

Legacy Business Registry Staff Report

HEARING DATE MAY 13, 2019

NATURAL RESOURCES ALL FAMILIES FOUNDATION

Application No.: LBR-2018-19-044
Business Name: Natural Resources All Families Foundation
Business Address: 1367 Valencia Street
District: District 9
Applicant: Alice Light, Executive Director
Nomination Date: March 20, 2019
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Natural Resources All Families Foundation, Inc. ("Natural Resources") was founded by Deborah Jackson and Chris Pritchard on March 21, 1988. It was originally located at 4081 24th Street next to the Noe Valley Post Office and known as the "Natural Resources Pregnancy and Childbirth Resource Center." Deborah and Chris believed that pregnant women should have "the natural resources to be informed, responsible and creative during this time of great personal transformation."

Natural Resources is San Francisco's oldest community pregnancy, childbirth and early parenting center. Membership at the center allows people to access classes, lectures, a newsletter and other resources. They offer doula training and their own line of herbal products. They are advocates of the family bed and attachment parenting.

In 2013, Ginny Zeppa, mother of two, purchased the business, and in 2015 Natural Resources became a nonprofit organization, the Natural Resources All Families Foundation, Inc. Finally, in 2016, Natural Resources became a registered 501(c)(3) non-profit organization.

The business is located on the east side of Valencia Street between 24th and 25th streets in the Mission neighborhood. It is within an NCT (Valencia Street Neighborhood Commercial Transit) Zoning District.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

4081 24th Street from 1988 to 1996 (8 years)
1307 Castro Street from 1996 to 2003 (7 years)
816 Diamond Street from 2003 to 2006 (3 years)
1367 Valencia Street from 2006 to Present (13 years)





CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Mission neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Natural Resources is associated with natural childbirth and parenting traditions.
- Natural Resources All Families Foundation has contributed to the history and identity of San Francisco and the Mission neighborhood.
- The historic resource status of the building at 1367 Valencia Street is a Category A (Known Historic Resource) with a survey status rating of 3CS. The structure is a 3-story, wood frame mixed-use building designed in a style consistent with the Edwardian period and with Classical Revival influences. The rectangular-plan building, clad in flush wood siding on the primary façade and channel drop wood siding on the secondary facade, is capped by a flat roof. The building is a contributor to the South Mission Historic Resource Survey and appears eligible for the California Registry as an individual property through survey evaluation.
- In 1997, Natural Resources was voted as the Best Pregnancy Resource Center in the San Francisco Bay Guardian's Best of the Bay Readers Poll. In 2008, 2017 and 2018, Natural Resources won Best Shop For Parents-To-Be in the San Francisco Bay Guardian's annual Best of the Bay Readers Poll.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Natural Resources All Families Foundation is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Natural Resources All Families Foundation qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Educational programs for parents and birth professionals.
- Resource library.
- Natural Resources line of products.
- Retail, classroom, and children's play spaces.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Services for pregnancy, childbirth and early parenting.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Natural Resources All Families Foundation currently located at 1367 Valencia Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE MAY 13, 2019

NATURAL RESOURCES ALL FAMILIES FOUNDATION

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-044
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legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR NATURAL RESOURCES ALL FAMILIES FOUNDATION, CURRENTLY LOCATED AT 1367 VALENCIA STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on May 13, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Natural Resources All Families Foundation in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Natural Resources All Families Foundation:

Physical Features or Traditions that Define the Business:

- Educational programs for parents and birth professionals.
Resource library.
Natural Resources line of products.
Retail, classroom, and children's play spaces.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Natural Resources All Families Foundation on the Legacy Business Registry:

- Services for pregnancy, childbirth and early parenting.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 13, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-044
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District: District 9
Applicant: Alice Light, Executive Director
Nomination Date: March 20, 2019
Nominated By: Supervisor Hillary Ronen

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

4081 24th Street from 1988 to 1996 (8 years)
 1307 Castro Street from 1996 to 2003 (7 years)
 816 Diamond Street from 2003 to 2006 (3 years)
 1367 Valencia Street from 2006 to Present (13 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: N/A

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

March 20th, 2019

Dear Director Kurylo,

I am writing to nominate to the Legacy Business Registry, Natural Resources All Families Foundation, Inc. Founded in 1988 in Noe Valley and based on Valencia Street in the Mission District since 2006, Natural Resources is San Francisco's oldest community pregnancy and parenting center.

Serving the Mission, Noe Valley, Bernal Heights, Castro, Potrero Hill and surrounding neighborhoods, Natural Resources provides education, resources and support for women and families of all types, from pre-conception through early parenting and beyond. It is a hub where parents can take childbirth classes, learn about and rent or buy parenting products, and make lifelong friendships through pregnancy and support groups. Natural Resources supports small businesses by creating a space where over 50 facilitators teach classes, and doulas, midwives, nannies, and others can reach potential clients. In the past few years, similar centers throughout San Francisco have closed, making Natural Resources one of the remaining places offering support to families and individuals on the journey of parenthood. As the number of families with children continues to dwindle at an alarming rate, we need to make sure that the resources they need in order to survive remain in place.

Because Natural Resources empowers women and families through education, building community, and providing the resources they need, it is my distinct honor to nominate them to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen
San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Natural Resources All Families Foundation (Commonly known as "Natural Resources")		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
501c3 Nonprofit, Natural Resources All Families Foundation		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1367 Valencia Street San Francisco CA 94110		415.550.2611
		EMAIL:
		info@naturalresources-sf.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.naturalresources-sf.com	https://www.facebook.com/naturalresourcesf	www.yelp.com/biz/natural-resources-san-francisco

APPLICANT'S NAME	
Alice Light	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Executive Director	
APPLICANT'S ADDRESS:	
TELEPHONE:	
[REDACTED]	
EMAIL:	
[REDACTED]	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
1022203	c3803018

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
4081 24th Street	94114	3/21/1988
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1988-1996	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1307 Castro Street	94114	Start: 1996
		End: 2003

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
816 Diamond Street	94114	Start: 2003
		End: 2006

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1367 Valencia Street	94110	Start: 2006
		End: present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Alice Light

2/15/2019



Name (Print):

Date:

Signature:

NATURAL RESOURCES

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Natural Resources All Families Foundation, Inc. ("Natural Resources"), presently located at 1367 Valencia Street, was founded by Deborah Jackson and Chris Pritchard on March 21, 1988. It was originally located at 4081 24th Street next to the Noe Valley Post Office and known as the "Natural Resources Pregnancy and Childbirth Resource Center." Deborah and Chris believed that pregnant women should have "the natural resources to be informed, responsible and creative during this time of great personal transformation."

On March 21, 2018, Natural Resources celebrated 30 years as San Francisco's oldest community pregnancy, childbirth and early parenting center. Natural Resources has continued to serve this community, even while other similar resource centers have come and gone.

Following is a timeline marking memorable moments and accomplishments:

1988

- March 21, the Spring Equinox -- Deborah Jackson, a new mother and California Institute of Integral Studies student of group dynamics and cooperatives, and Chris Pritchard, a labor and delivery nurse, opened Natural Resources Pregnancy and Childbirth Resource Center at 4081 24th Street in Noe Valley.
- Memberships were \$35 per year. Chris developed the class schedule to include: Changing Women Pregnancy Support Group, Childbirth Preparation and Vaginal Birth After Cesarean, Massage for Pregnant Women, Postpartum Support Group, Pregnancy over 30, Fertility Awareness, a Workshop for Fathers, Pregnancy Resources for Lesbians, and Labor Coach Training.
- The Center offered breast pump rentals and published a quarterly newsletter with articles and classified ads.

1989

- Natural Resources hosted the Birth Consciousness Film Festival and graduated its first class of nine postpartum doulas or "mothers' helpers."

1990

- Natural Resources hosted a "Doula Training Part II" class to train childbirth assistants.
- New owners Nathalie Kelly, Ann Kenworthy and Lisa Moresco took over the helm.

1991

- Natural Resources began a 14-session lecture series. Topics and speakers included: "Women, Witches and Midwives," by Z Budapest and Ann Fuller and "Reclaiming Our Birthrite," by Dr. Michel Odent, Author Suzanne Arms and Midwife Elizabeth Davis.
- Natural Resources launched its own line of herbal products, including pregnancy tea and a postpartum sitz bath.
- Michelle Mason flew to New York to be a guest on the Phil Donahue show to advocate for the family bed and attachment parenting.

1993

- The Natural Resources newsletter launched birth stories as a regular newsletter feature.
- Ann Kenworthy, pregnant with her first child, departed to pursue a nursing career and motherhood. Samantha Allen stepped in as a new partner, joining Lisa Moresco and Nathalie Kelly.
- Natural Resources gained a new classroom in an adjacent building behind its 24th Street store.

1996

- Natural Resources moved around the corner to 1307 Castro Street, quadrupling its size, offering more retail and educational services.
- NR began certifying doulas who attend Natural Resources doula trainings.

1997

- The Natural Resources catalogue went online at www.fcinet.com/naturalresources.

1998

- Nathalie Kelly moved to Vermont, and Samantha Allen moved to Southern California. Lisa Moresco remained as the sole owner.

2000

- Natural Resources obtained its own URL: www.naturalresourcesonline.com.

2003

- Natural Resources closed its Castro Street location in July and moved temporarily to 406 Cortland Street in Bernal Heights. It re-opened in September at a new Noe Valley location at 816 Diamond Street near 24th Street.

2006

- In January, Cara Vidano bought Natural Resources from Lisa Moresco.

- In December, Natural Resources moved to 1367 Valencia Street in the Mission District, more than doubling its size.

2008

- Natural Resources ensured that all products sold in the store were safe for children and adults by having them tested for lead and PVC by The Center for Environmental Health (<http://www.cehca.org>).

2013

- Ginny Zeppa, mother of two, purchased the business.

2015

- Natural Resources became a nonprofit organization, the Natural Resources All Families Foundation, Inc.

