

# BACK TO OUR ROOTS



GREENE



ROCKEFELLER



JAKWAY

## EVENING UNDER THE STARS — GENESIS —

SATURDAY, OCTOBER 14, 2023  
AT THE HOME OF BRAD LAMPLEY & RIGO LOMELI  
(FORMERLY KNOWN AS 'HOUSTON SOUTH')

A BENEFIT FOR AAP – FOOD SAMARITANS  
PRESENTED BY EISENHOWER HEALTH

IN 1991 THREE STRONG WOMEN, GLORIA GREENE, JEANNETTE ROCKEFELLER, AND JOANNA JAKWAY,  
CREATED AIDS ASSISTANCE PROGRAM. WE CELEBRATE THEM AND OUR HUMBLE BEGINNINGS  
WITH THIS REINVENTED EVENING UNDER THE STARS.



EISENHOWER HEALTH



## EVENING UNDER THE STARS — GENESIS —

Dear Friend,

In 1993, two years after AIDS Assistance Program was founded, the board of directors decided to organize a small fundraising party to help increase AAP's visibility and provide entertainment for the community while helping to raise funds to support their mission. It started simply – a board member donated the use of their backyard, and other board members and volunteers built a simple stage. The audience was treated to a series of performances and the event raised enough money to help fund the growing nutritional support program.

The event became an annual fundraising fête and one of the most elaborate galas in the Valley with up to 1,500 guests, a formal seated dinner, and world class entertainment including Barry Manilow, Cyndi Lauper, and Gladys Knight.

Post COVID, with skyrocketing costs for everything, the event as it had evolved wouldn't 'pencil out' unless ticket prices were raised to \$1,000, which is not sustainable and not 'us.' We had to reimagine it.

For the 30th Anniversary of the event, we are bringing it back to our roots and having a celebration in one of the most spectacular estates in Palm Springs, with abundant food and drink and a ticket price more in line with our grass-roots nature. \$200.

After a three-year hiatus, the event will raise much needed funds to help AAP – Food Samaritans support the critically needed programs that improve the quality of life for low-income people living with chronic illnesses in Palm Springs and surrounding communities.

Please join us for a simpler, new event in the spirit of the original Evening Under the Stars. Saturday, October 14 at 5:30 PM.

In celebration of our supporters, we are honored to present the following with the Community Impact Award: Lori and Aubrey Serfling, and Nelda Linsk. We are honored to recognize their long-standing partnerships with us and all that they do in the community.

Gratefully,

Mark Anton, CEO



## EVENING UNDER THE STARS — GENESIS —

AAP – Food Samaritans’ ongoing mission is to ensure that all AAP clients can continue to live their lives with dignity and self-respect. It provides nutritional support to improve the quality of life of low-income people living with HIV/AIDS and other chronic illnesses throughout the Coachella Valley.

**Tickets \$200 per person**

Includes hosted bar, “heavy hors d’oeuvres” by Eight4Nine, entertainment, valet parking

At the home of Brad Lampley & Rigo Lomeli (formerly known as ‘Houston South’).

Address to be provided upon purchase

Saturday, October 14, 2023 at 5:30 PM

Sponsored by Brad Lampley & Rigo Lomeli

For more information regarding sponsorships and tickets, please contact Mark Anton, CEO - [markanton@aapfoodsamaritans.org](mailto:markanton@aapfoodsamaritans.org) or 760.864.1200.

2

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EVENING UNDER THE STARS  
— GENESIS —

**Community Impact Award Honorees**



*Lori & Aubrey Serfling*

Lori Serfling has a background in the administration of biomedical research and pharmaceutical research and development. Before moving to the Desert, Lori worked in New York as an executive recruiter for the biotech and pharmaceutical industries. Prior to this, she worked as an Administration and Finance Director for various Independent Biomedical Research organizations. She was appointed as a Site Review Consultant for the National Institutes of Health and consulted for other independent biomedical research institutes across the country. Lori holds a bachelor's degree in Economics and Business Administration.

Lori volunteers her time to various community projects and currently serves on the Board of Directors for Desert Arc. Lori also Co-Chairs the Animal Samaritans Men of the Desert Fashion Show and Luncheon and is a former board member of ACT for MS and Guide Dogs of the Desert.

Aubrey Serfling served as President/Chief Executive Officer of Eisenhower Health from November 2001 until his retirement in March of 2021. Prior to joining Eisenhower, he served as Chief Operating and Chief Financial Officer of Columbia-Cornell Care in New York. He also was President and CEO of California Pacific Medical Center in San Francisco. He holds a master's degree in Hospital Administration as well as a master's degree in Business Administration and Finance, both from the University of California, Berkeley.

Aubrey is currently Vice Chairman of the Board of Directors of the McCallum Theater and a member of the Board of Directors of the Palm Springs International Film Festival.



EVENING UNDER THE STARS  
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**Community Impact Award Honoree**



*Nelda Linsk*

Nelda Linsk has been a steadfast supporter of many organizations in the Coachella Valley. She has been a long-time friend of AAP – Food Samaritans and was a very close friend of founder Jeannette Rockefeller. For many years Nelda has encouraged others to be philanthropic by giving not only to our organization, but to many more. It is her strong belief that our quality of life is affected by what we give back to our communities. Nelda is iconic, respected, and indeed deserves many accolades.



EVENING UNDER THE STARS  
— GENESIS —

**Sponsorship Opportunities**

**\$50,000 Presenting Sponsor (SOLD)**

- Recognition as the Presenting Sponsor in event marketing and collateral materials\*, invitation (deadline 8/18), and at the event
  - Twenty tickets
  - Logo inclusion on Step & Repeat

**\$25,000 Event Sponsor**

- Recognition as a Sponsor in event marketing and collateral materials\*, invitation (deadline 8/18), and at the event
  - Ten tickets
  - Logo inclusion on Step & Repeat

**\$15,000 Event Sponsor**

- Recognition as a Sponsor in event marketing and collateral materials\*, invitation (deadline 8/18), and at the event
  - Ten tickets
  - Logo inclusion on Step & Repeat

**\$7,500 Event Sponsor**

- Recognition as a Sponsor in event marketing and collateral materials\*, invitation (deadline 8/18), and at the event
  - Five tickets

\*Materials production schedule and size may preclude some sponsors from enjoying these benefits.



EVENING UNDER THE STARS  
- GENESIS -

Your sponsorship would truly be appreciated. In addition to a charitable contribution (Tax I.D. 33- 0566442) and recognition on marketing collateral, your donation is also an opportunity to build and promote brand recognition among the 500+ high-capacity donors, business, and community leaders attending the event.

**YES, I/We would be privileged to lend my/our support in honor of the great work of AAP - Food Samaritans as a sponsor of the 2023 Evening Under the Stars - Genesis.**

Sponsor Level: \_\_\_\_\_

Enclosed is my check (payable to A.A.P.)

in the amount of \$ \_\_\_\_\_

Please charge my  VISA  MasterCard  AMEX

in the amount of \$ \_\_\_\_\_

Card Number: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Alternate Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please indicate how you wish to be listed: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please return to:



AAP - Food Samaritans

P.O. Box 1222

Palm Springs, CA 92263

Or fax to 760/325-1893.