



ROOTED IN RESILIENCE

Advancing Equity in Housing and Economic Opportunity

**SAN FRANCISCO HOUSING DEVELOPMENT CORPORATION
2023-2024 ANNUAL REPORT**



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36

YEARS OF SERVICE

30K+

FAMILIES SERVED SINCE 1988



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San Francisco
CA 94124



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info@sfhdc.org

Who We Are



OUR MISSION

financial
stability through
affordable housing

The mission of SFHDC is to foster financial stability through the development of affordable housing, the facilitation of homeownership and the economic empowerment and revitalization of Bayview Hunters Point, the Fillmore and other neighborhoods of San Francisco.



Photo by Sheila Stover shows the devastation in the Fillmore District as part of the federally funded urban renewal project. [circa 1960]



OUR STORY

building homes
and hope since
1988

SFHDC was formed in 1988 by visionary African American residents determined to combat the devastating displacement of their communities during the '60s and '70s. These government-led “redevelopment programs” disproportionately uprooted African Americans and other communities of color, erasing not only homes and businesses but also generational stability and wealth.

Today, SFHDC remains steadfast in its mission to serve communities of color, with a focus on the historically African American neighborhoods of Bayview Hunters Point and the Fillmore.

This year, we reflect on what it means to be **Rooted in Resilience**—standing firm in our mission despite economic headwinds, systemic inequities, and shifting public policy that continues to negatively impact the Black community and other communities of color, the very people we are honored to serve each day. These challenges have only strengthened our determination to continue working with our clients, residents and partners to build a better future and deliver **housing and economic opportunity** for all. Even in the face of adversity, our impact speaks volumes. Over the past year, we have:

- Advanced the production of **958 units of affordable housing**, doing our part to tackle San Francisco's housing crisis head-on;
- Supported nearly **996 families** with housing stability and community building programs;
- Provided technical assistance, grants and mentorship to **100 Black entrepreneurs** so their businesses could thrive;
- Empowered **31 families** to achieve their dream of homeownership, and provided essential financial education to 1,100 more, opening doors to **self-sufficiency and generational wealth**.

Over the course of 36 years, SFHDC has remained a **pillar of stability** for the communities we serve, positively impacting thousands of lives. And through every challenge, our dedicated team continues to show up with resilience and passion, serving **thousands of households** across San Francisco each year.

Nonprofits like ours are often expected to do more with less. But the work we do —helping families obtain and retain affordable homes, expanding economic opportunities for small business owners, and strengthening communities—transcends important; it is transformative. And we cannot do it alone.

Your investment in SFHDC fuels our ability to sustain and expand our impactful services, and to create everlasting change in the **Bayview, Fillmore and beyond**. We invite you to stand with us in this work. Together, we can build a **future where true equity is not just an ideal, but a reality**.

With gratitude and determination,

David Sobel, Chief Executive Officer

Lena Robinson, Board Chair

**992**

units of affordable
housing advanced

26

families assisted with
first home purchase

5,000+

SF residents served

2023-2024

Meet Our Team

Our staff is our greatest strength, reflecting the communities we serve. Many grew up in the Fillmore and Bayview, bringing deep ties and lived experience that keep us rooted in the needs of the community and driving real impact.

BOARD OF DIRECTORS



Lena Robinson, Board Chair
Daniel Wong, Board Vice Chair
Ben Golvin, Board Treasurer
Antoinette McGill, Secretary
Jennifer Eskildsen
Melissa Jeng
Cecilia Mkondiwa
Josie Ramirez
Chuck Turner
Dorris M. Vincent (*deceased*)
Eddie Walker

ADMINISTRATION

David Sobel, Chief Executive Officer
Nimish Mehta, Chief Financial Officer
Pia Harris, Interim Chief Operating Officer (*deceased*)
Lolita Ramos, Finance Administrator
Faye D'Alessio, Special Events Manager
Megan Randolph, Communications Manager
Mitchell Mankin, Policy and Data Manager
Jessica Mataka, Fund Development Manager
Xuyen Le, Senior Accountant
Alexandra Thomann, Grant Accountant
Briana Guzman, Executive & Administrative Assistant



REAL ESTATE DEVELOPMENT



Tom Kostosky, Director of Real Estate Development
Sarah Graham, Real Estate Project Manager
Reginald Hairston, Real Estate Project Manager
Michael Manigault, Project Manager
John Lopez, Asset Manager
Diem Nguyen, Asst. Project Manager/Project Accountant

FINANCIAL EMPOWERMENT

Esther Baez, HUD-Certified Housing and Financial Empowerment Counselor
Greg Pennington, HUD-Certified Housing and Financial Empowerment Counselor
Shannon Wise, HUD-Certified Housing and Financial Empowerment Counselor
Tikila McDavid, Operations & Compliance Assistant
Jasmine Marshall, Project Operations Coordinator
Joy Williams, Front Desk/Administrative Assistant
Shelly Hart, Outreach Assistant



RESIDENT SERVICES



Rhonda Haley, Sr. Resident Services Coordinator (Interim Co-Mgr)
Latrice Manuel, Sr. Resident Services Coordinator (Interim Co-Mgr)
Le'Kesha Howard, Sr. Resident Services Coordinator
Roxana Garcia, Resident Services Connector
Ronald Liu, Resident Services Connector
LaShanna Patton, Resident Services Connector
Luis Pizzaro, Resident Services Connector
Shani Wyatt, Resident Services Connector
James "Travis" Moananu, Resident Services Assistant

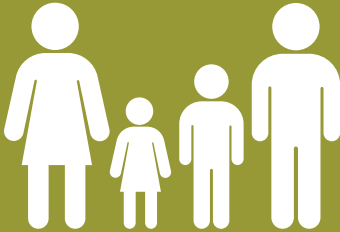
ECONOMIC DEVELOPMENT

Nicole Revis, Program Manager
Edward Moore, Grant and Technical Assistance Manager
Kaela Chavez, Senior Program Coordinator
Gabriella Lothschutz, Senior Program Coordinator
Andre Lewis, In the Black Program Coordinator
Isaiah Bryen, In the Black Sales Associate
Samson Lothschutz, In the Black Sales Associate
DeMorié Khalil Okoro, In the Black Sales Associate



OUR IMPACT

2023-2024

		
Affordable Homes Provided	SF Residents Served	Resident Service Sites
1.7K	5K	8



HOUSING DEVELOPMENT

At SFHDC, housing is more than shelter—it is a cornerstone of stability, opportunity and equity for communities of color in San Francisco.

Since 1988, SFHDC has been a proud provider of safe, beautiful, and affordable homes where families, seniors, individuals, and those with disabilities can thrive. Nearly half of our residents are African American—a reflection of our commitment to helping preserve and strengthen the presence of Black communities and culture in a city where they represent less than 6% of the population—a stark result of systemic racism and anti-Black policies.

Through the construction of new homes and preservation of existing properties, we have delivered 1,700 affordable homes for low- and moderate-income households, with 694 units under construction and 264 in predevelopment. We are honored to help ensure that working class communities and communities of color remain rooted in San Francisco, contributing to a more inclusive and equitable future for all.

SFHDC PRIMARILY SERVES FAMILIES AT 80% AMI OR BELOW

What is Area Median Income (AMI)?

Area Median Income (AMI) is a metric provided by the Federal Government each year, for every geographic area in the country. In San Francisco, as in other cities, the local AMI is used to determine eligibility for various housing and assistance programs.

AMI FOR A FAMILY OF FOUR

- **Low Income:** Below 80% of AMI. Annual income of \$119,000 or less.
- **Very Low Income:** Below 50% of AMI. Annual income of \$74,950 or less.
- **Extremely Low Income:** Below 30% of AMI. Annual income of \$44,950 or less.



