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## The West Hotel Begins Housing Formerly Homeless Seniors

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Assistant Building Manager James Moore welcomes returning and new residents to the West Hotel.

Winter 2005

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 TNDC Calendar!  
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TENDERLOIN NEIGHBORHOOD DEVELOPMENT CORP • SAN FRANCISCO'S LARGEST AFFORDABLE SUPPORTIVE HOUSING PROVIDER

## TNDC Begins Housing Homeless Seniors at the West Hotel

The renovation of the West Hotel is complete! TNDC invites supporters to celebrate at the grand re-opening ceremony on Wednesday, January 12th from 11am to 1pm at 141 Eddy Street, just one block from the Powell Street BART station.

The celebration marks an important step in TNDC's 23-year history. In partnership with San Francisco's Department of Public Health (DPH), the West Hotel is among the first of TNDC's buildings to offer housing units designated for homeless seniors. Forty seniors will live in individual units and have access to free supportive services, including an on-site social worker funded by DPH, money management services provided by Lutheran Social Services, and home visits from Curry Senior Center's nurse practitioners. "Getting permanent housing is a big accomplishment for someone who has been living on the streets," says Delene Rankin, TNDC's Social Work Unit Manager. "To assist these seniors with housing retention, we are encouraging utilization of all available services."

### A New 97-Year Old Building

Built in 1907, the West Hotel had fallen into severe disrepair as a result of decades of neglect. TNDC acquired the building in 2001 and transformed its 105 units into beautiful, permanently affordable homes for formerly homeless seniors, people living with HIV/AIDS, people with disabilities, and other low-income individuals.

The building's renovation was extensive. It included a seismic retrofit and upgraded electrical, mechanical and plumbing systems. There were additions of new fire and life safety systems, improved accessibility, and new common spaces. Individual units were also upgraded to include armoires for storage, kitchenettes with microwaves and refrigerators, and added bathroom facilities. "The construction work at the West Hotel was very challenging due to the extremely poor condition of the building," says Nick Griffin, TNDC Senior Project Manager. "Despite that, or perhaps because

► **West Hotel** con't on page 3



New paint brings out historic architectural details.

## 7x7 Magazine Partners with TNDC as New Media Sponsor

**7** TNDC is proud to announce that 7x7 is our new media sponsor. Named for the dimensions of San Francisco, 7x7 magazine delivers the most comprehensive food, design and fashion coverage in the Bay Area. Starting in February and spanning for a year, TNDC will have its own space to write about issues affecting TNDC, our tenants, and the City, including homelessness, housing, urban development policies, and others.

7x7 is also giving our donors a special opportunity. Subscribe for a year at \$24.97 and \$10.00 (40%) will be donated to TNDC. To receive your 11 issues and to give back to TNDC, please visit [www.7x7mag.com](http://www.7x7mag.com) or call 7x7 at (415) 362-7797, ext. 230.

Don't delay. Learn more about what this stylish City has to offer today!



Holiday fun for the kids.

### Over \$80,000 Raised Thanks to Lurie Match

Thanks to a Lurie Foundation challenge grant and to our donors, TNDC raised over \$80,000 for the After-School Program. The funds will allow the Center to continue providing educational enrichment and recreational activities for 60-65 kids a day at no cost to the children's families. Thanks again for your support, and making a big impression on our youth.



TNDC Board of Directors

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EXECUTIVE DIRECTOR

## Reflections on a Good Year

It's the end of another year and time again to pause and ponder all that it has held. To reflect on each day and see the divine in the ordinary as well as where light has shone.

**Bright indeed was the year for TNDC!** We recently rededicated three buildings — the Maria Manor, Antonia Manor, and Alexander Residence — and met scores of happy tenants who told us that they were thrilled with their renovated “home” and interspersed community spaces. It is truly satisfying to be able to tell the seniors and disabled tenants in these buildings that their housing will stay permanently affordable.

With TNDC, our residents will never have to worry about displacement again. They can live in peace and get on with life. With volunteer work in the community. With activities or events that build community. With improving their neighborhood. With no worry about “urban removal,” they can simply enjoy their lives or live for others. This assurance of stable housing, backed by over 23 years of service, rejuvenates the young or old, offers hope, and opens the way to the future.

