

TNDC's People's Garden Expands UP

Volunteers and TNDC's Community Organizing staff find a creative way to increase garden production

In December 2012, TNDC volunteers and tenants completed the new vertical garden at the Tenderloin People's Garden at the corner of Larkin and McAllister streets. The expansion will allow TNDC to produce 1,000 more pounds of food each year on the same size lot. The expansion project would not have been possible without the volunteer efforts of Geoffrey Barton, who led this community effort and donated more than 600 hours of his time planning, organizing, and facilitating the installation of the new garden wall.



Michael, a TNDC resident and garden volunteer, installs the base of the new vertical garden.

As a regular volunteer in the garden, Geoffrey often heard TNDC Garden Coordinator Nella talk about how they did not have enough space. When he heard the same concern at TNDC's Food Justice Committee meeting,

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TNDC residents help get out the vote in November election



Tenants rally for affordable housing

This past November was an especially busy time for TNDC's Community Organizing Department. With so much at stake in this last election, especially for the lowest-income members of our community, TNDC's Community Organizing team set out to make the voices of the Tenderloin heard through a Get-Out-The-Vote campaign. The team began strategizing back in July on how to mobilize voters in District 6 (the Tenderloin and SOMA). It was important that the plan included voter registration and

awareness of initiatives. Propositions C and E both directly impacted TNDC and Tenderloin residents. Making sure Tenderloin voters understood this was crucial. TNDC staff Hatty, Lorenzo and Ryan set to work training more than 40 TNDC resident leaders to be Prop C and E champions. Armed with materials provided by the Yes On Prop C: San Francisco Needs Homes campaign, they went door to door, speaking with neighbors face-to-face about San Francisco's lack of affordable

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February 2013

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From the Director's Desk

"Successful organizations cannot stand still in times of disruptive change. They maintain their core goals and values but readjust their strategies and tactics to reflect new realities." –Bruce Katz, Brookings Institution

Eighteen months after writing you that "plans are useless but planning is essential," TNDC has completed a strategic plan that outlines a strategic discipline embedded into the organization's way of doing business. In attending to the process of building that framework, we focused the bulk of our collective energy on the foundational ideas underlying TNDC's reason for being and role in the world, ultimately changing our mission statement to reflect how we have evolved over the past 15 years:



Executive Director Don Falk

"TNDC provides affordable housing and services for low-income people in the Tenderloin and throughout San Francisco, to promote equitable access to opportunity and resources."

At its core, the success of TNDC's on-going strategic planning discipline will depend in part on understanding how our world is evolving. Clues to these changes have emerged in a new compendium, "Investing in What Works for America's Communities." In it, for example, we learn that:

- Housing is a health care intervention. With all the attention given to the Patient Protection and Affordable Care Act and reforming how health care is delivered, lost is the recognition that health care only accounts for 10-20% of the nation's health. Much more important determinants of people's well-being are "social determinants" of health, e.g., living in decent housing in healthy neighborhoods. "A child's life expectancy," writes Risa Lavizzo-Mourey, "is predicted more by his ZIP code than his genetic code."

- Contrasting our success in building affordable housing with continuing poverty, philanthropy is renewing its emphasis on life outcomes that go beyond how many units we develop...and demanding proof that this linkage exists.

- With diminishing resources to build affordable housing, we will need a new model that allows us to build at a different scale, and it will require government and philanthropic institutions to operate in ways they find uncomfortable today. Going to scale, write Sister Lillian Murphy and Janet Falk, will require funding

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TNDC Homes and Hope Legacy News

Honoring Legacy Donors to Tenderloin Neighborhood Development Corporation

Carrying on a Mother's Legacy

Suzanne Tucker shares why she includes TNDC in her estate planning

A longtime supporter, Suzanne Tucker attended her first Celebrity Pool Toss with a friend and fell in love with the annual fundraiser. Over time, she took a closer look at TNDC and was won over by our mission as well. Recent events in her family prompted her to draw up estate plans, which would include provisions for charitable organizations she and her family believe in. "I look for programs to assist that are community-based, widely supported by the community and successful in their mission. TNDC scores on all these points."



