



TNDC Developments

Building homes and hope. Since 1981.

TENDERLOIN NEIGHBORHOOD DEVELOPMENT CORPORATION • 201 EDDY STREET • SAN FRANCISCO, CA 94102 • FEB 2011

TASP Rises to the Challenge Enrollment Skyrockets at TNDC's Tenderloin After-School Program

Child and youth enrollment at TNDC's Tenderloin After-School Program – a free, supervised place for Tenderloin children to play and learn – saw an unexpected spike in attendance in 2010 and the center has risen to meet the challenge.

TASP's 2010 goal for new enrollees was 40 for the year. "At the end of September we were unexpectedly flooded with new kids and enrolled 51 new participants," said Laura Choe, TASP Program Manager. "In just three weeks, we beat our goal for the whole year!" In total, TASP enrolled 85 new participants in 2010, exceeding their annual goal by more than 200%.

This means fewer Tenderloin children playing on unsafe streets, and more taking advantage of TASP's healthy and fun daily activity schedule that includes arts and crafts, games, fun and educational workshops, and academic support. Daily attendance has increased by 25% to more than 70 kids each day. "This jump in numbers has been difficult, but it's wonderful to see so many kids so actively engaged," said Laura. "It's a challenge we

welcome and staff have been working hard to keep both old and new participants learning, growing, and having fun."

It may be hard to imagine the on-the-ground logistics involved in such an increase in numbers. Staff have done an incredible job managing this major transition while upholding the high quality standards for which TASP is known.

In September alone, TASP had to procure 20 new chairs, buy twice as many water cups as the month before, increase the amount of healthy food they need to purchase for daily snacks and reconfigure the homework room to accommodate more kids on a daily basis. They are now urgently looking for new volunteer tutors to meet the

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TASP participant Elizabeth Ramirez shows off the new backpack full of school supplies that she received at the center thanks to a generous donation from the SF Deputy Sheriffs Foundation.

Residents Help Design a New Park for the Tenderloin Neighborhood

Tenderloin's Boedekker Park, built in 1985, was originally designed with safety and security in mind. Unfortunately the park's high fortress-like fences and segregated areas resulted in heightened drug activity and compromised park visitors' safety. Ultimately, the community decided to close the park in 1999. One entrance is now permanently locked, while the other is open only a few hours each day.

But all that is going to change soon. The neighborhood has been awarded a grant of \$4 million from the state of California for designing and building a new, safer park, as well as grants totaling \$700,000 for the

incorporation of green features and ongoing park maintenance.

"This project will represent a wonderful new beginning for the neighborhood," said TNDC resident and Board Member Mike Williams. Mike was intimately involved in the process since the beginning and his contagious enthusiasm is credited with tipping the grant committee's decision in the Tenderloin's favor. "It is a chance for youth, seniors, disabled folks, and even those who work in the neighborhood to come out, eat lunch, exercise, listen to jazz in the park, and let their kids play and have fun for years to come in a

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ANNIVERSARY DINNER

MAY 11, 2011

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Executive Director Don Falk

Looking Back on 30 Years of TNDC

As we prepare to celebrate TNDC's 30th Anniversary on May 11th, I find myself looking back on the impact TNDC has made over the 30 years since its founding.

To understand this impact, one has to visualize the San Francisco and Tenderloin of 1981. The land- and people-clearing policy of "urban renewal" had decimated other parts of the City in the name of "slum clearance." And now they had their sights set on the TL. Investors understood that the land here – adjacent to Union Square, City Center and San Francisco Center – was inherently valuable, diminished in their eyes only by the poor people who called it home. The nonprofit housing movement was in its nascency: there were ZERO permanently affordable housing developments in the neighborhood. Private developers had proposed two 30-story commercial buildings, three luxury hotels were in the advanced stages of planning, and the Tenderloin was zoned identically the same as the Financial District.

The neighborhood was at a crossroads. The fear of gentrification – the involuntary displacement over time of poor people as property values rise – was well-justified. Would the Tenderloin remain a place where seniors, immigrants, people with disabilities, parents struggling to raise their families and the working poor could afford to live?

It is hard for us to imagine now, but that threat was real. So Tenderloin community activists decided to take action. They formed TNDC, and we began to buy land – "land, Scarlett!" as Brother Kelly loved to say, quoting *Gone with the Wind* – to remove it forever from the speculative real estate market, so that people with few resources could continue to call it home. Now, 30 years later, due to the efforts of TNDC, other nonprofits, the Redevelopment Agency and the City, perhaps a quarter of the Tenderloin is assured of remaining affordable, regardless of the relentlessly increasing value of San Francisco property. And in the process, literally thousands of otherwise squalid residential hotel rooms and apartments are now decent places to live.