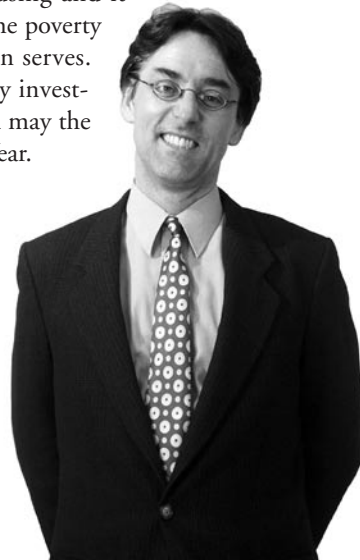
Some residents who will enjoy this renewal are the individuals moving into the newly renovated West Hotel. What was once a severely dilapidated building is now a beauty, a place of inspiration for the 104 tenants who will live there. Next year, we will finish building Curran House “from-the-ground-up.” This building will create 67 additional units for Tenderloin families living on less than \$20,000 a year.

To help us carry on the legacy of quality housing, supportive services, and respect for our extremely low-income “customer,” we’ve made some changes. Our board and staff adopted a 5-year strategic plan to help us manage the 100% projected growth in our housing portfolio between 2000 and 2007. We’ve also added a Chief Financial Officer and Chief Operating Officer to our management structure. These changes will help us become more effective as we grow and increase our reach to house more low-income San Franciscans.

At TNDC, we are grateful and honored to be able to see all the good that is being done, but we can only change lives and expand our efforts through your generosity and support. TNDC has been called the “St. Anthony’s” of housing and it couldn’t be more true. All of our residents live near the poverty line, like the people whom St. Anthony Foundation serves. Help us continue making the world a better place by investing in effective solutions like TNDC. Thank you and may the source of all life bless you abundantly into the New Year.

Sincerely,

Bro. Kelly Cullen, OFM  
Executive Director



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## TNDC Completes Renovation of Preservation Property



Alexander Residence



Antonia Manor

About 150 people celebrated the re-opening of the Alexander Residence in November. Among them are District 6 Supervisor Chris Daly and Marcia Rosen, Executive Director of the Redevelopment Agency. “The Alexander is part of the Agency’s housing preservation program. To date, the program has saved and rehabilitated 1,800 units of affordable housing in San Francisco,” says Marcia. “We are pleased to have played a major role in this development, and hope to continue working with TNDC to address the need for low-cost housing in this city.”

The Alexander Residence has a colorful history. It was built in 1926 and reportedly had a stint as a prohibition-era speakeasy.

In the 1970s, tenants were relocated from South of Market housing to the Alexander to make way for the Yerba Buena and Moscone Centers. In 2000, the Alexander Residence and two other buildings — the Maria Manor and Antonia Manor — were at risk of conversion to market rate housing.

The Redevelopment Agency selected TNDC to acquire the buildings, based on a vote by the tenants. “We are honored that the residents recommended TNDC to acquire, renovate, and preserve their buildings,” says Don Falk, TNDC’s Director of Housing Development. “They can rest assured that the affordability of their housing will remain intact.” Among the residents housed in the 431 preserved units at the Alexander, Maria, and Antonia are seniors, people with disabilities, and people with HIV/AIDS. One building at a time, TNDC continues providing housing and hope.



Marcia Rosen, Executive Director of the Redevelopment Agency, shows her support at the Alexander opening.



### Thank You Prop A and Prop 63 Supporters!

Thank you for supporting Proposition A — the city-wide initiative which would have provided \$200 million for affordable housing over five years. While Prop A was unable to garner the 67% voter approval to pass, the majority of San Franciscans (64%) supported the initiative. This data tells us that San Franciscans care about the need for affordable housing and want to do something about it.

While Prop A didn’t pass, we’re glad that state-wide measure Proposition 63 did pass. This bond will bring \$800 million annually to California between 2006-2007 to fund mental health services. Considering that many of our low-income residents live with mental health or substance abuse issues, our supportive service programs can play a stronger role to improve lives with additional funding.

Thanks again for voting for Prop A and Prop 63. Your support is vital to creating affordable homes and a network of services for low-income individuals, families, and seniors in San Francisco.

