¡VIVA MEDA!
MISIÓNUNIDA
49 AÑOS

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.
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).

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.

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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!
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.

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.
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.
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.
“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, 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.
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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!