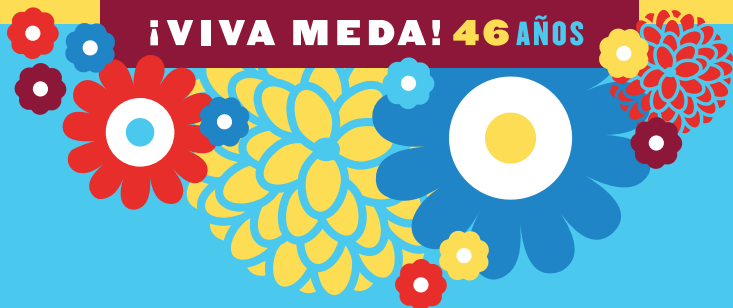


THE BIG PICTURE

¡VIVA MEDA! 46 AÑOS



CITY VIEW AT METREON



**THURSDAY
OCTOBER 3RD, 2019**



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new thinking,
everywhere
we find it.**

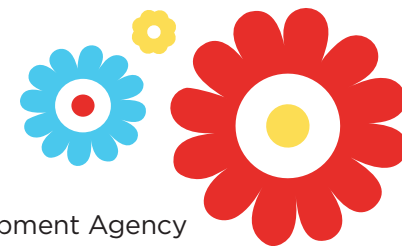


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Mission Economic Development Agency
welcomes you to our

46TH ANNIVERSARY GALA

THE BIG PICTURE

CITY VIEW  AT METREON

THURSDAY, OCTOBER 3RD, 2019

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BOARD CHAIRPERSON	Dolores Terrazas
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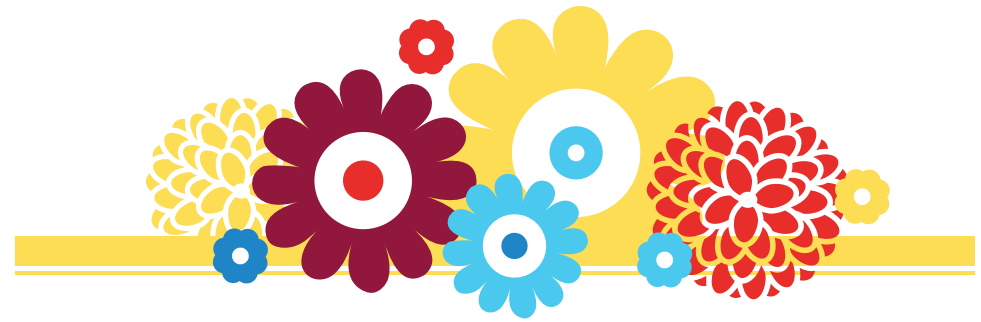


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EVENT PROGRAM

6:00 PM Cocktail Hour **AND**
Mariachi Nueva Generación

7:00 PM **WELCOME BY EMCEE**
Gilberto Leon

OPENING REMARKS
Luis Granados, Chief Executive Officer, MEDA



COMMUNITY IMPACT AWARD
Jillian Spindle, Chief Operating Officer, MEDA

COMMUNITY HEALER AWARD
Roberto Alfaro, Executive Director, HOMEY

COMMUNITY VISIONARY AWARD/FEATURED SPEAKER
Luis Gutiérrez, former U.S. Representative

COMMUNITY LEGACY AWARD/FEATURED SPEAKER
Dolores Huerta, Founder & President of the Dolores Huerta Foundation

2019 MEDA CLIENT OF THE YEAR AWARD
Luz Rodríguez

8:30 PM Susana y su Orquesta Adelante

10:00 PM Deejay

11:00 PM Event conclusion





BUILDING STRONGER COMMUNITIES

At JPMorgan Chase, we have a long-standing belief that making the economy work for more people is both an obligation and a business imperative. We're collaborating across the private, public and nonprofit sectors to open doors to opportunity and ensure more people can chart their own path toward economic success.

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

JPMORGAN CHASE & CO.

¡BIENVENIDOS!

Welcome to ¡VIVA MEDA!, our 46th Anniversary Gala.

Our work would not be possible without each and every one of you. It is truly collective impact.

That's why I am excited to report the many great accomplishments that have been achieved by MEDA since we gathered at our gala just one year ago.

We furthered the expansion of the Mission Promise Neighborhood community anti-poverty education initiative, for which MEDA is the lead agency.

There was \$8 million returned to the low-income community this past tax season.

There have now been 10,000 BMR applications for our clients who are in need of affordable and stable housing.