► West Hotel con’t from page 1

of it, the West is now more like a new construction project than a rehab. Returning residents and new tenants are welcomed into an essentially new, 97-year old building and supportive community.”

### Thanks to Our Housing Development Partners

At the January re-opening, TNDC is taking the opportunity to thank a multitude of public and private partners who financed the development. They include: the San Francisco Mayor’s Office of

Housing; the San Francisco Redevelopment Agency; the San Francisco Seismic Safety Loan Program; Bank of America; First Republic Bank; the Federal Home Loan Bank of San Francisco; Enterprise Social Investment Corporation; Harsch Investment Properties; the U.S. Department of Housing and Urban Development; the San Francisco Housing Authority; and DPH. Because of their generous investment of time, effort, and funds, more low-income individuals, including formerly homeless seniors, can live with dignity and comfort in this great City for many years to come.



## The Face of Homelessness

Sandra Vanderpool never expected to be homeless. Growing up in the Detroit suburbs, she aimed to be in show business. “I wanted to make people laugh,” she says. In 1979, she followed her dream to be a stand-up comedian and moved to San Francisco to study at the Holy City Zoo, where Robin Williams started his career. Her first appearance on center stage was so good that a producer entreated her to join the house improvisation troupe. She would spend the



*“The image of homelessness is not the reality that I saw.”*

– Sandra Vanderpool

next several years honing her talent and following the repeated successes and failures of life as a performer. Sandra traveled across the state and shared stages with comedians Dana Carvey and Nora Dunn, both of whom moved on to *Saturday Night Live*.

### Hard Times

In the 1980s, some of Sandra’s friends and colleagues began contracting and dying from AIDS. She performed benefit shows to raise money for a cure and started working at Shanti, an organization that serves people with the disease. She also began working with the homeless. “When I was in Michigan, the thought that a person might not have a home never entered my mind,” she says. “But the homeless in San Francisco are so visible.”

Homelessness became a personal issue in 2002. Sandra’s disability isn’t visible. She doesn’t use a wheelchair nor does she look her age of 61, but she suffers from emphysema and asthma and they hold her back. Symptoms include shortness of breath, chest tightness, and coughing. Sandra never knew when she was pushing herself over her limits and became lethargic for long periods of time. She eventually quit her job only to find that her job search was abated by her exhaustion. She sent out resumes one day and felt tired the following three days. Temporary work assignments were also impossible for her to bear.

### Transitions

Realizing her disability, Sandra applied for government assistance but was denied. The clerk looked at the checked boxes that determined whether an applicant has enough of a disability to warrant financial assistance and the formula didn’t match. Soon, she

was struggling to keep her home — a one-bedroom apartment where she spent 22 years. She went to tenants’ rights groups and social service organizations, and applied for financial assistance but was declined again. “Losing my job was devastating,” she says. “What was worse was that I didn’t have any outside support.”

Without work, Sandra maintained her housing with help from family and friends for over a year before losing it and most of her possessions. Sandra spent the next eight months in shelters, often sharing rooms with thirty women at a time. “The image of homelessness — that of an alcoholic or substance abuser passed out on the streets — is not the face of homelessness that I saw,” she says. “For people who succumbed to drugs, it was usually after they were faced with the demoralizing realities of life on the streets, of sleeping at the BART station or in a doorway, and getting moved from one place to the next.”

### A Happy Beginning

Fortunately for Sandra, TNDC housing became available at the Ritz Hotel and she was able to move into her own unit last July. While her disability will not improve, she is now in stable housing and receiving financial assistance that was hard won in court. She also plans to write a book and hopes someday to be on stage again, perhaps work at an independent theater in the Tenderloin. But no matter what medium, one thing is certain. Sandra will find a way to share her powerful story.

– Kirsten Olson

## New Additions to the Senior Management Team

The scope of work and growth at TNDC requires a strong senior management team. To this end, we are pleased to introduce two new faces. They are TNDC’s first ever Chief Financial Officer (CFO) Paul Sussman and Director of Property Management Felicia Scruggs-Wright.