Suzanne's principles are clearly informed by her mother, who was part of the "Greatest Generation," believing that each of us has a responsibility toward the well-being of our community and a role to play in it. When her mother passed away last year, Suzanne wanted to make sure her own philanthropy honored her mother's values as well as her own. She established a trust which provides income for her husband during his lifetime, but in which the principal will ultimately benefit TNDC, along with her nephew and another charity.

Originally, Suzanne began her career in social services and holds strong beliefs about what works. She states, "To be effective, it's important to intervene at the individual level, and TNDC excels at this." Supportive housing provides a foundation that enhances people's dignity, which in turn allows individuals to resolve the deeper things that are holding them back. Ultimately the goal is to help people fulfill their greater life's purpose.

Suzanne creates eye-catching designs as the founder of One Stop Graphics, a full service marketing and graphic design firm that recently celebrated its 25th anniversary. She is glad to remain a TNDC supporter and is already looking forward to the next Pool Toss, "clearly the most fun-raising event ever!"

Homes and Hope Honor Roll

We are enormously grateful for the following individuals and families who have provided for TNDC's future in their estate plans:

Anonymous
Barbara Berman and Cliff Lee
Sally Carlson
David Devine
Donald S. Falk
Miye Goishi and Dara Shur
Lona Jupiter
Pamela Krasney
Daniel Leibsohn
Kenneth Odell
Radha Stern and Gary
Maxworthy
Clio Tarazi
Suzanne Tucker

Estates of:
Nancy Blair
Robert David
Robert D. DeBolt
Ms. Grace Eng
Kenneth G. Holfman
Vincent Lafayette
Margaret H. Law
Donald Ellis Levy
Judy C. Martin
Madelon Purtill

If you would like to learn more, please check the box next to "I'd like to support TNDC long into the future. Please send me information on making a bequest by including TNDC in my will." on the enclosed envelope and return to TNDC. You will receive a free estate planning kit with tax-smart tips for your legacy planning. Request your kit by mailing this envelope or by calling Julie Doherty at (415) 358-3965. TNDC encourages all its donors to have up-to-date estate plans.

RESIDENT SPOTLIGHT

Curran House residents are growing their community

Each week, about twelve residents from TNDC's Curran House volunteer their time working in the rooftop garden. This group works together, sharing the responsibilities of watering, pruning, and harvesting a wide variety of vegetables and herbs. While Curran House has always had planter boxes for resident families to grow herbs, flowers and plants, in May of 2012, TNDC's

around, they pick the fresh vegetables and help distribute them to residents. Fred says, "I enjoy sharing this with my son. When I started, I did not know anything about gardening, but now I can teach my son."

Janet has lived at Curran House for five years. She remembers the old planter boxes with their flowers, rose bushes

"I enjoy sharing this with my son. When I started, I did not know anything about gardening, but now I can teach my son." - Fred Dejamco, TNDC Resident

Garden Expansion Project launched a renovation of the rooftop garden and installed twelve more planter boxes, and an irrigation system. We also invested in new edible plants, soil and tools. The Expansion Project was led by resident volunteers like Fred Dejamco and Janet Chevalier who work weekly in the garden.

and orange trees. She likes the addition of the vegetable garden boxes because they give her an opportunity to grow her own food and to get to know other residents. It is truly a community effort. Janet is in charge of watering two days a week. In exchange for her time, she gets to share in the results of the harvest.

Fred has lived at Curran House with his wife and their son for a little over a year. Before working with TNDC, he did not know anything about gardening. Fred helped with the new planter boxes and learned how to install plumbing and drainage systems for rooftops. Now he is a Food Nutrition Resident leader.

Since May, Janet has helped cultivate collard greens, parsley, peas, arugula, onions, lettuce, cauliflower, broccoli, bok choy, cilantro, and rosemary. Janet says she can taste the difference between the veggies she buys at the store and the ones she grows for herself. "It's fun to see it grow,

"It's fun to see it grow, and they taste so good. They are so beneficial for us that we want to grow more." - Janet Chevalier, TNDC Resident

Each night he visits the garden, often with his son. Together, they check on the condition of the plants, making sure they have enough water and are safe from pests. When harvest time comes

and they taste so good. They are so beneficial for us that we want to grow more. We are going to plant each season." When asked what her favorite



TNDC resident, Fred Dejamco volunteers in the newly expanded roof top garden.

recipe was, Janet says "Just steamed veggies with a little butter and salt to let the fresh taste come through."

