

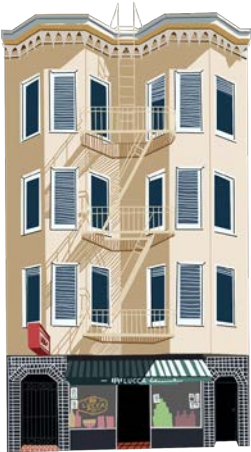
SF NEW DEAL



OASIS, 11th St.



La Cumbre Taqueria, Valencia St.



Lucca Deli, Chestnut St.



6th Avenue Aquarium, Clement St.



Cliff's Variety, Castro St.



San Tung, Irving St.



Sheba Jazz Lounge, Fillmore St.



BookShop West Portal, W Portal Ave.



Billiard Palacade, Mission St.



By Me Boba Tea, Ross Alley



U3Fit, 3rd St.

2022 IMPACT REPORT

BUILDING A FOUNDATION FOR SMALL
BUSINESS RECOVERY AND GROWTH

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AWARDS & RECOGNITION



LETTER FROM THE ED

2022 was a year of transition: in my life, at SF New Deal, and for San Francisco.

When I joined SF New Deal in the summer of 2022, I thought of it as a citywide extension of my recent work leading the Tenderloin Community Benefit District, where we focused on lifting up the voices of neighborhood residents and its small businesses. Coming in, I connected with a team of people brimming with the kind of energy and excitement that is needed to make a difference in this city to address the seemingly intractable issues that are holding us back.

Just as I saw a moment of transition in my own life and an opportunity to be a part of something transformative, I saw SF New Deal in a moment of transition. What began as a rapid response to the immediate challenges of the COVID-19 pandemic in 2020 was evolving into a robust organization with a long-term vision, and a commitment to building a vibrant San Francisco full of diverse and thriving small businesses. SF New Deal can offer San Francisco a new way of delivering services: both effective and accountable to our communities.

Beyond our work at SF New Deal, in 2022 San Francisco progressed

through the pandemic recovery in fits and starts. While the end of the COVID emergency was in sight, our neighborhood commercial corridors and the small businesses which are their heart and soul continued to struggle with recovery. The results of our survey of almost 400 neighborhood business owners were a stark reminder that although many businesses had survived the pandemic, most are carrying crippling amounts of debt and have not seen a healthy recovery in either revenue or foot traffic.

While jarring, the business owners we've surveyed and connected with have also laid forth a clear pathway for how we can support small businesses that need our help today. In 2023, we are committed to acting on the unmet needs. I hope you will join us as we seek to reconceive:

- how the outdoor dining and public parklets that flowered during the pandemic can contribute to the ongoing vibrancy of our commercial corridors,
- how pop-ups in vacant storefronts can bring the energy of our neighborhoods to help create a window on the future of downtown,
- how hospitality workers can get home safely and affordably during

off peak times when transit options are limited,

- how reusable containers can be successfully incorporated in small business operations to reduce waste,
- how we can connect more under-resourced small business owners to the financial resources, whether it be direct grants, tax credits, bookkeeping services or training that they urgently need to sustain them.

The lingering effects of the economic disruption and social isolation created by the pandemic make our mission even more important to the survival and evolution of the San Francisco we know and love. In the year ahead, we're launching multiple programs aimed at strengthening neighborhoods by making it easier for under-resourced small business owners to succeed.

I hope you'll join us in this work.

With thanks,

Simon Bertrang
Executive Director



WHO WE ARE

We're proud to share our new mission and vision statements that represent the work and reflection we've done as an organization to shift our programs beyond rapid relief. We continue to respond with urgency and innovative solutions to acute challenges experienced by diverse businesses citywide. Across our portfolio of programs, we're focusing on strengthening neighborhoods by supporting small businesses, and building a more vibrant and resilient city for us all.

Our Mission

SF New Deal strengthens neighborhoods by making it easier for under-resourced small business owners to succeed.

