

A Faire of the Heart 2010



The legendary grandeur of the Hollywood Roosevelt Hotel, which hosted the first Academy Awards®, was the setting for The Serra Project's 2010 *A Faire of the Heart* on Thursday evening, June 24, 2010. The gala annual fundraiser recognized the non-profit's 23 years of service providing homes and hope to adults and children living with HIV/AIDS, and it also honored the long-term support of Kaiser Permanente, Kaiser Permanente Los Angeles Medical Center, and Kaiser Permanente West Los Angeles Medical Center.

Almost 100 guests mingled and bid on an extensive collection of silent auction treasures displayed around the perimeter of the ballroom.



Terry Goddard II, Executive Director of Alliance for Health and Healing – the parent corporation of The Serra Project – led the program and presentation of awards from the podium. After introducing Board of Directors President Brenda Goodman, who gave a brief history of the organization and emphasized the importance of public and private support, he presented a Serra Project client from the CHOISS Program.

(Left: L to R - Terry Goddard II, Brenda Goodman, with Nor Jemjemian, Kaiser Permanente (KP) West LA Med. Center COO, and Mark Costa, KP LA Med. Center Executive Director; Below: Auction items.)



A beautiful mother of three accomplished teenagers, the CHOISS client shared her moving personal story. It was filled with gratitude for the stability and support from The Serra Project that enabled her to provide for and successfully parent her family despite challenging health issues. CHOISS stands for Community Housing Options at Independent Sites, a Serra Project program designed to allow destitute individuals dealing with HIV/AIDS and a secondary diagnosis to live on their own, mapping out an individualized service plan of short and long-term objectives with the ongoing help of staff and a case manager. Her children proudly watched as she spoke at the podium.



(Left: Terry Goddard II and Abbe Land, West Hollywood Mayor and Councilmember, Co-CEO LA Free Clinic; Left below: Board Member John Sonogo. Right from top: Board Members Dr. David Hardy (L) and Jim Crane with Sue McGinnis, Director of Operations; Sister Cathy Bundon, Father Chris Ponnet; Board Members John Monahan (L), Woody Sides. Board Member Sallie Olmsted MacKinnon and husband Kenneth)



Accepting the plaques for outstanding, long-term support of The Serra Project by both Kaiser Permanente Southern California Region and Kaiser Permanente Los Angeles Medical Center was Mark Costa, Executive Director of the Medical Center. Accepting on behalf of Kaiser Permanente West Los Angeles was Nor Jemjemian, Chief Operating Officer. Both Costa and Jemjemian acknowledged their enthusiasm for the mission of The Serra Project and its effective programs to serve the HIV/AIDS community. They also



emphasized the importance of corporations partnering with significant community organizations to create positive changes in both the health of community members and overall quality of life. Also acknowledged by Costa were Kaiser Permanente's Dr. Calvin Yu and Pharmacist Nee Tang, who respectively serve on the Medical Advisory Council and the Professional and Artisans Council of Aid For AIDS – The Serra Project's 2009 merger partner.

Throughout the evening, pianist Oksana Kolesnikova, of The Polo Lounge at The Beverly Hills Hotel, elevated the reception with her delicate, keyboard artistry.