TAP

Supporting communities. Unlocking opportunities. Catalyzing hope.

The Affordability Problem

Living in America is expensive but housing has become too expensive—especially for our workforce.

Housing roots people in communities, allows people to take advantage of personal and professional opportunities, and fosters hope for the future.

Without a pathway for the workforce to secure housing affordably our communities, cultures, and economy are in a perilous position.

We need a better model to build housing more effectively, efficiently, and affordably.

The Affordability Project (TAP) Mission

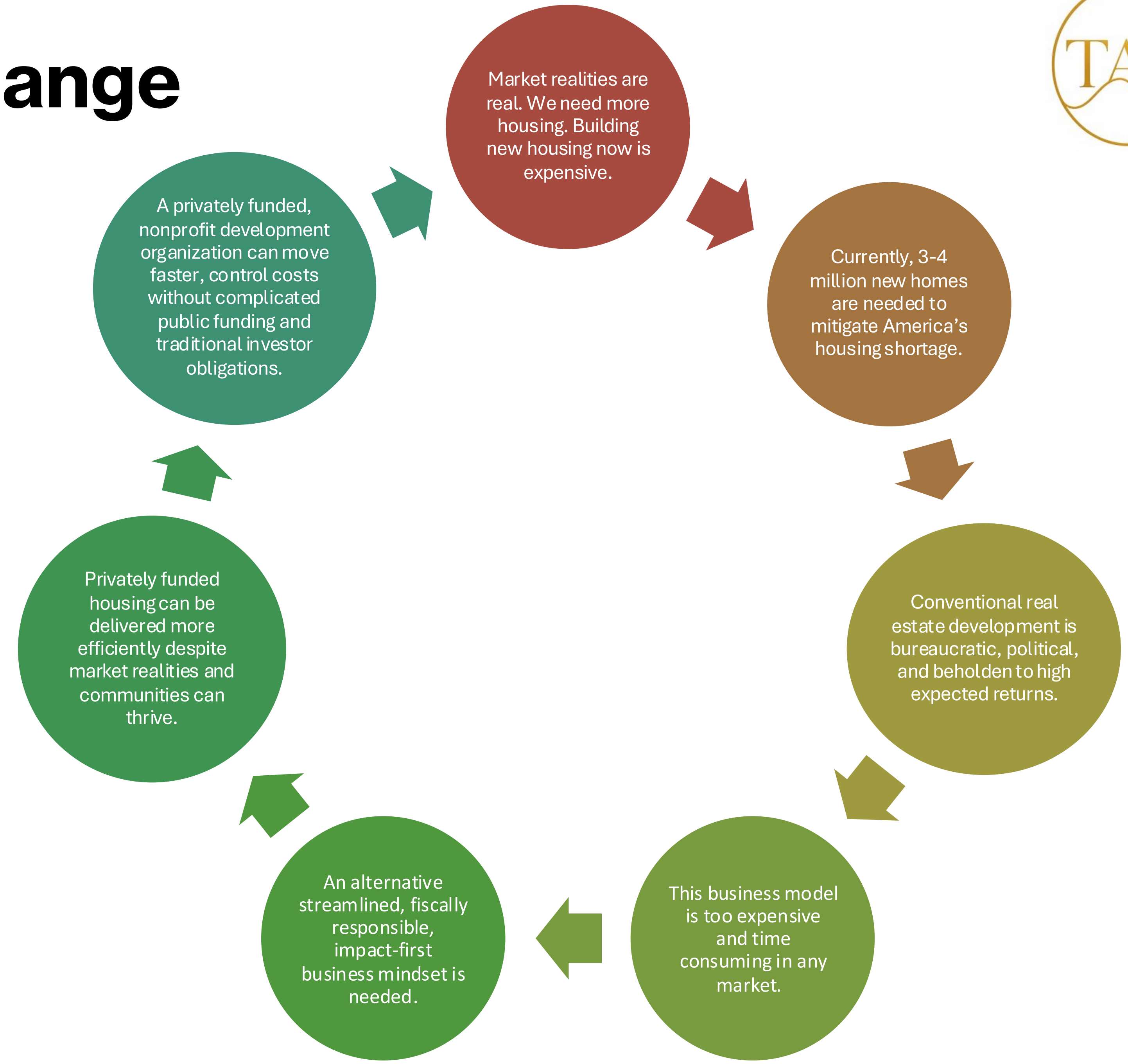
Expand access to opportunity by making life more affordable.

Addressing the root causes of community instability through high quality housing built affordably and strategic community investments so people have the freedom to live, hope, create and thrive.

