



¡VIVA MEDA!

**50TH
ANNIVERSARY GALA
OCT. 12, 2023
SAN FRANCISCO CITY HALL**



PROGRAM SCHEDULE

TONIGHT'S EVENT

5:30 PM PRIVATE RECEPTION
Mariachi Nueva Generación

6:45 PM PROGRAM

WELCOME BY EMCEE

María Antonieta Mejía, Univision 14 Área de la Bahía

OPENING REMARKS

Luis Granados, Chief Executive Officer, MEDA

-RECOGNIZING TONIGHT'S HONOREES-

Alicia Venegas and Raúl Altamirano, Client of the Year Award

Marco Senghor, Community Impact Award

Jabari Herbert, Legacy Award

Fundraising Forging Pathways for Latino Prosperity
(details pages 20-21)

DINNER BREAK

KEYNOTE ADDRESS

Janet Murguía, President and CEO of UnidosUS

8:15 PM VILMA DÍAZ Y LA SONORA
(DJ Mr Lucky)

11:00 PM **EVENT CONCLUSION**



MISSION ECONOMIC DEVELOPMENT AGENCY
WELCOMES YOU TO OUR
¡VIVA MEDA!
50TH
ANNIVERSARY GALA
THURSDAY, OCTOBER 12, 2023

CHIEF EXECUTIVE OFFICER: Luis Granados

CHAIRPERSON: Rafael Yaquián

BOARD OF DIRECTORS: M. Teresa García, Vice Chairperson
Marco Chavarín, Secretary
Whitney Jones, Treasurer
Ed Cabrera
Ysabel Duron
Jabari Herbert
Dr. Carina Marquez
Rebeca Patino
Kevin Stein
Carolina Martínez
Teddy Gray King





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U.S. Bank strives to make a positive impact in the community. That's why we support community events that bring us together for the greater good. When we work together, anything is possible.

U.S. Bank is proud to support MEDA's 50th Anniversary.



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I AM FILLED WITH GRATITUDE TO BE HERE WITH YOU TONIGHT CELEBRATING MEDA'S GOLDEN ANNIVERSARY.

We could not have reached this milestone without the trust and support of our many partners, our hardworking staff, and our outstanding board of directors. MEDA's evolution over the past half century is a humbling reminder of the ongoing imperative for collaboration, equity and audacity to execute this work, both in our local community and around the nation.

Mission Roots, National Legacy is our theme for 2023. Since 1973, MEDA has been rooted in the Mission District serving immigrant, working-class families, residents, and small business owners to help transform their lives. Twenty-five years ago when I started at MEDA, we were an organization of four and served 100 people per year. During my time, I've seen many seasons of the organization we all love. I witnessed MEDA expanding from direct services to becoming a housing developer, a lending institution, and incorporating a policy wing. Today, we serve over 17,000 people yearly, have a housing portfolio of over 2,300 units, and have brought over \$30 million in capital to small businesses. I reflect on MEDA's incredible growth with great pride; our progress is only possible because our community trusts in us to execute our vision.

We are rooted in the Mission District, in the people we serve. People like Alicia Villanueva, founder of Alicia's Tamales Los Mayas, who received technical assistance, over \$300,000 in loans, grew her business, and now makes over 250,000 tamales per year and employs over 20 people. People like Arold Hernandez, a single parent of a special needs child who, through our assistance, has gone from living in a shelter to securing an affordable apartment while his child's needs are met. Our commitment to the Mission will continue to be second to none. ***We will halt and win against displacement.***

We are building a legacy to advance Latino prosperity across the nation. 2023 marks one year of MEDA's Equitable Recovery Institute, which supports organizations nationwide and plays a major role in ensuring that political and funding systems prioritize our Latino communities. MEDA's roots have grown into MEDA's legacy, as we now take our model and share it with dozens of nonprofit partners across the country, expand our health equity work and launch a legal eviction defense team. ***We will make sure that prosperity is accessible to everyone - to all the Alicias and Arolds in our community.***

The best is yet to come, and I am eternally grateful for your steadfast support to make our audacious vision a reality. On behalf of the entire MEDA team, I say: Mil gracias.

Luis Granados
Chief Executive Officer

EMCEE MARÍA ANTONIETA MEJÍA

UNIVISION 14 ÁREA DE LA BAHÍA



María Antonieta Mejía is originally from Mexico City. She graduated from the Faculty of Communications with a specialization in journalism from the Universidad Iberoamericana. María has received 11 regional Emmy awards for various coverages conducted in the San Francisco Bay Area, as well as eleven awards from the National Association of Hispanic Publications. In 2010, she received the Latino Heritage Month Award from the City of San Francisco for her outstanding work in the media. Before that, she worked as the editorial director of the newspaper El Mensajero and in other media outlets such as NBC, CNN Radio, The Weather Channel, and Google Maps.

Create change. Create hope.

Citi recognizes the work of
Mission Economic Development
Agency (MEDA) and those
who work together to build a
better tomorrow.



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KEYNOTE SPEAKER



JANET MURGUÍA **PRESIDENT AND CEO OF UNIDOSUS**

Janet Murguía serves as the President and CEO of UnidosUS, the largest national Hispanic civil rights and advocacy organization in the United States. Her leadership in this prominent organization has been instrumental in advancing the rights and opportunities of Latino families across the nation.

Murguía's current role as the head of UnidosUS reflects her lifelong mission of promoting and safeguarding the American dream for millions of American families, particularly within the Latino community. Under her leadership since 2005, UnidosUS has worked diligently to strengthen its impact on American society and enhance opportunities for Latino families.

As the President and CEO of UnidosUS, Murguía has strived to amplify the Latino voice on issues such as education, healthcare, immigration, civil rights, the economy, and countering hate rhetoric and hate crimes against the Latino community. She has also focused on empowering the Latino community through voter registration initiatives, helping to register nearly 200,000 Hispanic voters in the 2020 election and assisting over 1.5 million eligible immigrants in applying for citizenship.

Murguía's leadership and advocacy work has earned her recognition in the media and the broader public sphere. She has been featured in Newsweek magazine's "Women & Leadership" issue and has been named one of The NonProfit Times' "Power and Influence Top 50" leaders, among other accolades.

Murguía's educational background includes three degrees from the University of Kansas (KU): Bachelor's degrees in journalism and Spanish in 1982 and a doctorate in law in 1985 from the School of Law. Her education has equipped her with the knowledge and skills necessary to excel in her roles as a leader, advocate, and champion for the Latino community in the United States.



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Jabari Herbert boasts a remarkable 25-year career in the real estate development industry, marked by his expertise in identifying capital investment opportunities and overseeing the development of asset portfolios for various real estate firms, both in the United States and internationally. As a managing member at Grid Development Partners LLC, he pioneers to establishing community-based utility cooperatives, enabling the independent distribution of energy, and free from reliance on a traditional power grid. In addition to this, Herbert serves as a board member with Mission Economic Development Agency.

But his talents extend beyond the realm of affordable housing development. Herbert has collaborated closely with Pacific Charter School Development, forging enduring partnerships with the Oakland Unified School District (OUSD) to secure \$175 million in Prop 51 state bond funding for OUSD's properties.

Despite his demanding professional commitments, Herbert remains deeply committed to giving back to the community. He actively participates as a civic member in several esteemed organizations, including Kappa Alpha Psi, Bay Area 100 Black Men, and Friendship Christian Center International. His dedication to professional excellence and community betterment shines brightly in his diverse contributions and achievements.

Herbert has been a steadfast ally in MEDA's mission to combat displacement in the Mission District while preserving its rich cultural heritage. His unwavering support and commitment to MEDA's cultural placekeeping initiatives underscore his dedication to ensuring that the vibrant soul of the Mission District thrives.

Tonight, we honor Herbert's dedication to minority communities in our region.

2023 LEGACY AWARD



JABARI HERBERT

**MANAGING MEMBER,
THE HERBERT
ENTERPRISE
GROUP, LLC**



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Building stronger communities

JPMorgan Chase is building on our investments in San Francisco and around the country to help close the racial wealth gap and build a more equitable future.

We are proud to support MEDA. Happy 50th!

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**CONGRATULATIONS TO MEDA
ON REACHING AN INCREDIBLE
MILESTONE OF 50 YEARS OF
UNWAVERING DEDICATION
AND SERVICE.**

Victor Vazquez

SVP, Community and
Social Responsibility
Manager

victor.vazquez@bankbsf.com
415-423-7027
NMLS ID: 765222

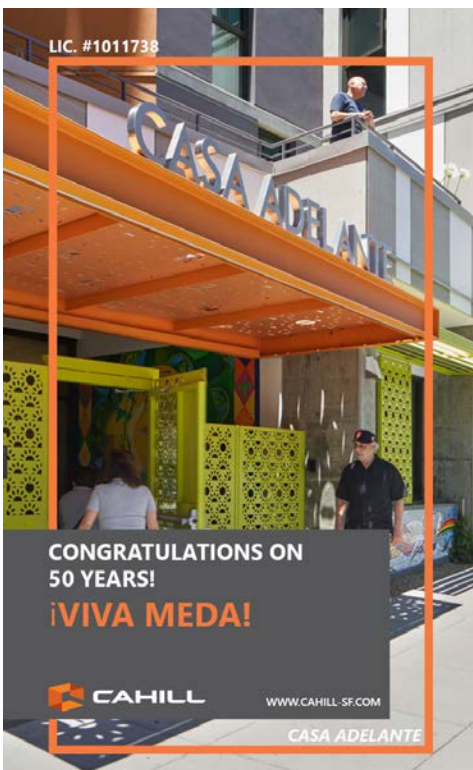
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50 YEARS!
¡VIVA MEDA!**

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CASA ADELANTE

10



2023 CLIENT OF THE YEAR

Commitment to financial capability education paved the way for Alicia and Raúl to gain a clearer vision of achieving the American dream. This immigrant couple, parents of three children, has benefited from MEDA's support for nearly eight years, initially entering through our tax preparation program, a cornerstone of our multifaceted community resources.

In the past year, Alicia and Raúl made remarkable progress in their goals. Their aspiration to purchase their first home led them to collaborate with a financial coach at MEDA, and the tangible results of their joint efforts are evident. Both Alicia and Raúl acquired the knowledge and skills through financial capability education to build credit and savings, positioning them ideally to realize their dreams of homeownership and entrepreneurship.

Today, Alicia and Raúl have amassed the savings needed for the down payment on their first home and have formalized their janitorial services small business, a journey supported by training and assistance from the Business Development team at Fondo Adelante, MEDA's CDFI.

Alicia and Raúl exemplify how MEDA's interconnected programs empower immigrant families on their path to prosperity. We celebrate the significant strides they have made and are confident that even greater success awaits their entire family.



ALICIA VENEGAS Y RAÚL ALTAMIRANO

CLIENTS OF ASSET-BUILDING
PROGRAMS AND
FONDO ADELANTE



Retelling the story of the Mission Economic Development Agency (MEDA) involves tracing the past five decades of challenges and triumphs within San Francisco's historic Mission District, a vital hub for the Latino community. Initially dedicated to empowering local Latino entrepreneurs in their endeavors, MEDA has undergone a transformation into a comprehensive community development organization. Its nationally recognized model is dedicated to fostering equity and prosperity within the Latino community. Over the course of five decades, MEDA has consistently demonstrated audacity in its ability to adapt to changing circumstances, always evolving to better serve Latino families and individuals.



1973-1983

UNIFYING AND BUILDING TRAJECTORY

Established in 1973 as a nonprofit, MEDA aimed to foster economic justice for low-to-moderate income Latino families in San Francisco's Mission District through asset and business development. MEDA began leaving its mark in the community during a period when the nation faced government instability and an oil crisis, both with significant socio-economic consequences.



1983-1993

ESTABLISHING IDENTITY AND COMMUNITY INTEGRATION

MEDA's Business Development program offered a wide range of services to help clients improve economic and social conditions in the neighborhood. Its objectives included promoting investment, enhancing the business environment, and creating jobs for local residents. This effort became particularly vital during a period of demographic changes in the Mission District, influenced by civil wars in Central America and the conclusion of the Cold War era.



1993-2003

TECH COMES TO TOWN

The widespread adoption of the internet as an information platform led to a technology boom. This rapid growth in the tech industry exacerbated gentrification in the Mission District, heightening income disparities. In response, MEDA took proactive measures to mitigate these effects by expanding its services, offering a comprehensive range of asset-building programs. These included housing services, free tax preparation, and workforce development, all integrated and interconnected through financial coaching.



2003-2013

INTEGRATING HOLISTIC SERVICES

In the latter half of this decade-long period, MEDA acquired its permanent three-story home in the heart of the Mission, known as 'Plaza Adelante.' This community hub functions as an office, service center, and communal space, allowing MEDA to provide comprehensive on-site services. The establishment of Plaza Adelante played a vital role in supporting community members as the country entered the Great Recession and grappled with a housing bubble crash.



2013-2023 AND BEYOND

CHANGEMAKING AND INFLECTION POINT

Throughout the last decade, MEDA has rolled out important initiatives such as the Community Real Estate program, the Policy team, and Fondo Adelante, a CDFI. It also fulfills a crucial role as the backbone agency supporting Mission Promise Neighborhood, an anti-poverty education initiative. These endeavors are of utmost importance to MEDA, reflecting its commitment to advocating for systemic changes aimed at addressing the deep-seated structural barriers affecting the community, a need further underscored during the COVID-19 pandemic.

¡ADELANTE!

We pride ourselves on leading with the big picture – we dream of what could be, and should be. We want Latinos to be able to thrive, succeed, and to have the option to call San Francisco their permanent home. To do this, we unapologetically live our values everyday. Audacity is one of these values, and as such:

- We dared to become an affordable housing developer.
- We dared to become a lender.
- We dared to imagine that we could fight and stop displacement.

TODAY



We serve over 17,000 people yearly



We have brought over \$30 million in capital to small businesses



We have a housing portfolio of over 2,300 units



We increased our high school graduation rate at our target school from 68 to 90 percent

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.

THE BEST IS YET TO COME-¡ADELANTE!



WELLS FARGO



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2023 COMMUNITY IMPACT AWARD

Marco Senghor wasted no time in making the Mission District his home after arriving in San Francisco from Senegal in the late eighties.

"I felt a connection with the Mission because its culture was remarkably similar to what I knew in West Africa," Marco reflects on his early days as an immigrant. "I found a family within the Latino community, where people were eager to engage with you and offer their support."

These cultural affinities, particularly in culinary traditions, paved the way for Marco to realize his entrepreneurial aspirations, which were warmly embraced by the Mission community. From his initial ginger juice stand to the most recent and expanded version of his restaurant, Marco's endeavors have contributed significantly to enriching the cultural tapestry of the Mission Corridor. Bissap Baobab has evolved into a cultural hub that nurtures artistic expressions within the Mission and serves as a communal gathering place.

MEDA takes pride in having been a part of Marco's journey for decades, offering him essential business development services, ranging from credit-building to accessing capital. Tonight, we celebrate his unwavering determination and visionary leadership, ensuring that the Mission District continues to benefit not only from an entrepreneur but also from a cultural steward.

¡Gracias, Marco!



**MARCO
SENGHOR**
OWNER OF
**BISSAP
BAOBAB
RESTAURANT**



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CASA ADELANTE - 681 FLORIDA, CULTURAL PLACEKEEPING IN ACTION

On June 22nd, MEDA, in partnership with the Tenderloin Neighborhood Development Corporation (TNDC), celebrated the grand opening of Casa Adelante - 681 Florida, a 130-unit affordable housing development. This building, consisting of 100% affordable housing, includes 39 units designated for formerly unhoused families. Additionally, the site will house a performance space for Cultura y Arte Nativa de las Américas (CANAN), the organizers of Carnaval San Francisco. This new community-centered arts hub represents a significant step in celebrating cultural placekeeping, a core goal of MEDA's mission. It aims to sustain and promote the artistic and cultural identity of the Mission District while providing much-needed affordable housing to the community.



FONDO ADELANTE, STRENGTHENING BUSINESSES

Fondo Adelante, MEDA's Community Development Financial Institution (CDFI), has disbursed nearly \$16 million in loans to over 500 small businesses since 2015, with a notable portion of its clients being women of color. Serving as a crucial conduit for MEDA to extend access to capital to small-business owners who often face challenges obtaining loans from traditional banks, Fondo Adelante not only provides fair and affordable lending opportunities but also nurtures business innovation and enhances the cultural vibrancy across the nine Bay Area counties. Beyond lending, Fondo Adelante's dedicated staff offers essential business development support, aligning with MEDA's enduring 50-year commitment to empower the entrepreneurial community.



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FORGING PATHWAYS FOR LATINO PROSPERITY

From the Mission to the Nation

Tonight, join us in deepening our role as a backbone agency advancing Latino excellence nationwide through our Golden Anniversary fundraising campaign!



Scan this code and click
"Give" to give TODAY!



SCAN ME





By becoming a Golden Anniversary Campaign donor, you help us:

- Scale equitable recovery nationwide
- Build *hogares*, not *casas*
- Increase lending for racial justice and equity
- Center the voices of parents and youth as leaders in our community
- Set the bar for nonprofit organizational excellence



Help us reach our fundraising goal tonight!



To learn more about our Golden Anniversary campaign, scan this code



SCAN ME



MISSION PROMISE NEIGHBORHOOD A DECADE OF SUCCESS

Mission Promise Neighborhood (MPN), launched in 2013, stands as a testament to the power of collective impact and the commitment to a cradle-to-career journey for students in San Francisco's Mission District. Within the last decade, MPN's two-generational approach has aimed to bolster families and students by promoting equity and economic stability while delivering services at nine schools, three early learning centers, and thirteen family child care providers. At its core, MPN was central in meeting the critical needs of students and families during the heights of the pandemic.

MEDA, as backbone agency, celebrates the success of all 15 MPN partners during the first 10 years and envisions that its collaborative model keeps being an example at the local, state and national level.

THE POWER OF COLLECTIVE IMPACT

- ▶ **32,951+** unique clients served in 10 years.
- ▶ **9,386+** referrals across the partner network since 2014, connecting families to jobs, health care, legal services and more.
- ▶ **89.6%** graduation rate at our target high school (31.7 percentage point increase from the 2012 rate).
- ▶ **71%** of MPN Pre-K children whose families received services are kinder ready.
- ▶ **9,386+** referrals across the partner network since 2014, connecting families to jobs, health care, legal services and more.



MISSION PROMISE
COMUNIDAD PROMESA DE LA MISSION
NEIGHBORHOOD



THANK YOU
¡MIL GRACIAS!



**PLAZA ADELANTE: 2301 MISSION ST., SUITE 301,
SAN FRANCISCO, CA 94110**
MEDASF.ORG MISSIONPROMISE.ORG
(415) 282-3334
FACEBOOK, X, LINKEDIN: @MEDASF
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