Held poolside at the Phoenix Hotel on October 7th, 2008, TNDC’s 16th Annual Celebrity Pool Toss raised $278,000 for our Tenderloin After-School Program and families helped by TNDC’s housing and social services, making it the highest grossing fundraiser in the event’s history.

This year’s Celebrity Tosses put on a marvelous show for an eager crowd, encouraging high bidding from friends, family, and colleagues for the opportunity to toss them in the pool for a good cause. San Francisco 49er Manny Lawson strip-teased his way to a high bid. Glenn McCoy, Executive Director of San Francisco Ballet, received some help from his students to sashay his way into the water. Rob Rich, Senior Construction Manager of A.F. Evans Company, Inc., got dumped from the bed of his wheelbarrow. Artistic Director Carey Perloff of American Conservatory Theater donned a rocker outfit to give a nod to this summer’s hottest show, ‘Rock ‘N’ Roll.’ Accenture Partner Steve Wilcox, dressed as Captain Hook, was forced to walk the plank by Lin Chase as Peter Pan and his beautiful wife as Tinkerbell. John Rahaim, Director of City Planning for the City and County of San Francisco, donned a devil suit and tangled his tosser in red tape before taking the plunge. And to top it all off, 45 of TNDC’s current and former Board Members rallied to raise over $94,000 for TNDC’s operations, and splashed together in the pool in support of their organization.

With a nod to Event Chairs Jim Losi and Laura King Pfaff, a fabulous line-up of celebrity emcees coaxed the tosses into the water, including Actor/Writer/Producer San Francisco 49er Manny Lawson strip-teased his way to a high bid. Glenn McCoy, Executive Director of San Francisco Ballet, received some help from his students to sashay his way into the water. Rob Rich, Senior Construction Manager of A.F. Evans Company, Inc., got dumped from the bed of his wheelbarrow. Artistic Director Carey Perloff of American Conservatory Theater donned a rocker outfit to give a nod to this summer’s hottest show, ‘Rock ‘N’ Roll.’ Accenture Partner Steve Wilcox, dressed as Captain Hook, was forced to walk the plank by Lin Chase as Peter Pan and his beautiful wife as Tinkerbell. John Rahaim, Director of City Planning for the City and County of San Francisco, donned a devil suit and tangled his tosser in red tape before taking the plunge. And to top it all off, 45 of TNDC’s current and former Board Members rallied to raise over $94,000 for TNDC’s operations, and splashed together in the pool in support of their organization.

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Weathering the Storm

What the recession means to Tenderloin residents…and TNDC

As the economy enters a recession of unknown length and severity, the impact on our people is coming more clearly into view.

We've heard from TNDC’s Tenderloin After-School Program families that they don’t know what they’ll do to celebrate the December holidays, and we’ve seen more kids asking us for additional school supplies. There is even more concern about how to pay for colleges and universities; parents are even more stressed and stretched, and kids are stressed out. As our long-time Tenant Services Director, Yvette Robinson, said, “Same old stuff, just more intense.”

In our buildings, more tenants are asking our social workers for emergency food bags, and as people lose their jobs or have their hours reduced, making rent — always a struggle, even when (at thirty percent of their meager incomes) it is “affordable,” will be harder than ever.

Yet another, more powerful, long-lasting consequence will be little-noticed because it comprises the absence of progress. Disappearing along with banks’ profits is the market for “tax credit equity,” the development financing from the Low Income Housing Tax Credit program that has financed nearly 2 million affordable homes since 1986. Across the country, worthy projects that were viable 4 months ago are in trouble, either delayed or altogether infeasible. The impact: five years from now, developments that would otherwise be housing low income families at affordable rents will remain unbuilt.

And TNDC is not immune — of eleven projects, totaling some 1,000 units, one is threatened altogether and an additional two or three may be delayed. Without a significant source of affordable housing funds locally, and with State funding approved three years ago now nearly depleted, San Francisco’s uphill effort to be a City that accommodates people of all income levels faces more challenges than ever.

But we at TNDC will not be deterred, for we are sustained by a vision more powerful than any external force can stymie: a Tenderloin that is a healthy neighborhood, a neighborhood of choice, whose residents live in safety and have access to good schools, adequate health care and decent housing they can afford. Thank you for sharing and investing in that vision.
TNDC Gets an A
Resident Survey Shows a 90.1% Satisfaction Rating

To ensure we are consistently meeting the needs of our tenants, TNDC conducts annual resident satisfaction surveys to ensure our property management services are meeting our high standards while creating safe, comfortable living environments for those we serve. “We ask what our residents like and what they dislike about their housing, whether they are happy with our services and whether there are any serious problems we need to know about,” says Felicia Schruggs-Wright, Director of Property Management.

The anonymous paper survey is distributed to residents in each of our buildings and includes questions about building and unit maintenance, relationships with TNDC staff, safety issues, and neighborhood concerns. TNDC’s fourth annual resident survey shows that 90% of those reporting were either satisfied or very satisfied with their building as a place to live, giving us a consistent approval rating of over 90% for the last four years.

