



UNITY IS STRENGTH

LA UNIÓN HACE LA FUERZA

2024 IMPACT REPORT



A Message From Our CEO



Last October, I witnessed a powerful scene at The Women's Building. It was a clear reflection of the alignment between MEDA's team and the residents of the Mission District. One hundred and fifty people were present at the bilingual Community Forum organized by our Policy team, featuring all six candidates for the San Francisco District 9 Supervisor seat. The room held an active community, genuinely interested in the future of the neighborhood. That night, we gathered together to elevate community voices and affirmed a simple truth: **unity is strength.**

This image of empowerment is the result of decades of working alongside community members in different areas of community development. These are relationships built with care, boldness, and many hours of hard work. We are honored by the lasting trust we have earned; it is the foundation for our work and impact.

In 2024, we reached two significant milestones. Our team provided direct services to over **18,000** families—a new record—and impacted nearly **56,000** total community members. We marked the 10th anniversary of our Community

Real Estate program, which has produced over 1,300 affordable housing units since 2014 and has 1,200 more in the pipeline. These figures reflect far more than statistics; they demonstrate the tangible impact of MEDA's mission and the ongoing confidence our community places in us.

MEDA, our partners, and our supporters continue working together so that residents in the Mission District can reach the goals they have set for themselves and their families. This is a shared, place-based effort that now serves as a roadmap for other organizations around the country looking to invest in their communities with collective prosperity in mind.

Each year brings new challenges and new opportunities. We embrace them with responsibility, always keeping the community at the center as we realize a Mission District that continues to grow and lead.

In solidarity,



Luis Granados
CHIEF EXECUTIVE OFFICER

Mission

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

Vision

We envision generations of families choosing where to call home, thriving economically, succeeding in learning opportunities, and leading policy and social change.

Asset Building Programs

MEDA provides asset building programs that address both short-term needs and long-term goals, always paired with action planning and clear next steps. Our work spans financial capability, free tax preparation, support with affordable housing applications, first-time homeownership, and workforce training. We are committed to helping Mission District individuals and families build lasting pathways to generational wealth.



In 2024, MEDA launched a new **Youth Workforce Program** at John O'Connell High School, providing juniors and seniors with career development and financial capability classes. In its first year, 130 students participated in our classes and **40 students embarked on internships** spanning their interests in law, architecture, education, food services, and nonprofit sectors. For many of these students, it was their first time experiencing a professional work environment.



CLIENT STORY

Elmo grew up in the Mission and returned several years ago with an aim to pursue a career in the IT sector. “I worked in customer service for a long time and have always been passionate about technology,” he explains. He sought coursework to help with this shift and was pleased to learn about MEDA’s Mission Techies program, which distinguishes itself by focusing on IT support rather than coding.

Elmo completed the three-month IT certificate program in 2024. He also utilized the program’s emphasis on job placement assistance, which helped him secure multiple contracts. **“Mission Techies IT was everything I hoped for,”** Elmo says.

2024 BY THE NUMBERS

8,760 clients served by asset building programs

1,665 clients served by ongoing coaching

270 individuals placed into quality jobs

5,000 tax returns filed, with **\$7,073,084** paid to government funds and returning **\$8,871,628** to the low-income community

190 clients supported with eviction defense services to successfully stay in their homes

8,950 affordable housing applications submitted, placing **90** families in affordable housing and providing **2,080** unique clients with the tools and knowledge to navigate San Francisco’s complex housing lottery system

Community Real Estate

In 2014, MEDA began its community real estate work with a commitment to cultural placekeeping and the goal of countering the alarming displacement of the Mission District’s long-time residents and businesses. Ten years later, we continue to secure and develop permanent, affordable spaces for families and entrepreneurs to thrive, with our projects leading the field of affordable housing and community development.

In 2024, MEDA purchased two properties via San Francisco’s Small Sites Program:

2059-2061 Mission Street and 2901-2929 16th Street. Together, these buildings encompass 98 low-income residential units and currently provide space for 12 commercial tenants. By securing these properties, we are ensuring continuity for residents and business owners—some for decades—who otherwise would be at risk of displacement.

MEDA also secured blended private and public funding to undertake construction for Casa Adelante—

1515 South Van Ness. With Chinatown Community Development Center as our partner, this previously vacant site will become 100% affordable housing with 168 residential units. Its 9,000 commercial square feet will welcome nonprofits that provide childcare and wraparound services.

