
Silicon Valley AIDS Leadership Center Records



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Title: Silicon Valley AIDS Leadership Center Records

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Contributing Institution: SJSU Special Collections & Archives

Language of Material: English

Physical Description: 6.0 linear feet(approx)7 boxes, 1 flat file drawer and 1 framed poster.

Date (bulk): Bulk, 1990-1996

Date (inclusive): 1989-2011

Abstract: The Silicon Valley AIDS Leadership Center (SVALC) Records (1989-2011) consist of administrative records, audiotapes, ephemera, financial records, photographs, press clippings, and videotapes. The SVALC, which operated as a nonprofit agency from 1989 to 2011, raised money to benefit bay area AIDS resource centers through an annual "10k Walk for AIDS" event and other fundraisers. As a result of the economic recession and external difficulties securing corporate sponsors, The organization disbanded in early 2011.

Access

Access to financial and youth volunteer records in Series I is restricted and may only be obtained with the explicit permission of the Director of Special Collections at San Jose State University.

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Preferred Citation

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Processing History

Processed by: Mary Alexander. Reviewed by: Danelle Moon. Date completed: 2011. Archist Toolkit generated EAD. Date encoded: 2011

Scope and Content of Collection

The Silicon Valley AIDS Leadership Center (SVALC) Records (1989-2011) consist of administrative records, audiotapes, ephemera, financial records, photographs, press clippings, and videotapes. The SVALC, which operated as a nonprofit agency from 1989 to 2011, raised money to benefit bay area AIDS resource centers through an annual "10k Walk for AIDS" event and other fundraisers. As a result of the economic recession and external difficulties securing corporate sponsors, The organization disbanded in early 2011.

Organizational History

The Silicon Valley AIDS Leadership Center (SVALC) was founded in 1989 as a beneficial agency to support Bay Area AIDS and HIV-positive patients. SVALC was widely known for organizing the *Walk for AIDS* and *Unmask the Mysteries* fundraisers, which raised funds to benefit AIDS resource centers in the region. Major corporate sponsors included San Jose software company Xilinx. For tax exemption purposes, SVALC formed a separate organization called the Santa Clara County AIDS Coalition, later renamed AIDS Coalition Silicon Valley (ACSV), in 1999 to organize the *Walk for AIDS* and *Unmask the Mysteries* events.

The *Walk for AIDS* event took place in downtown San Jose from 1989 to 2009. Sponsored participants walked a trail loop in Guadalupe Park that began and ended at Discovery Meadow. The event attracted a diverse range of participants and volunteers from various age groups and ethnic communities. At the peak of the *Walk's* success in the 1990s, singer and activist Joan Baez made appearances at *Walk* events. She was promoted by her cousin Peter Baez, a local activist. A small event called the *Warm up Walk for AIDS* was also held at amusement park Paramount's Great America in Santa Clara. The AIDS Resources, Information and Services (ARIS) organization, the Bill Wilson Centre for Living with Dying, and other beneficiaries of the *Walk* fundraising reached over 30,000 people annually with AIDS education and information. ACSV also organized a masquerade gala known as *Unmask the Mysteries*, which ran annually from 2005 to 2008. One of the fundraising highlights was a silent auction for donors to purchase carnival masks that had been decorated by celebrities and local artists. *Unmask the Mysteries* was held at the Triton Museum in Santa Clara until 2007, and in 2008 it moved to the Rotary Summit Center in downtown San Jose.

SVALC fell on hard times in the 2000s. Several sponsors, including ARIS, withdrew their support when director James P. Reber was accused of discriminating against participating nonprofits and distributing funds unequally. He was eventually replaced by Pat Duffy, who led the Center from 1999 to 2009. Unable to afford another year of *Unmask the Mysteries*, the ACSV attempted one more fundraiser, *Taste of Silicon Valley* in 2010. While successful, it did not generate enough money for the organization to continue, moreover, after losing corporate sponsorship in the wake of the recession, the organization could no longer afford to stay open and disbanded in 2011.