2016

- Natural Resources became a registered 501(c)(3) non-profit organization.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Not applicable.

c. Is the business a family-owned business? If so, give the generational history of the business.

Natural Resources is not a family-owned business.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of Natural Resources is as follows:

1988 to 1990:	Deborah Jackson and Chris Pritchard
1990 to 1993:	Nathalie Kelly, Ann Kenworthy and Lisa Moresco
1993 to 1998:	Nathalie Kelly, Lisa Moresco and Samantha Allen
1998 to 2006:	Lisa Moresco
2006 to 2013:	Cara Vidano
2013 to 2015:	Ginny Zeppa
2015 to Present:	Nonprofit Organization

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building at 1367 Valencia Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The structure is a 3-story, wood frame mixed-use building designed in a style consistent with the Edwardian period and with Classical Revival influences. The rectangular-plan building, clad in flush wood siding on the primary façade and channel drop wood siding on the secondary facade, is capped by a flat roof. The building is a contributor to the South Mission Historic Resource Survey and appears eligible for the California Registry as an individual property through survey evaluation.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Since its inception, Natural Resources has been a place for education, empowerment and community. It is a hub where parents make friends, obtain referrals, learn about and purchase products, rent supplies, take childbirth classes and attend pregnancy and parent support groups. In addition, Natural Resources' offerings include a lending library of books and videos and a line of herbal products, including pregnancy tea.

Natural Resources was one of the first places in the Bay Area to offer birth and postpartum doula trainings.

A nonprofit since 2015, Natural Resources now offers scholarships for classes and is working to expand its reach and accessibility to an even larger population. Natural Resources is partnering with SisterWeb to offer a pilot Spanish-Language postpartum doula training.

Natural Resources continues to thrive as a special place for expectant and new mothers, their friends and families. From the in-store classes and workshops to the upcoming effort to launch an online retail experience, Natural Resources stays true to its roots by continuing to serve families in San Francisco.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Natural Resources has always served as an advocacy organization for thoughtful, connected pregnancy and parenting.

In 1990, an ABC 20/20 news program encouraged parents to let their babies cry themselves to sleep. In response, Natural Resources successfully lobbied the show's producers to broadcast a counter segment discussing how parents can use more nurturing methods to help infants sleep. ABC sent a film crew to a Natural Resources parenting class, filmed the family bed of Natural Resources educator Michelle Mason and, per Natural Resources' suggestion, interviewed Dr. William Sears, a pediatrician who advocated attachment parenting.

In October 2018, Natural Resources co-hosted a book talk at the Women's Center by Filipino-American author Angela Garbes for her book "Like a Mother: A Feminist Journey Through the Science and Culture of Pregnancy."

Throughout 2018, Natural Resources hosted family reading periods with Showing Up For Racial Justice (SURJ).

Natural Resources continually hosts meaningful gatherings for the parenting and birth community. It is a hub where parents can meet midwives and doulas, learn about products and connect to natural, healthy ways to parenting.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

In 1997, Natural Resources was voted as the Best Pregnancy Resource Center in the San Francisco Bay Guardian's Best of the Bay Readers Poll. In 2008, 2017 and 2018, Natural Resources won Best Shop For Parents-To-Be in the San Francisco Bay Guardian's annual Best of the Bay Readers Poll.

d. Is the business associated with a significant or historical person?

Many of the leading birth professionals in San Francisco teach or have been affiliated with Natural Resources. Britt Fohrman is a regular teacher and one of the most well-known and beloved birth educators and doulas in San Francisco. Rachel Yellin is an expert in Hypno-Birthing and has taught portions of Natural Resources' birth series for years. Jane Austin is a strong supporter of Natural Resources and has taught thousands of pregnant women and new mamas in her yoga classes. Anhoni Patel is a mother who developed the much-loved Mrs. Patel's lactation bars and was one of the original Board Members when Natural Resources became a nonprofit.

e. How does the business demonstrate its commitment to the community?

Natural Resources is open daily from 10:00 a.m. to 6:00 p.m. Mamas are welcome to come sit in our comfortable gliders, weigh their babies on our scales, enjoy free tea and snacks, use diapers and change at the changing tables, have us hold their baby while they go to the bathroom, take classes and get advice from our highly knowledgeable staff.

The organization is a community hub and serve as a place for many connections:

- Natural Resources offers free play sessions in English and Spanish.
- Natural Resources partners with SisterWeb to develop and fund a Spanish-language doula training.
- All of the retail products are safe, natural, researched and hand-selected. Shoppers can come in knowing that anything they purchase is safe for the health of them and their little one.
- Natural Resources holds numerous free “Meet the Doula,” “Meet the Midwife” and “Meet Sharecare Families” events, to name a few.

f. Provide a description of the community the business serves.

As a pregnancy, childbirth and early parenting education and resource center, Natural Resources serves families of all types from pre-conception, to pregnancy, to early parenting. Natural Resources also serves birth professionals by providing education, support, networking and events, and offering opportunities for birth professionals to connect to their clientele.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

1367 Valencia Street is a classic San Francisco retail space, with clerestory windows on the front facade, display areas at the windows on either side of the entrance, a skylight within, wooden floors and high ceilings. The classroom has glass windows to allow light to come in. Display shelving is arranged along the outer walls, leaving space for strollers, a children’s play area, changing table and seating towards the middle.

Photographs of babies, pregnant mothers and families can be found throughout the store. All photography is from local photographers and artists.

Currently, the exterior and portions of the interior are painted a deep eggplant purple which matches the logo and branding of Natural Resources.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

The opportunities for education, empowerment and community for women and families in the Mission, Noe Valley, Bernal Heights, Castro, Potrero Hill and surrounding neighborhoods would be greatly diminished if Natural Resources were to be relocated or shut down. The pregnancy and postpartum period is a time of much learning and change, which can often feel isolating. Having a neighborhood resource where women and families can go to learn about what’s going on in their bodies and with their emotions, and connect with others at a similar stage and feel welcomed is hugely important.

If the organization were to close, lifelong friendships would not be made. Support in a tender time would not happen. Mothers who just need a place to get out of the house and see other people would not have that safe space to find respite. It would also result in an economic loss for the numerous service providers for whom Natural Resources is a connection catalyst for their business: the 50+ facilitators who teach their classes at Natural Resources, doulas and midwives who find their clients through Natural Resources, lactation consultants, nannies and many others would have to find other ways to reach their potential clients.

In the past few years, other centers serving this population have shuttered their doors in San Francisco.

- Day One in Laurel Village closed their storefront to focus on an online, corporate set of offerings.
- Recess, in Potrero Hill, was a play space for young children and their caregivers. It was closed in that location in 2018 and is now being reimagined as a much smaller, nonprofit community space called Recess Collective in the Sunset.
- Carmel Blue, in North Beach, had provided birth classes and retail. They closed, and their classes were moved to Recess, until Recess closed.

CRITERION 3

a. Describe the business and the essential features that define its character.

Natural Resources is a resource center that supports families and individuals on the journey of parenthood, from pre-conception to pregnancy to early parenting and beyond. The focus of Natural Resources is providing education, empowerment and support from the lens of compassionate, healthful and natural options. Essential features of the organization are: classes, rentals of birth tubs and breast pumps, memberships, community space, books and DVDs, doula training and certification, resources, support, thoughtful retail and need-based grants.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Natural Resources is committed to maintaining the core components of empowered education, connected community and general resource center. That means continuing facilitated classes and support groups; curated, natural retail; and always having a dedicated area where parents/caregivers and babies can rest, recharge and gather.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

In order to provide the services that Natural Resources deeply values, there must be enough physical space to provide all of the different offerings. There currently is a front area with retail; a community gathering area; a classroom with chairs, a screen and space for around 18 students; storage space for birth tubs and pumps; and a larger studio space with room for up to 35 students.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates that Natural Resources has been a pregnancy, childbirth and early parenting center for 30+ years is included in this Legacy Business Registry application.

FILED *WDM*Secretary of State
State of CaliforniaJUN 30 2015 *RPC*

ICC

ARTICLES OF INCORPORATION

OF

THE NATURAL RESOURCES ALL FAMILIES FOUNDATION, INC.

ARTICLE 1

The name of this corporation is: THE NATURAL RESOURCES ALL FAMILIES FOUNDATION, INC.

ARTICLE 2

A. This corporation is a non-profit public benefit corporation and is not organized for the private gain of any person. It is organized under the Non-profit Public Benefit Corporation Law for public and charitable purposes.

B. The specific and primary purpose for which this corporation is created is to facilitate full access for all families, regardless of socio-economic circumstances, to educational and community support services.

ARTICLE 3

The name and address in the State of California of the corporation's initial agent for service of process is:

Ginny Colbert
1367 Valencia Street
San Francisco, CA 94110

ARTICLE 4

The corporation's initial street address and mailing address is 1367 Valencia Street, San Francisco, CA 94110.

ARTICLE 5

A. This corporation is organized exclusively for charitable purposes within the meaning of §501(c)(3) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States internal revenue law. Notwithstanding any other provision of these articles, this

corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation, and the corporation shall not carry on any other activities not permitted to be carried on (i) by a corporation exempt from federal income tax under §501(c)(3) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States internal revenue law, or (ii) by a corporation, contributions to which are deductible under §170(c)(2) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States internal revenue law.

B. No substantial part of the activities of this corporation shall consist of carrying on propaganda or otherwise attempting to influence legislation, nor shall this corporation participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of any candidate for the public office.

ARTICLE 5

The property of this corporation is irrevocably dedicated to charitable purposes meeting the requirements for exemption provided by Section 214 of the California Revenue and Taxation Code and no part of the net income or assets of the corporation shall inure to the benefit of private persons. Upon the dissolution or winding up of the corporation its assets remaining after payment, or provision for payment, of all debts and liabilities of this corporation, shall be distributed to a nonprofit fund, foundation, or corporation which is organized and operated exclusively for religious, charitable, scientific or hospital purposes and which has established its tax exempt status under Section 501(c)(3) of the Internal Revenue Code.

