

# Legacy Business Registry Staff Report

HEARING DATE APRIL 23, 2018

## MISSION GRADUATES

*Application No.:* LBR-2017-18-034  
*Business Name:* Mission Graduates  
*Business Address:* 3040 16<sup>th</sup> Street  
*District:* District 9  
*Applicant:* Eddie Kaufman, Executive Director  
*Nomination Date:* March 5, 2018  
*Nominated By:* Supervisor Hillary Ronen  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Mission Graduates is a nonprofit organization that prepares K-12 students in San Francisco's Mission District to complete a college education. The organization was incorporated on January 26, 1972. Mission Graduates began in 1970 when the Vicar of St. John's Episcopal Church, Winston Ching, sought to connect the church congregation with the Mission District community. According to Vicar Ching, the goal was "to provide programs to enrich the lives of children from lower economic income families and to break the cycle of poverty and crime which they inevitably faced." As a result, the congregation opened its doors and began providing classes in photography, pottery, tutoring and after-school programming at the church location at 1661 15th Street.

Recognizing they could do more as a separate nonprofit, the organization incorporated in 1972 as St. John's Educational Threshold Center. The first Executive Director, Sylvia Yee, took the helm of the cornerstone project of the organization, the Tutoring Center (TC). The TC worked with students who were low-income, English language learners in the north Mission District. "On the individual level, we offer the extra personal attention which is indispensable to giving students from widely varied cultural and family backgrounds the tools they need to develop their potential in education. This includes enabling students to be self-reflective and to solve problems related to their educational process. On an institutional level, we are a catalyst for change in the public schools and community agencies. We work cooperatively to create model programs; and to be an advocate for improvement in the educational system."

Because of multiple fires in the church building where programs were originally housed, Mission Graduates eventually sought space nearby, landing at 3040 16th Street in 1990, where the organization is headquartered to this day. As the organization grew programs at school sites, they expanded office locations to provide on-site services.

In 2006, the organization reaffirmed its commitment to education and the recognition of the equity power higher education has for Latinos and immigrants by changing the organization's name to Mission Graduates. A committed Board of Directors oversees the governance of the organization and ensures that work is done to fulfill the mission. The office has also expanded around the corner to 522 Valencia Street to house their College Connect Program.



**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:

Headquarters:

1661 15<sup>th</sup> Street from 1970 to 1990 (20 years)  
3040 16<sup>th</sup> Street from 1990 to Present (28 years)

On-Site School Services:

450 Church Street from 1986 to Present (32 years)  
1575 15th Street from 1999 to Present (19 years)  
2641 25th Street from 2011 to Present (7 years)  
522 Valencia Street from 2012 to Present (6 years)  
3125 Cesar Chavez Blvd. from 2014 to Present (4 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:

- Mission Graduates has contributed to the history and identity of the Mission neighborhood by serving as an educator and college preparatory program.
- The organization is located within the Alamont Hotel building constructed in 1909 by architect August Nordin. The property was surveyed in 2004 and found to be individually eligible for listing on the California Register.
- The organization is also associated with the creation of KidPower Park on Hoff Street.
- The organization's work has been featured on television and in newspapers, magazines, academic journals, and other media, including the San Francisco Examiner, the San Francisco Chronicle, El Tecolote, Mission Local, Univision, Telemundo, and NBC Bay Area.

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

Yes, Mission Graduates is committed to maintaining the physical features and traditions that define the organization.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Mission Graduates 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.





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

Physical Features or Traditions that Define the Business:

- Educational services to low-income and immigrant students and families in the Mission District and Excelsior neighborhoods.
- Programming that creates a college-going culture and college capital, including: Extended Day Programs, The Mission Community Beacon, College Connect, The College and Career Center, and Parent Partner.

### **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 underserved students in the Mission District.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Mission Graduates currently located at 3040 16th 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 APRIL 23, 2018

MISSION GRADUATES

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2017-18-034  
*Business Name:* Mission Graduates  
*Business Address:* 3040 16<sup>th</sup> Street  
*District:* District 9  
*Applicant:* Eddie Kaufman, Executive Director  
*Nomination Date:* March 5, 2018  
*Nominated By:* Supervisor Hillary Ronen  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR MISSION GRADUATES, CURRENTLY LOCATED AT 3040 16<sup>TH</sup> 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 April 23, 2018, 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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Mission Graduates 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 Mission Graduates:

Physical Features or Traditions that Define the Business:

- Educational services to low-income and immigrant students and families in the Mission District and Excelsior neighborhoods.
Programming that creates a college-going culture and college capital, including: Extended Day Programs, The Mission Community Beacon, College Connect, The College and Career Center, and Parent Partner.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Mission Graduates on the Legacy Business Registry:

- Services for underserved students in the Mission District.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 23, 2018.

Regina Dick-Endrizzi
Director

RESOLUTION NO. \_\_\_\_\_

Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
MARK FARRELL, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-034  
*Business Name:* Mission Graduates  
*Business Address:* 3040 16<sup>th</sup> Street  
*District:* District 9  
*Applicant:* Eddie Kaufman, Executive Director  
*Nomination Date:* March 5, 2018  
*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

Headquarters:  
 1661 15<sup>th</sup> Street from 1970 to 1990 (20 years)  
 3040 16<sup>th</sup> Street from 1990 to Present (28 years)

On-Site School Services:  
 450 Church Street from 1986 to Present (32 years)  
 1575 15th Street from 1999 to Present (19 years)  
 2641 25th Street from 2011 to Present (7 years)  
 522 Valencia Street from 2012 to Present (6 years)  
 3125 Cesar Chavez Blvd. from 2014 to Present (4 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:** NA

**DELIVERY DATE TO HPC:** March 7, 2018

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 9



City and County of San Francisco

## HILLARY RONEN

March 5, 2018

Richard Kurylo, Legacy Business Program Manager  
Legacy Business Program  
San Francisco Office of Small Business  
[LegacyBusiness@sfgov.org](mailto:LegacyBusiness@sfgov.org)

Dear Mr. Kurylo:

I am writing to nominate Mission Graduates to the Legacy Business registry. This nonprofit organization began in 1970 as an initiative in its original location at the Vicar of St. John's Episcopal Church by Winston Ching. The mission of St. John's Church was to connect the church with the Mission District community, with one goal in mind: to provide programs to enrich the lives of children from lower economic income families and to break the cycles of poverty.

The new initiative was officially adopted under the name Mission Graduates in 1972, becoming a pillar of the Mission District community. Due to a series of fires at St. John's Church, Mission Graduates relocated its headquarters in 1990 to 3040 16th Street. For more than 40 years, Mission Graduates has been mentoring and preparing K-12 students through after-school, in-school and summer programs that reach over 2,100 children, youth and families each year in San Francisco's Mission District to successfully graduate high school and lead them towards a college degree. Programs include extended day curriculum at Marshall, Bryant, Flynn, and Sanchez Elementary Schools; Community Beacon at Everett Middle School; College and Career Program at O'Connell High School; the Parent Partner Program to increase the capacity of parents to support their academic success; and College Connect to support first generation college attendees and their families.

Mission Graduates truly is a vital asset of the Mission District in empowering the future leaders of our community. It is my distinct honor to nominate Mission Graduates to become part of San Francisco's Legacy Business Registry.

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.

<b>NAME OF BUSINESS:</b>		
Mission Graduates		
<b>BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)</b>		
Eddie Kaufman, LCSW Executive Director		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
3040 16th Street San Francisco CA 94103		(415) 864-5205
		<b>EMAIL:</b>
		eddie@missiongraduates.org
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.missiongraduates.org	https://www.facebook.com/missiongrads/	https://www.yelp.com/biz/mission-graduates-san-francisco

<b>APPLICANT'S NAME</b>	
Eddie Kaufman L.C.S.W	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Executive Director	
<b>APPLICANT'S ADDRESS:</b>	
3040 16th Street San Francisco CA 94103	
<b>TELEPHONE:</b>	
(415) 864-5205	
<b>EMAIL:</b>	
eddie@missiongraduates.org	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0309185	C0644079

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>



## 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
122 Julian/1661 15th St, San Francisco, CA 94103	94103	January 1970
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	January 1970-January 1990	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3040 16th Street San Francisco CA 94103	94103	Start: January 1990 End: current

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Marshall Elementary School 1575 15th Street SF CA	94103	Start: August 1999 End: current

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Everett Middle School 450 Church Street SF CA	94114	Start: August 1986 End: current

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Bryant Elementary School 2641 25th St SF CA	94110	Start: January 2011 End: Current

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Leonard R. Flynn Elementary 3125 Cesar Chavez Blvd SF CA	94110	Start: August 2014 End: current

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
522 Valencia Street San Francisco CA	94103	Start: January 2012 End: current

## 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.

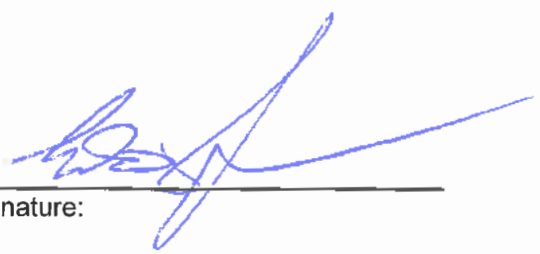
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

Eddie Kaufman LCSW February 2, 2018

Name (Print):

Date:

Signature:



**MISSION GRADUATES**  
**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.**

Mission Graduates is a nonprofit organization that increases the number of K-12 students in San Francisco's Mission District who are prepared for and complete a college education. The organization was incorporated on January 26, 1972.

Mission Graduates began in 1970 when the Vicar of St. John's Episcopal Church, Winston Ching, sought to connect the church congregation with the Mission District community. According to Vicar Ching, the goal was "to provide programs to enrich the lives of children from lower economic income families and to break the cycle of poverty and crime which they inevitably faced." As a result, the congregation opened its doors and began providing classes in photography, pottery, tutoring and after-school programming at the church location at 1661 15th Street.

Recognizing they could do more as a separate nonprofit, the organization incorporated in 1972 as St. John's Educational Threshold Center. The first Executive Director, Sylvia Yee, took the helm of the cornerstone project of the organization, the Tutoring Center (TC). The TC worked with students who were low-income, English language learners in the north Mission District.

"On the individual level, we offer the extra personal attention which is indispensable to giving students from widely varied cultural and family backgrounds the tools they need to develop their potential in education. This includes enabling students to be self-reflective and to solve problems related to their educational process. On an institutional level, we are a catalyst for change in the public schools and community agencies. We work cooperatively to create model programs; and to be an advocate for improvement in the educational system."<sup>1</sup>

Because of multiple fires in the church building where programs were originally housed, Mission Graduates eventually sought space nearby, landing at 3040 16th Street in 1990, where the organization is headquartered to this day. As the organization grew programs at school sites, they expanded office locations to provide on-site services. This included the following:

- Everett Middle School (450 Church Street) in 1996.
- Marshall Elementary School (1575 15<sup>th</sup> Street) in 1999.

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<sup>1</sup> St. John's Educational Threshold Center Statement of Purpose.

- Bryant Elementary School (2641 25th Street) in 2011.
- Leonard R. Flynn Elementary School (3125 Cesar Chavez Blvd.) in 2014.
- Sanchez Elementary School (325 Sanchez Street) in 2017.
- Thomas Edison Charter Academy (3531 22nd Street) in 2017.

In 2006, the organization reaffirmed its commitment to education and the recognition of the equity power higher education has for Latinos and immigrants by changing the organization's name to Mission Graduates. A committed Board of Directors oversees the governance of the organization and ensures that work is done to fulfill the mission.

As we outgrew the constraints of our 16th Street office, we expanded around the corner to 522 Valencia Street to house our College Connect Program.

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

St. John's Educational Threshold Center and Mission Graduates have been in continuous operations since 1970. After fires destroyed the previous location, the Tutoring Center program adapted and moved into the church nave, ensuring students had a place to go after school.

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

Mission Graduates is a nonprofit organization and not a family-owned business.

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

Not applicable.

**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.**

A copy of the letter from 1972 from the Franchise Tax Board is included in the Legacy 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.**

Mission Graduates has been located in the first floor of the historic Altamont Hotel since 1996. This building is currently managed by the Mission Housing Development Corporation. The

building is one of the oldest and largest hotels in the neighborhood, having been built in the Post-1906 reconstruction period.

## **CRITERION 2**

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

Mission Graduates has a history contributing to the rich identity of the Mission District community and culture. For almost 50 years, the organization has been known for the academic support it provides to Mission District youth and parents, including after-school programming, college messaging, tutoring for students performing below grade, and English as a Second Language classes for parents. Following are some specific projects and initiatives that demonstrate this impact.

#### Got Me a Story to Tell

Recognizing the rich immigrant diversity that existed in the Mission, and the lack of culturally relevant books for youth of color to read, Mission Graduates sought to have youth from the neighborhood share their personal histories. Through a federal grant, the organization published "Got Me a Story to Tell," a multicultural resource book based on the stories of five students from five different backgrounds. In the mid-1970s, this was the first book of its kind, featuring shared stories directly from the perspective of young people of from an array of cultural backgrounds. It was lauded for breaking the barriers in multicultural education.

#### Mission Community Beacon

Nearly 20 years ago, the organization partnered in developing an innovative model of programming that meets more than just the academic or social needs of youth, it also creates a space for youth to develop into leaders in their community.

