Stable, Secure, Thriving: Building and Measuring Generational Wealth
PRESENTERS

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TODAY'S DISCUSSION

"Building equity through Latino wealth, place and power"

¡Viva! Model
Generational Wealth Checklist
Secure to Stable to Thriving
The Movement
INTRO & GROUNDING

Name & Title

Organization & Location

What does "thriving" mean to you?
Ultimate Impact
Building equity through Latino wealth, place and power.

Mission
MEDA’s mission is to strengthen low- and moderate-income Latino families by promoting economic equity and social justice through asset building and community development.
ULTIMATE IMPACT

WEALTH
Building the community and families' individual generational wealth.

PLACE
Creating and growing our communities through housing, business, and capital.

POWER
Ensuring our communities are politically powerful.
1973
Started providing business technical assistance

2008
Expanded to our non-business related services

2014
Fully Integrated Financial Capability into all our Asset Building Programs

2016
Developed and started sharing our ¡Viva! Model with partners

2019
Evolved our ¡Viva! Model to focus on generational wealth building

TRANSACTIONAL TO TRANSFORMATIONAL
COACHING
Focused on client’s life goals and reinforces their agency and capacity

ADELANTE METRICS
Measuring achievements and metrics that have a real life better-off result

FINANCIAL THRIVING
Overall goal to move all clients to be financial thriving, not just out of poverty

WEALTH BUILDING
Building and driving the generational wealth building movement for the Latino community
Financial capability is the combination of attitude, knowledge, skills, and self-efficacy needed to make and exercise money management decisions that best fit the circumstances of one’s life, within an enabling environment that includes, but is not limited to, access to appropriate financial services.

-Center for Financial Inclusion
PROCESS

Training  Homework  Adjustments  Repitition
Focus on life goals, not finances

Co-creation of agency reinforcing action plan

Consistent follow-ups and accountability
ADELANTE METRICS

BETTER OFF MEASURES
Track thresholds or changes that have direct effects on quality of life of clients

STAKEHOLDER INFORMED
Direct service staff and community members directly influencing what is being tracked

DATA SYSTEMS
Clear and efficient data systems to operationalize the tracking of the metrics
Financially Thriving

Programmatic goals are to have everyone build generational wealth and be financially thriving.

Autonomy

Not prescribing solutions to our community but reinforcing best practices and measuring success.

Three Tiered System

Moving clients through phases of becoming financially stable to secure to thriving.
LATINO EQUITY MOVEMENT

3 YEARS
36+ AGENCIES
5+ TOPICS
Homework

What does generational wealth look like to you?
**Stable**
Have all basic needs and a strong financial foundation.

**Secure**
Have fully protected themselves from becoming unstable again.

**Thriving**
Built their assets to prevent their future generations from being insecure.
Client Breakdown

- Thriving: 5%
- Secure: 25%
- Stable: 70%
Getting clients stable

Meeting basic needs

Financial foundation

Looking ahead