Dated: 6/29/2015



Ginny Colbert, Incorporator

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
CHR Status Code: _____
Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2 Resource Name or #: (Assigned by recorder) 1365 VALENCIA ST

P1. Other Identifier: 1365 - 1367 Valencia Street

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 1365 VALENCIA ST City: San Francisco ZIP 94110

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 6515 020

*P3a. Description: (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

1365 - 1367 Valencia Street is located on a 32.5' x 90' rectangular lot on the east side of Valencia Street, between 24th and 25th Streets. Built in 1908, 1365 - 1367 Valencia Street is a 3-story, wood frame mixed-use building designed in a style consistent with the Edwardian period and with Classical Revival influences. The rectangular-plan building, clad in flush wood siding on the primary façade and channel drop wood siding on the secondary facade, is capped by a flat roof. The foundation is not visible.

The primary façade faces west and includes 2 structural bays. The building features 1 commercial unit with 1 commercial entrance on the first floor, and 2 residential units above with 1 residential entrance on the first floor. The storefront appears original to the building and is located at the south side of the primary façade. It features a partially-glazed wood door in a shallow angled vestibule with a tile floor. The storefront also includes fixed plate-glass wood-sash windows above paneled wood kick panels, molded window surrounds, display area backwalls, and a divided glazed storefront clerestory. (Continued)

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple Family Property, HP6. 1-3 Story Commercial Building

*P4. Resources Present: Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Description of Photo:

View of primary façade on Valencia Street. 12/27/2007

*P6. Date Constructed/Age:

Historic Prehistoric Both

1908 SF Assessor's Office

*P7. Owner and Address

SAAVEDRA GUILLERMO A & RITA
348 ELM AVE

SAN BRUNO CA

*P8. Recorded By:

Page & Turnbull, Inc. (CD/RS)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded: 1/16/2008

*P10. Survey Type:

Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "None")

Eastern Neighborhoods Mission Survey

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (list):

Page 2 of 2

Resource Name or #: (Assigned by recorder) 1365 VALENCIA ST

*Recorded By: Page & Turnbull, Inc. (CD/RS)

*Date Recorded: January 2008

Continuation Update

*P3a: Description (continued):

The residential units are accessed by an entrance on the north side of the primary façade. The segmental-arched opening features a scrolled keystone and a denticulated door hood. The entrance contains concrete stairs, tile flooring, and two partially-glazed wood doors with glazed transoms. Upper story fenestration consists of angled bay windows that contain double-hung wood sashes, molded surrounds, and keystones. The primary façade terminates in a box cornice with dentils, modillions, and extended brackets.

The building appears to be in good condition.



Detail view of ground level.
Source: City of San Francisco Planning Department





 NATURAL
RESOURCES
PREGNANCY THRU PARENTING

CLASS



15

 **NATURAL
RESOURCES**
PREGNANCY THRU PARENTING

Come inside for
baby ♡ CLASSES
♡ PRODUCTS
♡ SUPPORT

BIRTH ~ PARENTING

PUSH
this side to open

RETAIL COMMUNITY



PREGNANT

In My Barn

TAKE TWO!

ORB

LAWN

STEM

BECOME A DOLLY

Breastfeeding
is our "bag"



Breastfeeding Mothers'
Circle - every Monday

Breastfeeding & working
Morn - every other month

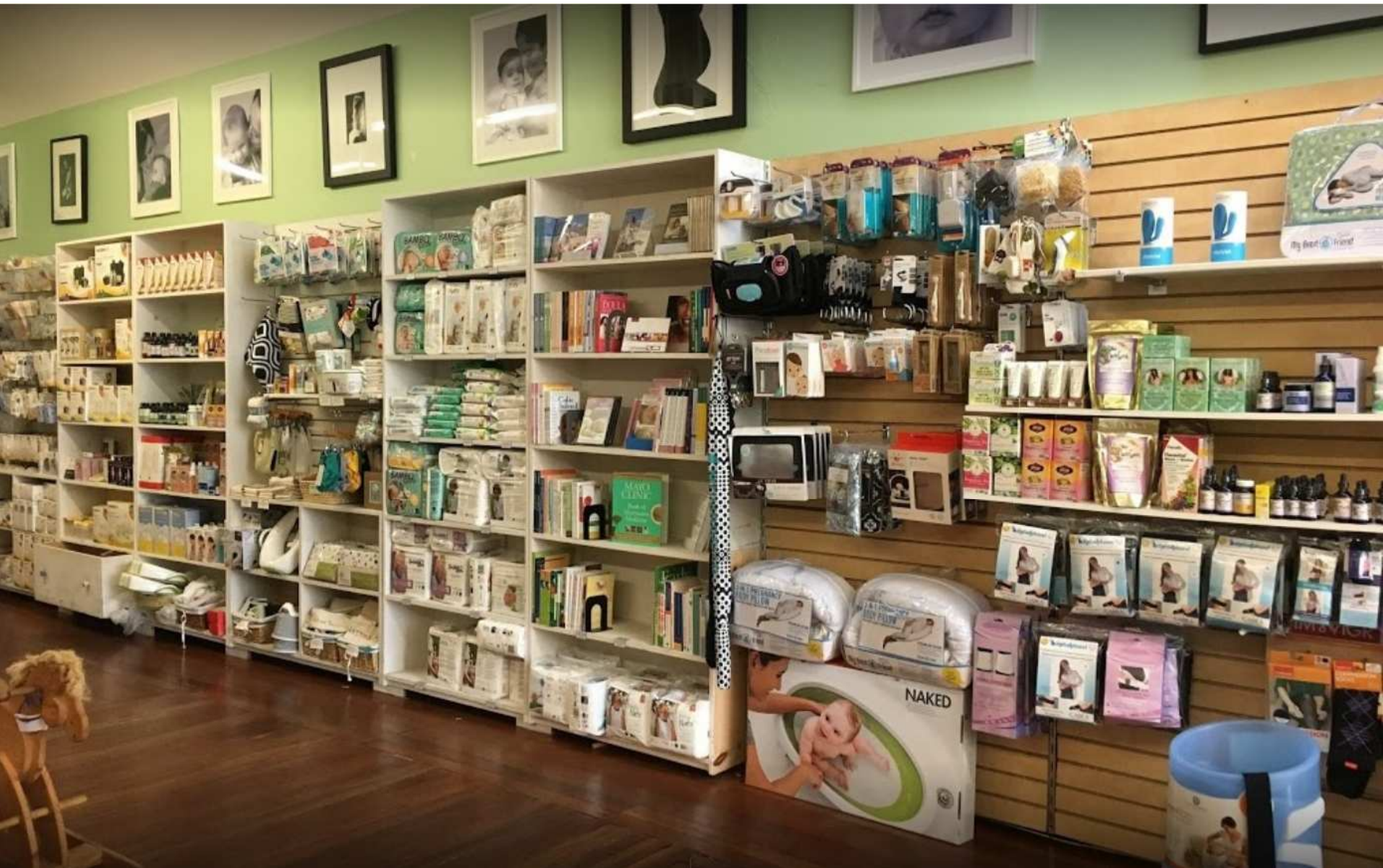
Breastfeeding Consultations
phone/in-home/in-store

















THIS MONTH

WELCOME!
CELEBRATING
THE
REBIRTH OF
NATURAL
RESOURCES

Check out our new website:
naturalsresourcesof.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10/1 10/2 10/3 10/4 10/5 10/6 10/7	10/8 10/9 10/10 10/11 10/12 10/13 10/14	10/15 10/16 10/17 10/18 10/19 10/20 10/21	10/22 10/23 10/24 10/25 10/26 10/27 10/28	10/29 10/30 10/31		

\$5 - ONE RAFFLE
TICKET

\$20 - FIVE RAFFLE
TICKETS

FAMILY MEMBERSHIP

RENTALS

MEMBERS & GROUPS



Janet

WOMEN'S GROUP MEETING - MARCH 6, 1987

In order to see what is currently available in the community (Bay Area), and to find models for the people who will visit

The following issues were raised:

- Who is this for? Moms?/Kids?/Parents?
- What are we - What do we want to accomplish?
- How medically oriented? Lesbian services?
- How are we structuring meetings? Agendas? Leaders?
- Checking in personally?
- How do we startout - what space do we use?
- Decision-making

and will check out the following in each place...

Our discussion resulted in the following:

- WHO IS THIS FOR?

Women, with availability for specialized support groups for parents, fathers, lesbians, etc.

- HOW MEDICALLY ORIENTED?

- Alternatives to medicine
- Liaisons between parents and the medical establishment
- Educating the medical community
- Referral to medical system with ratings.

- WHAT SERVICES DO WE OFFER?

- Referral
- Pregnancy/Postpartum Support
- Pregnancy Decision Making Choices (deciding to get pregnant)
- Parenting Classes
- Support Groups
- Massage (?)
- Resolving Birth Trauma
- Clothing and Toys Flea Markets
- Library
- Public Events & Lectures

GOALS/Services Offered

- Empowerment Techniques
- Baby Observation
- Gathering Place for Moms and Babes
- Working Through Childbirth Trauma

In order to see what is currently available in the community (Bay Area), and to find models for the organization we're envisioning, people will visit the following places...

JCC Parents' Place	(Judith, Janet)
Birthways	(Chris, Thyria)
Birthplace in Menlo Park	(Judith, Deb, Kate)
Santa Rosa	(Kate)
Childcare Switchboard	(Janet, Maggie)
Women's Building	(Maggie, Deb)

...and will check out the following in each place...

- Their vision and philosophy
- Who they serve
- Funding and operating expenses
- What are their services
- Structure
- Marketing/Outreach/Publicity
- How they do ratings and referrals

Parenting
 Counseling * * *
 Childbirth/Pregnancy Classes
 Massage

The next meeting will be Friday, April 3 and 10:00 a.m. at Deb Donnelly's house - 673 $\frac{1}{2}$ Kansas Street (between 18th and 19th Streets on Potrero Hill).

The agenda is to check in at the beginning, then go around and report on what we learned from the above visits and research.