HOUSING DEVELOPMENT AND PRESERVATION

FISCAL YEAR 23-24 OVERVIEW

Property Name		Budget	Type	Status	Completion	Partners
528 Natoma Street	04 UNITS	\$3M	Rehab	Completed	07/2024	Novin Development
936 Geary Blvd	31 UNITS	\$11M	Rehab	Completed	05/2024	Novin Development
Dorris M. Vincent Apts	73 UNITS	\$75M	New	Under Construction	03/2025	Mercy Housing California
375 14th Street	16 UNITS	\$7M	Rehab	Under Construction	2025	Sole Developer
All Hallows Apts	157 UNITS	\$144M	Rehab	Pre-development	02/2026	Related Affordable
La Salle Apts	145 UNITS	\$128M	Rehab	Pre-development	02/2026	Related Affordable
Bayview Apts	146 UNITS	\$115M	Rehab	Pre-development	02/2026	Related Affordable
Shoreview Apts	156 UNITS	\$139M	Rehab	Pre-development	02/2026	Related Affordable
160 Freelon	88 UNITS	\$98M	New	Pre-development	03/2027	Related California
Candlestick Point 11A	176 UNITS	–	New	Pre-development	2029	Mercy Housing California

Completed 

Under Construction 

Pre-development 

992
Total Units

\$724M
Total Budget

88
UNITS

Pre-development

March 2027

Related California

Mayor's Office of
Housing and Community
Development (MOHCD),
California Department
of Housing and
Community Development
(HCD), Bank of America,
Citi.

Architect

Leddy Maytum Stacy
Architects

General Contractors

Cahill, Guzman

Project Budget

\$98M

160 Freelon

25% of units dedicated to
formerly homeless households

SFHDC is partnering with Related California, MOHCD, SFMTA, Enterprise Community Partners and the California Department of Housing and Community Development, through its Affordable Housing and Sustainable Communities (AHSC) program, to finance and build this transformative project. Construction is anticipated to begin in June 2025, with an estimated completion by April 2027. This development reflects our ongoing commitment to creating inclusive housing solutions for San Francisco's most vulnerable residents.

AMENITIES



SoMa Pilipinas
Cultural Heritage
District



Public Park



Play Yard +
Community Room

**additional units reserved for
individuals living with HIV/AIDS**

73
UNITS

Status

Under Construction
Expected Completion
March 2025

Partners

Mercy Housing CA

Funders

OCII

Lenders, Investors

Bank of America

Architech

Van Meter Williams
Pollack

Assoc. Architech

Kerman Morris Architects

General Contractors

Nibbi, Baines

Project Budget

\$75M

Serving households earning
35% - 50% of the City's
Area Median Income (AMI)

Dorris M. Vincent Apts

A Community Rooted in History and Opportunity

Dorris M. Vincent Apartments, located at 275 Coleman St, will bring 73 thoughtfully designed homes to San Francisco, offering a mix of 1-, 2-, and 3-bedroom units, with select studios and larger 4- and 5-bedroom units.

This groundbreaking initiative honors and supports families displaced by urban renewal, helping them reclaim their place in the city. SFHDC is proud to bring this visionary project to life, blending affordability, artistry and a commitment to honoring San Francisco's cultural and historical legacy.

Dorris M. Vincent Apartments is named in memory of one of SFHDC's long-time board members, and an important community leader.

AMENITIES



Stunning 80-Foot
Glass-Panel Mural



Family
Daycare



Nearby Newly
Opened India Basin
Waterfront Park

A Collaboration for Community

**604
UNITS**

Status

Pre-development.
Anticipated start
July 2024.

Partners

Related Affordable

Lenders, Investors

Wells Fargo, Fannie Mae,
Jeffries Group, Berkadia,
Raymond James

Architech

Basis Architecture &
Consulting, Inc.

General Contractors

Regency General
Contractors, Inc.

Project Budget

\$529M

124
residential buildings

21
acres



\$23,000

Avg. Household Income

RENT RANGE: \$630 TO \$840/MO

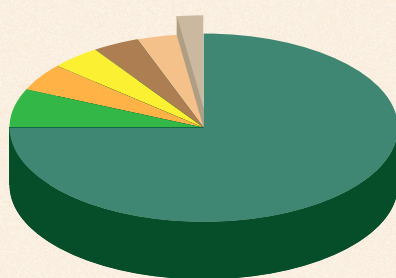
Revitalizing Hunters Point Hill

In partnership with Related Affordable, SFHDC is proud to lead the renovation and resident services for a sprawling cluster of four, aging, multifamily housing communities atop Hunters Point Hill. Built between 1976 and 1978 and last renovated in 2007, these properties are now poised for a significant transformation to enhance quality of life for residents and ensure long-term sustainability.

Recognizing SFHDC's deep roots in the Bayview and proven success in similar projects, Related invited SFHDC to join the development team as co-developer and the resident services provider for these communities.

The rehabilitation program will prioritize energy efficiency, safety enhancements, and improved resident amenities while replacing aging infrastructure to extend the buildings' useful life. Together, these efforts reflect SFHDC and Related Affordable's shared commitment to creating vibrant, resilient communities that honor the heritage and future of Bayview-Hunters Point.

TENANT POPULATION



- 75.2% Black
- 6.5% American Indian/Alaska Native
- 4.8% Asian
- 4.3% Pacific Islander and other
- 3.7% Other
- 3.5% Unknown
- 2% White

SMALL SITES PROGRAM

Through the City's Small Sites Program, SFHDC is at the forefront of combating displacement by acquiring at-risk, rent-controlled properties and converting them into permanently affordable housing.

As one of the program's most active developers, we have successfully completed **70 UNITS ACROSS FIVE BUILDINGS**, ensuring stability and affordability for residents in neighborhoods at high risk of gentrification. These efforts underscore our ongoing commitment to preserving San Francisco's unique communities and preventing displacement.

Status

Under Construction

Partners

Sole developer

Lenders

Mayor's Office of Housing and Community Development (MOHCD), SF Housing Accelerator Fund

Construction Manager

Sara Lope

General Contractors

Blackline

Technical Assistance

Mission Economic Development Agency

Project Budget

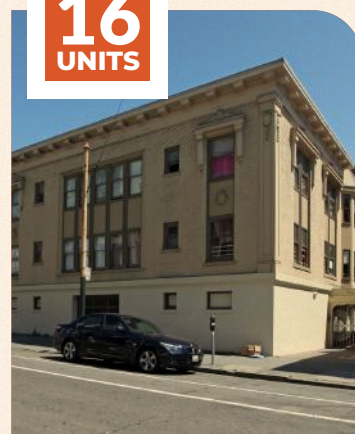
\$7.6M

Preserving Affordability at 375 14th Street

As the sole developer and borrower for this project, SFHDC is proud to secure the future of 375 14th Street, ensuring that it remains a haven of stability and affordability in a rapidly changing neighborhood.

With current rents ranging from \$800 to \$1,500, the building provides housing at rates far below market levels in an area at high risk of gentrification. Under SFHDC's stewardship, new leases in the building will maintain affordability, set at a building-wide average of less than 80% of the Area Median Income (AMI).

16
UNITS



about this space



3-Story
Walk-Up



12 Studios
4 One-Bedroom Apts



11 Garage
Spaces

BUILT
1925

9K
SQ. FT

4
UNITS

Status

Completed June 2024

Partners

Novin Development

Lenders

Mayor's Office of
Housing and Community
Development, SF
Housing Accelerator
Fund

General Contractors

Blackline

Construction Manager

Sara Lope

Project Budget

\$3.2M

2 BED • ONE BATH
HOMES

BUILT
1907

Securing Stability for Families at 528 Natoma St

When SFHDC acquired the property in partnership with Novin Development, it was bank-owned, in poor condition, and at high risk for evictions and displacement. **With funding from the San Francisco Housing Accelerator Fund, we were able to purchase and rehabilitate the property, transforming it into safe, healthy, and permanently affordable housing.** This critical support allowed us to not only restore the building but also ensure that the four families living there could return to their homes without fear of eviction or rising rent.

**Natoma stands as a testament
to the power of community-
focused preservation**

BEFORE



AFTER



31
UNITS



BEFORE



AFTER

Revitalizing 936 Geary Boulevard

Status

Completed

Partners

Novin Development

Funders

Mayor's Office of Housing
Community Development,
SF Housing Accelerator
Fund

Project Budget

\$11.6M

Located between Larkin and Polk Streets, 936 Geary Boulevard is a six-story building that SFHDC and partner Novin Development have rehabilitated to provide safe, high-quality homes for its residents. Built in the early 1900s, the property features 31 residential studio units, two ground-floor commercial spaces, and charming architectural details like wood floors and bay windows that reflect San Francisco's rich architectural history.

Through thoughtful rehabilitation, SFHDC has ensured that **this historic building will continue to serve its long-term residents**. New leases are set at 80% of the Area Median Income (AMI), preserving affordability while providing stability and comfort for those who call 936 Geary home.

