Maverick of San Francisco counter culture, Garth Ferguson, died following a several month struggle with cancer.

Garth was born as Russell Allen Galena, the oldest of twelve brothers and one sister. Like many young people of the time, he escaped an oppressive and abusive childhood to take refuge on the relatively tolerant streets of San Francisco. Before permanently settling in the city, Garth traveled all 48 of the continental United States and attended the first year of classes offered at Naropa University. Ultimately, he assumed the name Garth Ferguson and made his home in the Tenderloin district of San Francisco.

Story continues on page 4

Community Arts Stabilization Trust (CAST) secures art, cultural space in Central Market

Hospitality House’s Community Arts Program (CAP), and its artists love the storefront the program occupies on the ground-floor level of the Luggage Store Gallery. The Central Market location boasts robust street activity, proximity to art and cultural activities, and an ever-growing commercial area that has led to increased attendance at exhibitions, more visibility for the program, and better sales for artists who keep 100% of the proceeds from works sold at CAP exhibitions.

The CAP owes its stability at this location to the Community Arts Stabilization Trust (CAST), a new endeavor recently formed by the Kenneth Rainin Foundation and the Northern California Community Loan Fund (NCCLF). The CAST supports the City’s efforts to expand and provide long-term stability to arts groups in Central Market and the Tenderloin as part of the Central Market Economic Strategy. The Kenneth Rainin Foundation committed $5 million over five years as seed funding to pilot their program, which includes the acquisition of two arts facilities in Central Market and the Tenderloin – Counterpulse, which is renovating the old Dollhouse strip club on Turk Street; and The...
At Hospitality House, we take pride in serving an important, but very specific, role in the community. Our low-threshold, peer-based programs offer a range of support and opportunities to connect with those in our community who are the most marginalized, and we strive to do this exceptionally. We are also fortunate to collaborate with a number of key community partners to expand the network of services and resources accessible to our participants.

One of these partnerships is the Homeless Employment Collaborative (HEC), a nine-member collective of organizations that provides a range of employment and training resources to San Francisco’s homeless residents. Each member agency brings its own specific expertise - adult education, training or job placement - and we have members who specialize in serving veterans, people with disabilities, families, and those re-entering the community after a period of incarceration.

After almost twenty years of working together, the HEC was recently presented with the opportunity to fund a new position that will focus on centralizing the collaborative’s employer relations function, streamlining our ability to match job seekers to available positions. This will elevate the HEC’s profile in the community, expand our pool of employers, and increase employment opportunities for our job seekers. Hospitality House was excited to be chosen by our HEC partners to lead this new effort, which we truly believe will be transformative for the collaborative and our community.

To best accomplish our vision, Hospitality House has added a sixth program to our portfolio. The new Employment Program will bring together leadership of the HEC and the existing employment services that Hospitality House provides under one Program Manager. This will provide dedicated time and resources to focus on connecting our participants to expanded opportunities for work, more training for staff, and closer coordination of services with our community partners.

For people experiencing homelessness, connection to gainful employment is critical in stabilizing their lives. We are proud to take on this leadership role with the HEC and will do our best to harness the opportunities created by the economic growth San Francisco is experiencing for the benefit of our community.

Many local and state ballot initiatives have a direct impact on our community and Hospitality House participants. Hospitality House’s Management Team and Board of Directors have voted to endorse the following positions:

**LOCAL MEASURES**

**B**
Adjusting Transportation Funding for Popular Growth
OPPOSE

**C**
Children’s Fund; Public Education & Enrichment Fund; Children & Families Council; Rainy Day Reserve
SUPPORT

**G**
Additional Transfer Tax on Residential Property Sold within 5 years of Purchase
SUPPORT

**J**
Minimum Wage Increase
SUPPORT

**K**
Affordable Housing
SUPPORT

**STATE MEASURES**

**45**
Healthcare Insurance. Rate Changes
SUPPORT

**47**
Criminal Sentences. Misdemeanor Penalties
SUPPORT
Since its inception, Hospitality House has been a leader in peer-based service provision. The idea that people from the community - regardless of their personal or socio-economic struggles - are the best people to make decisions about our direction is a deeply engrained value. Approximately 90% of our staff of 50 employees have either been hired directly from our community or have faced similar circumstances. We prioritize this in hiring decisions and when considering advancement. We understand the benefits to the program when peers are represented. It helps facilitate success, alleviates barriers for participants, and establishes a trusting and longer lasting relationship. We also understand the challenges. Many peer staff continue to struggle with the realities of poverty and homelessness even after gainful employment. They sometimes don’t possess the technical skills to advance beyond entry level positions. Hospitality House dedicates substantial resources to address these discrepancies by providing weekly staff development activities, access to professional advancement courses, and support with higher education opportunities for our staff.

