

Memorandum

San Francisco Police Department



To: Acting Captain Daniel Silver
Commanding Officer
Special Victims Unit

From: Sergeant Kimberly Lopez #321
Special Victims Unit

Date: Thursday, June 26, 2025

Subject: Soft Interview Room

APPROVED YES NO
A/Lt. Flores #683 ☒ ☐
A/C DANIEL SILVER #4238 ☒ ☐
A/Capt. THOMAS MAGUIRE #1158 ☒ ☐
DC ☒ ☐
Cmdr. Mark Im #2096 ☒ ☐
C. Lopez ☒ ☐
W. Flores ☒ ☐

I would like to request approval for Project Beloved, a non-profit organization to design and provide a soft interview room for the San Francisco Police Department.

A soft interview room is a thoughtfully designed space used primarily for interviewing vulnerable individuals—such as children, trauma survivors, or victims of abuse in a way that feels safe, calm, and non-threatening. These rooms are commonly found in child advocacy centers, police stations, social services, and mental health facilities.

Key Features of a Soft Interview Room:

1. Warm, Non-Clinical Atmosphere
 - Decorated more like a living room than an office or interrogation room.
 - Soft, neutral colors on the walls—pastels or earth tones—to promote calmness.
 - Warm, ambient lighting instead of bright fluorescents.
2. Comfortable Furnishings
 - Cozy chairs or sofas instead of hard, institutional seating.
 - Small tables for drawing or playing.
 - Sometimes it includes plush rugs, throw pillows, or soft toys (especially in child-focused settings).
3. Minimal Distractions
 - The room is intentionally uncluttered but welcoming.
 - Toys, books, or fidget items might be available to help reduce anxiety or give children something to hold.
4. Technology for Recording (Discreet)
 - Equipped with discreet audio and video recording equipment to document interviews for legal or therapeutic purposes.
 - Set up to avoid drawing attention or making the subject feel observed or judged.
5. Safety Considerations
 - Furniture and decor are chosen to be safe and non-threatening—no sharp corners or hard edges.

Purpose:

The goal of a soft interview room is to build trust and promote open communication. By making the space feel less institutional and more like a familiar home environment, it

helps put the interviewee at ease, which is especially important when dealing with traumatic or sensitive topics.

Having a dedicated, quiet, and comfortable space will help create a more relaxed environment, allowing both the investigators and victims to communicate more effectively.

What is Project Beloved?

Project Beloved is a Texas-based nonprofit organization dedicated to supporting survivors of sexual assault and advocating for systemic change in how such cases are handled. Founded by Tracy Matheson following the tragic death of her daughter, Molly Jane, in 2017, the organization aims to transform the experience of reporting sexual assault into one that is compassionate, and survivor centered.

Mission and Programs

Project Beloved focuses on three main areas:

1. Beloved Bundles: These are care packages provided to survivors after a forensic exam, containing clothing, hygiene products, and other essentials to ensure they leave the hospital with dignity.
2. Soft Interview Rooms: The organization partners with law enforcement agencies to redesign interview spaces, making them more comfortable and trauma informed. These rooms aim to help survivors feel safe and supported during interviews.
3. Molly Jane Matheson Memorial Scholarship: This scholarship provides financial assistance to students pursuing degrees in social work, continuing Molly Jane's legacy of advocacy and support for others.

Impact and Reach

Since its inception, Project Beloved has expanded its initiative across various states, collaborating with multiple law enforcement agencies to implement soft interview rooms. These efforts have been featured in several news outlets, highlighting the organization's growing influence in advocating for survivors.

Tracy Matheson from Project Beloved stated in her email to me, "As long as we know the Command Staff approves and supports the concept of a Soft Interview Room, and we know it will be used to assist the investigation of sexual assault cases, we say yes, and we add you to our waitlist. We are in full support of its use with the investigation of other crimes as well. We provide everything for the room, except for the paint. Our next open slot is April 2026."

I am attaching a copy of the invoice with this memo, documenting the tentative cost for the room which is calculated to approximately: \$2,275.08.

I emailed Sergeant Maureen Leonard with the Operations Bureau 10B/PLES department. Sergeant Maureen Leonard looked at the department's current records and

at a 10B vendor list from 12/4/24-6/1/25 and confirmed that Project Beloved, Tracy Matheson have not received 10B services.

Deputy City Attorney Jen Huber responded via email and advised there were no legal issues with acceptance of this gift.

Kimmie Wu the Chief Financial Officer advised via email that the gift amount is under \$10,000 and will not need approval from the Board of Supervisors.

I respectfully request this matter be placed on the Police Commission's agenda for the acceptance of this generous gift.

Re: Soft interview room

From Shey Thompson <shey@projectbeloved.org>

Date Mon 6/2/2025 3:44 PM

To Lopez, Kimberly (POL) <kimberly.m.lopez@sfgov.org>

Hi Kimberly!

So excited to help in any way that we can for your Soft Interview Room. Here is a very basic break down of what goes into our rooms and a general idea of their cost. Please let me know if you need anything else!

