

# UnidosUS Convening

## January 23-24, 2020 at MEDA



### Building equity through Latino wealth, place and power — and creating a movement across the nation

MEDA is proud to have been honored as the “2019 UnidosUS Affiliate of the Year” and, as a key responsibility, had the opportunity to host fellow affiliates in our home in San Francisco’s Mission District. At this two-day event, our nonprofit welcomed Latino-led and serving organizational partners from urban and rural communities from all over the country.

The sessions and discussions brought in UnidosUS’ framework of **Latino narrative, scaling and leadership** for its 269 affiliates, which includes 60 in California alone. MEDA’s own mission and vision aligns with this framework, as we work to reverse the trend of displacement and create place in San Francisco’s Mission District, long a welcoming hub offering culturally relevant services for Latino immigrants. MEDA’s work can be replicated nationwide.

The goal of the UnidosUS affiliates’ convening was not only to showcase MEDA’s community development ecosystem and impact, but also to build momentum for the national Latino equity movement. That includes capacity building by: sharing how MEDA has developed each strategy, with tangible tips and tools that others can use in their communities; and sharing lessons learned from challenges and works in progress, relating how have we overcome and/or what steps we are taking to course correct. Building coalition presents opportunities for partnerships, fund development, best practice exchange, advocacy and collective impact. **There was a specific focus on 2020, with this being a crucial year for our community.** MEDA and attendees are excited to continue to leverage the UnidosUS network for technical assistance, access to capital and political connections to capitalize on the Latino and immigrant community’s inherent strengths for wealth, place and power-building — for decades and generations to come.



**“We need to continue to connect resources and share best practices. These workshops were invaluable for our community!”**

— Attendee’s comment at closing session

#AffiliatesConvene

### BY THE NUMBERS

2  
days

50+  
attendees from across the U.S.

5  
workshops

3  
walking tours

5  
Latino-owned businesses patronized

25+  
action commitments made

5+  
community partners showcased

### Mission Economic Development Agency (MEDA)

# UNIDOSUS AFFILIATE

2019 AFFILIATE OF THE YEAR



## Action commitments — 25+ made!

Throughout the two-day event, and documented in the closeout session, there were over 25 action commitments made — by attendees, by MEDA and by UnidosUS itself.

For example:

- Many attendees committed to taking bolder approaches in their communities.
- MEDA committed to continuing to share its strategies.
- UnidosUS committed to continuing to make policy and resource connections.

## Workshop topics

### ✓ Generational wealth-building continuum

How to move from a foundation of transactional to transformational services, placing families' life goals at the center.

### ✓ Community ownership and cultural placekeeping

How to respond to skyrocketing residential and commercial real estate prices, and insufficient affordable development, to become involved in community real estate to maintain place.

### ✓ Scaling Latino-led CDFIs

Investment in communities of color too often results in our displacement, and capital is out of reach for us. CDFIs are one answer.

### ✓ Establishing and mobilizing a 501(c)(4)

By viewing community members as partners and constituents, a 501(c)(4) can layer civic engagement and leadership into services and programs. The goal is systems change to build Latino equity.

### ✓ Data and evaluation's role in movement-building

Movement-building requires a range of coordinated efforts, community mobilization and strategic partnerships. Data bridges the gap.



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