HOUSING DEVELOPMENT BY THE NUMBERS



Total Units Completed

1,715



Units Under Construction

89



Units in Pre-Development

868

2

COMMERICAL
GROUND FLOOR UNITS

BUILT
1923

FINANCIAL EMPOWERMENT

At SFHDC's Financial Empowerment Center (FEC), we believe everyone deserves the tools and support to achieve their financial dreams.

Whether it's becoming a homeowner, improving credit, or stabilizing housing, our counselors are here to guide clients every step of the way.

As a HUD-certified counseling agency, we provide trusted support to help individuals and families achieve these goals.

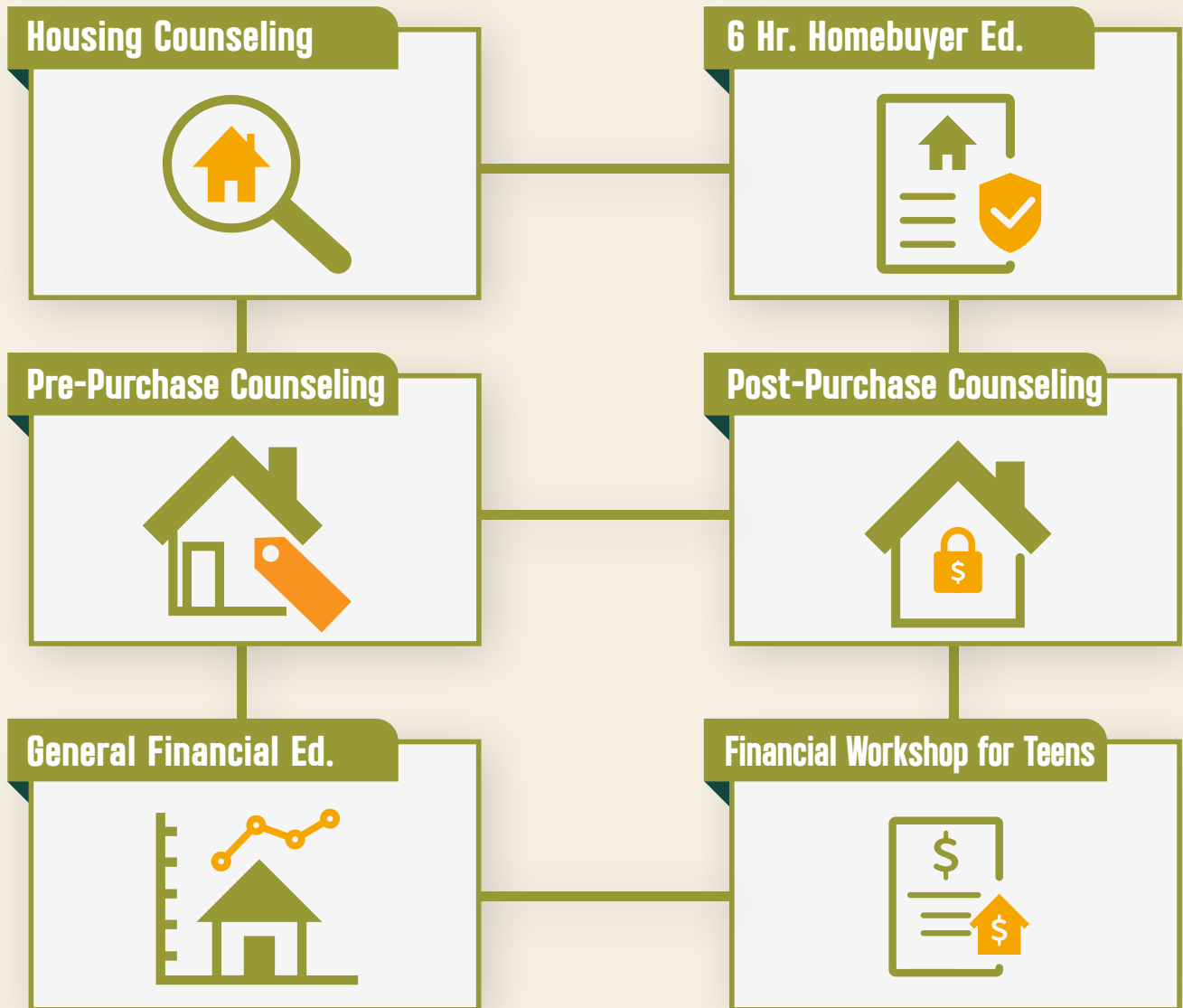


With compassion and expertise, we provide personalized strategies and practical pathways to help individuals and families build wealth and lasting financial stability. Through a combination of group courses and one-on-one counseling, we honor each client's unique vision and values, helping them turn their goals into reality.



