

## Kelly Cullen Community Celebrates Grand Opening

*This unique project partners housing, social work services and a primary care clinic for 172 formerly homeless individuals.*

On March 26th, 2013, 500 guests joined us for the grand opening of Kelly Cullen Community. TNDC staff welcomed the crowd to celebrate this century-old landmark, renovated to provide homes for 172 chronically homeless individuals with pervasive medical needs. Named in honor of Kelly Cullen, TNDC's former Executive Director and influential Tenderloin activist, Kelly Cullen Community exemplifies his spirit by "creating vibrant futures for our residents and this community." Mayor Ed Lee, Supervisor Jane Kim, TNDC Executive Director Don Falk, Senior Project Manager Mara Blitzer, Former Board Member Radha Stern, and Erin Cullen-Harris, Brother Cullen's niece, all delivered impassioned remarks. TNDC Executive Director Don Falk thanked all guests for "creating dignified homes



Don Falk, TNDC Executive Director, Mara Blitzer, TNDC Project Manager, Supervisor Jane Kim, Mayor Ed Lee, and Barbara Garcia, Director of Health, Department of Public Health at cut the ribbon. All photos courtesy of Luke Thomas Photography.

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**TNDC** *Opportunity knocks only if you have a door.*  
**Developments**

August 2013

*Kelly Cullen Community Celebrates Grand Opening!*  
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## TNDC Celebrates Twenty Years of Supporting Tenderloin Youth



Mohammed Al-Nuzaili & Jadeshia Hui

This year, TNDC celebrates 20 years of the Tenderloin After-School Program (TASP). The year-long celebration kicked off with a public event at our Annual Birthday Dinner in May. Party hats, birthday cakes, special guests, and a presentation by TASP participants, Mohammed Al-Nuzaili & Jadeshia Hui, commemorated the anniversary.

A news story by Cheryl Jennings of KGOTV and a documentary video about the program was shown as well.

To see the videos visit [www.tndc.org/news/TASP20](http://www.tndc.org/news/TASP20)

Since its founding, TASP has provided a safe drop-in space for more than 1,000 children and their families in the Tenderloin. Multiple generations of youth have participated in the program, and many come back to visit and help out.

Laura Choe, Program Manager at TASP,

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## From the Director's Desk

*Why Home Matters: discovering the platform for social progress.*

Last year in May, I spoke about the idea of “HOME” and how our sense of home forms the foundation for our well-being, allowing us to go forward into the world knowing we always have a safe place to return to.

I wanted to revisit that topic this year, but with a new

focus: the role home plays as the platform for social progress. Speaking to my nonprofit executive counterparts across the country, listening to representatives of government, reading the literature of community development—more than at any time in the past 30 years, we are coming to a collective understanding of the central role of home. In ways that are increasingly validated by academic research, affordable housing is being connected to profound improvements in health, in family stability, in employment and more. And when focused on the neediest, affordable housing combined with services—supportive housing—reduces the cost of government.

Since early 2013, TNDC has been in the forefront of a new national movement called Home Matters™, which aims to unite America around the essential role that home plays as the bedrock for thriving lives, communities, and a stronger nation. Home Matters was launched in Washington, DC in March with leaders of nearly 200 housing and community development organizations from across the nation participating. Spearheading the launch was the National NeighborWorks® Association – of which TNDC is a member.

Also participating in the launch were U.S. Secretary of Housing and Urban Development Shaun Donovan and a bipartisan group of Members of Congress. They represented a broad political spectrum, and their collective presence underscored that Home Matters regardless of your political beliefs.

Affordable housing, after all, benefits far more than those who live in it. It benefits



Executive Director Don Falk

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## Supporting Healthier Food Options in the Tenderloin

*Tenderloin Healthy Corner Store Coalition Shopping Guide helps neighbors take control of their health.*



TNDC tenant leaders assess a corner store in the Tenderloin.

