



THURSDAY • OCTOBER 20 • 2022

CITY VIEW AT METREON

Silicon Valley Bank
is proud to support
MEDA in **building
a more equitable society.**

We're committed to investing in our
neighborhoods, and financing homebuyers,
small businesses and community development.



© 2022 SVB Financial Group. Silicon Valley Bank Member FDIC.



Mission Economic Development Agency
welcomes you to our

¡VIVA MEDA!

49TH ANNIVERSARY GALA



THURSDAY • OCTOBER 20 • 2022

CITY VIEW METREON

CHIEF EXECUTIVE OFFICER Luis Granados

BOARD CHAIRPERSON Rafael Yaquián

BOARD OF DIRECTORS M. Teresa García, *Vice Chairperson*
Whitney Jones, *Treasurer*
Ed Cabrera
Marco Chavarín
Ysabel Duron
Jabari Herbert
Dr. Carina Marquez
Rebeca Patino
Kevin Stein



A moment to reflect. A month to celebrate.

Citi is proud to join in celebrating the rich history and influence of Mission Economic Development Agency (MEDA).



© 2022 Citigroup Inc. All rights reserved.
Citi and Arc Design is a registered service mark of Citigroup Inc.

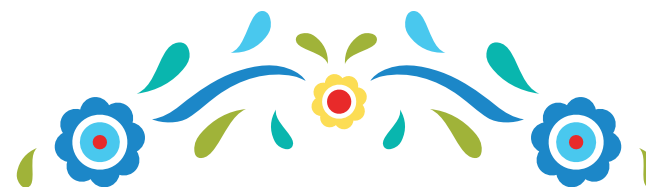
Creating vibrant communities

When we come together to build stronger communities, we give our time, energy, and ideas to help influence positive change. And as we watch progress take root, we grow as well.

MEDA, it's an honor to recognize your commitment and service to the community.

wellsfargo.com/donations

© 2022 Wells Fargo Bank, N.A. 7321524-2 MOD: 999



TONIGHT'S EVENT

5:30 PM **VIP RECEPTION**

Mariachi Nueva Generación

6:45 PM **PROGRAM**

WELCOME BY EMCEE

Luz Peña, ABC-7 News San Francisco

OPENING REMARKS

Luis Granados, Chief Executive Officer, MEDA



RESILIENT LEADER AWARD/FEATURED SPEAKER

London Breed, Mayor, City & County of San Francisco

LEGACY AWARD

Nancy Pelosi, Speaker of the U.S. House of Representatives

MEDA 2022 BUSINESS OF THE YEAR AWARD

Lina Mills, Owner, Creative Ideas Catering SF

DINNER BREAK. We thank Inti Batey and La Doña for entertaining our virtual audience during the dinner break.

EQUITY SPONSOR REMARKS

Bobbie Salgado, Senior Director CRA & Community Affairs, Silicon Valley Bank



MEDA 2022 CLIENT OF THE YEAR AWARD

Arold Josué Hernández, Mission Promise Neighborhood

KEYNOTE ADDRESS

Geoffrey Canada, Founder & President, Harlem Children's Zone and Founder, William Julius Wilson Institute

FUNDRAISING: MISIÓN UNIDA CAMPAIGN

(details Pages 18-19)

8:00 PM **SUSANA Y SU ORQUESTA ADELANTE**

Announcement of silent auction winners and wine pull

9:30 PM **DJ MR. LUCKY**

11:00 PM **EVENT CONCLUSION**



**BANK OF SAN FRANCISCO
IS PROUD TO SUPPORT MEDA
AND ITS 49TH ANNUAL
¡VIVA MEDA! GALA.**

Contact Victor today to learn
more about how we can keep
your business or nonprofit
moving forward.