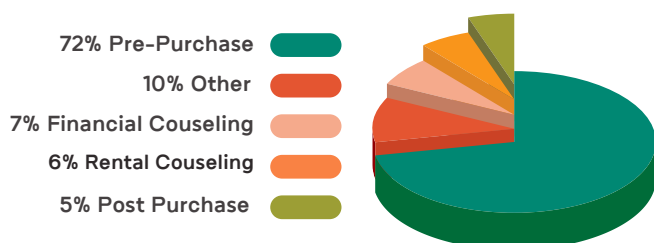


HUD-CERTIFIED SERVICES



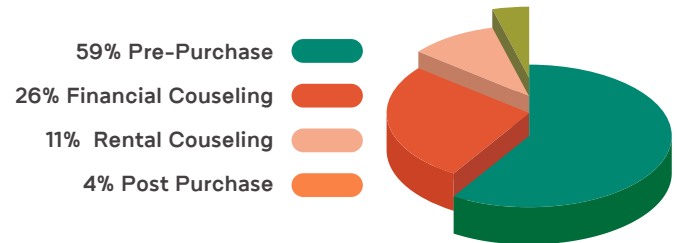
1,101

WORKSHOP ATTENDEES



1,206

COUNSELING SESSIONS

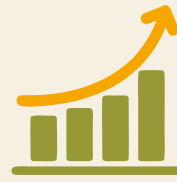


FEC STATS 2023-2024



1,190

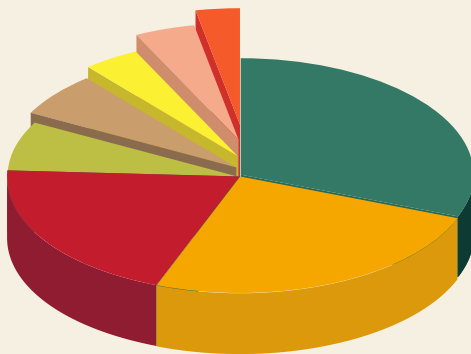
TOTAL CLIENTS SERVED



13%

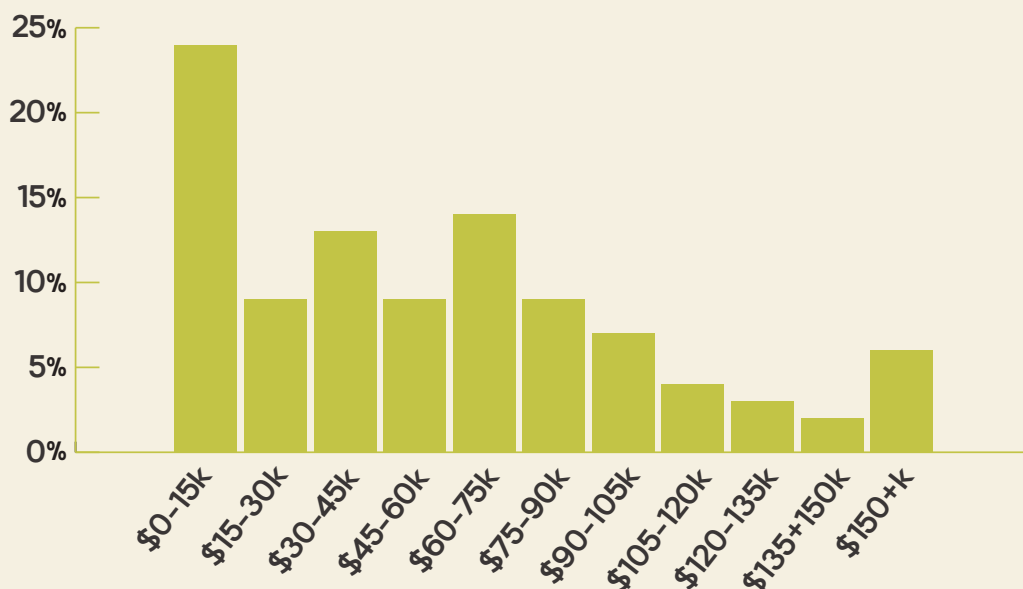
INCREASE FROM FY 2022-2023

New Client Demographics



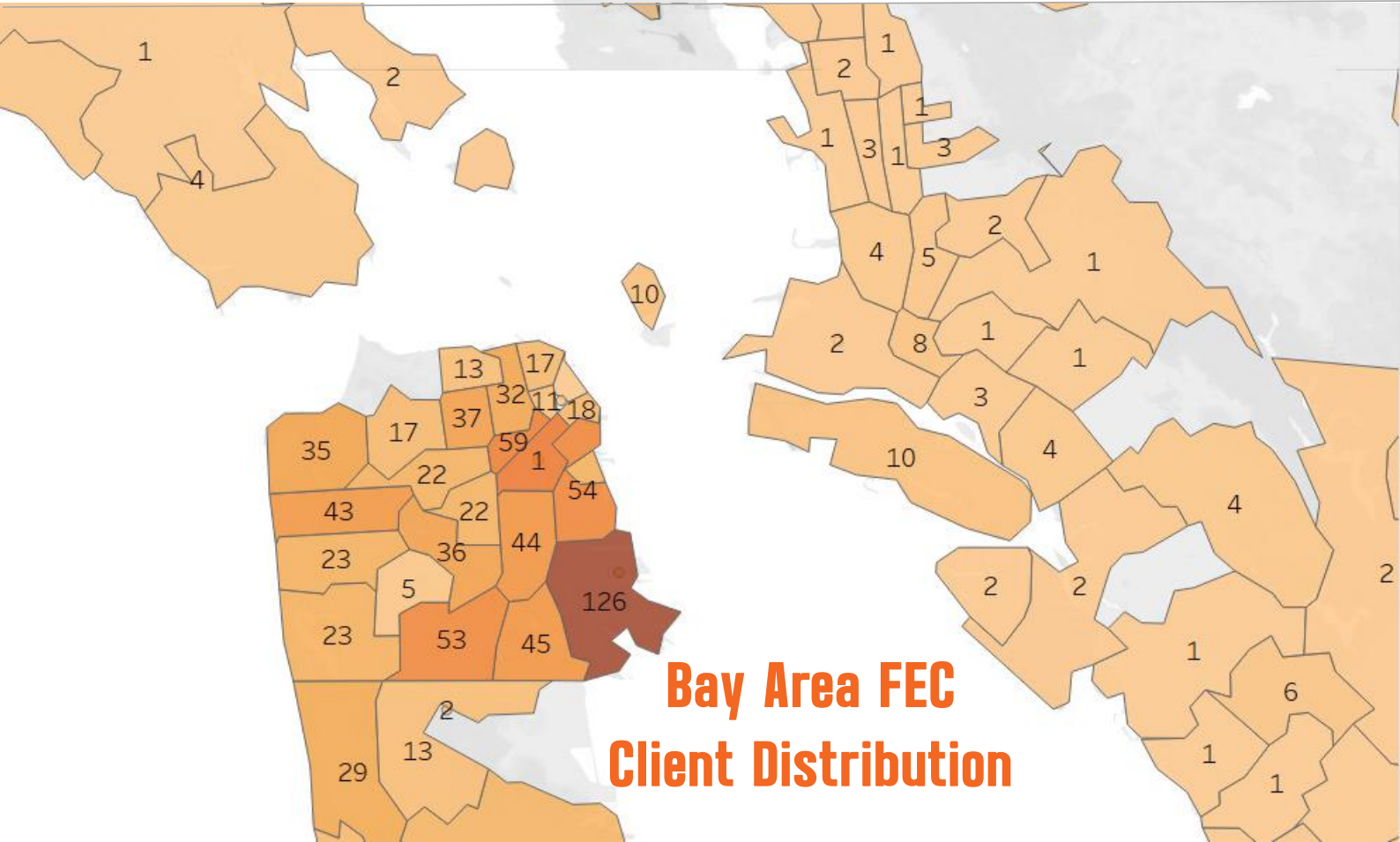
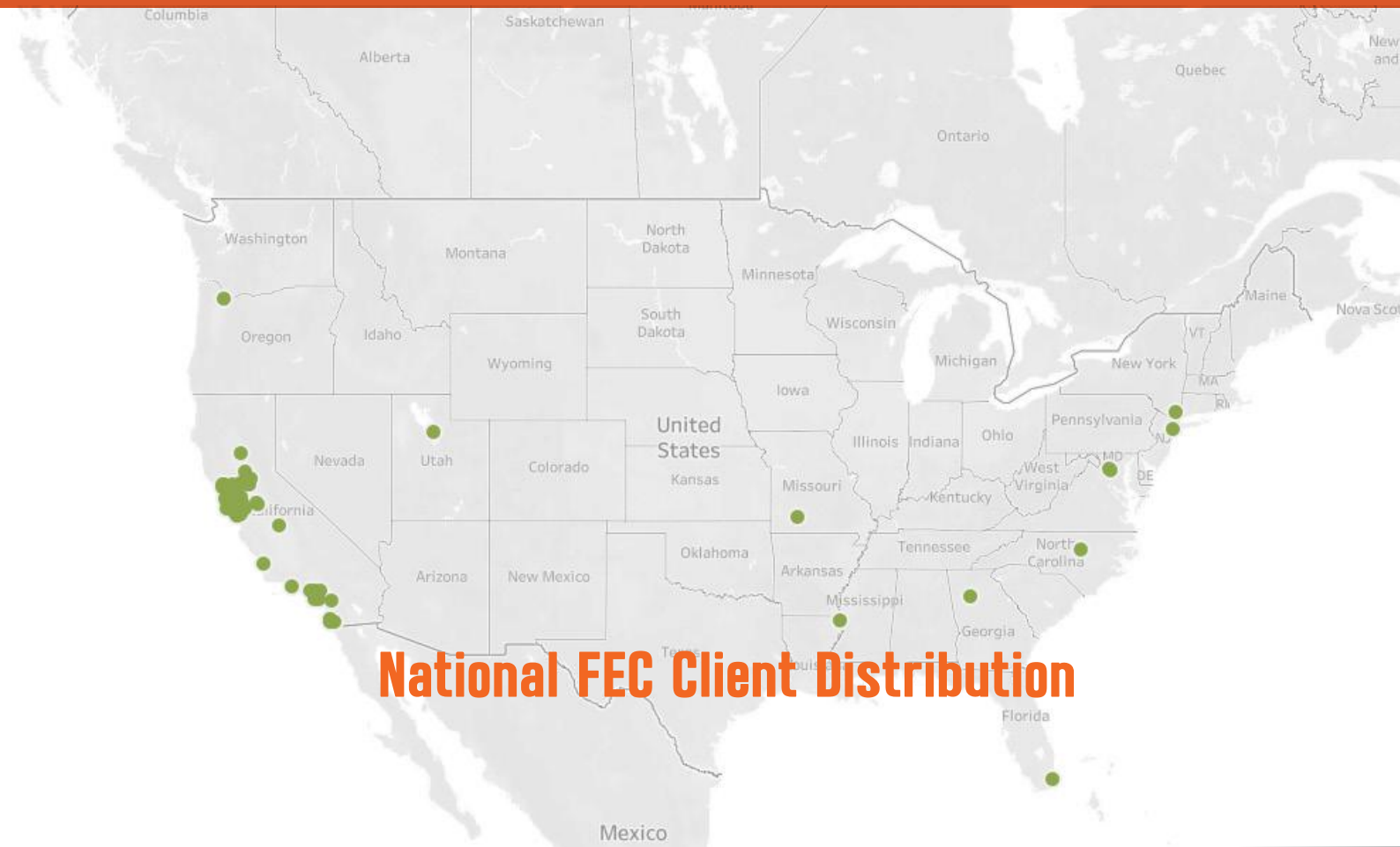
- 31% Asian
- 25% Black
- 20% White
- 7% Latino
- 6% American Indian/Alaskan Native
- 4% More than one race
- 4% Chose not to answer
- 3% Pacific Islander

FEC Client Income





Serving the San Francisco Bay Area and Beyond



CLIENT SPOTLIGHT

DANIEL T., CLIENT

For Daniel T., becoming a homeowner in San Francisco was a lifelong dream. As an African American first-time homebuyer, he turned to SFHDC for support in navigating the challenging housing market.

