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TNDC will absorb most of Citizens’ property management staff in the six buildings, including managers, desk clerks, and maintenance workers. This will increase the number of TNDC employees from 240 to almost 300.

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TNDC Extends Its Community-Building Reach

Our core values will endure as we take on new properties outside the Tenderloin.

In one fell swoop TNDC is about to grow 30%. On November 2, 2009, TNDC will assume management of Citizen Housing Corporation’s San Francisco properties—six buildings in four San Francisco neighborhoods and four buildings in their development pipeline.

As an organization, that growth, in such a compressed time frame, will test us, will challenge us to perform at a higher level, and will expose our vulnerabilities. And with our entry into communities outside the Tenderloin, it will generate introspection about the identity of a neighborhood-based group so closely identified with San Francisco’s central city.

Beyond the internal implications, bringing over 500 new units under management to exceed 2,300 overall symbolizes that an organization can be both community-based and operate at scale—can maintain its connection to community while partnering in a sophisticated way with some of the biggest financial institutions in the world.

Yet we don’t grow for the sake of growth; we grow because it provides us the opportunity to extend our reach and our impact, and to bring to different San Francisco neighborhoods our own style of community-building. Does it mean we will lose focus on the Tenderloin? No. It means we will partner the organizational muscle to accommodate our new responsibilities, muscle that will enable us to elevate the effectiveness of our work on behalf of our Tenderloin constituency. For community-based organizations, the keys to long-term success are size, scale, sustainability and impact, and the assimilation of the Citizens properties is another step for us on that road.

This is a watershed moment. TNDC is on the verge of a transformation, and we will never be the same again. But throughout the change, our values will endure: integrity, compassion, collaboration, diversity, responsiveness. A focus on San Francisco’s most vulnerable people. And we will bring these values to bear on our responsibility to steward these community assets, extend our reach and our impact, and to bring to different San Francisco neighborhoods our own style of community while partnering in a sophisticated way with some of the biggest financial institutions in the world.

Thank you everything you do to help make possible TNDC’s work.

Warm regards,

Donald S. Falk
Executive Director

DONOR SPOTLIGHT: Local Retailer CB2 “Can Do.”

When home furnishing retailer CB2 launched a San Francisco store in 2008, they knew they wanted to work with a local nonprofit to make a difference in their new neighborhood. In addition to offering smart modern designs, clever materials and cool colors in home decor, CB2 has made a meaningful commitment to fight hunger in this community.

“Last year, we received more than 1,000 pounds of food from CB2’s ‘Can Do’ food drive promotion to benefit TNDC. We made immediate use of the donations during the holiday season and were also able to keep our Emergency Food Pantry stocked for months,” reported Delene Rankin, TNDC’s Social Work Unit Manager. TNDC is pleased to continue our relationship with CB2 for their second annual food drive promotion this November.

Part of TNDC’s supportive housing model includes addressing critical community needs like food security. “We’re so lucky to have the support of neighbors like CB2 in our fight against hunger in the Tenderloin,” said Delene. Low-income families and individuals who live on tight budgets sometimes experience a shortfall at the end of the month, forcing them to consider making hard choices between purchasing food or paying rent. Our social work staff has discovered that residents might decide to skip meals to afford their medications or other critical expenses. Making ends meet can be a particular struggle for minimum-wage earners, families, and those living on fixed incomes. For TNDC residents, being able to access additional groceries at no cost can be a lifeline that makes all the difference.

Our Emergency Food Pantry is just one way we help meet the food needs of residents. TNDC is also one of the largest distributors of food from the San Francisco Food Bank, operating 11 building distribution sites for fresh produce and culturally-appropriate stable foods every week. During the year-end holiday season, TNDC also distributes nearly a thousand special grocery Food Bags in November and December that include traditional holiday fare and popular additions like crackers, soup, and breakfast cereal.