Referral fee - fee to be registered there
 Membership - member discount on events
 Fundraising lectures

WOMEN'S GROUP MEETING - MARCH 4, 1987

The following issues were discussed:

NEEDS

1) COMMUNITY

Extended Family
Support for Families/Mother
Parenting

2) INFORMATION

Mainstream
Alternative
Choices

3) SERVICES

Referral
Postpartum Support
Parenting
Counseling
Childbirth/Pregnancy Classes
Massage
Exercise Classes - Pregnancy, etc.
"Mothers Helpers" (go to people's homes to help)
Library (eg., Planetree)
Public Events/Lectures

4) FINANCES

Fee for Services
Referral Fees - fee to be registered there
Membership - consumer discount on events
Fundraising Lectures

GOALS/Services Offered

Empowerment Techniques
Baby Observation
Gathering Place for Moms and Babies
Working Through Childbirth Trauma

CHANGING WOMAN **Bringing Pregnant Women Together**

by Deborah Jackson

What are the feelings and problems pregnant women talk about among themselves, those that are not found in the prevailing literature? What is the "unwritten book" on pregnancy? We overlook women's need for connectedness in this process, and the unique way that women in community draw on their own resources and intuition in order to go through profound personal change. The following article is about a pregnancy support group which started in San Francisco, and has continued spontaneously to this day. As its first facilitator, I was continually fascinated by what I was learning about women, their innate wisdom for making life's changes. The group has continued with former members taking over as the facilitator as each one outgrows the world of having babies. If you would like help forming a group such as this in your community, please feel free to write me in care of this magazine, or contact Natural Resources, a Pregnancy and Childbirth Resource Center, in San Francisco.

I arrived first, put the tea kettle on the hot plate and set out the cups and assorted boxes of herbal teas. This small symbolic offering was also my way of collecting my wits about me before the group arrived. What would it be tonight?

At 7:30 p.m. they began to arrive, trying valiantly to arrange their big, ripe bodies on pillows placed strategically around them in the carpeted room. Some would be having their babies very soon, some were newly pregnant, and looked almost "normal." It was *Changing Woman*, a pregnancy support group held weekly in San Francisco since 1988. As facilitator, I learned quickly that what was required of me was not to direct or provide answers. It was merely to bear witness - to provide the space for these women to connect with each other. If there was one thing most remarkable to me about this group, it was the strength behind their need to connect with other pregnant women. Like an ancient calling to the waterhole, or marketplace, or quilting circle, their ability to give each other exactly what they needed to find their own way was magical.

These were women living and working in the city, separated from their families, and unable to relate their pregnant experiences to co-workers. Many felt isolated and with many questions unanswered by the expert opinions offered by books, doctors, friends, etc. What did we talk about? I had read all the books, they had read all the books. It was those things not written about, yet shared by women in cultures around the world for centuries.

We didn't spend a lot of time with "What to Expect," but prepared for the unexpected. We didn't work on "How to Overcome Pain/Fear/Etc." but talked about everything, focusing on the present, not on the birth to come. Soon I learned that my role in the group was simply to be one that had crossed over to the other side - I was the only one present who had already had my baby. I could say, this is worth it, you are going through the experience of your life. I could say, this is how it was for me, and share with them my own story. I could *not* tell them "...this is how it will be for you." Anyway, they wouldn't let me if I tried!

The stories...the dreams and letters...the anger. The anger? You bet. These were not always your radiant, sweet-looking pregnant women decked out in little girlish maternity ensembles. These women were coming into their own. Anger was expressed at the way they had been treated on the bus, by their doctors, bosses, co-workers, you name it.

When Mommy's Little Girl becomes Mommy.

One interesting dynamic that repeatedly appeared in cycle after cycle of the group was communication from their mothers. When her little girl is becoming Mom, what becomes of Mom? This was a powerful transition, and many received puzzling, intensely negative communications from their mothers - a phone call, or a letter, usually around midway in the pregnancy. Mothers who were extremely attached to their identity as mother, now felt that the rug was being pulled out from under them. It stirred up a lot of remorse and guilt for the Little Girl/Mother on the other end. It was fascinating to see these pairs find ways to bridge this huge transition. With joy and a measure of relief they discovered each other on the other side.

What about early pregnancy?

There is no "baby" yet, nothing to "show." Many women are simply waiting in anxious limbo until they are sure they are past the point of previous miscarriages, they have decided whether to have the baby, or have received prenatal testing results. They are not experiencing pregnancy, as it has been described to them. They are experiencing loss of self. There is not one single aspect of their lives that will remain untouched by this event, no matter the outcome. Their bodies, all of their relationships, environments, work and/or career, will all be effected in some way. Having a baby involves a process of rebirth for the mother.

In the group, we often didn't see women until they had overcome this period of painful uncertainty, and were feeling more accepting of the fact the they were pregnant, and able to move with that reality in the outside world. However, when a brave woman did join us in the first trimester, we felt honored. At times this was the only place she was able to acknowledge what she was going through. Pregnant women seem to intuitively know the value of this chaotic, unformed time in which we're suspended as the new sense of self begins to emerge. A supportive circle was formed around them, like a womb or a nest. If they could only eat Kit Kats, we brought Kit Kats. Or ginger tea for nausea, or a massage to the temples, or the opportunity to sit quietly for the entire evening, to withdraw and be simply "at a loss."

Blessingway

The time arrives for having the baby. Classes have been taken, plans made, diapers readied. For many women, there is either no ritual, or perhaps a baby shower given by friends or relatives to mark the time when we leave "being pregnant" and begin to focus on the birth and baby. In our group, we honored the woman in her last month with a ceremony, in which they were to receive our blessings and love, and wishes for a safe passage to the other side. By this time, many felt that they had friends who would be waiting for them with babies in arms, and many long-lasting friendships were born, as well! The rituals would reflect the unique style of the women

for whom they were offered. We could all remember many anecdotes and the particular issues of her pregnancy. But, we never knew what each woman would face next. It was not always a "happy" or "positive" birth outcome. At this point, they were leaving our nest, and facing the gate between life and death. They had our respect and gratitude for sharing their story with us, and would be asked to return after their birth so that we could hear the final chapter, and welcome the baby we had spent the last few months with in our group.


Changing Woman

Changing Woman is one of the names given by native american peoples of the Southwest to their goddess of creation. She is where it all began, and embodies the dignity, humility, courage and connectedness with all nature required to travel life's transitions with a spiritual understanding. We are all Changing Woman, but never so much as when we are welcoming new life into the world. She was our guide and scout, and the spiritual mother who helped us see the wisdom we all had within us for making the journey through pregnancy and birth.

VIDEOS

YouTube

Search



Natural Resources All Family Foundation

Office Manager Natural Resources

Subscribe 0

53 views

https://www.youtube.com/watch?v=iZ1E_m3ryG0&feature=youtu.be

“Natural Resources All Family Foundation”

Published on Oct 18, 2017



CLOSED

Natural Resources - pregnancy, childbirth and early parenting center

well loved and in need

Cara Vidano
1 Campaign | San Francisco, United States

\$48,412 USD

831 backers

107% of \$45,000 Fixed Goal

FOLLOW



<https://www.indiegogo.com/projects/natural-resources-pregnancy-childbirth-and-early-parenting-center#/>

“Natural Resources - pregnancy, childbirth and early parenting center”

Natural Resources has been serving parents of all walks of life, from pregnancy through early parenting, for almost 25 years. We’ve shared many joys with our customers, first smiles, first laughs, first steps, first words. We’ve had women stop in while in early labor so we can embrace their excitement of what is to come. We get to congratulate partners and grandparents coming in shortly after birth with lists of “Oops, we realize we also need....” Often a mother’s first trip out with her baby is to Natural Resources where she knows she will be welcomed and supported while she nurses in a comfortable glider. Over the years, we’ve been part of so many heartwarming and memorable experiences.

Natural Resources has been mother owned since the very beginning when two women rented a small storefront in the Noe Valley district of San Francisco and began running classes and providing resources and support for parents, offering information that was not readily available at the time. As a mother myself, I took on the business when my oldest daughter was 7 months old. I was attracted to running Natural Resources because of my own experience during my pregnancy. I was fortunate enough to have an angel of a doula who educated me about my changing body, my growing baby, and my birth choices in the city. I went on to take classes at Natural Resources to gain more knowledge and had the most glorious and positive birth experience I could have ever asked for. What a life changer!

When I found out NR was for sale, I was excited at the opportunity of being able to offer the education and support I received during pregnancy to an entire community of people. In all honesty I had no idea what I was in for, but I put everything I had into it with my daughter by my side. And the business grew and grew. We expanded our product line always keeping in mind items that are natural, organic, eco-friendly and often locally made. We went from a 900 square foot store with a handful of classes to a 2500 square foot building with 3 times the number of class offerings. Classes we offer include childbirth preparation, newborn parenting,

breastfeeding, mother/baby support groups, father support groups, infant massage, introducing solids, and baby signing.

Since the downturn of the economy, Natural Resources has been struggling but surviving. We have always been fortunate to have a supportive and loyal customer base - we truly have the loveliest customers. Unfortunately the last year and especially the last few months, things have taken a turn for the worse. The cash is just not there to keep up with inventory. Many times a day we have to turn people away because we are out of stock of the items they need. It is important to have diapers and wipes as well as the right sized bra for the new nursing mother. Equally important are our classes, workshops, professional trainings and support groups. Our educators and facilitators bring an impressive level of quality and professionalism to each and every class. We want our educational offerings to continue to thrive while we also provide the items our customers need.

Why IndieGoGo?

This has been an incredibly difficult decision for me. At this point, I have tried everything I could think of to keep Natural Resources going and nothing has worked out as planned. Time is now running out. Therefore, I have decided to ask our community for help. The amount I am asking for is the minimum we need to keep Natural Resources open. Because of this, all funds will be returned if the goal is not reached.

