

THEORY OF CHANGE



MEDA OFFERS THESE PROGRAMS, SUPPORTED BY OPERATIONS



AND EMPLOYS THESE PROVEN STRATEGIES

- a. Direct wealth-building services for individuals and families
- b. Housing continuum: homelessness to homeownership and investment
- c. Preservation and production of affordable residential/commercial real estate
- d. Multigenerational family wraparound services with age-specific supports
- e. Collective Impact partner network through Mission Promise Neighborhood
- f. Infusion of equitable, anti-displacement capital for business and real estate
- g. Mitigation of gentrifying businesses and support for Latino-serving businesses
- h. Civic leadership development of clients, families and volunteers
- i. Grassroots community engagement using the *promotoras* model
- j. Policy analysis and advocacy; community leadership development and activation
- k. Strong referral networks and coalition-building at local, state and national levels
- l. Cross-community capacity-building and wealth-building
- m. Sharing MEDA organizational strategies on a national scale
- n. Restructuring of services to meet clients' urgent needs during the COVID-19 pandemic

Diversity of public, private and philanthropic funding streams
 Standard operating procedures and investment in strong financials
 Data-driven decision-making with comprehensive data systems
 Staff are representative of the communities that MEDA serves

TO ACHIEVE THESE SIX RESULTS



STRONG INFRASTRUCTURE TO SUPPORT PROGRAM STRATEGIES, ADVANCE COMMUNITY GOALS AND SUSTAIN THE ORGANIZATION

AND CREATE THE CHANGE WE WANT TO SEE, LOCALLY AND NATIONALLY.

MISSION

Rooted in San Francisco's Mission District, MEDA is advancing a national equity movement by building Latino prosperity, community ownership and civic power.

VISION

We envision generations of Latino families choosing where to call home, thriving economically, succeeding in learning opportunities, and leading policy and social change toward a more equitable society.

ASSUMPTIONS

- MEDA's place-based framework is a strong basis to build equity
- MEDA's programs effectively support clients' well-being across generations
- MEDA has capacity and standing to influence local, state and national policy
- MEDA's track record of success enables growth

RISKS

- Anti-equity forces in San Francisco
- Anti-equity, anti-immigrant and anti-Latino politics at multiple levels of government
- Financial and health outcomes of COVID-19