"Now, almost a quarter of the Tenderloin is assured of remaining affordable, regardless of the relentlessly increasing value of San Francisco property. And literally thousands of otherwise squalid apartments are now decent places to live."

Some would argue that this is not a good thing: better for the TL to have become a high-rise commercial and middle-class neighborhood – "cleaned up," in today's euphemistic parlance. We at TNDC do not agree. Thirty years ago, the Tenderloin was a genuine community, home to thousands of people, and TNDC's work preserved that, so that it remains San Francisco's most affordable neighborhood. A neighborhood where people know and care for one another: the Uptown Tenderloin, an historic, truly diverse neighborhood, home to people from all over the world, a source of pride and a place of vibrancy.

Yet there is no denying that the vision is not yet complete. The crime, the dysfunction on the streets, the squalor of much of the privately-owned housing – these must be addressed, not so much for the sake of tourists and San Franciscans who feel uncomfortable here, but for the sake of the Tenderloin's residents themselves. We have not worked for three decades to create a place where no one actually wants to live. Whereas gentrification and its resulting displacement were the primary issues 30 years ago, today quality of life is the focus.

Having helped protect the neighborhood from the worst ravages of gentrification, we can now safely encourage the kinds of commercial and moderate income development in 2011 that would have threatened the Tenderloin's essential low income nature in 1981. Today, this neighborhood can evolve into

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Remembering Brother Kelly Cullen

It is with overwhelming sadness that we learned of the untimely death of Brother Kelly Cullen, who passed away last November at the age of 57 while on a pilgrimage to Rome.

Kelly was one of TNDC's first tenants, moving into the very first building TNDC owned and operated – the Aarti Hotel – in 1981. He had come to the Tenderloin with the idea of ministering to the poor, and there, he saw first-hand the needs of the resident population TNDC serves. Kelly joined TNDC's Board of Directors in 1988, later becoming Board President, a position he held until he joined the staff as Executive Director in 1993. Kelly stepped down in 2005, but remained a close friend and ardent supporter until his passing.

Kelly helped transform TNDC from the fragile and fledgling organization of its roots to the thriving neighborhood institution it is today. He cared deeply about the Tenderloin and was a natural-born promoter passionate about community and political activism. These qualities combined so that TNDC grew a tremendous base of philanthropic support and political influence. Under his leadership, the sky became the limit for TNDC.

“TNDC has been profoundly shaped by Kelly,” said Don Falk, TNDC's current Executive Director. “His values and priorities suffuse the organization. He believed in focusing on ‘the poorest of the poor,’ he wanted to ‘own land’ as an anti-gentrification strategy, he was driven in helping TNDC grow so it could do more... all of these things have become part and parcel of what TNDC is and how we operate.”

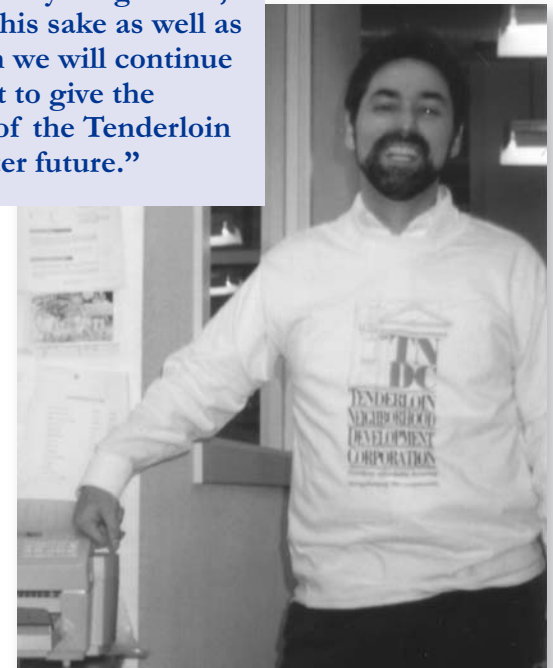
You can see the results of his motivation and dedication by comparing the numbers: when he became Executive Director in 1993, TNDC had 8 buildings with around 475 units. By his departure in 2005, he had helped TNDC more than double its portfolio to 20 buildings with 1,600 units, making it one of the largest affordable housing developers in San Francisco. Today, with a portfolio of 30 buildings, TNDC is a model of successful community development that others strive to follow.