With your support we will be able to do the following:

- restock the store with our carefully chosen and unique products with a special focus on the most requested, most necessary and practical items needed for pregnancy, birth and parenting such as nursing bras, baby carriers, layette clothing, breastpumps and breastfeeding supplies, and discounted maternity clothes from Maternity Xchange
- redesign the classroom space with more comfortable seating and an even cozier atmosphere
- expand our educational and support options, offering the classes, groups and workshops our parents want most

We have drastically reduced our expenses and will continue to keep them very low as we pull out of this rut. Going forward, we will be focusing on the products and services that we know bring in reliable revenue. As always, we will continue to be a safe haven, a home away from home, a place to hang out, feed and change your baby, have some tea and snacks, meet other parents, cry, share, boast, laugh. A place to build your community.

We greatly appreciate anything that you can offer. We look forward to sharing many more joys with our community of families.

With much gratitude,
Cara Vidano and the Natural Resources family



natural resources

A Pregnancy and Childbirth Resource Center

Winter 1991/1992

New Arrivals

May

- 15 Forrest Augustus born to David & Jane Bernhardt
- 17 David Samuel born to Tamar Resnick & Robin Serrahn
- 30 Henry Chase born to Marina LaPalma & Rich Goldstein

June

- 1 Rafael Harpo born to Shoshana Marchand & Luke Jaeger
- 3 Nikita Lorella born to Ted Bury & Valeric Valdez

July

- 28 Chloe Weisbord born to Nina Weisbord & Kyle Terres

August

- 10 Reese Nathaniel born to Tim & Deann Wilson
- 12 Dean Ackerley born to Jean & David Capece
- 13 Alexander Deveraux born to Lois & Gordon Brandt
- 15 Daniel Cole born to Helen Colgan & Jack Tipple
- 25 Natalie Walker born to Megan & Mark Haight

September

- 3 Reuben Gabriel born to Laura Schulkind & Daniel Perlstein
- 8 Ella Rae born to Pam Nicholls & Robin Woodland
- 10 Matthew Evan born to Fern Friedman & John Schimpf
- 17 Natalia Elisa born to Brian Powers & Katy Riggs
- 21 Maryaah Theresa born to Kathy Robran & Bill Jensen
- 30 Katya Morgan born to Gabriella Stephan Frazier & Richard Frazier

October

- 1 Jae Griffin born to Alice Scharper & Chris Park
- 1 Jacob Benjamin born to Lindy & Geff Clinton
- 1 Shoshana Mira born to Ruth Paris & Rob Saper
- 6 Zach Serota born to Sam & Loren Bell
- 8 Shay Lee born to Ron & Julia Steinmetz
- 16 William born to Tom Meyer & Julie Stevenson
- 19 Amy born to Dan & Susie Williams
- 23 Robert James born to Jan & Rory Little
- 25 Kyra Tsapls born to Robin Gould & Adam Tsapis
- 28 Alexander and Elizabeth born to Janice Braunstein & Catherine Weiser
- 29 Dominic Schwarty born to Rebecca Wightman & Steve Schwartz

November

- 3 Tara Malread born to Leslie Keir & Richard Moore
- 6 Andrea Isabel born to Ernesto & Lucia Garcia
- 7 Marshall Parting and Lindsay Anderson born to Olivia Lindsay & Trevor Marshall
- 12 Sahara Sunday born to Johnny Spain & Elisabeth Sunday Spain

Natural Resources is an independent, community-based resource center focusing on pregnancy, childbirth and early parenting.

Our belief is that we all have within ourselves, and in our communities, the "natural resources" to be informed, responsible and creative during this time of great personal transformation.



P. Picasso, Mother and Child 1921-22

Editorial

Natural Resources has always been a center with many strengths; a vision of providing education and support, a warm setting (that welcomes moms needing to nurse, babies needing a diaper change, fathers needing information) and a foundation based on community support. These strengths make Natural Resources a wonderful place, but the beauty that sustains us lies in the staff. The group of women that run the shop and conduct our ongoing classes are the heart and vitality that make Natural Resources the magical place we so strongly believe it to be. It is truly an honor to work beside these women and we'd like to acknowledge and thank them for their talent, commitment and integrity. We look forward to sharing the new year with all of them. Our heartfelt appreciation and big holiday hugs to Shannon Anton, Shanna Franklin, Liz Goldstein, Maggle Greenwood, Susan Hodges, Deb Jackson, Carista Luminare, Michele Mason, Michon Mahlstedt, Fern Neuhaus, Chris Pritchard, Margaret Stalnaker, Lluvia Esparza de Perez and Christle Josef.

Also, our deepest appreciation to Kyle Johnson, a wonderfully talented graphic

designer who worked with us in transforming our newsletter and ditto Karen Solcau for her help on in-house projects.

The Natural Resource of the Year

There comes a time when it's impossible not to recognize the important people in our community. Over the past year we at Natural Resources have seen so many people giving more than is expected of them, contributing in unselfish ways, putting their mouth where their beliefs are and working to make changes in the world. We have chosen to acknowledge one person each year as an outstanding citizen and name them Natural Resource of the year. Highest votes would win. One name definitely stood out for her encouragement, convictions, voice, hard work and support (not only of Natural Resources, but of many segments of the childbirth and parenting community) — we are proud to name Nan Scott, Natural Resource of the year.

Thank you Nan!
(Nan is owner of Dydee Wash diaper service).

Membership in Natural Resources

Receive:

- Library Privileges and Video Rentals
 - 10% Discount on Retail Items & Ongoing Classes
 - Big Savings on Breast Pump Rentals
 - Staff Consultations and Referrals as needed
 - Information Packet
 - Free Subscription to Newsletter
- \$35 – \$60 (Sliding Scale)

Hours

Mondays - Fridays 10:30 am – 6:00 pm
Saturdays 11:00 am – 4:00 pm

Natural Resources will be closed:
December 24 – 28 and January 1

Mailing Lists/Subscriptions

If you have signed our mailing list, we are happy to send you a complimentary copy of our latest newsletter. Unfortunately costs are prohibitive and our mailing list too large to continue mailing subsequent newsletters. A one year subscription is \$7.00.

Whether you are a member, newsletter subscriber or have signed our mailing list, please contact us as soon as possible with address changes.

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for boys & girls

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and register for your baby shower.

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for newborns and infants.

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(415) 648-3954



YOUR CHILD'S PHOTO HERE!
We welcome photo submittals
for the newsletter.



December 14, Saturday
Ann Kenworthy graduates from Nursing School!

January 4, 11, 18, Saturdays
Alexander Technique During & After Pregnancy
 In this class, we deal with the shifting of your weight and balance, and the consequent strain on your back. The Alexander Technique teaches you a new kind of balance using every day activities such as lifting and carrying your baby. You will learn how to move in a way that's easier on your body and will benefit you for the rest of your life.
9:30-11am/3 sessions
members \$20, non-members \$25

January 5 - February 23, Sundays
Mothercircle
 Here we circle as mothers, bringing our issues, dreams, tears and creativity. We will hold our hearts in each other's hands, and will leave with vision as a tribe, re-united. There will be body-work, soul work and spirit work. Mothers only, please. This is time for you! Facilitated by Chris Pritchard, R.N., midwife, mom and gatekeeper.
2-4pm/8 sessions \$90 in advance, \$100 at door

January 11, Saturday- Introduction to Infant Massage for Dads with Larry Miller
 My son is now twenty-two and when I give him a massage I think to myself; I would love to have had my father give me massage. When I was a child there were so few ways that we could be close with one another. As a new father join me for an Introduction to Infant massage.
11am-12:30pm \$10.00

January 12, Sunday
Childbirth Refresher
 A quickie childbirth preparation class for first or second time parents.
9am-1:30pm
\$45/couple members, \$50/couple non-members

January 25, Saturday
After the Baby Comes
 Expectant parents are invited to a free class on what to expect in the early postpartum days after birth. This class, taught by staff members of "The Fourth Trimester", a postpartum care service in San Francisco, will focus on facing the exciting transition and challenges of having a new baby. Discussion includes ways to pamper yourself while caring for your family, pulling together your support system and finding helpful community resources.
10am-12 noon members, FREE!, non-members \$5

January 25, Saturday
Networking for Childbirth Professionals
 Childbirth Educators, Midwives, Doulas, Labor Coaches, Lactation Consultants, Massage Therapists, anyone who works with pregnant and postpartum women, are invited to introduce yourself and your services to other professionals so we can refer each other's services to our clients. Don't miss it!
12 noon-2pm

February 1, Saturday
Childproofing - A Must!
 Learn what you can do to reduce the risk of injury to your child. Safety is no secret formula; it includes education, supervision and consistency. Safety tips will be provided by Mark Altman, creator of the Childproof Service.
11am-1pm FREE!

January 17, Friday
Communicating with the Unborn Child
 Did you know that you can consciously share feelings and thoughts with your child in the womb? Your child is available to send and receive communications from you. Anyone can develop the intuitive ability to bond with their unborn child. Prenatal bonding is creative, easy and fun. Carista Luminare, MA, is a preconception, prenatal and birth educator. She is currently writing a PHD dissertation and book called *Birth Potential*.
7:30-9:30pm \$10 per person, \$15 per couple

March 2, Monday
Your Marriage & Your Infant's Wellbeing
 Al Crowell, M.F.C.C., a Noe Valley therapist specializing in marital counseling will share with us his approach to helping couples strengthen their relationship. He will demonstrate two processes he teaches. One gives couples a fail safe method of discussing emotionally-laden issues such as parenting. The other process uses partners' frustrations to grow individually and as parents.
7:30-9:00pm FREE!

Please pre-register for all events • 550-2611

Our Ongoing Classes . . .

Childbirth Preparation Class
 This class is an "eclectic approach" to childbirth preparation. The emphasis is on body awareness and positioning, relaxation, partner support, and self-advocacy skills and information as empowerment. Technical aspects of labor and birth are discussed, and options and alternatives are covered. Breast-feeding, infant care, and mother and father transition issues are discussed. The group is limited to six couples.
Weeknight and weekend classes. \$90/members, \$100 non-members
 Includes six weekly classes and a reunion after all the babies are born.

