¡VIVA MEDA!
ADELANTE
45 AÑOS

THURSDAY, OCTOBER 25TH, 2018
SAN FRANCISCO CITY HALL
We’re proud to sponsor tomorrow, today.

Silicon Valley Bank is committed to serving the needs of those throughout our community, and is proud to once again support the ¡VIVA MEDA! Annual Gala at San Francisco’s City Hall.
Mission Economic Development Agency welcomes you to our

¡VIVA MEDA!
45th Anniversary Gala

THURSDAY, OCTOBER 25TH, 2018
SAN FRANCISCO CITY HALL

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Luis Granados

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is proud to be the **PRESENTING SPONSOR** of ¡VIVA MEDA! 45.

We congratulate MEDA on its **45 YEARS** strengthening low-income communities, and we look forward to supporting more such work in the near future.
EVENT PROGRAM

6:00 PM  Cocktail Hour and Mariachi Nueva Generación

7:00 PM  WELCOME BY EMCEE
Ysabel Duron

OPENING REMARKS
Luis Granados, Chief Executive Officer, MEDA

KEYNOTE
California Attorney General Xavier Becerra

MUSIC/DANCE PERFORMANCE
Azúcarada

COMMUNITY LEGACY AWARD
Barbara García, Public and Community Health Leader

COMMUNITY HEALER AWARD
Dr. Estela García, DMH, Executive Director, Instituto Familiar de la Raza

COMMUNITY LEADER AWARD
William Ortiz-Cartagena, Commissioner, San Francisco Small Business Commission and Principal, Cartagena Consulting

2018 MEDA CLIENT OF THE YEAR AWARD
Marcela Maldonado

8:30 PM  Susana y su Orquesta Adelante

10:00 PM  DJ Zahaldee

11:00 PM  Event conclusion
JPMorgan Chase recognizes that thriving neighborhoods are critical to the long-term economic success of individuals, communities and cities. We proudly support MEDA and applaud their commitment to the Latino community of San Francisco.
Welcome to ¡VIVA MEDA!, our 45th Anniversary Gala.

It’s hard to believe MEDA has been strengthening the Latino community for almost a half century!

Our organization that started as a direct-service provider has pivoted so much in the last few years that it is barely recognizable to many. As lead agency of the Mission Promise Neighborhood education initiative, MEDA and 20+ partners are expanding from four to nine schools in the Mission. To reverse a decade-long trend of nothing but market-rate construction in a rapidly gentrifying neighborhood, our nonprofit became an affordable-housing developer, with 1,174 Casa and Vivienda Adelante homes already preserved or being produced. Our Fondo Adelante CDFI offers critical access to capital to small-business owners who cannot get a loan from a traditional lender. And, to meet the current challenges caused by the national affront to the Latino community, MEDA is leveraging the power of its brand-new 501(c)(4), Mission Adelante.

You’ll notice the word “Adelante,” meaning to “move forward,” as a recurring theme in MEDA’s work. Our newly redesigned neighborhood center, Plaza Adelante, stands as a welcoming and safe place for all to strengthen their families. Their businesses. Their futures.

I am proud to say that MEDA is now often invited to share our financial-capabilities model in urban centers and rural communities alike across the land.

When it comes to moving the Latino community forward on a national level, California Attorney General Xavier Becerra is second to none. MEDA is honored that he will be delivering an inspirational keynote tonight.

But leadership on a local level is also vital, which is why tonight we will honor a trio of inspirational community leaders: Barbara García, Estela García and William Ortiz-Cartagena. Additionally, you will learn of the amazing story of Marcela Maldonado, our “2018 MEDA Client of the Year,” who via determination found affordable and stable housing for her family after living in a shelter for six months — all while working as a MEDA promotora to assist other community members in applying for San Francisco below-market-rate housing lotteries. Talk about understanding the big picture.

There are still many big-picture questions to be answered. If you’ve been part of these discussions, I thank you. If not, let’s set a time to do so very soon.

Luis Granados
CHIEF EXECUTIVE OFFICER
Microsoft and Linkedin together are proud to support the ¡VIVA MEDA! gala

Working together to build a trusted, responsible and inclusive community.

blogs.microsoft.com/bayarea
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We’re proud to support MEDA. Congratulations on your 45th anniversary.

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On January 24, 2017, Xavier Becerra was sworn in as the 33rd Attorney General of the State of California, and is the first Latino to hold the office in the history of the state.

The State’s chief law enforcement officer, Attorney General Becerra has decades of experience serving the people of California through appointed and elected office, where he has fought for working families, the vitality of the Social Security and Medicare programs and to combat poverty among the working poor. He has also championed the state’s economy by promoting and addressing issues impacting job-generating industries such as health care, clean energy, technology, and entertainment.

Attorney General Becerra previously served 12 terms in Congress as a member of the U.S. House of Representatives. While in Congress, Attorney General Becerra was the first Latino to serve as a member of the powerful Committee on Ways and Means, served as Chairman of the House Democratic Caucus, and was Ranking Member of the Ways and Means Subcommittee on Social Security.