On July 11, 2013, the Tenderloin Healthy Corner Store Coalition (of which TNDC is a member) held their Community Report Back Meeting and released the findings of their corner store assessments. More than 120 Tenderloin residents attended the event at the community room at 201 Turk Street. In addition to receiving copies of the Shopping Guide, attendees also participated in a mapping exercise in which they placed dots where they felt safe and where they would like to see a healthy store in the Tenderloin.

Supervisor Mar and Supervisor Kim's Aide Sunny Angulo were also present to talk about the Healthy Retail Incentives Program that will be introduced to the Land Use Committee on Monday, July 22nd. The Alleviating Antipsychotic Induced Metabolic Syndrome (AAIMS) Project catered the event with fresh kale salad and a sweet potato vegetarian

chili. They distributed recipe cards to everyone in attendance.

Within the past year, the Tenderloin Healthy Corner Store Coalition's (TLHCSC) resident Food Justice Leaders and the San Francisco Department of Public Health's (SFDPH) Feeling Good Project visited over 70 food stores in the Tenderloin. Stores were assessed using the TLHCSC Healthy Retail Standards and rated on the types and quality of food sold, product placement, cleanliness and safety, amount and type of advertisements, consumer education, and fair labor. The rating system is based on a four star scale.

Since there is no full service grocery store in the neighborhood, the goal of this shopping guide is to highlight local food stores that sell healthy everyday groceries within the Tenderloin.

Visit [www.tndc.org/news/shoppingguide](http://www.tndc.org/news/shoppingguide) to see a complete list of the rated corner stores!

The next steps for the Coalition will be to analyze the community input and begin to cross reference it with the store assessments and merchant surveys in order to identify the top store from the 53 that were assessed. The Coalition will then begin to work with that store to create a healthy food section.

TNDC's staff representative on the Coalition, Ryan Thayer, is optimistic about the long-term benefits to the neighborhood by improving the quality of food sold in neighborhood markets. “The success of this project has been due to the high level of community support and participation. There is a demand in the community to have direct access to healthy, fresh, and affordable food. Through a survey of over 640 residents we found that people are spending about half their monthly food budget, or roughly \$50 a month, in other areas of the city. If we extrapolate this to the over 17,000 households here, that's over \$900,000 a month that could be directed towards our local businesses.”

The Tenderloin Healthy Corner Store Coalition meets every 4th Thursday of the month from 3-4pm at Kelly Cullen Community on 220 Golden Gate. Community members are welcome to attend Coalition meetings.

For more information about TNDC's participation in the Healthy Corner Store Coalition, contact Ryan Thayer at [rthayer@tndc.org](mailto:rthayer@tndc.org).

## RESIDENT SPOTLIGHT

### Russell Christophel is building community at Antonia Manor.



Antonia Manor tenant, Russell Christophel, unloads food bank boxes.

On the 2nd Tuesday of each month, Antonia Manor tenant Russell Christophel helps distribute the supplemental food boxes that are delivered from the food bank. Gathering together in the lobby around 7 a.m., a group of tenants led by Russell unpack the boxes and distribute the much-needed grocery items.

Russell says the Antonia Manor has a great community of tenants, and he enjoys helping to foster the feeling of home he has found there. He enjoys volunteering and giving back. In addition to the food bank distribution, Russell is also in charge of the Tuesday and Thursday coffee hours. He gets up early and purchases the pastries and supplies and gets the coffee makers going. He greets residents in the morning when they come down to gather. A longtime resident, Russell moved in to the Antonia Manor in

1984 (long before TNDC owned the building), and besides a brief time at another SRO building, he has lived there ever since.

Russell moved to San Francisco from the east coast back in 1976. He fell in love with the city. "I just loved San Francisco and the idea that the city was

*"I really enjoy the community here. Together we have a lot of fun. We don't speak the same language, but we find a way to understand one another, and work together."*  
- Russell Christophel

so open and feels so comfortable for so many types of people." Russell learned to cook in the military, and when he got out, he went to work as a line cook. Now retired, Russell has found a safe, affordable place to live at TNDC's

Antonia Manor.