Partners In Birth:
Natural Childbirth Education with "The Bradley Method"
 It's important for you and your baby to have the best, safest and most rewarding birth experience possible. For that reason we offer this 12-week course on natural childbirth with active partner participation. We will cover optimal nutrition, avoidance of drugs, relaxation combined with natural breathing, focusing within and working with your body, immediate breastfeeding and continuous contact with your baby. Limited to 6 couples.
 Call for dates **\$135/members, \$150/non-members**

'Changing woman' - A Pregnancy Support Group
 This group will provide a safe, open and spiritual setting in which the pregnant woman can explore with others her own personal issues as they arise. The focus is on pregnancy as a rite of passage and the opportunity it presents for personal transformation. This is not specific preparation for birth. The group is ongoing.
Wednesday evenings, 7:30 - 9:30 pm \$30/month or \$10/session
 Introductory group session at no charge.

Infant and Child C.P.R.
 Cardiopulmonary resuscitation is a basic life saving technique to be used when breathing and heart activity have stopped. This class will also include how to respond to a choking victim. Red Cross Certification upon completion. Register soon, classes fill quickly! Class limited to eight.
Monthly, please call for dates and times \$33/person

The Prepared Sibling
 Come join us and find some invaluable ways to get your children prepared for the arrival of the new baby that will be coming to live at their house. It will be a major change in their little world and they would love to know about it.
Call for schedule. \$10 per person, \$16 per couple

Vaginal Birth After Cesarean
 A four week exploration into healing and empowerment in preparation for a vaginal birth after a previous cesarean. Working with your partner, labor review, visualization work, safety issues, and advocacy, in an intimate and supportive group. Facilitated by Maggie Greenwood, R.N.
Call for Schedule. \$75 per couple

Postpartum Support Group (Newborn - four months)
 This is an ongoing, drop-in group which is structured as participants desire. Interact with other moms and share your experiences of emotional and physical recovery after birth, changing family relationships, breast-feeding, infant care, sleep, etc. Bring babies!
Tuesdays 2-4pm \$30 for five sessions or \$7 per session

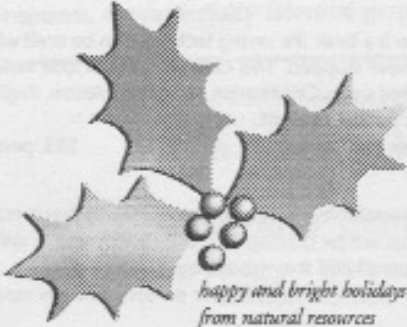
Mother and Baby (four months and older)
 This is an ongoing, drop-in group designed for the mothers of babies four months and older. Infant development, household safety, returning to work, and introducing solid foods, are a few of the topics discussed. Bring babies.
Thursdays 2-4pm \$30 for five sessions or \$7 per session

Please call us so we can arrange convenient classes for you.

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"Feminizing" Maternity Care

by Suzanne Arms

"Feminizing" maternity care means bringing qualities traditionally associated with women into the way we care for birthing mothers, babies and families. The ability to listen and be receptive and nurturing are the primary qualities birth attendants need.

A childbearing woman cannot expect a more "feminine" approach simply because she chooses a female care provider. Some men are more supportive and protective of the natural process; some women won't stand for a patient disagreeing with them and intervene aggressively when a problem arises.

It is imperative that the midwife, doctor, or nurse does not take advantage of a woman's vulnerability in childbearing and her need to trust those around her. The power needs to remain firmly with the woman, her body, her baby. Whether or not she knows it, the mother is the expert.

A woman needs the support and care of others before, during and after childbirth. Her body should be lovingly attended to. After the birth, home visits by a midwife, nurse or home health attendant who also checks in with other members of the family can be especially supportive and beneficial.

Feminizing birth means that those who assist take the lead from the woman (which may mean helping her discover what she instinctively knows) and stay in the background, allowing mother and baby to conduct the experience.



*This article was excerpted from **Immaculate Deception II, Myth, Magic and Birth.***

*Suzanne Arms is a photojournalist, activist, visionary and internationally acclaimed author of several books, including the important work **Immaculate Deception**, originally published in the 1970's.*

This book changed the lives of thousands of women and how they viewed birth. This view was, and continues to be that birth is normal, not technological, and that women should and need to be supported, not controlled during this time.

*Suzanne's latest project is a film entitled, **Birth of the Future**, that promises to be just as important for the new century as her first ground breaking book was. **Natural Resources** will be sponsoring a fundraiser for this upcoming film. See details on page 3.*

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by Deb Jackson

Natural Resources - A Birth Story



Editor's note: Natural Resources' 10th birthday was March 21. We asked Deb & Chris, the original mothers, to reflect on their experiences from that time. We thank both of them for creating what has become such an important part of our lives.

The cosmic thread that became Natural Resources got tangled up with the weaving of my life some time around my daughter Paloma's entry into this world. Here is my story, although Natural Resources has many mothers. The question is - how far back does this birth story go? Ten years, or hundreds?

Paloma entered my life before she entered my body. I was 35 years old, and in graduate school, studying Organization Development and Transformation. I was a practical person, not given to bouts of intuitive hallucination. I experienced this "vision" or message from my intuitive self during a 5 minute relaxation and centering before one of my classes. *There were the three of us, but the identities seemed to be able to shift around me, my mother, the baby girl about to be born. The room was small, dark and peaceful. My mother was having a baby girl, and I was helping with the delivery. As the sweet child slipped into my arms, I said, "This time, we're going to do it right!"* My eyes popped open, the words still ringing in my brain. The classroom slowly came back into focus, and six months later, Paloma was conceived. I feel this was my first message from Paloma, and opened the door to a whole new era, a whole new way of seeing myself, and it was the first heartbeat of Natural Resources, although I didn't know it then.

But, Natural Resources has many mothers. Kate Luna started the *Pregnancy Awareness Support Group* in 1986. We gathered at Rocky Mountain preschool each week for candlelit tea, talk, yoga, visualization, and a type of spiritual midwifery only Katie could provide. We sat together like ripening pumpkins amid the blocks and fingerpaints, our friendships and bellies growing with the passing weeks. As the babies came, we welcomed the new mothers-to-be, to take our places in the ever-widening circle. And, Natural Resources was, without our even

knowing, tugging on us already.

It was because of this group, and friends like Katie, Janet Rivera, Maggie Greenwood and Thyra Ogletree that I started to realize I was having a quite normal uncomplicated pregnancy. Me! In spite of my age - whoa, "over-35" - and a self image that quite simply expected things to go wrong. Things weren't. This was where I discovered that there was the chance a new me was possibly trying to be born along with the baby. What luck! I decided to go with it.

Homebirth was considered, then chosen after meeting Erin Carney, Holly Rauhen and

Natural Resources has many mothers. The question is - how far back does this birth story go? Ten years, or hundreds?

Suzette Burroughs - Labor of Love Midwifery. Chris Prichard was teaching childbirth preparation classes in her Hill Street home, and was rumored to be the best. She is! A second circle of caring friends began to form with these experienced, professional women who were like lionesses possessing of an ancient wisdom. As the time of physical birth approached, they helped bring me down to earth. Helped me learn about power, and about surrender.

Paloma was born (that's another story!), and our "pregnancy support group" continued to get together regularly. The desire and need for community doesn't stop with childbirth, but continues - and seems to be a simple fact of mothering. Being a mother means a whole new level of connection, and wonderfully so.

Intermingled with our conversation about truly gross things, and 'babytalk,' we talked about how difficult it is for women in our

times, and in our city to find that connection, that community with other women, and with other families. We talked about the many resources and choices available to women around childbirth preparation, support groups during pregnancy, breastfeeding, pediatricians and health care, birth at home, at the hospital, birth centers, and on and on. How is anyone to find out all that's out there? Who could you talk to, not co-workers usually, or distant family members. We felt that we had been truly blessed to find each other, and wondered about some kind of central resource directory, newsletter, or should it be an actual place?

The idea was played out with marking pens and butcher paper, and started to take on a life of its own. Chris Prichard and I became partners, and started looking for a home for the resource center. Chris is an experienced medical professional, an R.N. and a childbirth educator, as well as a deeply intuitive woman, in touch with her inner strengths, and who truly loves women. The little shop on 24th Street which was the original Natural Resources seemed to find us (Thank you Max Selva!). And, the opening celebration was Spring Equinox, 1988!

We were a family! Maggie and Chris taught childbirth prep classes, I founded the Changing Woman pregnancy support group which was modeled after Kate's group. Labor of Love used us as their San Francisco office for prenatal exams and interviews. And, we sold memberships, and became a meeting place for San Francisco women to come and look through our resource files on every birth resource we could get our hands on. The Fourth Trimester was founded as a business to support postpartum women, and



Maria A. Iorillo, Midwife
Jennifer Clapp, Midwife
415/285-9233

Homebirth
Prenatal Care
Labor Support in Hospital

Surrender into Mothering

by Chris Pritchard

we held trainings for labor coaches. We had lectures, sold books, rented breastpumps, and had lots of fun. We were a place where you could come a talk, sit and breastfeed, change a diaper, find a labor coach, whatever!

After three years, however, events in our lives meant that Chris and I were ready to move on, and we were thrilled to be able to pass the business part of Natural Resources to three women (Lisa, Nathalie, & Ann) who were among our first clients, and it felt really wonderful to know that they would carry on, and we could let go. It clearly was part of the process, that we couldn't "own" Natural Resources, that it had learned to walk, and had become a solid organization with its own impetus.

My thanks go to all of you who have kept the place and idea alive. I know that you are being rewarded in many ways. Happy Birthday Natural Resources. You're an ancient mother, a sweet ten year old, and hopefully the baby yet to be born.

With Love, Debbie Jackson

NR would like to acknowledge and thank all the women educators and staff personnel of past and present who devoted themselves to serving our community with integrity, intelligence and sensitivity. Unfortunately, the list is too long to print but our memories of all of you remain in our heart. We have been and are truly blessed by your presence in our lives.