TAP's Theory of Change

If we decrease the build housing costs with a privately funded, non-profit business model

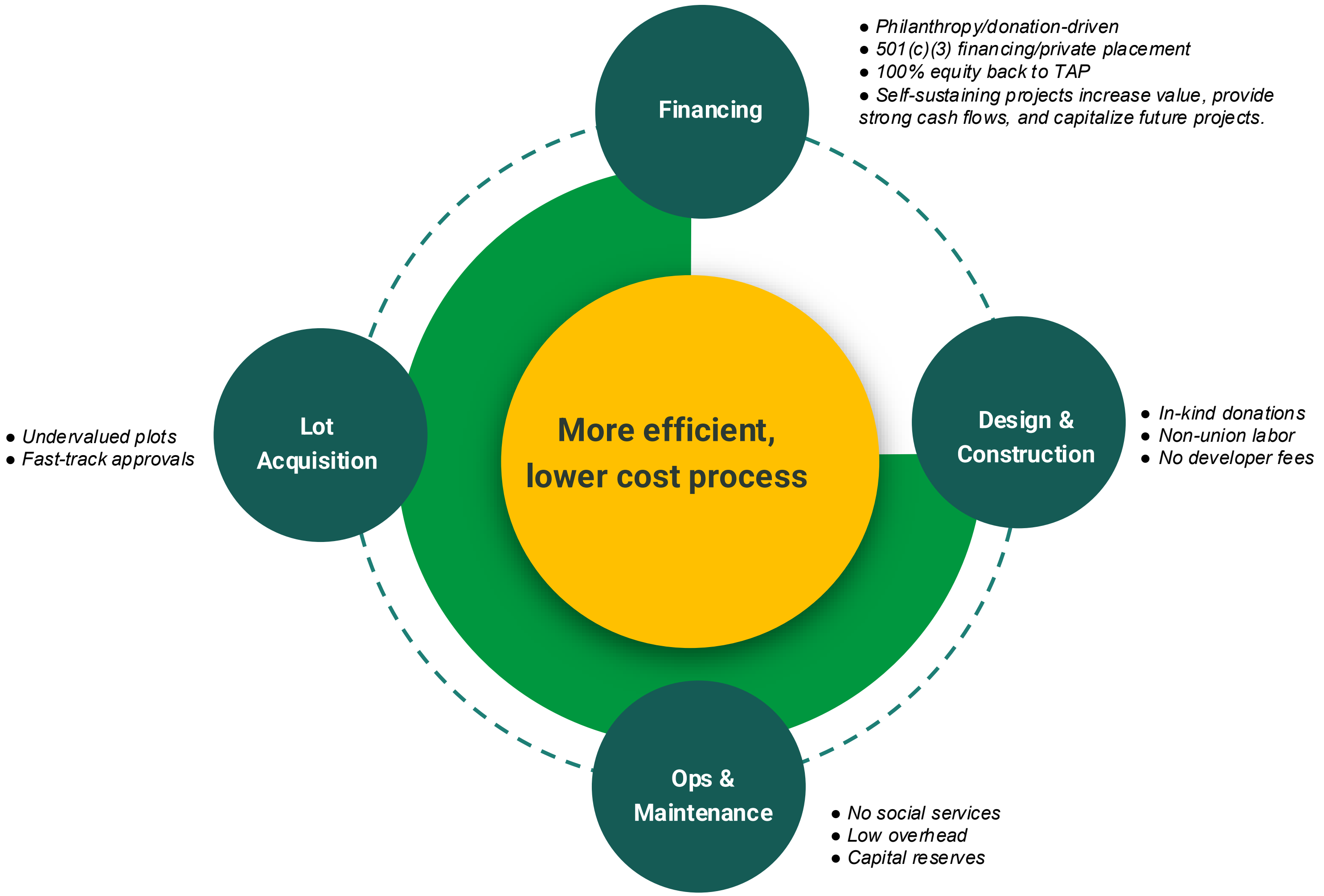
Then delivering affordable housing will be possible, attainable, and scalable.



TAP's Solution

A new model.

Disrupting market disincentives and government interventions



Our Progress

Since its founding in 2021 as an independent 501(c)(3) non-profit organization,

with a mission to build mid-income housing without public funds, government grants, or for-profit investors,

The Affordability Project has crossed significant milestones towards building its first projects.