“Our CB2 customers and associates love having the opportunity to support our local community through our ‘Can Do’ food drive partnership with TNDC,” noted Vicki Lang, Manager of Public Relations for Crate and Barrel and CB2.

“We hope to make this an annual tradition.”

From November 9-25, CB2 customers and friends are encouraged to bring five non-perishable food items to the Union Square store to enjoy a 15% shopping discount on their purchases that day. High-protein foods like canned tuna, peanut butter or meat ravioli are especially appreciated, and all food items collected during the two-week promotion will be put to immediate good use.

Food security remains a perennial concern for Tenderloin residents. Neighbors like CB2 can make a real difference in the lives of many. Our deepest thanks and appreciation for CB2’s continued partnership and caring.
RESIDENT SPOTLIGHT: The Ambassador Volunteer Team

JL Marrible, Mario Morales, Herb Wilburn and Leo Chosa

By Jackie Mollitor, TNDC Social Worker

As a social worker at the Ambassador Hotel I’m kept pretty busy. Thankfully, there is a group of tenants who always volunteer to help out with tasks throughout the day and at special events we hold in the building. By offering volunteer opportunities to my tenants, we help meet the needs of The Ambassador Hotel community together.

By the time I arrive to work in the morning, the coffee maker is hissing as it percolates and the fish in the community space tank are fed, thanks to Ambassador Tenant JL Marrible. “These volunteer duties are just something I like to do,” JL explains. “It’s activity that occupies my mind.” He says volunteering is an important part of his goal to live a “constructive and clean life.”

When it comes to helping out around the Ambassador, Mario says he has always been a safe place to live and is thankful for the support during his bone marrow transplant. “I’m comfortable.” His other duties include watering the community space plants weekly, “I’m not working, I get depressed,” he said. When he joined the Army at the age of 15, he moved into the Ambassador in 2001. “I always been a safe place to live and is thankful there are so many resources close by.”

Leo Chosa was born in Guatemala, was hanging out in the streets after running away from home when he joined the Army at the age of 15. Mario says he has always been a bodyguard. “When I am not working, I get depressed,” he stated. “I like to stay busy.” Mario also realizes the impact his help has on other tenants: “My helping helps other residents here, too. People are dependent on the food that comes up.”

Mario, born in Guatemala, was hanging out in the streets after running away from home when he joined the Army at the age of 15. Mario says he has always been a bodyguard. “When I am not working, I get depressed,” he stated. “I like to stay busy.” Mario also realizes the impact his help has on other tenants: “My helping helps other residents here, too. People are dependent on the food that comes up.”

Herb has been an Ambassador tenant since 1999. He was born in Paris, Texas, and is a veteran. Herb is a cancer survivor and credits the staff at the Ambassador Hotel for support during his bone marrow transplant and recovery. “The Ambassador has always been a safe place to live and is thankful there are so many resources close by.”

Leo was born in Minnesota and lived on an Indian reservation, but says he left because he felt unsafe in the hostile environment. Leo found himself in San Francisco in 1979 via the Navy, and was homeless for 17 years before moving into the Ambassador.

Herb Wilburn, a resident since 2003, “I like the living arrangement here,” he said. “I’m comfortable.” His other duties include photocopying and hanging community event flyers, and helping out with the weekly San Francisco Produce Drop. “I like the living arrangement here,” he said. “I’m comfortable.”

Mario, born in Guatemala, was hanging out in the streets after running away from home when he joined the Army at the age of 15. “I never want to do that again,” he said. When it comes to helping out around the Ambassador, Mario says he has always been a bodyguard. “When I am not working, I get depressed,” he stated. “I like to stay busy.” Mario also realizes the impact his help has on other tenants: “My helping helps other residents here, too. People are dependent on the food that comes up.”

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In addition to college tuition, TNDC also provides other crucial academic support, such as helping to pay for school books, SAT prep courses, and school supplies for over 70 TASP participants at every grade level. “This allows TASP to extend its support to participants in a very important way,” said Laura. “We are making a commitment not only to help participants with primary and secondary educational needs, but also with the complex college application process, as well as any needs they have while in college. In my mind, it’s all connected and all really important.”

