



**¡VIVA MEDA!**  
43rd Anniversary Celebration



**WEDNESDAY, OCTOBER 12TH, 2016**

SAN FRANCISCO DESIGN CENTER

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and share its commitment to improving economic  
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## 43rd Anniversary Celebration

WEDNESDAY, OCTOBER 12TH, 2016  
SAN FRANCISCO DESIGN CENTER

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# EVENT PROGRAM

## 6:00 PM

Welcome Reception (2nd FLOOR)

Live music by G\*la

Photo Voice exhibit (2nd FLOOR)

Photo Booth opens

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## 6:50 PM

Mariachi band Nueva Generación

Guests ushered to seats for program

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## 7:15 PM – 8:00 PM

Welcome by Master of Ceremonies Marcos Gutierrez

COMMUNITY EMPOWERMENT AWARD: Janis L. Bowdler

COMMUNITY LEADERSHIP AWARD: Santiago "Sam" Ruiz

EMPLOYEE OF THE YEAR AWARD: Karoleen Feng

FAMILY OF THE YEAR AWARD: Karina Acevedo and Chuy Magaña

RISING LEADER AWARD: Elijah Toluao

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## 8:00 PM

Live music by salsa band Louis Romero y su Grupo Mazacote

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## 11:00 PM

Celebration concludes



# ¡BIENVENIDOS!

## Welcome to ¡VIVA MEDA!, our 43rd Anniversary Celebration.

The past year has been a game-changer at MEDA. While our asset-building services empowered nearly 7,000 low- to moderate-income clients — the most in our history — our organization ventured into new

territories. MEDA is barely recognizable as the organization it was just a few years ago.

Our nonprofit is now an affordable housing developer working to retain existing affordable units, while developing new units. We currently have nearly 850 units under our management! We have also become a lender through our Adelante Fund, which provides capital to small businesses, and are now in the process of becoming a CDFI.

Additionally, within the last year we have engaged in public policy, through the ballot process, which addresses the needs of the Mission community and immigrants in San Francisco.

These accomplishments could not have taken place without your valuable support and partnership. I am inspired by the difference we are making in the lives of the habitually underresourced community, providing economic opportunity for all.

MEDA has a great sense of responsibility to the Mission — a neighborhood we love and cherish. While there are many accomplishments to celebrate, we are also humbled by the great challenges facing this community. With your support, we are ready to address, and lead, in tackling the obstacles at hand.

We take on all of this work as a means to achieve equity and justice for our constituents, our community and our city.

So, as you enjoy tonight's festivities and hear the stories of MEDA's impactful work, please keep in mind the work that lies ahead ... and how you can contribute to finding real, practical solutions that will lead to improving the lives of our community.

MEDA's work would not be possible without you!

Best,

Luis Granados  
EXECUTIVE DIRECTOR

# HONOREES

## COMMUNITY EMPOWERMENT AWARD



**Janis L. Bowdler** joined JPMorgan Chase's Global Philanthropy team in 2013 to lead in three areas: Financial Capability, Small Business and Community Development. Under her leadership, the firm invests more than \$80 million each year to advance strategies that connect distressed communities and underserved individuals and entrepreneurs from around the world with the tools, resources and opportunities necessary to prosper. In her short time at the firm, Janis has launched several high-profile initiatives, including Financial Solutions Lab, PRO Neighborhoods, the National African

American Loan Fund and blight mitigation initiatives in Detroit.

Janis serves on the board of Raza Development Fund, the nation's largest Hispanic Community Development Corporation.

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## COMMUNITY LEADERSHIP AWARD



**Santiago "Sam" Ruiz** is the Executive Director of Mission Neighborhood Centers, Inc. (MNC), a nonprofit multi-service agency that operates 11 facilities in San Francisco's Mission, Excelsior, Mission Bay and Bayview-Hunter's Point communities. Since the late 1970s, he has directed MNC in developing and strengthening the community-based organization's core components: a Child Development program serving children ages 0-5 and their families, a Youth Services program serving children and youth ages 6-25 and their families, a Workforce Development Program for young adults and a Senior Healthy Aging

program for adults over the age of 62. MNC's programs provide a continuum of care that follow an individual through his or her lifespan. Through Sam's leadership, MNC has grown to a multi-million dollar organization. For the past several years, Sam has overseen and been the primary project manager for Casa de la Misión, MNC's multi-use, affordable senior housing development project. MNC is currently working with Mercy Housing through the entitlement phase of this development.





## EMPLOYEE OF THE YEAR AWARD

**Karoleen Feng's** commitment to MEDA and the Mission began 10 years ago as a Board member. When MEDA launched the Mission Promise Neighborhood in 2013, Karoleen was inspired to join the staff because of that initiative's vision of the Mission as a healthy and safe community where families can call San Francisco their permanent home.

What started as a promise to our families to rebuild their community capital catapulted into Karoleen

establishing the Community Real Estate program at MEDA. As the agency began hearing of its clients' urgent housing needs — through conversations at MEDA's Plaza Adelante, at community meetings and from Mission Promise Neighborhood surveys — it became clear that Karoleen's real estate background had taken her to the perfect place and time to tackle affordable-housing issues. The goal: stabilizing the neighborhood for low-income and working-class families, from Latino immigrants to educators who cannot afford to live where they teach.