Our Vision

We envision a vibrant San Francisco with diverse and thriving small businesses.

OUR APPROACH TO IMPACT

Supporting small businesses to address their persistent challenges strengthens our neighborhoods citywide. We are focused on improving conditions for small businesses through financial resourcing, technical assistance and advocacy. Our community-centered approach to service design prioritizes urgent response, learning, and rapid iteration based on feedback. Measuring and reporting on our impact means being accountable to our small business partners, our community of supporters, and the city of San Francisco. Beyond dollars disbursed and meals purchased, we seek to understand how our programs and interventions build capacity for small business owners, improve neighborhood vibrancy, and make San Francisco a place where diverse small businesses can thrive.



Hung Tran, Project XO Salon
Small Business Spotlight on Social Media

2022 Activity by the Numbers



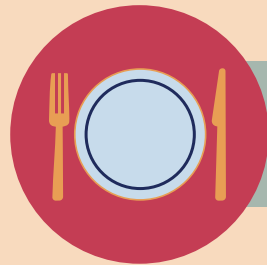
\$2,827,101

DISBURSED TO
SMALL BUSINESSES



357

SMALL BUSINESSES SUPPORTED WITH
REVENUE OR TECHNICAL ASSISTANCE



246,400

MEALS PROVIDED FOR FOOD
INSECURE SAN FRANCISCANS



3,700

POUNDS OF DISPOSABLE TAKEOUT
CONTAINER WASTE PREVENTED

2022 Impact by District



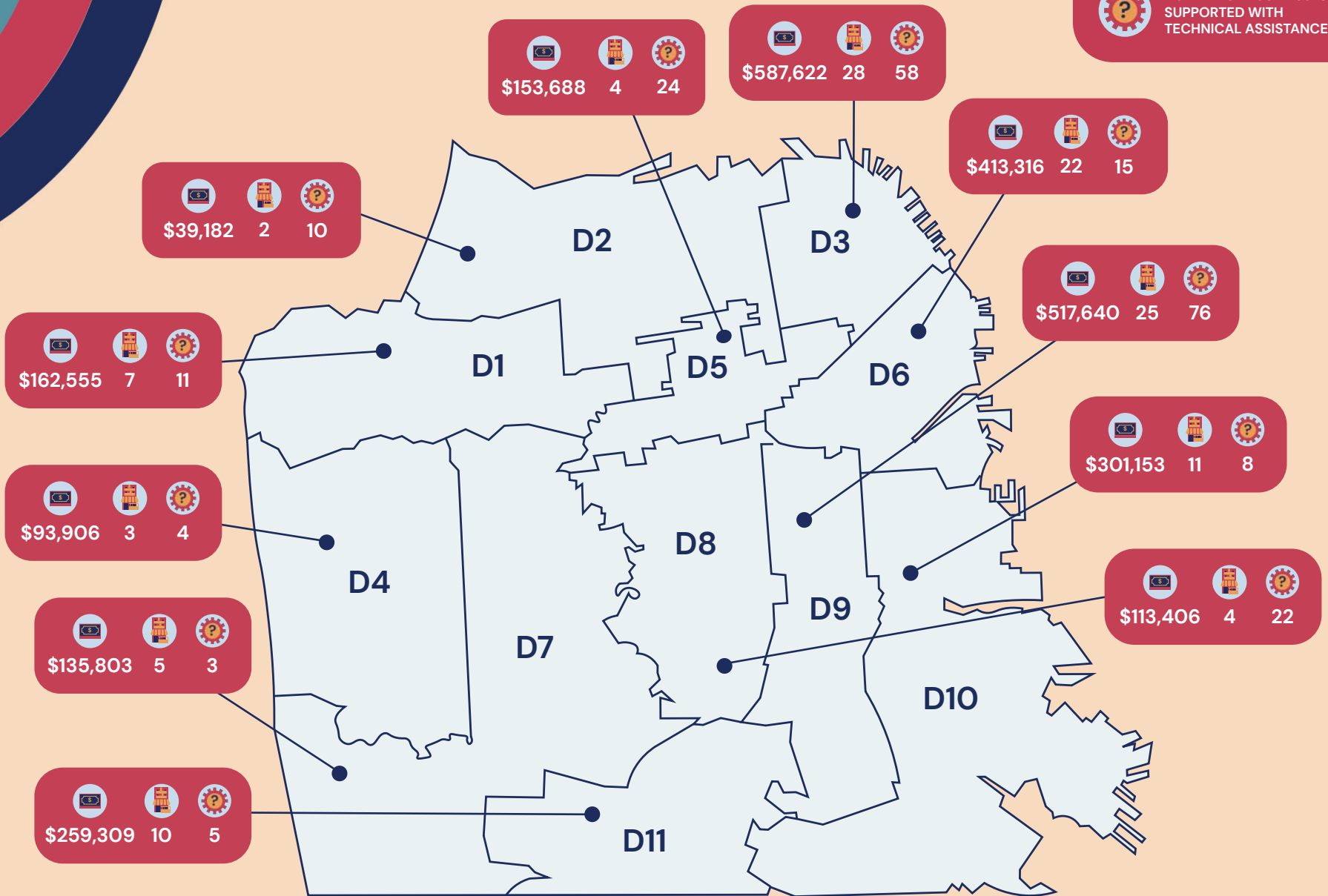
TOTAL REVENUE
DISBURSED DIRECTLY
TO BUSINESSES



NUMBER OF BUSINESSES
SUPPORTED WITH REVENUE



NUMBER OF BUSINESSES
SUPPORTED WITH
TECHNICAL ASSISTANCE



OUR PROGRAMS

Small businesses are at the center of everything we do at SF New Deal, and our collaborative solutions address key challenges identified by our small business and community partners. As the social and economic effects of the pandemic wore on in 2022, SF New Deal launched new programs that provided grants, technical assistance, and training to address a more broad set of small business challenges, and continued to operate programs that drove supplemental revenue to small businesses. A selection of program highlights follow.

Community Feeding Programs

CBO Program:

In partnership with small businesses, long-serving community-based organizations (CBO) and the City, thousands of food insecure neighbors received regularly delivered meals. CBO is SF New Deal's first and longest running program.

2022 Activity



23
SMALL
BUSINESS
PARTICIPANTS



\$462,484
DISBURSED TO
SMALL BUSINESSES



Billy Chiu, Grant Place Restaurant
Community Feeding Program Partner



Brian Fernando, 1601 Bar & Kitchen
Community Feeding Program Partner

Community Eating:

In partnership with the City of San Francisco's Human Services Agency and local restaurants, eligible single room occupancy (SRO) residents received meal vouchers redeemable at nearby participating restaurants.

2022 Activity



21
SMALL
BUSINESS
PARTICIPANTS



\$146,073
DISBURSED TO
SMALL BUSINESSES

Takeout Today:

Takeout Today supplemented the City's food security network by providing free and immediate, same-day meal support for San Franciscans. Via an SMS-based ordering platform, SF New Deal connected program participants to nearby restaurants for meal pickup.

2022 Activity



18
SMALL
BUSINESS
PARTICIPANTS



\$195,789
DISBURSED TO
SMALL BUSINESSES

Family Meals:

SF New Deal supported food insecure families in collaboration with community-based organizations, local restaurants and the City. Through direct meal delivery and an SMS-based ordering platform, SF New Deal connected participating families with meals from nearby restaurants.

2022 Activity



71
SMALL
BUSINESS
PARTICIPANTS



\$1,447,080
DISBURSED TO
SMALL BUSINESSES

Zero Waste Program

SF New Deal supported businesses with funding and technical assistance to transition away from disposable foodware to reusables. As a member of the ReusableSF coalition, we work to ensure that the under-resourced small business perspective is represented in reusable-related policy.

2022 Activity



24
SMALL
BUSINESS
PARTICIPANTS



3,700
POUNDS
OF WASTE
PREVENTED

Jennifer Huang, Nusa
Zero Waste Program Partner





Sohyang Kim, Joe's Ice Cream & Burgers
Shared Spaces Program Participant

Shared Spaces Program

Early in the pandemic, the City authorized the construction of temporary outdoor spaces for small business use. These outdoor spaces contributed considerable vitality to neighborhoods and generated impactful revenue. In 2022, the City opened a pathway for businesses to make these structures permanent. SF New Deal provided technical assistance to bring their outdoor parklets into compliance. In 2023, we will begin grantmaking to assist with construction costs.



236

BUSINESSES RECEIVED
TECHNICAL ASSISTANCE

SMALL BUSINESS SPOTLIGHTS

Team, Arizmendi Bakery
Small Business Spotlight on Social Media

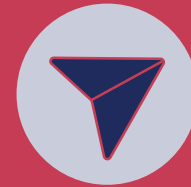
From conversations with small businesses, we know that marketing is a core challenge. In addition to providing revenue and technical assistance, we also amplify the stories of these incredible small businesses that contribute

vibrancy and unique culture to our neighborhoods. We utilize SF New Deal's social media platforms to help people discover, support, and celebrate San Francisco's diverse and inspiring small businesses.

2022 Social Content by the Numbers



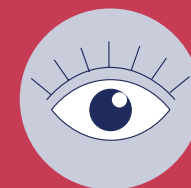
8,141
SAVES



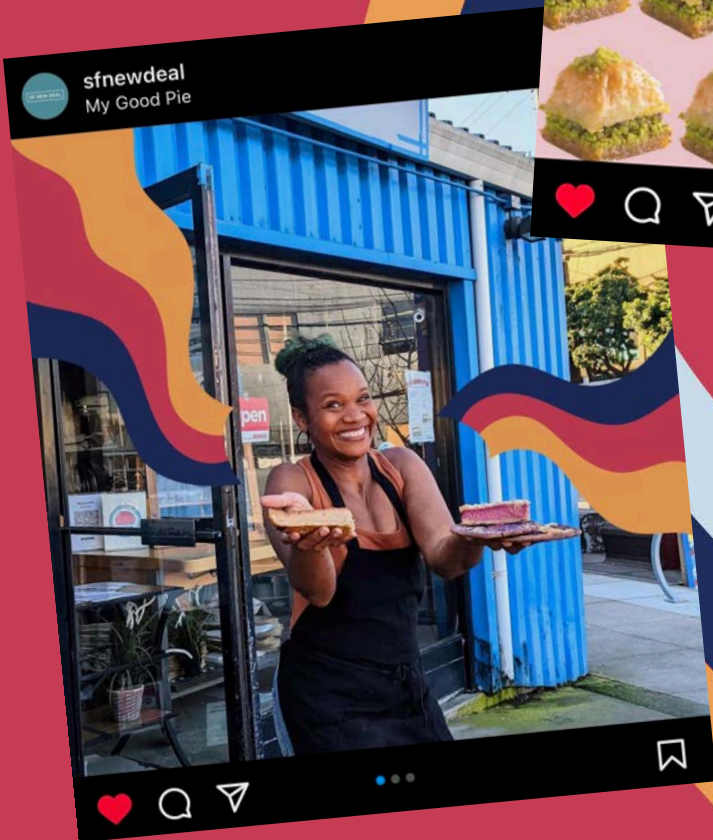
6,064
SHARES



391+
BUSINESSES
FEATURED



1.1+
MILLION ACCTS.
REACHED



Shumaila Ali, Lahore Di Khushboo
Small Business Spotlight on Social Media



Lahore Di Khushboo

Lahore Di Khushboo was started in 2022 by artist and chef Shumaila Ali to celebrate and share her rich Pakistani culture. Before opening her food truck, Shumaila had a catering business and did pop-ups at restaurants. The growing demand and love for her food inspired Shumaila to open Lahore Di Khushboo and share her recipes with San Francisco. She is grateful for all of the people who came together to bring her vision to life.

701 Valencia St. & Presidio Tunnel Tops
(check for hours on instagram @lahoredikhushboo)

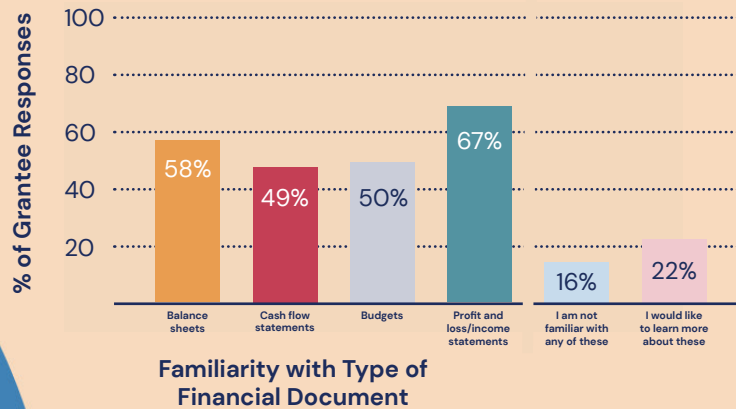
SMALL BUSINESS SURVEY

In 2022, we published the results of our small business survey report that represented data collected and conversations with the 400 recipients of our 2021 Grant Program. The survey revealed the perilous financial position of our most-underresourced microentrepreneurs (85% with fewer than 5 workers) and the expectation that economic pandemic recovery is more than 12 months away. Survey respondents also shared insights about solutions that could support their businesses today, which are informing the design and launch of several new SF New Deal programs in 2023. For complete survey results visit: <https://sfnewdeal.org/survey>

Magdy Kotb, The Clothing Coach
Small Business Debt Relief Grant Program Participant



Select Survey Findings

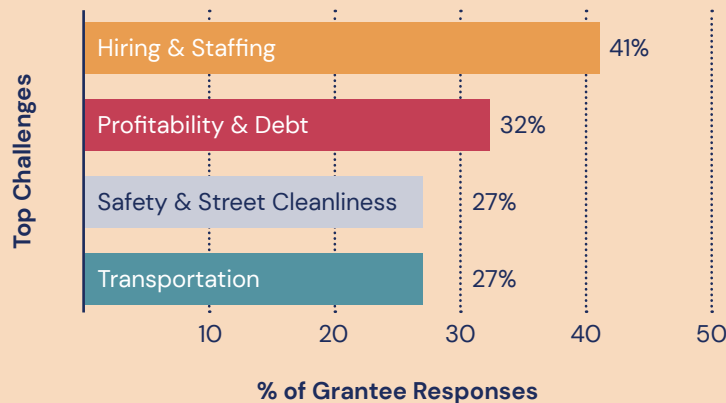
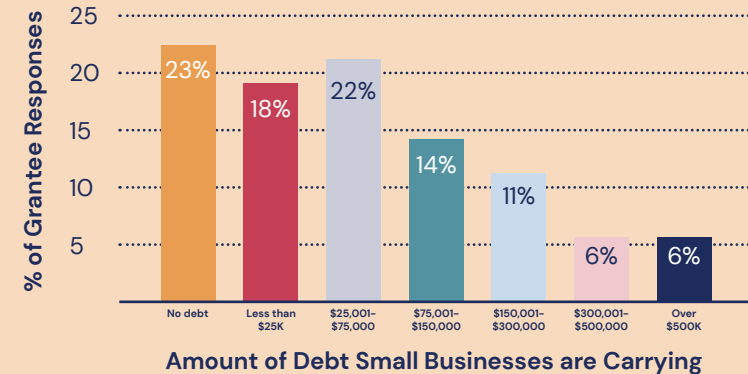


Familiarity with Financial Management

39% of the small business owners surveyed identified finance and accounting services as their greatest need, and what they believe would be most helpful to their future success. 50% of all surveyed businesses reported not being comfortable reading and understanding cash flow statements and budgets.

Small Business Debt

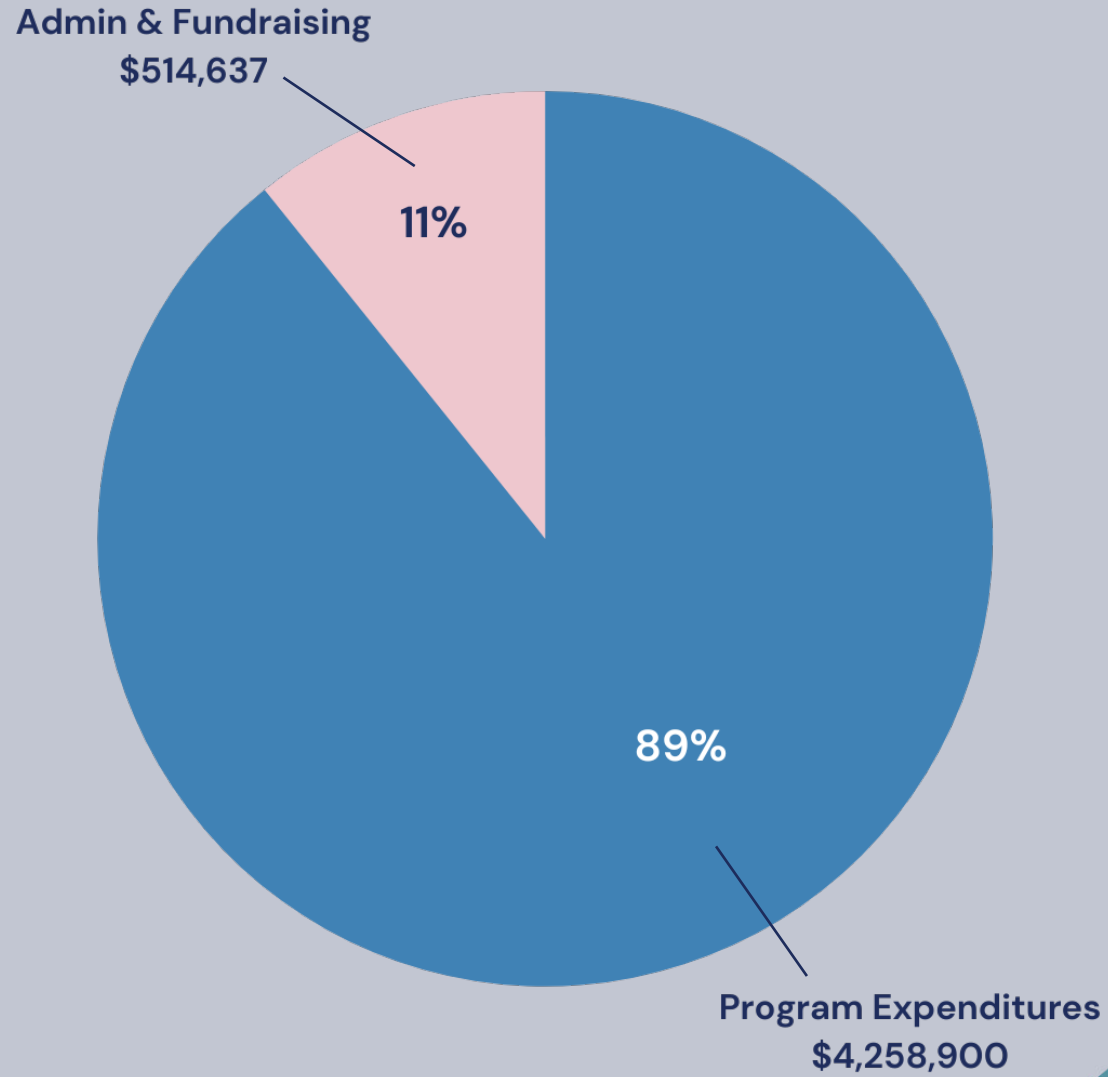
77% of respondents carry debt. For 30% the debt is \$150,000 or higher, and 33% have more than one creditor.



Core Challenges for Small Businesses

Asked to rank challenges they have confronted since the start of the pandemic, 32% of grantees reported accumulating debt as their single biggest challenge. 41% of the small business owners surveyed chose hiring and staffing as their primary concern, and transportation emerged as an area for growing challenge.

2022 Expenses



Our work would not be possible without our volunteers, community partners, corporate sponsors, the City of San Francisco, foundations and individual donors. We are grateful to have your continued support on our journey to make San Francisco a place where small businesses can flourish.

DONORS

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Achel Johnson
Alex Edelstein
Ali Kagawa
Alissa Anderson
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America Online Giving Foundation
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Anonymous Donor Advised Fund
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Garima Jajoo
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Genentech
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Google, Inc. Employee Matching Gift Program
Hilary Heuer
Hilary Schiraldi
Ian Leavitt
Intuit Employee Matching Gift Program
Iris Ng
Jack Eidson
James Carlson
James Hirsch
Janet Beckerman
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Jing Ran
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Joaquin Jang
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Kolesky Philanthropic Fund of the Jewish Community Federation

KPMG US Foundation
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Lauren Keyser
Leila Afshar
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Lindsay Stripling
LinkedIn Employee Matching Gift Program
Lisa Fung
Lorie Lambert
Man Wai Lai
Margaret Pierattini
Margie Levinson
Mario Lemos
Marlati Family Fund of Schwab Charitable
Mason Jones
Maureen O'Connor
Mendel Kohn
Michael Bickford
Michael Doeff
Michael Portuesi
Michelle Lei
Microsoft Rewards / Give with Bing
Mike Sosa
Nancy Fisher
Nick Gallegos
Oba McMillan
Optical Underground
PagerDuty
Patrick Lee
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The Wonderful Company
Tiffany Charoenying
Tommy Chue
UK Online Giving Fund
Urvashi Nagrani
Virginia Mcfarlane
VISA Employee Matching Gift Program
WarnerMedia Employee Matching Gift Program
Wei-Ann Hsueh
Wendy Weiden
Zachary Mannon

COMMUNITY PARTNERS

BeChinatown
Calle 24
Chibi Chan
Chinatown Community Development Center
Dolores Street Community Services
Excelsior Action Group
Excelsior Works!
Good Samaritan
Gum Moon
Holy Family Day
Homeless Prenatal Program
Kai Ming
Mission Meals
Mission Neighborhoods Centers
Real Options for City Kids (ROCK)
Self Help for the Elderly
SF African American Faith Based Coalition
Sunset Youth Services
Wu Yee

OUR TEAM & VALUES

SF New Deal strives to be:

Empathetic

Accountable

Responsive

Centering the Community

Collaborative



2022 Board of Directors



Lenore Estrada
President + Co-founder



Jonathan Bass
Director



Simileoluwa Adebajo
Director



Paul Burns
Secretary



Ken Shear
Treasurer





Community Champion Award

SF New Deal received the Community Champion Award from the SF Korean Center at the 4th Annual Chuseok Festival. The award recognizes local organizations that address the principal needs of the community.



Jefferson Award

SF New Deal's co-founders received the Jefferson Award for Community Service in recognition of our efforts to support small businesses in San Francisco through the pandemic and beyond.

SF NEW DEAL

For the most up to date information about our programs and impact, please visit <https://sfnewdeal.org>.

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