneering work to define best practices for clinical care, provide primary care to thousands of people in San Francisco living with HIV/AIDS, train local providers in the developing world, and lead global research to find a cure. As a result of the current economic downturn, government grants to PHP are declining, making our support even more critical.

Now --more than ever-- your support is needed and greatly appreciated. Your generosity will make a difference. Someone from our committee will follow up with you soon. Thank you for your consideration!

Sincerely,

DIFFA (www.diffa.org) produces DINING BY DESIGN in San Francisco to benefit the UCSF Positive Health Program (www.php.ucsf.edu) at San Francisco General Hospital. DIFFA is a 501 (c) (3) organization, tax ID number 133224150.

DIFFA's DINING BY DESIGN San Francisco 2010

DIFFA: Design Industries Foundation Fighting AIDS produces DINING BY DESIGN to benefit the Positive Health Program at San Francisco General Hospital.

YES! I am happy to contribute to the Silent Auction for DIFFA's DINING BY DESIGN
 I am unable to contribute to the Silent Auction but would like to make a donation of \$_____ (Please make check payable to DIFFA)

DONOR: _____
(Name as you would like it listed in the program book)

Contact Name: _____

Address: _____

City, State & Zip: _____

Phone: _____ Fax: _____

E-mail address: _____

Item description: _____

Value \$ _____ Expiration Date : _____ Size : _____

Delivery Information (please check one)

Donation enclosed (Gift Certificates should be sent with this completed form)
 Donation will be sent to DINING BY DESIGN on the following date: _____
 Please contact me to arrange pick-up.

Please FAX this completed form to Kravet at 415-626-1243

To be included in the Silent Auction catalogue, please return form by October 25, 2010.

We must receive all donations by Nov. 8, 2010

Mail/deliver all Silent Auction donations to:

Silent Auction/ DIFFA's DINING BY DESIGN

c/o McRae & Company

101 Henry Adams Street, # 480

San Francisco, CA 94103

DIFFA is a 501(c) (3) non-profit organization, tax ID number 133224150.

DIFFA'S DINING BY DESIGN San Francisco 2010 GALA DINNER Silent Auction Donor Benefits

Diamond Sponsor

(Auction item or experience has value of \$5,000 or more)

- **Six** tickets to the **TABLE HOP & TASTE** on Wednesday, November 17
- Full-page black & white ad in DBD GALA Program
- Prominent display of your experience/item in Silent Auction
- Recognition of company name on auction signage, bid sheet, etc
- Recognition of company name, item description in Silent Auction Program
- Opportunity to use DBD logo in marketing, promotional/POS, and advertising materials (subject to prior DIFFA approval)

Sapphire Sponsor

(Auction item or experience has a value of \$2,500 - \$4,999)

- **Four** tickets to **TABLE HOP & TASTE** on Wednesday, November 17
- Half-page black & white ad in DBD GALA Program
- Prominent display of your experience/item in Silent Auction
- Recognition of company name on auction signage, bid sheet, etc
- Recognition of company name, item description in Silent Auction Program

Emerald Sponsor

(Silent Auction Experience has a value of \$500 - \$2,499)

- **Two** tickets to **TABLE HOP & TASTE** on Wednesday, November 17
- Recognition of company name on auction signage, bid sheet, etc
- Display of your experience/item in Silent Auction
- Recognition of company name, item description in Silent Auction Program

*Experiences/items of less than \$500 value are welcome and will be recognized in printed materials, but may be combined to form complimentary experience packages.

Be a Silent Auction Host - \$2,500

Be a Silent Auction Host of the auction area and receive highly visible signage with name or logo. Your logo will also appear on each bid sheet within that area, maximizing your exposure at DINING BY DESIGN San Francisco.