Victor Vazquez
SVP, Community and
Social Responsibility
Manager

victor.vazquez@bankssf.com
415-423-7027

bankssf.com



**I AM TRULY EXCITED THAT WE
CAN ALL BE HERE TONIGHT IN
PERSON TO CELEBRATE AS ONE.**

It is great to be able to connect again ... and
to see so many smiling faces. While it feels
as if our world is forever changed, MEDA
has been well positioned to pivot as needed
to meet this new reality.

The pandemic presented unprecedented
physical and economic challenges, especially for the low-income
Latino and immigrant community of San Francisco. While we
recognize the loss, we must also focus on the strength of our
community members and the numerous wins of which MEDA was
proud to be part. Highlights include: our collaboration with the San Francisco Department
of Public Health so that \$2.5 million in Right to Recover funds would be available to
frontline essential workers who fell ill to the virus so they could self-quarantine; the \$10.3
million our Fondo Adelante CDFI disbursed in 0%-interest loans and grants to help small
businesses best weather the crisis; and the leasing up of a pair of our Casa Adelante new
constructions, at 2828 16th St. and 2060 Folsom, plus our continued construction of 681
Florida. If we all learned anything during the crisis, it is that housing is health. That led
to our initial foray into the public health realm, leading a culturally responsive campaign
to combat vaccine hesitancy among San Francisco Latinos – now with >90% vaccinated,
which is one of the highest rates for a Latino community in the U.S.

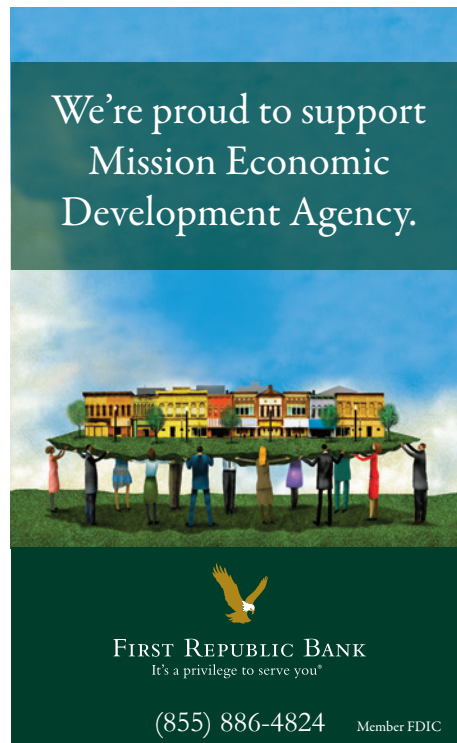
We are also proud of the decade of success of our Mission Promise Neighborhood, for
which MEDA serves as backbone agency. Our having long-established community hubs
at schools and early learning and care centers enabled us to best meet urgent needs
during the pandemic. You are guaranteed to be inspired by tonight's keynote address
by Geoffrey Canada, Founder and President of the Harlem Children's Zone, the model
on which Promise Neighborhoods are based. As will be announced tonight, the concept
of a Promise City will now become a reality in San Francisco, combatting the inequitable
learning loss we have seen.

Based on our successes, we are sharing our models across the land in historically
marginalized communities both urban and rural. Our goal is capacity-building. We will
even be starting our own Equitable Recovery Institute, and we will soon invite many
of you tonight seated at our gala tables to be part of our roundtable conversations
around how we ensure no catastrophe – whether another pandemic, an earthquake or
the climate crisis – disproportionately affects any low-income community of color.

I offer my sincere thanks to each and every one of you who continue to support MEDA's
work. Tonight, we celebrate you joining us in our Misión Unida!

Luis Granados
CHIEF EXECUTIVE OFFICER

**WELCOME TO
¡VIVA MEDA!,
OUR 49TH
ANNIVERSARY
GALA.**





Since 2017, we have worked together to acquire, rehabilitate, and transfer 140 permanently affordable homes to MEDA's ownership. **¡VIVA MEDA!**

We're all better off with an aliado.

Congratulations on 49 years of impact.



AT&T is proud to support MEDA

Thank you for your five decades of work to build Latino prosperity, community ownership and civic power.

© 2022 AT&T Intellectual Property. AT&T and Globe logo are registered trademarks and service marks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.



LUZ PEÑA

ABC-7 NEWS SAN FRANCISCO

Luz Peña has worked in the New York, Los Angeles and San Francisco markets. She has been honored with nine Emmys, an L.A. Press Club Award and was named one of the "Top 40 Latinos in American Media" by the HuffPost.



KEYNOTE SPEAKER

GEOFFREY CANADA

FOUNDER & PRESIDENT, HARLEM CHILDREN'S ZONE
FOUNDER, WILLIAM JULIUS WILSON INSTITUTE

Geoffrey Canada is the President of Harlem Children's Zone (HCZ), a world-renowned education and poverty-fighting organization based in New York City, and Founder of William Julius Wilson Institute (WJWI). An innovator in the field of education, author and leading advocate for children, Canada has made it his life's mission to help young people from underresourced communities succeed through education.

To realize his vision, Canada created the Rheedlen Centers for Children and Families, New York City's first truancy prevention program, in 1970. Over the ensuing decades, Rheedlen evolved into HCZ, a comprehensive, cradle-to-career network of programs that today serves more than 34,000 students and families living in a 97-block area of Central Harlem in New York City.

In 2010, President Barack Obama created the Promise Neighborhoods Initiative to replicate the HCZ model across the United States. Canada was subsequently named one of the world's most influential people by Time magazine in 2011 and as one of the 50 greatest leaders by Fortune magazine in 2014.

Canada has been profiled extensively in the media, including The New York Times, The Wall Street Journal, "60 Minutes," "The Oprah Winfrey Show" and Forbes. He was featured in the documentary about the dire state of American education, "Waiting for Superman," and has received more than 25 honorary degrees including ones from Harvard, Princeton, Columbia, Dartmouth and the University of Pennsylvania. He is the author of two critically acclaimed books on poverty and violence: "Fist Stick Knife Gun," and "Reaching Up for Manhood."

After 30 years, Canada stepped down in 2014 as Chief Executive Officer of HCZ. In 2020, he launched WJWI, a national resource for place-based, people-focused solutions that open pathways to social and economic mobility.

Canada earned his bachelor's degree from Bowdoin College and his master's degree from Harvard University.



David Baker Architects

9 Ways

to Make Housing for People



ORO Editions Fall 2022

9ways.info

SUPPORTING COMMUNITIES

Proud Sponsor of Great Causes

PERKINS COIE is proud to support the ¡VIVA MEDA! 49th Anniversary Celebration and its five decades of innovation and collaboration.

PerkinsCoie.com

Perkins Coie LLP
Attorney Advertising

PERKINS COIE
COUNSEL TO GREAT COMPANIES



**SAN FRANCISCO'S ELECTRICAL
CONSTRUCTION INDUSTRY
CONGRATULATES MEDA
FOR 49 PROUD YEARS OF
SERVING THE MISSION**



SFECA
San Francisco Electrical Contractors Association, Inc.
Serving San Francisco Since 1909



usbank.com

Creating a world of limitless possibilities.

Proud to support Mission
Economic Development Agency.

us bank

Member FDIC. ©2022 U.S. Bank 736901c 4/22



FEATURED SPEAKER

LONDON BREED

MAYOR, CITY & COUNTY OF SAN FRANCISCO

London Breed served for six years on the San Francisco Board of Supervisors, including three years as President of the Board. During her time on the Board, Mayor Breed passed legislation to create more housing along transit corridors and prioritize residents for affordable housing opportunities in their communities. She helped to reform the City's emergency response systems, secured funding for San Francisco's homelessness support network and enacted the strongest Styrofoam ban in the country. She also worked to implement the Rental Assistance Demonstration (RAD) program to rehabilitate and preserve thousands of long-neglected units of permanently affordable housing.

