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

THEORY OF CHANGE

MEDA OFFERS THESE PROGRAMS, SUPPORTED BY OPERATIONS

AND EMPLOYS THESE PROVEN STRATEGIES TO ACHIEVE THESE SIX RESULTS AND CREATE THE CHANGE WE WANT TO SEE, LOCALLY AND NATIONALLY.

Asset Building
Community Real Estate
Fondo Adelante (CDFI)
Mission Promise Neighborhood
Policy & Advocacy
Communications
Evaluation
Finance
Fund Development
Human Resources & Operations

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

1. Families are financially thriving
2. Families have affordable and stable housing
3. Children and youth succeed in school
4. The Mission is a strong and supportive community for Latino residents, businesses, and institutions
5. San Francisco’s Latino residents are decision-makers in the institutions and political systems that affect their lives
6. Nationwide, organizations rooted in historically underserved communities are equipped to ensure that families, workers and small businesses thrive

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

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

1. Direct wealth-building services for individuals and families
2. Housing continuum: homelessness to homeownership and investment
3. Preservation and production of affordable residential/commercial real estate
4. Multigenerational family wraparound services with age-specific supports
5. Collective Impact partner network through Mission Promise Neighborhood
6. Infusion of equitable, anti-displacement capital for business and real estate
7. Mitigation of gentrifying businesses and support for Latino-serving businesses
8. Civic leadership development of clients, families and volunteers
9. Grassroots community engagement using the promotoras model
10. Policy analysis and advocacy; community leadership development and activation
11. Strong referral networks and coalition-building at local, state and national levels
12. Cross-community capacity-building and wealth-building
13. Sharing MEDA organizational strategies on a national scale
14. Restructuring of services to meet clients’ urgent needs during the COVID-19 pandemic