

## Health and Housing Bring Big Benefits to TNDC Tenants

*Partnerships with San Francisco Health Plan and the YMCA allow tenants to manage their personal wellness goals.*

Since its opening, TNDC's Kelly Cullen Community has been providing innovative solutions that link supportive housing and healthcare. TNDC's Kelly Cullen Community, provides housing to 172 formerly homeless people with an integrated Department of Public Health Integrated Primary Care and Wellness Clinic, is one of four pilot programs from across the country. The pilot program, funded by the Corporation for Supportive Housing, seeks to demonstrate that the integration of affordable housing, care management, and health services is effective in improving health outcomes for the vulnerable men and women caught in a revolving door of hospitals, emergency rooms, detox and other crisis health services.

Although the program is still mid-way through, tenants have seen immediate



*Instructors like Gloria from the Shih Yu-Lang Central YMCA provide on-site classes to Kelly Cullen Community residents in the restored gym.*

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

August 2014

*Health and Wellness Program bring added benefits at Kelly Cullen Community*

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## New TNDC Resident Council is Officially Formed



*New TNDC Resident Council at City Hall*

"A historical first," said Supervisor Jane Kim as she administered the oath of office for the 11 newly elected members of the East-TNDC Resident Community Association (ERCA). A historical first for TNDC and the first time a City Official has sworn-in elected members of a community association in the chambers of City Hall.

On June 12, 2014, District 6 Supervisor Jane Kim presided over the inaugural

ceremony of ERCA in the wood-paneled chambers of a San Francisco City Hall Board Room before an audience of about 50 supporters and TNDC staff. With hands raised and repeating the oath of office led by Kim, each of the new council members pledged to "improve the quality of life for our residents, build their leadership as a self-governing body, support TNDC's strategic direction towards community development, and practice

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## From the Director's Desk

*We are made wise, not by the recollection of our past, but by the responsibility of our future. --George Bernard Shaw*

Today, San Francisco is experiencing unparalleled economic growth. People are moving to our city from all over the world looking not only for jobs in technology, but also for the values and culture that San Francisco offers.



Executive Director Don Falk

As San Francisco becomes unaffordable for all but the affluent, and the Mission, and SOMA experience profound demographic changes, we have seen attention increasingly turned towards the Tenderloin. Articles, blog posts, tweets, and news stories all ask similar a question with varying degrees of understanding and sympathy: why is the Tenderloin the way it is, and how do we fix it?

For those new to San Francisco, it is easy to see the Tenderloin as a "ghetto"—full of people suffering from mental illness, addiction and chronic homelessness, that simply needs stricter law enforcement and new development.

We at TNDC, however, see the Tenderloin differently. We see a community, and a home to families and thousands of people. We see a place where new immigrants arrive, families with children share studio apartments, seniors on fixed incomes age in place together, artists turn SRO's into live/work spaces, and increasingly, people move in who cannot afford to live elsewhere in the city. A thriving, vibrant place, reflecting the diversity of the world, where a dozen languages can be heard spoken on the street, where merchants run successful small businesses with local customers and people take care of one another. We see a place with the potential to be a safe, high-quality low-income neighborhood.

We also see a place where those without homes are relegated. Thousands live here in substandard housing, or on the street, without enough money after paying rent to meet their basic needs of food, healthcare, education, or transportation. For the low-income residents of our city, living in San Francisco can be a truly punishing experience.

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## San Francisco Federal Reserve Visits TNDC

*SFFed President Williams discusses the challenges of housing affordability in SF with LIIF and TNDC*

On Wednesday, July 2nd, San Francisco Federal Reserve President John Williams, along with CEO Nancy Andrews and other staff from the Low Income Investment Fund, joined TNDC on a tour of the proposed projects at Eddy & Taylor and 5th and Howard Streets. With a robust interest in community development, the Federal Reserve is looking at how investments in transit oriented development and affordable housing are benefiting San Francisco.



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## RESIDENT SPOTLIGHT

Henry Wong is taking charge of his health at Kelly Cullen Community.



Kelly Cullen Community resident, Henry Wong

"I have all sorts of health problems. High blood pressure, high cholesterol, diabetes. I had surgery nine months ago. It took me three months to recover, but since then, I have been exercising every day."

Henry Wong is a San Francisco native. After a lifetime of work, a series of health problems led Henry to seek out supportive housing. He needed to find a place that he could afford, while he improved his health. He found it at TNDC. Henry has been living at Kelly Cullen Community for almost two years. Since he moved in, he has taken advantage of the programs and activities offered by partner organizations.

Henry says "I've joined Thai Chi and Zumba classes. I walk each morning for an hour. When I first moved in, I was seeing the doctor once a

week. After a few months, I was down to every month. Now, I just see the doctor for check-ups every six months."

