



TNDC Developments

Building homes and hope. Since 1981.

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Celebrating 15 Years of Tenant Services

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Through food pantries and emergency food bags, Tenant Services has distributed over 2.3 million pounds of food to our residents since partnering with San Francisco Food Bank in 2001.

Buy Tickets to
TNDC's Birthday
Dinner online at
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Spring 2008

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TNDC *Building homes and hope. Since 1981.* Developments

Tenderloin Neighborhood Development Corporation • 201 Eddy Street • San Francisco, CA 94102 • Spring 2008

Celebrating 15 Years of Tenant Services

For our 27 years as an organization, TNDC has believed that the solution to homelessness in our neighborhood is to offer permanent housing rather than temporary shelter. Because low-income communities often have special needs, our unique approach to supportive housing combines affordable and safe home environments with voluntary on-site social services, fostering stable resident communities and boosting the chance of success for our residents.

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Portrait Day at the Franciscan Towers

Local Photographer Provides a Free Portrait Sitting for Our Residents



Low-income families generally cannot afford to take a family portrait, something families of significant means might take for granted and many a child dressed in his best has suffered through. This luxury is seldom available to those living on incomes that barely leave enough for rent, let alone for food and other necessities.

Patty Warren is a local photographer who organizes free portrait sessions for low-income individuals and families in San Francisco. She wants to expand this project and is currently looking for funding sources. If you are interested in participating, please contact her at (415)823-3820 or patraphoto@gmail.com.

That's what inspired local photographer Patty

Warren to approach TNDC with her idea for a free portrait session for our residents. TNDC's first Portrait Day was held on April 1st in the Franciscan Towers Lobby, and residents of the building and their friends were given the opportunity to have their portraits professionally taken for free.

"It's about dignity, and presenting the self you want to present to the world," Patty said of this project. "I want this to be an opportunity to have a really nice portrait to send to relatives and friends... to reinforce family cohesion for families that have had to face a lot of challenges in their lives."

The first 25 people who signed up for the event received a free 11x14 framed portrait to hang on their walls at home. Everyone received 8x10 prints of their photos, and Patty even included packages of smaller prints for participants to give out to friends and family.

The reception was heartwarming. Everyone was excited when they walked into the Franciscan lobby, which had been transformed into a professional studio complete with white backdrop and umbrella lights. Franciscan resident Sharon Ray bought a new outfit at Ross to wear for the occasion.

"I haven't had my picture taken for fifteen years," she explained cheerfully as she finished posing in front of Patty's camera.

Two weeks later, Sharon clasped her framed portrait to her breast and thanked Patty repeatedly, blushing as praise was showered on the first picture taken of her in fifteen years.

Tenderloin Neighborhood Development Corporation
PROUDLY PRESENTS

TNDC's **27TH Annual Birthday Dinner**

Friday, May 30, 2008
6-9 PM

Moscone Center
Esplanade Ballroom

Charlotte Shultz, Honorary Chair
Event Co-chairs Amber Marie
and Christopher Bently

"...it's about the people we serve."

For more information, contact Chuck Johnson
at (415) 336-0910
or visit our website www.tnnc.org

San Francisco magazine

Tickets available at www.TNDC.org now!



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Executive Director

Clouds on the Horizon

But there's something you can do.

The future is not bright if you're poor.

We're spending 5 trillion dollars on the war, and another trillion on tax cuts. The latest estimate of California's budget deficit is \$14 billion, and the City and County of San Francisco is facing its worst budget deficit in years. Tough decisions lie ahead, those choices will bring winners and losers, and low income people will not fare well.

But there are two important steps we can take in the next 6 months that will make a huge difference in their lives. We don't often use these pages for legislative advocacy, but two upcoming issues are so important to TNDC's mission that they warrant your attention.

Proposition 98, on the June ballot, threatens to eliminate rent control in California. Rent control is problematic in many ways, but its absence will be a long-term disaster for Tenderloin residents. In one fell swoop, passage of Proposition 98 would effectively negate decades of work TNDC and many others have done to create housing affordable to low income people.

An **amendment to the San Francisco charter** on the November ballot dedicates money annually to affordable housing. This represents a rare opportunity for the people of San Francisco to take action directly to address the chronic, severe shortage of affordable housing that is slowly but surely making this a city reserved for the affluent. The federal government should be doing more — but after two decades of watching it reduce its commitment to affordable housing, we cannot afford to wait any longer to take responsibility for making this a city for all. Without new funding now for affordable housing, projects that might otherwise celebrate their grand openings in 2013 won't be built.