“Kelly had deep compassion and respect for people,” said Paul Sussman, TNDC's Chief Financial Officer, who served on TNDC's Board of Directors with Kelly and worked closely with him after joining the staff as CFO. “He always lived in the neighborhood and moved day and night in the Tenderloin. He believed things could change for the better, that people could change for the better. He believed that you could have a dream, go for it, that you could bring people along and achieve it.”

We at TNDC will never forget Brother Kelly Cullen and the roots he helped plant for us here in the Tenderloin. We know Kelly's creativity, his indefatigable energy, and his bright, ever-optimistic spirit is at the foundation of each success we celebrate. TNDC is Kelly's legacy. He is everywhere we look and in everything we do, and for his sake as well as our own we will continue his fight to give the people of the Tenderloin a brighter future.



“TNDC is Kelly's legacy. He is everywhere we look and in everything we do, and for his sake as well as our own we will continue his fight to give the people of the Tenderloin a brighter future.”



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a place where people representing a wider range of incomes live and thrive. A home for moderate income people whose disposable incomes can support local businesses. And a place where we continue to build more affordable housing, too, because with governments at every level balancing their budgets on the backs of those least able to afford it, the need for an affordable place to live is greater than ever.

TNDC's work is not done. Yet because of what we have accomplished over the past 30 years, we can aspire to achieving a vision unique across the country: a neighborhood that is both high quality and low income, where improvements in schools, health care, housing, jobs, safety – the hallmarks

of a healthy neighborhood – do not come at the expense of displacement.

You are our partners in this work, and for 30 remarkable years you have helped create this unique organization in this most dynamic of neighborhoods. Thank you for sharing these values and offering your support.

Warmly,

Donald S. Falk
Executive Director

TNDC's Developments

Here are just a few of the projects keeping our Housing Development Department busy this year.



220 Golden Gate

TNDC has commenced construction to convert the existing beautiful and historically-significant circa-1909 building at 220 Golden Gate to 174 homes for formerly-homeless San Francisco residents. The project includes preserving a historic auditorium, gymnasium, lobby atrium, mezzanine, and reintroducing a grand entry staircase. A neighborhood health and wellness center in partnership with the San Francisco Department of Public Health is planned for the ground floor.

Aarti Hotel

391 Leavenworth Street

TNDC is updating and modernizing the first building it ever acquired – the Aarti Hotel – which currently provides 40 Single Resident Occupancy units for youth who have aged out of the foster care system.

Green Retrofit Initiative

TNDC's Dalt, Franciscan, and Ritz buildings will experience green retrofitting – such as solar hot water, energy-efficient appliances, and low-flow devices for water systems – thanks to funding from the Mayor's Office of Housing and federal stimulus funds. The project will commence in March.



249 Eddy

165 Turk

Mark Ellinger

Turk & Eddy Preservation

165 Turk Street and 249 Eddy Street

San Francisco's first stimulus-funded construction project, TNDC's Turk & Eddy Preservation properties are home to a 100% Section 8 senior population who were at risk of losing their homes to market-rate developers before TNDC purchased the buildings and guaranteed affordability. TNDC's rehabilitation of the buildings, which has just been completed, included seismic retrofitting, new community rooms, and space for an on-site TNDC Social Worker.

New Construction

TNDC is hard at work planning new family buildings for vacant properties at 1400 Mission, 1036 Mission, and 5th & Howard Streets. Stay tuned to learn more.



Civic Center Residence

44 McAllister Street

TNDC is putting the finishing touches on the renovation of a building that has provided affordable housing for the Tenderloin since it was built in 1922 and today provides 211 homes for formerly homeless and low-income residents. We began an extensive renovation in 2008 to improve safety and livability, including two new fully-accessible elevators, unit upgrades including the addition of private toilets, micro-kitchenettes and new furniture, new community gathering spaces and kitchens, and new social worker staff offices. A Re-Opening Ceremony is planned for this summer. We hope you'll join us!



Nancy Pelosi and Mayor Edwin Lee Visit TNDC!

At a TNDC construction site press conference, House Minority Leader Nancy Pelosi and San Francisco Mayor Edwin Lee celebrated TNDC's 220 Golden Gate historic renovation project and the hard-working construction team whose jobs have been made possible by over \$50 million in stimulus funding.

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growing need for one-on-one academic support.

But more kids attending the center each day means more healthy young minds receiving the support they need to achieve their goals and follow their dreams. And for the staff of TASP, that makes the hard work more than worth it.