Since the expansion, the new planter boxes have produced more than 116 pounds of fresh vegetables for residents. The edible garden has also given residents an opportunity to produce their own food and to give back to their community by growing food for other residents.

SAVE THE DATE

for TNDC's
**Annual
Birthday
Dinner!**

Join us as we celebrate 20
years of TNDC's Tenderloin
After-School Program (TASP)

**FRIDAY
MAY 17, 2013**

Friday, May 17, 2013
At the Hilton - Union Square
from 6:00 - 9:00pm

For ticket or sponsorship information:
visit www.tndc.org/bday or contact Lori Linker,
Director of Fund Development at (415) 358-3906
or llinker@tndc.org

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housing and the role they could play on election day.

"Our campaign to pass Props C and E was inspiring, not only because we were able to fund more affordable housing, but because dozens of TNDC's resident leaders, low-income people from the Tenderloin and South of Market, stood up and led the way," says Steve Woo, Community Organizing Director. Through this process, resident leaders identified more than 1,200 positive supporters before Election Day.

On the weekend leading up to Election Day, TNDC staff and resident leaders knocked on doors non-stop, visiting some households three or four times in order to remind and encourage



TNDC resident speaks to a group about affordable housing issues.

Tenderloin voters. Over the four days, they knocked on doors 2,500 times. By the time the polls closed, the team had already confirmed 400 individuals who had voted for Prop C and E through their canvassing and poll checking efforts. Final results were even more fantastic; both Prop C and E passed with overwhelming support from the Tenderloin and SOMA communities. Even more so, TNDC's organizing efforts resulted in a new group of Tenderloin leaders who are empowered to make their neighborhood and city a better place to live.

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for organizations rather than projects, streamlining regulations and combining funding sources to reduce development delays, and accepting greater risk of failure as the price of encouraging innovation.

• “Community development” as a brand has become amorphous. We need to think about what comes after community development, argues Mark Pinsky, in order to better advance “the purposes that underlay community development from its birth: opportunity for all and better alignment of capital (and capitalism) with justice.”

TNDC’s strategic challenge will be for the organization—its staff, Board and stakeholders—to question our cherished assumptions, to discard “the old narratives and familiar assumptions,” and instead to find and absorb these evolving ideas, incorporating them into our strategy and experimenting with innovative ways to implement them. With what the resources can bring to bear, our commitment is to create equitable access to opportunity and resources for the low-income San Franciscans we exist to serve, and we thank you for being part of the effort and journey to do so.

Best regards,

Donald S. Falk
Executive Director

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Volunteers and paid residents install the vertical garden framework.

Geoffrey thought he could help. He had seen pictures of vertical garden systems and knew the concept existed, but he was not sure how they were built or if they could be designed to grow edible plants. Despite the unknowns, the big blank south-facing wall of the Power House building on the site of the garden was a perfect location for a vertical garden, and Geoffrey knew this was a perfect opportunity to try and build one.

At the same time that Geoffrey was pondering interesting ways to help TNDC expand its garden footprint, a colleague sent him the call for submissions for Legacy Grant proposals for US Green Building Council’s 2012 GREENBUILD Conference. With a solid idea, and a potential way to pay for the project, Geoffrey contacted Lorenzo Listana, one of TNDC’s Community Organizers, with the idea of applying for a grant to build the vertical garden. Lorenzo and Nella were excited about the possibility.

Lorenzo Listana was impressed with Geoffrey’s dedication, “Geoffrey demonstrated his commitment to this project by reaching out to the garden volunteers during the design process and contributed his time and talent to make this project a success.”

With guidance from TNDC’s management and Fund Development team, Geoffrey was given the go-ahead to apply for the grant and assemble a community team of collaborators on TNDC’s behalf.