In just three short years, Karoleen has made the ambitious seem possible, as MEDA seeks to build or preserve 1,000 apartments and 10,000 square feet by 2020 to reverse the trend of displacement to at least 2010 levels. Under Karoleen's leadership, almost 850 units of housing have been or are slated to be preserved and produced in the neighborhood. MEDA has even been awarded a trio of affordable-housing developments: 2060 Folsom, 1990 Folsom and 1296 Shotwell, the latter for seniors.

As Director of MEDA's 11-person Community Real Estate team, Karoleen is setting the stage for the Mission District's future, shifting the conversation from highlighting the problem to creating change. With Karoleen's expertise, MEDA has been at the forefront of active discussions for city-community collaboration for land use and policymaking in the Mission, resulting in the Mission Action Plan 2020 and other direct changes to shape the balance of housing affordability and protections in the neighborhood.

MEDA is also addressing displacement head on and pushing forward the City and County of San Francisco's Small Sites Program. By the end of September 2016, MEDA had saved 15 households — home to vulnerable tenants including teachers, artists and seniors — plus a longtime nonprofit arts organization. MEDA expects to save the homes of 30 more residents by year's end.

This rebuilding of community assets is a monumental task, but Karoleen is definitely the right person for the job.

Tonight we take a moment to celebrate that Karoleen epitomizes how hearts and minds can work best together. It's about investing in people.



## 2016 CLIENT HONOREES



### **Karina Acevedo & Chuy Magaña** FAMILY OF THE YEAR AWARD

The challenges were many for immigrant Karina Acevedo, the mother to autistic son Chuy. One of Karina's goals was to secure an affordable home in San Francisco, her adopted city of two decades. A Mission Promise Neighborhood referral led to Karina winning a City lottery for a below-market-rate (BMR) unit, but she was rejected because of poor credit. It was time to turn things around.

As a result of working with a MEDA financial coach, Karina opened a Secured Credit Card and a Fresh Start Saver Loan, diligently rebuilding her credit. Karina now sticks to a detailed budget — so much so that she has saved over \$60,000 and makes sure she sets money aside in a K2C account for Chuy's college years. As a result of MEDA's two-generation approach, Chuy is thriving at school and Karina is now positioned to purchase their first home. It's called building community capital. It's called family economic success.



### **Elijah Toluao** RISING LEADER AWARD

Awesome. Easygoing. A great teacher. This is how Elijah Toluao, who immigrated to the U.S. at age 6, describes his mentor, Ian Lindsay of LinkedIn. Elijah is a graduate of the spring 2014 cohort of Mission Techies, a free program at MEDA that puts 17- to 24-year-olds on the path to a career in tech, creating a much-needed pipeline for diversity.

Ian discovered that web and backend development were high on the list of Elijah's interests. This meant coding lessons. Plenty of them.

The result? For the past two years Elijah has been working at the San Francisco City and County Office of Civic Engagement and Immigrant Affairs, where he assists and improves the design and development of their digital platforms. Ian and Elijah still check in monthly.

It's called paying it forward. It's about creating a community leader.

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# MISSION POSSIBLE CAMPAIGN

San Francisco's Mission District used to be a supportive place for low-income and immigrant Latinos. It's now one of the most unaffordable neighborhoods in the country. As a result, 8,000 Latinos have been forced from their homes since the year 2000. MEDA is using its 40+ years of experience to rebuild this community and help Latinos and others access economic opportunities. This is a community effort. How can we count on **you** to help?

**Will you pledge a donation tonight to help  
MEDA rebuild our community?  
Let's make the #MissionPossible for everyone!**

**Text:**  
**MEDASF | \$ Pledge Amount | Your Name | to #56512**  
**and donate today!**

## PHOTO VOICE EXHIBIT

As you mingle at tonight's Welcome Reception on the second floor, your interest is sure to be piqued by the compelling Photo Voice exhibit called "An American Dream?" To finally let their voices be heard about the Mission District's housing crisis, eight mothers of young children reveal their lives via a unique combination of photography and storytelling.

This exhibit puts a face on the statistics we all hear daily about the lack of affordable housing in San Francisco, with thought-provoking stories poignantly showcasing how the lack of secure housing negatively affects the health and quality of life of our vulnerable families.

We invite you to take some time to listen to these powerful voices.





LMS<sup>A</sup>

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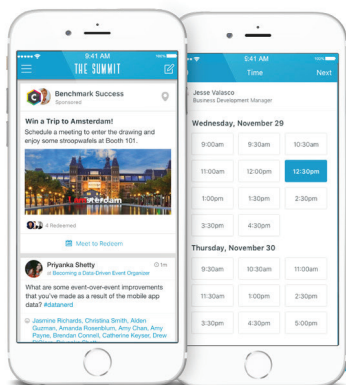
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## CONGRATULATIONS, **MEDA!**

### A LEADER IN COMMUNITY SERVICE SINCE 1973.

Jones IT is proud to support MEDA in their efforts to serve and lead the Mission community and beyond. MEDA's free services like the Mission Techies are essential to the development of families and equality in the Bay Area. Here's to many more years of great work to come from MEDA. Thank you for being a leader and supporter of our communities and helping the people of the Mission flourish.



**BBVA** Compass

# MISSION

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

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 is a citywide community partnership that was created to support kids and families living, working and attending school in the Mission District. It brings together schools, colleges, community organizations and community leaders to help kids graduate and families achieve financial stability.



THANK YOU!  
¡MUCHAS GRACIAS!



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