VOLUNTEER TUTORS NEEDED

TNDC's After-School Program saw a 25% increase in daily attendance in 2010. To meet the rising need, we are seeking volunteer homework tutors for elementary and middle school kids. Tutors must come once a week for two hours, Monday-Thursday between 3-6pm. A six month commitment is required.

Contact Jane Hatch at (415) 358-3946 or jhatch@tndc.org to get involved.



Snakes at TASP? New Approaches to Educational Enrichment

Educational enrichment is a top priority for the staff at TNDC's Tenderloin After-School Program (TASP), but they also know that being a kid is all about having fun. That is the fundamental idea behind TASP's Complementary Learning Program, which reinforces school-day learning through fun and interactive daily programming – science experiments like the popular “balloon rockets,” art projects to teach about new cultures, web-based math games, and much more.

This creative approach to academic enrichment was one of the many reasons TNDC was thrilled last August to receive one year's worth of weekly science workshops by Tree Frog Treks, generously paid for through DCYF.

Every Wednesday, Tree Frog Treks hosts a science workshop at the center for participants ages 5-11. Each week the kids meet a different live reptile or amphibian face-to-face and through fun and interactive science enrichment activities, they are introduced to concepts in biology, chemistry, physics, earth sciences and natural history. The program strives to create critical thinkers who will work to save, preserve, and maintain our planet's biodiversity.

Rachel Rosas, an 8-year-old TASP participant, said her favorite workshop was the one that taught her about muscles and bones. “I liked when we made muscles using marshmallows,” she said. During a February workshop, Tree Frog Treks brought in a live toad for the kids to hold and showed them bones from a moose, raccoon, and deer. The kids attached marshmallow “muscles” to popsicle stick “bones” to conceptualize what they learned about animals' bodies. “And at the end, we got to eat the marshmallows!” Rachel laughed.

“We are thrilled to be collaborating with Tree Frogs for this science programming, and it's obvious the kids love it too,” said Laura Choe, TASP's Program Manager. In December, TASP was chosen for another enrichment series funded by DCYF, this one focusing on hip hop dance with Performing Arts Theater. “It's an outstanding approach to using the arts to build critical thinking skills, teamwork, and resiliency in children and youth,” Laura said. It's obvious there is no shortage of educational enrichment opportunities for the kids at TASP!



TASP's Complementary Learning activities help reinforce school-day learning in fun and creative ways.

What Have TASP Kids Been Up To?

Tenderloin kids are exposed to a wide range of new experiences at TNDC's Tenderloin After-School Program (TASP.) Here are some of our favorite highlights from the past three months.

Rock Climbing: TASP participants went rock climbing at Mission Cliffs where they learned to use their problem-solving skills and determination to climb the wall, gaining confidence in themselves with every step.

Roller Skating: TASP participants took the Caltrain down to Redwood City where they visited an "old-school" roller skating rink.

Family Game Night: At a game-themed Family Night in November, parents joined TASP kids for Bingo, karaoke, and Wii Dance at the center.

Jewelry Making: In November and December, Dragonfly Designs facilitated four jewelry-making workshops for TASP participants. Many kids chose to make holiday gifts for their friends and family.

Holiday Dinners: TASP held two large holiday dinners for participants and their families, both generously sponsored by BlackRock. BlackRock provided delicious food and about 20 volunteers to lead art activities with the kids. TASP parents brought their favorite dessert to share.

Music Appreciation: A BeatCrazy drum workshop and performance introduced TASP participants to the fundamentals of rhythm and encouraged them to learn to play an instrument.

Shopping Spree: TASP was selected as the 2010 recipient of the San Francisco Deputy Sherriffs Foundation holiday shopping event. 98 lucky TASP participants each went on a \$200 Target shopping spree with a Deputy Sherriff to purchase coats, clothing, holiday gifts, and toys that they might not otherwise be able to afford.

Shrek, the Musical: Thanks to a donation by two special TASP volunteers, the kids got to experience Shrek, the Musical during an exciting trip to Orpheum Theatre.



TASP participants learn to make jewelry at a Dragonfly Designs workshop.



DONOR SPOTLIGHT: Nancy Bechtle

Compassionate, civic-minded, and practical, Nancy Bechtle embodies the big-hearted philanthropic traditions that are intrinsic to San Francisco. A fifth-generation native, her family has a long and generous history of supporting local arts, business, health and civic institutions, including TNDC.

She first learned of TNDC by meeting former Executive Director Brother Kelly Cullen and was quickly won over by our mission. "TNDC fills a need. Housing is critical to life success. It is so important to have a stable address and roof over one's head." Her family's tradition of good works is one she is proud to carry forward, by serving on numerous boards, chairing fundraising events, and bringing high visibility to important issues.

