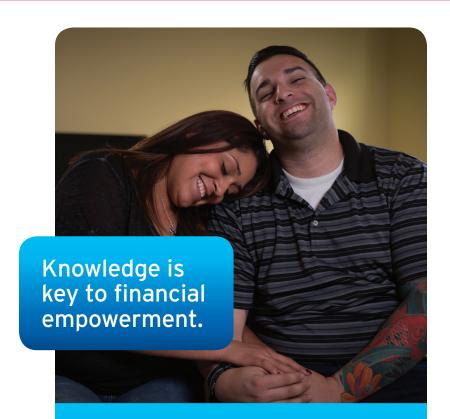
¡VIVA MEDA! 42nd Anniversary Celebration



Event Program



Wednesday, October 28th, 2015 Terra Gallery, 511 Harrison Street, San Francisco



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Mission Economic Development Agency welcomes you to our

¡VIVA MEDA!

42nd Anniversary Celebration Wednesday, October 28th, 2015 Terra Gallery, 511 Harrison Street, San Francisco

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Event Program

5:30pm

Cocktails and hors d'oeuvres
The Clarion Alley Crew

7:00pm

Mariachi Nueva Generacion

7:25pm

Opening remarks

Honoree: Richard Carranza, 2015 Community Leadership Award
Honoree: Bob Annibale, 2015 Community Innovation Award
Honoree: Leigh Phillips, 2015 Community Empowerment Award
Honorees: MEDA Staff, 2015 Adelante Legacy Awards
Honoree: D'Maize Catering, 2015 Client of the Year Award
Power the Promise

8:30pm

Adelante Salsa Band

10:30

Celebration concludes

¡Bienvenidos!



Welcome to $\rm iVIVA$ MEDA!, our 42nd Anniversary Celebration. We're thrilled to celebrate our more than four decades of work in the community, and we thank you for joining us this evening.

MEDA empowers over 6,300 families to achieve economic success, with 92 percent of our clients defined as low to moderate income. As the lead agency of the Mission Promise

Neighborhood (MPN)—a collaboration with the San Francisco Office of Mayor Ed Lee, the San Francisco Unified School District, colleges, universities, city agencies and 26 nonprofit partners—MEDA is working in the Mission District to prepare children for college, secure the long-term financial stability of families and keep longtime residents in their neighborhood of choice.

Tonight, we honor three individuals who have been vital to our success, as we thank Richard Carranza, Bob Annibale and Leigh Phillips for their invaluable contributions to MEDA/MPN ... and the world at large. On behalf of our thriving clients, hardworking staff and dedicated Board of Directors, we also thank **you** for supporting our daily work.

MEDA looks forward to strengthening our partnerships with each of you in the coming years. Together, we can achieve our shared vision of economic equity and social justice for our community—your community.

Sincerely,

 \nearrow

Luis Granados Executive Director





Honorees

Richard Carranza, Superintendent, SFUSD

2015 Community Leadership Award

As superintendent of the San Francisco Unified School District (SFUSD), Richard serves as the top executive of the eighth largest school district in California and the third largest employer in San Francisco. Richard is recognized by Education Week as one of the nation's top school district leaders for his approach to tackling



some of the most pressing challenges in public education with strategies that yield strong results. Guided by Vision 2025, a blueprint for the future of public education in San Francisco and the strategic plan Impact Learning, Impact Lives, SFUSD has accomplished major results under Richard's leadership.

Bob Annibale, Global Director Citi Community Development and Inclusive Finance

2015 Community Innovation Award

Bob leads Citi's partnerships with global, national and local organizations to support inclusive finance and community development through economic empowerment, focusing on responsible and accessible finance; financial coaching and asset building; neighborhood preservation and revitalization; access to college education; and small business and microenterprise development. He also leads Citi's commercial relationships with microfinance financial institutions, corporations, investors and municipalities, working across Citi's businesses and geographies to expand access to financial services in underserved communities. Since joining Citi in 1982, Bob has held a number of senior regional and global treasury, risk and corporate positions in Athens, Bahrain, Nairobi, London and

Leigh Phillips, President and CEO, EARN

2015 Community Empowerment Award

New York City.

Leigh has long worked to advance effective and practical strategies that help low-income communities access the financial mainstream. Following a decade in San Francisco City Hall, Leigh recently took the helm at EARN, the nation's leading microsavings provider. Leigh also served five years on



MEDA's Board—including over three years as president—during which time the organization grew rapidly, with the advent of such initiatives as the Mission Promise Neighborhood, while also tacking affordable housing and the creation of a community loan fund.

2015 MEDA Client of the Year

D'Maize Catering

Zenaida Merlin and Luis Estrada moved to the United States from El Salvador to find a better life. When the couple came to San Francisco, they were excited to see the number of *pupuserias* in the city—it reminded them of home. However, they quickly realized that there weren't many Salvadorean restaurants offering dishes beyond *pupusas*. They saw this as an opportunity for entrepreneurship, but they didn't know where to begin.



