



Member, Board of Supervisors
District 6

City and County of San Francisco

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*** PRESS RELEASE ***

Community Bands Together To Aid Survivors Of Tenderloin Fire

San Francisco, CA – On Thursday, January 29th, 23 residents including children and seniors were left reeling from a 2-alarm fire that gutted 6 units of rent-controlled housing stock on Hyde Street in the Tenderloin. The aftermath of the fire has been a devastating obstacle course of navigating the City's shelter system as well as a labyrinth of insurance claims, hospital visits, work and school. The residents have begun the daunting process of securing stable housing in San Francisco in an extremely competitive market.

Supervisor Jane Kim, in partnership with Project Homeless Connect, La Voz Latina and HandUp has established a direct giving campaign to aid the mostly Spanish-speaking Tenderloin families rebuild their lives. For some families, the fire is an additional layer of suffering on top of other recent tragedies.

"My family and I have been living at 642 Hyde Street for five years," said Veronica G., a mother of 3 displaced by the fire. "For my two youngest children, Giovanni and Jennifer, it is the only home they have ever known. When we first moved in, my husband began buying things for the apartment every paycheck, little by little. We were happy. Everything changed two months ago when my husband passed away on December 25th of a heart attack. And one month later, our building burned down. It was traumatizing for all of us."

"The HandUp campaign is a safe space for the fire survivors to tell their stories and receive direct donations from anyone who wants to help," said Supervisor Jane Kim. "Every dollar donated will go directly to our families struggling to repair their lives. The Tenderloin is a compassionate and resilient community that bands together in times of need, and the Hyde Street families need our love and support."

How The Campaign Works

- Donors can go online to: <https://handup.us/members/familiesof642hydestfire> to contribute.
- A representative from each displaced Tenderloin family redeems donations for basic needs (ie., school supplies, bills, rental subsidies, food and clothing).
- Donors see their impact through "member updates" sent from the HandUp profile.
- Supporters can spread the HandUp link with hashtags: #HandUp3Hyde #NoTLFamilyLeftBehind #TenderloinFireRelief

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