TNDC’s People’s Garden Expands UP

Volunteers and TNDC’s Community Organizing staff find a creative way to increase garden production

In December 2012, TNDC volunteers and tenants completed the new vertical garden at the Tenderloin People’s Garden at the corner of Larkin and McAllister streets. The expansion will allow TNDC to produce 1,000 more pounds of food each year on the same size lot. The expansion project would not have been possible without the volunteer efforts of Geoffrey Barton, who led this community effort and donated more than 600 hours of his time planning, organizing, and facilitating the installation of the new garden wall.

As a regular volunteer in the garden, Geoffrey often heard TNDC Garden Coordinator Nella talk about how they did not have enough space. When he heard the same concern at TNDC’s Food Justice Committee meeting,

Michael, a TNDC resident and garden volunteer, installs the base of the new vertical garden.

Tenants rally for affordable housing

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TNDC residents help get out the vote in November election

This past November was an especially busy time for TNDC’s Community Organizing Department. With so much at stake in this last election, especially for the lowest-income members of our community, TNDC’s Community Organizing team set out to make the voices of the Tenderloin heard through a Get-Out-The-Vote campaign. The team began strategizing back in July on how to mobilize voters in District 6 (the Tenderloin and SOMA). It was important that the plan included voter registration and awareness of initiatives. Propositions C and E both directly impacted TNDC and Tenderloin residents. Making sure Tenderloin voters understood this was crucial. TNDC staff Harry, Lorenzo, and Ryan set to work training more than 40 TNDC resident leaders to be Prop C and E champions. Armed with materials provided by the Yes On Prop C: San Francisco Needs Homes campaign, they went door to door, speaking with neighbors face-to-face about San Francisco’s lack of affordable
We are enormously grateful for the following individuals and families who have provided for TNDC’s future in their estate plans:

Homes and Hope Legacy News

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From the Director’s Desk

“Successful organizations cannot stand still in times of disruptive change. They maintain their core goals and values but readjust their strategies and tactics to reflect new realities.” —Bruce Katz, Brookings Institution

Eighteen months after writing you that “plans are useless but planning is essential,” TNDC has completed a strategic plan that outlines a strategic discipline embedded into the organization’s way of doing business. In attending to the process of building that framework, we focused the bulk of our collective energy on the foundational ideas underlying TNDC’s reason for being and role in the world, ultimately changing our mission statement to reflect how we have evolved over the past 15 years:

“TNDC provides affordable housing and services for low-income people in the Tenderloin and throughout San Francisco, to promote equitable access to opportunity and resources.”

At its core, the success of TNDC’s on-going strategic planning discipline will depend in part on understanding how our world is evolving. Clues to these changes have emerged in a new compendium, “Investing in What Works for America’s Communities.” In it, for example, we learn that:

• Housing is a health care intervention. With all the attention given to the Patient Protection and Affordable Care Act and reforming how health care is delivered, lost is the recognition that health care alone accounts for 10-20% of the nation’s health. Much more important determinants of people’s well-being are “social determinants” of health, e.g., living in decent housing in healthy neighborhoods. “A child’s life expectancy,” writes Risa Lavizzo-Mourey, “is predicted more by his ZIP code than his genetic code.”

• Contrasting our success in building affordable housing with continuing poverty, philanthropy is renewing its emphasis on life outcomes that go beyond how many units we develop...and demanding proof that this linkage exists.

• With diminishing resources to build affordable housing, we will need a new model that allows us to build at a different scale, and it will require government and philanthropic institutions to operate in ways they find uncomfortable today.

Suzanne’s principles are clearly informed by her mother, who was part of the “Greatest Generation,” believing that each of us has a responsibility toward the well-being of our community and a role to play in it. When her mother passed away last year, Suzanne wanted to make sure her own philanthropy honored her mother’s values as well as her own. She established a trust which provides income for her husband during his lifetime, but in which the principal will ultimately benefit TNDC, along with her nephew and another charity.