Upon a friend's recommendation, Zenaida and Luis came through the welcoming doors of MEDA's Plaza Adelante. The couple was inspired by the idea of starting a catering business and, as a result, registered for free, bilingual workshops—part of MEDA's Business Development program, which for over four decades has provided a comprehensive array of services that ensure clients develop the core

competencies necessary to start, manage and expand a business.

In just over a year, Zenaida and Luis graduated from the program, established credit and created D'Maize Catering. The company's mission is to make Salvadorean cuisine with a modern flair, and to carefully prepare food with simple flavors using the best ingredients available. To supplement their success, they've purchased a food truck, built a website, established a strong social media following and have hired eight employees to keep up with demand. Although they've experienced rapid success, there are no signs of slowing down.

Zenaida and Luis recently secured monetary assistance through MEDA's new community loan fund, Adelante Fund, so you will soon be able feast on D'Maize's pupusas, tortas and even omelets at their new brick-and-mortar space in the Mission. Through dedication and persistence—and a community of support—Zenaida and Luis were able to seize their opportunity. Tonight, we honor D'Maize's persistence and dedication by recognizing this community-based business as MEDA's "Client of the Year."

Tonight's Student Artists and Muralists

Mission Promise Neighborhood Student Art



To come up with the subject matter for tonight's mural, MEDA asked for art contests to be held at our Mission Promise Neighborhood Schools. The idea was for students to represent their present or future life in San Francisco's Mission District. While all artwork created was amazing, the drawings deemed most inspirational are now proudly hanging in Terra

Gallery tonight, so that our guests can see the genesis of the community mural being created live before your eyes.

Precita Eyes Muralists

As an inner city, community-based mural arts organization, Precita Eyes Muralists Association seeks to enrich and beautify urban environments and educate communities locally and internationally about the process and the history of public community mural art. They maintain a deep commitment to collaborating with the various communities we serve. The Precita Eyes Muralists here tonight are Max Marttila and Priya Honda. Feel free to ask these talented artists about their process, as you watch this mural come to life. **This mural will be auctioned** off tonight to be forever displayed by one lucky attendee!

Power the Promise Campaign

MEDA empowers low-income families in the San Francisco Bay Area to achieve their American Dream. Every day, we provide free services to help families start businesses, save their home from foreclosure, obtain jobs, secure tax refunds, plus improve their debit, income, savings and credit.

With the annual number of clients at MEDA now at over 6,300, tonight's Power the Promise Campaign will help support our programs, serve more families and keep our services free.

Funding levels tonight are: \$2,500; \$1,000; \$500; \$250; \$100; and \$42. Will you pledge a donation tonight to help our families succeed?

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LinkedIn congratulates honorees
Richard Carranza, Bob Annibale, and
Leigh Phillips for their extraordinary
service to our community.





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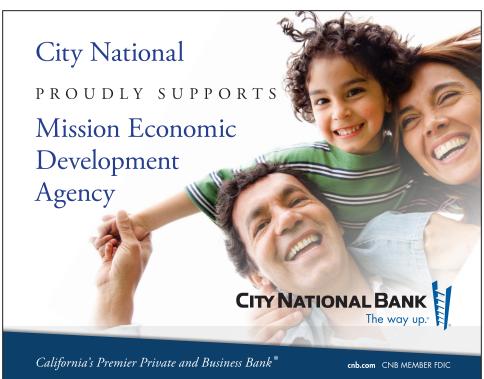
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We salute MEDA and all they do for our community.



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SVB celebrates
MEDA on the
42nd anniversary
of its service to
the community.



We applaud MEDA for its 42 years of service to our community!

The California Masonic Foundation is proud to support MEDA and this year's honorees for their tireless efforts on behalf of San Francisco residents.







Through our financial and consulting services, we're able to assist community-based organizations like MEDA in supporting low- and moderate-income families in San Francisco. We're looking ahead to 2016 as a year of continued commitment, partnership, and success.

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Frank Bizzarro has performed as an Equity Actor, did Stand-Up Comedy in New York City, has a background in education, and with his wife Liza, owned an Auction Gallery on the Peninsula for more than 20 years.





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CFSI congratulates
its Board member Bob Annibale
for this well-deserved honor
and MEDA for its work
to promote financial capability
in the Mission District.





About MEDA and the Mission Promise Neighborhood

Mission Statement

Rooted in the Mission and focused on San Francisco, 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.

Vision Statement

We envision generations of Latino families with sufficient assets to thrive. Inspired by the past and present life of the Mission District, families are rooted in vibrant, diverse and forward-thinking communities, have opportunities to grow, and are actively engaged in the civic and political life of their neighborhoods and the institutions that affect their lives.

Mission Promise Neighborhood

The Mission Promise Neighborhood (MPN) seeks to improve academic achievement for Mission children and youth by creating an integrated system of education, financial, health and social supports. MPN is a collective of 20 community based organizations, six city agencies, four community schools and thousands of children and their parents. Together, we are guaranteeing that all Mission children, youth and their families achieve academic excellence and economic self-sufficiency.







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