### CFO Brings 20-Year History in the TL

Paul’s history with the Tenderloin spans over 20 years. He also has the intimate knowledge of philanthropy, housing development and finance to oversee the financials of TNDC’s 22 buildings and the organization’s \$18 million annual budget. Paul first came to us as a member of the Board of Directors in the early 1990s. After a separation of ten years, he returned in 2003 as a consultant. We soon hired him as our CFO. “It’s challenging to work in the Tenderloin, to make our developments work, and to convince outsiders that our efforts need to happen,” says Paul. “But there is a visible

need and never a day where our mission is unclear.”

Paul has a large project ahead of him: to ensure that TNDC’s financing is easy to understand. “TNDC’s success and growth makes our financing complex,” he says. “My job is to analyze how our growth poses challenges to our finances.” His knowledge about how finance and housing development intersect are crucial as TNDC projects a 100% increase in its housing portfolio between 2000 and 2007.

### Director of Property Management’s Big Job

TNDC also bears the responsibility of managing 22 buildings and housing 3,000 residents. In September, we welcomed Felicia Scruggs-Wright as Director of Property Management. Felicia has many years of experience in this field and previously



Paul Sussman



Felicia Scruggs-Wright

oversaw 18 sites at the Emergency Housing Consortium in the South Bay. “TNDC’s presence in the Tenderloin is instrumental in increasing city-wide affordable housing,” says Felicia. “I look forward to being part of this effort and affecting this neighborhood and city in a positive way.”

TNDC welcomes Felicia and Paul to the senior management team. They are adding invaluable talent and expertise as we look ahead to maintaining our quality housing, and providing more to people in need.



## Get Your Free 2005 TNDC Calendar While They Last

TNDC’s 2005 calendar was designed to capture the heart and soul of the Tenderloin. Page by page, this glossy booklet is as beautiful as it is functional. Each month is graced with photographs of our residents or our buildings, and information about our work. To get your calendar, complete the information below and mail it in the enclosed envelope.

**Yes, I want a FREE 2005 TNDC Calendar** (please print)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_



## Bay Area Celebrities Dive Deep for Dough

The record has been broken! Thanks to people like you, TNDC's Twelfth Annual Celebrity Pool Toss on October 18th was a huge success, raising over \$266,000 to benefit TNDC's After-School Program and other services for Tenderloin children and their families. A new record for top tossee was set by Bay Area Philanthropist **Radha Stern** and her husband **Gary Maxworthy** of the San Francisco Food Bank. They splashed into the pool for an unprecedented \$115,000!

Co-chaired by San Francisco duo **Lori Puccinelli Stern** and **Peter Stern**, event guests bid against each other — rallied on by Bonhams and Butterfields auctioneer **Patrick Meade** — for the chance to toss their favorite local celebrities into the heated pool of Joie De Vivre's Phoenix Hotel. Those who took the plunge included San Francisco Ballet soloist **Peter Brandenhoff** who donned tights and ballet shoes before pirouetting into the pool. SFPD Deputy Chief **Greg Suhr**, Stanford professor **Jim Steyer**, debutantes **Cameron Phleger**, **Taylor Bentley**, **Bailey Locke** and **Lauren Quist**, Emerald Fund President **Oz Erickson**, and the S.F. Convention & Visitors Bureau President and CEO **John Marks** were also tossed in, albeit with a bit less grace.

Actor, writer and producer **Cindy Williams** also lent her support and was an emcee for the fourth year. Other guests included San Francisco Mayor **Gavin Newsom**, S.F. Police Commissioner **Joe Alioto Veronese**,



**TNDC's 2004 Celebrity Pool Toss XII**

- 1) Emcee **Cindy Williams** poses with two fans.
- 2) Bids and spirits were high for tossee **Oz Erickson**, President of the Emerald Fund, who was flanked by Mayor **Gavin Newsom** (left) and Assemblyman **Mark Leno** (right).
- 3) **Cameron Phleger** and the other **Dunking Debutantes** — **Taylor Bentley**, **Bailey Locke**, and **Lauren Quist** — get tossed.
- 4) **San Francisco Ballet Soloist Peter Brandenhoff** can sure pirouette into a pool.
- 5) **Bathing beauties Gary Maxworthy & Radha Stern** take over the stage for heated bidding.