Daniel began his journey in January 2024 by attending our 6-hour First-Time Homebuyer Education Workshop, followed by a personalized pre-closing session and additional one-on-one counseling with Esther, one of our HUD-Certified Housing Counselors. Through these services, Daniel gained the knowledge and confidence he needed to achieve his goal.



**Completed First Time
Homebuyer workshop**



**One-On-One
Counseling Sessions**

In July 2024, Daniel closed on his new home in San Francisco's East Cut neighborhood. Reflecting on this milestone, he shared, "I would walk by the building to work and say if I ever lived in there, I'd have made it in life. And now, I'm actually purchasing a unit."

Daniel's story highlights the transformative impact of SFHDC's housing counseling services and our commitment to helping individuals and families realize their dreams of homeownership.

SUCCESS STORY



PROUD

1ST TIME HOME BUYER

"I would walk by the building to work and say if I ever lived in there, I'd have made it in life. And now, I'm actually purchasing a unit."

Daniel T.



A COUNSELOR'S JOURNEY

ESTHER, SFHDC COUNSELOR

At SFHDC, our counselors don't just help others achieve their dreams—they live the mission in their own lives. Esther, one of our dedicated HUD-certified housing counselors, embodies this connection deeply. Her work is more than a job; it's a passion rooted in both her professional and personal journey.

"I take pride in what I do because I love seeing people succeed," Esther shares. "My favorite success story is Daniel's. When he told me he had become a homeowner, I cried. It reminded me why I do this work."

Esther's commitment to her clients is informed by her own experiences. Growing up, she wasn't taught about generational wealth, savings, or homeownership. Through her work at SFHDC, she gained the knowledge and determination to achieve her dream of becoming a homeowner, even as a single mother navigating a challenging housing market.

"My favorite success story is Daniel's. When he told me he had become a homeowner, I cried. It reminded me why I do this work."

Esther B.



"I shared my story with Daniel, and we motivated each other until we both became homeowners," she recalls. "It takes a special person to be a HUD counselor, and I know that all three of us at SFHDC do this job because we truly care about the community."

Esther's journey reflects the transformative power of housing counseling—for her clients and for herself. From supporting clients like Daniel to overcoming her own barriers to homeownership, Esther's story is an inspiring example of the impact SFHDC counselors create every day.



RESIDENT SERVICES

Our Resident Services team provides culturally competent, on-site social services designed to empower and support approximately 2,500 residents living in the properties we've developed or renovated, including five Rental Assistance Demonstration (RAD) sites.

Our programs focus on fostering community connections, ensuring housing stability, and addressing barriers that may impact residents' ability to thrive. From organized exercise classes and movie nights to educational field trips, holiday celebrations, and leadership programs for youth, our resident enrichment activities are carefully tailored to meet the unique needs of each community we serve. These programs are more than single events—they are opportunities for residents to build lasting relationships, access vital resources, and experience a sense of belonging.

RENTAL ASSISTANCE DEMONSTRATION (RAD)

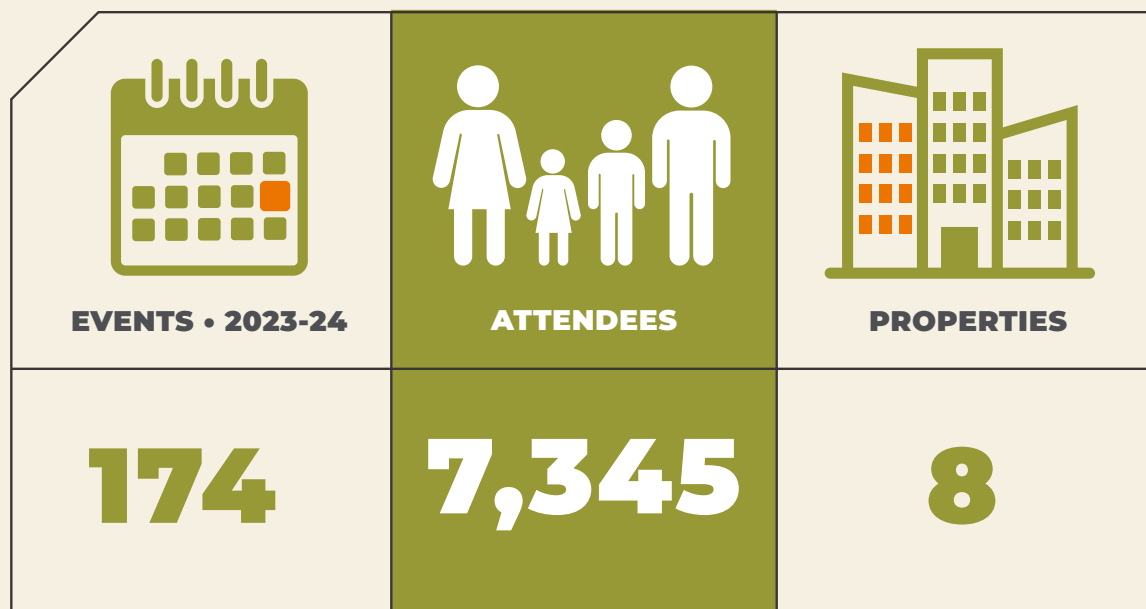


(RAD) is a federal program that helps protect and improve older public housing properties. Through this program, these buildings are renovated and managed by mission-driven organizations like SFHDC, while still providing affordable rent for residents based on their income. This ensures families can continue to live in safe, stable homes with access to essential resources.

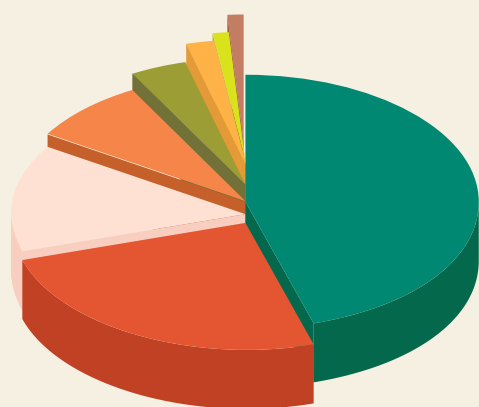




SFHDC's commitment to excellence in resident services was recognized this year with **Certified Organization for Resident Engagement & Services (CORES)** Certification, a national standard of excellence for resident engagement and services. This distinction underscores our dedication to using data-driven approaches and best practices to promote health, well-being and stability for our residents.



RESIDENTS ASSISTED



- 46% Black
- 25% Hispanic/Latino
- 14% Asian%
- 8% Pacific Islander
- 3% White
- 2% Multiracial
- 1% Middle Eastern/N. African
- 1% Indigineous

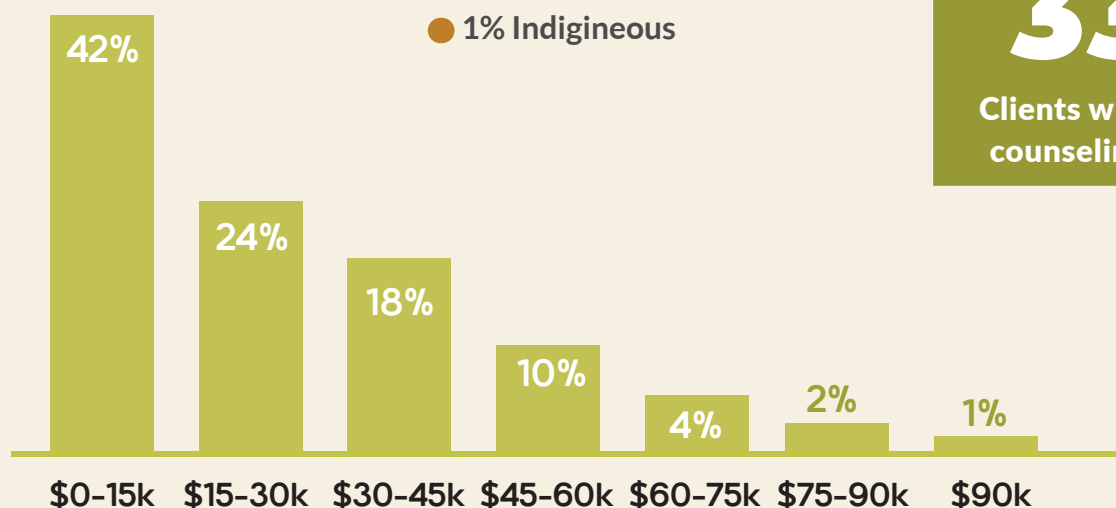
993

Households
Served

338

Clients who received
counseling services

Resident Income Levels



COMPREHENSIVE SUPPORT FOR THRIVING COMMUNITIES

At SFHDC, we provide programs designed to meet the essential needs of our residents and foster a vibrant, supportive community.

Health & Wellness Initiatives

In collaboration with UCSF and other healthcare providers, we host health fairs offering free or low-cost services, including screenings for vision, diabetes, and blood pressure, as well as vaccination drives and wellness workshops. These events take place at our on-site community centers, ensuring convenient access for residents.

Resource Fairs & Giveaways

We aim to ease financial burdens by hosting backpack giveaways for students, food pantries, and essential household supply drives. Resource fairs connect residents with workforce development opportunities, domestic violence and crime victim support, motherhood resources, and numerous organizations like DevMission and Mobilize Love.

Seasonal Celebrations

Throughout the year, we bring joy and community spirit through holiday events such as Black History Month, Lunar New Year, Cinco De Mayo, Juneteenth, Thanksgiving turkey giveaways, and more, fostering connection and cultural celebration.

Emergency Assistance

For residents facing urgent needs, we provide immediate relief through food vouchers, rental assistance, and help with utility bills, ensuring no one is left unsupported during times of crisis.

Mental Health Support

We prioritize the mental well-being of our residents by offering counseling, stress management workshops, and healing events to address the psychological challenges of trauma, housing instability and financial insecurity.

Legal Aid Services

Through partnerships with local legal organizations, we provide free or affordable legal support for issues such as tenant rights, immigration, and family law, empowering residents to navigate complex challenges with confidence.

MISS OSAYAMWEN AND HER FAMILY

Miss Osayamwen Omotese, a mother of 12 children, embodies resilience and determination. Raising her family alone, she instilled a sense of teamwork in her children, with the older siblings helping to care for and support the younger ones. Despite her strength, navigating the challenges of housing, finances, and basic necessities in San Francisco was a daunting task.

That's where SFHDC's Resident Services team stepped in. We supported Miss Osayamwen's family with food assistance, rental relief, mental health services, and gift cards for school essentials. Most importantly, we helped them secure a Section 8 voucher, allowing them to move into a larger home—a new space where they could thrive together.



Food Assistance



Mental Health Services



Rent Relief



Section 8 Voucher

The day she received the keys to her new home, Miss Osayamwen visited our office, beaming with gratitude. She shared the exciting news with our team and later returned with all 12 of her children to thank us personally.

Miss Osayamwen's story is a testament to the impact of SFHDC's Resident Services program. By addressing immediate needs and providing holistic support, we help families like hers build brighter futures.





Resident Services in Action



ECONOMIC DEVELOPMENT

SFHDC's Economic Development program is dedicated to empowering Black-owned businesses in San Francisco. Our initiatives include the *Minding My Black-Owned Business (MMBOB)* program, which offers comprehensive training and financial support; and In The Black, a retail space providing affordable commercial opportunities.

We are also developing a 1,800-square-foot commercial kitchen in the Fillmore District to support culinary entrepreneurs. Additionally, we support cultural events like the Juneteenth Festival, all aimed at promoting economic growth and revitalizing the Fillmore as a thriving Black business district.



Total Businesses Served

137



Total Income Generated for Businesses by SFHDC

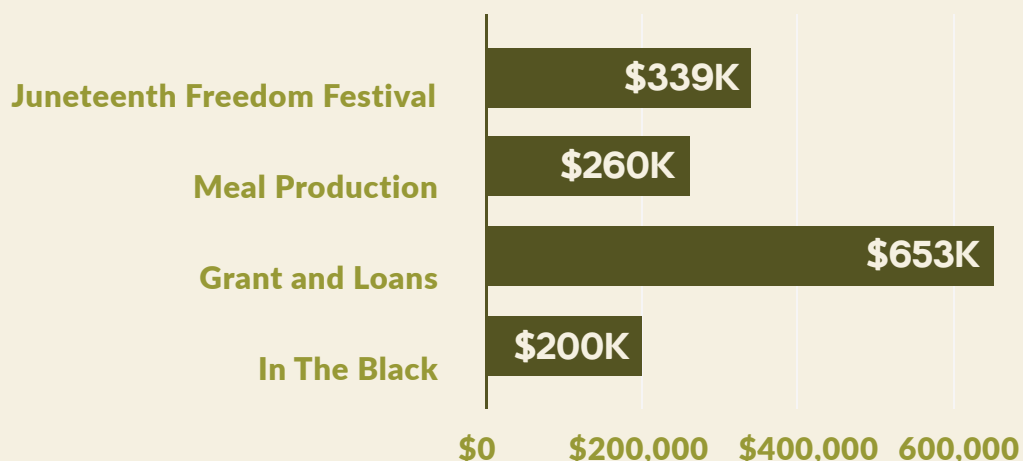
\$1.2M



Neighborhood-Serving Retail Space

43k
sq. ft.

TOTAL INCOME GENERATED FOR BUSINESSES



Minding My Black Owned Business

In fiscal year 2023-2024, SFHDC's Minding My Black-Owned Business (MMBOB) program proudly graduated two cohorts: our inaugural culinary group, which supported 28 culinary businesses with \$7,500 in grant funding each, and an Advanced Financial Wellness Cohort that provided 13 diverse businesses with essential resources, including **FREE** professional bookkeeping services and a year-long subscription accounting software, empowering them to achieve financial stability and growth.



Our program addresses systemic inequities in access to business knowledge and capital that have historically hindered Black entrepreneurs. By offering comprehensive business development training and grant funding, we aim to bridge these gaps, fostering economic empowerment and sustainable growth within our communities.



41
Businesses Served

"I really look forward to applying for more cohorts. Having this space has been huge for my accountability & growth."

Madeline Howie, Glam Jam and Cyclone Enterprises



"The classes were outstanding, timely and cutting edge. Information on that level is usually not available to entrepreneurs in minority or economically disadvantaged communities. MMBOB brings salient information and resources to the community."

*Shirley Moore,
Sam's Gourmet Jams*



236
Total Hrs of Coaching

| Access to Capital



Fernay McPherson, Chef/Owner of Minnie Bell's at the grand opening of her restaurant.
Photo Credit: Citizen Film

Our counselors support small, primarily Black-owned businesses with grant and loan applications, including Minnie Bell's Soul Movement, whom we assisted in developing an expansion business plan to secure a loan for her restaurant in the Fillmore. Additionally, through programs like Minding My Black-Owned Business, SFHDC directly disbursed grants totaling \$307,500 to support these enterprises.

67
Businesses Served

\$653K
Total Capital Secured

| Access to Market Opportunities

91

Businesses Connected with
Market Opportunities



\$800K

Total Value of Market
Opportunities Provided

We connect Black-owned businesses with economic opportunities, including participation in large-scale festivals, catering opportunities, and special events. Through partnerships with nonprofits like Foodwise and the California Academy of Sciences, we help businesses access sales opportunities that expand their audience and impact.



Jasmine Curtis, Owner of Avocurl at Foodwise's Pop-Ups on the Plaza
Photo Credit: Foodwise

CLIENT SPOTLIGHT

NICOLE WILLAIMS, BELLE NOIRE

Nicole Williams, founder of Belle Noire, carries a deep connection to San Francisco's Fillmore neighborhood. Her grandparents and parents witnessed the devastating effects of redevelopment in the 1960s and '70s, which displaced Black families and shuttered hundreds of businesses. For Nicole, Belle Noire is not just a business—it's a way to honor her roots, celebrate Black artistry, and help restore the Fillmore as a thriving hub for Black entrepreneurs.

Nicole's passion for retail was shaped by her experience working for major fashion retailers, where she rarely saw vendors or brands led by people who looked like her. When SFHDC opened In The Black in December 2022, transforming a vacant check-cashing storefront into a shared retail space, it provided Nicole with the opportunity to bring her vision to life.



For Nicole, Belle Noire is not just a business—it's a way to honor her roots, celebrate Black artistry, and help restore the Fillmore.

SUCCESS STORY



Through SFHDC programs like the Minding My Black-Owned Business (MMBOB) cohort and the MMBOB Intermediate Retail program, Nicole gained mentorship, funding, and access to vital partnerships that allowed Belle Noire to thrive.



SUMMARY OF SFHDC'S SUPPORT FOR BELLE NOIRE



Programs Completed: MMBOB Retail Cohort and MMBOB Intermediate Retail Business.



Grants Obtained: \$32,500 (\$7,500 initial mini-grant, \$15,000 expansion grant to launch at In The Black, \$10,000 intermediate mini-grant).



Total Revenue: 167% increase in business income from year prior.



Opportunities Provided: Retail space in In The Black, partnerships with Foodwise, participation in SFHDC-produced events like the Juneteenth.

At SFHDC, we provide programs designed to meet the essential needs of our residents and foster a vibrant, supportive community.



Belle Noire at Foodwise's Pop-Ups on the Plaza. Photo credit: Foodwise

Nourishing Our Community and Supporting Culinary Entrepreneurs

SFHDC joined forces with affordable housing sites in the Fillmore and Western Addition neighborhoods of District 5, as well as the African-American Faith-Based Coalition, to deliver hot, nutritious meals to seniors and families. These meals, prepared in the historic Peacock Lounge kitchen—remodeled with support from SFHDC and the SF Human Services Agency—are distributed to nine locations across San Francisco. Five talented chefs craft these meals four days a week, leveraging skills honed through hands-on training in recipe development and knife techniques.

Building on this success, SFHDC is expanding opportunities for culinary entrepreneurs with a new 2,000-square-foot commercial kitchen at the West Bay Conference Center. Designed to provide affordable kitchen space for small food businesses, this state-of-the-art facility is nearly complete and set to open in early 2025, marking another milestone in our commitment to community and economic development.



30K

**Total Meals
Served**

363

**Seniors Served
Weekly**

\$260K

**Generated for Local Black-
Owned Culinary Businesses**

| In The Black



Nateanah Albury, Owner of Mommyin' (right)

SFHDC's Black-led retail shop and online marketplace, In The Black, opened in December 2022 and provides affordable retail space and coaching to 25 Black-owned businesses.



Cianni Jackson, Owner of CIK Apparel (center)



\$141K

**Revenue
Generated**

25

**Businesses
Served**

\$70K

**Sales at
Partner Events**



**create vending opportunities
for small businesses**



**create gathering space for
artists and community**



**double the representation of
Black-owned businesses on
the Fillmore corridor**



Symone Butler, Owner of Hella Healthy Essentials

Juneteenth Freedom Celebration

Northern California's Largest Juneteenth Festival



45

**African American
Retailers**

25K

Attendees

24

**Non Profit
Retailers**

Juneteenth is a day of reflection, pride, and unity, honoring the resilience and contributions of Black communities. This year, SFHDC proudly supported the third annual Juneteenth Freedom Festival in San Francisco's historic Fillmore District.



**Investment in
Black-Owned Businesses**

\$336K



FINANCIALS FY 2023-2024

Unaudited

REVENUE

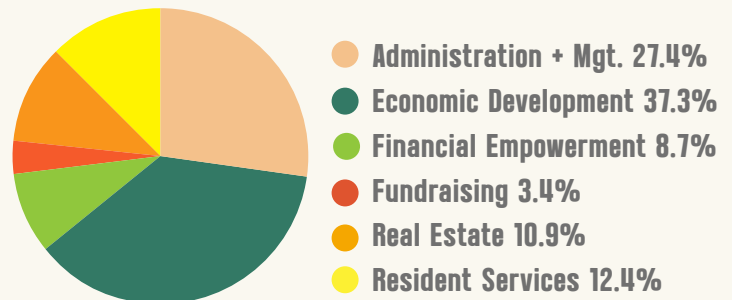
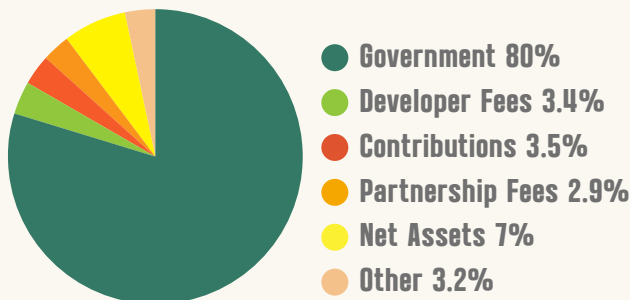
Government Grants + Contracts	\$6,204,516
Developer Fees	\$260,000
Contributions	\$274,745
Partnership Fees	\$222,769
Net Assets Released	\$545,828
Other	\$249,708

TOTAL REVENUE \$7,757,566

EXPENSES

Administration + Management	\$2,304,931
Economic Development	\$3,132,567
Financial Empowerment	\$730,594
Fundraising	\$282,142
Real Estate	\$917,606
Resident Services	\$1,039,562

TOTAL EXPENSES \$8,780,923



The fiscal year covered by this annual report came with some unexpected financial challenges, resulting in an operating deficit for the first time in 12 years. The shortfalls resulted primarily from delayed payment of receivables, such as earned developer fees, and unanticipated reductions of City funding. These factors were beyond our control and reduced our earned revenue. Additionally, we had made a \$1 million strategic investment for the In The Black marketplace, prior to launching the capital campaign for funding this important investment. This was done to take advantage of the upcoming holiday sales season and to jumpstart economic opportunities for dozens of small businesses, reinforcing our commitment to community wealth-building.

Despite these hurdles, we have remained steadfast in operating our four core programs, recognizing that our clients and community rely on these essential services on a daily basis. Looking ahead, we are actively diversifying our income sources to reduce reliance on government funding, working with partners to resolve delayed payments, and closely managing operational expenses to ensure financial sustainability. With these measures in place, we are confident in our ability to secure the revenue needed to sustain and grow our impact for many years to come.

Partners and Funders

► FUNDERS AND SPONSORS 2023-2024

Alex Schiefer
Andrew Bushaw
Andrew D. Stadler
Antoinette McGill
Atwater Restaurant
Ben Golvin
Beneficial State Bank
Benjamin Bowser
Cahill Construction
Cameron Pitt
Charles Turner
Cianni Jackson
Cecilia Mkondiwa
Chuck Turner
City National Bank
Constance Walker Community Design Center
Daniel Wong
David Sobel
Deborah Jackson
Dorris M. Vincen
Eddie Walker
Eve Combs
Felicia Duncan
FHLBank San Francisco
First Citizens Bank
First Republic, now part of JPMorgan Chase
FivePoint
Gallagher Insurance
Gaurav Dhir
Golfarb & Lipman
Good Samaritan
Grosvenor
Idit Harley
Janet Hass
Jeanette Johnson
Jena
Jennifer Eskildsen
Jessica Craig
Jessica Mataka
Josie Ramirez
Kai Yonezawa
Kevin Stein
LaWayne Williams

Lena Robinson
Local Initiatives Support Coalition
Lolita Ramos
Margaret Curtis
McCormack Baron Salazar
Mechanics Bank
Megan Randolph
Melissa Jeng
Michael Manigault
Molly Lollis
Monique Bell
MWH Constructors & Webcor Builders
Nibbi Brothers General Contractors
Nimish Mehta
Noreen Beiro
Novin Development
Panoramic Interests
Pat Lee
Reginald Hairston
Reginald Lyles
Rex Kan
Ricardo Gutierrez
SF Department of Homelessness and Supportive Housing
SF Human Services Agency
SF Mayor's Office of Housing and Community Development
SF Office of Economic and Workforce Development
SF Symphony
Stacy Kohut
Sue Kenny
The Brazen Head
The John Stewart Company
The Related Companies
Thor Kaslofsky
Tri-Counties Bank
U.S. Department of Housing & Urban Development
US Bank
Van Meter Williams Pollack LLP

Partners and Funders

► REAL ESTATE DEVELOPMENT PARTNERS

2B Living
Baines Group Inc.
Bank of America
Blackline Construction
BRIDGE
Brookfield
Cahill Contractors
California Community Reinvestment Corporation
California Housing and Community Development
Department
Caritas Management Corporation
Chase Bank
EMPI Bayside
Guzman Construction Group
John Stewart Company
Kerman Morris Architects
Leddy Maytum Stacy Architects
McCormack Baron Salazar
MEDA
Mercy Housing
Mercy Property Management
Millcreek Residential
Mission Housing Development Corporation
Nibbi Construction
Novin Development
Related California
Royal Bank of Canada
SF Housing Accelerator Fund
Van Meter Williams Pollock Architects
Ventura Partners
Y.A. Studio