“I’m so thankful that everybody here at TASP wants to help you when you have problems,” said Angelica. “They give me hope. When things feel overwhelming and I talk to them, I feel better and then I think: ‘They’re right, I can do this.’”

Neighborhood Residents Join Forces for Safer Streets

Angela Lopez Tells Neighborhood Kids ‘You Can Make It Too’

The Safe Haven campaign has its inception after safety was identified as a major neighborhood concern at a tenant summit held by local non-profit Community Housing Partnership in 2006. A similar effort was supported by TNDC last year to gauge the needs of the Tenderloin community by requesting input from residents on which neighborhood issues should be at the forefront of community mobilizing efforts. Safety was again found to be a major concern.

When a local business or organization puts up the yellow and green Safe Haven sign in their window, neighborhood residents know they can make an online gift to TNDC at www.tndc.org. As an example, he cited a circumstance that happened while he was walking on the streets. “I’ve Got Your Back” award, given to community participants who make a major effort keep these streets safer for its residents. “She’s been a great help to the campaign. She knows how to calmly handle dangerous situations when people come into the TNDC lobby looking for help,” said Steve.

Angelica was a $5,000 scholarship to help her family offset the cost of beginning school at San Francisco State University this fall. College turned out to be very different from what she was used to. She attended a small high school, so San Francisco State seemed very big. “On my first day, I thought: ‘Oh my God, I’m going to get so lost here.’”

But TASP has taught her not to be afraid to ask for help when she needs it. “They taught me to look for the resources that are available and to take advantage of them,” said Angelica. “It’s what has helped me feel more comfortable.”

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“I’m so thankful that everybody here at TASP wants to help you when you have problems,” said Angelica. “They give me hope. When things feel overwhelming and I talk to them, I feel better and then I think: ‘They’re right, I can do this.’”

Now that Angelica is attending college and living far from her friends, she has found a different kind of family support: “I’ve made an online gift to TNDC at www.tndc.org. The Safe Haven campaign is a way for me to keep on eye on street activity and look out for people.”

“Financial assistance is just one crucial rung on the ladder, but the support they get at TASP helps give them confidence to keep climbing.”

Laura Choe
TASP Program Manager

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TASP Program Manager

“I want people to know that they can feel safe here,” said Tim Brown.

Ginny received this award for helping a suicidal woman by listening to her. “She felt like her life was over,” Ginny said. “I was not even aware of the impact of that gesture because it’s just my nature to listen—but it helped her through a very difficult time.”

TNDC and others who support the Safe Haven campaign will continue to encourage community participation and joining together to make these streets safer for everyone: “Neighborhood safety is a community effort” said Steve. “We’re so grateful to have 40 Safe Haven businesses and organizations willing to say ‘I’ve got your back.’

The Tenderloin After-School Program (TASP) participant Angelica Lopez received financial aid from TNDC's Tenderloin After-School Program to attend college. She's excited that other program participants will see her as a role model. “If I made it, then they will know they can make it too.”

Angelica was a 17-year-old Tenderloin After-School Program (TASP) participant Angelica Lopez, TNDC’s Director of Tenant Services. They told me not to worry,” Angelica said. “They said ‘We’ll find a way to help you get there. You will go.’”

Stories like Angelica’s are not uncommon at TASP, where children and youth from low-income families can find help to reach their goals. TNDC began providing scholarship assistance in 2006 and since then, approximately $50,000 has been awarded to help TASP participants make college a reality. There are currently five students attending college with assistance from this program.

San Francisco State freshman Angelica Lopez received financial aid from TNDC's Tenderloin After-School Program to attend college. Angelica was worried about the impact tuition would have on her family.

“I was worried about the impact tuition would have on her family. She attended a school where her future might take her. “I’m going to wait to see what opportunities become available to me. My family thinks I’m crazy because I want to do so many things. But if I see an opportunity, I just want to take advantage of it,” she smiled.

