

**Celebrating? We want to hear from you!** If you know of someone achieving a milestone in their life — a marriage, an anniversary, a scholarship, an honor — please let us know by sending an e-mail to [celebrations@examiner.com](mailto:celebrations@examiner.com)

## CELEBRATIONS » ROSSITER DRAKE

# Popular Tenderloin pool toss benefits S.F. families

If you've ever wanted to toss a local celebrity into a pool — and let's face it, we all have — now is your chance. Just be prepared to pony up some cash for the privilege.

Some of the Bay Area's most famous residents will voluntarily take a dunk in the Phoenix Hotel pool to raise money for Tenderloin children and families at the Celebrity Pool Toss on Oct. 10, beginning at 6 p.m. Begun by Joie de Vivre Hospitality founder and Chief Executive Officer Chip Conley, the annual fundraiser celebrates its 15th anniversary this year, having already raised more than \$1 million to benefit the Tenderloin Neighborhood Development Corporation's programs.

This year's event co-chairs are Laura King Pfaff and Jim Losi, who will be returning to the pool toss after hosting the raucous festivities in 2000 and '01. Masters of ceremony will include "Ultimate Kitchens" host and San Francisco Magazine food and wine editor Tori Ritchie, ABC local news anchor Cheryl Jennings, and San Francisco District Attorney Kamala Harris. Joining them will be Conley, celebrated host Harry Denton and Denver Broncos tight end Teyo Johnson.

Celebrities planning to take the plunge include novelist Robert Milder Anderson ("Boonville"), KRON's "Bay Café" host Joey Altman, Tipping Point Community founder Daniel Lurie, Barbary Coast Consulting President Alex Clemens and San Francisco Convention and Visitors Bureau President Joe D'Alessandro. Past participants include Robin Williams, Cheech Marin, Gavin Newsom, former 49ers president Carmen Policy, ex-mayor Willie Brown, Don Johnson, Grateful Dead guitarist Bob Weir and figure skater and Hayward native Kristi Yamaguchi.

Last year, local luminaries and the approximately 450 revelers who paid for the right to dunk them were able to raise \$200,000 to benefit the TNDC. The Kelley brothers (Tom, former NBA player Rich and SF Magazine's Bruce) fetched \$19,500 for their dip in the pool, though one particularly enthusiastic bidder once paid \$140,000 for the right to toss the chairman of Charles Schwab.

Those attending the pool party's



San Francisco Supervisor Chris Daly and his wife, Sarah Low Daly, take a dunk for a good cause. — All: Courtesy photos

15th birthday bash will be treated to the Fabulous Bud E. Luv Show — a Las Vegas lounge singer and self-proclaimed inventor of folk music — actress Connie Champagne, and the San Francisco Tsunami synchronized-swim team. Lifeguards from Crunch Fitness will be on hand, prepared to rescue any participants who are unable to navigate the pool's normally calm waters. Tickets are \$125 each; sponsorships start at \$500.

All funds raised by the pool toss are destined for support of the TNDC's after-school programs. TNDC houses nearly 10 percent of the Tenderloin's residents. While many of the units are single-room occupancy units, an increasing number of families and children are settling into the area.

Founded in 1981, TNDC's mission is to provide safe, affordable housing with support services for low-income residents of the Tender-



San Francisco Giants' Lou Seal, above, gets wet at the Celebrity Pool Toss. Oakland Raider Jarrod Cooper, left, participates in the Tenderloin Neighborhood Development Corporation event.

loin community. Presently, TNDC owns and manages 25 buildings that provide homes for 2,500 low-income seniors, families, small-wage earners, immigrants and others in the Tenderloin and surrounding neighborhoods. It also provides on-site support services and resources including social workers and after-school programs.

"We can't achieve any of our goals if we can't pay for them," says TNDC Executive Director Donald

Falk. "And while we are committed to growth, we are even more committed to preserving the buildings and programs we have already built and developed."

For more information, call (415) 358-3937 or visit [www.tnnc.org](http://www.tnnc.org).

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## TNDC grants help gussy up the neighborhood

Since 1999, the Tenderloin Neighborhood Development Corporation has managed the Tenderloin Façade Improvement Program, which provides grants to neighborhood merchants and property owners to improve and maintain their buildings.

The program intends to enhance the Tenderloin's streetscape and recapture the neighborhood's historic character while making safety-minded improvements such

as increasing lighting and visibility. It also promotes neighborhood investment by creating opportunities for contractors and encouraging participants to care for their properties.

Having been honored by San Francisco Beautiful, a nonprofit originally founded as part of an effort to save The City's cable cars, and the San Francisco Architectural Heritage Foundation, the improvement efforts are

made possible by funding from the Mayor's Office of Community Development. In 2001, the TNDC was rewarded with the Robert C. Friese Award for Neighborhood Conservation in recognition of its work.

Projects have ranged from external paint-work on Original Joe's Restaurant to the installation of bird deterrents to the Allen Hotel on Eddy Street.

The TNDC provides matching grants of up to \$9,500 to Tenderloin merchants for building enhancements such as painting, exterior repairs, new signage and the

improvement of window grills; to date, they have doled out more than \$160,000 in façade funding.

Additionally, they offer a limited number of \$7,500 grants to restore neon signs, which have long been considered integral to the neighborhood's history. The signs are a reflection of the district's roots in jazz and other forms of live entertainment during the 1940s and '50s; the TNDC has disbursed more than \$75,000 for neon-sign repair to Tenderloin businesses, including Barah's Market and the Senator Hotel. — *Rossiter Drake*