According to the San Francisco Beacon Initiative, the history of the Beacons began out of an intense collaboration of a large number of public and private funders, community-based organizations, schools, and communities. They came together in the 1990s to examine community school models from across the country. They were inspired by the very successful New York City Beacon programs. Beacon programs are school-based community centers serving children age six and older, and adults. Beacon youth programs are designed to help participants acquire the skills and attitudes they need to graduate from high school, succeed in their chosen career, and give back to the community. Typical programs are intended to build academic enhancement, life skills, career awareness, school to work transition, civic engagement, community building, recreational/health and fitness, and culture/art. Beacon adult programs are designed to enhance skills and promote social interaction, community engagement, and physical activity.

This group of visionary San Franciscans, which included former Executive Director Sylvia Yee, returned and began working on a program model that would include vibrant buildings open past instructional hours that would serve as hubs for enriching activities, expanding learning, and building community. They returned to San Francisco with the determination to capitalize on the underutilized value of school sites and subsequently the first Beacon Center opened in 1996 at Everett Middle School, operated by St. John's Educational Threshold Center. Over the next few years, Beacon Centers spread across San Francisco and are now in 8 priority neighborhoods.

### Urban Institute

Spanning a decade in the 1990s and early 2000s, Mission Graduates developed an inner city learning center devoted to addressing issues directly affecting the youth in the community. Named the Urban Institute, the learning center encompassed civic engagement, urban beautification, police partnerships, and community art projects. In response to the widespread gang violence that was a part of the Mission District, Mission Graduates developed the Quick Calls - Safer Street initiative. Partnering with merchants and businesses in the neighborhood, the project identified sanctuaries that youth could go when they didn't feel safe and be able to call law enforcement. This became a larger partnership with the Mission Police Department, developing joint toy drives, midnight basketball leagues, and the 16th and Mission Public Safety Task Force. The Institute also began its own neighborhood beautification efforts through Mission Graduates' Urban ArtWORKS program. Students came together, with the help of artist Gary Carlos, to create a series of amazing mosaics on the blocks that surround the Mission Graduates office at 16th and Mission.

### Kid Power Park

Students within Mission Graduates' programs surveyed the north Mission neighborhood and found liquor stores, dry cleaners, and thrift shops, but no parks. Wanting to build a park in the north Mission, the youth began a decade-long process (1995-2004) that ended up in the creation of KidPower Park on Hoff Street, the first park in the north Mission neighborhood. From signature gathering to partnering with developers and city officials to breaking ground, the youth were the driving force of the campaign. Partnering with the Recreation and Park Department's Open Space Committee, youth advocacy resulted in \$500,000 over 3 years to develop and create a safe space for kids to play. The following year, State Senator Carole Migden secured \$1.5 million from state open space funds, bringing the kids' total to \$2 million. The youth and staff tried buying a few vacant lots in the neighborhood, but couldn't compete against housing developers in the red-hot real estate market. Eyeing a parking lot on Hoff Street, the KidPower team placed another bid. The owner of the property was an immigrant himself and recognized the importance of youth having a safe place to play in an urban neighborhood. Once the competing developer learned he was competing against neighborhood kids who wanted a park, he backed out, allowing the Recreation and Park Department to purchase the property on behalf of the Mission kids. Working with Recreation and Park staff,

the kids helped design the park, held community meetings and even picked the name, KidPower Park, which was a testament to the work and influence youth can have.

### College Connect

In 2006, the organization changed its name to Mission Graduates, expanding the academic support efforts with a renewed focus on preparing students from the Mission District for college futures. With this expanded focus, Mission Graduates developed the College Connect program, a cohort-based college access and persistence program that serves students who will be the first generation in their family to go to college. Starting with nine students, the program supports primarily Latino students to attend 4-year colleges, changing forever their families and the community.

Eleven years after the program began, there were 43 college alumni, 109 students in college, and 51 high school students. Over 88% of College Connect students are still persisting in college or have received their college degree, four times the state average of 23% for Latino students. The program has had great success in ensuring that finances are not a barrier to a college education. The current 22 college freshman raised \$449,473 in scholarships, averaging over \$20,000 per student, and the college students raised over \$3.8 million towards college.

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

Mission Graduates has made a physical imprint on the community, working tirelessly to create KidPower Park on Hoff Street, and creating safe and beautiful spaces in the north Mission through mosaic projects still seen today.

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

Because of Mission Graduate's long history and impact in the Mission and San Francisco, the organization's work has been featured on television and in newspapers, magazines, academic journals, and other media. These include the San Francisco Examiner, the San Francisco Chronicle, El Tecolote, Mission Local, Univision, Telemundo, NBC Bay Area. A sampling of older coverage will accompany this application and more recent mentions can be found here: <http://www.missiongraduates.org/news/press/>.

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

Mission Graduates is not associated with a historical figure.

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

Mission Graduates demonstrates its commitment to the community through its many programs, including the following:

- Extended Day Programs at five Mission elementary schools that provide year-round academic support, literacy development, and enrichment programming to over 900 children ages 5-12.
- The Mission Community Beacon is a hub of after-school programming and services for 570 Mission youth and their families, creating a seamless alignment with the school day at Everett Middle School and providing individualized academic interventions, enrichment, and athletics to develop the whole student.
- College Connect supports 178 youth, who are the first-generation in their family to go to college, to prepare for, apply, and enter college and continues that support through to graduation and career preparation.
- The College and Career Center at John O'Connell High School infuses college awareness, college access, and career path exploration into the vocational school community, preparing over 500 students and their families for a path to college and career.
- Parent Partner program increases the academic success and college prospects of Mission youth by nurturing a strong culture of parent engagement, with over 1,200 parents across 14 Mission schools, empowering parents to be active partners in their child's educational journey.

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

Mission Graduates serves low-income and immigrant students and families in the Mission District and Excelsior neighborhoods. The Mission District is the heart of the Latino community in San Francisco, and Mission Graduates supports this community through programming at bilingual pathway elementary and middle schools. A majority of the staff are bi-lingual and bi-cultural, creating connections in the community that go beyond program hours.

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

Mission Graduates originated in the gothic-style St. John's Episcopal Church and still is connected to this site, with the current office location around the corner at 3040 16<sup>th</sup> Street in the historic Altamont Hotel.

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

Mission Graduates serves 3,100 students and parents each year. Without the after-school and college access program, many students would not receive the essential support they need to be the first in their family to attend college or university. Mission Graduates also provides adult education to families wanting a better life for their families in the form of technology and English instruction. This creates a community within our school sites, and encourages families



to participate in larger systems in our school district and city. Without the ability to meet with and assist families here in the north Mission, Mission Graduates would not be able to encourage students along the path to college.

### **CRITERION 3**

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

Mission Graduates is a nonprofit organization that increases the number of K-12 students in San Francisco's Mission District who are prepared for and complete a college education.

Incorporated in 1972, Mission Graduates clarified its commitment to getting more youth from the Mission District into college as a means to achieve economic equity and strengthen the fabric of the community. Mission Graduates works to fulfill its mission through a wide range of K-12 after-school, in-school, and summer programs emphasizing college as a means to achieve economic equity that reach over 3,100 low-income children, youth, and families from San Francisco's Mission District each year. College education as an expectation and goal for every child is a theme woven throughout all of Mission Graduates' programs that serve low-income youth and families from the Mission District.

Mission Graduates programs are designed to accomplish the following:

1. Create a college-going culture: This refers to nurturing the attitudes, beliefs, values and behaviors that support an expectation that a young person will attend college.
2. Create college capital: This refers to the resources available to a student and family that support the college dream. It includes academic skills, financial position, social supports and a healthy mind and body.

#### **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)**

Each year, Mission Graduates celebrates our students' journeys on the way to a college degree – through a youth-led march through the Mission District, and a graduation ceremony. March to College brings together students kindergarten through senior year of high school, to showcase to their community that they are committed to achieve the college dream. This "protest" march ends with a college resource fair for Mission families.

Mi Pasaje is our annual graduation ceremony held at St. John's Episcopal Church, which celebrates our high school and college graduates. It is important to come together as a community, celebrate accomplishments, and encourage students as they move onto the next phase in education and career.

**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.).**

Through the Urban artWORKS program, students focused on beautification of their community, through murals and mosaics that continue to decorate the streets today. Students laid the sidewalk in front of 3090 16<sup>th</sup> Street, created mosaics hung on the exterior walls of buildings on Julian and Hoff Streets, and worked with BART to design the mosaics adorning the elevator shaft at 16th and Mission.

Since 2017, Mission Graduates have designed the office storefront to better share the organization's stories, engage Mission District residents in the work of the organization, and help the community identify the office as a hub of services. Each quarter, posters featured in storefront are replaced, highlighting a different program or community call to action.

**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 is included in the Legacy application.

## LIST OF DOCUMENTS

- Pictures of original building of St. John's Educational Threshold Center and current pictures of Mission Graduates office.
- St. John's Educational Threshold Center – initial 501(c)(3) determination letter from 1972.
- Got Me a Story to Tell – multicultural book published by Mission Graduates (as its previous name of St. John's Educational Threshold Center).
- Creating a College Going Culture for Latino Student – book that includes Mission Graduates' Parent Partner Program and the organization's Believing the College Dream Curriculum.
- Certificate of Honor for Kid Power Park from the City and County of San Francisco, September 18, 2004.
- Press Coverage:
  - "Homework and Beyond." *SF Bay Guardian* (SF, CA), Dec 30, 1992.
  - Wagner, Venise. "Shining a Beacon on community needs." *San Francisco Examiner* (SF, CA), April 21, 1996.
  - Marine, Craig. "San Francisco's inner-city children yearn for peace." *San Francisco Examiner* (SF, CA), May 12, 1999.
  - "Stanford Gets Street Smart." *The New York Times* (NY, NY), January 9, 1996.
  - Moore, Teresa. "Building a Dream." *San Francisco Chronicle* (SF, CA), January 25, 1997.
  - Goldberg, Leslie. "Mission Kids Build Own Safety Net." *San Francisco Examiner* (SF, CA), April 15, 1997.
  - Isaacs, Matt. "Youth Making clean sweep in the Mission." *San Francisco Independent* (SF, CA), July 14, 1998.
  - Isaacs, Matt. "Merchants Work to Clean up 16<sup>th</sup> Street." *San Francisco Independent* (SF, CA), June 23, 1998.
  - "The Clean Team is Back," *New Mission News* (SF, CA), July, 1999.
  - Dougan, Michael. "A Park grows in the City: Budget Approved for Space Conceived by Kids," *San Francisco Examiner* (SF, CA), July 9, 1999.
  - Rubenstein, Steve. "Purseverance," *San Francisco Chronicle* (SF, CA), July 10, 1999.
  - Jones, Carolyn. "Kid Power Park wins 'Beautiful' Prize," *San Francisco Chronicle* (SF, CA), October 21, 2005.
  - Newlin, Ethel Siegel. "Mission Toy Giveaway," *San Francisco Police Officer's Association Journal* (SF, CA) Vol 36, No. 2.
  - Newlin, Ethel Siegel. "Mission Clean Team," *San Francisco Police Officer's Association Journal* (SF, CA) Vol 37, No. 2.
  - Fiore, Kyle. "Marshall School Youngsters Speak at 16<sup>th</sup> Street BART Plaza," *San Francisco Chronicle*, November 2005.
  - Tucker, Jill. "Mission schoolkids urge grownups to set a good example," *San Francisco Chronicle*, October 13, 2006.
  - Chavez, Lola. "Elementary Students March for College Awareness," *Mission Local*, May 13, 2016, <https://missionlocal.org/>.

- *"In Silicon Valley's Shadow, A Mission to Get Latino's to College"* NBC News <https://www.nbcnews.com/news/latino/silicon-valleys-shadow-mission-get-latinos-college-n112996>, May 30, 2014.

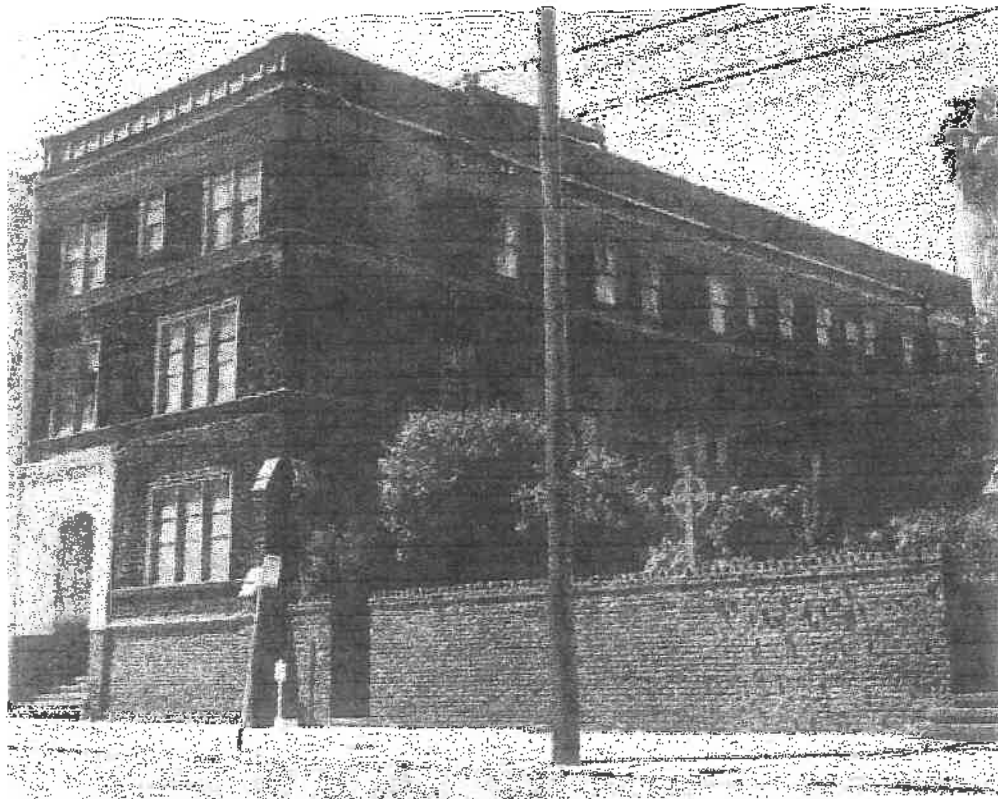
#### **Spanish Language Documents Not Included in the Legacy Business Registry Application**

- Press Coverage:
  - Nilsson, Ann-Chatrin, "Creando un sitio seguro para los niños," *El Tecolote* (SF, CA), Jan 12-25, 2006.
  - Data, Juan. "Una gran mission: ir a la universidad," *El Mensajero*, (SF, CA) September 14-20, 2008.
  - Gomez, Matthew. "Agencia allana camino hacia la Universidad para jóvenes," *El Tecolote* (SF, CA), September 9-22, 2009.