The majority of the residents in this 100% Section 8 building are seniors and the other residents are non-senior persons with disabilities. Russell says the building improved greatly when TNDC took over in 2000. The building received major upgrades, including to the electrical, heating and ventilation, and plumbing systems and its two elevators. TNDC also made significant structural improvements. The units received a "kitchenette" that included a sink, refrigerator, microwave, and storage cabinets. Russell says he has no intention of leaving. "I can't say enough about the staff. They listen to me. And though the neighborhood is not the safest, I feel safe here at the Antonia."

Russell can't say enough about the staff, especially the on-site social worker, Kylie Chow. Russell meets with Kylie now and then to get help when he needs it. He says the social work services she provides are invaluable to the tenants. When he needed glasses, Kylie helped him get a voucher so he could afford them. He said he would never have known about the program if it had not been for Kylie.

He is grateful for the quality of life he can afford at the Antonia Manor. He is thankful for TNDC's affordable housing, and wants to thank everyone who helps make it possible. "Thank you for all your help. We, the residents—all of us—we appreciate it so much."



## TNDC's wettest and wildest fundraiser of the year!

On Tuesday, October 8, 2013, local celebrities will take the plunge for youth & families in the Tenderloin. Join us at The Phoenix Hotel/ Chambers EAT + DRINK from 6:00pm – 10:00pm.

### Event Co-Chairs

Laura Pfaff and Jim Losi

### Event Host

Tori Ritchie, Cookbook Author and Blogger at TuesdayRecipe.com

**SAVE THE DATE!**  
**TUESDAY**  
**OCTOBER 8, 2013**  
6:00pm - 10:00pm

Visit [www.tndc.org/pooltoss](http://www.tndc.org/pooltoss) for ticket and sponsorship information.

For questions, contact Lisa Rapaszky at (415) 358-3907 or [lrlepaszky@tndc.org](mailto:lrlepaszky@tndc.org)

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credits the strength of the community and residents for the longevity of the program: "TASP is a very special place that is grounded in the strength of the Tenderloin community and its residents. We try to build on that with love, positive energy, and a determination to make sure our kids know their full



KTVO News Anchor, Cheryl Jennings was one of the original supporters of TASP.

worth and have the skills to realize whatever their vision is for their lives. Relationship building, responsiveness, and self-reflection about the work that we do are all critical ingredients to the longevity and extensiveness of the TASP family."

Today, the Center (as the kids call it) has become the go-to place after school for 271 youth in the neighborhood each year. The 20th anniversary celebration will continue this year with fun festivities including a big party for the families—past and present—at the end of August. Participants are helping plan aspects of the event with staff, including the first-ever TASP yearbook, and a documentary by a group of teens.

TASP was founded by a group of committed citizens and institutions including Leadership San Francisco Class of 1992, Hilton San Francisco Union Square, Ladies of the San Francisco Consular Corps, KGOTV's Cheryl Jennings, and others, who worked together to raise awareness about the need for an after-school program in the Tenderloin and helped to put in to place the beginnings of what would become, 20 years later, TNDC's Tenderloin After-School Program.

## ► Why Home Matters

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the broader community, because stable affordable homes help children learn and, therefore, enhance school performance; they encourage healthy habits, elevating public health; they reinforce safe behaviors, enhancing public safety.

As Father John Hardin once said so eloquently, “it is less expensive to society to house people than allow them to remain homeless.”

# Home Matters.

I urge you to see how they connect the dots at [www.homemattersamerica.org](http://www.homemattersamerica.org).

Best regards,



Donald S. Falk  
Executive Director



More than 500 guests attended the Grand Opening of Kelly Cullen Community on March 26, 2013.

for hundreds of formerly homeless people.”