“My requests have always been promptly responded to,” noted a resident of TNDC’s Antonia Manor. “I have often complimented the work of staff for what I feel is one of the outstanding buildings in this area.” 95% of residents responded that their building managers were knowledgeable and skilled and 96% congratulated the work of our maintenance staff.

But the survey also highlighted the areas in which we can improve. In addition to requests ranging from more storage space in units, upgrading elevators, and incorporating green initiatives, this survey brought to light concerns that our residents face about the community in which we operate. While 92% percent of respondents felt either safe or very safe in the lobby of their building, only 55% felt safe on the block just outside. “We can do better,” said Felicia, who has begun the internal discussion of having police patrols by private security companies ensure safety in the immediate vicinity of our residences.

“We will continue to listen to tenant feedback to improve our operations,” she said, and is pushing to increase the response rate to our Tenant Surveys by bridging language barriers through translation and offering incentives for respondents by raffling a $100 gift certificate in each building. “I look forward to the results of the next Tenant Survey.”

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TNDC’s first Get Out the Vote Block Party, held in Boedkderk Park on September 20th, attracted hundreds of residents to participate in the conversation on the need for government funding to combat the housing crisis. With 25 buildings and supportive services already in place to help people in the Tenderloin and surrounding neighborhoods and significant progress being made on the eleven projects in our development pipeline, TNDC and its supporters will continue to make a positive impact in the Tenderloin community.

This setback simply means that we need to continue to convince voters of the need for government funding to combat the housing crisis. “And we will,” he says, already looking forward to a possible measure on the ballot in 2010 for a permanent source of state funding for affordable housing.

“TNDC was disappointed that our hard work to bring attention to the need for an Affordable Housing Fund did not result in the passage of Prop B, but we’re encouraged by the number of marginalized voters we were able to bring to the election polls this November,” said Steve Woo, TNDC Community Organizer.
Tenants Put On a “Broadway-worthy” Talent Show

Tenderloin is one of the densest and most diverse neighborhoods in America, and TNDC’s tenant population reflects this eclectic mix of nationalities and cultures. Nowhere was this more evident than September 12’s “TNDC Got Talent” tenant talent show, at which residents from TNDC buildings all across the Tenderloin and surrounding neighborhoods gathered to showcase their talents for friends and neighbors.

TNDC’s unique approach to supportive affordable housing encourages community-building events to foster a sense of camaraderie in our buildings, which house a diverse mix of people living together as neighbors. Organized by a committee of TNDC property managers, supported by enthusiastic TNDC employees and social workers, and sponsored by generous businesses from the surrounding community, the Second Annual “TNDC Got Talent” event held at St. Boniface Church was a hit among our residents.

“Everyone was so excited” said Teresa Suen, Activities Coordinator for TNDC’s senior buildings, who organized the Swing and Electric Slide Dance class that performed in their matching red tops and white pants. “They didn't look like seniors, they looked like teenagers.”

Craftsmen and women showed off their creations at the arts and crafts tables, including origami, crocheted hats, pins and refrigerator magnets, and carved vegetables. One table held paper creations by TNDC resident Yong Zhen Liang; the display included origami families of monkeys and shrimp, a peacock, and other animal-themed displays. Geri Lum of TNDC’s Maria Manor showed off her colorful, life-sized butterfly pins and magnets, as well as her knit hats and other wares.

Later, troupes of singers, dancers, musicians, magicians, and lip-sync masters demonstrated their skills to a cheering crowd. The audience roared when Gerry Kirby of the Ambassador waltzed onto stage in a bright green hula-style skirt, leopard-print dress, and sparkling face paint. Tango dances, opera singing, piano solos, and several magic shows kept everyone clapping and added to the festive, fun atmosphere.

“I can't wait to attend the next one,” said Baby Sabrina, a resident of TNDC’s Dalt building. “It’s a Broadway-worthy show!”
Resident Spotlight: Mike Williams

Mike Williams has one of those voices that make you stop and listen. “I want to help people stand up and make their own voices heard,” he says. As a community activist, he feels strongly that in order to make positive change you must help unite people who have a common purpose. This belief has been the cornerstone of his efforts.

Community service became a part of Mike’s life 35 years ago while living in Bakersfield as an insurance agent. As President, Secretary, and Treasurer of the Kern Y’s Men’s Club — an affiliate of the YMCA — over the course of six and a half years Mike organized toy drives, bagged groceries and apportioned money for people in need. “At a young age I was taught to give back and not be a person that just received stuff. The Y’s Men reinforced these values by mentoring children to get on a positive track.”

His relationship with TNDC began in 2001 when he moved into TNDC’s Franciscan Towers and noticed that residents were not speaking up for themselves when it came to quality of life and safety concerns. He began attending community meetings. “I was very aware about the issues that were going on within the neighborhood,” he said. “I wanted to help people stand on their own two feet and have their voices heard.” Little did Mike know that he would be laying the foundation for a movement that would change the lives of many within the neighborhood.