#### **Other Documents Not Included in the Legacy Business Registry Application**

- Press Coverage:
  - Gonzalez, Sandra. "Mission children walk for college," *El Tecolote* (SF, CA), Jan 12-25, 2008.
  - Smith, Heather. In Class: Mission Graduates on Sex Ed and College," *Mission Local*, March 22, 2011, <https://missionlocal.org/>.

St John's Study Center - 1964



122 Julian Street







mission graduates

Making college the expectation,  
not the exception,  
for Mission youth and families



social justice	oportunidad	participación
success	participación	familia
college-going culture	youth development	comunidad
acceso a la universidad	familia	equity
education	equidad	advocacy
mission graduates	college access	family
	equity	parent engagement
	social	alabo
	opportunity	primera generación



# From the Mission District to...



www.georgehubert.com

mission graduates

"I think I want to go to college to become a doctor or nurse so I can help people."

By guest, @pamelaanderson on the blog

More Mission youth on the path to college - learn how at [www.missiongraduates.org/learnmore](http://www.missiongraduates.org/learnmore)

Food Thought 2016

WEDNESDAY, OCTOBER 19, 2016

20 Mission District restaurants  
25% of the proceeds  
1 mission:  
Send Mission youth to college

The event is presented in partnership with  
October 18th and 19th at our  
Sausalito Plaza, Golden Gate Park  
Mission youth on the path to college

Find all the details and tickets at  
[www.missiongraduates.org/foodthought](http://www.missiongraduates.org/foodthought)

Cesar Chavez Blvd







Marshall Elementary 1575 15<sup>th</sup> St.



Bryant Elementary 2641 26<sup>th</sup> St



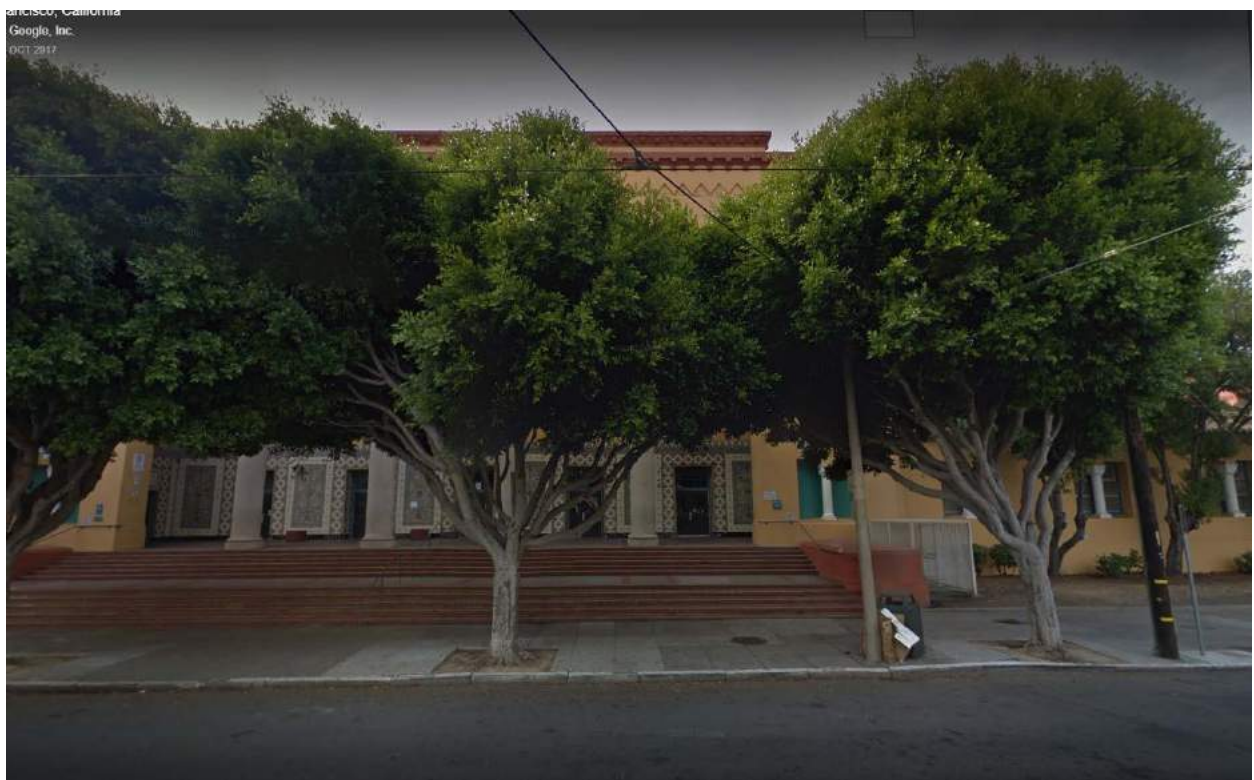
Flynn Elementary 3125 Cesar Chavez



Sanchez Elementary 325 Sanchez St.



Thomas Edison Charter Academy 3531 22<sup>nd</sup> Street



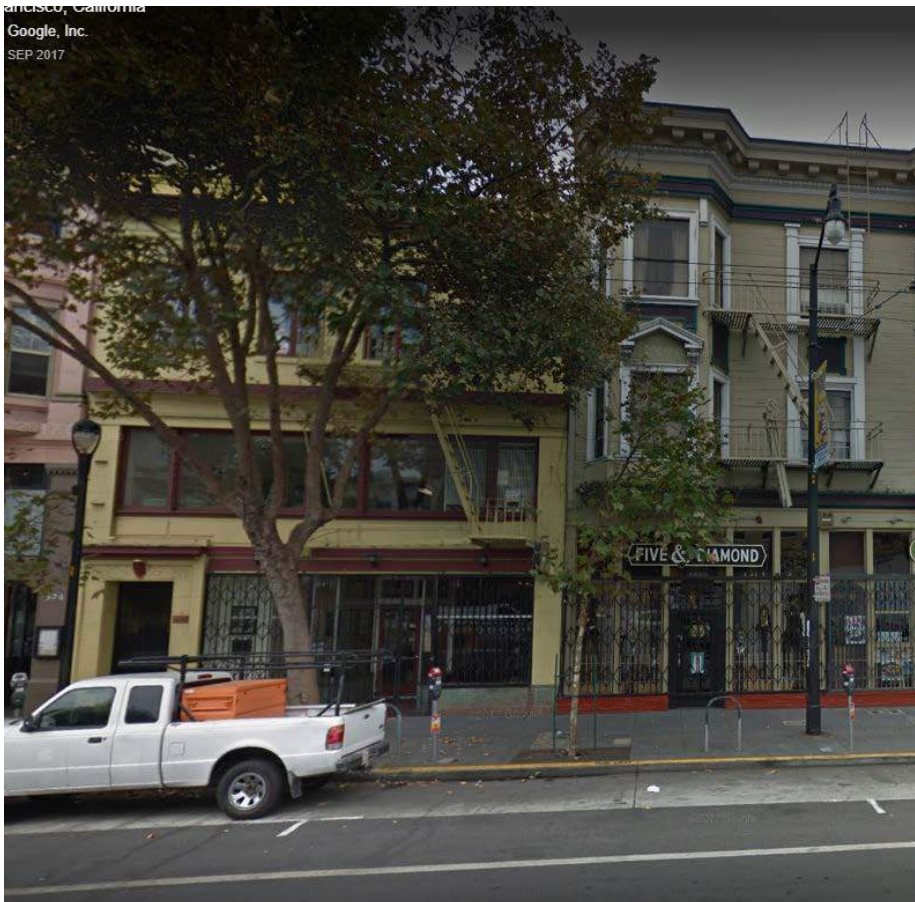
Everett Middle School 450 Church St.

2355 Folsom St  
San Francisco, California  
Google, Inc.  
SEP 2017



John O'Connell High School 2355 Folsom St.

San Francisco, California  
Google, Inc.  
SEP 2017



College Connect Office 522 Valencia St.

## FRANCHISE TAX BOARD

SACRAMENTO, CALIFORNIA 95837

January 26, 1972

In reply refer to  
LsJCS:ch

St. John's Educational Thresholds Center  
1661 - 15th Street  
San Francisco, California

Purpose: Charitable and Educational  
Report Required: Return  
Form of Organization: Corporation  
Accounting Period Ending: December 31  
Private Foundation: No

Gentlemen:

Based on the information submitted and provided your present operations continue unchanged or conform to those proposed in your application, you are exempt from State franchise or income tax under Section 23701d, Revenue and Taxation Code. Any change in operation, character or purpose of the organization must be reported immediately to this office so that we may determine the effect on your exempt status. Any change of name or address also must be reported.

You are required to file an annual information return, report or statement, as indicated above, on or before the 15th day of the 5th month after the close of your accounting period.

State franchise or income tax returns are not required unless you have income subject to the unrelated business income tax under Section 23731 of the Code. If you have such income, Form 109 must be filed annually by the 15th day of the 3rd month following the close of your accounting period.

Contributions made to you are deductible by donors as provided by Sections 17214, 17215, 17216 and 24357 of the Code.

Organizations incorporating and foreign corporations qualifying to do business in California have 30 days to complete incorporation or qualifying. This approval will expire unless incorporation or qualification is completed within 30 days.

Exemption from federal income or other taxes and other state taxes requires separate applications.

Very truly yours,

*James C. Stewart*  
James C. Stewart  
Counsel

cc: Secretary of State (Corp)  
cc: Registrar of Charitable Trusts



# Got Me a Story to Tell



a multi-ethnic book:  
five children tell about their lives

*Creating a*  
College Culture  
*for*  
Latino Students

Successful Programs, Practices, and Strategies



Concha Delgado Gaitan





*The City and County of San Francisco*

# *Certificate of Honor*

*Presented To*

## **Kid Power Park**

**September 18, 2004**

*Whereas*, on behalf of the City and County of San Francisco, I am pleased to recognize and honor St. John's Educational Thresholds Center for their tireless work and commitment to the creation of Kid Power Park and their commitment to the Mission. Best wishes and good luck in your future endeavors!



*THEREFORE*, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

A handwritten signature in black ink, appearing to read "Gavin Newsom".

Gavin Newsom  
Mayor

# HOMework And Beyond

PHOTO BY ALICE G. PATTERSON



Left to right: Gaylon Logan Jr., Malaykham Boutly, Rene Boutly, Eibel Newlin, Deaisy Boutly, and Viravanh Phonalavanh at St. John's Educational Thresholds Center.

*Volunteer tutors help inner-city kids —  
and learn a lot in the process*

together on homework assignments, the students and tutors often develop friendships that go far beyond arithmetic and grammar.

Over the phone, Ethel Newlin, the director, explains that most of her students are elementary and middle-school students, mostly Latino, Southeast Asian, and African American.

"The main purpose of this program," she says, "is to help kids stay in school, graduate, and become productive citizens." The volunteers — from all different backgrounds, "college, high school, middle school, working, retired" — are recruited "through outreach, listing with the volunteer and community center, any way we can, basically." She invites me to come to St. John's Church any afternoon Monday through Thursday, when the tutoring sessions meet.

Entering the sanctuary at St. John's, I see clusters of tutors and students, some seated right in the church pews, others at tables and desks, hunched over school textbooks and notebooks. Although I am interrupting, I approach one pair and start asking questions.

Carol, a musician, says she started tutoring at St. John's three years ago because "I did poorly in school and I wanted to give someone the help I never got. I like the fact that I'm doing something and seeing the results. Plus it can be fun."

She meets with her student twice a week; it's important, she says, to be consistent. "It can be a positive influence [for the student] to

have someone to meet with on a regular basis. You may be the only stable, nonauthoritarian relationship in a child's life, so you need to be there regularly."

At the next table, tutor Julie Goodnough, a dancer and a student at San Francisco's New College of California, says she started tutoring at St. John's only recently, "to learn to work with kids at the elementary level." But the program, she says, is "not just about academics; it's another home." Working here has given her an idea for sharing her training in modern dance, ballet, and creative dance with these students — she's thinking about starting a dance program at St. John's.