If you are a San Francisco voter, please vote to save rent control in June and for the affordable housing charter amendment in November. And thank you for your involvement, interest and investment in TNDC's mission. Together, we are contributing to San Francisco's future as a compassionate, livable and thriving city.

Best regards,

Donald S. Falk
Executive Director



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Community Organizing in the Tenderloin

The Community Organizing Department at TNDC celebrated its one year anniversary in January 2008 and we are hard at work responding to the community issues that are facing Tenderloin residents and stakeholders. Our mission is to spearhead efforts that mobilize residents and other stakeholders in San Francisco's Tenderloin to make the neighborhood a better place to live.

The CO Department has prioritized two very important ballot initiatives that have dramatic implications on the Tenderloin Community. We have provided some information about “**NO on 98 Yes on 99**” on the June ballot as well as the Housing Charter Amendment on the November ballot to inform TNDC supporters of this crucial issue.



Tomiquia Moss is passionate about making sure the voices of the Tenderloin are heard during election time. Also pictured: Stephan Woo, Community Organizing Intern.

One of our primary goals in the CO Department is to get the tenants that we house engaged in the election process. We are conducting voter registration drives in many of our buildings as well as providing information and education about these vitally important ballot measures. We are planning a variety of election-related events from now until November, in partnership with other departments at TNDC as well as our community partners. The CO Department at TNDC is committed to making sure that the voices of the Tenderloin are heard loud and clear during election time!

Thank you,



Tomiquia Moss, *Community Organizing Manager*

To help support the efforts of the CO Department at TNDC or to volunteer, please contact me at (415) 776- 2151 or tmoss@tndc.org.

Support the Housing Charter Amendment

San Francisco is in an affordable housing crisis. Increasing rent, decreasing amounts of rental units, and minimal amounts of affordable housing being built has hit hard on low and moderate income people.

Private development will create thousands of new units for high-income and single family households. However, San Francisco is home to thousands of low-income residents. To sustain and support its population, this City must build livable and affordable housing for the thousands of low-income families and individuals who want to remain in San Francisco.

The Housing Charter Amendment and a companion Revenue measure are on the ballot for November 2008.

The initiative would increase the transfer tax on all property sales worth over \$2 million by a small percentage. The money from this increase would go into a set aside fund for affordable housing construction.

It is predicted that nearly \$33 million a year would be generated for affordable housing.

Save Rent Control for California, Vote NO ON 98, YES ON 99 in June!

The Howard Jarvis Taxpayer Association and other land owner associations are spending millions on a campaign to pass Prop. 98. Swept in with eminent domain reform, Prop. 98 threatens to eliminate rent control.

The initiative proposes that the California constitution's definition of eminent domain be amended to also include this line: "Private property may not be **taken** or damaged for private use."

However, under the new initiative, the definition of 'taken' would include "limiting the price a private owner may charge another person to purchase, occupy or use his or her real property." This one phrase greatly expands the scope of Prop. 98 and would prohibit the enactment of local rent control laws.

► **Tenant Services** con't from page 1

We're proud of the successes our Social Work Unit and our Tenderloin After School Program (TASP) have achieved in creating safe, secure communities in our buildings since we began this program in 1993. Here are some accomplishments we are proud of from TNDC's fifteen years of Tenant Services:

- TNDC's Social Work Unit has grown 425% in 10 years.
- 8 languages are spoken by TNDC Social Workers and 4 languages are spoken by TASP staff.
- 15,000 referrals to Community Service Providers have been provided to our residents by TNDC social workers.
- 104 school graduations for children in our afterschool program have been attended by TASP staff.
- 11 TASP participants have been hired on as TASP youth workers.
- 2,306,978 lbs of food from the San Francisco Food Bank has been distributed to residents who need help making ends meet.
- \$38,000 has been awarded to TASP participants from the TNDC/TASP Educational Scholarship Fund.
- Over 4,000 community events have been facilitated by TNDC social workers, including 300 cultural celebrations, 300 bingo games, and 1,000 holiday congregate meals.
- 12 Health and Wellness Fairs have been organized to serve tenants and residents of the Tenderloin community.
- 38 college campuses have been visited on the TASP college tours.
- 200 birthday parties have been thrown for TNDC tenants.

Resident Spotlight: Michael Perona

Drawing Artistic Inspiration from the Tenderloin

Tenderloin resident Michael Perona of TNDC's Franciscan Towers is a jack of all trades. With an impressive resume of pro bono work that includes being a tour guide, an alternative healer, and teaching English, Michael has a wealth of life experiences to draw from. His current passion, however, is using these experiences to create something new... he is an artist.

