

SAN FRANCISCO BEAUTIFULSM

CREATING, ENHANCING AND PROTECTING CIVIC BEAUTY

VOL. 15 NUMBER 4

NEWSLETTER

WINTER 2001

PRESIDIO TRUST DRAFT PLAN – SFB COMMENTS

San Francisco Beautiful has consistently been a supporter of the Presidio's transition from Army base to National Park. Since Congress mandated that the Presidio must become self sufficient and cannot rely on federal funds after 2013, the search to find a successful plan for preserving, sustaining, and developing the Presidio is an important one that will determine the future of this beautiful and historic piece of public land. The Presidio Trust, the body responsible for developing and implementing the plan that will sustain the Presidio and preserve its unique historic value, recently published a Draft Plan and Environmental Impact Report (EIR). The public was encouraged to review these documents and compare them to previous plans developed for the Presidio.

San Francisco Beautiful's Public Affairs committee recently reviewed the Draft Plan and submitted a detailed letter to the Presidio Trust outlining several important points that SFB strongly supports including:

- ◆ Increase in open space
- ◆ Consolidate developed space in the northern part of the park near transit stops
- ◆ Removal of all non-historic buildings and associated infrastructure
- ◆ No net loss in housing

SFB Meets with Redevelopment Agency

San Francisco's Redevelopment Agency plays a major role in the development and redevelopment of many of the most depressed and most thriving areas of our city. The Agency's influence on the quality of life and livability of San Francisco is considerable.

The Agency is now under the leadership of the newly appointed Executive



Photo by Dee Dee Workman

Find out about the Keep San Francisco Beautiful – No New Billboards campaign. Help stop the construction of new billboards in San Francisco. See page two for story. Campaign logo design by Bobby Reich-Patri.



Director Marcia Rosen. San Francisco Beautiful has made working with the Redevelopment Agency high priority for the organization. Staff and board members have met with Rosen and her lead planning staff to discuss how SFB might be an agent for positive change. San Francisco Beautiful has also participated in recent community meetings regarding the Agency's Mid-Market redevelopment project currently underway.

Geneva Office Building Gets Roof Covering

The rainy season is upon us and the Geneva Office Building (GOB), the 100 year old building that sits catty corner to the Balboa Park BART station, will soon be sporting a new look. Thanks to the support, tenacity, and commitment of the Committee to Restore the Geneva Office Building and Powerhouse, facilitated by San Francisco Beautiful's Tamar Cooper and Dan Weaver, the building's roof will be covered in a rainproof tarp protecting it from further rain damage.

In October, Carey and Company, the architectural firm responsible for the

conceptual design study of the GOB, reported their progress, findings and the status of the GOB to the Committee. The architects informed the Committee that if the GOB were exposed to another rainy season without protection from the elements, the building would incur irreparable damage. Upon receiving this report, members of the committee immediately appealed to civic leaders and city officials for assistance. They answered these appeals and funding was granted. The building's roof will soon be protected from the rain and subsequent water damage by a tarp.

Now that the building's immediate status has stabilized, the Committee will focus on short- and long-term planning issues surrounding the GOB's restoration and future use. If you are interested in taking part in the planning process, please contact San Francisco Beautiful's Program Director, Tamar Cooper at (415) 421-2608 or tcooper@sfbeautiful.org.

*Beautification Awards
Dinner Coverage Inside*

PRESIDENT'S REPORT



Photo by Sheila Kolenc

“Boldly Speaking...”

San Francisco Beautiful is launching its most challenging and far-reaching endeavor by far since Friedel Klussmann rallied the citizens of San Francisco to save the cable cars. Ballot initiatives are non-trivial; SFB’s Board of Directors, staff, members, and friends will be devoting considerable resources to the “Keep San

Francisco Beautiful – No New Billboards” campaign.

Why is SFB making significant commitment to this cause? Part of the answer, to again quote the late Tova Wiley and in keeping with SFB’s mission statement, is simply because it’s the right thing to do. Poll results show that two-thirds of San Francisco voters agree.