PHOTOS: JOSEPH DRISTE

California State Assemblyman **Mark Leno**, San Francisco Chronicle's Executive Vice President and Editor **Phil Bronstein**, ABC7 News Anchor **Cheryl Jennings**, KRON 4 Morning Newscaster **Liam Mayclem**, Octagon Sports Marketing's **Doug Hendrickson** and San Francisco bon vivant **Harry Denton**.

Veteran actresses **Susan Brown**, who played Dr. Gail Baldwin on *Port Charles*, and **Marjorie Lord**, who appeared opposite Danny Thomas as his wife Kathy on *Make Room for Daddy*, brought a bit of Hollywood to the Tenderloin. For more pictures or information, visit TNDC's website at [www.tndc.org/pooltoss](http://www.tndc.org/pooltoss).

### Shop to Help TNDC



TNDC was proud to partner with **A Miner Miracle** for their Fall Fashion Pre-Sale on October 14th. A San Francisco based non-profit, **A Miner Miracle** provides professional clothing and image counseling to low-income men, women and young adults seeking employment. Attendees of the event sampled hors d'oeuvres and desserts from local restaurants, enjoyed champagne and perused the many rooms of drastically discounted designer clothing. TNDC received a portion of the proceeds from ticket sales, proving that you can shop for a good cause. Visit [www.aminermiracle.org](http://www.aminermiracle.org) for information on upcoming events.



## Donor Spotlight: Radha Stern

to join the Board but she turned him down, telling him that although the trust's support would continue, TNDC wouldn't get an increase in funding. Kelly replied, "I don't want your money. I want your infectious enthusiasm!"

This issue's "shining star" is not only a longtime, generous donor, but an out-going member of TNDC's Board of Directors. Radha Stern leaves behind a legacy of support and stewardship on behalf of our tenants after six years. Having served on the Board's Executive Committee and as Fund Development Chair since 2001, she has been a driving force in TNDC's fundraising efforts to keep up with increasing financial demands resulting from our recent growth.

Radha discovered TNDC in 1995 while working for her family's charitable trust. Her brother read about our work and decided to fund our programs. Executive Director Kelly Cullen later invited Radha

Radha joined the Board in 1998 with the single-minded goal of making a difference. Having been a single mother of two, she states, "I understand struggle in life, and I wanted to help create an environment where people can put their heads down at night and feel safe. You can't deal with difficult circumstances unless you have a decent place to be. TNDC's vision is one of the most basic and effective. Working on behalf of this organization has given me immense satisfaction and a good feeling in my heart."

Radha is particularly proud of TNDC's relationship with the San Francisco Food Bank, resulting from the involvement of her husband Gary Maxworthy who is on their Board. TNDC is now the fourth

largest distributor of food among the 450 agencies benefiting from the Food Bank's program.

Since Radha discovered TNDC a decade ago, she has cultivated volunteers and donors, seeking funds wherever she could, always with style, grace, and most importantly, success. On October 18th, she and Gary did what all nonprofit board members are forever being asked to do—jump into the deep end of the pool for their organization. This time, it was literal. Radha became the highest grossing "tossee" in the twelve year history of the Celebrity Pool Toss. Her push into the pool at the Phoenix Hotel raised \$115,000, which is a fitting send-off and tribute for an individual who is responsible for raising hundreds of thousands of dollars for TNDC's housing and services.

*Radha, on behalf of the Board of Directors, our staff, and our tenants, we salute and thank you!*

### We Heard You

We gained incredible insights into what is important to you, as we strive to make a difference in the lives of low-income San Franciscans. Many of our survey respondents wanted to learn more about our Planned Giving Program. By remembering TNDC in your will or living trust, you will leave a legacy of safe, affordable housing and support services, making the neighborhood a better place to live and work. The results will be visible in clean, affordable living units, trained residents who have permanent jobs, and a safety net of voluntary social services to ensure success at home and at work. For confidential information on making a planned gift to TNDC, contact Ken Sommer, Associate Director of Fund Development at (415) 358-3946.

*Thank you to the many respondents to TNDC's Donor Survey.*

### TNDC Foundation Donors

- Alexander M. and June L. Maisin Foundation
- Argosy Foundation
- Caufield Family Foundation
- Corporation for Supportive Housing
- Eva Buck Charitable Lead Trust E
- Evelyn & Walter Haas, Jr. Fund
- Frieda C. Fox Family Foundation
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