Mike was encouraged by TNDC staff to start a tenant advocacy group. Out of this recommendation arose Tenderloin Neighborhood Action Committee (TNAC), a tenant-run organization that aims to improve the community of the Tenderloin by mobilizing tenants to actively participate in community issues. “TNAC is a way for me to give back to the community,” he said. Since TNAC was started in 2007, participation in community meetings has risen considerably, with tenants voicing concerns to city and neighborhood organizations about the quality of their lives.

As both a TNDC resident and Tenderloin activist, Mike provided invaluable input in the formation of TNDC’s 2008-2012 Strategic Plan, a roadmap of our work and goals for the next five years. In January 2008, Mike was asked to be on the TNDC Board of Directors to represent the voices of our tenants. Since then, Mike has been deeply involved with the Community Organizing Department at TNDC, working on the ‘No on 98’ and ‘Yes on B’ campaigns during the last two elections and providing instrumental support for two massive Get Out the Vote campaigns that registered more than 500 new voters in the Tenderloin.

Mikes dedication to the community was recognized in April by the San Francisco Board of Supervisors for his outstanding service to a significant portion of the people of the City and County of San Francisco. “It’s very gratifying when we’re out doing field work to hear people say thank you,” Mike said.
Pool Toss

Cindy Williams of Laverne and Shirley fame, KGO-TV/ABC-7 Anchor Cheryl Jennings, State Assemblyman Mark Leno, Christopher Caen of AWARE, Chip Conley, CEO of Joie de Vivre Hospitality, Liam Maclem, Host and Producer of CBS 5’s “Eye on the Bay,” Empress XXX Donna Sachet, Columnist and TV Host of COMCAST; and Jan Wahl, Entertainment Reporter for KRON 4 & KCBS.

Celebrity Co-Hosts Tori Ritchie, cookbook author and host of Five Minute Cooking Segment on CBS This Morning, and Joey Altman, host of Bay Café and Consulting Chef of Miss Pearl’s Jam House, set the stage for an evening filled not only with good entertainment but also tasty poolside fare, followed with a sip of the “October Surprise,” the 2008 signature beverage cooked up by 2007 Top Tossee Alex Clemens — a refreshing mix of Absolut Vodka, lemonade, and cranberry juice.

With entertainment provided by The Fabulous Bud E. Luv Show and DJ David Carvalho, TNDC’s 2008 Celebrity Pool Toss was a smashing success. The best part was that all of the proceeds will be put to good use — benefiting TNDC’s Tenderloin After-School Program and other services for children and families in the Tenderloin community.
Donor Spotlight: Bank of America
Building Community through the Neighborhood Excellence Initiative

TNDC relies on partnerships in the community to build a better neighborhood in the Tenderloin. Bank of America, with its Civic Center branch located on the perimeter of the Tenderloin, has been a crucial partner in TNDC’s work for more than 15 years.

Altogether Bank of America has provided more than $450,000 in charitable support to TNDC through events sponsorships, grants, and employee giving, and has partnered with us on ten affordable housing projects by providing acquisition, equity, and debt financing totaling more than $75 million. The capital Bank of America has made available to TNDC has been instrumental to our ability to provide homes for families, seniors, people with disabilities and homeless people in our community. Our most recent collaborative development, the beautiful, newly completed construction of affordable supportive housing for homeless seniors at 990 Polk Street, opens its doors to the public this winter thanks in part to a substantial equity investment by Bank of America.

TNDC and Bank of America share a commitment to building better neighborhoods. Through their signature philosophy program the Neighborhood Excellence Initiative, Bank of America targets critical needs in local communities around the nation and works with local community non-profits to direct funding for greater impact. As part of this program, TNDC was recognized in 2007 with the Bank of America Neighborhood Builders Award and was awarded $200,000 in core operating support over the course of two years. Out of 100 applicants, only two non-profits in San Francisco were recognized as Neighborhood Builders.

In addition, this award provided the opportunity for Executive Director Don Falk and Chief Operating Officer Liz Orlin to participate in a leadership development program during the first year of funding. A series of workshops approached topics ranging from strategic planning and business planning, succession planning, and building a diverse funding base to developing organizational management skills, developing strategic opportunities, and building communities.

“We were asked to study the successful practices of high-performing non-profits and apply that to our own organizations,” Don shared with TNDC employees at a brown-bag lunch discussion of these new leadership principles. “One of the most important takeaways for me is something I’d like to adopt organization-wide... rather than emphasizing the things that we as employees don’t do well, we should recognize and focus on people’s strengths, and build teams where these individual strengths are complementary. This is a very powerful idea.”

Armed with new, effective principles (and a large stack of books) gleaned from experts in the study of successful non-profit management, Don and Liz will use Bank of America’s leadership training to improve our effectiveness and strengthen TNDC’s impact in the community.

“Bank of America’s desire not only to fund our work but also to help us improve the work we do distinguishes them as a key partner in building a better Tenderloin neighborhood,” said Don. “We so appreciate their support.”
TNDC Celebrity Pool Toss  

Page 1

Thank you for making our 2008 Celebrity Pool Toss the most successful yet!

SF Ballet Director Glenn McCoy sashays his way into the water with help from SF Ballet School Dancers.