The process to build the vertical garden began with community meetings and the grant application. Geoffrey organized two community meetings, with help from TNDC staff, to share ideas with residents, business owners in the area, and interested horticulturalists and designers. More than 20 people showed up at each of the two meetings. Geoffrey worked to create buy-in and even cultivate new relationships for

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DONOR SPOTLIGHT

Jim Losi: the personal rewards of giving back



Jim Losi’s relationship with TNDC began fifteen years ago at the Annual Celebrity Pool Toss. That cold night in October was a touchstone moment for Jim and for his personal philanthropy. Directed by his boss, David Pottruck, to represent The Charles Schwab Corporation at an event, Jim had no idea that night he would run into comedian Robin Williams, Olympic skier Jonny Mosley, and fashion designer Betsey Johnson. He also had no idea that by the end of the night, he would find himself all wet after taking the plunge for kids and families in the Tenderloin.

He has been a committed volunteer and co-chair of the Celebrity Pool Toss ever since.

Jim comes back year after year, not to meet celebrities but because the Pool Toss event benefits TNDC’s Tenderloin After-School Program, which provides a safe and nurturing place for young people in the Tenderloin to go each day after school. TNDC’s model of partnering services with housing resonated with Jim.

“My dad died when I was young. So I identify with the struggles faced by orphans and am glad to give back whenever I can.”

Jim also knows he was very lucky that a series of adults took an interest in his well-being.

TNDC’s programs have not only inspired Jim’s philanthropy, but also his professional life. Jim has worked with international relief organizations and refugee groups since the 1980s. As

“Learning about TNDC’s model of supportive housing completely changed my philosophy about aid. Early on, our efforts focused on providing basic shelter. But what really mattered most to those in distress was uniting with their family and creating a stable home environment as soon as possible. I learned this directly from TNDC.” - Jim Losi

an adjunct professor of International Development Aid courses at St. Mary’s College in Moraga, California, he has looked to TNDC’s model of partnering housing and services as an example.

“Learning about TNDC’s model of supportive housing completely changed

my philosophy about aid. Early on, our efforts focused on providing basic shelter. But what really mattered most to those in distress was uniting with their family and creating a stable home environment as soon as possible. I learned this directly from TNDC.”

This philosophy now informs how he helps plan communities in Rwanda and elsewhere in Africa that have been hard-hit by warfare and HIV/AIDS. “TNDC’s approach is quite simple: providing the marginalized with the opportunity for success through the creation of homes. Families who have homes, thrive.”

Later this year, Jim’s first introduction to the Pool Toss will come full-circle when he takes his second leap into the Toss of Fame at the 21st Annual Celebrity Pool Toss. Pairing a light-hearted event with a serious purpose

strikes a chord with Jim. Describing his longtime involvement, he shares, “It’s been a tonic for my soul. I am so grateful.”

We hope to bestow one of TNDC’s highest honors to Jim Losi with a great splash this year.

Join us for the Grand Opening of Kelly Cullen Community

172 new units of supportive housing for the chronically homeless

On Tuesday, March 26, TNDC will celebrate the Grand Opening of Kelly Cullen Community. Located at 220 Golden Gate Avenue, this \$95 million renovation of the former Central YMCA will provide 172 efficiency studio units for chronically homeless individuals. The project includes a ground floor Department of Public Health-managed health and wellness clinic and a corner commercial retail space. Unique historic features restored include the 2nd floor atrium and auditorium, and a 5th floor gymnasium.

JOIN US

on Tuesday, March 26, 2013
from 11:00am - 2:00pm
at 220 Golden Gate Avenue, San Francisco

To RSVP: rsvpTNDC@leftwichevents.com
or call (415) 409-9522 by March 24, 2013



Photos by Mark Luthringer

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TNDC at those meetings. With the ideas and feedback he got from the meetings, Geoffrey began working on the project's schematic drawings. With Geoffrey's help, TNDC was awarded several grants for the project.

Fueled by the community's enthusiasm (and the funding), the five-month planning process resulted in plans for a large (18 foot tall) vertical garden that covered the entire wall. As Geoffrey navigated the budgeting and permitting process, he realized the project would need to be scaled back. With a scaled

The best part was being able to work with (and pay!) residents right before Christmas. They really appreciated the ability to earn a paycheck, and I learned a great deal about the Tenderloin community from them." - Geoffrey Barton, Volunteer

back design and costs that were within budget, construction began in late October.