Deb, Chris, Ann, Nathalie, Samantha and Lisa, Former and present Co-Directors



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When Samantha called for an article for Natural Resources' tenth anniversary (congratulations!), I first thought, how sweet. Then I froze up. Having grandmothered (mothered? midwifed?) this wonderfully thriving woman-run business ten years ago with Deb, I felt certain a great wisdom would be expected from me. Something brilliant about parenting. After thirteen years, you would think I could easily squeeze a few drops of crone wisdom from the experience. A few drops it is. In fact, what I know now is so much simpler than what I knew when I started parenting.

What I know now is about "surrender". I've also learned about how childbirth brings

with it self-discovery, self-healing, and adaptation to the new selves we become every single day of our lives. No one ever told me that, as an adult, I would keep on changing. I would have to move and flow with changes in myself, as well as all around me, for the rest of my life. No one ever explained that this process never ends, that it is infinite. Learning to surrender means learning to go with change. And change requires surrender.

From the first days of pregnancy, when the beautiful creature inside your body begins to puff out your belly and breasts, makes you nauseated and tired, makes you have emotional depths and heights, radically affects your relationship with everyone around

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you, you are asked by this tiny new life to adapt to all these changes. If you resist you will suffer. You must give in. You do let go. You shed your old self. Perhaps pregnancy, more than any other period in a woman's life, enables her to understand the complexity of this requirement in life — to change and to adapt.

So many changes in ourselves can feel imposed upon us in pregnancy, especially with the great inner shifts in body image, intimacy, workplace conflicts, and the demands of the linear world. Paradigms shift within a woman's reality in pregnancy, and the paradigms of the world often clash with these. Pregnancy enables us to open a multitude of doorways — into ourselves, into our ancestral past, and into our future. Sometimes walking through these doorways can give us insights that can shift old patterns on this planet. The gift of childbirth challenges us to take nothing for granted, and to flow and to move like a great ocean, around any rocky obstacles. On this course, we may also find ourselves unpredictable, stormy, light, dark, calm, benevolent, and often, leaky.

The womb holds inside it the entire universe. Pregnancy allows us to experience and accept, (sometimes kicking and screaming), the Goddess power we truly have within us; the power to create and destroy (like Kali Ma), the nurturance and heavenly light (like Inanna), and the magical tantric skin-shedding nature of the snake goddesses of Crete. We grow to be all-accepting in motherhood, for, if we resist, we find that we ultimately suffer. Our limitations diminish or else we bust out!

We suffer when we try to go to our workplace when we are tired and nauseated, and

our bodies are whispering to us dreamily, "slow down, sleep, eat something". We suffer when our nursing infants howl all afternoon as we try to "get things done around the house". These are times to surrender to the baby's need to connect with you. Time to honor your fatigue. Time to call for help. Time to pay attention. Your baby is a mirror showing you what you need, every step of the way. Showing you the way to surrender, the path to change, the doorway to acceptance, of self, others, and the healing ways of nature.

My job as a mother of a thirteen and nine year old is to keep my family plugged into the source of power nature provides, both in its lessons and its healing energy. The power to move along with change. I often resist change, but instinctually know when the time has come to shift. I find myself pulling the family with me. Sometimes this takes the form of leaving the work at home and piling everyone up on bicycles and going out for a sunset ride. Or it may be to clear the table and light some candles for us to state our intentions and wishes.

I find that when I am most disoriented either by parenting, or just the usual chaos in life, my children give me cues that a dose of "surrender" medicine is needed. For instance, I might be late for something, packing up the car, doing the inventory on snacks, diaper bags, lunches, dog leashes, etc., and I ask the kids to hurry up, and suddenly they go slower. They don't hear me, going amazingly deaf when asked to move at the same pace I am moving, (usually like the speed of light). But the faster I move the slower they go. Or the scene might be like this: you are on your way out and the baby throws up on your new silk blouse, the phone is ringing,

the dogs are barking at someone at the front door, and your milk begins to leak. The message? Surrender! So, you're late. Things are changing! Stop and breathe. Slow it down. Go outside with the kids and lie down on the ground or sit in the grass or near anything green. Feel the Earth below you. Breathe in and breathe out. Look at your child. Surround your child like that great ocean and surrender to this moment. Laugh out loud. Cry out loud. Love yourself and your child. This is the only moment that matters: right now. Savor this green moment, this earth moment, this love moment. This moment of sweet surrender.

Au Revoir, Nathalie

It is with much sadness that we say goodbye to Nathalie as our partner. She and her husband Greg, along with Selina and Adrian, have left the golden coast of California for the green, and sometimes white, pastures of Burlington, Vt.

We've worked so well together, Lisa and Nathalie for almost 8 years, the 3 of us for 5 years. We knew we were truly blessed with how smoothly our trio worked. We are more than co-workers; we are the greatest of friends and have raised our children together, sharing our hopes, fears and triumphs. Our friendship has blossomed and flourished alongside our business. It is rare to find someone who you can truly call your friend. Someone who is there to talk, cry and laugh with, whatever your mood. The three of us have shared something so special in these last 5 years that we know it has created the foundation for a lifetime of friendship. We love you Nat.

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Alice Light [REDACTED]

Fwd: My story

1 message

Foundation Worker [REDACTED]

Thu, Feb 7, 2019 at 6:38 PM

To: Alice Light [REDACTED]



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www.naturalresources-sf.com

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----- Forwarded message -----

From: **Rebecca** [REDACTED]

Date: Mon, Feb 4, 2019 at 10:54 AM

Subject: My story

To: [REDACTED]

I wanted to share my Natural Resources story.

My three boys are ages 27, 23 and 18.

I have been to all three Natural Resources locations with each of my boys.

The first one was a small room behind the Noe Valley post office.

I connected with other moms and we set up walks through the park with our babies.

Some of them, I stayed friends with for years.

A VERY important thing that happened was to learn more about cloth diapering and be happy that that's what we chose.

I calculated that the average baby goes through 7000 diapers before they're potty-trained. It's interesting to look at people and try to replace them with either 7000 disposable diapers or a few dozen cloth diapers (we used Tiny Tots diaper service).

I would like to let every new parent know that there are other parents out there who are going through a similar situation.

Rebecca Kennedy

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Alice Light [REDACTED]

Fwd: We need YOU! NR is seeking Legacy Status and needs your stories!!

1 message

Foundation Worker [REDACTED]

Thu, Feb 7, 2019 at 6:39 PM

To: Alice Light [REDACTED]



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----- Forwarded message -----

From: **Amy Offen-Reeves** [REDACTED]

Date: Fri, Feb 1, 2019 at 11:53 AM

Subject: Fwd: We need YOU! NR is seeking Legacy Status and needs your stories!!

To: [REDACTED]

Natural Resources was absolutely instrumental in helping our family adapt to parenthood. We participated in countless classes and drop-in visits during my first pregnancy and while my son was young. And now that we are currently pregnant with our second child, I sleep better knowing that Natural Resources is just a few blocks away. Through several pre-natal childbirth prep classes and post-birth mother's classes our family has made friendships that i know will last a lifetime. The format for "Yeshi's Mother's Group", which i began attending when my son was 3 weeks old, laid the foundation for our mindful parenting style. And I am still friends with many of the people I met at that time. The amount of benefit that NR has brought to our family and this community is immeasurable.

Begin forwarded message:

From: Natural Resources <info@naturalresources-sf.com>

Subject: We need YOU! NR is seeking Legacy Status and needs your stories!!

Date: February 1, 2019 at 9:24:30 AM PST

To: [REDACTED]

Reply-To: info@naturalresources-sf.com



Alice Light [REDACTED]

Fwd: Letter of support

1 message

Foundation Worker [REDACTED]

Thu, Feb 7, 2019 at 6:38 PM

To: Alice Light [REDACTED]



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----- Forwarded message -----

From: **Rebekah Werth** [REDACTED]

Date: Fri, Feb 1, 2019 at 11:54 AM

Subject: Letter of support

To: [REDACTED]

Greetings,

I couldn't pass up the opportunity to write a letter of support for Natural Resources. My early parenthood would have been quite different without Natural Resources. From finding a doula, to building community at the new baby groups, to learning baby sign language and massage, Natural Resources has been invaluable. We live at 21st and Valencia and as I see the neighborhood grow and change, I hope that Natural Resources will always be available to families.

All the best,
Rebekah Werth

Letters of Support for Natural Resources

I support Natural Resources becoming a Legacy Business in San Francisco.

Natural Resources is San Francisco's oldest pregnancy, birth and early parenting resource center and has been serving families for over 30 years. A nonprofit, Natural Resources empowers, educates, and builds community. It is a place where parents make friends, obtain referrals, and attend childbirth classes and pregnancy and parent support groups. It was one of the first places in the Bay Area to offer birth and postpartum doula trainings. It offers scholarships and free playgroups.

Deeply rooted in evidence-based best practices for pregnancy, labor, birth, and early parenting, Natural Resources offers holistic classes, the safest, most effective products, and a warm and inclusive community. It is an important part of the community, and I hope it will be accepted to San Francisco's Legacy Business Registry.