Orignally, Suzanne began her career in social services and holds strong beliefs about what works. She states, “To be effective, it’s important to intervene at the individual level, and TNDC excels at understanding how what’s holding them back. Ultimately the goal is to help people fulfill their greater life’s purpose.

Suzanne creates eye-catching designs as the founder of One Stop Graphics, a full service marketing and graphic design firm that recently celebrated its 25th anniversary. She is glad to remain a TNDC supporter and is already looking forward to the next Pool Toss, “clearly the most fun-raising event ever!”

If you would like to learn more, please check the box next to “I’d like to support TNDC long into the future. Please send me information on making a bequest by including TNDC in my will.” on the enclosed envelope and return to TNDC. You will receive a free estate planning kit with tax-smart tips for your legacy planning. Request your kit by mailing this envelope or by calling Julie Doherty at (415) 358-3965. TNDC encourages all its donors to have up-to-date estate plans.

Homes and Hope Honor Roll

We are enormously grateful for the following individuals and families who have provided for TNDC’s future in their estate plans:

Anonymous
Barbara Berman and Cliff Lee
Sally Carlson
David Devine
Donald S. Falk
Miye Goshi and Dara Shur
Lola Jupiter
Pamela Krause
Daniel Leibsohn
Kenneth Odell
Radha Stern and Gary Maxworthy
Chlo Tarazi
Suzanne Tucker

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Robert D. DeBolt
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RESIDENT SPOTLIGHT
Curran House residents are growing their community

Each week, about twelve residents from TNDC’s Curran House volunteer their time working in the rooftop garden. This group works together, sharing the responsibilities of watering, pruning, and harvesting a wide variety of vegetables and herbs. While Curran House has always had planter boxes for resident families to grow herbs, flowers, and plants, in May of 2012, TNDC’s Garden Expansion Project launched a renovation of the rooftop garden and installed twelve more planter boxes, and an irrigation system. We also invested in new edible plants, soil and tools. The Expansion Project was led by resident volunteers like Fred Dejamco and Janet Chevalier who work weekly in the garden.

Fred has lived at Curran House with his wife and their son for a little over a year. Before working with TNDC, he did not know anything about gardening. Fred helped with the new planter boxes and learned how to install plumbing and drainage systems for rooftops. Now he is a Food Nutrition Resident leader. Each night he visits the garden, often with his son. Together, they check on the condition of the plants, making sure they have enough water and are safe from pests. When harvest time comes around, they pick the fresh vegetables and help distribute them to residents. Fred says, “I enjoy sharing this with my son. When I started, I did not know anything about gardening, but now I can teach my son.”

Janet has lived at Curran House for five years. She remembers the old planter boxes with their flowers, rose bushes, and orange trees. She likes the addition of the vegetable garden boxes because they give her an opportunity to grow her own food and to get to know other residents. It is truly a community effort. Janet is in charge of watering two days a week. In exchange for her time, she gets to share in the results of the harvest.

Since May, Janet has helped cultivate collard greens, parsley, peas, arugula, onions, lettuce, cauliflower, broccoli, bok choy, cilantro, and rosemary. Janet says she can taste the difference between the veggies she buys at the store and the ones she grows for herself. “It’s fun to see it grow, and they taste so good. They are so beneficial for us that we want to grow more.” - Janet Chevalier, TNDC Resident

Since the expansion, the new planter boxes have produced more than 116 pounds of fresh vegetables for residents. The edible garden has also given residents an opportunity to produce their own food and to give back to their community by growing food for other residents.

“I enjoy sharing this with my son. When I started, I did not know anything about gardening, but now I can teach my son.” - Fred Dejamco, TNDC Resident

“Save the Date
for TNDC’s Annual Birthday Dinner!

Join us as we celebrate 20 years of TNDC’s Tenderloin After-School Program (TASP)

FRIDAY
MAY 17, 2013

Friday, May 17, 2013
At the Hilton - Union Square
from 6:00 - 9:00pm

For ticket or sponsorship information:
visit www.tndc.org/bday or contact Lori Limker,
Director of Fund Development at (415) 359-3906
or llimerk@tndc.org

GOTV
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housing and the role they could play on election day.

