Supporting Family Housing Keeps San Francisco Vibrant

Families play a central role in San Francisco’s health and vibrancy. They show us the importance of responsibility, the value of helping others, and the need for community. In a city with fewer children and youth than any other major metropolis in the country, a lack of family-friendly housing can make it very difficult for families to remain in San Francisco.

With families in mind, we have created TNDC’s free Tenderloin After-School Program and over 200 multi-room homes. That number will reach 1,400 by 2024 with projects across the Tenderloin, Mission Bay, the Mission, Bayview, and SOMA.

That number represents renewed hope for over 1,200 more San Francisco families.

When Mary Ann Masagca and her husband Michael moved into the SOMA Family Apartments with his parents, they were the “kids” in the household. Aware of the many challenges of raising a family in San Francisco, they hesitated to start one of their own.

"Expensive childcare and the lack of affordable youth services are a critical part of why families leave the City," said Denise Obreto, manager of TNDC’s Tenderloin After-School Program (TASP). “You need community based services and amenities that fit families’ needs.”

Only once the Masagcas saw the abundance of support available to families through their building, their surrounding community and neighborhood did they decide: we can make a family work.

“Having families in San Francisco keeps the city diverse and interesting. It changes how we think what a family is and what a family can be,” said Shatae Jones, a Social Work Services Manager who works in Curran House, one of our family-friendly buildings.

And the city has worked for the Masagcas. Their daughters, Maya and Maja, attend schools in SOMA so Mary Ann can easily drop off and pick up her girls while also earning a certificate in coding. They’ve been able to foster their daughters’ love of arts and crafts by regularly visiting the Children’s Art Museum and attending workshops in the Mission.

"Our family loves San Francisco," said Mary Ann.

Living in San Francisco provides both adults and children with the opportunity for growth and self-expression, but San Francisco also benefits from families like the Masagcas. Families are essential for providing perspective, diversity, and social vibrancy to a city, especially one with an increasing population of single professionals.

When you support TNDC and TASP, you’re lessening the financial burdens for parents like Mary Ann and Michael and helping children like Maya and Maja experience all San Francisco has to offer.
The Masagcas Thrive in SOMA Family Apartments

The Masagca’s kitchen table is piled with a box of crayons and a stack of paper. “We are big crafters,” says Mary Ann, as her youngest daughter, Maja, excitedly points to three “fairy houses” on a shelf. Mary Ann says they made the houses during an arts and craft session organized by the social workers at SOMA Family Apartments.

Finding TNDC was a “happy coincidence,” says Mary Ann. Together, with her in-laws and husband, Michael, they were some of the first residents who moved into the SOMA Apartments in 2003. After seeing the building’s supportive and family-friendly community for several years, Mary Ann and Michael decided to start a family of their own in the same apartment.

Location makes all the difference for the Masagcas. San Francisco provides culturally rich activities and incredible art for her family’s interests. Living in SOMA means they can walk to Maja’s kindergarten and easily access public transit for karate classes for her older daughter, Maya. Even though the city and SOMA can be challenging places to live, Mary Ann says “SOMA is a family area.” She wants more families to see that they can live here, too.

The SOMA Apartments itself is a unique community. Social workers help each family navigate the many questions that come with parenting and everyone is friends with their neighbors.

Current donor and former TNDC Board Member Sally Carlson knows that back-to-school is one of the most exciting and stressful times of the year for families. And especially for families with limited budgets, back-to-school can mean choosing between the essentials and purchasing new clothing, notebooks, and backpacks.

To help families focus on what’s most important, TASP holds an annual school supply giveaway. This year, amongst the Frozen notebooks and rainbow pens were an assortment of brand new backpacks donated by Sally.

Having supported TNDC for over twenty years, Sally considers TASP one of her favorite parts of TNDC’s services. “Given the number of families and kids in the Tenderloin,” Sally commented, “TASP meets an incredible need in the neighborhood.”

Admittedly a big fan of funky backpacks, Sally totes around a blue camouflage backpack (with an attached fluffy ball charm) to brighten her day. She hopes the brand new backpacks will make school and learning a little more fun for TASP kids.

We Challenge YOU to Build More Family Housing!

We acquire the 222 Taylor St. parking lot for E&T
JANUARY 2008

We break ground on 222 Taylor St.
JUNE 2017

Construction is complete
APRIL 2019

The Giants win the World Series
MARCH 2009

The Giants win the World Series
NOVEMBER 2010

The Giants win the World Series
SEPTEMBER 2008

The Giants win the World Series (again)
OCTOBER 2012

The Giants win the World Series
OCTOBER 2014

The Giants win the World Series
NOVEMBER 2012

Barack Obama is elected president
NOVEMBER 2008

Barack Obama is elected for his second term
OCTOBER 2012

Donald Trump is elected president
OCTOBER 2016

Donald Trump is elected for his second term
NOVEMBER 2016

Residents move into their new home!
MAY 2019

Mary Ann and Michael decided to start a family of their own in the same apartment.

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We Challenge YOU to Build More Family Housing!

Right now, each donation will be matched up to $50,000!

Double your impact today by donating at tndc.org/donate.