2024 BY THE NUMBERS

3,245

renters resided in
MEDA housing

40

commercial tenants
operated in MEDA
properties with businesses
that employed **120**
additional individuals

12

nonprofits operated
in **14** commercial
spaces

1,358

housing units produced
and preserved since 2014,
with **1,152** additional units
in the pipeline, totaling
2,510 units

35,590

square feet of affordable
ground-floor commercial
space created and
50,000 square feet
preserved since 2014

1,280

individuals attended
community meetings
and events, building
tours, and panel
discussions



COMMUNITY STORY

October 23, 2024 marked the unveiling of *Make Things New*, created by award-winning artist **Lorraine García-Nakata**. This series of eight 20-foot-high murals spans 4,000 square feet and frames the entrance of **Casa Adelante – 2828 16th Street**, MEDA's affordable housing development.

Commissioned by MEDA, Tenderloin Neighborhood Development Corporation, San Francisco Arts Commission, and Galería de la Raza, the installation honors cultural and neighborhood legacies. The acclaimed artist shares: **"My intention was to create an overall place of rest, dignity, and 'medicine'."**

García-Nakata engaged with tenants as her vision for the piece developed. At the unveiling, she remarked: "These paintings that you see here are not just paintings.... They also hold the energy of conversations and interactions with those who live and work here."

Fondo Adelante

Fondo Adelante is MEDA's Community Development Financial Institution (CDFI), supporting Bay Area small business owners with financial products and business development assistance.

In 2024, MEDA emphasized one-on-one engagement with our business neighbors in the Mission Corridor. Our team hosted networking and learning sessions, provided technical assistance to support business growth, and guided Mission entrepreneurs through grant applications. Fondo Adelante also offers its own loan products, tailored for small business owners who are often left out of the mainstream banking system. Since June 2020, the revenues of all businesses that have funded loans with MEDA is nearly \$130 million. **Our clients consistently achieve a repayment rate of 98% and their businesses continue to thrive.**

In 2024, MEDA offered a **Business Plan Development Program** for local business entrepreneurs that included an eight-week workshop series and one-on-one coaching sessions. The program resulted in **340 business plans created** for new and emerging businesses in the neighborhood, including restaurants/food service, childcare, beauty salons, retail shops, and more.

2024 BY THE NUMBERS

1,545

jobs supported in the community through loans and services

345

new clients provided with business development coaching and technical assistance

40

new loans in 2024 with **\$1,140,000** in total disbursement for an average loan of **\$27,780**

150

webinars and workshop sessions with **1,480** attendees (**340** unique individuals)



CLIENT STORY

Lilliam, owner of **Kiara's Beauty Salon**, is a commercial tenant at a MEDA small sites property.

She began there as an apprentice in 2004, purchased it in 2011, and in 2024 realized her vision of business expansion to offer a wider array of services.

She fulfilled her vision by securing a Fondo Adelante loan and receiving one-on-one business coaching. **"MEDA has been a great partner,"** Lilliam says. "They've always been there for me and never said no."

In 2024, Lilliam was awarded a mini-grant through the San Francisco Women's Entrepreneurship Fund, a collaboration of MEDA and the city's Office of Economic and Workforce Development.

"I'm grateful and proud of what I've accomplished, thanks to everyone who has supported me along the way," Lilliam says. **"We'll keep moving forward together."**

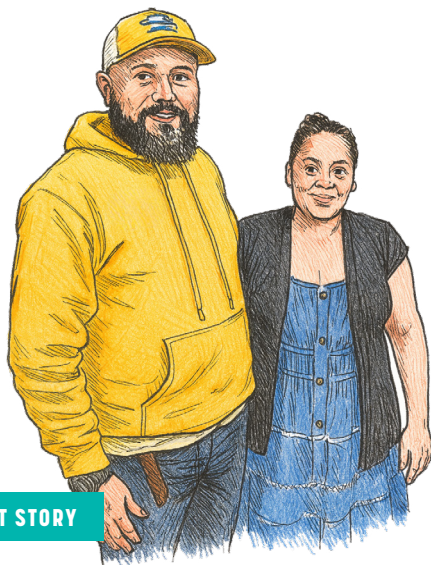
Mission Promise Neighborhood



Mission Promise Neighborhood (MPN) is MEDA's collaboration with the City of San Francisco, the San Francisco Unified School District, and 15 community partners. Together we are breaking cycles of poverty through improved academic achievement and family economic success to create a prosperous future for the whole Mission community.

