



GENERATIONS OF SUCCESS



THURSDAY, OCTOBER 19TH, 2017

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We proudly support MEDA and applaud their commitment to the Latino community of San Francisco.



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Mission Economic Development Agency
welcomes you to our

iVIVA MEDA!

44th Anniversary Celebration

THURSDAY, OCTOBER 19TH, 2017

SAN FRANCISCO DESIGN CENTER

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EVENT PROGRAM

6:00 PM

Cocktail Hour and Mariachi Band

7:00 PM

WELCOME: Master of Ceremonies Ernesto Martinez, MEDA

WELCOME: Executive Director Luis Granados, MEDA

KEYNOTE SPEECH: CEO Fred Blackwell, The San Francisco Foundation

COMMUNITY INNOVATION AWARD: Ruby Harris, MOHCD

COMMUNITY EQUITY AWARD: Jane Duong, The Greenlining Institute

MISSION PROMISE NEIGHBORHOOD COMMUNITY LEADERSHIP AWARDS:

Bryant Elementary School

César Chávez Elementary School

Everett Middle School

John O'Connell High School

2017 CLIENT HONOREE: Alicia Villanueva, Alicia's Tamales Los Mayas

8:00 PM

Adelante Salsa Band

10:00 PM

Deejay

11:00 PM

Event conclusion

¡BIENVENIDOS!



Welcome to ¡VIVA MEDA!, our 44th Anniversary Celebration.

We are honored that you have joined us tonight, whether you are a partner, political official, funder, community member, client, volunteer or MEDA staff.

Our organization's 44 years of service to the community translates to two generations, which is why our gala's theme is "Generations of Success." This theme aligns with MEDA's vision of creating generational assets for immigrant families.

Some milestones of note over the last year include:

- ▶ Last tax season, MEDA filed over 3,700 tax returns, with \$5.42 million returned to the community.
- ▶ MEDA's integration of financial education into all of its services is being replicated as a national model.
- ▶ Mission Promise Neighborhood, for which MEDA is the backbone agency, is closing the opportunity gap, with an 18 percent increase in graduation rates, now almost the same as SFUSD overall. For Latino students, the increase in graduation rates has jumped 26 percent.
- ▶ MEDA's community lending arm, Adelante Fund, is now a CDFI, and has disbursed 52 loans. That translates to \$1.6 million in capital accessed by minority-owned small businesses.
- ▶ MEDA now has 1,026 units of affordable housing preserved or produced, plus 100,000 square feet of affordable commercial space. Our goal is safe, secure and quality housing for our community, and we are generating impact.
- ▶ Parents set a policy agenda, organized and were a catalyst for the passage of Prop N last November, ensuring they had a say in their child's education.

There is so much more work to do. That takes a collaborative effort.

We must all stand up for immigrant communities, which is now more important — and urgent — than ever before.

A handwritten signature in black ink, appearing to read 'Luis Granados'.

Luis Granados
EXECUTIVE DIRECTOR

KEYNOTE SPEAKER



Fred Blackwell

CEO, THE SAN FRANCISCO FOUNDATION

Fred Blackwell is the CEO of The San Francisco Foundation, one of the largest community foundations in the country. The San Francisco Foundation works hand-in-hand with donors, community leaders, and both public and private partners to create thriving communities throughout the Bay Area. Since joining the Foundation in 2014, Mr. Blackwell has led the Foundation in a renewed commitment to social justice through an equity agenda focused on racial and economic inclusion.

HONOREES



Ruby Harris

COMMUNITY INNOVATION AWARD

Small Sites Program Manager, San Francisco Mayor's Office of Housing and Community Development

Ruby Harris is a former MEDA employee, overseeing the agency's Housing Opportunities program before heading to work for the City. To date, the Small Sites Program has preserved 150 units of affordable housing throughout the City, protecting longtime, low-income San Francisco residents from displacement. Ms. Harris has dedicated over 17 years of her career to various aspects of the San Francisco affordable-housing landscape, including housing counseling, affordable homeownership, housing finance, program design and implementation, and public policy.

HONOREES



Jane Duong

COMMUNITY EQUITY AWARD

**Former MEDA Board Member and
Development Director, The Greenlining
Institute**

Jane Duong proudly served as a MEDA Board member, including a stint as President. She leads Greenlining's team responsible for engaging foundations, corporations, individuals and other

supporters to raise resources for the organization and its mission. Ms. Duong brings 15 years of experience working with communities of color to advance economic opportunity. Previously, she worked at the National Coalition for Asian Pacific American Community Development (CAPACD).



MISSION PROMISE
COMUNIDAD PROMESA DE LA MISSION
NEIGHBORHOOD

Bryant Elementary School
César Chávez Elementary School
Everett Middle School
John O'Connell High School

MPN COMMUNITY LEADERSHIP AWARDS

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.

2017 CLIENT HONOREE

Alicia Villanueva

OWNER, ALICIA'S TAMALES LOS MAYAS

When Alicia Villanueva came to this country from Mexico a decade and a half ago, she wanted to introduce her favorite food: tamales. During holidays back home, the family would converge in the kitchen to share some laughs while they made plenty of this traditional dish.

Once in California, the business model of Alicia's Tamales Los Mayas was selling door to door. This translated to about 100 sales per week — a good start, but not enough to sustain her family.

Things picked up when she accessed MEDA's free Business Development program and an Adelante Fund loan that helped Alicia open a plant. This led to an ever-increasing amount of tamales being sold each week, and she was able to hire 18 employees.

Today, she sells 40,000 tamales a month via a catering and packaged-foods model. Additionally, Alicia's tamales will be in Whole Foods by the end of the year.

Alicia represents the entrepreneurial spirit of Latino immigrants who come to this country seeking a better life. Tonight, we celebrate Alicia's success.





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GENERATE SUCCESS CAMPAIGN

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 left their homes in the last decade — a quarter of the area's Latino population. MEDA is using our 44 years of experience to keep Latinos and working families in the Mission and help them thrive. By making a donation today, you are partnering with us to ensure that the Mission remains a neighborhood of opportunity.

**Will you pledge a donation tonight to keep the Mission
a neighborhood of opportunity?
Let's #GenerateSuccess!**

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THANK YOU!

¡MUCHAS GRACIAS!



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