Another part of the answer is that innumerable individuals and organizations beyond SFB are distressed by the hundreds of in-your-face billboards that have mushroomed in the City in recent years, but lack a conduit for expressing their concerns and bringing about change. The “No New Billboards” ballot measure will be that conduit.

A final part of the answer actually transcends the specific issue of billboards.

Even though SFB has a 50+ year history, the anti-billboard ballot initiative can be viewed as a coming-of-age event. SFB has been especially fortunate in recent years in garnering the attention, respect, support, and active involvement of a broad spectrum of private citizens, government officials, businesses, other non-profits, and the media. We’re not only recognized for doing good for San Francisco, we’re gaining momentum. With increased momentum – as evidenced by the anti-billboard ballot measure – SFB can do even greater good.

Under the able leadership of Jean McClatchy, Marilyn Duffy, and other members of SFB’s Billboard Committee, we may well be approaching our “finest hour.”

*Gilbert H. Castle, III
President, Board of Directors*

**NO NEW BILLBOARDS –
On the Road to Victory**

On March 5th, 2002 San Francisco voters will decide on a ballot measure that – if passed – will prohibit the construction of new billboards in San Francisco. **The people of San Francisco finally have a chance to decide on this important quality of life issue, one that has dodged voter influence until now.** However, placing this legislation on the ballot is just the first hurdle we face in the continuing race to protect San Francisco from the blight billboards impose on our city.

It is Time to Get the Word Out! The San Francisco Beautiful – No New Billboards Committee’s most challenging task is to ensure that San Francisco voters are informed about the issue before they cast their vote. We have received tremendous support from local neighborhood and city groups. In addition, with the help of 20 dedicated volunteers, San Francisco Beautiful has undertaken an informal inventory of all billboards in San Francisco. We verified what many of you already know: billboards currently dominate our city streets and buildings with concentrations in the Bay View, North Beach, South of Market, The Mission, and the Tenderloin. As our city’s land use patterns shift, other precious areas of the city will become billboard industry targets unless the No New Billboards legislation passes.

You Can Make a Difference! While the No New Billboards Committee has a deep and unwavering commitment to curbing the proliferation of billboards, unlike the billboard industry, it does not have deep pockets. The Committee needs your help to get the word out. Whether you give \$5 or \$5,000, your contribution is a gift to San Francisco’s future.

The campaign also needs volunteer support. Any time you can give to the campaign will be a tremendous help! Finally, be sure you **tell your friends and neighbors that you support No New Billboards in San Francisco.** Think of the hundreds of billboards that will not corrupt our landscape because of the effort we all put into this grassroots campaign today!

Keep San Francisco Beautiful – No New Billboards!

The San Francisco Beautiful – No New Billboards Committee cannot pass the No New Billboards ballot measure without your help. Please assist us by contributing financially or volunteering your time.

- Yes, I want to contribute to the San Francisco Beautiful – No New Billboards Committee. Enclosed is my contribution. I understand that it is not tax deductible.
- I want to help the No New Billboard measure pass in the March 2002 election!**
- I want to host a house party
- I want someone to speak at my group/event
- I can help with phone efforts
- I want to endorse the No New Billboards initiative – you can use my name
- I can distribute campaign literature

Required Information

Name: _____

Occupation and Employer: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Make checks payable to San Francisco Beautiful - No New Billboards Committee. Send checks and this coupon to: San Francisco Beautiful - No New Billboard Committee, 41 Sutter Street, Suite 709, San Francisco, CA 94104. Nancy Warren, Treasurer. Tax ID# 94-3410967. Your contribution is not tax deductible. For more information, contact Tamar Cooper at 415-421-2608 or tcooper@sfbbeautiful.org.

SFB Welcomes New Board Members

San Francisco Beautiful continues to broaden its board and added three members this fall. All share a common vision of a beautiful San Francisco and all believe that San Francisco Beautiful is an organization that can improve the city they love.

Edmond K. Hon

Edmond Hon, Executive Vice President and head of Far East National Bank's Northern California Commercial Banking Division, has been leading the bank's expansion in the San Francisco Bay Area since 1989.

Edmond graduated with a MBA from Armstrong University in Berkeley in 1970. He joined Bank of America and progressed

through various lending and management positions in the private banking segment including organizing a community savings bank.