We are near completion of our Casa Adelante - 1296 Shotwell affordable-housing development, with some of our most vulnerable community members — our seniors — ready to make 93 units their home in just a few months, so they can age in place with dignity.

Two other developments — at 2060 Folsom and a block away at 1990 Folsom — are well underway and will soon house our families, many formerly homeless.

And our two affordable-housing developments at 681 Florida and 2205 Mission will have groundbreakings next year.

Then there's our CDFI, Fondo Adelante, which has disbursed over \$2.5 million in loans to small-business owners, with 40 percent of those loans going to undocumented community members. Our CDFI is now being capitalized to start real estate lending for affordable housing.

And MEDA has already had 12 policy victories so far this year — policies that promote affordable-housing development and cultural placekeeping — with our 501(c)(4) Mission Adelante firmly established to successfully endorse or oppose those who undermine our community's goals.

Our replicable models are scaling, and are being shared across the land.

Our aim is clear: building equity through Latino wealth, place and power.

I thank you *all* for your continued support of MEDA's efforts!



Luis Granados
CHIEF EXECUTIVE OFFICER




Roberts-Obayashi
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PROUD TO BE PARTNERS WITH
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FEATURED SPEAKERS

COMMUNITY LEGACY AWARD

Dolores Huerta

Founder & President of the Dolores Huerta Foundation

Civil Rights Activist and Community Organizer



Dolores Huerta is a civil rights activist and community organizer. She has worked for labor rights and social justice for over 50 years. In 1962, she and Cesar Chavez founded the United Farm Workers union. She served as Vice President and played a critical role in many of the union's accomplishments for four decades. In 2002, she received

the Puffin/Nation \$100,000 prize for Creative Citizenship which she used to establish the Dolores Huerta Foundation (DHF). That organization is connecting groundbreaking community-based organizing to state and national movements to register and educate voters; advocate for education reform; bring about infrastructure improvements in low-income communities; advocate for greater equality for the LGBT community; and create strong leadership development.

COMMUNITY VISIONARY AWARD

Luis Gutiérrez

Former U.S. Representative (D-IL)

Political Commentator



Luis Gutiérrez served as the U.S. Representative for Illinois' 4th congressional district. For a quarter century, Luis represented a predominantly Latino section of Chicago. He served his constituents well — clearly showcased by the fact that he was reelected 13 times and never with less than 75 percent of the vote.

Luis has been an ardent champion of Latino civil rights and has been a longtime advocate for comprehensive immigration reform, including DACA. A 2017 Vox article stated that he “was five years ahead of his party on immigration — and wasn't afraid to pick fights with them over it.”

He is also a familiar face on CNN, Univision and Telemundo, resolute in speaking his truth.

Luis never fails to make his — or our — voice heard.





**Proud to support Viva MEDA's
46th Anniversary Gala Celebration!**

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EMCEE



Gilberto Leon

TV Anchor/Reporter

Gilberto Leon is a renowned television anchor/reporter with over 25 years of experience covering the Latino community in the San Francisco Bay Area and Northern California.

Over the last dozen years, Gilberto has worked as a freelance reporter for KDTV Ch. 14 Univision. Prior to that time, he was

an anchor/reporter at San Jose's KSTS Ch. 48 Telemundo.

Originally from the state of Sonora in Mexico, Gilberto immigrated as a child with his family to Arizona. That is where he studied journalism and started his career in TV news at the local Univision station in Phoenix.

HONOREE



COMMUNITY HEALER AWARD

Roberto Alfaro

Executive Director, HOMEY

Roberto Alfaro is Executive Director of Homies Organizing the Mission to Empower Youth (HOMEY), which has a mission to transform the lives of high-risk youth and inspire them to not only choose a path of education, self-sufficiency and non-violence, but also strive towards physical, mental and emotional health.

About HOMEY's future permanent home at a MEDA-owned property which is under construction, Roberto says, "Casa Adelante - 1990 Folsom will not only provide affordable housing to 143 families in our community, but it will also house Mission-rooted organizations like HOMEY who have struggled to find permanent organizational space for almost 20 years. Without a doubt, we will be the new hub on the 16th corridor and we are proud to collaborate with everyone to make this possible."

We're proud to support MEDA.
Congratulations on your 46th anniversary.