Her hands-on approach has served her well at TNDC's annual events like the Celebrity Pool Toss. She has attended this convivial and unique event many times, participating on stage as an MC and as a guest in the crowd. In addition, she has gladly undertaken her own good-natured plunge as a "Tossee" to support the After-School Program and the children and families who call TNDC home. "Not many people know that the Tenderloin is a family neighborhood. There are lots of children who need help."

When asked to consider what San Francisco would be like without TNDC, she quickly acknowledges it would be difficult to picture. "It takes many people to respond effectively to important issues like housing. The Tenderloin is tough; everyone knows it. Without TNDC's help, the problems could not possibly be addressed." She asserts, "If not us, then who?"

Nancy continues to devote her attention to building homes and community throughout San Francisco and is enthusiastic in her endorsement of our landmark 30th anniversary year. "I think TNDC is a very professional organization that continues to accomplish great things for our city."



RESIDENT SPOTLIGHT: Elijah Glasper

TNDC's Newest Resident Board Member

“I found out there’s another way for me. And once I got on my feet, I found out I can help other people build a solid foundation for their life.”

TNDC is thrilled to shine the spotlight on our newest TNDC resident Board Member, Elijah Glasper. Ely has lived in TNDC’s Civic Center Residence since 2006 and provides the Board a rare insider perspective on what it is like to be a low-income senior living in this neighborhood. But it is his passion for helping homeless seniors and people with disabilities that makes him such a valuable asset to the decision-making process at TNDC.

Less than a decade ago Ely was in a similar situation, so he remembers what it’s like to feel powerless. “Golden years are not golden out on the street, sleeping wherever you can,” he explained. Ely became homeless in 2000 after losing his job. “I was surrounded by people in the drug scene and I had a bad situation going on. I felt like I was going around and around in circles. You know when people say ‘I’m sick and tired of being sick and tired?’ It means something when you are in a situation like that. You have to get up and DO something, say ‘I’m tired of this and I’m going to do something about it.’”

Ely was able to save some money and because he is a veteran, he got involved in the Swords to Ploughshares Transitional Housing Program. He was eventually referred to TNDC. “I stepped up from shelters to my SRO unit, and plan to use this as a stepping stone to eventually get an apartment. I found out there’s another way for me. And

once I got on my feet, I found I can help other people build a solid foundation for their life.”

With his life on track in TNDC housing, Ely has turned his attention to helping other seniors escape the vicious cycle of homelessness. For the last three years he has been heavily involved with Seniors Organizing Seniors, a grassroots effort to help homeless seniors and people with disabilities. He attends rallies, passes out food on the street, co-hosts radio talkshows about these issues, and mobilizes other seniors to make positive change.

Ely also works for the Senior Action Network and graduated with honors from their Senior University, which educates passionate citizens to lobby for seniors and people with disabilities. He proudly hangs the graduation certificates he received on the wall of his room. He also works as a security guard for the building where Senior Action Network is located.

“Housing is what’s really needed,” said Ely, who explained that when he walks down the street outside of where he lives, he sees seniors lying on cardboard boxes covered with tattered blankets. “When I see them, it just gets to my heart. There’s got to be something we can do for them. I’m 72 and I know I don’t have too much time left, but I want to use that time to do something to help those people help themselves.”



Despite the 1999 partial closure, Boedekker Park remains open a limited number of hours during the week and community-building events continue to be held frequently thanks to the hard work and maintenance of the park caretaker group, Friends of Boedekker Park.

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safe, new playground.”

This project was spearheaded by the Trust for Public Land, which preserves parks and open spaces throughout the United States. Mike, along with TNDC’s Community Organizing department, encouraged TNDC residents and others in the neighborhood to get involved in the Trust for Public Land’s efforts to plan a park that meets the needs of the people. Over a half dozen public meetings were held so community input could play a lead role in the new park design. For those who could not travel to the meetings, visits to disabled and senior buildings ensured their opinion was included.

The new park will include a full size multi-use basketball court to replace the current half-size court, a jogging trail, a larger lawn area, a fitness room, an area for tai-chi, solar panels, a new kids’ play area, and a new kids’ clubhouse with bright, cheery floor-to-ceiling windows. A new, less imposing fence with a new entrance on Eddy Street will create better “sight lines” to see into the park and for police car and foot patrols to maintain high safety standards.

After a city review process that will take the next few months, the park will close and construction will begin. By the middle of 2012, the neighborhood will have a beautiful new park that residents can be proud to call their own.