Working side-by-side with TNDC residents, staff and community volunteers, the project proceeded. When asked what motivated him to take on this project, Geoffrey says:

"I like doing architecture from my desktop but always feel like it limits my creativity. Getting hands on, working out in the community, and figuring out ways to put my design training to beneficial use in the real world are far more rewarding to me than simply drawing plans for a building that gets built. When I started, I had no idea this project would consume so much of my free time, but I was motivated by working directly with the community. The best part was being able to work with (and pay!) residents right before

Christmas. They really appreciated the ability to earn a paycheck, and I learned a great deal about the Tenderloin community from them."

The Tenderloin People's Garden is just one of TNDC's food security projects. If you are interested in learning more about the work TNDC is doing to bring healthy, fresh, and sustainable food options to the people of the Tenderloin, contact Ryan Thayer at (415) 358-3962 or rthayer@tndc.org about how you can get involved.



Geoffrey Barton in the garden with Nella



TNDC residents install the vertical garden



The finished garden, before planting



A TNDC resident works on the garden wall

TNDC WOULD ALSO LIKE TO THANK:

TNDC Residents: Alfredo Dejamco, Michael Smith, Tommy Soriano; Construction Volunteers: Joe Giddings, Carla Frenkel, Blake Rainville; Contractor: Finline Construction (they set posts and reduced their standard fee as a donation); Irrigation Experts: SF Landscapes; and Tool & Supplies Donation: Tripp Gobble, Woolly Pockets

FUNDING FOR THE VERTICLE GARDEN WAS PROVIDED BY:

- The Christensen Fund
- North of Market-Tenderloin Community Benefit District (CBD)
- U.S. Green Building Council Chapter - Northern CA
- Awesome Foundation

20th Annual Celebrity Pool Toss Grosses \$300,000 for Children and Families

Local celebrities including David Baker and Joanna Rees take the plunge to support affordable housing and support services in the Tenderloin

On October 10, 2012, TNDC held its 20th Annual Celebrity Pool Toss at the historic Phoenix Hotel/Chambers Eat + Drink. More than 500 guests attended this wet and wild evening including corporate and community sponsors, civic and community leaders, and longtime TNDC supporters.

Co-hosted by actor Lynne Marie Stewart (Miss Yvonne from The Pee-Wee Herman Show) and cookbook author and blogger Tori Ritchie and Co-Chaired by Laura King Pfaff and Jim Losi, the evening was another great success!

Thanks to the generosity of our sponsors and Tossee supporters, we are proud to announce that the event grossed more than \$300,000 for children and families in the Tenderloin.

Funds raised will go to provide meaningful programs and services that enhance the quality of life for low-income families and children living in the Tenderloin and help make the neighborhood a better place to live.

A big thank you to our Celebrity Tossees and Celebrity MCs for making an extra big splash this year. **Tossees:** David Baker, John L. Martin, Joanna Rees, John Mark Rogers, John Stewart & Jack Gardner, Todd Traina, and Michael R. Walker **MCs:** Cheryl Jennings, Liam Mayclem, Tori Ritchie, Empress XXX Donna Sachet, Lydia Tan, and Jason Lewis.

A special thanks to all the volunteers and event staff who worked to create this one-of-a-kind event.



David Baker, Michael R. Walker, Cheryl Jennings, Joanna Rees, Jason Lewis, and Pool Toss guests



John Stewart and Jack Gardner, Loren Sandborn, Lydia Tan, Tori Ritchie, Lynne Marie Stewart, Empress XXX Donna Sachet, John L. Martin, Liam Mayclem, The Devil-Ettes, Lou Seal, Harry Denton, Matt Rogers, John Mark Rogers, Todd Traina, Stephen Jenkins, Don Falk

See videos and more pictures from this wet and wild event online!

Visit www.tndc.org/pooltoss for links to our Flickr account, YouTube account and more!

For information on our 2013 event, contact Lori Linker, Director of Fund Development at (415) 358-3906 or llinker@tndc.org