In 2024, MPN created and convened four action teams to identify and address community challenges, centered on Early Learning, K-12 Education, Post-Secondary Education, and Family Support. Together, these action teams are making measurable progress in addressing needs in the Mission District, part of MPN's focus on **ensuring that every child and family has the resources and support they need to thrive.**

MEDA continues its work driving the **Promise City initiative.** In July 2024, our MPN team convened a retreat where citywide partners co-created a vision for strengthening the academic and economic future of San Francisco's children and families. The initiative seeks to scale the Promise Neighborhood model to Chinatown, District 11, and the HOPE SF communities of Bayview, Hunters Point, Sunnydale, and Potrero Hill.



CLIENT STORY

On their children's first day at Sanchez Elementary School in 2022, **José and Dexi** were introduced to MPN through a Family Success Coach based at the school. **"I hadn't found the guidance I needed until I connected with the Mission Promise team,"** José recalls.

With ongoing support from MPN, in 2024, the family was able to move out of a hotel room and into an affordable housing apartment. José also began one-on-one financial coaching with his Family Success Coach to keep improving his credit, budgeting for new ongoing apartment costs, and establishing and contributing to a college savings program. "I want to see my kids grow, become good people, good professionals," he explains.

"I have clarity for my plans," José says. **"We feel stable and more prepared for the future."**

2024 BY THE NUMBERS

MPN'S FAMILY SUCCESS COACHES

820 unique clients served

2,500 one-on-one sessions conducted, totaling **1,500** hours

700 referrals made for families, to connect them to services for improved economic stability and academic support

\$830 average debt reduction achieved by MPN families through financial capability coaching

MPN PARTNERS

19,500 children and their family members served by MPN partners and over **106,000** individuals since MPN's establishment

9 percentage point increase in Kinder Readiness in MPN schools from the 2022-2023 school year (41%) to the 2023-2024 school year (50%)

11 percentage point decrease in Chronic Absenteeism in MPN schools from the 2021-2022 school year (52%) to the 2023-2024 school year (41%)

2024 BY THE NUMBERS

Our work was showcased at

30

conferences nationwide, reaching a cumulative audience of **2,300** leaders, practitioners, and advocates

60

cross-sector institutions joined MEDA for an immersive Mission District Impact Tour

Provided

70

sessions of technical assistance, building the capacity of **65** partner organizations to better serve their communities

National Partnerships

MEDA is committed to sharing our approaches, best practices, and lessons learned to support organizations nationwide in creating solutions for the communities they serve.

Organizations leverage MEDA's technical assistance to identify holistic, place-based development strategies that align cross-sector collaborations and invest in internal capacity building to yield quicker and community-driven transformative results for their clients.



PARTNER HIGHLIGHT

In December 2024, MEDA hosted Self Enhancement, Inc., the lead agency of the Albina Rockwood Promise Neighborhood (Portland, OR) for a two-day Impact Visit focused on affordable housing and cultural placekeeping. The visit included presentations by and meetings with six MEDA departments, as well as a neighborhood tour.

“Our time at MEDA was truly inspiring and deeply impactful,” says

Trent Aldridge, CEO of Self Enhancement, Inc. “The insights we gained have motivated us to implement meaningful programmatic and systemic changes within our organization. The expertise shared—from Finance to Data—resonated strongly with our team, and the knowledge we brought back is already shaping the way we deliver our programs and services,” he adds. “It was a valuable experience spent with thoughtful, dedicated individuals, and we’re grateful for the opportunity to connect.”



California Promise Neighborhood Network

MEDA is the coordinator of the California Promise Neighborhood Network (CPNN), a group of six Promise Neighborhoods addressing critical issues impacting students and families throughout the state. In 2024, CPNN established three Communities of Practice that bring together diverse stakeholders to share knowledge, develop strategies, and refine approaches that directly improve student success and family well-being across California.

College Retention

To improve retention rates by supporting students to enroll, attend, and graduate from college.

Chronic Absenteeism

To reduce absenteeism through close collaboration with educators and school sites.

Family Resources & System Alignment

To enhance coordination of services that support families, including CalFresh, housing, and healthcare.

CALIFORNIA PROMISE NEIGHBORHOOD NETWORK MEMBERS:

Chula Vista/San Diego Promise Neighborhood
led by SBCS

Corning Promise Neighborhood
led by the Paskenta Band of Nomlaki Indian Tribe

Hayward Promise Neighborhood
led by Cal State University East Bay

Klamath Promise Neighborhood
led by the Yurok Tribe Education Department

Mission Promise Neighborhood
led by Mission Economic Development Agency,

CPNN also worked with Urban Institute, Amanecer Consulting Group, RTI International, and Everyday Impact Consulting to build a statewide infrastructure for California's \$13.5M investment in CPNN.





Policy & Advocacy

2024 BY THE NUMBERS

40

organizational partners were activated to take **80** actions on legislation by attending board meetings, writing letters, and calling lawmakers.

270

community members were activated, empowered, and developed leadership skills through **1,000+** actions, including rallies, forums, and leadership cohorts.

MEDA seeks to create positive change at the local, state, and national levels by mobilizing community members to become civically active and to develop their leadership skills. In 2024, our work emphasized **13 policy provisions** that collectively safeguard access to affordable housing, prioritize cultural placekeeping, and protect street vendors and commercial tenants.

IN 2024, MEDA ORGANIZED FOUR PROGRAMS FOCUSED ON COMMUNITY-DRIVEN SYSTEMS CHANGE:

Mission Youth in Action:

A weekly program for participants ages 15-20 activates youth to name and address the systemic problems impacting them.

Civics for All:

A three-week program for adults fosters a culture of civic responsibility and democratic participation.

Mi Historia:

A 12-week workshop empowers individuals to share personal stories through the lens of identifying a systemic problem that has impacted their lives.

Negocios Unidos por el Cambio:

A series of networking events encourages stronger relationships for local business leaders through training sessions and dialogue.



CLIENT STORY

For **Leonardo**, his connection with MEDA began in 2010 with free tax preparation services, which introduced him to a range of additional programs. Over the following years, Leonardo and his family faced significant housing challenges and persistently worked to find a stable home. In 2021, they secured a home at MEDA's Casa Adelante – 2060 Folsom, an 100% affordable housing development.

This experience inspired Leonardo to advocate for tenants' rights and affordable housing. He has shared his experiences as a member of the **Extremely Low Income (ELI) Coalition**, and in 2024 campaigned for **Prop G**, an initiative to create a **Housing Opportunity Fund**. The measure passed; starting in 2026, it will provide rental subsidies to support ELI community members.

"The approval of Prop G brought me joy because it opens the door for more families," Leonardo says. **"But there's still so much work to do, and it's vital that families know what's available to them."**

On October 15, 2024 MEDA co-hosted a bilingual **Community Forum for the San Francisco Board of Supervisors District 9 election**. Voters in the district were electing a new supervisor for the first time since 2017. All six candidates attended, speaking directly to 150 community members about their vision for and solutions to problems impacting the Mission. MEDA also created ballot guides, with 2,000 copies distributed for the primary and general elections.

Supporters

MEDA deeply appreciates the continual support of our mission.

\$50,000+

All in for Kids

Anonymous

BMO

Bay Area Community Resources

Blue Meridian Partners

Bothin Foundation

California Accountable Communities for Health Initiative

California Department of Financial Protection and Innovation

California Department of Social Services

California Office of Community Partnerships and Strategic Communications

California Office of the Small Business Advocate

California Pollution Control Financing Authority

California Public Utilities Commission

Capital One

Citi

City and County of San Francisco Department of Children, Youth & Their Families

City and County of San Francisco Human Services Agency

City and County of San Francisco Mayor's Office of Housing and Community Development

City and County of San Francisco Office of Civic Engagement & Immigrant Affairs

City and County of San Francisco Office of Economic and Workforce Development

Crankstart

First 5 San Francisco

First Citizens Bank

JPMorgan Chase & Co

Menorah Park Community Impact Fund

NeighborWorks America

Opportunity Finance Network

PNC Financial Services Group

Tipping Point Community

UnidosUS

United Way of the Bay Area

U.S. Bank

U.S. Department of Education

U.S. Department of Health & Human Services

U.S. Department of Housing and Urban Development

Wells Fargo Bank

Younger Family Fund

\$25,000 - \$49,999

Ameriprise Financial
Bank of America
Brightline Defense Project
Hispanic Federation
Self Help for the Elderly
Small Business Anti-Displacement Network

\$10,000 - \$24,999

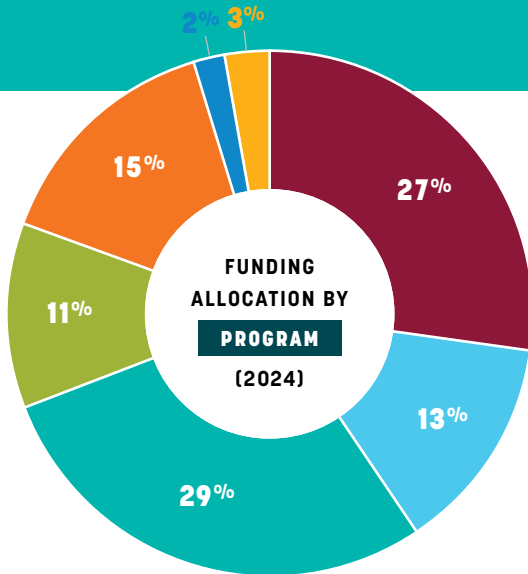
Ally Bank
Amalgamated Bank
Bank of San Francisco
Cahill Contractors
CAMEO
Cathay Bank
CIBC Bank
East West Bank
PolicyLink

\$500 - \$9,999

Allstate Foundation
Anonymous
Antonio Herrera
Arthur J. Gallagher & Co.
BPM LLP
Dr. Carina Marquez
Carpenters Local Union 22
Casey Family Programs
Chime
Chinese for Affirmative Action
Christa Brown & Marco Chavarín
CTBC Bank
Delta Dental Community Care Foundation
Edi Berton & Jeff Lester
Elizabeth Figueredo
Garima Jajoo
Goldfarb & Lipman LLP
Guzman Construction Group
Herman Coliver Locus Architecture
Jill Roberts
Joyce Slen
Joyce Trautman
Longview Foundation

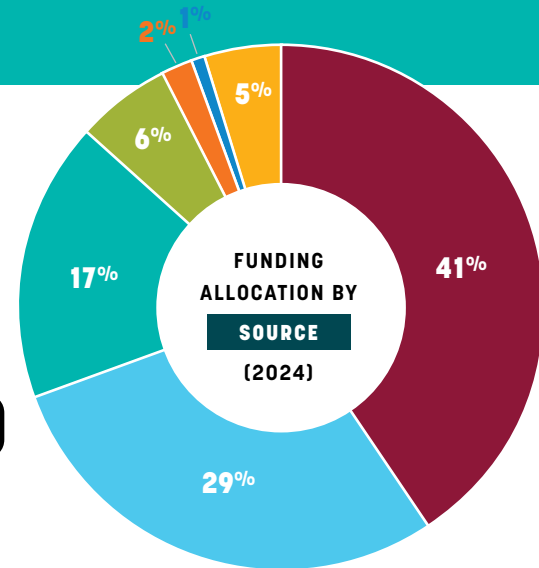
Low Income Investment Fund
Lucy Arellano
Manuel Santamaria
Marcial Chao
Michael Spiegelman
Mission Housing Development Corporation
Mithūn
Nicholas Atchinson
Pacific Gas and Electric Company
Phil and Julie Zigoris
Rafael Yaquían
Rich Gross
Risa Teitelbaum & Leonard A. Fisher
San Francisco Department of Elections
Tanya Borja
Teddy Vasquez Gray King
Tenderloin Neighborhood Development Corporation
University of California San Francisco PEDAL
Victor Vazquez
Whitney Jones
Ysabel Duron

2024 Financials



TOTAL

\$25,430,910



\$6,974,704	Small Sites Program
\$3,352,881	Asset Building Programs
\$7,305,890	Community Real Estate
\$2,899,219	Fondo Adelante
\$3,697,905	Mission Promise Neighborhood
\$549,363	Mission Resource Center (Plaza Adelante)
\$650,948	All Other

\$10,324,824	Grants and Donations
\$7,356,591	Rent
\$4,379,586	City
\$1,513,515	Federal
\$459,981	Developer Fees
\$229,041	Interest
\$1,167,041	All Other (including unrestricted)

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Stay in touch!



MISSION ECONOMIC DEVELOPMENT AGENCY

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