Among his many professional affiliations, Edmond is a director and past president of the Association of Asian American Bankers. He also serves on the NorCal United States Fencing Association as Treasurer and chairs the Pannonia Athletic Club in San Francisco. He is a member of the finance committees of Self Help for the Elderly and Villa Taverna.

Edmond joined SFB's board because "I feel that San Francisco Beautiful is going to keep the city distinctive from other big cities. I want to contribute to its efforts to preserve its unique beauty. I moved here in 1964 with all the other flower children and then moved to the suburbs 20 years later. I plan on moving back as soon as I can because I love it here."

Gretchen M. Sleeper

Gretchen Sleeper, Vice President of Minority Lending for Wells Fargo Bank, has managed property, credit, customer relationships and portfolios. She is a Bay Area native who joined the board because she was fascinated with SFB's work. "I am privileged to work in one of the most diverse and beautiful cities in the world. Joining the board of San Francisco Beautiful will give me a chance to make sure that the diversity and beauty that is San Francisco is here for generations of citizens to come."

Gretchen is a graduate of U.C. Berkeley in Interdisciplinary Studies. She volunteers for Make a Wish Foundation and Junior Achievement and is a former board member

of the World Affairs Council, East Bay. Gretchen enjoys golf but admits that spending time on hobbies pales in comparison to spending time with her three year old son.

Milo F. Hanke

Born in Cincinnati to a politically active family, Milo Hanke moved to Boston after graduating with a degree in English Composition from DePauw University. Milo focused on journalism and public relations until his interest turned to financial matters. He moved to San Francisco in 1982 and soon after became a business owner and investment consultant. His current practice is affiliated with LPL Financial Services.

Milo is a member of many groups including the Commonwealth Club of California, the National Association of Eagle Scouts, Golden Gate Business Association, Amnesty International and the San Francisco Public Library.

Milo's philosophy that cities are the best of human communities turned him to San Francisco Beautiful, "So few cities today can approach the verve, values, or authentic beauty that is San Francisco. Yet I'm distressed by the look-alike culture of suburbia, with its commercial blight, that seeps into the life of our city.

"My immediate board assignment is to help stop new billboards or what I term 'corporate graffiti.' After SFB and its friends take this issue to the March ballot, I look forward to contributing to our organization's many positive endeavors on behalf of this, the most beautiful city in North America."

SAN FRANCISCO BEAUTIFUL

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VOLUNTEERS

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San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of the City.

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PRODUCTION: JEWEL GRAPHICS



Photo by Sheila Kolenc

San Francisco Beautiful welcomes new board members Edmond Hon, Gretchen Sleeper and Milo Hanke.

AWARDS DINNER LARGEST EVER

On October 18th, 375 people celebrated those who help make San Francisco so enjoyable to live and visit. This was the largest group ever to assemble for an SFB event and it was truly a time of celebration.

The evening's message flowed from one presenter to another – SFB's Board President Gil Castle addressed billboard proliferation and cited Nietzsche's philosophy that it is easier to be gigantic (as in billboards) than to be beautiful (as in no new billboards). KQED's Michael Krasny reflected on his exploration of San Francisco's outdoors as a pedestrian. And Executive Director Dee Dee Workman gave pause to the tragic events of September 11th and then gave honor to our local heroes who have worked hard toward improving our city's livability.

We thank all of those who participated in the Annual Beautification Awards event.

Dinner Contributors

Patron

Carmel Partners / ParkMerced
Custom Diversification Fund Management
David B. Gold Foundation
Vincent E. Hoenigman
Levi Strauss & Co.
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*Dinner Co-chairs
Chandra and
Robert C. Friese
with Ann Caen
(r.).*

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*Dinner Co-chairs
Mark Buell and
Susie Tompkins
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Friends Table

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Robin Chiang
Golden Gate National Parks Assn.
George C. Fleharty
Friends of Recreation & Parks
Jean McClatchy
Julie & William Parish
Tito Patri
Roma Design Group
SPUR



*Bella Farrow,
Tom Horn and
Dan Finnane
(seated) take home
honors for the
Fountain of the
Tortoises.*

Individual Benefactor

Mr. & Mrs. Mark Buell
Richard and Rhoda Goldman Fund
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*Michael Krasny
delivers an
inspiring message.*

Individual Patron

The Broadhurst Family
Marilyn Duffey
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*Dinner guests Steven Gold, Mark Ryser, Jean
McClatchy, Kathy Lohan and Susan Tan Luo.*

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*Supervisor
Arron Peskin
with long-time
SFB supporter
Terry
Pimsleur.*

Auction Contributions

Alana's Cafe
Alonzo King's LINES Ballet
AMC Theatres
American Conservatory Theater
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Bay Meadows Racecourse
Beach Blanket Babylon
Ben & Jerry's
Berkeley Repertory Theatre
Blackhawk Museum
Blowfish Sushi to Die For
California Academy of Sciences
California Palace of the Legion of Honor
California Shakespeare Festival



*BART's Tom
Radulovich and
Robin Chiang
applaud the
award winners*

Capp's Corner
 Chabot Space & Science Center
 Children's Fairyland
 Club One Fitness
 Cypress Club
 DiPietro Todd Salon
 Disneyland
 Ella's
 Executive Inn
 Senator Dianne Feinstein
 Peter Fortune
 Four Queens Hotel & Casino
 Goat Hill Pizza



*Dee Dee Workman
 with Supervisor
 Jake McGoldrick.*

Golden Gate National Parks Association
 Golden Gate Pilates
 Holiday Inn, San Francisco Civic Center
 Hotel Nikko San Francisco
 La Mediterranee II
 Lamplighters Music Theatre
 Lawrence Hall of Science
 Jim & Ann Lazarus
 Le Boulanger, Inc.
 Marin Shakespeare Company
 Mark Hopkins Inter-Continental Hotel
 The Maxwell Hotel
 Metronome Ballroom
 Mission Cliffs Indoor Rock Climbing
 Moose's Museum of Children's Art / MOCHA
 Museum of Craft & Folk Art
 Oakland A's
 Oakland Museum of California
 The Oakland Zoo



*Michael
 Alexander, Lu
 Blazej and Isabel
 Wade during the
 reception.*

Oseno Bathhouse
 Osmosis Enzyme Bath & Massage
 Palio D' Asti
 Paramount's Great America
 Peet's Coffee & Tea
 Perry's Pier 39
 Pizzeria Uno
 Presidio Community YMCA
 Ripley's Believe It or Not!
 San Francisco Ballet
 San Francisco 49ers
 San Francisco Marriott



*Tito Patri and
 SFB logo
 designer Bobby
 Reich-Patri.*

San Francisco Museum of Modern Art
 San Francisco Performances
 The San Francisco Shakespeare Festival
 San Francisco Zoo
 San Jose Museum of Art
 See's Candies
 Six Flags Marine World
 Sorensen's Resort
 St. Clement Vineyards
 Sunset Sauna & Massage
 The Tech Museum of Innovation
 Theatre Rhinoceros
 ThirstyBear Brewing Company
 Tommy Toy's
 24 Hour Fitness
 Wax Museum
 The Westin St. Francis
 Winchester Mystery House
 Zuni Café

A Tribute to the 2001 Beautification Award Winners

Friedel Klussmann Award

Crissy Field

Robert C. Friese Award for Neighborhood Conservation

Tenderloin Neighborhood Development
 Corporation's Façade Improvement Program

Beautification Awards

Levi Strauss & Co. Volunteer Day
 Precita Park
 Dewey Circle
 Fountain of the Tortoises
 Noe Street Sidewalk Plantings
 Tutubi Park
 Visitacion Valley Greenway



*Congratulations to the 2001 Beautification Award
 Winners.*

INTRA-PARK SHUTTLE Pilot Project Proves Successful

Taking a free ride though the park proved appealing to thousands of riders this summer as a test showed that people would get out of their cars and into a bus. The Golden Gate Park Intra-Park Shuttle pilot program ran during 10 consecutive weekends from August through October. The free shuttle served destinations throughout the Park everyday from 10 a.m. to 6 p.m.

Ridership totaled 5,158 passengers, an average of 234 passengers daily. The highest daily ridership was over 1,100 (10/27), which was attributed to the successful marketing effort associated with the Blue Grass Festival. In general, the most heavily utilized stops were the Beach Chalet and Visitor Center, the Music Concourse, and the UCSF Parking Garage/N-Judah stop.

A survey was conducted to discover how riders felt about the shuttle and how the service could be improved. Of the 131 riders who responded to the survey, most were very positive and enthusiastic about the pilot program. About 95 percent said they would ride the shuttle again and would tell friends about the service. About two-thirds of the survey participants felt that the shuttle served the destinations where they wanted to go and that shuttles ran frequently enough. People also liked the motorized cable car vehicles because they are unique and easily distinguishable from other tour buses in the Park.

The most frequent suggestion for improvement was that there should be more publicity for the shuttle. Two-thirds of the riders surveyed were not aware of the shuttle until seeing it in the Park. Other suggestions for improvement included making the stops easier to find, supplying more information on shuttle/Muni connections, increasing frequency, and providing scheduling information.

Marilyn Duffey, transportation consultant, thrilled over the results of the test program, noted "The most revealing part of the pilot project was the overwhelming enthusiasm by the riders. We look forward to an even more successful project starting next March with \$100,000 in funding from the Clean Air Program."

Green Schoolyards in San Francisco's Future

Imagine a school where students learn to count, measure, multiply, and divide by planning, creating, tending, and harvesting a bed of vegetables. What if these children could read, compose poetry, dance, paint, and play under the shade of a tree or in the comfort of a willow branch teepee that parents and teachers designed and built?

For some schools this synthesizing of learning, nature and community involvement is quite real. Worldwide, green schoolyards, otherwise known as "integrated outdoor leaning environments", are replacing asphalt schoolyards and becoming a vital component of a school's physical and academic infrastructure. Students, teachers, parents and the surrounding community build and care for these spaces,

creating strong community ties and meaningful learning experiences. The SF Green Schoolyard Alliance (SFGSA) is promoting these ideas and becoming a catalyst for the creation and maintenance of gardens in San Francisco's public schools.

SFGSA is an alliance of organizations committed to and familiar with planning, establishing, and maintaining green space in the City. San Francisco Beautiful, Friends of Recreation and Parks, Neighborhood Parks Council, SF Learns, SPUR, Tule Elk Park, San Francisco Community School's Project OLE, San Francisco League of Urban Gardeners, Funders Forum on Environmental Education, and the Green Space Project are just some of the groups that have joined the SFGSA. These groups are sharing

expertise and resources in order to develop and implement a standard of excellence for green schoolyards in San Francisco.

San Francisco Beautiful is a dedicated and involved member of the Alliance and is represented on both the Steering Committee and in the Technical Assistance-Integrated Outdoor Learning Environment Task Force. Currently, SFGSA members are developing planning strategies for schools and communities as well as collecting critical information about existing school gardens, related curricula, and other pertinent resources.

For more information about the SF Green Schoolyard Alliance please contact San Francisco Beautiful's Program Director, Tamar Cooper at (415) 421-2608 or tcooper@sfbbeautiful.org.

KLUSSMANN GRANTS 3RD AND 4TH QUARTER 2001

San Francisco Beautiful has a long history of grant giving. Since 1988, the group has given over \$700,000 in community grants for plantings, clean-up projects, neighborhood stairway beautification, schoolyard and garden programs. These past two quarters, grants have been awarded to a community garden formation, mural creation and transit beautification.

Mission YMCA, Intergenerational Community Garden – \$7,727 to design and execute a community garden including removing concrete, landscape design, construction and administration. Funding will be given in two phases: \$3,861 for the initial design phase and concrete removal; and \$3,866 for tools and material to execute the project.

Meridian Gallery "Tender Hart" mural on Hartland Hotel at Larkin/Myrtle Alley – \$5,000 for artist instruction, supplies including protective varnishing to repel graffiti, mural documentation and a commemorative plaque. The Meridian Gallery is a non-profit studio/workshop that hires low-income teenagers as interns and teaches them job skills associated with the arts industry including renovation, maintenance, installation, computers and painting.

Cohen Alley Beautification Project (Phase I), 509 Ellis Street – \$8,600 to the 509 Cultural Center/Luggage Store, a non-profit art gallery in the Tenderlion that has been given the responsibility by the city of turning Cohen Alley into a safe, usable public

space. The plan is to transform the alley into a green space incorporating trees and community gardens to set the scene for public art and performances. SFB's \$8,600 will pay for trees, plants, supplies, insurance and a project supervisor. This grant represents SFB's continued commitment to our inner-city neighborhoods.

Dewey Circle Beautification Project (traffic roundabout where Dewey, Claremont and Taraval Streets merge) – \$5,000 to upgrade the solar drip irrigation system and pay for additional plants and liability insurance to cover volunteers as they work on the thriving public garden within the center of this heavily used traffic circle. This grant represents SFB's great respect for volunteer groups that identify a problem and spend their time and money to solve it. Awarding an SFB Beautification Award in October to the Dewey Circle Project reflects SFB's desire to promote projects of this nature.



An SFB grant will ensure continued care of Dewey Circle.

SFB'S KLUSSMANN GRANTS PROGRAM

Through the endowment of Friedel Klussmann, SFB awards matching grants to nonprofit community organizations who beautify San Francisco.

FIELDS OF INTEREST: Plantings; educational and public awareness programs; litter and graffiti control; open space improvement and preservation; restoration and preservation of historic sites.

GRANT POLICY and PROGRAM LIMITATIONS: One-time catalyst grants for projects within San Francisco that stimulate community volunteerism, public awareness and commitment. SFB encourages matching funds and in-kind support. Grantees must have non-profit and tax-exempt status or work with a fiscal agent who does. Only one grant a year per applicant.

CONTACT PERSON: Dee Dee Workman, Executive Director, SF Beautiful, 41 Sutter Street, #709, SF, CA 94104. Phone: 415-421-2608/FAX: 421-4037

SUBMISSIONS DUE: First of Nov, Feb, May, Aug.

QUARTERLY FUNDING: Jan, Apr, July and Oct.

SUPPORTING INFORMATION:

- Statement of Need and Amount of Request
- Description of the project including immediate objectives, ultimate goals, project period public nature or public access characteristics, project management, local support, impact on San Francisco and ongoing maintenance plan and design details
- Brief history of your organization and how this project supports its mission
- Community to be served by project
- A detailed project budget listing sources for funding various budget elements
- Description of the fund raising strategy and plans and funding commitments
- Listing of those organizations/agencies addressing the same need in which efforts are being coordinated and an explanation of the process
- Description of the method by which the success of the project is to be evaluated
- Listing of any previous SFB contributions to the organization and their dates
- Provide the following documentation:
 - tax-exemption status;
 - recent audited financial statement;
 - current board of directors; and
 - total organizational budget

FROM THE EXECUTIVE DIRECTOR

DEE DEE
WORKMAN



As you may know, Tova Wiley, long-time SFB board member and one of Friedel Klussmann's original co-conspirators, passed away earlier this year. Tova was a steadfast ally of San Francisco Beautiful, giving her time, wisdom and resources to help us achieve our mission of protecting the City's beauty and livability.

We have recently received word that Tova has left San Francisco Beautiful a bequest in her will. In doing so Tova has helped strengthen SFB's viability in a time of economic hardship for many non-profits. Tova's generosity and foresight have helped ensure that SFB will continue its good work on behalf of all San Franciscans now and in the future.

We are very fortunate to have gotten the news of Tova's bequest when we did. After the events of September 11, many people have redirected their philanthropic activities towards emergency relief efforts. Unfortunately, local, non-emergency organizations have suffered as a consequence. In a time of economic uncertainty, this is a particu-

larly difficult financial burden for non-profits to bear.

When you sit down to plan your end-of-the-year charitable contributions please don't forget your local non-profits – we need your support now more than ever. And please consider giving a gift to San Francisco Beautiful.

If you are interested in providing for SFB in your will or estate planning, please give Mellon Private Asset Management a call. Mellon has created a planned giving program for the long-term benefit of our organization. Planned giving is the term used to describe charitable donations made through individual estate planning. Incorporating planned gifts into an estate plan can reduce taxes, provide financial management tools and benefit a charitable interest at the same time.

One of the most common forms of planned charitable giving is the charitable remainder trust. It is a way to convert a highly appreciated asset (such as real estate or stocks) into a lifetime income without having to pay capital gains taxes on the sale or estate taxes upon one's death. At the same time it benefits the charity that has special meaning for the individual.

If you want to give a gift to San Francisco Beautiful and wish to explore charitable remainder trusts or other planned giving programs available to you, you are welcome to call Debra Brusatori at Mellon Private Asset Management at 415-951-4112.

LAKE MERCED ON THE MEND

On October 25 the San Francisco Public Utilities Commission announced a series of historic agreements that, once implemented, should replenish and sustain the water levels in Lake Merced. The agreements provide that San Francisco will sell Hetch Hetchy water to Daly City at a low price so that the city will be less dependent on the underlying aquifer for its drinking water (40% of Daly City's drinking water comes from the aquifer that feeds Lake Merced). In addition, San Francisco and Daly City will share the cost of a two-year pilot study to look into diverting storm water into the lake through the Vista Grande Canal, rather than into the ocean, as is the current practice. And finally, three area golf courses including The Olympic Club, The San Francisco Golf Club and the Lake Merced Golf Club, have agreed to sign contracts by December 17, 2001 to buy recycled water from Daly City, which has secured funds to build a water-treatment plant. This is a particularly welcome development, considering that virtually every other city in California uses recycled water to irrigate their golf courses.

These agreements are a long time in the making and might not have occurred at all if the Lake Merced Task Force had not brought all parties to the table more than two years ago to prioritize the lake and establish a dialogue on conditions there. The task force's stewardship proposal was presented to the PUC in November and we are now seeking funding to implement the proposed recommendations.

MEMBERSHIPS

If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law.

- | | |
|--|--|
| <input type="checkbox"/> Friedel Klussmann Circle: \$5,000 | <input type="checkbox"/> Contributor: \$100 |
| <input type="checkbox"/> Corporate: \$1,000 | <input type="checkbox"/> Two New Memberships: \$70 |
| <input type="checkbox"/> Patron: \$500 | <input type="checkbox"/> Regular: \$40 |
| <input type="checkbox"/> Sustainer: \$250 | <input type="checkbox"/> Other: \$ _____ |

Name _____

Company _____

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State _____ Zip _____ Telephone () _____

Make checks payable to San Francisco Beautiful. For credit card payments:

Visa MasterCard Name on Card: _____

Card # _____ Exp. Date: _____

Signature _____

- My company will match my gift.
- Send information on planned giving.
- I want to know more about SFB – send additional material.
- Enclosed is \$7 for the 44-page book, "Rooftop Gardens: From Conception to Construction".

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Web Site: www.sfbeautiful.org
501(c)(3) Federal Tax ID #: 94-6106011

*Happy Holidays From the Board and Staff of
San Francisco Beautiful*



Photo by Sheila Kolenc

San Francisco Beautiful Board Members wish you Happy Holidays! (front row, left to right) Lea Schick, Susan Tan Luo, Executive Director Dee Dee Workman, Rosabella Safont, Gretchen Sleeper, Marilyn Duffey, (back row, left to right) Edmond Hon, Peter Fortune, Gilbert Castle, Robert Friese, Jean McClatchy and Milo Hanke.



Rooftop Garden Booklet

SFB's "Rooftop Gardens: From Conception to Construction" addresses evaluating your rooftop, building modifications, city code requirements, deck materials and plant selection. For this 44-page illustrated booklet, send \$7 to San Francisco Beautiful.

GET YOUR SFB INSIGNIA TEES AND HATS

San Francisco Beautiful is so excited about our new logo that we've put it on t-shirts and hats. Be the first to wear a tasteful white tee and hat with a gorgeous SFB medallion-shaped insignia.

Logo long sleeve shirt

___ medium or ___ large
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Logo hat

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(\$45 + \$3.50 postage and handling)

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