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LENDER





Luz Rodríguez

2019 MEDA CLIENT OF THE YEAR AWARD

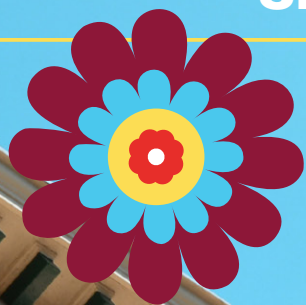
Leaving Mexico City in 2005 was not an easy decision for Luz Rodríguez and her husband, Alejandro Díaz. **It never is.**

Luz and Alejandro landed in San Francisco's Mission District, knowing this was long a welcoming hub for Latino immigrants just like them.

Their tiny apartment is now a joy-filled home to six more family members: her brother; two nephews; and Luz and Alejandro's trio of kids. The adoring parents have many dreams for their children and are building a prosperous future for this next generation. That is possible because of financial coaching, accessing stable housing, connections via a community anti-poverty education initiative and the fostering of Luz as a community leader. Luz sees "The Big Picture."

While each immigrant narrative is unique, the story of Luz and Alejandro epitomizes what is at the core of each of these journeys and how culturally relevant, place-based organizations are needed to strengthen immigrant families, no matter what U.S. urban center or rural town they decide to call their new home.

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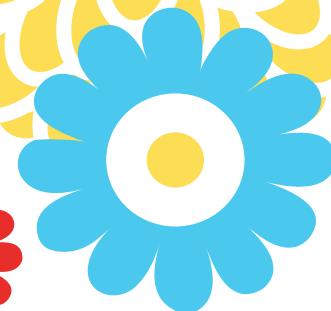
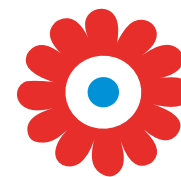


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San Francisco's Mission District was built by working families, immigrants and Latinos, and is the cornerstone of MEDA's "The Big Picture."

The Mission represents family, unity and progressive activism, and is one of San Francisco's most important gateways for newcomers. It's also now one of the most unaffordable neighborhoods in the country. In fact, 8,000 Latinos have been displaced in the last decade — over 25 percent of the neighborhood's Latino population. MEDA is using our 46 years of experience to keep Latinos and working families in the Mission and help them thrive.

By making a donation tonight, you are partnering with us to ensure that San Francisco's Mission District remains a neighborhood of opportunity.



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via Square at the MEDA registration table;



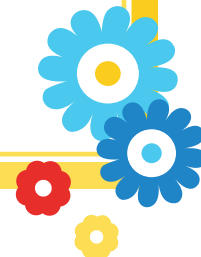
online at medasf.org; or



by completing one of the donation envelopes at your table.

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Be a part of "The Big Picture"

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... ensures that MEDA's portfolio of preserved Small Sites buildings continues to grow in the Mission!

\$2,500

... helps low-income entrepreneurs create a business plan, apply for startup capital and graduate from our seven-week small-business training program!

\$1,000

... provides newcomer parents with job-readiness training, while also providing enriching child care services for their kids!

\$500

... helps MEDA provide one Mission Techie with intensive training and a textbook, setting them on a path toward a career in the tech industry!

\$250

... helps a Family Success Coach provide one leadership-development workshop to local Mission Promise Neighborhood parents and activate their power through the Mission Parent Advisory Council!

\$100

... helps one underresourced low-income family file their taxes and receive up to \$9,000 in credits through MEDA's free tax preparation program!



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U.S. Bank is proud to support Mission Economic Development Agency.



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Chinatown Community
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Congratulations, MEDA!

*We celebrate your 46 years
 of strengthening community.*

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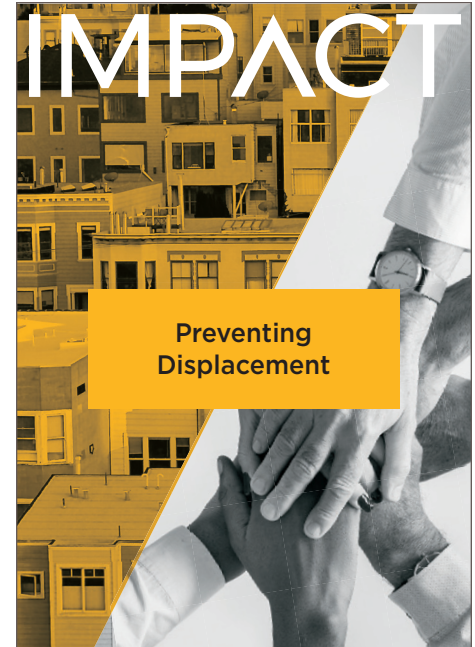
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¡MUCHAS GRACIAS!

THANK YOU!



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