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## **PRC Opens New 25,000 Sq. Ft. San Francisco Service Center April 1**

*PRC Launches “Chair the Love” Fundraising Campaign to Furnish Renovated Art Deco Building in SOMA; VIP Reception Slated for May 16*

**SAN FRANCISCO (Feb. 5, 2019)** – [PRC](#), which elevates the lives of those living with HIV/AIDS, substance use or mental health issues, today announced the April 1<sup>st</sup> opening of its new, 25,000 sq. ft. San Francisco Service Center in the City’s SOMA neighborhood. To celebrate, the organization is launching the “[Chair the Love](#)” fundraising campaign to fill the renovated Art Deco building with the furniture it needs to support its 5,000 clients annually. On May 16, PRC will host a special VIP reception for those donating \$1,000 and more in anticipation of the opening.



*Lobby of PRC’s New Service Center in San Francisco*

“Starting April 1, PRC will open the doors to a one-stop community hub that provides a continuum of care in a safe, non-judgmental space where clients can find support to redirect their lives,” said Brett Andrews, CEO of PRC. “Our new San Francisco Service Center connects life-saving programs and provides an important place to conduct events, trainings and workshops.”

Upon opening, the San Francisco Service Center will bring together the organization’s Benefits Counseling, Employment Services, AIDS Emergency Fund and Assisted Independent Living programs for the first time. Furnishings purchased through “Chair the Love” will create a welcoming and inspiring space where everyone can dream big – and break cycles of poverty, ill health and homelessness.

People from all walks of life are benefiting from the services PRC provides every day. “PRC helped me to both find work and apply to the Department of Rehabilitation to offset my school costs,” said one Workforce Development client. “After getting setup with ADAP to cover my prescription costs, I needed more flexible work to continue my Master’s degree. I did it, and I’ve now had my own successful business for over 3 years!”

### **What is “Chair The Love”?**

Similar to a wedding registry, “[Chair the Love](#)” is an online registry featuring nearly 350 pieces to support 20 different room types in the Service Center. Everything from tables, chairs and sofas to work stations, flooring and computer lab supplies are available to choose from at various pricing levels. In addition to the Chair the Love campaign, local partners and furniture vendors, including, CRI Furniture, Gensler and Zendesk, among many others have also donated or discounted furniture. PRC sought to create a warm and welcoming space that was both inclusive and functional to inspire the hope and confidence clients need while getting back on their feet.

“Our ‘Chair the Love’ campaign is special because it gives people a real, tangible way to support those in our community who need it most,” said Andrews. “Now, with community support, PRC’s San Francisco Service Center will open with modern, stylish and practical furnishings to inspire the hope and confidence our clients need and deserve.”

“Chair the Love” will enable PRC to create:

- A 24-terminal computer lab to teach job skills and support the job application process
- A training room for 12 learners
- Multiple workstations for 80 staff, which represents one-third of PRC’s staff citywide
- 40 client counseling and meeting rooms to support PRC’s annual client base of 5,000 people

Among the items available on the registry:

- Sitting Pretty: Chairs, \$150
- A Leg Up: Tables, \$250
- Back Support: Ponder Chairs, \$500
- Soft Landing: Seetee, \$1,000
- Crowd Pleaser: Modular Seating, \$1,500
- Tête-à-Tête: Consult Room, \$2,500
- Welcome Matters: Reception, \$10,000
- Skilled and Ready: Computer Lab, \$15,000
- Clubhouse: Café/Window, \$20,000
- A Room with a View: Board Room, \$25,000
- I Like Your Outfit: Community Space, \$30,000



### **About PRC’s San Francisco Service Center**

In 2018, PRC acquired the three-floor, 25,000 sq. ft. building, located at 170 Ninth Street (between Mission and Howard). The Art Deco structure, erected in 1934, once served as the home of the San Francisco Opera’s Costume Manufactory. [Gensler](#) and [revel architecture & design](#) recently completed a head-to-toe renovation.

For more information about Chair the Love, PRC and the services it provides, please call (415) 777-0333 or visit [www.prcsf.org](http://www.prcsf.org).

**MEDIA PLEASE NOTE:** For more information, a tour of the San Francisco Service Center or to request an interview with Brett Andrews, please contact David Cumpston at [PRC@landispr.com](mailto:PRC@landispr.com) / (415) 359-2312.

### **About PRC**

PRC, a San Francisco-based nonprofit, helps people affected by HIV/AIDS, substance use or mental health issues better realize opportunities by providing integrated legal, social and health services that address the broad range of social risk factors that impact wellness and limit potential. In 2017, PRC merged with AIDS Emergency Fund, an emergency financial assistance provider for low-income residents disabled by HIV/AIDS, and Baker Places, an agency that provides a comprehensive array of residential treatment services to people with mental health, substance abuse and HIV/AIDS-related issues. Combined, the three organizations operate as PRC, represent a combined 115-year history of service and serve approximately 5,000 clients annually. For more information, please visit [www.prcsf.org](http://www.prcsf.org).

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