Project #1
5250 3rd Street
San Francisco

- Ground up development
- Multi-family residence
- 7 stories, 100 units
- Approved by the SF Planning Commission June 2022
- Secured Building Permit July 2025
- Final Fundraising to close financing May-October 2026
- Plan to break ground Q4 2026, complete construction and fully rented by end of 2028

Project #2
5210 3rd Street
San Francisco

- Ground up development
- Mixed use project with two retail spaces on the 3rd Street corridor
- Potential 60-80 middle income units
- Leverage equity from Project #1 to begin preconstruction design Q1 2027
- Planned project approval Q4 2027 and groundbreaking Q4 2028

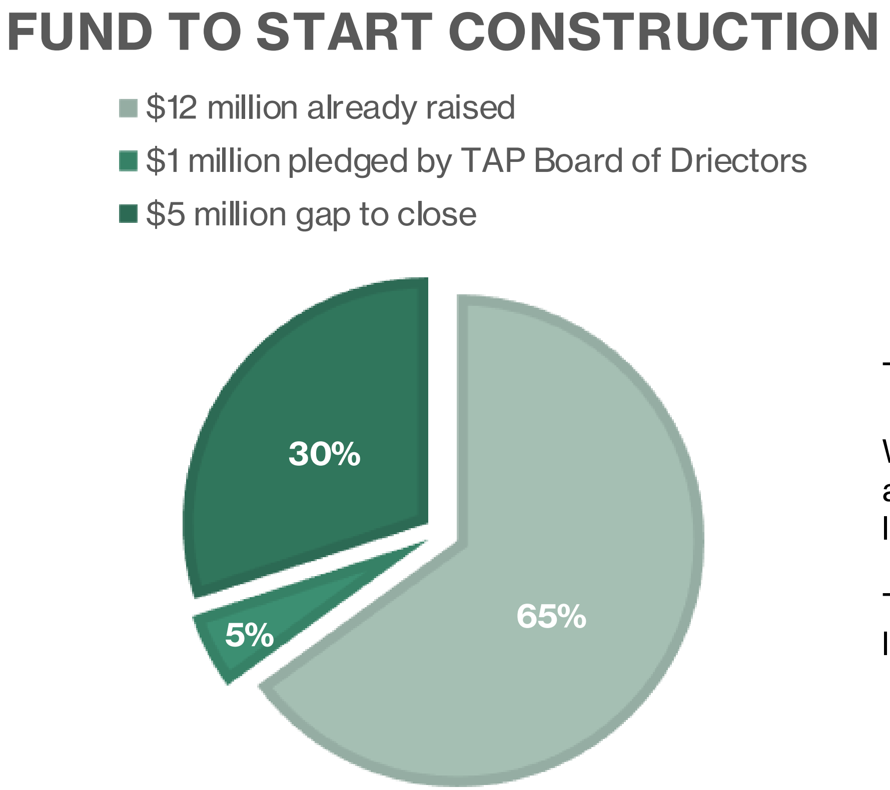
Impact Moment

The final $5M enables:

Construction financing closing

Break ground on the first project

Create momentum for future projects and fundraising



The total project costs $52,000,000

We need 35% of the total cost in cash and equity to secure the construction loan.

The final $5M gets us across the finish line!

TAP into our community!

Our goal is to raise the final $5M by October 30th, 2026

We are grateful for all level of support and have special recognition for major gifts as listed here.

Naming opportunities are available for gifts $250,000 an above.

Impact Communities	Commitment
Catalyst	$1,000,000 and above
Champion	$500,000-$999,999
Leader	$250,000-$499,999
Cornerstone	$100,000-$249,999
Pillar	$99,999 and below

Our Story

Mission + Experience

The Affordability Project ("TAP") started with the simple idea that people who serve their communities should be able to live where they work.

It was an idea that challenged market forces and conventional practices that priced lower wage earners and mid-income families out of their own communities.

Changing the dynamic demanded a new model to build affordably priced housing more urgently, efficiently, and effectively.

After years of success building housing in tough markets like San Francisco, the founders of TAP are bringing for-profit best practices to the sector.

As a privately-funded not-for-profit, TAP takes out key cost factors—like developer fees, investor returns, bureaucratic delays and disincentives—that typically weigh down housing projects.

TAP brings together industry expertise, grass-roots support, mission-driven trades and talent, to build not just housing, but thriving communities where everyone can have a place to call home.

Our Team

A group of successful professionals who have built over 55,000 units across the country

Leadership

Since 2008, Tim built funding and resource partnerships and projects, valued at more than $100million, which directly invested in San Francisco and Bay Area communities. Tim is a graduate of Georgetown University's McCourt School of Public Policy

Tim Szarnicki, Founding Executive Director
The Affordability Project

Since 2010, Joey has helped to entitle and build more than 700,000 square feet of residential real estate in San Francisco.
Joey conceived of The Affordability Project to bridge the affordable housing gap for San Francisco's middle class or workforce population.

Joey Toboni, Board President and Founder
Managing Principal, Toboni Group--Residential

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Board of Directors

Mary Driscoll Toboni has been in the real estate business for over 30 years. Extensive experience in development, renovation, new construction, condo conversion, and multi-unit building sales adds to her knowledge of the overall real estate market.

Mary Toboni, Secretary

Real Estate Specialist, Toboni Group

Adam Tartakovsky serves as the Managing Director of Crescent Heights. He oversees a $5B pipeline and all aspects of the company’s developments, including acquisition, entitlements, financing, construction, leasing/condo sales and asset management.

