



IMPACT REPORT

Guided by Our Values Towards Economic Mobility

2025

Mission Economic Development Agency



A Message From Our CEO



2025 brought significant change, across the country and here at home. The consequences were immediate and real for the families and small businesses we serve. We faced hard decisions. We made them, guided by what has always carried this community forward: our values, our commitment to economic mobility, and our belief in the power of unity.

The collective strength of our Mission community made it possible for the more than **16,000 families** to continue to place their trust in MEDA, and we are honored to walk alongside them on their paths towards upward **economic mobility**. In 2025, we celebrated a decade of Fondo Adelante, our CDFI, which has deployed \$42 million in capital to innovative entrepreneurs to strengthen the economies of communities throughout the Bay Area since its founding in 2015.

In housing, our Community Real Estate program marked the start of construction at Casa Adelante - 1515 South Van Ness, which will bring **168 affordable homes** to the Mission. That is something to celebrate. And our asset-building coaches didn't slow down either as they supported 60 first-time homebuyers and helped **105 families** find affordable housing.

We also invested in the next generation. **Jóvenes Adelante** and **Mission Youth in Action** completed their first full year, giving young people the career skills and the leadership opportunities they deserve. These young neighbors are the future of this community. We are proud to walk alongside them.

A lot changed this year. Our commitment did not. We stayed bold, focused, and grounded in what matters most: the economic mobility for our community. Together, we protected what we have built. And we laid the groundwork for what comes next for our community.

In solidarity,

A handwritten signature in dark ink, appearing to read 'Luis Granados'.

Luis Granados
Chief Executive Officer

MISSION

Rooted in San Francisco's Mission District, MEDA works in partnership to advance economic mobility for Latino communities by fostering community ownership, pathways to opportunity, and lasting systems change.

VISION

MEDA envisions Latinos in San Francisco's Mission District and beyond choosing where to call home, achieving generational wealth, and leading change in the systems that impact their lives.

CORE VALUES

EQUITY • TOGETHERNESS • AUDACITY • ECOSYSTEM • IMPACT

Economic mobility starts with real tools for real families. In 2025, we turned tax prep into asset-building moments. We brought financial coaching into **Mission Promise Neighborhood** schools. And through **Fondo Adelante**, we paired loans with hands-on technical assistance so entrepreneurs could grow and stay rooted in the Mission. This is how we do it. One family, one business at a time.

We went deeper into workforce development this year. **Mission Techies** expanded its IT pre-apprenticeship training. **ECE REACH**, our early childhood education partnership with Felton Institute, Foothill College, and EDvance College, brought more students into early childhood careers. And **Jóvenes Adelante** connected John O'Connell High School students to real career pathways. From students just starting out to legacy business owners, people used the tools and capital to build something lasting, for themselves and for the generations that follow.

Building Pathways to Economic Success



San Francisco Small Business Week

Innovate, Collaborate, Prosper: The Strength of Latino Businesses

In May 2025, Fondo Adelante brought nearly 150 entrepreneurs together at City College Mission Center for **Innovate, Collaborate, Prosper**, a featured event of San Francisco Small Business Week. Mayor Daniel Lurie joined us for an evening of food, music, and real connection. But the numbers behind that night tell the bigger story: **130 businesses** supported and **300 jobs** sustained along the Mission Street Commercial Corridor. When local entrepreneurs thrive, entire neighborhoods do too. That is something worth celebrating.

2025 by the numbers

6,275

community members served by Asset Building Programs

\$9.5M

returned through 4,565 tax returns filed for free.

2,530

positive financial outcomes (DISC) achieved by coaching.

\$2M

in collective debt reduced — lifting clients' credit scores by an average of 33 points to an average score of 705.

350

job placements at an average wage of \$23/hour

65%

of participants enrolled in Early Childhood Education and Mission Techies IT courses secured employment

60

John O'Connell high school seniors placed in professional internships through Jóvenes Adelante

350

entrepreneurs supported through Business Development services

\$1.5M

in low-interest loans deployed across 30 new loans to local entrepreneurs

95

95 Mission Commercial Corridor businesses kept open and rooted through technical assistance



At MEDA, we believe land should belong to the community, not the speculative market. That belief drives our Community Real Estate strategy, and in 2025, it produced real results. We broke ground on **Casa Adelante - 1515 South Van Ness**, a development that will bring 168 new affordable homes to the Mission. We also secured critical funding for Phase 1 of **Marvel in the Mission** at 1979 Mission Street, which will bring 136 units of Permanent Supportive Housing to one of the most transformative development sites in San Francisco.

But building homes is only part of what we do. We know that stable housing is where economic mobility begins. When a family has a stable address, everything else becomes possible: holding a job, raising children, building savings. That is why our support does not stop at the front door. We provide eviction defense when families need it most. We help residents navigate DAHLIA to find affordable rentals. And we walk **first-time homebuyers** through the process of building equity, many of them for the first time in their lives

Anchoring Community through Housing & Cultural Placekeeping



Small Sites Where Memories Live, Families Stay

For the residents of **2059-2061 Mission Street**, this nearly century-old building is not just housing. It is where they have raised families, built memories, and put down roots. When MEDA acquired the property in 2024, the goal was clear: preserve those roots. In 2025, comprehensive renovations got underway, made possible through the support of the San Francisco Housing Accelerator Fund, bringing the building up to modern safety standards while honoring its history. One resident said it best: "It's exciting, even though it's not my house and I don't own it. I've experienced joy there, sadness, everything. And it's beautiful that they are going to be renovating it."

2025 by the numbers

2,022

affordable housing units in portfolio and pipeline.

2,141

residents in MEDA affordable housing

11

nonprofit housed in MEDA properties

52

commercial tenants, 192 jobs sustained in MEDA affordable housing buildings

1,530

families supported with 5,780 BMR applications, 105 placed in affordable homes

60

first-time homeowners — 42% Latino — securing \$21 million in total mortgage value

18

households protected from eviction. 94 families served through Eviction Defense

Through the Mission Promise Neighborhood, MEDA leads a cradle-to-career ecosystem that connects academic support with family economic services, right inside MPN schools. In 2025, our **Family Success Coaches** earned advanced certifications, deepening their ability to link a child's progress in school to their family's financial security. That connection is at the heart of what we do.

Across the pipeline, MPN partners drove real, measurable gains: stronger kindergarten readiness, targeted strategies to reduce chronic absenteeism, and post-secondary support that helped students persist through graduation. And we did not stop at the Mission. We laid the groundwork for the Promise City initiative to extend this model across San Francisco, and convened the California Promise Neighborhood Network throughout the year, strengthening place-based initiatives statewide.

Scaling Cradle-to-Career Opportunities



A Transformative Model

Nancy Zimpher Courage in Leadership Award

At the 2025 Cradle to Career Network Convening in Atlanta, MEDA was honored with **StriveTogether's Nancy Zimpher Courage in Leadership Award** — recognizing thirteen years of bold, place-based transformation in the Mission District. The national award spotlights MEDA's comprehensive cradle-to-career model, which provides pathways to success for low-income Latino families from prenatal support to economic opportunity. It is a powerful validation that the Mission Promise Neighborhood model is setting the standard nationally.

2025 by the numbers

675

unique clients served by
Family Success Coaches

180

families contributing
to Kindergarten to
College (K2C) savings

660

referrals made to connect
families to resources

17%

increase in kindergarten
readiness at MPN schools. From
32% to 49% since 2022–23

CA PROMISE
NEIGHBORHOOD NETWORK

\$16.6M

in annual returns on about \$4.2 million
in yearly costs. That is a **\$4 return for
every \$1 invested** in California's
Promise Neighborhoods

MEDA's approach to systems change is rooted in the belief that those most impacted by policy must shape it. We develop community leaders and give them the tools to drive change at the city, state, and national levels — including the next generation, through **Mission Youth in Action**, our leadership and civic engagement program for high school students. In 2025, that collective power advanced the **Mission Action Plan 2030 (MAP2030)** and the expansion of the Mission Cultural District, secured protections for street food vendors and Microenterprise Home Kitchen Operations (MEHKO), and pushed forward housing preservation policies.

Our reach extends beyond the Mission too. Through national coalitions and partnerships, we train nonprofits to replicate our community wealth-building strategies. What we have built here is a model. And we are committed to sharing it.

Advancing Systems Change & Community Power



A Global Mission

The Mission Shows What's Possible

In October, San Francisco hosted the **World Economic Forum's 2025 Urban Transformation Summit**, bringing more than 300 leaders from 30 countries to address inclusive growth and resilience. MEDA led Impact Tours through the Mission District, putting our model on display, not as theory, but as working practice. Visitors walked the corridors, met entrepreneurs, and saw firsthand how community-led development transforms neighborhoods. For Mission residents, it was a powerful affirmation: the community they've fought to protect is now a model the world is learning from.

2025 by the numbers

44

organizations engaged in MEDA-led trainings

1,610

audience members reached at conferences and Impact Tours

40

conferences presented at

26

Impact Tours hosted

16

policy provisions retained, passed, amended, or opposed

230

advocacy actions taken by MEDA staff and community members

Supporters

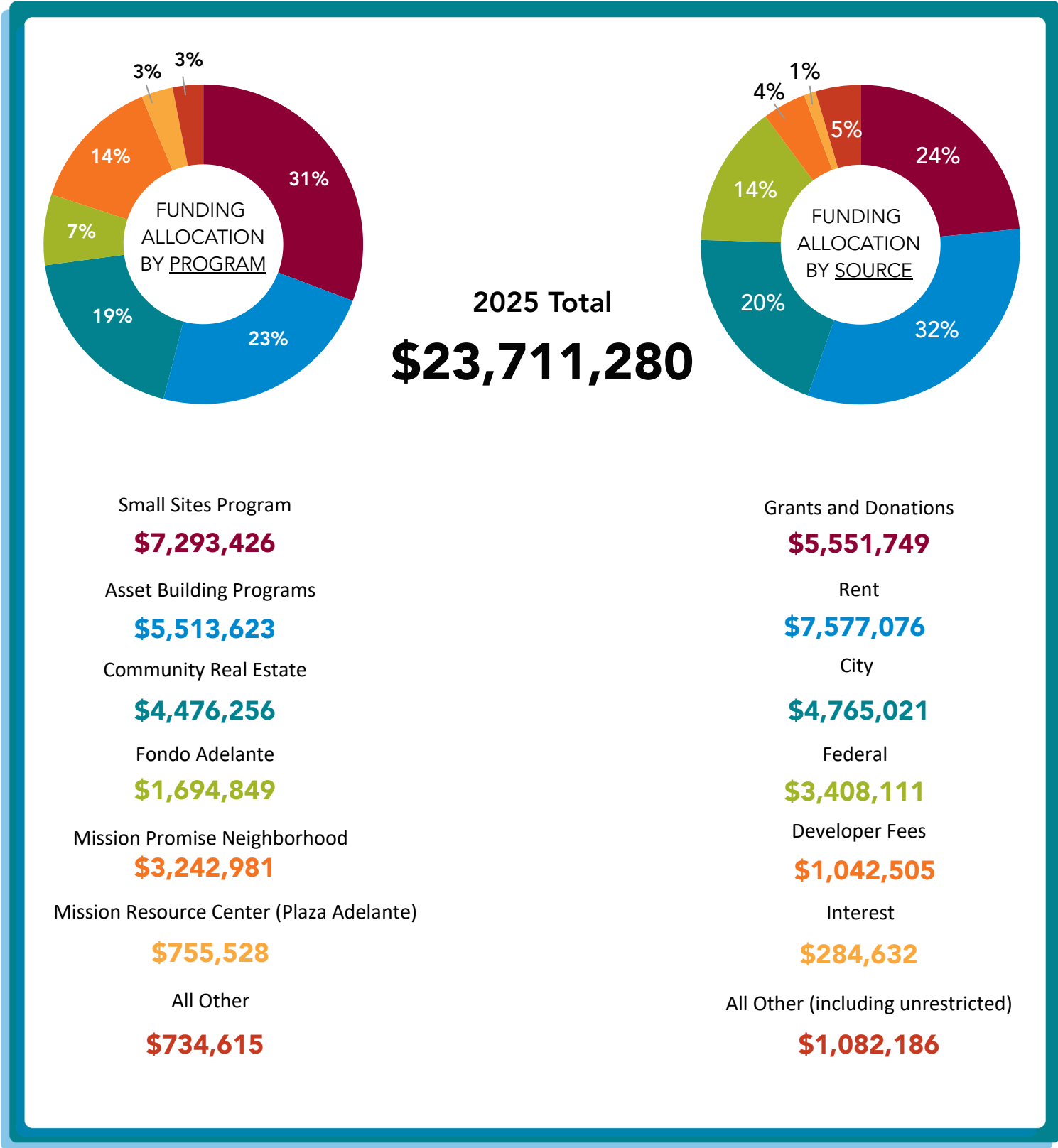
A Community of Changemakers

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- Ally Bank
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- Bank of America
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- Brightline Defense via PowerPac Foundation
- Christa Brown & Marco Chavarín
- Eduardo Cabrera
- Cahill Contractors
- 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 (CalOSBA)
- California Pollution Control Financing Authority
- California Public Utilities Commission
- California Wellness Foundation
- CAMEO Network
- Capital One
- Carpenters Local Union 22
- Casey Family Programs
- Cathay Bank
- Stan Chen of BerryClean
- CIBC Bank
- Citi Foundation
- City & County of San Francisco Department of Children, Youth & Their Families
- City & County of San Francisco Department of Early Childhood
- City & County of San Francisco Human Services Agency
- City & County of San Francisco Mayor's Office of Housing and Community Development
- City & County of San Francisco Office of Economic and Workforce Development
- City National Bank
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- Carina Marquez, MD, MPH
- JPMorganChase
- Latino Prosperity
- Luz Impact Strategies
- Eddy Martinez
- Menorah Park Community Impact Fund
- Mission Housing Development Corporation
- MITHÜN
- National Association for Latino Community Asset Builders
- NeighborWorks America
- Oakland Fund for Public Innovation
- Pacific Gas and Electric Company
- PNC Financial Services Group
- PolicyLink
- Steven & Lara Rajninger
- River City Bank
- Jill Roberts
- Emily Sands
- San Francisco Foundation
- San Francisco Housing Accelerator Fund
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- Jacob Sorensen
- Michael Spiegelman
- Sprouts Chef Training
- The California Wellness Foundation
- Tipping Point Community
- Minoru Tomijima
- UnidosUS
- U.S. Bank
- U.S. Department of Education
- U.S. Department of Housing and Urban Development
- U.S. Department of Health & Human Services
- United Way Bay Area
- Teddy Vasquez King
- Wells Fargo Foundation
- Rafael Yaquian
- Younger Family Fund
- Phil and Julie Zigoris

We thank the 70 other individual donors for their vital contributions to MEDA in support of the communities of the Mission District and San Francisco.

Stewardship of Community Trust

2025 Revenue Sources



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Adelante. Since 1973.

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