Later I meet Joseph Savage, an actor with Intersection Theater, who's already made a similar move. Starting as a volunteer in the homework tutorial program, he went from there to initiating a theater group, "Fresh Kids," at St. John's.

"I've been doing this for two years now," Savage says. "It's an outlet for your nurturing and creative side. There's also a lot of fulfillment with it — I feel a sort of responsibility as far as changing the world. Rather than just sitting back, I'm being a part of the solution."

*It's an outlet  
for your nurturing  
and creative side.  
There's also  
fulfillment —  
I feel  
responsibility  
as far as  
changing the world.'*

**JOSEPH SAVAGE**  
Tutor at St. John's  
Educational  
Thresholds Center

## HOMework IN CHURCH

St. John's Educational Thresholds Center in the Mission District is more specifically focused on helping kids with the work they're doing in school — but through working

CONTINUED ON PAGE 10



PHOTO BY ALICE G. PATTERSON

*Malaykham Boutly, a  
6th grade student who  
comes to St. John's  
Educational Thresholds  
Center for Tutoring.*

## HOMEWORK

FROM PAGE 5

### NOT ALONE IN THIS

Perhaps the most compelling testimony I hear for the program comes not from the tutors, but from Denise, a single mother whose son Sean has been coming to the St. John's homework tutorial program for two years.

She tells me Sean was always in the gifted program in elementary school, but started getting poor grades once he entered junior high. St. John's, however, has made all the difference in the world, she says, and Sean's tutor, Jay, has done more than help raise Sean's grades: "Sean's best friend is his tutor," Denise says. "He admires him. He's like a big brother."

Jay, she says, has been able to help out with some of the problems that started to crop up as Sean grew older: "There comes a time when kids begin to know more than you do. The things that I don't understand, [Jay] does."

These things may be difficult homework assignments or brochures on high schools. Jay was familiar with local high schools, so he played an important role in helping Sean and Denise choose a school.

Denise says Jay's involvement has helped her learn some things as well. Jay has taken it on himself to attend Sean's school's open house; that encouraged Denise to stay closer to Sean's teachers and administrators. "To have someone not even related to my son take such an interest in him, it keeps me on my toes," she says. "Now I make it a point to go to all Sean's school functions and to just be available at all times. I don't feel like I'm alone in this. He gives me an extra boost.

"Jay has been a very important part of our lives in the past year and a half." ●

## YOU CAN DO IT TOO

*If you're interested in making a difference to a child by tutoring on a volunteer basis, the following is a partial list of programs in the San Francisco area to help get you started.*

- Back on Track:** 1399 McAllister, SF. (415) 285-7785.
- Cameron House:** 920 Sacramento, SF. (415) 781-0408.
- Central YMCA:** 220 Golden Gate Avenue, SF. (415) 885-0460.
- CES (Chinese Educational Services):** 777 Stockton #108, SF. (415) 982-0617.
- Chinatown North Beach YMCA:** 965 Clay, SF. (415) 397-6883.
- City College/Chinatown, North Beach Campus:** 940 Filbert, SF. (415) 561-1853.
- Ella Hill Hutch Community Center:** 1050 McAllister, SF. (415) 921-7553.
- Good Samaritan Tutorial Program:** 952 Elizabeth, SF. (415) 647-5037.
- Jones Methodist:** 1975 Post, SF. (415) 921-7553.
- Mission Reading Clinic:** 2701 Folsom, SF. (415) 282-3800.
- OMI Pilgrim Community:** 446 Randolph, SF. (415) 568-8020.
- Refugee Transitions:** 942 Market, Rm. 705, SF. (415) 989-2151.
- SF School Volunteers:** 65 Battery, SF. (415) 274-0250.
- St. John's Tutoring Center:** 1661 15th St., SF. (415) 864-5205.

# San Francisco Examiner

Centers offer one-stop shopping for social support for families

## Shining a Beacon on community needs



EXAMINER/CHRISTINA KOCI HERNANDEZ

Mission High student Scientific King Sha, left, tutors Clarence Morrison as part of a program already in place at Everett Middle School.

**M**R. JAMES BYRON Detweiler sat behind the office desk, back straight, eyes attentive, eager to serve the next person who walked through the door.

"Hi. Can I help you or be of service to you?" he asked a visitor to the Community Bridges Beacon Center at Everett Middle School in the Mission.

Detweiler, a 12-year-old seventh-grader at the school, landed this receptionist-in-training job through a program called BOSS — Beacon Office Student Servers. He answers phones in a professional manner: "Can you please hold?" or "Let me see if she's in."

"I'm so happy I got this job," he said with the enthusiasm of spring. "I like doing this stuff. I like to

By Venise Wagner  
OF THE EXAMINER STAFF

have a lot of pressure. I know this is going to help me grow up."

BOSS is one of several programs centered around a new approach to social service that experts say will change the way San Francisco's youth get support and the way neighborhoods work.

In a partnership among San Francisco Unified School District, the Mayor's Office of Children, Youth and Their Families and local private foundations, students and parents will have access to services such as student and adult job training, parenting workshops, sports clinics and health care at schools.

Designated as beacon centers, the schools will serve as one-stop shops of social support, making it easier

[See BEACON, B-5]

## ◆ BEACON from B-1

## Schools have new role in community

and more convenient for families to get the help they need.

San Francisco's project is the first on the West Coast.

While San Francisco Unified will provide the buildings, space and technical assistance, private foundations already have committed about \$600,000. And the Mayor's Office of Children, Youth and Their Families has as much as \$6.6 million available for youth development programs, including beacons.

Neighborhood groups interested in forming a beacon center can apply to the mayor's office by May 17. City Hall will announce its decision for funding in June.

### Four to six centers?

The City might have four to six new beacon centers in the next two years, at an annual cost of about \$300,000 each.

The Mission District Beacon Council — a coalition of churches, schools, parents, students and local agencies, including lead agency St. John's Educational Threshold Center — jumped at the chance to make Everett a beacon center.

Although some programs already have begun, the council will officially kick off its beacon center — the first in town — on Thursday from 5:30 to 8:30 p.m. at the school on Church and 16th streets. Visitation Valley is scheduled to start its beacon program in early summer at Visitation Valley Middle School.

As a beacon, Everett will be open from 8:30 a.m. to 9 p.m. weekdays and one Saturday a month from 9 a.m. to 6 p.m.

Programs now include BOSS student job-training and tutoring. By May there will also be sports and dance clubs, job training for adults, a support group for kids whose parents are separated or divorced, and academic enrichment activities.

Students from Mission High, Everett Middle, Sanchez Elementary and other nearby schools, as well as community members and parents, chose and designed the

programs. As the beacon evolves, they will continue to have a say.

"There's been a whole lot of listening," said Lissa Matross, whose daughter Mica is in eighth grade at Everett. "It's not just a program that was thrown at people."

Richard Murphy, New York's former youth commissioner who formed the first beacon center in the country in 1992, said the benefits go beyond programs.

"Beacons are a process for rebuilding our neighborhoods and bringing back a sense of community," he said. "A lot of what's in a beacon is not new. It's returning to what a community used to be. It becomes the village green."

Murphy, director of the New York-based nonprofit Center for Youth Development, likens it to settlement houses at the turn of the century or the plazas in South America through which people and life pass.

### Community sites

New York's 40 beacon schools have been used for weddings, band practice, health services, community meetings, dance lessons and sports.

Ten other cities — including Boston, Bridgeport, Conn., and Little Rock, Ark. — are developing beacon projects.

"On one level it's getting government to work smarter," said Sylvia Yee, senior program officer at the Evelyn and Walter Haas Jr. Fund, one of the private foundations behind the project. "It's using underutilized facilities and schools on evenings, during vacations. It's creating a community center, a safe place for kids and adults."

Linda Asato, director of inter-governmental affairs for the school district, said the centers are part of a larger movement to shift the emphasis for youth from crisis intervention to prevention.

"Just because youth don't have problems doesn't mean they are prepared," Asato said. "They need to be encouraged and supported to meet challenges in life."

For Everett sixth-grader Clarence Morrison and Mission High junior Scientific King Sha, the beacon offers a chance to share and

learn from each other.

Sha is Morrison's tutor. When they started working together in February, Morrison mostly asked Sha for help with homework. But after a few weeks, Morrison began seeking advice about girls.

Did it help?

"No," said an embarrassed Morrison.

Sha will get a total of \$150 for his twice-weekly sessions with Morrison through May — not to mention the experience and an item for his resume. But it's not just about that, Sha said.

"When I was in middle school I never had a tutor," he said. If he had, he wouldn't have skipped so much school as a freshman, said Sha, reflecting on his early years at Mission High.

"When I heard about (the beacon tutoring) I wanted to give back to the community to someone younger than me," he said. "This keeps them here learning instead of out somewhere else in trouble."

Even James Detweiler feels as if the BOSS program will give him a chance to prove how responsible he can be. He already plans to own a restaurant and become a chef — but in the immediate future his goal is improving his grades.

"In some classes I'm doing OK. But in a couple of other ones I'm getting a D," he said. "But this quarter I'ma try to do better."

### Involving parents

The centers are also an attempt to bring parents into school life. Educators and child advocates say that parents cut off because they work during the day or because of language differences will have more opportunities to connect through the beacons.

Alfredo Vergara, of Coleman Advocates for Children and Youth, predicted that the 7-to-3 school day will soon be a thing of the past.

"We're talking about year-round, 24-hour-a-day services," he said. "A beacon center first is school-based, and the school in my mind is the only common denominator left in communities. There is no one in the community who is excluded from the public school."

# Education Life

Section 4A/January 7, 1996

## Stanford Gets Street Smart

**T**he subject was urban planning, and the professors — for a day, anyway — were six inner-city middle school students who recently taught a class at Stanford University.

The three boys and three girls from San Francisco's North Mission neighborhood had plenty to teach the Stanford students enrolled in Prof. Milbrey McLaughlin's fall semester course on Urban Youth and Their Institutions. Last summer, the youngsters conducted a neighborhood assessment — collecting data and making a detailed map — and successfully lobbied the city for a new park. They did the work through a pro-

gram run by St. John's Educational Thresholds, a community youth center.

"They did an absolutely fabulous job of mapping the neighborhood," said Professor McLaughlin, who asked the mapping team to teach a segment on neighborhood assessment in November after hearing about their work. "They just blew my students away."

That didn't surprise Kyle Fiore, the youth center's director, who said the goal is "to have people realize that kids are not a problem to be solved but people who are incredibly wise about

*Continued on Page 11*

*Continued From Page 8*

what they need."

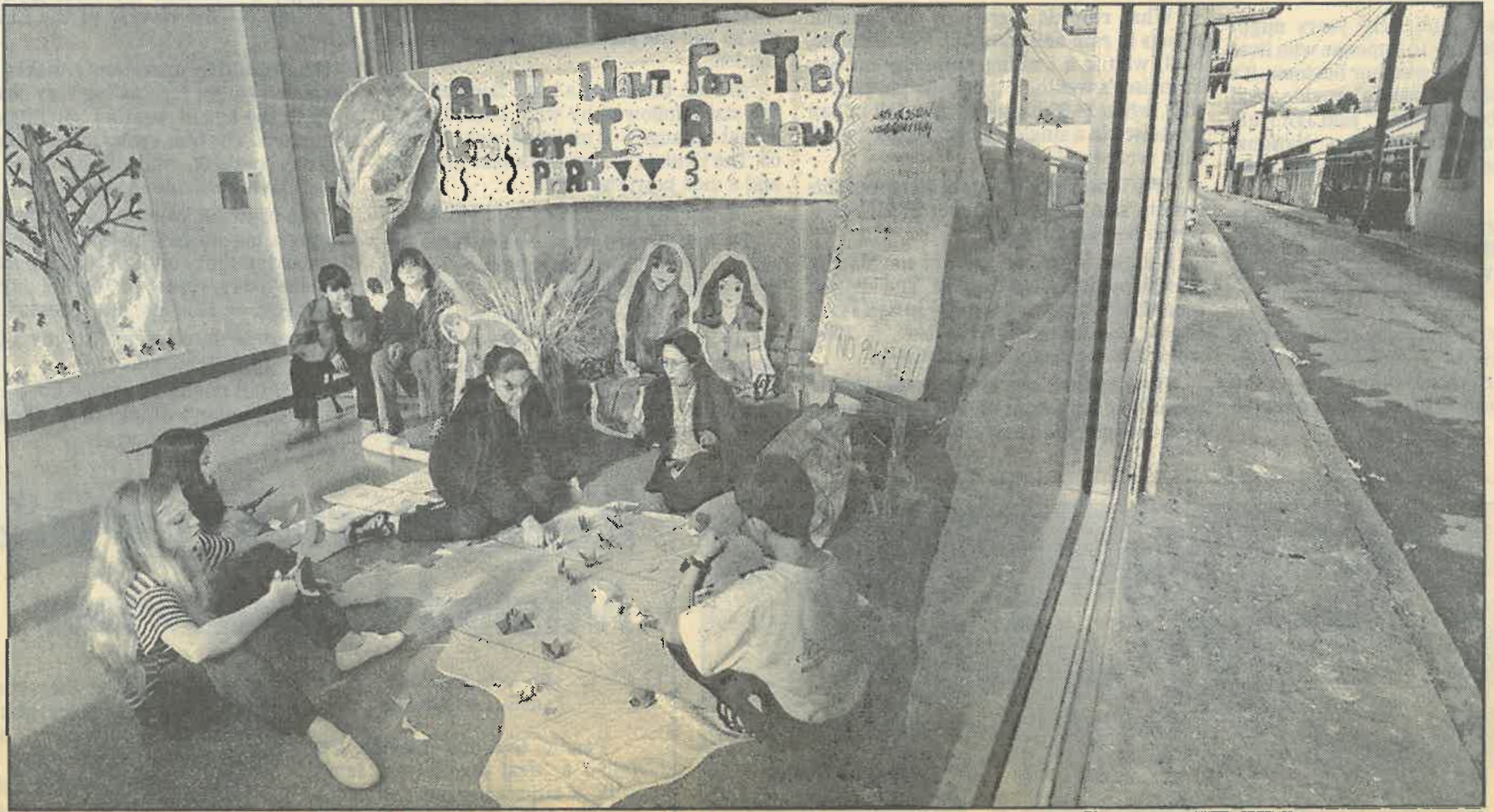
The young urban planners are already booked for a February lecture to be delivered to city

youth workers. And Professor McLaughlin, an expert on city youth and the author of the book "Urban Sanctuaries," said that "if I teach the course again, I'll absolutely use them." D.S.