“Our campaign to pass Props C and E was inspiring, not only because we were able to fund more affordable housing, but because dozens of TNDC’s resident leaders, low-income people from the Tenderloin and South of Market, stood up and led the way,” says Steve Woo, Community Organizing Director. Through this process, resident leaders identified more than 1,200 positive supporters before Election Day.

On the weekend leading up to Election Day, TNDC staff and resident leaders knocked on doors non-stop, visiting some households three or four times in order to remind and encourage Tenderloin voters. Over the four days, they knocked on doors 2,500 times. By the time the polls closed, the team had already confirmed 400 individuals who had voted for Prop C and E through their canvassing and poll checking efforts. Final results were even more fantastic; both Prop C and E passed with overwhelming support from the Tenderloin and SOMA communities. Even more so, TNDC’s organizing efforts resulted in a new group of Tenderloin leaders who are empowered to make their neighborhood and city a better place to live.

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for organizations rather than projects, streamlining regulations and combining funding sources to reduce development delays, and accepting greater risk of failure as the price of encouraging innovation.

• “Community development” as a brand has become amorphous. We need to think about what comes after community development, argues Mark Pinsky, in order to better advance “the purposes that underlay community development from its birth: opportunity for all and better alignment of capital (and capitalism) with justice.”

TNDC’s strategic challenge will be for the organization—its staff, Board and stakeholders—to question our cherished assumptions, to discard “the old narratives and familiar assumptions,” and instead to find and absorb these evolving ideas, incorporating them into our strategy and experimenting with innovative ways to implement them. With what the resources can bring to bear, our commitment is to create equitable access to opportunity and resources for the low-income San Franciscans we exist to serve, and we thank you for being part of the effort and journey to do so.

Best regards,
Donald S. Falk
Executive Director

Jim Losi: the personal rewards of giving back

Jim Losi’s relationship with TNDC began fifteen years ago at the Annual Tenderloin After-School Program, which provides a safe and nurturing place for young people in the Tenderloin to go each day after school. TNDC’s model of partnering services with housing resonated with Jim.

“My dad died when I was young. So I identify with the struggles faced by orphans and am glad to give back whenever I can.”

Jim also knows he was very lucky that a series of adults took an interest in his well-being.

TNDC’s programs have not only inspired Jim’s philanthropy, but also his professional life. Jim has worked with international relief organizations and refugee groups since the 1980s. As an adjunct professor of International Development Aid courses at St. Mary’s College in Moraga, California, he has looked to TNDC’s model of partnering housing and services as an example. “Learning about TNDC’s model of supportive housing completely changed my philosophy about aid. Early on, our efforts focused on providing basic shelter. But what really mattered most to those in distress was uniting with their family and creating a stable home environment as soon as possible. I learned this directly from TNDC.”

This philosophy now informs how he helps plan communities in Rwanda and elsewhere in Africa that have been hard-hit by warfare and HIV/AIDS.

“TNDC’s approach is quite simple: providing the marginalized with the opportunity for success through the creation of homes. Families who have homes, thrive.”

Later this year, Jim’s first introduction to the Pool Toss will come full-circle when he takes his second leap into the Toss of Fame at the 21st Annual Celebrity Pool Toss. Pairing a light-hearted event with a serious purpose strikes a chord with Jim. Describing his longtime involvement, he shares, “It’s been a tonic for my soul. I am so grateful.”

We hope to bestow one of TNDC’s highest honors to Jim Losi with a great splash this year.
Join us for the Grand Opening of Kelly Cullen Community
172 new units of supportive housing for the chronically homeless

On Tuesday, March 26, TNDC will celebrate the Grand Opening of Kelly Cullen Community. Located at 220 Golden Gate Avenue, this $95 million renovation of the former Central YMCA will provide 172 efficiency studio units for chronically homeless individuals. The project includes a ground floor Department of Public Health-managed health and wellness clinic and a corner commercial retail space. Unique historic features restored include the 2nd floor atrium and auditorium, and a 5th floor gymnasmium.

JOIN US
on Tuesday, March 26, 2013
from 11:00am - 2:00pm
at 220 Golden Gate Avenue, San Francisco

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TNDC at those meetings. With the ideas and feedback he got from the meetings, Geoffrey began working on the project’s schematic drawings. With Geoffrey’s help, TNDC was awarded several grants for the project.

Fueled by the community’s enthusiasm (and the funding), the five-month planning process resulted in plans for a large (18 foot tall) vertical garden that covered the entire wall. As Geoffrey navigated the budgeting and permitting process, he realized the project would need to be scaled back. With a scaled back design and costs that were within budget, construction began in late October.

Working side-by-side with TNDC residents, staff and community volunteers, the project proceeded. When asked what motivated him to take on this project, Geoffrey says:

“I like doing architecture from my desktop but always feel like it limits my creativity. Getting hands on, working out in the community, and figuring out ways to put my design training to beneficial use in the real world are far more rewarding to me than simply drawing plans for a building that gets built. When I started, I had no idea this project would consume so much of my free time, but I was motivated by working directly with the community. The best part was being able to work with (and pay!) residents right before Christmas. They really appreciated the ability to earn a paycheck, and I learned a great deal about the Tenderloin community from them.” - Geoffrey Barton, Volunteer

TNDC WOULD ALSO LIKE TO THANK:
TNDC Residents: Alfredo Dejamco, Michael Smith, Tommy Soriano; Construction Volunteers: Joe Giddings, Carla Freinikel, Blake Rainville; Contractor: Fineline Construction (they set posts and reduced their standard fee as a donation); Irrigation Experts: SF Landscapes; and Tool & Supplies Donation: Tripp Gobble, Wooly Pockets

FUNDING FOR THE VERTICLE GARDEN WAS PROVIDED BY:
• The Christensen Fund
• North of Market-Tenderloin Community Benefit District (CBD)
• U.S. Green Building Council Chapter – Northern CA
• Awesome Foundation

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To RSVP: rsvpTNDC@leftwichevents.com or call (415) 409-9522 by March 24, 2013

www.tndc.org 8 February 2013
20th Annual Celebrity Pool Toss Grosses $300,000 for Children and Families

Local celebrities including David Baker and Joanna Rees take the plunge to support affordable housing and support services in the Tenderloin

On October 10, 2012, TNDC held its 20th Annual Celebrity Pool Toss at the historic Phoenix Hotel/Chambers Eat + Drink. More than 500 guests attended this wet and wild evening including corporate and community sponsors, civic and community leaders, and longtime TNDC supporters.

Co-hosted by actor Lynne Marie Stewart (Miss Yvonne from The Pee-Wee Herman Show) and cookbook author and blogger Tori Ritchie and Co-Chaired by Laura King Pfaff and Jim Losi, the evening was another great success!

Thanks to the generosity of our sponsors and Tossee supporters, we are proud to announce that the event grossed more than $300,000 for children and families in the Tenderloin.

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

A big thank you to our Celebrity Tossees and Celebrity MCs for making an extra big splash this year. Tossees: David Baker, John L. Martin, Joanna Rees, John Mark Rogers, John Stewart & Jack Gardner, Todd Traina, and Michael R. Walker. MCs: Cheryl Jennings, Liam Mayclem, Tori Ritchie, Empress XXX Donna Sachet, John L. Martin, Liam Mayclem, The Devil-Ettes, Lou Seal, Harry Danton, Matt Rogers, John Mark Rogers, Todd Traina, Stephen Jenkins, Don Falk.

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

See videos and more pictures from this wet and wild event online!

Visit www.tndc.org/pooltoss for links to our Flickr account, YouTube account and more!

For information on our 2013 event, contact Lori Linker, Director of Fund Development at (415) 358-3906 or llinker@tndc.org