Kelly Cullen Community renovation took a historic building that faced an un-certain future, when the YMCA announced it would sell the property in 2005, and transformed it into safe, affordable housing. One of the unique features is that residents have access to the Tom Waddell Urban Health Clinic,

*Kelly Cullen Community is “one of the most ambitious and complex initiatives by anyone in the supportive housing world ever.” - CSH Representative*

the Tenderloin’s largest Department of Public Health Clinic, located on the ground floor, along with intensive social work services.

“By co-locating health and housing, TNDC has created a national model,” maintains Don Falk. Testimony to his words, Kelly Cullen Community has received a nationally competitive Social Innovation Award from the Corporation for Supportive Housing (CSH). According to a

CSH representative, Kelly Cullen Community is “one of the most ambitious and complex initiatives by anyone in the supportive housing world ever.” It provides integrated services for clients impacted by homelessness, chronic health conditions, and cycles of institutionalization. Angela Alioto, Chair of the San Francisco Ten Year Plan (To End Homelessness) Council and former Board of Supervisors

President, agreed. “This project needs to be duplicated in every city in this nation.”

In 2007, TNDC acquired the historic Shih Yu-Lang YMCA building at 220 Golden Gate Avenue. Due to the size, scope, number of collaborators, and historic parameters, financing presented a challenge. Nonetheless, TNDC’s staff, with more than 70 years of collective

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## DONOR SPOTLIGHT

### John Rogers, taking the plunge for TNDC.



TNDC supporter and 2012 Tossee, John Rogers

With a level head for business and a philanthropist’s heart, John Rogers was destined to take the plunge as “Tossee” at TNDC’s annual pool party. “It’s like a dunking booth on steroids!” he reports. The Pool Toss is a high quality, fun event, which lends itself well to peoples’ desire to help out. John wanted to challenge himself by asking friends to support TNDC financially and was ambitious about making the most of his moment in the spotlight.

“Being center stage during the auction was a little nerve-wracking, but you take a deep breath, get on stage, and do it. Afterwards, you feel great.”

Now in its 21st year, this “Only-in-San-Francisco” pool party benefits TNDC’s Tenderloin After-School Program and the children and families who call TNDC home. Every year, TNDC invites local known-name celebs from the arts, entertainment and business sectors, local sports teams, socialites, and civic leaders to help raise

both funds and awareness by being a Celebrity “Tossee” at the event. Being involved as a fundraising Board member for six years, the Pool Toss provided the perfect opportunity for John to push himself to help in a big way. Thanks to generous friends and his own ambition, John raised a whopping \$25,000 for his leap into the Toss of Fame.

Jumping in the pool at the Phoenix Hotel was a natural extension of his longtime belief in TNDC. “I’ve known Don Falk for 25 years, and he is one of the most capable executives I have ever worked with.” A mutual friend, Cort Gross, helped John reconnect with Don and TNDC just as Cort was concluding his term on the TNDC Board. During John’s tenure, TNDC has grown from three neighborhoods to having more of a city-wide presence, now housing 3,200 low-income San Franciscans. Serving one of the most densely populated and ethnically diverse neighborhoods in the country, TNDC provides one of the few places left in San Francisco where people who earn a modest means can afford to live. “TNDC is unique. It is delivering real

solutions to poverty, at scale. Lots of non-profits organizations talk about that, but TNDC is delivering—serving thousands of families. They are such a well-run organization and their model of building housing, managing properties, and providing social services is the right one to address the needs of low-income neighborhoods. It’s rewarding for me to be part of such a terrific organization.”

John is combining the two sides of his background – the business side, as well as his deep community affiliations – as a Partner at Bridges Ventures, a sustainable growth fund focused on making investments in growing companies that generate both commercial returns and social impact. John is also currently pursuing a doctorate of education at University of Pennsylvania.

John plans to remain involved with TNDC as a donor and advisor. “I am impressed with how TNDC has weathered the recession and even grown. It is a testament to TNDC and to how much the community and donors respect the organization.”