[Swivel Chairs \(Qty: 3\)](#) - \$1,034.97

[Coffee Table](#) - \$139.99

[Console Table](#) - \$134.99

[Rug](#) - \$238.33

[Floor lamp](#) - \$159.99

[Table lamp](#) - \$81.99

[Round mirror](#) - \$99.99

[Weighted blanket](#) - \$56.99

[Throw blanket](#) - \$32.99

[Rolling side table](#) - \$147.89

[Blanket basket](#) - \$49.99

[Lavender Spray](#) - \$15.00

[Decorative piece](#) - \$21.30

[Decorative plant](#) - \$40.99

[Kleenex](#) - \$3.69

[Small basket](#) - \$15.99

Thank you,
Shey

Shey Viard

Administrative Assistant

Project Beloved

p: 817.307.1556

a: 1021 Foch Street
Fort Worth, TX 76107

w: projectbeloved.org e:
shey@projectbeloved.org



From: Lopez, Kimberly (POL) <kimberly.m.lopez@sfgov.org>

Sent: Monday, June 2, 2025 12:27 PM

To: Tracy Matheson <tracy@projectbeloved.org>; Shey Thompson <shey@projectbeloved.org>

Subject: Re: Soft interview room

Yes, of course. Thank you!

Sgt. Kimberly Lopez #321

SVU-Human Trafficking

415-553-7902 Desk

415-696-0428 Work Cell

From: Tracy Matheson <tracy@projectbeloved.org>

Sent: Monday, June 2, 2025 10:13 AM

To: Lopez, Kimberly (POL) <kimberly.m.lopez@sfgov.org>; Shey Thompson <shey@projectbeloved.org>

Subject: Re: Soft interview room

Kimberly

We have received this request from other agencies. No worries.

Is it OK that the list is a general list?

It would be similar to what we would include for your room. As we do not have a specific design yet... this would be simplest.

I have copied Shey on this email and she can easily provide you with that.

Please advise.

All the best



SFPD DONOR DISCLOSURE/GIFT ACKNOWLEDGEMENT FORM

Thank you for your generous contribution to the San Francisco Police Department. **Donors must complete and provide this form to the SFPD prior or at time of donation delivery.** Forms should be returned to:

Mail: San Francisco Police Department
Attn: Fiscal
1245 Third Street, San Francisco, CA 94158

Fax: (415)575-6085

Please include cover page with: Attn: Donor Disclosure
Email: sfpdfiscal@sfgov.org

PLEASE NOTE: In compliance with the San Francisco's Sunshine Ordinance*, IRS regulations and the City and County of San Francisco's donation policy the SFPD:

- DOES NOT ACCEPT ANONYMOUS DONATIONS. DONOR INFORMATION MUST BE PROVIDED IN THIS FORM
- THIS FORM MUST BE COMPLETED IN ITS ENTIRETY FOR DONATIONS TO BE ACCEPTED.
- THE OFFICIAL DONOR WILL BE ACKNOWLEDGED ON THE SFPD WEBSITE AND OTHER PUBLIC TAX AND FINANCIAL DOCUMENTS AS REQUIRED BY LAW

Donation Information: Please indicate if the donation/gift is: ☒ In-Kind Items ☐ Cash/Monetary

Official Donor: Project Beloved Date of Donation: 04/30/2026
Individual, Organization, Company Month/Day/Year

Gift/Donation Description: Donation of soft interview room Cash Value or Estimated Value of Items \$ 2,275.08

Contact Information: Please indicate if the contact information is: ☒ Business/Corporate/Community Organization ☐ Residence/Individual

First and Last Name: Tracy Matheson Telephone: 817-789-2115 Email: tracy@projectbeloved.org

Mailing Address: 1021 Foch Street Fort Worth, TX 76107
Street Apt./Suite City State Zip

Financial Interest: The Sunshine Ordinance requires that a department receiving a gift of money, goods or services worth \$100 or more report any financial interest the donor has involving the San Francisco City government. Please check the appropriate box or boxes that describe your financial interest(s) in the City.

☐ Contract with City ☐ Other Financial Interest
☐ Pending request for a City Contract, Grant, Permit or Other Entitlement for Use
DESCRIBE: _____

☒ No Financial Interest
☐ Grant from the City

☐ Lease of Space to or from the City
☐ City License, Permit or Entitlement for Use
DESCRIBE: _____

*The San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67) as approved by the San Francisco voters in 1999, provides that SEC. 67.29-6 Sources of Outside Funding. No official or employee or agent of the city shall accept, allow to be collected, or direct or influence the spending of, any money, or any goods or services worth more than one hundred dollars in aggregate, for the purpose of carrying out or assisting any City function unless the amount and source of all such funds is disclosed as a public record and made available on the website for the department to which the funds are directed. When such funds are provided or managed by an entity, and not an individual, that entity must agree in writing to abide by this ordinance. The disclosure shall include the names of all individuals or organizations contributing such money and a statement as to any financial interest the contributor has involving the City.