What excites Angelica most is that other high school students at TASP will see her as a role model and will think of college as an option. “If I made it, then they will know they can make it too.”

“Angelica wants to create an impactful life,” said Laura. “She is passionate and eating and wants to make a difference in the world. I can’t wait to see what she achieves.” If you would like to help TASP students reach their goals for higher education, contact Jean Hebl at (415) 358-3946 or make an online gift to TNDC at www.tndc.org.

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“I’ve Got Your Back” award, given to community participants who make a major effort keep these streets safer for its residents. “She’s been a great help to the campaign. She knows how to calmly handle dangerous situations when people come into the TNDC lobby looking for help,” said Steve.

The Tenderloin After-School Program (TASP) participant Angelica Lopez received financial aid from TNDC's Tenderloin After-School Program to attend college. She's excited that other program participants will see her as a role model. “If I made it, then they will know they can make it too.”

Angelica was worried about the impact tuition would have on her family. She attended a school where her future might take her. “I’m going to wait to see what opportunities become available to me. My family thinks I’m crazy because I want to do so many things. But if I see an opportunity, I just want to take advantage of it,” she smiled.

What excites Angelica most is that other high school students at TASP will see her as a role model and will think of college as an option. “If I made it, then they will know they can make it too.”

“Angelica wants to create an impactful life,” said Laura. “She is passionate and eating and wants to make a difference in the world. I can’t wait to see what she achieves.” If you would like to help TASP students reach their goals for higher education, contact Jean Hebl at (415) 358-3946 or make an online gift to TNDC at www.tndc.org.
In addition to college tuition, TNDC also provides other crucial academic support, such as helping to pay for school books, SAT prep courses, and school supplies for over 30 TASP participants at every grade level. “This allows TASP to extend its support to participants in a very important way,” said Laura. “We are making a commitment not only to help participants with primary and secondary educational needs, but also with the complex college application process, as well as any needs they have while in college. In my mind, it’s all connected and all really important.”

Laura Choe, TASP Program Manager

At TASP, students who are not earning will be asked to calmly handle dangerous situations when they arise, said Steve. “We’re so grateful to have 40 Safe Haven businesses and organizations willing to say ‘I’ve got your back.’”

When college participants come back to visit, the things they talk about most are how important it is to have someone there when they need it, in addition to their parents, regardless of what the issue is,” said Laura. “Financial assistance is one critical rung on the ladder, but the support at TASP helps give them the confidence to keep climbing.”

Angelica is considering a major in political science and biology to law school in Chicago, a city she fell in love with last year while visiting as part of TASP’s Annual College Tour. But she also might start her own dance studio in this neighborhood. “There aren’t really any studios in the Tenderloin,” she said. “I think everybody knows how to dance, but they’re just not used to it. I think there are a lot of students that want to come out of them.”

Angelica brought her concerns about paying for college to the attention of Laura and Yvette Robinson, TNDC’s Director of Tenant Services. “They told me not to worry,” Angelica said. “They said ‘We’ll find a way to help you there. You will go!’”

Stories like Angelica’s are not uncommon at TASP, where children and youth from low-income families can find help to reach their goals. TNDC began providing scholarship assistance in 2006 and since then, approximately $50,000 has been awarded to help TASP participants make college possible. There are currently five students attending college with assistance from this program.

Angelica was awarded a $5,000 scholarship to help her family offset the cost of beginning school at San Francisco State University this fall. College turned out to be very different from what she was used to. She attended a small high school, so San Francisco State seemed very big. “On my first day, I thought: ‘Oh my God, I’m going to get lost here!”’

But TASP has taught her not to be afraid to ask for help when she needs it. “They’ve taught me to look for the resources that are available and to take advantage of them,” said Angelica. “This has helped me feel more comfortable.”