► FINANCIAL EMPOWERMENT PARTNERS

Financial Tax Strategies
Homeownership SF
Open Door Legal
Success Centers

► ECONOMIC DEVELOPMENT PARTNERS

A.N.Y. Media Group
African American Art & Culture Complex
ALM Business Coaching
BETTER BLACK
Dream Keeper Initiative
Foodwise
Human Rights Commission
Human Services Agency
KNAB Builders
La Cocina
Law Offices of Selwyn D. Whitehead
Lawyers' Committee for Civil Rights of the San
Francisco Bay Area
Office of Economic and Workforce Development
Peacock Lounge
SCORE
Steiner Architecture
The Village Project
The Wilkerson Law Office
Viscera Studio
West Bay Conference Center
Western Addition Music and Events Committee
Zeitzwolfe Accounting

2023-2024

Partners and Funders

► RESIDENT SERVICES PARTNERS

100% College Prep
African American Art & Culture Complex (AAACC)
A. Philip Randolph Institute (APRI)
Bay Area Legal Aid
Black to the Future
B'Magic
BRIDGE Housing
Booker T. Washington Center
Boys and Girls Club of San Francisco
Casa De Las Madres
C.H.A.R.M
City of Dreams
Community Youth Center (CYC)
Dev/Mission
District 5 Supervisor's Office
District 9 Supervisor's Office
District 10 Supervisor's Office
Ella Hill Hutch
City EMT
Feed the Need
Five Keys
Food Runners
The Glam Project
The Glimmer Project
Good Samaritan
Help a Mother Out
Hunters Point Family
John Stewart Company
Mo'Magic
Mobilized Love
Open Door Legal
PG&E H.E.A.P program
The Phoenix Project
Providence Food
Public Housing Tenants Association
Resident Management Councils and Tenant Associations
Seasons of Sharing
SF Department of Public Health
SF Digital Equity Initiative
SF Emergency Rental Assistance Program
SF Housing Authority
SF Human Services Agency
SF Mayor's Office of Housing and Community Development (MOHCD)
SF Marin Food Bank
SF Municipal Transportation Agency
SF Paratransit
SF Police Department
SF Superior Court
SF Village Project
SFSU Nurses
Street Violence Intervention Program (SVIP)
Success Centers

2023-2024

IN LOVING **MEMORY**

Honoring Our Beloved Colleagues

This year, SFHDC mourned the loss of two extraordinary individuals who played pivotal roles in shaping our organization and uplifting our community. We dedicate this annual report to Ms. Dorris M. Vincent and Pia Harris, whose leadership, passion, and dedication left an indelible mark on SFHDC and the communities we serve.

Honoring Ms. Dorris M. Vincent

Ms. **Dorris M. Vincent**, who passed away in February 2024 at age 91, was a pillar of Bayview Hunters Point, a tireless advocate whose leadership and wisdom uplifted generations of residents. A beloved member of SFHDC's Board for over a decade, she was a guiding force in our mission to advance affordable housing, economic opportunity, and racial equity in San Francisco. Her deep commitment to civic engagement extended across countless organizations and initiatives, where she fought for meaningful change and ensured that the voices of Bayview's residents were heard.



Her impact will continue to be felt in the countless lives she touched.

Ms. Vincent was instrumental in shaping policies and programs aimed at revitalizing Bayview Hunters Point. She served on key advisory committees, including the Mayor's Hunters Point Shipyard Citizen Advisory Council (CAC) and the Bayview Hunters Point Project Area Committee (PAC), advocating for resources and development that prioritized community needs. Her work with the Bayview Senior Center and the Bayview Hunters Point Economic Development Task Force further demonstrated her commitment to supporting families, small businesses, and neighborhood stability.

Her leadership was rooted in service, whether mentoring young leaders, advocating for housing equity, or working to preserve the cultural legacy of Bayview. Her impact will continue to be felt in the countless lives she touched, and her dedication serves as a lasting inspiration.

IN LOVING **MEMORY**

Honoring Our Beloved Colleagues

Honoring Pia Harris

Pia Harris was a force for change, a visionary leader whose passion for economic empowerment transformed SFHDC's ability to serve Black entrepreneurs and small businesses. Joining SFHDC in 2021 as Director of Economic Development, she quickly became the driving force behind one of the most impactful initiatives in our history. Under her leadership, SFHDC launched the Minding My Black-Owned Business program, providing 135 Black entrepreneurs with the skills, resources, and mentorship to grow and sustain their businesses.



Her legacy is woven into the fabric of SFHDC's programs... and in the community she loved so deeply.

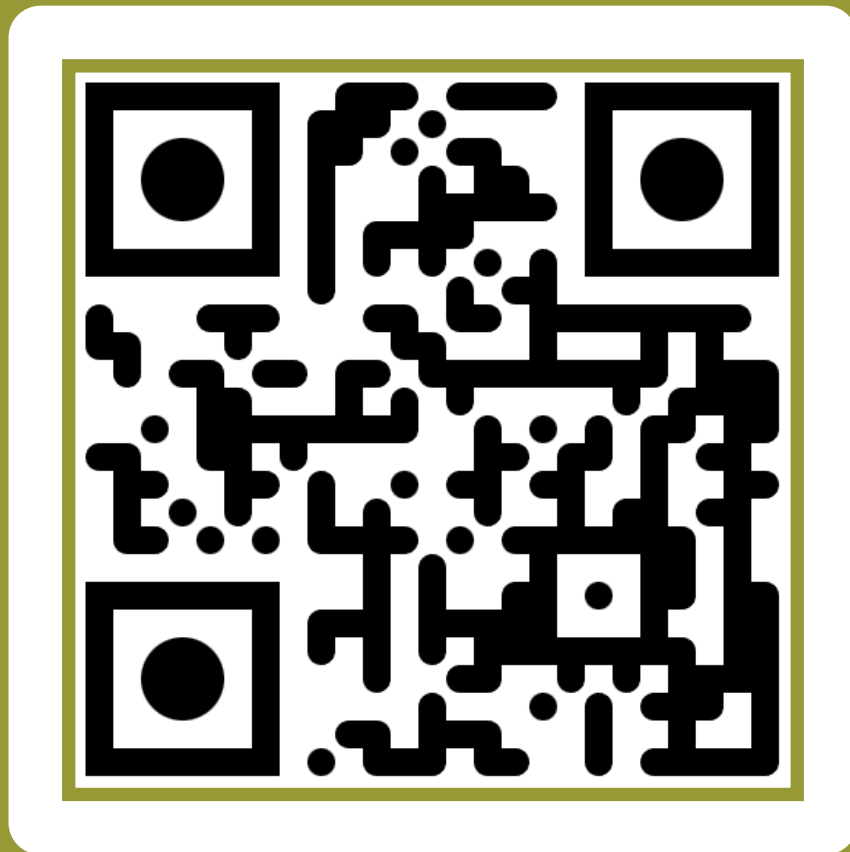
Pia's dedication didn't stop there. She spearheaded the creation of In The Black, SFHDC's groundbreaking retail marketplace in the Fillmore, offering affordable storefronts and an online platform for Black-owned businesses to thrive. She played a pivotal role in revitalizing the kitchen at the Peacock Lounge, ensuring that local chefs could provide thousands of free, hot meals to seniors and low-income families in the community. Her impact also extended to cultural and economic celebrations, as she led the planning and execution of major events, including San Francisco's official Juneteenth Parade, the Juneteenth Freedom Festival, and the Western Addition Music Festival, which together brought together more than 60,000 attendees.

Beyond her professional accomplishments, Pia was a gifted chef and the owner of Nia Soul, a beloved restaurant that reflected her deep love for food, culture, and community. She was a dedicated mother, daughter, partner, and friend, bringing warmth, wisdom and an unmatched work ethic to everything she did.

Her sudden passing in December 2024, at age 46, was a devastating loss to all who knew and worked with her. Yet, her legacy is woven into the fabric of SFHDC's programs, in the businesses she uplifted, and in the community she loved so deeply. We remain committed to carrying forward her vision and ensuring that her work continues to shape opportunities for future generations.



SFHDC



**Help us continue to build homes and hope
for years to come. Donate at [SFHDC.org](https://sfhdc.org).**



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