Prior to being elected by voters in a historic June 2018 election and winning re-election for a full four-year term in November 2019, Mayor Breed served as Acting Mayor, guiding and leading San Francisco following the sudden and tragic passing of Mayor Edwin M. Lee. Before her election as Supervisor, Mayor Breed served as Executive Director of the African American Art & Culture Complex in the Western Addition for more than a decade, transforming the center into a vital, financially stable community resource that provides after-school arts & cultural programs for youth and seniors. She also served as a San Francisco Redevelopment Agency Commissioner for five years and in 2010 was appointed by then-Mayor Gavin Newsom to be a San Francisco Fire Commissioner, where she served until her election to the Board of Supervisors.

She is a native San Franciscan, raised by her grandmother in Plaza East Public Housing in the Western Addition. She graduated from Galileo High School and attended the University of California, Davis, earning a bachelor's in Political Science/Public Service. She went on to earn a master's degree in Public Administration from the University of San Francisco.



**RESILIENT
LEADER
AWARD**





Insurance | Risk Management | Consulting



AWARDEE

NANCY PELOSI

SPEAKER OF THE U.S. HOUSE OF REPRESENTATIVES

Nancy Pelosi is the 52nd Speaker of the House of Representatives, having made history in 2007 when she was elected the first woman to serve as Speaker of the House. Pelosi made history again in January 2019 when she regained her position second-in-line to the presidency – the first person to do so in more than six decades. Speaker Pelosi is the chief architect of generation-defining legislation under two Democratic administrations, including the Affordable Care Act and the American Rescue Plan. Now in her fourth term as Speaker, Pelosi is fighting For The People: working to lower costs, increase paychecks and create jobs for American families.

For 35 years, Speaker Pelosi has represented San Francisco, California's 12th District, in Congress. She has led House Democrats for 19 years and previously served as House Democratic Whip. In 2013, she was inducted into the National Women's Hall of Fame at a ceremony in Seneca Falls, the birthplace of the American women's rights movement.

A leader on conservation and the environment at home and abroad, Pelosi authored legislation to create the Presidio Trust and transform San Francisco's former military post into an urban national park. She also secured passage of the "Pelosi Amendment" in 1989, now a global tool used to assess the potential environmental impacts of development.

Speaker Pelosi has been a force for accountability, transparency and participation in government. Under her leadership, the House enacted the toughest ethics reform legislation in the history of the Congress – including the creation of an independent ethics panel.

Speaker Pelosi was crucial to securing vital relief for families and small businesses in early COVID-19 pandemic relief laws.

Tonight, we honor Speaker Pelosi's legacy of success.





LINA MILLS

**OWNER,
CREATIVE IDEAS
CATERING SF**



"Would you like some more water?"

Through rote learning, that was one of the first English phrases Colombian immigrant Lina Mills consistently spoke as she toiled away during night shifts at a San Francisco Bay Area restaurant. That entry-level position afforded the 16-year-old the time to be fully engrossed in her studies during the day.

It's been quite the journey from that initial server job to opening your own brick-and-mortar space. In between were many growing pains for Lina's labor of love, Creative Ideas Catering SF, including her self-described "rollercoaster ride" during the pandemic. MEDA's technical assistance and support with federal loan applications kept the indefatigable *dueña* in the game.

Surviving the pandemic's challenges, in June Lina went back to thriving, finally able to open her brick-and-mortar spot in a building she has purchased. She is overjoyed to now have a cafe to complement her catering business.

Lina epitomizes the entrepreneurial spirit of so many Latino immigrants. Tonight, we celebrate Lina's achievement.





AROLD JOSUÉ HERNÁNDEZ

MISSION PROMISE NEIGHBORHOOD

Arold, like many newcomers, looked for a better life to the north. In Arold's case, he was fleeing the endemic violence of his homeland of Honduras – violence that tragically led to his spouse's passing.

Once in San Francisco, Arold and son Samuel were excited to be welcomed into the Mission Promise Neighborhood (MPN) family. The MPN education initiative supports parents and students with wraparound services from 20+ partners. MEDA has served as backbone agency since MPN's launch a decade back.

Through his determination, the single father traded the abject conditions of a homeless shelter for a safe, affordable home. Additionally, Arold tapped into MPN's early learning and care center network, advocating for his child's needs, as Samuel suffers from a visual disability.

Arold now sees a brighter future for himself and his son – a brighter future made possible by parental love and enviable resilience that epitomizes the strength of our Latino and immigrant community.

MEDA 2022
CLIENT OF
THE YEAR
AWARD



SPONSORS

EQUITY

Silicon Valley Bank

PROMISE

Citi
Wells Fargo

UNITY

Bank of San Francisco
Cahill Contractors
City National Bank
First Republic Bank

PATHWAY

AT&T
David Baker Architects
Mithūn
Perkins Coie LLP
San Francisco Electrical Construction
Industry
Signature Bank
U.S. Bank

OPPORTUNITY

Ally Bank
Arthur J. Gallagher Insurance
Goldfarb & Lipman LLP
Guzman Construction Group
Nibbi Brothers General Contractors
PolicyLink
Tenderloin Neighborhood Development
Corporation
Y.A. Studio

COMMUNITY

2B Living
Carpenters Local Union No. 22
Focon, Inc.
Gubb & Barshay – Attorneys at Law
Leddy Maytum Stacy Architects
San Francisco Housing Accelerator Fund
The Herbert Enterprise Group LLC

IN-KIND DONORS

18 Reasons
Abanico Coffee Roasters
Arcana
Berber
Bernal Cutlery
Bissap Baobab
BrewVino
Buddy
Café La Taza
DCopper+
Donaji
Edible Excursions
Enrique Estate Wines
Golden State Warriors
Herencia del Valle
House of Jefas
Justice Grace Vineyards
Latin American Barbershop
Las Tinajas
Luis Granados
Luz De Luna
Mabel Jimenez
Mission Cultural Center
for Latino Arts
Oakland Athletics
Precita Eyes Muralists
RadFabs
Roberto Y. Hernández –
San Francisco
Lowrider Council
Ruby Wine
San Francisco 49ers
San Francisco Ballet
SFMOMA
The Civic Kitchen
Tio Chilos
Urban Putt
Walt Disney Family
Museum

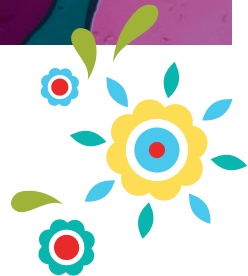
TEXT THE WORD
VIVAMEDA
TO
443-21

OR SCAN THIS QR CODE



AND DONATE TONIGHT!

MISIÓN UNIDA 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, since the year 2000, 9,000 Latinos have been displaced – over 25 percent of the area's Latino population. MEDA is using our 49 years of experience to keep Latinos and working families in the Mission and help them thrive at school, in the workforce and in their community!

By making a donation tonight, you are ensuring that San Francisco's Mission District remains a neighborhood of opportunity as we collectively recover from the impacts of the COVID-19 pandemic.



CASA ADELANTE — 2828 16TH ST.

GRAND OPENING, MAY 2022

LEFT TO RIGHT: MEDA CEO Luis Granados; TNDC CEO Maurilio León;
Speaker Nancy Pelosi; Mayor London Breed; D9 Supervisor Hillary Ronen;
Mission Community Elder Olga Talamante;
MEDA Director of Community Real Estate Karoleen Feng



THANK YOU!

¡MIL GRACIAS!



PLAZA ADELANTE: 2301 Mission St., Suite 301, San Francisco, CA 94110

medasf.org  missionpromise.org  (415) 282-3334

SOCIAL: Facebook, Twitter, LinkedIn @medasf; Instagram @medainsf