

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?



MEDA

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.



 meda



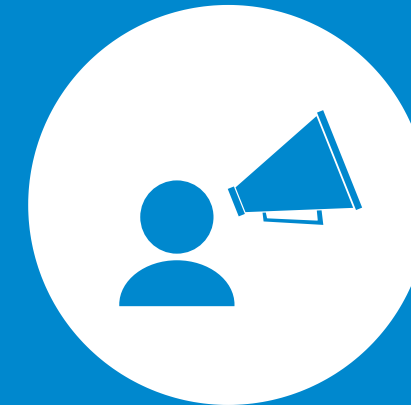
WEALTH

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.

ULTIMATE IMPACT

MEDA SERVICES



Workforce Development



Business Development



Community Lending



Housing Opportunities



Financial Capability



Tax & ITIN Preparation



Leadership Development



TRANSACTIONAL TO TRANSFORMATIONAL

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



¡VIVA! MODEL

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



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WHAT IS FINANCIAL CAPABILITY

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



DISC

DEBT

INCOME

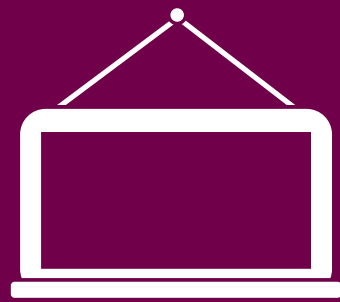
LIFE GOAL

SAVINGS

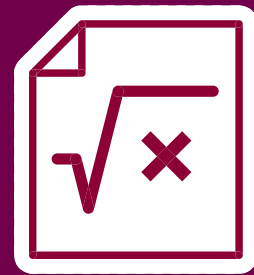
CREDIT



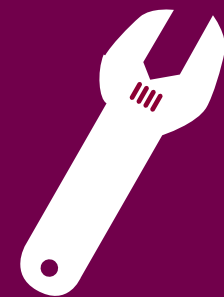
PROCESS



Training



Homework



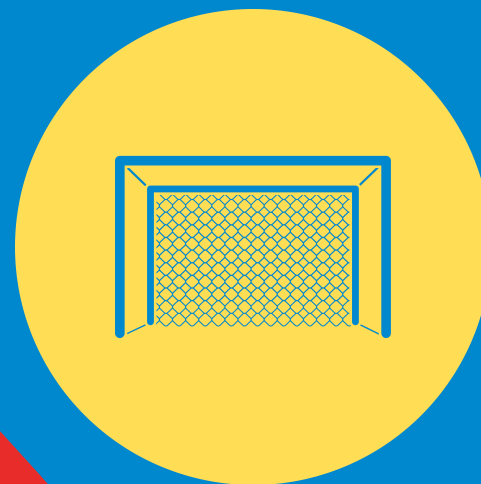
Adjustments



Repitition



COACHING



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

MOVING EVERYONE FORWARD

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



NETWORKING BREAK

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.

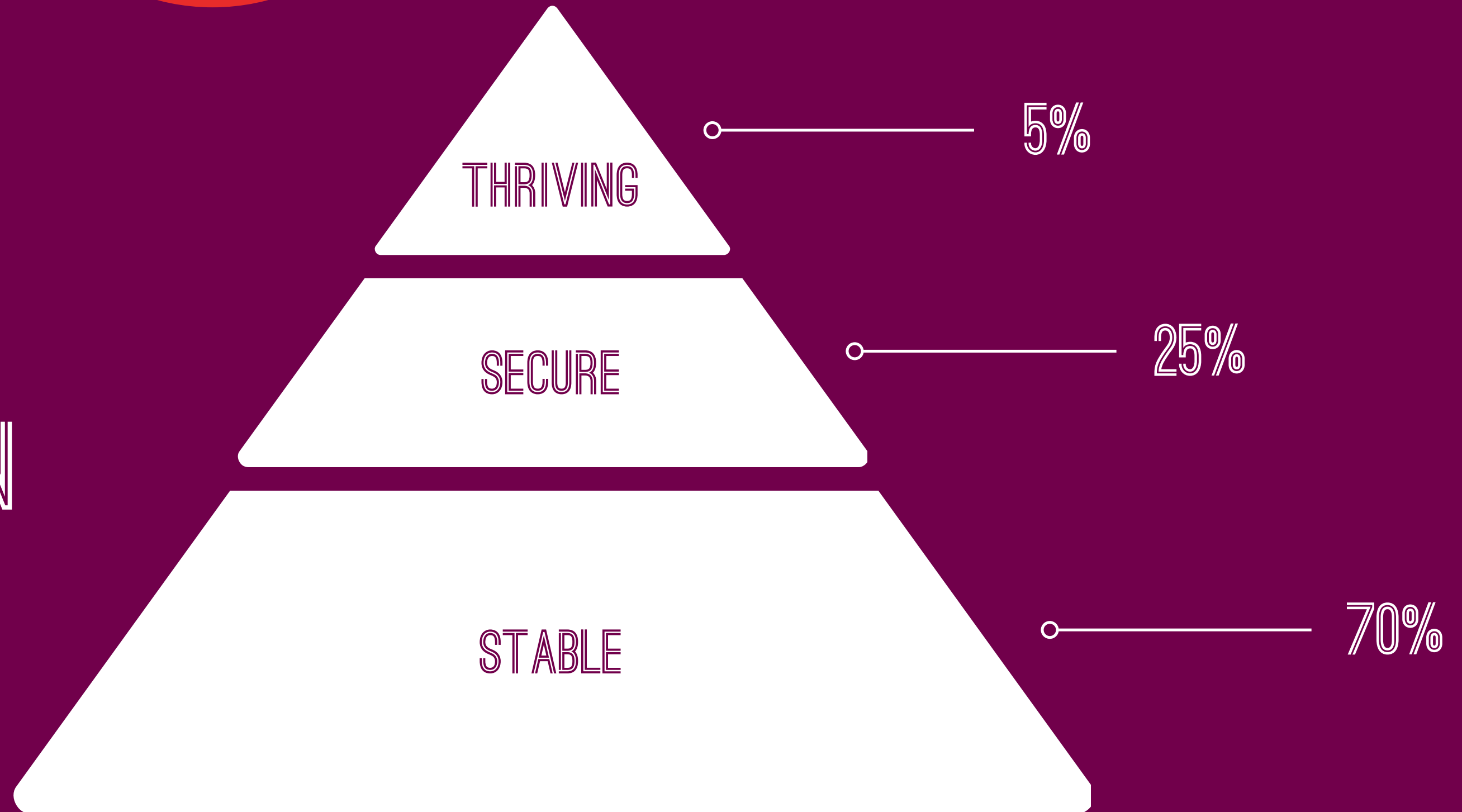


THRIVING

Built their assets to prevent their future generations from being insecure.

GENERATIONAL WEALTH BUILDING CHECKLIST

CLIENT BREAKDOWN



GETTING CLIENTS STABLE

MEETING BASIC NEEDS

FINANCIAL FOUNDATION

LOOKING AHEAD



¡GRACIAS!



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