Subjects and Indexing Terms

Billy DeFrank Community Center

Mark Bonine, President of the Board of Directors, ARIS
Porsche, Mark
Sahl, Ted
AIDS (Disease) -- California -- Santa Clara County.
AIDS activists
Bay Area Nonprofit Organization
Fundraising
Walk-a-Thons

Series I: Administrative Records 1997-2004

Physical Description: 1 Box

Access

Due to the personal nature of these records, permission to access these records is required.

Arrangement

This series is arranged chronologically by date.

Scope and Content of Collection

This series contains the AIDS Coalition Silicon Valley's bank statements from 1997-2002, along with tax returns of the Silicon Valley AIDS Leadership Center from 1999-2002. These bank statements and tax returns contain records of donations, operations expenditures, and funds paid to benefitting agencies. The binder containing youth volunteer agreements for the 2004 *Walk for AIDS* fundraiser documents a diversity of youths engaged with AIDS-related fundraising, as the volunteers helped to staff the *Walk* events. Due to the personal nature of these records, permission to access these records is required.

Box 1, Folders 1-10: ACSV financial statement folders 1998-2002

Box 1, Folder 11: Records on CD 1995-2005

Box 1, Item 1: Walk for AIDS statement folder 1998

Box 1, Item 2: SVALC income tax returns 1999-2002

Box 1, Item 3: Bank of America statement binder 1997-1998

Box 1, Item 4: Youth waivers and volunteer agreements 2004

Series II: Advertising and Press

Physical Description: 1 Box

Arrangement

This series is arranged chronologically by date.

Scope and Content

This series contains newspaper clippings from Bay Area magazines and newspapers including the *Metro*, the *Wave*, the *San Jose Mercury News*, *Out Now*, and others. The press clippings have been photocopied from originals for the purpose of preservation and consist of editorials, articles, event announcements and advertisements related to the Silicon Valley AIDS Leadership Center. This series contains a compact disc featuring radio announcements, radio commercials and radio broadcast coverage of the *Walk for AIDS* fundraisers from 1993 and 1996. A video clip with news coverage of the 2003 *Walk* event from a local television news station is also included on the disc.

Box 2, Folder 1: Press Clippings 1993-1999

Box 2, Folder 2: Press Clippings 2000-2006

Box 2, Folder 3: Radio and Television Media on CD 1993-2003

Series III: Fundraising Ephemera

Physical Description: 1 Box

Arrangement

This series is arranged chronologically by event and year.

Scope and Content of Collection

The contents in this series document the fundraisers that were organized by the Silicon Valley AIDS Leadership Center from 1989 to 1998 and by the AIDS Coalition of Silicon Valley from 1999 to 2010. This series contains the corresponding year's flyers, posters, pamphlets, solicitation letters, team guides and other associated ephemera for the annual *Walk for AIDS fundraising* event, which successfully ran for 20 years and raised money to benefit AIDS resource centers in the Bay Area. This series also includes posters, invitations and other material for the *Unmask the Mysteries* gala, a donors-only charity event that the AIDS Coalition of Silicon Valley held annually from 2005 to 2010.

Box 3, Folders 1-20: *Walk for AIDS* 1990-2009

Box 3, Folder 21: *Unmask the Mysteries* 2005-2008

Flat File Drawer 11-2: *Walk for AIDS* Posters 1991-2008

Series IV: *Walk for AIDS* Photographs and Videos 1990-2009

Physical Description: 4 boxes

Arrangement

This series is arranged chronologically by date.

Scope and Content of Collection

This series consists of photographs, slides and videotapes. Photographs show event organizers, corporate sponsors, spectators and walkers at Discovery Meadow and along the path in Guadalupe River Park. Most of the photographs are 4x6 prints, with some variance in size. Several CD-R discs contain collections of photographs that document the Walk from the mid 1990s to mid 2000s. This series also contains six VHS tapes with video footage of the Walk for AIDS events from 1994 and 1995.

Box 4: Photo albums 1990-2010

Box 5: Photographs and Photos on CD 1990-2010

Box 6: Photographs and Slides 1990-2010

Box 7: Photographs and VHS Tapes 1990s