In addition to college tuition, TNDC also provides financial assistance to help TASP help their students by offering scholarships and other support to students who need it. “Financial assistance is just one crucial rung on the ladder, but the support they get at TASP helps give them confidence to keep climbing.”

Laura Choe, TASP Program Manager

San Francisco State freshman Angelica Lopez received financial aid from TNDC’s Tenderloin After-School Program to attend college. She’s excited that other program participants will see her as a role model: “If I made it, then they will know they can make it too.”

Angelica is a role model and will think of college as an option. “An gelica wants to create an impactful life,” said Laura. “She is passionate and caring and makes an online gift to TNDC at www.tndc.org.
Mario Morales is another tenant and devoted volunteer who works hand at helping out. Among his various tasks, Mario volunteers to help serve coffee to the tenants every morning, clean the coffee thermos in the afternoon, move and arrange furniture before and after community events, and haul and lift produce for the Produce Drop.

Mario, born in Guatemala, was hanging out in the streets after running away from home when he joined the Army at the age of 15. Mario was in combat for two and a half years after which he became a bodyguard. Mario says he was put on a hit-list after attempting to protect his uncle, so he escaped to Mexico. After that, he moved into the Ambassador in 2002 and says he enjoys living in a place so easily accessible to downtown.

When it comes to helping out around the Ambassador, Mario says he has always been a hard worker and really enjoys working. “When I am not working, I get depressed,” he stated. “I like to stay busy.” Mario also realizes the impact his help has on other tenants: “My helping helps other residents here, too. People are dependent on the food that comes up.”

Herb has been an Ambassador tenant since 1999. He was born in Paris, Texas, and is a veteran. Herb is a cancer survivor and credits the staff at the Ambassador Hotel for support during his bone marrow transplant and recovery. He says the Ambassador has always been a safe place to live and is thankful there are so many resources close by.

Leo Chosa was born in Minnesota and lived on an Indian reservation, but says he left because he felt unsafe in the hostile environment. Leo found himself in San Francisco in 1979 via the Navy, and was homeless for 17 years before moving into the Ambassador in 2001.

“TNDC housing has helped me learn about living in a community and how to get along with the people around me,” he said. He recognizes the new responsibilities that come with being housed, such as “paying rent, learning about billing cycles, and buying toilet paper.” While volunteering at first was just “something to do,” Leo now sees that people appreciate him for what he does and takes pride in his accomplishments.

17th Celebrity Pool Toss Raises Over $240,000 For Kids and Families in the Tenderloin

Event Co-chairs Laura Pfaff and Jim Losi welcomed an array of celebrity MCs to the stage, including Chip Conley, CEO of Joie de Vivre Hospitality; Leah Garchik, Columnist for the San Francisco Chronicle; Warren Hinckle, Gonzo Journalist; Cheryl Jennings, KGO-TV/ABC-7 Anchor; State Senator Mark Leno; Empress XXX Donna Sachet, TV Host for COMCAST and Columnist for B.A.R.; Jan Wahl, Entertainment Reporter for KCBS AM/FM; and actor, writer and producer Cindy Williams.

This year’s Celebrity Tosses included Gwyneth J. Borden, a member of the San Francisco Planning Commission; Patricia Breslin, Executive Director of Hotel Council of San Francisco; Linda Corso, Vice President of ADCO; John Goldman, President of San Francisco Symphony; David Landis, President of Landis Communications Inc.; Steve Vettel, a partner at Farella Braun & Martel LLP; and members of the San Francisco 49ers and Oakland Raiders football teams. Our Celebrity Tosses’ friends and colleagues bid for the right to toss them into the pool for a good cause and, together with our generous event sponsors, helped raise more than $240,000 in support of TNDC’s Tenderloin After-School Program and other services for children and families in the Tenderloin. Please see the Events page at www.tndc.org for a list of our supporters. Pool Toss Tosses clocked in from top: John Goldman, Steve Vettel, Patricia Breslin, Linda Corso, Sean Dunand (standing in for David Landis), and Gwyneth Borden.
TNDC Extends Its Community-Building Reach

Our core values will endure as we take on new properties outside the Tenderloin.

