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For immediate release

AIDS Resource Center of Wisconsin Announces 2014 AIDS Leadership Award Winners

Milwaukee... Visionary donor Will Radler, generous philanthropists Susie and Cary Silverstein and social work case managers specializing in working with HIV patients from across Wisconsin are being recognized by the AIDS Resource Center of Wisconsin (ARCW) for their transformational commitments to the fight against HIV. Together, the three donors and more than 25 social workers will be honored at the 28th annual Make A Promise gala, dinner and auction to take place on Saturday April 26th, 2014 at the Wisconsin Center.

"Our award recipients for 2014 truly embody the Make A Promise tradition," said Mike Gifford, ARCW President and Chief Executive Officer. "These individuals are all leaders who saw a better way forward in improving the lives of people with HIV and acted on it."

"We are grateful to Will for his donation as it will help save the lives of our patients," Gifford said. "Will's generosity is allowing ARCW to hire a full-time psychiatrist for our patients. The addition of this level of psychiatry care to be offered in our unique, patient-centered, medical home model will help further establish ARCW as a leading AIDS service organization in the United States. Will's gift is breaking down barriers to care and ensuring our patients have the best chance for long term survival with HIV."

A life-long rosarian, Radler built a successful business by carefully tending to dozens of lines of roses, working to hybridize them so that they can grow to their fullest potential. In 1988, Radler crossed two lines of roses hoping to bring out the best of each. The result should have been as many as 30 new rose seeds. However, this time only a single seed was produced that had a one-in-five chance of producing a rose plant. That single seed, lovingly cared for by Radler, grew into the Knock Out Rose, now the most popular rose in the entire world.

Radler is the first recipient of the ARCW Vision Award, recognizing donors who have lifetime donations meeting or exceeding \$1 million.

In 2013, ARCW received a transformative \$50,000 donation from Susie and Cary Silverstein through the Baye Foundation to help connect the electronic health records of patients who are receiving care in the dental and medical clinics operated by ARCW. This type of connectivity between clinical practice areas – which is critical to helping health and dental care providers deliver optimum care – is rarely implemented.

“Today, 82% of ARCW patients are successfully managing their HIV, far exceeding the national average,” said Gifford. “With the generous support of Cary and Susie through their foundation, ARCW will be better able to deliver outstanding patient care and help more of our patients achieve this health care outcome.”

The gift by the Silversteins helped to leverage an additional \$50,000 donation from Delta Dental. The combined gifts support the new electronic health record project at ARCW that will ensure the nation’s largest and most comprehensive HIV clinic continues to provide high quality, patient-centered care to a constantly growing number of patients. Already a leader in HIV patient outcomes, ARCW has a strong commitment to quality assurance that further necessitates this heightened level of connectivity.

Susie and Cary live in Fox Point, Wisconsin and have been donors to ARCW since 1994. A business consultant and trainer, Cary also is a feature writer for BizTimes Milwaukee and is President & CEO of SMA, LLC & The Negotiating Edge.

The Silversteins are receiving the ARCW Philanthropists of the Year Award.

HIV Case Managers across Wisconsin have played a critical role in helping people with HIV/AIDS navigate through the ever-changing health care landscape. Having been on the frontline of the epidemic from its earliest days, these dedicated professionals ensure the health and well-being of more than 5,500 people with HIV throughout the state, assisting them overcome hunger, poverty, prejudice and illness. HIV social work case managers, linkage to care specialists and benefit counselors from across Wisconsin will be recognized with the 2014 Leadership Award.

The group of HIV case managers are receiving the ARCW Leadership Award.

About Make A Promise

Make A Promise is the annual formal gala and auction fundraiser supporting ARCW, having raised more than \$2.5 million over its storied history. The event attracts 1,000 community and business leaders, philanthropists and friends of ARCW for an evening of fine cuisine, stellar entertainment, premier silent and live auctions, awards and dancing - all while raising critical funds for the fight against AIDS. This year’s Make A Promise theme is ‘Vive le Promise!’ taking inspiration from the fusion of French funk and baroque in a way that only Make A Promise can.

About the AIDS Resource Center of Wisconsin

The AIDS Resource Center of Wisconsin is home to the ARCW Medical Center - Wisconsin's largest and fastest growing HIV health care system. Through its integrated medical, dental and mental health clinics along with its pharmacy and dedicated social services that include food pantries, a legal program, and social work case management, more than 3,000 HIV patients in Wisconsin gain the health care and social services they need for long-term survival with HIV disease from ARCW.

ARCW is also a leading provider of innovative and aggressive prevention services to help at-risk individuals stay free of HIV.

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