After living in a number of Youth Hostels throughout the city where he has met interesting people from all walks of life, Michael "jumped out of the frying pan of the Lower Haight by entering the fire of the Tenderloin," as he puts it.

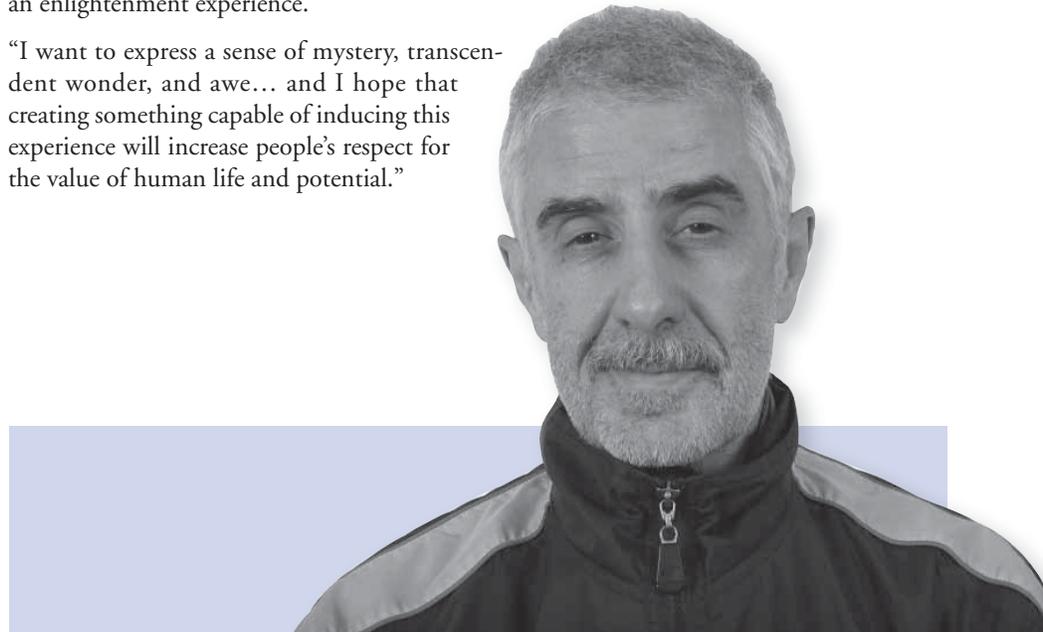
A Veteran's Administration social worker referred Michael to TNDC, and in spite of his skepticism and disbelief that anyone could help him, he embraced the opportunity to join our affordable housing community. He is now grateful to the people who he says have given him a better quality of life.

But it is not always easy to live in the "fire pit of the Tenderloin."

"It is an area where one can feel frequently tested," he said. But he is skilled in a number of techniques that lower stress and calm him, and his art has become one of them. He passionately draws from his experiences in this neighborhood, and uses them as elements in his creation.

"I juxtapose apparently unrelated elements until the 'ah-ha' experience is manifested," he explains. "The creative synergy begins to flow to create an enlightenment experience."

"I want to express a sense of mystery, transcendent wonder, and awe... and I hope that creating something capable of inducing this experience will increase people's respect for the value of human life and potential."



Neighborhood Spotlight: DOWNTOWN GROCERY



It's not easy to find groceries for a healthy meal in the Tenderloin neighborhood. The streets are dotted with liquor stores, shelves stocked with and an array of potato chips, canned soup, and frozen pizzas to supplement the liquor and cigarettes that are the staples of most commerce in this neighborhood.

Downtown Grocery, run by Arun and Pam Samujh, sits on a quiet section of Eddy Street and prides itself as an exception to this rule. A self-proclaimed "family store," they strive to be an asset to this neighborhood by providing affordable, healthy food in a clean and friendly atmosphere. "Since we took the store over, we put groceries before selling liquor," says Pam, proudly.

Arun Samujh has been involved with this little neighborhood sundry for the nearly thirty years it has been on Eddy Street. When Arun inherited Downtown Grocery from his friend, the previous owner who retired two years ago, he and his wife Pam, both native Fiji Islanders of Indian descent, made this store their own.

A Home Away from Home

Sipping a cup of Pam's Indian Chai tea (it's nothing like the one at Starbucks!) in a chair she has offered me behind the counter of Downtown Grocery, I listen pleasantly as Arun turns up the Indian gospel music that

has been playing softly in the background. He lifts up his arms and dances good-naturedly behind his register.