The combination of health and housing at Kelly Cullen Community helped Henry greatly improve his health, and his enjoyment for life

*"After Thai Chi, I have more energy and I can move better and faster throughout the day" - Henry Wong*



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*"A historical first," said Supervisor Jane Kim*

were announced on May 9, 2014.

Since their election, the 11 members have already set to work forming committee's to create draft by-laws, a new newsletter, and participated in focus group discussions leading to a public community Q&A meeting with Supervisor Kim held in the Tenderloin June 30 where residents were able to voice their concerns and proposed solutions directly to Kim.

The ERCA became a reality thanks to the coordinating efforts of TNDC's Community Organizing Dept. who worked with residents to build organizational and leadership skills with the goal of empowering TNDC residents to become advocates for themselves and their community.

**For Further Info: Curtis Bradford, Council President at 415-426-8982 or [curtisbradford5@gmail.com](mailto:curtisbradford5@gmail.com)**



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

On Wednesday, October 8, 2014, local celebrities will take the plunge for youth & families in the Tenderloin. Join us at The Phoenix Hotel/ Chambers EAT + DRINK from 6:00pm – 9:30pm.

### Event Co-Chairs

Laura Pfaff and Jim Losi

### Event Co-Host

Brian Copeland and Lizzie Bermudez

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

**SAVE THE DATE!**

**Wednesday  
OCTOBER 8, 2014  
6:00pm - 9:30pm**

For questions, contact Lori Linker at (415) 358-3906 or [llinker@tndc.org](mailto:llinker@tndc.org)

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Newly formed TNDC "ERCA" being sworn in by District 6 Supervisor, Jane Kim.

values-based community building in order to affect positive change in our neighborhood and city." Then warmly thanking the members for their commitment to community service Supervisor Kim congratulated them on their new positions to the cheers of the crowd.

ERCA was formed following a year-long process that included a series of focus group discussions, door-to-door outreach, and a drafting of Guiding Principles, organizational structure and election procedures. A 22 member preparatory committee prepared for the formal launching of this historic association at a pre-convention in November, 2013 that was attended by more than 100 residents who then ratified all the draft documents. Then in the first week of May 2014, TNDC residents from 13 buildings in the Eastern Tenderloin voted to elect eleven of their fellows as representatives to the new council.

With over 30% of all TNDC residents in the represented buildings completing and returning their ballots, the results

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It is natural to feel discomfort when faced with poverty, hunger, violence and homelessness. Whether it shows up as anger, sympathy, frustration or blame, this discomfort reflects our humanity, and shows that, in our hearts, we cannot abide suffering. Together, as a city, old and new residents alike, we must channel that discomfort away from the suffering individuals, who themselves are victims, and towards a drive to change the policies and systems that have created these conditions. Inadequate investments in affordable and supportive housing, education, and treatment for mental illness are unacceptable. We should all demand a “fix” for the Tenderloin—not by displacing those who are here to yet another location, but with proven and effective housing programs and support services.

We know how to revitalize the Tenderloin, for the betterment of the city and the residents who live here; we have been doing it for more than 30 years. The struggles you see in the Tenderloin are not the result of failed programs and services, they are the consequence of the failure to fully fund what we know works.

Supportive housing works. Across the country and right here in the Tenderloin, in rigorous studies and in our own experience, the proof of it is all around us. Supportive housing is not only the most compassionate solution to homelessness and the chronic illnesses that often underlie it. We know it costs less to house people than allow them to remain homeless.

San Francisco desperately needs to produce a range of new housing for all income levels, but amid the focus on providing for middle income citizens, we must continue to invest in supportive housing. Now, more than ever before, San Francisco has the resources—in money, innovation, and compassion—to end homelessness for good.

I hope that as a supporter of TNDC, you will help us spread this message.

Our vision is of a San Francisco where low-income people can afford housing that meets their basic needs, is close to the amenities and services that enhance their quality of life, and provides them with the safety and stability they need to fulfill their potential. Will you help us?

Best regards,

Donald S. Falk  
Executive Director

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benefits from the combination of housing and health related programs at Kelly Cullen Community.

Two programs in particular, the San Francisco Health Plan's Healthier Living workshops, and the YMCA's wellness classes have allowed tenants to take control of their own health, and to improve their overall wellbeing. The Healthier Living Program workshops are designed to help tenants take small steps to make big life changes. Developed by Stanford University School of Medicine, these evidence-based self-management workshops are a mixture of health education and peer support. The workshops are led by two trained leaders (who are also participants in the workshop) and meet 2 ½ hours once a week for 6 consecutive weeks. They are highly interactive and focus on support, sharing, skill development, and building confidence to manage chronic health conditions.

“The classes build community. Tenants now look out for each other for support. Several have started a walking group,” says Anna Le Mon, Project Manager, San Francisco Health Plan.

There have been 4 workshops since Kelly Cullen Community opened back in December of 2013. More than 59 tenants have participated, and staff have seen improvements in their health and wellbeing.

Participants remain anonymous, but they have shared a few quotes. After completing the workshop one tenant said, “I can do more than I thought I

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## DONOR SPOTLIGHT

### Tori Ritchie knows the recipe for successful fundraising

A charming and bright presence, Tori Ritchie is a cookbook author, teacher and food blogger at TuesdayRecipe.com. TNDC is fortunate that when she dedicates to something, her commitment is 100%.

She first became involved with TNDC as an MC onstage at the Celebrity Pool Toss, and was won over by the unique and fun event. “I am a ham,” she explains, “So it was a perfect role for me. And the Pool Toss is the best party of the year because it brings all kinds of people together in a place with so much energy and life.”

*“TNDC is dedicated to a specific community in need. I feel so strongly about supporting very local organizations — the more specific the better. The direct and tangible good that's done at TNDC ripples out to San Francisco at large.”*  
- Tori Ritchie, TNDC Donor

In addition to involving her friends and family over the years, she has volunteered her time on the event planning committee and explains her commitment this way, “TNDC is dedicated to a specific community in need. I feel so strongly about supporting very local organizations — the more specific the better. The direct and tangible good that's done at TNDC ripples out to San Francisco at large.”

This past year, she spearheaded an on-site texting campaign that raised more than \$10,000 for the Annual College Tour at TNDC's Tenderloin After-School Program. “The great thing is that guests could decide what they wanted to contribute – it was

spontaneous, fun and any amount would do. Everyone has a phone with them now and texting provided a simple way of making a difference in a kid's life.” Because the fundraising effort exceeded its goal by far, Tori made good on her public promise to be thrown into the swimming pool at the Phoenix Hotel.

A native San Franciscan, Tori has devoted time to community service projects since she was a teenager, and deeply appreciates the dynamic urbanism found in the Tenderloin. Over the years, she has seen the

demographics of the neighborhood shift dramatically. “It's amazing to see how many children and families live in the Tenderloin now. The many different cultural groups create a classic American melting pot. It's a vibrant place and deserves energy and attention.”

Acknowledging that the Tenderloin is the one remaining affordable neighborhood for families, Tori notes, “Affordable housing is a thorny issue. You can't have a dynamic city without affordable housing. The issue is broader than ever now, and it's affecting middle-income people, families and everyone who lives here. TNDC's work is more important than ever.”



# TL Healthy Corner Store Coalition Takes it to the Streets

*TNDC Coalition Works with First Corner Store to Provide Healthier Foods to the Tenderloin Community*

On April 13, 2014, TNDC along with the Tenderloin Healthy Corner Store Coalition (TLHCSC) and resident Food Justice Leaders celebrated the grand re-opening launch of Radman's Produce Market, located at 201 Turk St. in the heart of the Tenderloin. Radman's is the first store chosen to receive free technical assistance and equipment to provide healthier products to a Tenderloin community without a full-service grocery store.

In collaboration with Tenderloin Sunday Streets, Turk Street (between Jones & Leavenworth) was closed to traffic, providing community space between 11am-4pm to celebrate Radman's re-opening and the culture of food, song, dance, and art. Special guests included, District 6 Supervisor Jane Kim, District 1 Supervisor Eric Mar; locally based musicians Dregs 1, Hazel Rose, and The Genres; activities such as live interactive mural painting, dance demonstrations, games, community booths, and taste testing inside the store. Radman's also offered special promotions throughout the day, including a limited amount of free reusable shopping bags.

Radman's Produce Market will offer an expanded produce section, bulk items, fresh breads, herbs & spices, and a new Halal meat expansion (available soon). These grocery items are much needed in a neighborhood that is oversaturated with highly processed food products, tobacco, and cheap alcohol. TLHCSC has brought store owners, residents, and community members together to not only help provide healthier food



*TLHCSC and resident Food Justice Leaders with District Six Supervisor Jane Kim at Sunday Streets in the Tenderloin on April 13, 2014.*

to the community, but to also support and invest in our neighborhood small businesses.

With support from Kaiser Permanente San Francisco Community Benefit Programs, Dignity Health, and the San Francisco Foundation, the Coalition provided Radman's store with resources and assistance, such as produce consultation, more efficient equipment

(like adjustable metro shelving, produce bins, and LED lighting), and resident outreach and promotion.

The Coalition, along with the Healthy Retail SF city-wide program, will continue working with interested store owners to revitalize their businesses and offer healthy products.

The Radman's Produce Market launch is the first of many re-openings in the Tenderloin.



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could.”

Another tenant learned how to manage her chronic disease, “This class has really enlightened me and taught me how to live healthy and eat healthier with my chronic disease, and taught me how to problem-solve. I opened my heart and my mind when I came here.”

One participant even found new friends, “I like the communication and bonding in this class. I usually keep to myself and I really bonded with the people here.”

The program was originally led by staff from the San Francisco Health Plan, but recently, two TNDC staff members have become certified to lead the workshops, so they can continue at Kelly Cullen Community. Having trained staff on site means TNDC can offer continued workshops at Kelly Cullen Community, and even expand the workshops to other TNDC buildings.

Kelly Cullen Community's history as a

*“The classes build community. Tenants now look out for each other for support. Several have started a walking group,” - Anna Le Mon, Project Manager, San Francisco Health Plan.*

former YMCA has made a partnership with the YMCA of San Francisco a natural fit. The historic building still has the fully restored gymnasium, built back in 1903, where current YMCA instructors and volunteers teach a variety of health and wellness classes for tenants. Classes include Tai Chi, Gentle Stretching & Muscle Toning, Basic Core & Back Conditioning and Zumba. The benefit of hosting YMCA classes like these at Kelly Cullen



*Gloria, YMCA Fitness Instructor with Kelly Cullen Community resident Henry Wong.*

Community, is that homebound, and less mobile tenants (who might not be able to travel to a YMCA) can still benefit from the regular exercise. The classes, while similar to the types taught at local YMCA branches, are also tailored to the special needs of TNDC residents. YMCA staff are able to get to know the tenants and make special accommodations.

“It's great to be back in the old building, such a nostalgic trip. I have

fond memories welcoming and working with members on the 5th floor. The Y hopes to continue serving members of the Tenderloin by working to improve their overall well-being. TNDC reaches a vast number of those residents and we see TNDC as a vital community partner to collectively work together to improve the overall health of the TL residents,” Karma Hall, YMCA Fitness Coordinator.

Henry Wong, a resident of Kelly Cullen Community has been taking the YMCA classes for about six months. He enjoys Thai Chi and Zumba.

“After Thai Chi, I have more energy. I move around better – faster than when I don't do it,” he says. “Since starting the classes, eating better and walking more, I've reduced my blood pressure, cholesterol, and blood sugar. The doctor says I only need to check in every six months now.”

At TNDC, staff know that health and wellbeing go beyond basic medical care. Safe, affordable housing, with support services and community building provides tenants with an atmosphere where they can take control of their own health outcomes. Our long term goal is to increase these types of unique partnerships between community health and housing systems, and engage policymakers in order to build an innovative model that can be replicated throughout TNDC, and throughout the city, eventually extending the benefits far beyond the initial tenants.

# Birthday Dinner Celebrates the First Anniversary of Kelly Cullen Community

*TNDC supporters raise more than \$315,000 for affordable housing in San Francisco.*

On Thursday, May 8, more than 500 donors, volunteers, sponsors and partners gathered at the Westin St. Francis to celebrate TNDC's 33rd birthday with dinner, dancing and the presentation of the Kelly Cullen Community Service Award.

The evening - hosted by Cheryl Jennings, News Anchor at ABC7/KGO TV marked the first anniversary of Kelly Cullen Community – 172 studios for chronically homeless individuals.

Guests enjoyed a fabulous meal and birthday cake at the Westin St. Francis San Francisco on Union Square, music by George Cole Gypsy Jazz & Uptown Swing, and a special birthday performance by The Coverlettes.

This year's Brother Kelly Cullen Community Service Award was presented to Darryl Smith and Laurie Lazer, Co-Founders/Directors, of the Luggage Store/509 Gallery for their commitment to arts in the Tenderloin.

Co-Chairs, Radha Stern and Gary Maxworthy led a short memorial for long-time donor Paul May who passed away late last year.

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 provide equitable access to opportunity.

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



## SPECIAL THANKS

To our Skyscraper Sponsors: **Frank Stein, and the Stern-Maxworthy Families**, our Developer Sponsors: **Cahill Contractors, Inc., Chase Community Development Banking, Kirkland & Ellis/Emily & David Breach, Lindquist, von Husen & Joyce LLP, and Lona Jupiter** for their continued commitment to TNDC and to the residents of the Tenderloin.

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 **Voices of Kelly Cullen Community**, and the news story by Cheryl Jennings.
- Find links to **more than 100 photos** from the event.

*From left to right, top to bottom: Cheryl Jennings, Don Falk, Anne Griffith, Kevin Skippers, Radha Stern & Gary Maxworthy, the George Cole Gypsy Jazz & Uptown Swing, Ming Ming Liu, Grace Gin, TNDC staff and guests writing why home matters to them, Marcia Sims and guest, The Coverlettes, Laurie Lazer, David Seward, TNDC tenants and staff with photographer Jen Panteleon.*