Prior to serving in Congress, Attorney General Becerra served one term in the California Legislature as the representative of the 59th Assembly District in Los Angeles County. He is a former Deputy Attorney General with the California Department of Justice. The Attorney General began his legal career in 1984 working in a legal services office representing the mentally ill.

Born in Sacramento, Calif., Attorney General Becerra is the son of working-class parents and was the first in his family to receive a four-year degree, earning his Bachelor of Arts in Economics from Stanford University. He earned his Juris Doctorate from Stanford Law School. His mother was born in Jalisco, Mexico and immigrated to the United States after marrying his father. He is married to Dr. Carolina Reyes, and they are the proud parents of three daughters: Clarisa, Olivia and Natalia.
Ysabel Duron
Founder and President
The Latino Cancer Institute

Ysabel Duron was a pioneering Latina broadcast journalist. During a 43-year career, she covered regional, national and international events for stations across the country, culminating in the last two decades as a San Francisco Bay Area reporter and anchor. To honor her, former Mayor Ed Lee declared April 11, 2013 Ysabel Duron Day in San Francisco. Ysabel is the Founder and President of the newly launched The Latino Cancer Institute (TLCI). She now brings her expertise to her role as a MEDA Board member.

Barbara García
Public and Community Health Leader
Former Director of San Francisco Department of Public Health

Barbara García served as a leader in the San Francisco Department of Public Health beginning in 1997 as the Homeless Director and later as the Director of the Department of Public Health from 2011 to 2018. Under her leadership, she championed the rights and health of the underserved community of San Francisco. During her tenure, her many accomplishments included achieving public health accreditation for DPH, completing and opening the new Zuckerberg San Francisco General Hospital and Trauma Center, leading DPH through the implementation of the Affordable Care Act and establishing the comprehensive San Francisco Health Network. Barbara’s focus has always been patient-focused and community-based.
Dr. Estela García, DMH

Executive Director
Instituto Familiar de la Raza

Growing up in the Central Valley as the daughter of farmworkers, Estela García credits her parents, and most notably her mother Frances Reyes Ramirez, for her commitment to equity and civil rights. Estela offers: “My mother taught me the value of self, family and community at an early age. She raised me and my siblings to believe that all people are equal in the eyes of the Creator, and it is our obligation to speak the truth when we witness injustice, even if that meant that we stand alone.” This core philosophy has guided Estela throughout her life. She understands how issues facing individuals also impact families, and ultimately have a community-wide impact. Whether the challenge has been to address the lack of services for LGBTQ Latinos at the height of the AIDS epidemic, the impact of violence on Latino youth in the Mission, the displacement of low-income families or the impact of trauma on communities of color, Estela has been a strong advocate, organizer, leader and community healer.

William Ortiz-Cartagena

Commissioner, San Francisco Small Business Commission
Principal, Cartagena Consulting

William is a Mission District native and former MEDA client. William went through our Business Development Program and is now proud owner of the Gentle Parking Company. He has worked 10 years in community development, specifically with low-income Latino populations in San Francisco’s Mission and Excelsior districts. William served six years on MEDA’s Board of Directors, taking the role of President in his last year, and now serves on the Board of Directors for MEDA’s newly formed 501(c)(4), Mission Adelante. Additionally, William serves on the City and County of San Francisco’s Small Business Commission.
Marcela Maldonado
Affordable-Housing Promotora
When she received an eviction notice, Marcela Maldonado feared the worst: displacement. Ironically, the mother of two has been conducting outreach, as a promotora, to help fellow community members apply for San Francisco’s below-market-rate (BMR) housing lottery.

Marcela kept her determination, despite the setback of her oldest son having a stroke and the family temporarily winding up in a family homeless shelter. Showcasing true leadership, while working to find her own family affordable and stable housing, Marcela continued to help other San Franciscans do so, too.

The good news is that Marcela and her family have now moved into their new home in San Francisco, in Potrero Hill, and still near the Mission.

Marcela exhibits the spirit of our community, which is why she has been selected as “2018 MEDA Client of the Year.”
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San Francisco’s Mission District was built by working families, immigrants and Latinos. The Mission represents family, unity and progressive activism, and is one of San Francisco’s most important gateways for newcomers. It’s always been a neighborhood of opportunity, but it’s now one of the most unaffordable neighborhoods in the country. In fact, 8,000 Latinos have been displaced in the last decade — over 25 percent of the area’s Latino population. MEDA is using our 45 years of experience to keep Latinos and working families in the Mission and help them thrive.

By making a donation tonight, you are partnering with us to ensure that San Francisco’s Mission District remains a neighborhood of opportunity.

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Congratulations MEDA on 45 Years of promoting economic and social equality!
We are proud to be your partner in the construction and preservation of affordable housing in San Francisco!
Herman Coliver Locus salutes on 45 years of serving the community so capably

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¡MUCHAS GRACIAS!