# BAY AREA

## AND CALIFORNIA



PHOTOS BY MICHAEL MACOR/THE CHRONICLE

Kids involved in the park planning process fashioned a model of what their playland will look like. Top of the list: A pool, swings, monkey bars

# BUILDING A DREAM

## Gutsy Mission District kids talk S.F. into financing a park

By Teresa Moore  
Chronicle Staff Writer

Lorena, Sarout, Picharanna and Kim peruse their North Mission neighborhood with the shrewd eyes of shoppers looking for a good buy. But these girls, ages 11 to 17, aren't looking for the fattest burritos or the cheapest jeans. They have something big in mind. Real big. Real estate.

The four, along with nine other young people, all students at Everett Middle School or Mission High School, decided that their neighborhood had plenty of cafes and liquor stores and auto body shops but what it really needed was a kid-friendly park.

After two years of mapping and planning and lobbying, they persuaded the Recreation and Park Department's Open Space Committee to grant them \$200,000 to buy an unused lot and another \$200,000 to outfit their park.

The students came up with the project through St. John's Educational Threshold Center's Urban Institute, a program at Everett Middle School that teaches students to become responsible and involved citizens. During a summer workshop in 1995 with San Francisco Planning and Urban Research, they mapped the 20 blocks bordered by Church Street and South Van Ness Avenue and Duboce and 17th streets.

"We looked at what was located on every block and then we brainstormed on what we need in our neighborhood," said Linda Gamino, 13, an eighth-grader at Everett Middle School.

The group decided that kids in the North Mission need a good alternative to playing in Dolores Park or in the streets.

"Dolores is a bad park," said Sarout Long, a 17-year-old sophomore at Mission High and a staff member at St. John's. "It's in front of our school. People sell drugs there. Kids cut classes to go



Kim Gov, Picharanna Long and Sarout Long scouted sites

there."

Ashley Nulph, 13, chimed in, "A lot of my friends aren't allowed to go there."

Sarout's little sister, Picharanna, is a soft-spoken 11-year-old who graciously answers to "Peach." Since they are not allowed to play in Dolores Park, she and her friends make the best of the sidewalks. "We see people fighting when we ride our bikes," she said. "We run home when they fight."

The girls had their eye on an Valencia Street lot that is a pumpkin patch in the fall and a Christmas tree lot in December. But since the owner won't sell, they are considering another space that is occupied by a defunct funeral parlor.

Susan Tatje, an adult St. John's staff member who has been working with the park team, said

PARK: Page A21 Col. 5

# PARK: Kids Realize a Dream

From Page A19

they hope to purchase a lot within the next six months.

"It could be five years before the park is completed, and some of these young people might be grown and gone, so this is really a generous effort on their part to make the neighborhood better for all youth," Tatje said.

The girls envision a safe oasis where they could play without having to worry about drug dealers or gangs. Walking from St. John's at 16th and Mission toward the Long sisters' home on Woodward, a side street near 14th and Valencia, the girls talk about the importance of color-coding one's outfits in the Mission. Hobbling along in high-heeled azure satin sneakers, Ashley tells Lorena Deanda, her classmate at Everett, that she always keeps a white sweatshirt in her school locker in case she slips and wears a color claimed by one of the gangs in the area.

"Red and blue are dangerous," Lorena said. "Green is iffy. Yellow and purple and white and black are OK."

Sarout, the second oldest of seven siblings, estimates that between 30 and 40 children live in the row houses that line narrow Woodward Street. According to census data from Public Research Institute, there are actually 241 minors living in the two blocks bordering Woodward.

"We have a lot of kids on Woodward who have no place to play, and it's dangerous," Sarout said. "They say that Woodward is the worst street. For us, we're not afraid of it because we grew there."

At the mouth of the shady alley is a parking lot surrounded by a chain link fence. Picharanna points out the little shrines to dead neighbors that hang in the fence links — a wooden cross, little religious emblems and mementos.

"Someone was shot here last year," she said in a bright tone as if she were pointing out some happy

er landmark.

Picharanna was one of the kids who appealed for funds at the Recreation and Park Department meetings. She lists the things she'd like to see in their park: "A merry-go-round. Some grass. Mostly, kids want a swimming pool."

Ashley said, "We thought about tire swings and a climber with

*'It could be five years before the park is completed, and some of these young people might be grown and gone'*

— SUSAN TATJE,  
ST. JOHN'S STAFF

rings — monkey bars! A little garden area in the shade with a bench for kids to sit and talk and think and stuff."

At this point, anything seems possible. Their wish list grows grander: slides, basketball and tennis courts, a little gazebo.

Picharanna remembers the least glamorous, most essential element of a good park: "A bathroom."

Everybody laughs.

**More Bay Area News**  
SEE PAGE C1, C8

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## MISSION KIDS BUILD OWN SAFETY NET

### Quick Call Merchants Agree to Help in Danger

PHOTO BY  
JOHN STOREY / EXAMINER

Girls from St. John's Tutorial Center talked Mission merchants into posting pink Quick Call signs showing they'll give emergency help. Outside Forest Books are, from left, Nancy Eik, Lisa Eik, Mary Khan, Peehneka Long, Rathtana Long (in checks), Rothya Long (in pink jacket) and Jennifer Eik.

By Leslie Goldberg of the Examiner Staff

At age 13, Lorena Deanda's biggest concern is not whether she'll get an "A" in history or if her parents will allow her to wear lipstick -- her worry is that she might get shot in San Francisco's Mission District where she lives and goes to school.

"My biggest fear is that I'll get accidentally caught in gang crossfire," she said.

Deanda is one of the young people who gathered at a 16th Street youth center recently to talk about a program designed to help them feel safer in the gang-ridden neighborhood.

Quick Call, created in 1993 by St. John's Educational Thresholds Center, has convinced 40 Mission District merchants to place bright, pink signs in their windows, indicating that any child feeling threatened by something on the street can come in the store and use the phone to call the police or a family member. This year, seven more new businesses have signed on.

"We have been looking for creative ways to make the Mission District safer for children," said Kyle Fiore, director of St. John's Center.

Quick Call was started after a young girl told teachers at the center that she had been grabbed by a man on Woodward Street between 14th and 15th streets.

"The children came to us," said Ethel Newlin, program coordinator for the center. "They wanted to know what they could do to feel safer."

Much of the work of putting together Quick Call has been done by the young people themselves. They've gone door-to-door, enlisting merchants' support. This year, they've created a booklet as a guide for youngsters in other neighborhoods who might want to create their own Quick Call.

#### Making the Mission Safer

Since the first assault four years ago, a handful of children have had to utilize Quick Call to get help.

"Two years ago, a man tried to take the purse of a young girl at 15th and Mission," said Fiore. "It had \$10 in it, so she didn't want to give it up. She started yelling and her sister heard it and ran into a Quick Call merchant. The police were there in an instant."

Recently the Mission District has been the scene of several gang shootings. Neighborhood activist Seth Gray was killed in a drive-by shooting in February just a block from the tutorial center, unnerving both the staff and the youngsters. This month, another bystander was killed in a drive-by at 20th and Lexington streets....

"Children are our best selves," said Forest Books owner Gregory Wood. "If we can't all get together to take care of our children, we can't take care of anything."

"We want these children to understand that there are adults here to help," he said. "We don't want them to feel isolated."

Article continued on p. A-10. For full copy, please call SJETC at (415) 864-5205.

# THE NEIGHBORHOOD

MISSION/BAYVIEW/SOUTH EDITION

TUESDAY, JULY 14, 1998

## Youths making clean sweep in the Mission

### Scofflaws flee when brooms hit the street



PHOTO: PIA TORELLI

**TEAMWORK:** Martina Moeya and Benedict Almacen handle the clean-up work on Julian Avenue in the Mission District.

By Matt Isaacs  
NEIGHBORHOOD REPORTER

After a decade of battling filth and crime in their area and seeing scant, if any, improvement, the merchants on 16th Street in the Mission District decided last month it was time to put up or shut up.

In June, they agreed to put up the money and hire neighborhood youths to clean the streets. The merchants figured it would cost \$10,000 to hire 12 kids for the summer. By the end of the month, they had pooled enough to fund their plan.

Now, with the help of the Mission Police Station and St. John's

job is the incessant compliments the team receives from shopkeepers and people living on the streets. "The homeless people like us because we're cleaning up their mess," he said.

In recent years, city workers had blasted the pavement daily with power hoses and police had increased their presence but street debris, pimps, and drug dealers had continued to take a toll on the local businesses, driving shoppers away to other areas in the Mission District. Sixteenth Street merchants count on the new clean-up plan to pay off for the neighborhood as it is already paying off for the youths.

#### First job for most

The program, which began last week, is the first job for most of the young people and many said they were the only ones working

among their friends.

"If I weren't doing this, I would be sitting at home, watching TV," said Martina Moeya, a 14-year-old from the neighborhood. Moeya said she wanted to participate in the program to help improve her community. Others said they were doing it for the cash.

Payday was last Friday, and many planned to go shopping on Saturday for clothes, music, and other personal items. Virginia Vargas, a seventh grader at Luther Burbank Middle School said she might even go shopping immediately after she got her check on Friday. Only Jason Lincoln, a 14-year-old on his way to Gateway High School, said he would save his money.

"I'm going to save it for whatever comes up," he said.

Officer Troy Peele helps lead the troops around the neighbor-

hood, covering the blocks from South Van Ness to Valencia streets, between 16th and 17th streets. The groups, he said, made a thorough sweep of the district, stopping by many of the shops to see if the merchants might require special assignments. Often, he said, the shopkeepers give the kids ice cream or sodas.

He said he is confident all the kids will make it through the program. He said the girls are especially dedicated, while the boys at times can be flighty.

"It's an hour-by-hour thing," Peele said. "One hour a guy might be thinking about his paycheck and start pushing a broom extra hard. The next hour, he might be thinking, 'Gee, this sun feels good,' and forget what he's doing. But these are great kids, and I don't think they'll ever forget this experience."

Educational Thresholds Center, a dozen kids between the ages of 12 and 14 years old, called the "Clean Team," have begun scouring the streets in the Mission District. Equipped with yellow t-shirts, gloves, and brooms, the teens earn \$100 a week for 20 hours of work.

Like worker bees, they buzz through the neighborhood in two groups, each party led by two police officers. And wherever the yellow t-shirts go, scofflaws that have plagued the area move elsewhere.

"They start running when they see us," said Michael Lowe, a 14-year-old with a sense of humor. Lowe says the worst part of the

# THE NEIGHBORHOOD

MISSION/BAYVIEW/SOUTH EDITION

TUESDAY, JUNE 23, 1998

## Merchants work to clean up 16th Street

Teens seen by locals as the key to improving the area

By Matt Isaacs  
NEIGHBORHOOD REPORTER

The merchants along the 16th Street corridor are no strangers to adversity.

For the last 10 years, they have struggled to draw tourists to a neighborhood the San Francisco Police Department calls the "devil's quadrant" — not an easy task, especially when business owners have had to clear store entryways of vomit, urine, and hypodermic needles every day.

The years have taken their toll: the merchants have lost the battle against filth, the street debris has slowly begun to accumulate, and tourists have wandered to more appealing pastures in the Mission District.

Not all hope is lost for merchants, though. The precinct has a secret weapon, a vast untapped resource: teenagers on summer vacation.

Last Wednesday, more than 30 merchants met with representatives from the Police Department and St. John's Educational Thresholds Center to discuss a new approach to cleaning up the area. Out of that meeting came a plan to give jobs to 12 of the neighborhood's best and brightest youths. The teenagers, who might have trouble finding jobs elsewhere, would work under a police officer, picking up trash and helping to monitor the streets.

### More cops not the answer

Captain Greg Suhr of the Mission Station proposed the idea to the merchants, describing the plan as a way to "change the climate of

the neighborhood."

Suhr says law enforcement cannot rid the neighborhood of its blight without help. Even a recent grant giving the department four new officers to patrol the quarter won't come close to what the area needs, he said.

"No matter how many police officers we throw at that area, it will never be enough," Suhr said. "We could be making five narcotic arrests down there every day, and it wouldn't solve the problem."

Change, he said, must come from the bottom up, beginning with a cleaner environment and more participation from the locals with an investment in the community.

### Teens part of the solution

Change can also come, Suhr said, from the neighborhood's youth, who are often good kids with too much time on their hands. Without the structure of school, teenagers often cause the most trouble in the area, he said. By offering them an outlet for that wild energy, the neighborhood could see something productive come out of what might have led to mischief, he said.

