

# The MEDA Viva Model

## Capacity Building to Strengthen Financial Capability in Your Community

Mission Economic Development Agency (MEDA), a trusted San Francisco nonprofit, for over four decades, has defined best practices for providing impactful support to individuals and families in the Mission District, a primarily Latino immigrant neighborhood.

MEDA clients come to us for help with a variety of personal goals - ranging from career and income mobility; education for their children; quality, affordable housing and eventual homeownership; to starting a business or building credit. We use these as a foundation for a much bigger financial conversation. By integrating financial capability education and coaching into more specific Asset Building programs, we equip our clients with additional knowledge and tools to succeed, as well as establish a long-lasting healthy relationship with money. Such financial health means clients ultimately build generational assets, while advancing social justice in their community.

MEDA is uniquely positioned to share our model with similar organizations across the country and leverage our integrated financial capability training practices. Our proven approach translates to a scalable model that is customizable to each organization's specific client base.



Our comprehensive Viva package includes:

- Customized integration plan
- Training guides & modules:
  - Financial Capability Orientation Workshop
  - Financial Coaching Advanced Financial & Credit Coaching
  - Evaluation Framework
- Client Financial Assessment worksheets & Action Plan checklists
- Story cards and spinner activity tools
- Dropbox access to digital copies of all materials
- Technical assistance by MEDA experts

Mission Economic Development Agency (MEDA)

PLAZA ADELANTE: 2301 Mission Street, Suite 301, San Francisco, CA 94110 | (415) 282-3334 | [medasf.org](http://medasf.org) | SOCIAL: @medasf

## The MEDA Viva Model

It takes thoughtful, integrated and culturally specific financial coaching to transform the future for low- to moderate-income and immigrant communities and to support families to thrive.

In the first year of adoption of MEDA's shared model, partner organizations nationally have achieved:

**2,205**

Unduplicated clients

**\$21,935**

Average debt reduction per client

**48 Points**

Average credit score increase per client

**\$4,926**

Average savings increase per client

### TESTIMONIALS

"Credit is a scary beast – it was so nice to have a warm hand to hold as we figured out this process. Even with all the other resources we have, MEDA was the most responsive and helpful".

VENTURES, SEATTLE, WA

"This project gave us the time and space to look at what we are doing around financial capability, the importance of the work, and to think about evaluation in a real way. It helped to better define what financial capability is, and how it can be better integrated into other programming."

CRHDC, DENVER, CO

### CONTACT

MEDA is ready to assist your organization and partners to build capacity in your community!

Contact us to learn how: Lucy Arellano,  
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