Adam Tartakovsky, Treasurer

Managing Director—Crescent Heights

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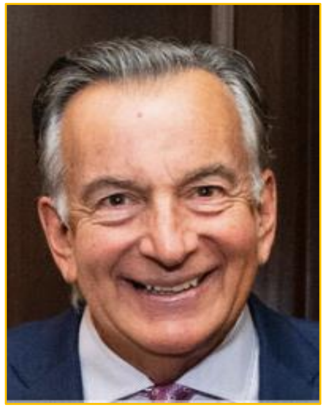

Joe Toboni is the President and founder of The Toboni Group. What began as a one-man shop renovating small kitchens and bathrooms expanded into a multi-faceted construction company that builds large multi-unit structures. Joe has owned/built over 250 condominiums between 2015 and present and 52 more coming in 2026.

Joe Toboni – Director
Builder, Toboni Group & Philanthropist

Hilary Newsom was raised with a legacy of serving her community. Her father — himself an environmental philanthropist and advocate — encouraged every opportunity for the family to participate in acts of community service extending well beyond philanthropy.

Hilary Newsom – Director
President, Plumpjack Group

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Over the last 15 years, Jordan Langer has helped shape the San Francisco event and entertainment scene. His largest and most successful company to date, Non Plus Ultra, activates space throughout the U.S. hosting corporate, private, and community events and experiences.

Jordan Langer – Director
Founder and CEO, Non Plus Ultra

Portfolio Manager for Venture Capital Investments, Heffernan Insurance Brokers and CEO, Ember Defense.

Mike Heffernan IV– Director
Heffernan Insurance Broker

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Through his 20 years in the business, John has handled over 2,000 closings nationwide through numerous economic cycles. During the Great Recession, he started partnering with developers and retailer clients as a capital and strategic partner to fuel their growth strategies.

John Adreini – Director
Founder and Managing Partner, EvCap Investments

Leading corporate special situations, focusing on PIMCO's opportunistic and alternative strategies within corporate credit, Jamie has 25 years of investment experience and holds an MBA from Stanford University and a bachelor's degree in civil engineering and operations research from Princeton University.

Jamie Weinstein – Director
Portfolio Manger, Corporate Special Situations, PIMCO

TAP Partners

James Abrams
Tony Alegria
Michele Alioto
Angelina Alioto-Grace
Matthew Amico
John Andreini
Bruno and Ben Baglin
Roy Bahat
Matt Bamm
Barrera
Zack Barulich and Derek Jacobson
Sarah Baum
Maureen Beckaman
Christian Bellman
Gino Benedetti
Beronio Lumber
Sapna and Brandon Boze
Scott Britain
Ron/Mary Rose Brown/Fernandez
Andrew Byrne
Kathryn Cahill-Thompson
Regina Callan
Teresa Cannata
Catherine and Jim Cannata and Murphy
John Casnocha
Cristina and Jose Causor
Xi wen Chen
Virginia Cheung
Terence Chu
Marea Clark

Yasmin Coffey
David Cohen
Lanier Coles
Irma Colina
Mercedes Collins
Joe Concilla
Joe Conway
Mary Costello
Crankstart Foundation
Anthony Cuadro
David and Suzy Cumming
Guy Danahan
Myles Danielsen
Donald David
Don David
Bridget Denning
Patty Dinner
Or Dobrin
Liz Dondero
Mark Dorst
Alexander J Douglas
Maya Draisin
Elizabeth Driscoll
Ralph Drybrough
Peter Duda
Andrew and Lea Dudum
Brad Ehikian
Chris Ellis
Anne Farrah
Max Friedman

Miles Garber
Scott Gilbertson
Golden State Lumber
Hans Hansson
Heffernan Foundation
Michael Janson
Sam Jobrani (Divinci Stone)
Jolie Wineroth
Matt Jones
Robert Kaprosch
Scott Kohler
Jonathan Scott Kohler
Richard Leider
Brad Levesque
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Joseph Gartland Moore
Joe Moore, Jr.
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Jen Nedeau Helm
Larry Nibbi
Charlie Normandin
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Mr. and Mrs. John Prichard
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Drew Rieder
Nancy Riffle
Aaron Rubin
Joe Russoniello
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Salman Shariat
Kevin Sheppard
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Karen Silverman
Simon Snyder
Heidi and David Spector
Brian Spiers
Mitch St. Peter
Roselyne Swig
Swig Foundation
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Anna Szarnicki
Concie and Steve Tarantino
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Joey and Gillian Toboni
George Topalian
Mariana Vazquez del Mercado
Daindridge Vogel
Jamie Weinstein
Jake and Courtney Welch
Kendall Wilkinson
Timothy Williams
Collin Williams
Joseph Wineroth
Haim Zaltsman