Suhr said he had a list of some of the best students in the district. Each teen would work 20 hours a week for \$5 an hour, beginning July 1 through the end of summer.

What's the catch? The local merchants would have to come up with \$10,000, which would cover the salaries of the kids plus the supervising officer's overtime pay.

"You can count me in for \$1,000," Janice Belen, owner of the City Club bar, said at the merchant gathering. "I'm desperate. I'll stand on my head to see some improvement here."

Belen's fellow merchants, mostly small-business owners, appeared to agree with her. Suhr said he would contact the large businesses in the area such as

See MERCHANTS, page 29



PHOTO: RCRY McNAMAR  
BRAINSTORMING: (From left) Ethel Newlin of St. John's Educational Threshold Center and Captain Greg Suhr of the SFPD spoke to 16th Street merchants at last week's meeting.

PAGE 29

## MERCHANTS: Ideas

continued from page 25

Wells Fargo, Burger King, McDonald's, and Walgreens to see if they would also be willing to kick in for the program.

Ethel Newlin of St. John's Educational Threshold Center, a private, nonprofit community agency, also played a lead role at the meeting. She said kids have more to offer than pep and a willingness to work for low wages. Kids, in a unique way, command respect.

"I've seen all kinds of things go down here, but almost everybody will go and do their business someplace else when kids are around. I've seen a woman pull a needle out of her arm and move down the street because kids were right there," Newlin said.

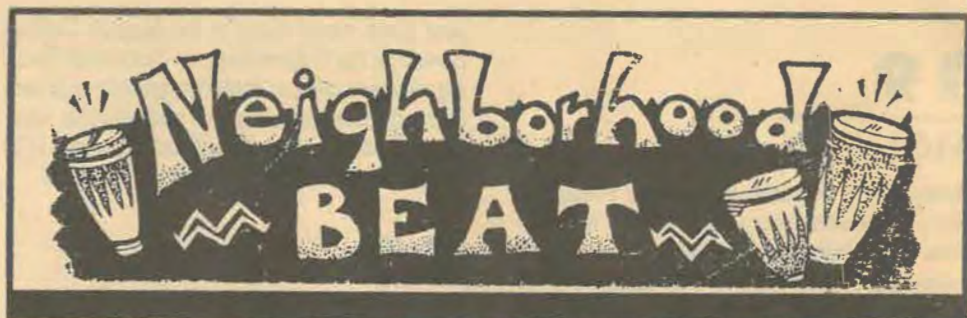
### Merchants decide

Once Suhr and Newlin made the proposal, they left the meeting to allow the merchants to decide what to do next.

"If this is going to work, the merchants have to make it their own," Newlin said.

By the end of the meeting, the merchants had taken steps to adopt the plan, at least for the summer. They elected officers for the new coalition and decided that \$10,000, split between 20 businesses, is a small price to pay for such an experiment.

"We'll see if it works," said newly elected coalition officer, Nabi Bausaeed, owner of the City Blend Cafe. "If it doesn't, we'll seek the help of a higher power."



## The Clean Team is back

The Clean Team in training.

By Ethel Siegel Newlin

The Summer of 1998 saw the beginning of what promises to be a Mission District tradition, *The Clean Team*. Captain Greg Suhr, on behalf of Mission Police Station, and this writer, on behalf of St. John's Educational Thresholds Center (SJETC), created this unique project that brought youth, cops and merchants together.

In response to merchant's requests for help on improving the quality of life along the 16th Street and Mission Street corridors, and youths' need for summer employment, the Clean Team gave everyone an opportunity to become an equal partner in the effort to improve the neighborhood.

Merchants were asked to contribute to a fund to hire a dozen kids to clean the streets twenty hours per week. Mission Station committed uniformed officers to act as the Team's supervisors on the streets, which in effect gave the merchants the front beat officers.

offered staff time to coordinate the project and the Department of Public Works (DPW) provided the necessary equipment and supplies. DPW also dedicated a "Green Machine" to clean the project area daily for the six weeks the Clean Team was in operation.

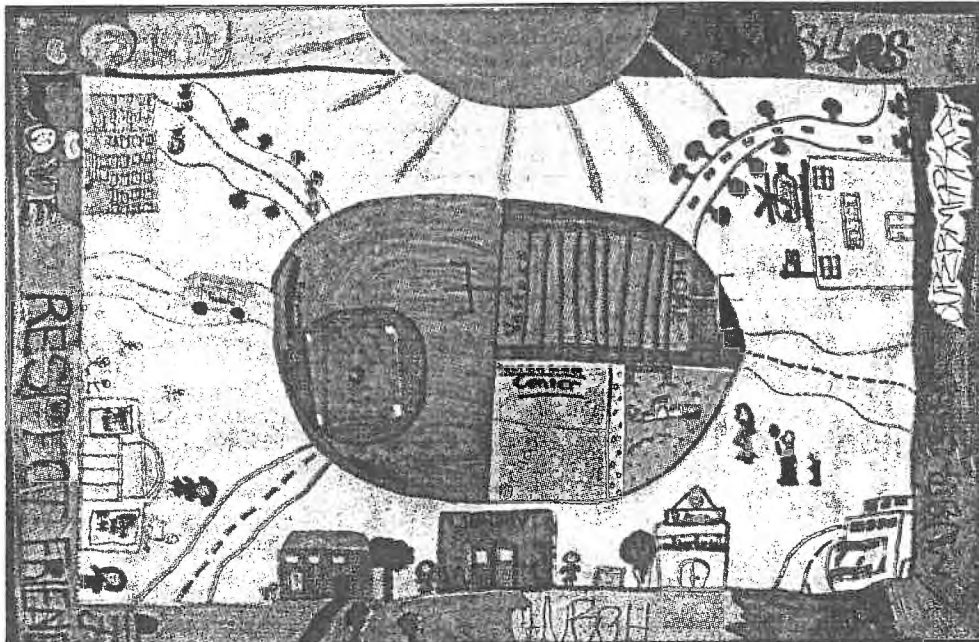
The primary goal of the Clean Team was, and is, to build good relations between youth, police and local businesses. Cleaner streets and beat cops are a bonus. The project's past success has led to the employment of sixty youth that will be working in five separate teams this year, with each team operating in a different part of the Mission District. A grant from San Francisco Beautiful gives the project funds to match the contributions of the merchants and will cover subcontracting services with Sunrise Sidewalk Cleaners for a monthly steam cleaning in each of the team areas.

For more information about the Clean Team, or to make a donation to the fund, you may contact Ethel Newlin at (415) 864-5205 or Capt. Greg Suhr at (415) 864-5205.

# A park grows in The City



EXAMINER PHOTOS BY KATY RADDATZ



Phineas Suafai, top right, and Elizabeth Perez work on a North Mission District park project at an art class at Everett Middle School. Students sketched their wish list, above, for recreation, greenery and open space.

## Budget approved for space conceived by Mission kids

By Michael Dougan  
OF THE EXAMINER STAFF

Five years ago, a group of middle school students began surveying their neighborhood block by block, lot by lot. What they discovered — there in the impoverished North Mission District — wasn't for them.

"They found a lot of liquor

stores and bars, they found restaurants, they found clothing stores for adults," recalled Oscar Wolters-Duran, head of St. John's Education Thresholds Center, which sponsored the students' research.

"And they found a lot of scary things," he said. "There was drug dealing. There was litter. There was graffiti. They didn't really feel safe playing on the street. But one

thing that they didn't find in the whole neighborhood was an open space or a park."

The students, attending a summer school program run by St. John's, had been studying urban planning. Their mandate was to create a project that would contribute to their community. And their

[ See PARK, A-14 ]

San Francisco Examiner

Friday afternoon  
JULY 9, 1999  
LATE SPORTS  
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T W E N T Y - F I V E  
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EXAMINER/KATY RADDATZ

Clockwise from right are Luis Hernandez, Teri Purcell, Rothana San and Phineas Suafai at Everett Middle School.

◆ PARK from A-1

## Kids help plan park for the Mission

answer was to launch a campaign to create a park in one of San Francisco's most densely populated residential areas.

When Gov. Davis signed a new state budget into law June 29, their work — and that of classes that followed — was rewarded. At the behest of Assemblywoman Carol Migden, D-San Francisco, the budget included \$1.1 million for the North Mission's first park. Combined with \$500,000 allocated over the years by the San Francisco Recreation and Park Department, the money is now in hand to start shopping for parkland.

"The kids have been incredible," said Deborah Learner, parks planner for The City. "They have been very persevering."

The lesson was clear to Sarout Long, a 14-year-old in the original group that conducted the survey. A recent graduate of Mission High School, Long still participates in St. John's summer school program as a teacher's aide.

"Never give up. I think that's the key," she said. "We learned that even though we were young, we can make a really small thing become a really big thing. I guess we always have to stay on task if we want to achieve something really big in our future."

Back in 1975, the city parks department had identified the North Mission as a high-need area for a park, said Wolters-Duran.

"It is sort of set apart," he said. "It has a high density of nonprofit family housing, a public housing site (Valencia Gardens) and a lot of senior housing. It is a center of low-income housing for The City."

And, he said, it contains some 5,000 residents.

The nearest patch of public grass is Dolores Park, and kids "know the park is owned by certain groups" — meaning gangs — said Luis Hernandez, 17, a peer leader in St. John's summer school program this year.

For that reason, the students — who came up with their own park design, aided by an intern from the Trust for Public Lands — "made it as hard as possible for gangs to hang out there," said Phineas Suafai, 15, also a peer leader. "They made it colorful and nice. There's no place the gang could come in and make their own territory."

The youngsters decided a park should have "a couple of trees for shade and a grassy area for the parents, a basketball court, a place to walk your dog, a jungle gym and football fields," Suafai said.

The plan, he said, proves that "if you give kids a chance to do something, they can really do a good job on it. It's not just only grown-ups who can plan things real good. Kids like to sit down and talk seriously about things for a while."

In turn, said St. John's development director Susan Tatje, the kids have learned that "their ideas are taken seriously. They themselves can be a part of making a change in their community."

Especially in the North Mission

where, said Tatje, "kids get a bad rap. . . . They want some respect. Most kids aren't in gangs. They just want fun stuff to do."

Like playing in a park. But it will be a while. The daunting task of finding and purchasing suitable land lies ahead.

"One of the places we've gotten stuck is just the amount of gentrification and rising property values in the neighborhood," said Wolters-Duran.

He said one spot considered prime is currently occupied by new cars, stored by a local dealership.

"That seems to be the most suitable space, but there are some other spots," he said. "We're going to really put community pressure to make the park happen as soon as possible because parks can take 10 years to build in The City."

Learner said having the money in hand to make a purchase has made the parks department "very optimistic. What's important is that the public support is very profound and it's enduring."

Beyond finding a suitable spot with a willing seller, park purchasers must conduct tests for toxics — perhaps followed by a cleanup — and bring the community into the planning process, she added.

That means an actual park — with grass, trees and recreational areas — might appear somewhere in the North Mission within one to three years, said Learner.

Suafai, for one, is eager to see it. "I just want to go down there and see what it's going to turn out to be," he said. "Maybe I can take my little sister down there."



# BAY AREA AND CALIFORNIA

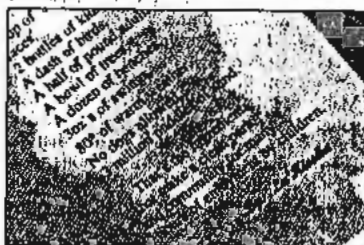
SATURDAY, JULY 10, 1999

A15

## BAY AREA FOCUS

*"Now that the money  
is finally here, we can  
actually buy something..."*

OSCAR WOLTERS-DURAN  
St. John's Educational Thresholds Center



# PURSEVERANCE



Photo by BRANT WARD / The Chronicle

A poem by La'Klesha Lomax, top, cited her ingredients for a perfect park. Above and from left, Phineas Suafai, Marcella Azucar and Giovanni Perez celebrated the awarding of a \$1.1 million state grant for a new park in the Mission District.

## Years of work by Mission District kids pays off with \$1.1 million grant for neighborhood park

By Steve Rubenstein  
CHRONICLER STAFF WRITER

**T**wo hundred Mission District kids finally got themselves listened to and, even better, they got a check for \$1.1 million.

That's what the California legislature has finally agreed to cough up toward a new park in the Mission. Four years of letter writing, petition passing and poster painting have finally paid off.

"I'm surprised we got it, because we're kids," said Phineas Suafai, 15. "They don't usually listen to kids. They don't think we're serious about anything."

In 1995, the summer school students at St. John's Educational Thresholds Center began cooking up the idea for a safe, friendly park as part of an urban planning class. Most of them were afraid to set foot in troubled Dolores Park, and



Jada Miller, nearly 3, wandered onto a poster made by children depicting the perfect neighborhood. The poster was part of a project to help kids design a new park.

► PARK: Page A18 Col. 1

# Diligent Kids Get Grant

## ► PARK

From Page A15

they still are.

"My mom won't let me go to Dolores Park," said Marcella Azucar, 12. "There's too many gangs and drug dealers. If you're wearing the wrong colors, you could get jumped."

Letters they wrote, lots of letters. Up and down the blocks they walked, armed with petitions. During the Carnival parades they manned tables. This summer, they wrote poems and plastered them on trash cans.