In one fell swoop TNDC is about to grow 30%. On November 2, 2009, TNDC will assume management of Citizen Housing Corporation’s San Francisco properties—six buildings in four San Francisco neighborhoods and four buildings in their development pipeline.

As an organization, that growth, in such a compressed time frame, will test us, will challenge us to perform at a higher level, and will expose our vulnerabilities. And with our entry into communities outside the Tenderloin, it will generate introspection about the identity of a neighborhood-based group so closely identified with San Francisco’s central city.

Yet we don’t grow for the sake of growth; we grow because it provides us the opportunity to extend our reach and our impact, and to bring to different San Francisco neighborhoods our own style of community-building. Does it mean we will lose focus on the Tenderloin? No. It means we will organize the organizational muscle to accommodate our new responsibilities, muscle that will enable us to elevate the effectiveness of our work on behalf of our Tenderloin constituency. For community-based organizations, the keys to long-term success are size, scale, sustainability and impact, and the assimilation of the Citizens properties is another step for us on that road.

This is a watershed moment. TNDC is on the verge of a transformation, and we will never be the same again. But throughout the change, our values will endure: integrity, compassion, collaboration, diversity, responsiveness. A focus on San Francisco’s most vulnerable people.

Beyond the internal implications, bringing over 500 new units under management to exceed 2,300 overall symbolizes that an organization can be both community-based and operate at scale—can maintain its connection to community while partnering in a sophisticated way with some of the biggest financial institutions in the world.

Our core values will endure as we take on new properties outside the Tenderloin.
On November 2, 2009, TNDC will add six buildings and 548 homes for low-income San Franciscans to our management portfolio. This represents a 30% increase, bringing the total number of affordable housing units we provide to over 2,300.

Citizens Housing Corporation, a San Francisco-based housing developer with 24 properties in northern California, has asked TNDC to assume property management responsibility for their San Francisco portfolio of affordable housing assets. This includes six buildings in four San Francisco neighborhoods, as well as four projects in their development pipeline.

TNDC has a long history of working closely with Citizens. Since 1998, we have partnered on four joint ventures to develop affordable housing in San Francisco. As a result, TNDC partially owns two of the six buildings we will bring under management. The newly-constructed 990 Polk Street, with 110 units for seniors including 50 for those coming out of homelessness, recently won national recognition from Affordable Housing Finance magazine.

And another award-winning development, SOMA Studios and Family Apartments at 8th and Howard Streets, houses 162 families and individuals above a grocery store and childcare center on the ground floor.

TNDC will absorb most of Citizens’ property management staff in the six buildings, including managers, desk clerks, and maintenance workers. This will increase the number of TNDC employees from 240 to almost 300.

“‘This represents the beginning of a profound change for TNDC,’” said Executive Director Don Falk. “‘Not only in terms of the number of staff and properties we’ll be managing, but also insofar as we will be bringing our style of community-building to neighborhoods where we currently have no presence. Our capacity will be tested, and as we develop to accommodate our increased responsibilities, we will see our reach and impact grow commensurately.’”

On November 2, 2009, TNDC will also take over management of Buena Vista Terrace, an adaptive reuse of the historic, abandoned Third Church Scientist Building in the Upper Haight that provides 40 affordable units for seniors, O’Farrell Towers, at-risk Section 8 senior housing in the Tenderloin providing 101 affordable homes, Folsom Dore Apartments, 98 units of affordable housing in the South of Market neighborhood with on-site social services for low-income residents with a variety of special needs, and the Mosaic mixed-use property in the Mission district, where TNDC will manage 101 units of low-income family housing and 24 units for low-income seniors. The project also incorporates 34 ownership units and approximately 10,000 square feet of commercial space, bringing a varied and diverse population together to share one community.

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