*“It’s like a dunking booth on steroids! Being center stage during the auction was a little nerve-wracking, but you take a deep breath, get on stage, and do it. Afterwards, you feel great. It’s rewarding for me to be part of such a terrific organization.”*

- John Rogers



# Finding Sanctuary in the City

*Volunteers provide a beautiful and peaceful refuge in the Tenderloin.*

In March 2010, a group of neighborhood volunteers—John-Francis Pepka, Tommy Barton, Bob Chase, Collin Welbon, and botanist Jessica Welbon, along with TNDC staff person Siu Han Cheung—planted the first seeds in the flower garden at the corner of Larkin & McAllister Streets. What has grown into TNDC’s People’s Garden began as a community-led project to revitalize a street corner. Led by John-Francis, who began by donating \$40 worth of seeds, the group has volunteered more than 3,000 hours since 2010. John-Francis spent hundreds of hours researching what plants would attract hummingbirds, bees, butterflies, a variety of wild birds, and miscellaneous critters. Bob Chase developed and planted the cacti garden and Tommy Burton also purchased and developed other beautiful parts of the garden. Jessica, the botanist, has advised John-Francis and TNDC on the best plants for the location and crops for seasonal rotations.

In addition to their time, John-Francis and his group have installed security lighting, benches, and donated more than \$5,000 worth of garden supplies over the years, including new soil, fertilizer, peat moss, tools, and many other items.

The flower garden complements the vegetable garden and provides a sanctuary for hummingbirds, bees, birds and people. John-Francis and his group have built a truly peaceful refuge in the Tenderloin.

Visit <http://www.tndc.org/news/flowergarden> to see a slide show of before and after photos.



*“I started throwing seeds over the fence onto that vacant lot in 2002. Sometimes I was lucky and a few grew. It wasn’t until a wonderful day when I met Mrs. Suzanne Siu Han Cheung in March of 2010 and at that time each of the gardens started to evolve with each of us helping each other. Now I know that I am part of a gift to myself and to the community. These gardens are now part of the history of urban gardens benefited by and shared with many people of our community and the thousands of tourists. The lonely, homeless and disconnected people take solace and find spiritual and mental refuge here. - John-Francis Pepka*



## ► Grand Opening con't from page 4

housing development experience, rose to the occasion and located funds from 13 sources. Through a truly complex 5-year process, TNDC’s rehabilitation restored the nine-story building’s 1909 Italian Renaissance grandeur with a preserved façade, historic auditorium, gymnasium, lobby, atrium, mezzanine,

*“Sometimes I wake up in the middle of the night. It is wonderful, because for the first time, I have a home of my own.” Sean Williams, Kelly Cullen Resident*

and grand entry staircase. The 230 square foot single residency units include kitchenettes and full bathrooms; 92% are ADA accessible. Common amenities include lounges, communal dining room, laundry facilities, and a rooftop garden.

Ultimately, TNDC’s staff, in collaboration with Gelfand Partner Architects and Knapp Architects, relished the opportunity to complete this ambitious project. They met more than 34 guidelines for historic preservation, and even exceeded those requirements – with significant

*“There’s a lot to be said for how beautiful spaces show respect for the people who inhabit them.” - Mara Blitzer, TNDC Senior Project Manager*

upgrades to energy efficiency and ADA accessibility in all design aspects.

TNDC Senior Project Manager Mara Blitzer attests to Kelly Cullen Community’s importance: “There’s a lot to be said for how beautiful spaces show respect for the people who inhabit them.” Testament to Mara’s words, the space brought one

resident to tears and caused another to share that since the building is lovely and welcoming, unlike her previous home, she is no longer ashamed to bring her family to visit. Sean Williams, a formerly homeless Kelly Cullen Community resident testified, “Sometimes I wake up in the middle

of the night. It is wonderful, because for the first time, I have a home of my own.” TNDC is proud to preserve Kelly Cullen Community to house formerly homeless people for decades to come.

**Financing:**  
**SF Mayor’s Office of Housing, SF Dept. of Public Health, PNC Bank, California Tax Credit Allocation Committee (ARRA), California Housing Finance Agency (MHSA), Silicon Valley Bank (Federal Home Loan Bank Affordable Housing Program), Citi Community Capital (construction only), US Bank (acquisition/predevelopment only), San**

**Francisco Local Operating Subsidy Program (LOSP), CalHFA – MHSA Housing Program Capitalized Operating Subsidy Reserve, Corporation for Supportive Housing, and Department of Public Health (services).**

*From top to bottom: guests listen to remarks from Mayor Ed Lee; guests tour a unit; resident, Sean Williams; Erin Cullen, sister of Bro. Kelly Cullen unveils commemorative art; guests tour gymnasium.*



# Birthday Dinner Celebrates the 20th Anniversary of TNDC's Tenderloin After-School Program

*More than 500 sponsors, donors, volunteers and community leaders came out to support TNDC and raised \$275,000.*

On May 17, 2013, TNDC celebrated 32 years of providing homes and opportunity in the Tenderloin and beyond. Thanks to the generosity of our sponsors, donors, supporters, and more than 500 guests, we raised \$275,000 for the lowest-income residents of our city.

The evening - hosted by Cheryl Jennings, News Anchor at ABC7/KGO TV, was unique this year as it coincided with the 20th Anniversary of TNDC's Tenderloin After-School Program.

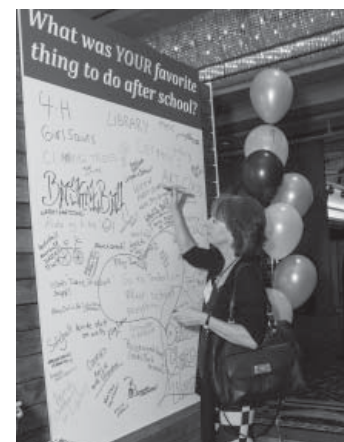
Guests enjoyed a fabulous meal and birthday cake at the Hilton San Francisco Union Square, music by George Cole Gypsy Jazz & Uptown Swing, and a special birthday performance by Beach Blanket Babylon.

This year's Brother Kelly Cullen Community Service Award was presented to University of California Hastings College of the Law for their dramatic advancement in community engagement and support of Tenderloin residents through programs like the Civil Justice Clinic and more than 15 years of volunteering at TNDC's after-school program.

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

A special request for donations at the event went to support TNDC's Tenderloin After-School Program.

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



## SPECIAL THANKS

To our Developer Sponsors: **Cahill Contractors, Inc., Lona Jupiter, Kirkland & Ellis LLP/Emily & David Breach, and Lindquist, von Husen & Joyce LLP** for their continued commitment to TNDC and to the residents of the Tenderloin.

To our TASP presenters: **Jadeshia Hui & Mohammed Al-Nuzaili** for sharing their stories and help in raising an extra \$31,000 for TASP.

To our event host: **Cheryl Jennings**, News Anchor at ABC7/KGO TV, one of the founders of TASP, for her tireless dedication to capturing and sharing the stories of the Tenderloin.

## SEE MORE ONLINE

Couldn't attend the event? Visit TNDC online to see what you missed. [WWW.TNDC.ORG/BDAY](http://WWW.TNDC.ORG/BDAY)

- Watch the story of TASP, and the history of the program through a short video and news story by Cheryl Jennings.
- Find links to more than 100 photos from the event.

*From left to right, top to bottom: Mohammed Al-Nuzaili & Jadeshia Hui, Yammer, Frank F. Wu, Marcia Rosen, David Seward, Don Falk & Cheryl Jennings, Cati Ortega, Elvin Fiaz, Tanya Chanthavong, Sharon Bonnet, Damien Tolliver, Sandra Ortega, Frank Stein, Paul May, Nancy Livingston & Fred Levin, Star Cannon, Nidhi Patel, Sandra Peraza, Mili Patel, Kate White & Maureen Futner, Will Thatcher & Mary McCue, Liz Tracey, George Cole Gypsy Jazz & Beach Blanket Babylon.*