A few months ago, a dozen kids took their case and their letters and their pictures to the San Francisco Recreation and Parks Commission meeting.

The other day, the money came through. The new state budget officially designated \$1.1 million for the North Mission Park Proposal. Another \$500,000 has been set aside by the city's park commission. That means the community can finally start shopping for a park site.

The news was especially delightful for Natalie Tercero, director of the summer school program at Everett Middle School that has helped students continue the park campaign.

For years, the students have been gazing with big eyes at likely spots for their park. There's the car dealer's storage lot, or the old mortuary, or the back half of the senior center.

Later this year, the kids hope to sit down with city park planners and pick one out.

"Now that the money is finally here, we can actually buy something instead of talking about it," said Oscar Wolters-Duran, who is in charge of the project for the center. "It's a huge breakthrough. We're ready to start making offers."

Then will come environmental studies, blueprints, negotiations, meetings and a lot of other things that aren't as much fun as swinging on a swing.

Nothing has been decided. Giovanni Perez, 12, said the new park should have a water slide and no dogs. But when a pal said that he had a dog, Giovanni changed his



BRANT WARD / The Chronicle

A delighted Natalie Tercero, director of the summer school program at Everett Middle School, smiled as she told a friend about the grant.

mind and said dogs would be OK, and that they could even go on the water slide, even though Marcella said she thought the water slide was silly.

"We still have some planning to do," Marcella said.

Opening day for the park is still years away, and years take longer for kids than they do for grownups.

But the kids of St. John's are sticking with it. This week, they're creating more pictures and trash can poems.

"I know it's not going to be built right away," Phineas said, who has been writing letters for three years. "But that's OK. We get to leave it for other people to enjoy. It's not just for us. Maybe it's for our children."

## SAN FRANCISCO

SECTION

Friday,  
October 21, 2005

## MISSION DISTRICT

# Kid Power Park wins 'Beautiful' prize

## 16th Street playground represents decade of effort by dedicated young people

By Carolyn Jones

CHRONICLE STAFF WRITER

It doesn't happen very often, but they pulled it off in the Mission: They un-paved a parking lot and put in a paradise.

Kid Power Park, on the site of a former parking lot, is an oasis of greenery, art and elegance amid the grit of the 16th and Mission area.

The popular new park is one of eight developments to win a Beautification Award from the San Francisco Beautiful foundation. Winners were honored at a dinner last week.

"We're so proud of this park. We think it's gorgeous, and we're thrilled that everyone else thinks it's gorgeous, too," said Ethel Siegel Newlin, program liaison at St. John's Educational Thresholds Center on 16th Street.

Kid Power Park is remarkable for its wrought-iron decorative fences, arches festooned with flowers, new play equipment, community garden, tile mosaics and babbling fountain.

But it's also unique because it was created entirely by children in the neighborhood.

Ten years ago, elementary and middle school children in one of

Newlin's programs surveyed the neighborhood and found liquor stores, dry cleaners and thrift shops, but no parks. The nearest one was at 19th and Valencia.

So they went to the Recreation and Park Department's Open Space Committee to plead their case, and won \$200,000. The next year they did the same thing, and won another \$200,000. The third year they won \$100,000. The following year, State Sen. Carole Migden secured \$1.5 million from state open space funds, bringing the kids' total to \$2 million.

They tried buying a few vacant lots in the neighborhood, but couldn't compete against housing developers in the red-hot real estate market. They had the same problem when they bid on the

► **BEAUTIFUL:** Page F5



MICHAEL MACOR / The Chronicle

**A fountain** provides a centerpiece at Kid Power Park on Hoff Street between 16th and 17th streets. Neighborhood children led the effort to raise funds and get the park built.



MICHAEL MACOR / The Chronicle

Children enjoy a giant climbing dome at the new Kid Power Park on Hoff Street between 16th and 17th streets in the Mission District.

## Zoo center, Stern Grove also honored

► **BEAUTIFUL**  
From Page F1

parking lot on Hoff Street — until the developer learned he was competing against neighborhood kids who wanted a park.

The developer backed out, allowing the Recreation and Park Department to purchase the property on behalf of the Mission kids. Working with Recreation and Park staff, the kids helped design the park, held community meetings and even picked the name.

Overall, more than 150 kids worked on the project, many of them knowing they'd be too old for it when it finally got built.

"They thought it would be for their little brothers or sisters, or even their own children," Newlin said. "When it finally opened, they were all just blown away to see their dream actually happen."

On a recent sunny day at the park, Curtis Johnson, who has lived in the Mission for 40 years, was enjoying the playground with his

grandchildren.

"This is dynamite," he said. "It's the best thing they could have done. When this was a parking lot it was a bunch of drug addicts here. But from that, what they created it into, is just fantastic."

The theme of this year's San Francisco Beautiful awards was Environmental Solutions and Urban Beauty. Kid Power Park was an easy choice, said Executive Director Dee Dee Workman.

"It took them nine years, but they were tenacious," she said. "It's a heroic story pulled off by a bunch of 15-year-olds. The kids did it all themselves. Not only is it a great story, it's a beautiful park."

The park, located on Hoff between 16th and 17th streets, is operated by the Recreation and Park Department.

Other winners are:

► Shotwell Greenway in the Mission, where neighbors worked with PlantSF to put in plants, rocks and other landscaping to beautify the sidewalks. The project

also allows rainwater to drain into the ground, rather than flow into the flood-prone sewer system.

► San Francisco Zoo's Lurie Educational Center, an 11,000-square-foot classroom building that serves thousands of schoolchildren, docents and zoo staff. The building, with its vaulted ceiling and large windows, includes two classrooms, a library, docent lounge, storage space and a meeting room.

► Chinese Historical Society of America Museum and Learning Center, at 965 Clay St. The museum was selected for its careful renovation of the Julia Morgan-designed YWCA building, built in 1932. Details include three Chinese towers, Chinese roof tiles, decorative wall panels, a cast-stone arch with leaded glazing and a circular cast-stone window.

► Brooks Park in Oceanview-Merced Heights-Ingleside, which was transformed by neighbors, volunteers and Recreation and Park staff. The park used to be a magnet for crime, but now is en-

joyed for its community garden, natural area and new playground.

► Stern Grove restoration and Rhoda Goldman Concert Meadow, in the Sunset, was selected for its stately amphitheater and unique landscaping, including huge granite rocks and large flat lawns.

► Randall Museum in Corona Heights was honored for its exhibition on sustainable energy, as well as for its recent renovation. The wildlife museum now includes new exhibit, teaching and dining areas, a terrace, wheelchair ramps and native plants gardens.

► The Robert C. Friese Award for Neighborhood Conservation went to Linda Blacketer and Dan Dodt for their restoration of the Sylvester House in the Bayview. Blacketer and Dodt restored the 1865 home to its original splendor, and use it as a community gathering spot for political and neighborhood meetings.

E-mail Carolyn Jones at [carolynjones@sfchronicle.com](mailto:carolynjones@sfchronicle.com).



## Mission Toy Giveaway 2003

Articles

San Francisco Police Officer's Assoc. JOURNAL

Vol 36, number 2

By Ethel Siegel Newlin

POA Friend and Supporter

On the Saturday before Christmas, over 1,000 Mission District boys and girls braved the rain and cold to line up for the Annual Toy Giveaway at Mission Station. Each received at least two new, high quality toys and a photo with Santa, all free. The event has been co-sponsored by Mission Police Station and St. John's



Dominick Gamboa and Dan Chiu watch over the line outside Mission Station.

Educational Thresholds Center (SJETC) since 1995, the year Mission moved into its Valencia and 17th Street location. This huge project took the work of civilian volunteers from the community and officers from Mission Station, and beyond, to make it happen. Coordinators Steve Thoma, Mission Station, and Ethel Siegel Newlin, SJETC, spent months preparing for the event - collecting donations of money and toys, recruiting volunteers, and planning the logistics to make it all seem effortless. Sgt. Nick Rubino and his troops passed out age-appropriate toys from inside the station to the eager kids lined up in the lobby. The Community Room became Santa's room for the day. A crew of volunteers from Walden House kept the line, which stretched around the block, moving in an orderly fashion.



Captain Greg Corrales, Mario Delgadillo, Supervisor Bevan Dufty and Ethel Newlin.

Special thanks go to Supervisor Bevan Dufty for his help, to the SFPOA for all their help and support of the project (especially President Chris Cunnie, Community Fund Chair Marty Halloran, Jennifer Forrester, and Laverne), and to the folks at Cliff's Variety for serving as our toy buyers. Thanks also to

Rosie Tolentino, California Savings, and Man-Sim Tang, Wells Fargo District Manager, for placing donation boxes at their branches in the Mission. On behalf of the kids of the Mission, we send our heartfelt thanks to Capt. Greg Corrales for keeping the tradition alive, and of course, to Sgt. Mario Delgadillo and D.C. David Robinson (it takes two



shifts of Santas), who come back year after year to play Santa.

Jennifer Forrester and D.C. David Robinson with some new friends.

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# Mission Clean Team 2004



*Submitted by Ethel Newlin*

Mission Clean Team 2004, a program coordinated by the collaboration of Mission Police Station, St. John's Educational Thresholds Center, SFPD Juvenile Division, and the Department of Public Works completed its 7th successful year of providing youth with job skills and building relationships between youth and police officers.

This unique program teams groups of youth with uniformed police officers and sends them out to work together to make the Mission community a cleaner, safer place

# Marshall School Youngsters Speak at 16th Street BART Plaza

## Event first of series celebrating Mission Community Day

BY KYLE FIORE

**H**ip-Hop dance, Spanish songs, spoken word, and balloons launched the kick-off event for Mission Community Days on Oct. 21. Held at the 16th and Mission BART Plaza, and sponsored by the Plaza 16 Affinity Group of the Mission Community Council (MCC), the celebration was the first of a series of events that will bring performances, music, games, educational activities, and dancing to the 16th Street BART plaza.

Over 200 youth and community members took part in the celebration. First graders from the Friends Quaker School opened the day with dancing and Spanish songs. Girls from Columbia Park Boys and Girls Club followed with a Hip-Hop presentation and a dance lesson for the enthusiastic on-lookers. Youngsters from Marshall Elementary School and St. John's Educational Thresholds Center brought the afternoon to a rousing close with a parade, banners, and spoken word.

The Plaza 16 Affinity Group's goal is to transform the plaza into a true community space: a place where the Mission community can celebrate the traditions, creativity and diversity that make our neighborhood unique. The Plaza 16 Group is now drafting plans for the next Mission Community Day, which will take place at the plaza shortly before Valentine's Day. Members of the group plan to hold weekly afternoon games of checkers or chess on the Plaza, and are working to bring in food vendors, as well. The Plaza 16 Group also coordinates rotating art shows featuring the works of neighborhood artists, that are installed in the panels at the back of the plaza. Five shows have been presented at the plaza over the past year.

The Plaza 16 Affinity Group is one of five MCC affinity groups. Composed of represen-

tatives from local community based agencies, the affinity groups focus on strengthening the vitality of the Mission through collaboration. The MCC-Youth Affinity Group (YAG) works to build a community where children and youth thrive. MCC-YAG is currently developing and providing enrichment activities to complement the curricula being offered at Mission District Dream Schools.

The MCC-Community Self-Sufficiency (CSS) Affinity Group is a network of Mission agencies that work to address the needs of individuals and families seeking economic stability. CSS focuses on increasing Mission District residents' access to job training, adult education, and other resources. MCC-Homeless Advocates for the Mission (HAM), advocates for the Mission District homeless in need of services, resources and housing.

MCC's Mission Engagement interns organize town hall meetings, speak at public hearings, write letters to city decision makers, and meet with supervisors to make Mission District voices heard. During the 2005-2006 budget process, MCC interns spoke with city officials about the importance of affordable housing; services for children, youth, and families; health care; parks; and services for immigrants.

The Mission Community Council made up of over 40 representatives of Mission community organizations, public departments, and residents. The Council is governed by a five person Coordinating Committee, and chaired by Jovida Guevara-Ross of the Women's Building, and Alicia Vazquez of Good Samaritan Family Resource Center. Collectively, we envision the Mission District as a multicultural working class neighborhood with strong institutions and services where community members live and work with dignity and participate fully in the decisions that affect their lives.

*For more information on the Mission Community Council, or to join an affinity group, please contact MCC Coordinator Kyle Fiore at 643-7562 or kylefiore@aol.com.*





LIZ HAFALIA / *The Chronicle*

## The power of pint-size persuasion

**Jonathan Rendon** (front) and Miguel Gutierrez carry signs in a demonstration by more than 100 students at a Mission District elementary school's after-school program. The goal was to remind adults in the area not to litter, deal drugs or otherwise set a bad example. **See story, Page B1.**

## Mission schoolkids urge grownups to set a good example

Jill Tucker, Chronicle Staff Writer  
Friday, October 13, 2006

More than 100 Marshall Elementary students marched through the Mission District on Thursday with a message: "We are here." In a neighborhood often overrun by gang violence, drugs, prostitution and homelessness, the children took over the 16th Street BART station plaza to tell the community, in short, to clean up its act. "Please don't buy or sell drugs near our school," said a large sign with a wooden handle held by Geordan, a kindergartner who, when asked, couldn't quite remember what his sign said.



The children were all part of St. John's Tutoring Center, an independent after-school program at the public school. They pounded drums, tooted kazoos, yelled, chanted and sang. Second-grade girls giggled. "I am young and I'm positive. I am the future. I want to tell it like it is," the children shouted in unison as they walked from the school playground at 1575 15th St. to the BART station a block away chaperoned by two San Francisco foot patrol police officers.