"People love it," he says. "Because it is foreign, maybe. The sound and the beat is very calming." His regular customers are accustomed to the soothing Indian music, a part of Pam and Arun's Indian heritage that brings character to this place. "They ask what happened to it when it's not on. People come in and dance to it."

Pam and Arun are behind their counter every day from 8 am to about 9 pm. Because of this, they've made this little store their home. And with the smell of incense in the background, and a candle burning regularly in front of their Shiva altar to Ganesh, it sure feels like it.

Their many loyal regulars have become friends. "You get to know them, and there's always some chit-chat," Arun explains. "The Tenderloin is a place where you get to know people. You interact. Some people have problems in their lives but you need to understand where they are coming from."

"They are not Rich People Here"

"We want to make it a family store, and pay attention to the things that our customers want to buy," Pam explains. Not just a liquor store, Downtown Grocery offers healthy foods like fresh vegetables, fruits, and frozen meat at affordable prices. Big, beautiful bananas sit next to the register, a steal at only fifty cents.

"They are not rich people here," she says. To make sure the people who live on the street have access to food, Arun and Pam have an entire row of snacks that cost only a quarter each. "If they have only a quarter, at least they can afford to eat something."

But they have a strict policy: they will not serve anyone who is intoxicated.

"We tell them to go home, sleep it off, and if in the morning they still want it, we'll sell it to them then." They stock only a limited supply of liquor and cigarettes, because they want to see their customers spending their money on groceries.

"Around here," Arun tells me as he rings up a customer, "sometimes it feels like every store is the same. Customers are not treated well. 'Here, take this, give me the money, out you go.'" He smiles at the man as he takes his change. "We are all human beings, you give them respect to get respect."

Downtown Grocery is located at 289 Eddy Street.



Board Members Reunite to Reflect on TNDC's Successes



Six generations of TNDC Board Presidents.

Dozens of past and present board members gathered to reconnect at San Francisco's Villa Taverna on April 3 to share stories of the old days and to celebrate TNDC's present successes and future plans. Thanks to the generosity of an anonymous donor, this social evening was completely underwritten to celebrate those who have provided invaluable leadership to TNDC over the years.

"Thoughtful, effective leadership is the hallmark of any successful endeavor," Executive Director Don Falk noted as he welcomed the attendees at the event. "It is through the labor of generations of Board members that TNDC is

now regarded as a leader and a nationally recognized model of community development. We are deeply grateful."

Seven generations of TNDC Board Presidents were on hand to raise their glasses together in celebration of TNDC's past, present and future — including current Board President Loren Sanborn, Chris Gouig, Sally Carlson, Clio Tarazi, Harmon Shragge, Jr., Brother Kelly Cullen, and TNDC co-founder Tom Lauderbach. Board members were encouraged to say a few words about their tenure on the board, and there was quite a range of experiences. Former Board President Clio Tarazi recalled being contacted for funding by a group of TNDC's founders while working at the Mayor's Office of Housing in the early 1980s. "So this hippie guy showed up in my office," she remembered. "A real idealist, who wanted financing to start a cooperative housing building in the Tenderloin."

Laughing, she added, "I was sure it wasn't going to fly, and I was relieved to send him on his way... two months later, he came back with 501(c)(3) nonprofit tax status, evidence of a seed grant, and that was the point I realized this group was really serious. Here were people who wanted to do the work!"

And work they did. What began as a grassroots response to rapid commercial development and displacement of Tenderloin residents grew to include a long-term strategy to preserve the neighborhood's affordable housing stock and residential character. Today, TNDC is a large and thriving organization because of the involvement of many wonderful hearts and minds, through many years of Board service. Our deepest thanks to all who attended and to the many others who can take great pride in TNDC's legacy they helped to build.



TNDC Employees Prepared to Respond

In January of 2008, TNDC held a two-day Neighborhood Emergency Response Team (NERT) training session, hosted by the San Francisco Fire Department and designed to educate average citizens to be prepared to assist in the case of a major emergency. 32 members of TNDC's staff have now been certified to respond effectively and in an organized manner, should a major disaster affect our Tenderloin neighborhood.

There are approximately one million people in the City during a business day... but on any given day, only about 300 firefighters are on duty in San Francisco. We have seen evidence of a community left in distress with hurricane Katrina in New Orleans. January's NERT training is a part of TNDC's long-term plan to create a network of trained staff, TNDC building tenants, and Tenderloin community members ready to respond in an organized, planned, and practiced manner to a major emergency in this densely populated neighborhood.