At a July 2014 retreat, Hospitality House Leadership Team decided to actualize the spirit of this commitment by setting a goal of one day having an Executive Director that started in the organization as a Peer Advocate within our programs. Our commitment is to increase our ability to prepare our entry level workers to take on bigger roles within the organization, but also to become leaders within this community. We want our staff to represent us and the communities we serve at all levels.

In 2011, Hospitality House Executive Director Jackie Jenks completed a two-year Fellowship through the prestigious LeaderSpring program, a highly-respected program for non-profit executive leaders. Recently, LeaderSpring invited Hospitality House to apply for technical support focusing on aspiration-oriented organizational planning. Our proposal focusing on developing strategies that address this peer leadership goal was accepted, with Program Director Jenny Collins and Tenderloin Self-Help Center Manager David McKinley joining Jenks to spearhead the effort. The Hospitality House team will now join other non-profit professionals to develop these ideas over the next several months. We anticipate completing the discovery phase of this project and instituting results sometime after the New Year.

In the meantime, learn more about Hospitality House’s peer staff by visiting www.hospitalityhouse.org and clicking on the Peer Profiles link on our main page.

Each year, Hospitality House tries to do a little something special for our participants who may not otherwise have much to celebrate. Below is our wish list of items. If you’re able to donate some portion, please contact Daniel at 415.749.2184 or dhlad@hospitalityhouse.org

- New Socks
- Flip Flops
- Pajama Sets
- Flash Drives
- Hygiene items
- Backpacks/Bags
- New Men’s Underwear
- Art Supplies
- New Work Boots (all sizes)
- Healthy Food Gift Cards
- Hats, Gloves, Scarves
- Art Portfolios
- Sketch Pads

Sorry, but we are unable to accept used clothing or furniture. All donations are tax deductible to the fullest extent of the law. Donors will be recognized in an upcoming E-Newsletter.
Garth helped shape San Francisco with decades of activism. In 1967, Garth was a member of the first known gay youth organization, the Vanguard group at Glide Memorial Church. He was part of an offshoot that helped form Hospitality House, where he was a treasured member until his death. Garth advocated for peer to peer networks, harm reduction, and outreach driven models before such concepts were popular. Garth's visionary influence (and irrepressible humor) were proof that people most directly affected by poverty and homelessness should lead efforts for economic and social justice.

Garth was at the frontlines of that fight with organizations such as the San Francisco Coalition on Homelessness, Tenderloin Self Help, the General Assistance Rights Union (GARU), and POWER (People Organized to Win Employment Rights). Garth participated in a successful campaign to preserve low income housing in the South Park neighborhood, where he lived the last fourteen years of his life.

Of all of Garth's activism, his proudest was with the San Francisco AIDS Vigil from 1985-1994. At the height of official intransigence, public bigotry, misinformation, and hysteria, the vigil maintained a presence in the United Nations Plaza 24 hours a day and became one of the longest acts of continuous civil disobedience in American history. For nine years, Garth held vigil and provided compassionate and open peer education, grief counseling, and advocacy.

The vigil not only pressed for an emergency governmental response, but provided a unique, safe, and accessible space for real information and coping skills for the LGBTQ community, people with HIV/AIDS, friends, and family members.

In an increasingly mainstream San Francisco, Garth lived steadfast in his unapologetic, unconventional style. In an ever dominant social service model of addressing inequality, Garth softened the boundaries between provider and client, advocate and constituent with his persistence, humor, and moral clarity. He was a constant champion for the underdog and ardent opponent of inequalities wherever he found them. Garth will be missed, but your legacy will endure.
With all of the activities and attention being paid to the revitalization efforts of San Francisco’s Mid-Market, Tenderloin, and South-of-Market neighborhoods, the voices and concerns of those living in the neighborhood don’t necessarily rise to the top. Residents here don’t always have the access or awareness to attend meetings, public hearings, or political rallies when their daily needs, physical and mental well-being, and long-term stabilization aren’t being met. At the same time, many of them express concerns within Hospitality House’s programs about how these activities are impacting things like rental prices, diminishing services for poor people, and how those new to the neighborhood will complement its unique culture and diverse residents. As these neighborhoods experience rapid transformations, the “planning process” of gathering community input through public meetings and hearings often poses challenges for the very people who should be involved in the process most – the people living here. Because of work, family, or basic survival obligations, their concerns go unheard.

Enter Hospitality House who, with funding from the SF Arts Commission’s Arts & Communities: Innovative Partnership grant, has developed a project in collaboration with Urbanstreet Films (UF) and Archive Production (AP), drawing attention to the issues of displacement and gentrification as a consequence of these revitalization efforts. Dubbed as “Oral NowStories” (a deliberate word play on “Oral Histories”), the video project collects the voices of these often underrepresented people, utilizing new media methods to distribute the footage in ongoing internet posting as well as public screenings & forums. Lead by Ivan Vera, Program Manager of Hospitality House’s Community Arts Program, Oral NowStories begins with a series of storytelling and video production workshops during an 18-month period with the aim of empowering neighborhood people with new skills to project their voices. “Nothing speaks louder than your own voice,” explains Vera. “Your own story is more compelling than anything said on your behalf.” The project hopes to create an alternative way for neighborhood residents to express their concerns with the objective of contributing to the decision-making process that impacts their neighborhoods.

MAPPING MEMORIES
The project kicked off in late September with a “How to conduct professional on-camera interviews” workshop. Neighborhood residents, workers, and Hospitality House program participants attended the three-hour session which took place at Hospitality House’s Community Building Program. Facilitated by Robert Cortlandt and Dan Goldes of UF, the two filmmakers approached the subject of on-camera interviewing through the lens of storytelling. Using a unique exercise called “mapping memories”, Robert distributed blank maps of the Tenderloin/Mid-Market area and instructed students to record their memories, impressions, and experiences using colored pens and markers sprawled at each table. “Many people have long-held memories (good, bad or indifferent) of the neighborhood that they have been either unable or unwilling to share,” said the filmmakers. “Through mapping, we’ve created an outlet to help those memories come alive.” Students were then asked voluntarily to share their maps and stories. This exercise highlighted two important characteristics of a good interviewer: Active Listening and Empathizing. In Active Listening, there is the 80/20 rule - 80% of the interview should be listening, 20% talking. In Empathizing, an interviewer attempts to understand and share another person’s experiences and emotions. Students were also taught methods on how to put interviewees at ease, conduct a conversational interviewing style, ask relevant questions while staying on track, and treating everyone with respect and compassion.

A SURPRISE GUEST
A week later, workshop participants returned to learn about basic video production. Facilitated by Scott Peterson of Archive Productions, students were taught the fundamentals behind basic camera operations, color balancing, tripod set-up, lighting configuration, and sound as it relates to conducting an on-camera interviewing.

As Scott discussed the importance of “locking” a digital video cassette to prevent accidental erasure, a surprise guest walked in. District 6 Supervisor Jane Kim, who had been visiting with the Community Building Program, spent a few minutes engaging students with an impromptu chat about her own experiences as an interviewee.

“It’s a skills set to be a really good interviewer; a) making that person feel comfortable, b) asking the hard enough question that gets something interesting out, but also making you feel comfortable and also being funny, maybe, to put you at ease,” Supervisor Kim advised.

The workshop continued with group exercises where each student took turns interviewing each other in front of and behind the camera. The video footage was evaluated by the entire group resulting in very compelling interviews and a glimpse into the heart of the entire Oral NowStories project - the collection of relevant voices, produced on their own.
TENDERLOIN SELF-HELP CENTER
16,669 individuals served
53,804 cumulative visits
145 participants engaged in case management support
126 participants implemented strategies to reduce harm
50 participants received positive placement in housing, employment, school or job training programs
69 participants engaged in employment case management
35 participants were placed directly into employment

SHELTER PROGRAM
642 homeless adult men received shelter, food, and hygiene services
109 residents received extended case management
22 residents moved into independent housing
33 residents addressed their health and personal wellness needs

COMMUNITY ARTS PROGRAM
3,549 artists using the free-of-charge fine arts studio
10,058 cumulative visits
200 art-related workshops
11 exhibitions held at the CAP on-site gallery and other locations

COMMUNITY BUILDING PROGRAM
235 community members participated in the six CBP-sponsored events
290 participants received mental health screenings
252 participants receiving mental health screenings returned for follow up therapy or medical services
24 interns enrolled in the Healing, Organizing, and Leadership Development (HOLD) program
16 HOLD interns presented at community events
123 participants received assistance in obtaining, improving, or retaining housing through the Supportive Service for Housing component
55 participants obtained, improved, or retained housing

SIXTH STREET SELF-HELP CENTER
6,232 individuals served
21,629 cumulative visits
104 participants engaged in case management support
104 participants implemented strategies to reduce harm
33 participants received positive placement in housing, employment, school or job training program
986 engaged in employment services

Data in action: Community Building Program Manager Joe Wilson (center right) joins Western Regional Advocacy Project Director Paul Boden, and community advocates in support of a statewide Homeless Bill of Rights last March.

FINANCIAL DATA

INCOME
Federal Funding: $263,820
State Funding: $1,076,068
Local Funding: $1,866,769
Foundations: $117,831
Corporations: $17,175
Individuals & Other: $255,910
$3,597,571

EXPENSES
Program Personnel: $2,085,238
Admin Personnel: $242,477
Client Services: $450,796
Office & Facility: $846,820
Fundraising: $24,424
Admin & other: $70,414
$3,720,169
Net Income ($122,598)

Non cash items:
Depreciation/Amortization $266,939

Net Income before non-cash items $144,342

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HOSPITALITY HOUSE
Fiscal Year 2013 - 14
July 1, 2013 - June 30, 2014

Data in action: Community Building Program Manager Joe Wilson (center right) joins Western Regional Advocacy Project Director Paul Boden, and community advocates in support of a statewide Homeless Bill of Rights last March.
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