"We're trying to have the kids advocate for themselves so they aren't invisible anymore," said the tutoring center's director, Ario Salazar, adding that the rally was intended to hold adults accountable for their behavior. One is



"never too young for civic engagement," Salazar said. Indeed, the children had a BART permit for "expressive activity" to hold the rally at the plaza.

The event kicked off the center's yearlong campaign called "You are an example to me." "It is important for the people who live or loiter in our neighborhood to realize that there are children who live here and that there is a school around the corner," said Marshall's principal, Monica Guzman, in a statement about the rally. "We all need to understand that to these children, every adult is an example -- someone they will mimic or one day follow."

Two blocks away and 30 minutes after the start of the rally, three men huddled near the school, negotiating the price of a drug deal. San Francisco Police Officer Steve Bucy, who accompanied the children on the march, said homeless adults -- known to urinate in front of the children -- as well as drug activity are common problems directly around the fenced-in school. Indeed, third-grader Fernando Charre said he sees "hobos" around the school and walks by used cigarettes and soda cans tossed on the streets. He said he wants adults to "keep our town clean and safe." "I feel like angry and sad," the 8-year-old said. "They're throwing stuff on our street and that's not safe."


The rally was part of a nationwide event called "Lights On Afterschool!," promoted each year by school districts to highlight the importance of after-school programs for children. In addition to the Marshall Elementary rally, 28 other public elementary and middle schools across the city held after-school celebrations touting students' artwork and other achievements.

Although more than 300 after-school programs serve 30,000 San Francisco children, another 14,000 students miss out on "structured activities after the bell rings," district officials said in statement. California's schools, however, will see a windfall of money starting this year to expand the number of children served by such programs. Proposition 49, passed by voters in 2002, will increase after-school funding from the state by more than \$400 million, raising the annual budget to nearly \$1 billion. Currently, about 2,000 state schools provide after-school programs to an estimated 110,000 children. Education officials hope Prop. 49 funding will increase that to 5,000 schools serving 600,000 children.



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## Elementary Students March for College Awareness

By [Lola M. Chavez](https://missionlocal.org/author/lola/)

Posted May 13, 2016 10:48 am

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An estimated 400 students ranging from 3rd to 5th grade, accompanied by some 100 parents and members of the [Mission Graduates](http://www.missiongraduates.org/) program, gathered in the schoolyard at Buena Vista Horace Mann Thursday at 3 p.m. to celebrate Mission youth going to college. Other schools joining in the march included Everett, Flynn, Cesar Chavez, James Lick, and several others.

Gerber Marquez, a manager at the parent partner program within Mission Graduates, said they wanted to encourage children to go to college. "We support minorities. A lot of Latino families, statistics show, are not attending or graduating from college. So we're going to send a message to encourage them to strive for a future."

The elementary students marched down Mission Street chanting “C-O-L-L-E-G-E, college is the place for me!” The students marched to John O’Connell High School, where they rallied with college-themed games and heard from local universities about how to get to college.

The other organizations involved in the day of college awareness included [Jamestown Community Center](http://www.jamestownsf.org/) (<http://www.jamestownsf.org/>), [Buena Vista Child Care](http://www.buenavistachildcare.org/) (<http://www.buenavistachildcare.org/>), and [First Graduate](http://firstgraduate.org/) (<http://firstgraduate.org/>).



Photo by Lola M. Chavez

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Photo by Lola M. Chavez


Photo by Lola M. Chavez







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## In Silicon Valley's Shadow, A Mission To Get Latinos To College

May.30.2014 / 6:49 AM ET



*College Connect students during Mi Pasaje, the Mission Graduates graduation ceremony in San Francisco, California. courtesy of Mission Graduates*

Priscila Trejo-Martinez just finished her sophomore year studying child development at San Francisco State University. Her life would have been quite different had she not found the support she needed at the College Connect program at [Mission Graduates](#), a San Francisco nonprofit dedicated to helping students prepare for college, she said. Through the program, she could always talk to an adviser in person, through email or by phone.

“They give you the support you need,” said Trejo-Martinez, adding that before participating, she had no idea what the college application process was like.

The nonprofit, which started over 40 years ago as part of St. John's Episcopal church in the city's Mission District, has turned its focus from after-school youth-oriented services such as tutoring and arts programs to getting students to college. In the shadow of enormous Silicon Valley



wealth and growing income disparities, the San Francisco organization works to boost college enrollment, especially among Latino youth who are going to California schools in greater numbers, but still lag in graduation rates.



*College student Priscila Trejo-Martinez, who was part of Mission Graduates' College Connect program as a high school student, now works as a Mission Graduates Program Assistant and is seen here reading aloud with Marshall 4th grader Joselyn. courtesy of Mission Graduates*

Earlier this year, [Latinos became the largest racial/ethnic group in California](#), making up about 39 percent of the population. College enrollment among Hispanics has been improving; Latinos are now the second largest group behind Asian-Americans to attend the University of California university system in the fall of 2014.

According to preliminary numbers, 17,589 Latinos were accepted as freshmen at one of nine of the University of California colleges and universities, making up almost 29 percent of this fall's incoming freshmen class, up from 27.6 percent in 2013.

Yet there is still a long way to go. A [recent report conducted by Excelencia in Education](#) found that the college graduation rate for Latinos in California is at 42 percent compared to 52 percent for non-Latino whites. And when non-traditional students are counted, which includes those going to college part-time or to community colleges, the graduation rate for Latinos in California is 15 percent.

“One of the most important aspects of social justice is education justice,” said Eric Cuentos, director of the Mission District's Parent Program, explaining why the organization decided to focus on college preparation. “They have access to opportunities to thrive if they have access to go to college.”

Educational disparities are closely tied to income disparities, and places like San Francisco are grappling with the recent upsurge in gentrification brought about by the tech sector. Its wealth has radically changed the landscape of the neighborhood, said Cuentos. Two years ago Twitter moved about seven blocks away from Mission Graduates and Mark Zuckerberg bought a house in the neighborhood last year.

Many Silicon Valley employees are choosing to live in San Francisco and [commute to work by shuttles provided by their companies](#). This has increased rents and driven many Latino families out of the Mission District, or others have resorted to moving in with relatives or living in substandard housing.

“They're having a hard time doing well in school when they're literally being displaced,” said Cuentos.

*Mission Graduates acts as a cultural broker between families and the school system, educating parents about how to participate and guiding them through the college application process and what college life is like.*

Despite families' financial hardships, Mission Graduates has a three-pronged approach for getting more Latino students to college: improving academic performance through after-school programs, increasing parental engagement, and teaching students all the ins and outs of college.

The College Connect program takes 25 college-bound high school juniors from throughout the neighborhood who would be the first in their family to attend college. The students must meet [several qualifications](#) such as living or going to school in the Mission District and qualifying or being part of the free/reduced-lunch program.

The multi-year program provides personalized college admissions support to students and their parents until graduation from high school. Just as important, the program continues to offer ongoing guidance during the students' college career.

The staff helps students with practical things, such as filling out their FAFSA applications, finding tutors at school and figuring out when to drop classes. They also partner with an organization called GLOW, which teaches students financial literacy and helps them save for college.

Engaging parents is crucial, said Cuentos. “A lot of parents don't know college is even an option,” he said, especially Latino immigrants who are not in the country legally and are unaware of the resources available to them. Parents may not know, for instance, that the state allows public colleges to offer in-state tuition to undocumented students.

Language is a significant barrier for many immigrant Latinos, said Cuentos. Many of the parents don't speak English and many immigrant students don't speak it before starting school. This has certain repercussions - many parents are not comfortable advocating for their children in school, and many students are kept in ESL classes for too long by the schools.

Mission Graduates acts as a cultural broker between families and the school system, educating parents about how to participate and guiding them through the college application process and what college life is like. This includes reassuring parents their children will not abandon their culture and lose touch with their roots if they go away to college. "We're helping parents be okay with their children leaving the nest," Cuentos said.

Because Trejo-Martinez benefited so much from the program, the Latina first-generation college student decided to return as an employee to help her community. She now works part-time as the program assistant at Marshall Elementary Extended Day Program.

"I thought I could do the same thing for a child that is in need," Trejo-Martinez said. She feels rewarded by helping those in her community who are going through the same struggles she faced.

*Filing Date:* March 7, 2018  
*Case No.:* 2018-003775LBR  
*Business Name:* Mission Graduates  
*Business Address:* 3040 16<sup>th</sup> Street  
*Zoning:* RTO-M (Residential Transit Oriented – Mission)  
65-X Height and Bulk District  
*Block/Lot:* 3554/013  
*Applicant:* Eddie Kaufman, L.C.S.W., Executive Director  
3040 16<sup>th</sup> Street  
San Francisco, CA 94103  
*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

Mission Graduates is a nonprofit organization that prepares K-12 students in San Francisco’s Mission District to complete a college education. The organization was incorporated on January 26, 1972. Mission Graduates began in 1970 when the Vicar of St. John’s Episcopal Church, Winston Ching, sought to connect the church congregation with the Mission District community. According to Vicar Ching, the goal was “to provide programs to enrich the lives of children from lower economic income families and to break the cycle of poverty and crime which they inevitably faced.” As a result, the congregation opened its doors and began providing classes in photography, pottery, tutoring and after-school programming at the church location at 1661 15th Street.

Recognizing they could do more as a separate nonprofit, the organization incorporated in 1972 as St. John’s Educational Threshold Center. The first Executive Director, Sylvia Yee, took the helm of the cornerstone project of the organization, the Tutoring Center (TC). The TC worked with students who were low-income, English language learners in the north Mission District. “On the individual level, we offer the extra personal attention which is indispensable to giving students from widely varied cultural and family backgrounds the tools they need to develop their potential in education. This includes enabling students to be self-reflective and to solve problems related to their educational process. On an institutional level, we are a catalyst for change in the public schools and community agencies. We work cooperatively to create model programs; and to be an advocate for improvement in the educational system.”

Because of multiple fires in the church building where programs were originally housed, Mission Graduates eventually sought space nearby, landing at 3040 16th Street in 1990, where the organization is headquartered to this day. As the organization grew programs at school sites, they expanded office locations to provide on-site services.

In 2006, the organization reaffirmed its commitment to education and the recognition of the equity power higher education has for Latinos and immigrants by changing the organization’s name to Mission Graduates. A committed Board of Directors oversees the governance of the organization and ensures that

work is done to fulfill the mission. The office has also expanded around the corner to 522 Valencia Street to house our College Connect Program.

The business is located on the north side of 16<sup>th</sup> Street between Julian Avenue and Wiese Street in the Mission neighborhood. It is within the RTO-M (Residential Transit Oriented – Mission) Zoning District and in a 65-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

8. *When was business founded?*

The non-profit was founded in 1972.

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

Yes, Mission Graduates qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- iv. Mission Graduates has operated continuously in San Francisco for 46 years.
- v. Mission Graduates has contributed to the history and identity of the Mission neighborhood by serving as an educator and college preparatory program.
- vi. Mission Graduates is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Yes, the organization is located within the Alamont Hotel building constructed in 1909 by architect August Nordin. The organization is also associated with the creation of KidPower Park on Hoff Street.

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

No, however, the property was surveyed in 2004 and found to be individually eligible for listing on the California Register.

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

No.

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

Yes, the organization's work has been featured on television and in newspapers, magazines, academic journals, and other media, including the San Francisco Examiner, the San Francisco Chronicle, El Tecolote, Mission Local, Univision, Telemundo, and NBC Bay Area.

*Physical Features or Traditions that Define the Business*

**Location(s) associated with the business:**

- 3040 16<sup>th</sup> Street
- 522 Valencia Street
- On-site services at Marshall Elementary School, Everett Middle School, Bryant elementary School, and Leonard R. Flynn Elementary School

**Recommended by Applicant**

- Educational services to low-income and immigrant students and families in the Mission District and Excelsior neighborhoods
- Programming that creates a college-going culture and college capital, including: Extended Day Programs, The Mission Community Beacon, College Connect, The College and Career Center, and Parent Partner

**Additional Recommended by Staff**

- No additional recommendations



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: APRIL 4, 2018

*Case No.:* 2018-003775LBR  
*Business Name:* Mission Graduates  
*Business Address:* 3040 16<sup>th</sup> Street  
*Zoning:* RTO-M (Residential Transit Oriented – Mission)  
65-X Height and Bulk District  
*Block/Lot:* 3554/013  
*Applicant:* Eddie Kaufman, L.C.S.W., Executive Director  
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tim.frye@sfgov.org

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MISSION GRADUATES CURRENTLY LOCATED AT 3040 16<sup>TH</sup> STREET, (BLOCK/LOT 3554/013).**

**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 Mission neighborhood's and 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 April 4, 2018, 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 Mission Graduates 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 the Mission Graduates.

***Location(s) associated with the business:***

- *3040 16th Street*
- *522 Valencia Street*
- *On-site services at Marshall Elementary School, Everett Middle School, Bryant elementary School, and Leonard R. Flynn Elementary School*

***Recommended by Applicant***

- *Educational services to low-income and immigrant students and families in the Mission District and Excelsior neighborhoods*
- *Programming that creates a college-going culture and college capital, including: Extended Day Programs, The Mission Community Beacon, College Connect, The College and Career Center, and Parent Partner*

**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 2018-003774LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 4, 2018.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: