2025-2026 · SFLUV ANNUAL IMPACT REPORT

Empowering merchants. Empowering communities.

A first year of operations in San Francisco's Tenderloin - and the case for a community currency that keeps improvement in the neighborhood.



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Beth O'Leary
EXECUTIVE DIRECTOR
& CO-CREATOR

Dear Friends,

SFLuv incorporated as a nonprofit in October 2023 with the **dual missions of placemaking and economic development** in under-resourced neighborhoods. We began in the Tenderloin because we believed San Francisco's downtown recovery depended on the recovery of the neighborhood at its heart.

Then, in August 2025, after more than 18 months of research, testing, and technical design, we launched our first placemaking event in the Tenderloin, paying a professional Improver and thanking volunteers with SFLuv tokens that they then spent together at our newest merchant. **Today, we are proud to celebrate SFLuv's inaugural year of operations with the publication of our first Annual Report.**

As you read this report, we hope you come to appreciate what we have come to treasure most: **the deep and real relationships being built** among our community partners, including the Tenderloin Merchants Association and Tenderloin Community Benefit District; our affiliate partners, including St. Anthony Foundation, Glide, and City Hope. We are equally inspired by the new relationships forming among volunteers, and between volunteers and Tenderloin merchants. This joyful and unanticipated consequence of **pursuing economic development through community engagement feels, to us, a little magical.**

We are also tremendously proud of the technological progress we have made this year and deeply grateful to our generous donors. They have allowed us the privilege of serving the community without the external pressures that a for-profit tech company can feel to go faster and grow bigger for the sake of getting bigger and faster. We are free to do what makes sense for the stability and health of the community we serve. In turn, the community has been patient with us, offering feedback, showing genuine interest, and celebrating each new feature and improvement. We are so thankful to all who are using our software and who have helped us get better.

With the tools and structures now in place, our goal for the next year is to increase participation among both volunteers and merchants while supporting more placemaking and strengthening the community's ability to take part in it.

With gratitude and a full heart, we welcome you to find or expand your own role(s) and experience for yourself how the (SF)Luv grows!

Cheers,
Beth & the SFLuv Team

Connecting placemaking and economic development.



Why SFLuv Exists

SFLuv was founded to address a persistent gap in local economic development. In many neighborhoods, funding for improvement projects, volunteer energy, and local business activity operate in separate systems. In their silos, donations and the good intentions of volunteers can leave an under-resourced community with objects it can not maintain, and beauty can turn to blight.

Donations
fund projects.

Volunteers
contribute time.

Merchants
work independently to attract customers.

We wondered what might happen if these systems were connected.

How it Works: One Contribution. Two impacts.

Donations fuel the community improvements

Cleanups, tree planting, and volunteer service improve our neighborhood.

First Impact: Volunteers and Improvers earn SFLuv

SFLuv first supports neighborhood work by thanking volunteers and paying Improvers for the good work they do.

Second Impact: SFLuv is spent with local merchants

Volunteers and Improvers spend their SFLuv at participating Tenderloin merchants and bring businesses new, community-minded customers.

Double impact amplifies neighborhood growth

Growth encourages more volunteerism and results in more distribution of SFLuv Perks.

BY THE NUMBERS

Our first year of operations.

COMMUNITY IMPROVEMENT

635
bags of trash removed

52
Tenderloin weekly clean-ups

16
other community events

1,038
volunteer hours

667
volunteer shifts

5
paid local "Improvers"

LOCAL ECONOMIC ACTIVITY

$15
added spend per SFLuv customer, per visit

8
merchant partners

$17,000
SFLuv spent at local merchants

6.2 days
average time to spend

COMMUNITY ENGAGEMENT

85%
very satisfied volunteers

85%
very likely to recommend

4.6/5
felt very supported

92%
reported positive immediate impact





"SFLuv cleanups are a regular highlight for my civic pride. It's incredibly fulfilling to get outside, join hands with neighbors, and leave a piece of the city better than we found it."

SFLUV VOLUNTEER · VOLUNTEER SURVEY

OUR TECHNOLOGY

From early prototype to a local currency in production.

A year ago, SFLuv moved zero dollars on-chain. This year it became a working local currency - a dollar-backed token that volunteers earn, merchants accept from a phone, and nonprofit partners distribute at their own events. The platform now spans a browser wallet and a mobile app, with the "plumbing" to onboard a new user, pay a merchant, or run a community project in seconds.

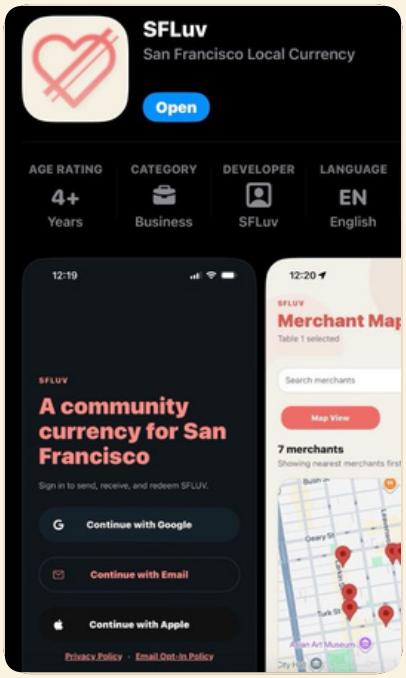
$90K+
spending volume moved this fiscal year - up from zero on-chain.

3,142
total transactions across the network.

650
volunteer events and workflows supported.

"SFLuv is helping improve my community, and I want to be part of that progress."

SFLUV VOLUNTEER · VOLUNTEER SURVEY



SFLUV ON THE APP STORE - IOS & ANDROID

BUILT THIS YEAR

01 The apps themselves
Web app live August 2025; mobile on iOS & Android in spring 2026. Wallet, merchant map, improver panel, and transaction history in your pocket.

02 One-minute user onboarding
Sign up with just an email - a secure wallet is created automatically. Dollar-backed 1:1, with nothing to configure and no blockchain knowledge needed.

03 Merchant map with Easy-Pay
Every participating business on a live in-app map and easy to read geo-located list view. Walk in, select the merchant, pay in seconds. Immediate tipping opprotunity to support merchant employees.

04 Merchant mode
Merchant's phone becomes its SFLuv register - compatible with virtually any existing POS system. 8 SF businesses on board, ~$16,600 in SFLuv paid to participating merchants.

05 Affiliate panel & QR events
Nonprofit partners manage their own events and SFLuv allocations from a dedicated dashboard, and creating QR codes volunteers scan to get the app and receive SFLuv.

06 Improver panel: auto-paid work
Community improvements run as step-by-step workflows with automatic SFLuv payouts to individual Improvers and certified volunteers upon completion - 630 paid workflows this year with integrated proposal and voting features laying the groundwork for future community governance tools.

COMMUNITY SPOTLIGHT

Elm Alley Gardens: Bringing Life to a Vacant Lot

A once-vacant lot beside Tenderloin Community School - activated by the Friends of Elm Alley and Street Soccer USA is replanted by the community and alive as a neighborhood play space.







Led by **SFLuv Improver and Garden Designer, Miqdaad Bhuriwala**, **volunteers from Oasis for Girls and Friends of Elm Alley** came together to **plant flowers and a variety of California Natives in the vacant lot next to Tenderloin Community School.** For the volunteers, it was a chance to give back to the community, get their hands dirty, try something new, and be part of a project that makes a real impact.

As the plants took root, **second graders from the Tenderloin Community School** helped care for and water them, **keeping Elm Alley Gardens thriving.** Along the way, they learned how to complete a "Workflow" on the **SFLuv platform to receive credit for their work**, and they watched their class savings in SFLuv grow each week. **Their teacher integrated the activity into the curriculum**, creating a hands-on way for students to explore math, science, and art while **developing responsibility and teamwork**.



Before leaving for summer break, the students passed their responsibilities to a Tenderloin neighbor and soccer parent, helping ensure the garden would be ready for the next class of second graders to tend.



Closing the loop. At the end of the project, the second graders received SFLuv perks and redeemed them at a classroom pop-up store for **Tilted Brim**, a local merchant and independent, SF-based workwear brand, continuing the love and support within the neighborhood.

PARTNER SPOTLIGHT

SF Refuse Refuse - Weekly Tenderloin Cleanup

The Refuse Refuse Tenderloin Weekly Clean-up started about five years ago with Tenderloin resident BB and friends. Since SFLuv joined the effort and introduced volunteer perks in summer 2025, average weekly participation has grown from about 4 to 10 volunteers, the number of bags collected has more than doubled, and 85% of surveyed volunteers reported being very satisfied and highly likely to recommend the experience.



4 → 10

average volunteers per event, after SFLuv rewards began

8 → 18

bags collected per cleanup

62%

of surveyed volunteers live in the Tenderloin

> *"We expected volunteers to appreciate earning SFLuv. What surprised us was how often they talked about something else -* ***meeting neighbors and seeing visible improvement****."*
>
> SFLUV TEAM MEMBER

MERCHANT SPOTLIGHT

SF OrganiCA
Grocery & Delicatessen

SF OrganiCA: turning volunteer energy into merchant revenue.





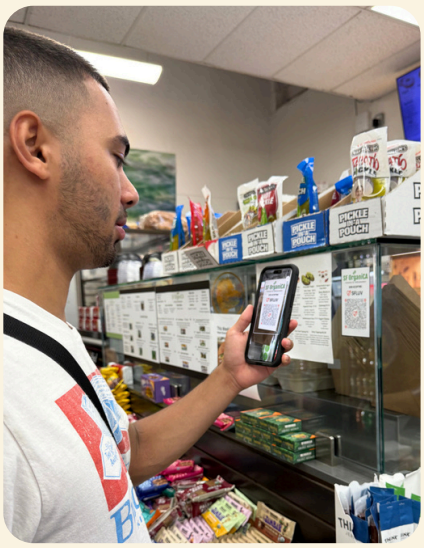
SFOrganiCA, a Tenderloin grocery and deli, joined SFLuv in late summer 2025 and now receives roughly $940 per month in SFLuv spending - an estimated 90% of it from volunteers who'd never shopped there before. Merchants report the real value isn't just the transaction; it's the new customer relationship and visibility.

$940/mo
in SFLuv spending at SFOrganiCA (Jan-June, 2026)

90%
first-time customers







SFORGANICA GROCERY & DELICATESSEN · NOW ACCEPTING SFLUV

OUR PARTNERS

The people and organizations building this with us.

MERCHANT PARTNERS INCLUDE:

COMMUNITY & AFFILIATE PARTNERS INCLUDE:

DONOR PARTNERS

Our first 18 months of experimentation and first year of operations were made possible by the early generosity of the Kung Guerra Foundation. We are deeply grateful for their continued support, for a significant recent grant from the Chris Larsen Fund at Silicon Valley Community Foundation, and for the contributions of all those who have joined in advancing our mission.

IN THEIR WORDS · FROM MERCHANTS

> *"The most valuable aspect of SFLuv is its ability to drive intentional, community-based spending – and it reinforces our brand as a business actively invested in the neighborhood."*
>
> **AZALINA'S · MERCHANT SURVEY**

> *"More projects and programs in the Tenderloin means more engagement for families, which directly leads to more safe and clean spaces."*
>
> **Z ZOUL CAFÉ · MERCHANT SURVEY**

FINANCIALS

Financial stewardship.

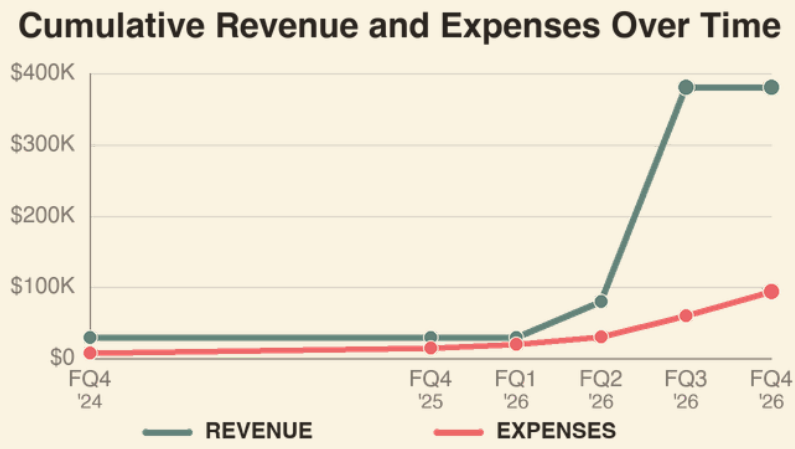
REVENUE SUMMARY

TOTAL RAISED / REVENUE

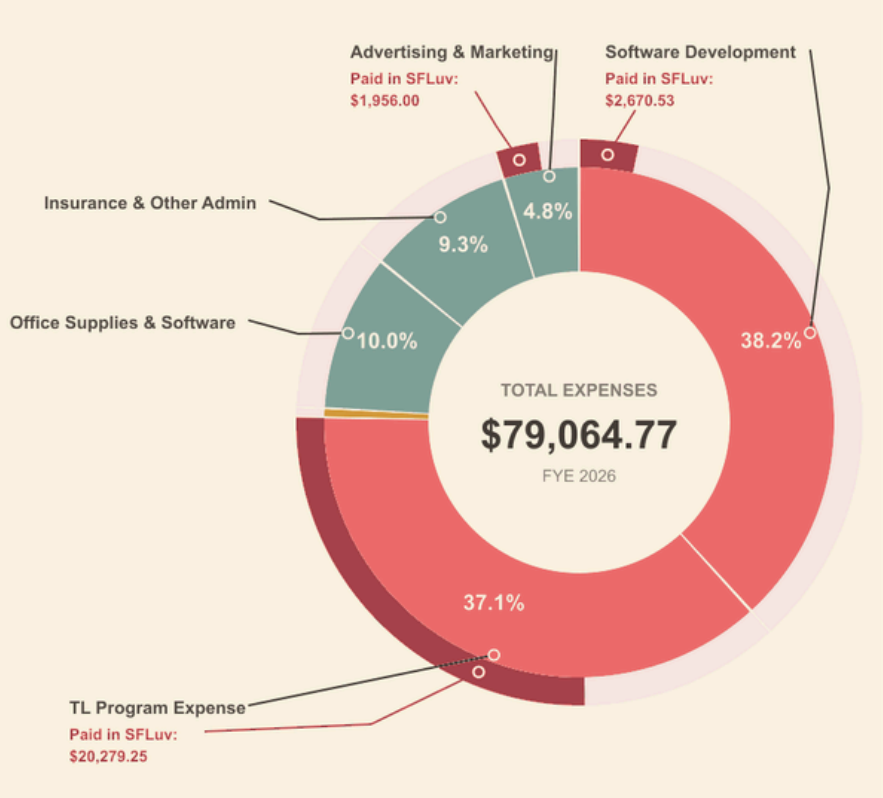
$351K

($350,000 unrestricted revenue

($300,000 donated in FQ3)



EXPENDITURES SUMMARY



EXPENSE CATEGORY

Program
$59,560.81 · 75.3% of total expenses

Fundraising
$416.64 · 0.5% of total expenses

Management & General
$19,087.32 · 24.1% of total expenses

PROGRAM RATIO

75.3% *program expense / total expense*

AMPLIFIED RATIO

106.8% *Program expense + all SFLuv distributed/ total expense*

AMPLIFICATION FACTOR

1.43x

Amplified Ratio / Program Ratio

Financial statements have been published online at sfluv.org since the organization's founding, and reporting systems will continue to strengthen as SFLuv grows.

OUR TEAM

The team behind SFLuv.

Say hello to the team keeping Luv in motion.



Beth O'Leary
CPA, MPA · Executive Director



Vipul Vyas
MBA · Board Treasurer



William Riggs
PhD · Board Secretary



PJ O'Leary
Lead Developer



Sanchez O'Leary
Developer



Paul O'Leary
Technical Advisor



Jacky Tijerino-Gomez
Social Media Coordinator

Together, Luv grows.

Whether you volunteer, donate, partner, or share our story, you help grow a model built on community participation and local investment.

sfluv.org · admin@sfluv.org · San Francisco, California