NERT trainings cover topics such as Earthquake Awareness, Disaster Medicine, Light Search and Rescue, and Team Organization, preparing participants by teaching the necessary skills to respond effectively in a crisis situation. "We performed search and rescue exercises, lifted debris off 'bodies,' and even operated a fire extinguisher... something most of us have never done," said David Gustafson, TNDC's Emergency Preparedness Committee Secretary.

TNDC's Emergency Preparedness Committee, formed in July of 2007, recognizes the need for TNDC and the Tenderloin community to be organized and prepared. They intend to host another NERT training later this year, and encourage all members of the community to prepare themselves with this type of training.

"The more prepared each person is," said David, "the less the impact may be when an emergency strikes."

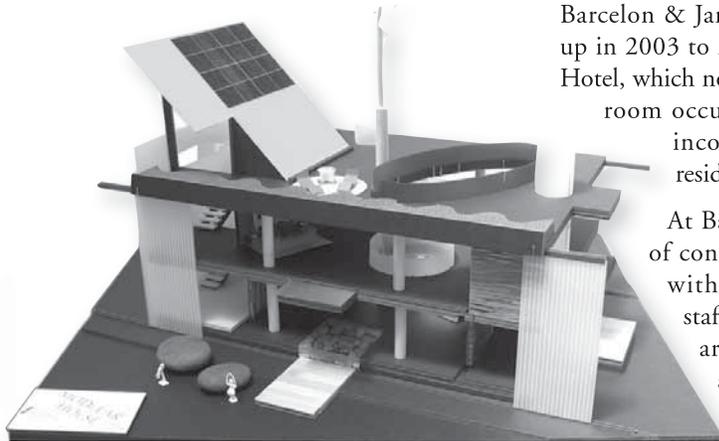
Donor Spotlight

Barcelon & Jang: A Model of Support

Local Architecture Firm Marks Third Year of Dollhouse Auction Participation

This year marks the third anniversary of TNDC's Designer Dollhouse Auction, taking place on May 30th at TNDC's 27th Annual Birthday Dinner. This is also the third year that local architecture firm Barcelon & Jang has designed and donated a small-scale architectural model of a collaborative company-wide design concept.

At our Annual Birthday Dinner's Designer Dollhouse Auction showcase, local architects and developers demonstrate their talents by building designer dollhouses that are auctioned off to benefit our mission. Each participant is asked to build a dollhouse no larger than 36 inches long, 30 inches deep, and 42 inches tall. After their



completion, the dollhouses are prominently displayed throughout the dining hall where attendees can view and bid on the dollhouse of their choice.

Barcelon principle owners Darlene Jang and Wayne Barcelon are committed to supporting TNDC's mission to provide affordable, service-enriched housing in San Francisco.

"Our work in the Tenderloin community, designing housing for the formerly homeless and low-income individuals and families, has been a focus of our firm for over 20 years, Wayne Barcelon explains. "Our support of TNDC through the dollhouse project is an opportunity to express this commitment."

Barcelon & Jang and TNDC first teamed up in 2003 to rehabilitate the Ambassador Hotel, which now accommodates 134 single room occupancy units to house low-income and formerly homeless residents.

At Barcelon & Jang, the process of constructing a dollhouse starts with the concept phase. "The staff meets and ideas are floated around," Barcelon said. "We seek to stimulate discussion and provoke thought



Wayne Barcelon and Darlene Jang with last year's contribution to TNDC's Designer Dollhouse Auction.

about how we might live in the future." Energy, self sufficiency, sustainability, flexibility, and playfulness are all concepts that are encouraged in the brainstorming session.

Once the concept is complete, a team of four starts building the dollhouse. This can be a time consuming project with over 100 hours expended from the conceptual stage to the final product.

The success of their efforts is undeniable, as the first two Designer Dollhouse Auctions raised over \$20,000. This year's participants include the architecture and development firms of Barcelon & Jang, Mock/Wallace Architects, Leddy Maytum Stacy Architects, Saida and Sullivan Design Partners, and Swatt Architects. If the last two years are any indication of the amazing creativity that goes into building a TNDC Birthday Dinner dollhouse, then this year will not disappoint.

We thank Barcelon & Jang for their loyal support of TNDC's mission and their talent in making our Designer Dollhouse Auction such a success.

Help support TNDC for the Long Term!

Please help us ensure that affordable housing is available for low-income San Franciscans for years to come by including us in your estate plans, through a bequest or another planned gift like a charitable trust or insurance annuity. Please contact Julie Doherty, Major Gifts Manager, at (415) 358-3965 or jdoherty@tndc.org for further information.