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/1/2019	Tracy Pell	During Pregnancy, During Parenting		<p>A few weeks after my son's birth, I hadn't ventured out alone with him beyond the short walk to Cortland Street from our home. I joined a new mothers circle at Natural Resources, which provided the first security blanket I needed to push myself and my baby out to explore the world. The first time I went, I took my stroller out alone for the first time and couldn't figure out how to unfold it when I arrived--instead of popping up neatly like it was supposed to, it was suddenly in 3 pieces. If I'd been going anywhere else, the trip would have turned into a failure and I would have turned back home. Instead, I struggled into Natural Resources with my broken stroller and crying baby and into a new type of home, filled with 12 other women in the exact same stage of life as me. My time there made up some of my warmest memories of new motherhood. I still have a vivid vision of settling down onto the floor, snacking on fruit and cookies that someone would always bring, and going deep on the transition we were making in our lives. The last session brought tears but not the end of friendships--since then we've held picnics in Golden Gate Park, hiked up Bernal Hill, and are actually meeting for brunch tomorrow as the babies head into toddlerhood. One day when we were at lunch, an expecting mom came up to me and asked me how we'd all met--she was looking for new soon-to-be mom friends. Of course I told her to go to Natural Resources. I went back to Natural Resources recently for an infant CPR refresher. I was one of the only moms there--most of the other attendees were parents-to-be. I looked at them with a touch of envy for everything they were about to experience and hoped for all of them that Natural Resources would be a place they could call home and find a new community over their tumultuous and joyful coming months of becoming parents.</p>

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/1/2019	Kai	During Parenting		Yeshi's mama's group was my lifeline out of a pretty isolating, anxiety filled first postpartum period. Being forced to be out of the house, with other equally frazzled ladies and watching them keep it together was so unbelievably healing. We still meet now, two years later, to share and cry and get mad and celebrate.
2/1/2019	Janine Maitri	As an educator/facilitator, As a birth professional (doula, midwife, lactation consultant, etc)		I was involved with The Birth Place Childbirth Center in Menlo Park in the late 1970's through the early 1990's, where we had an education and resource center as well as a free-standing birthing center. I remember when Natural Resources was founded in San Francisco and how thrilled we all were to see this wonderful center open there! We felt like sister centers for many years until The Birth Place unfortunately closed it's doors. The fact that Natural Resources continues to serve the families and birth professionals still to this day speaks volumes to the passion, devotion and effort that keeps it thriving!
2/2/2019	Melissa Czapiga	During Parenting		Natural Resources saved my life. I was struggling with postpartum depression and was a safe haven for me during an incredibly difficult time. I joined the mother's group meetings weekly and found a community of women who I'm still in touch with today, almost four years later. Our children have grown up together and our bond as women is so strong.
2/2/2019	Olga Zilberbourg	During Pregnancy, During Parenting		It's been an amazing resource when my son was born and I needed support from other parents. I attended the breastfeeding mothers' circle, and many of the classes that Natural Resources offers to receive the kind of education I had never had about parenting before.
2/3/2019	Kristan	During Pregnancy, During Parenting		Nothing else comes even close to Natural Resources. I feel so lucky to live just a 20 minute walk away - it was a wonderful, reassuring place to take classes when I was pregnant and now that baby is here it's been such a help to have it so close, for supplies, for classes, for advice and simply for a diaper change and some nursing on the couch. I am proud to be a member and hope that in another 30 years my baby will bring his baby to Natural Resources!

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/3/2019	Patricia De Fonte	During Pregnancy, During Parenting, As an educator/facilitator		<p>When I had my children, about 10 years ago, NR was the only resource for new mothers in the southern part of the City, and as far as I can tell it is still the only place to go for hands on assistance with the literal stuff of motherhood. NR explained and sold me equipment, had nonjudgmental classes on breast feeding (I finally felt free to STOP TRYING and focus on what was working as a mother, not on what my body was having a lot of trouble with) and sold me all of the stuff I needed to get through those early days.</p> <p>I am so pleased to now give back as an educator, providing new parents with the information they need to care for their families through estate planning. Everyone on the board at NR takes it very seriously - this is a labor of love for them, they know how important NR is the new parent community.</p> <p>This truly is a legacy business - and a business that will always be needed because those babies just keep coming, and new parents are never really prepared - how can we/they be!!</p>
2/4/2019	Celine Parker	During Pregnancy, During Parenting		I recommend this place to everybody. If you go in just to shop you are welcomed by knowledgeable staff, if you go in for classes, you get passionate super qualified teachers. A wonderful place that serves all families.
2/4/2019	Nikki Milbrath	During Pregnancy, During Parenting		A place to just stop and change/feed my baby. A place to take a baby class. A safe space.
2/8/2019	Jennifer Loomis	During Pregnancy, During Parenting, As an educator/facilitator, As a birth professional (doula, midwife, lactation consultant, etc),	4 years	Natural Resources has supported those in the birth community and the pregnant and post partum moms for decades. They are one of the epicenters of care for pregnant and post partum women struggling silently in our city. Natural Resources has helped educated tens of thousands of San Francisco women which in turn has supported tens of thousands of children and helped them living happier and healthier lives because their mothers and fathers are supported and educated. We need Natural Resources to remain in our city.
2/9/2019	Heather Coffman	During Pregnancy, During Parenting	10 years	It was a safe, clean, relaxing place to recharge, breastfeed, read, shop, and socialize with other new mamas. I couldn't have developed the confidence and community I enjoyed as a new mother without them!!!

Date	Name	I used Natural Resources:	If you used Natural Resources during pregnancy/parenting, how old is your child?	Please share how Natural Resources is or was meaningful to you
2/13/2019	Vanessa Vincent	During Pregnancy, During Parenting, for a babysitting certification class	4 years	<p>A place of unconditional support and to network and meet other moms. It was also a great place to come when I needed to feed or change my baby, or use the bathroom myself when I was in the neighborhood.</p> <p>I am a native to San Francisco and grew up in Noe Valley. In the early 1990s when I was in middle school, I took a class at Natural Resources when they were located on Diamond street. It was to become "certified" in babysitting and made me feel very confident taking on babysitting jobs when I was a young teenager.</p>
2/18/2019	Stephanie Logan	During Pregnancy, During Parenting	2 years	<p>Natural Resources was a safe haven for me to learn about pregnancy, birth, doulas, midwives, breastfeeding, infant sleep, and infant CPR. It was a one stop shop for all my belly band, carrier, probiotic drops, teething, swaddle needs. What a lifesaver to have so much good stuff in one spot!</p>
2/19/2019	Karen Tsai	During Pregnancy, During Parenting	1 year	<p>Natural Resources was, and continues to be, an incredibly important part of my journey during pregnancy and parenthood. I became a member soon after I realized how valuable of a resource it was and could be for my family, and I believe, countless other families in the community. I've so appreciated the class offerings; opportunities for connection and community for both myself, my partner, and our child; having a warm and welcoming space we can stop by at with the baby anytime the store is open; and the inventory of high-quality products. Thank you, Natural Resources, for all that you do! I hope that you'll be a part of the neighborhood and our community for years to come.</p>
3/20/2019	Anna Maier	During Parenting	0-12 months	<p>I received breastfeeding support through a referral to a lactation consultant, weekly support circles, and a pumping/returning to work class. Without this support, I don't think I would have been able to successfully breastfeed my daughter for the first year of her life. I have also taken infant massage and first aid classes here.</p>

Filing Date: April 3, 2019
Case No.: 2019-004947LBR
Business Name: Natural Resources All Families Foundation
Business Address: 1367 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 6515/020
Applicant: Alice Light, Executive Director
1367 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Natural Resources All Families Foundation, Inc. (“Natural Resources”) was founded by Deborah Jackson and Chris Pritchard on March 21, 1988. It was originally located at 4081 24th Street next to the Noe Valley Post Office and known as the “Natural Resources Pregnancy and Childbirth Resource Center.” Deborah and Chris believed that pregnant women should have "the natural resources to be informed, responsible and creative during this time of great personal transformation."

Natural Resources is San Francisco's oldest community pregnancy, childbirth and early parenting center. Membership at the center allows people to access classes, lectures, a newsletter, and other resources. They offer doula training and their own line of herbal products. They are advocates of the family bed and attachment parenting.

In 2013 Ginny Zeppa, mother of two, purchased the business, and in 2015 Natural Resources became a nonprofit organization, the Natural Resources All Families Foundation, Inc. Finally, in 2016, Natural Resources became a registered 501(c)(3) non-profit organization.

The business is located on the east side of Valencia Street between 24th and 25th streets in the Mission neighborhood. It is within an NCT (Valencia Street Neighborhood Commercial Transit) Zoning District and within a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1988.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Natural Resources All Families Foundation qualifies for listing on the Legacy Business

Registry because it meets all of the eligibility Criteria:

- i. Natural Resources All Families Foundation has operated continuously in San Francisco for 31 years.
- ii. Natural Resources All Families Foundation has contributed to the history and identity of San Francisco and the Mission neighborhood.
- iii. Natural Resources All Families Foundation is committed to maintaining the physical features, craft, art form and traditions that define the business.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with natural childbirth and parenting traditions.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. The structure is a 3-story, wood frame mixed-use building designed in a style consistent with the Edwardian period and with Classical Revival influences. The rectangular-plan building, clad in flush wood siding on the primary façade and channel drop wood siding on the secondary facade, is capped by a flat roof. The building is a contributor to the South Mission Historic Resource Survey and appears eligible for the California Registry as an individual property through survey evaluation.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. However, the historic resource status of the building at 1367 Valencia Street is a Category A (Known Historic Resource) with a survey status rating of 3CS.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. In 1997, Natural Resources was voted as the Best Pregnancy Resource Center in the San Francisco Bay Guardian's Best of the Bay Readers Poll. In 2008, 2017 and 2018, Natural Resources won Best Shop For Parents-To-Be in the San Francisco Bay Guardian's annual Best of the Bay Readers Poll.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1367 Valencia Street

Recommended by Applicant

- Educational programs for parents and birth professionals
- Resource library
- Natural Resources line of products
- Retail, classroom, and children's play spaces

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004947LBR
Business Name: Natural Resources All Families Foundation
Business Address: 1367 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit) Zoning District
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NATURAL RESOURCES ALL FAMILIES FOUNDATION CURRENTLY LOCATED AT 1367 VALENCIA STREET, (BLOCK/LOT 6515/020).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on May 1, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Natural Resources All Families Foundation qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Natural Resources All Families Foundation.

Location(s):

- *1367 Valencia Street*

Physical Features or Traditions that Define the Business:

- *Educational programs for parents and birth professionals*
- *Resource library*
- *Natural Resources line of products*
- *Retail, classroom, and children's play spaces*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-004947LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: