



MAAC
LIQB Presentation
September 2024

About MAAC

MAAC was founded in 1965 by a group of community leaders seeking to bring access to better opportunities for families in San Diego County's southern region.

Today, MAAC builds on its **roots in economic development and advocacy** as we work towards equity and justice for communities throughout San Diego and Imperial Counties.

We proudly serve nearly **100,000 people** each year and have a regional economic impact exceeding **\$200 million.**



Our Mission

Maximizing self-sufficiency with families and individuals through high-quality programs and advocacy in our communities.



Who we serve

PARTICIPANT DEMOGRAPHICS

Primary Language

English

61%

Spanish

28%

Arabic

8%

Other

3%

Race

9% African American /Black

5% Asian American

4% Middle Eastern /Northern African

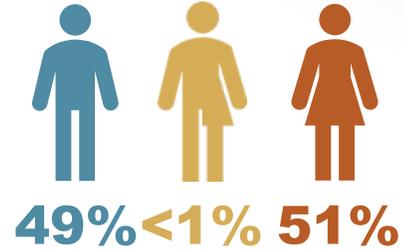
1% Native American /Alaskan Native

31% White /Caucasian

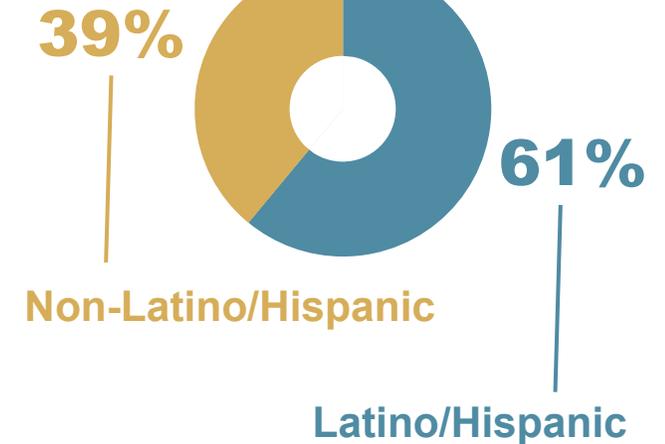
2% Two or More Races

49% Other

Gender



Ethnicity



Our Reach

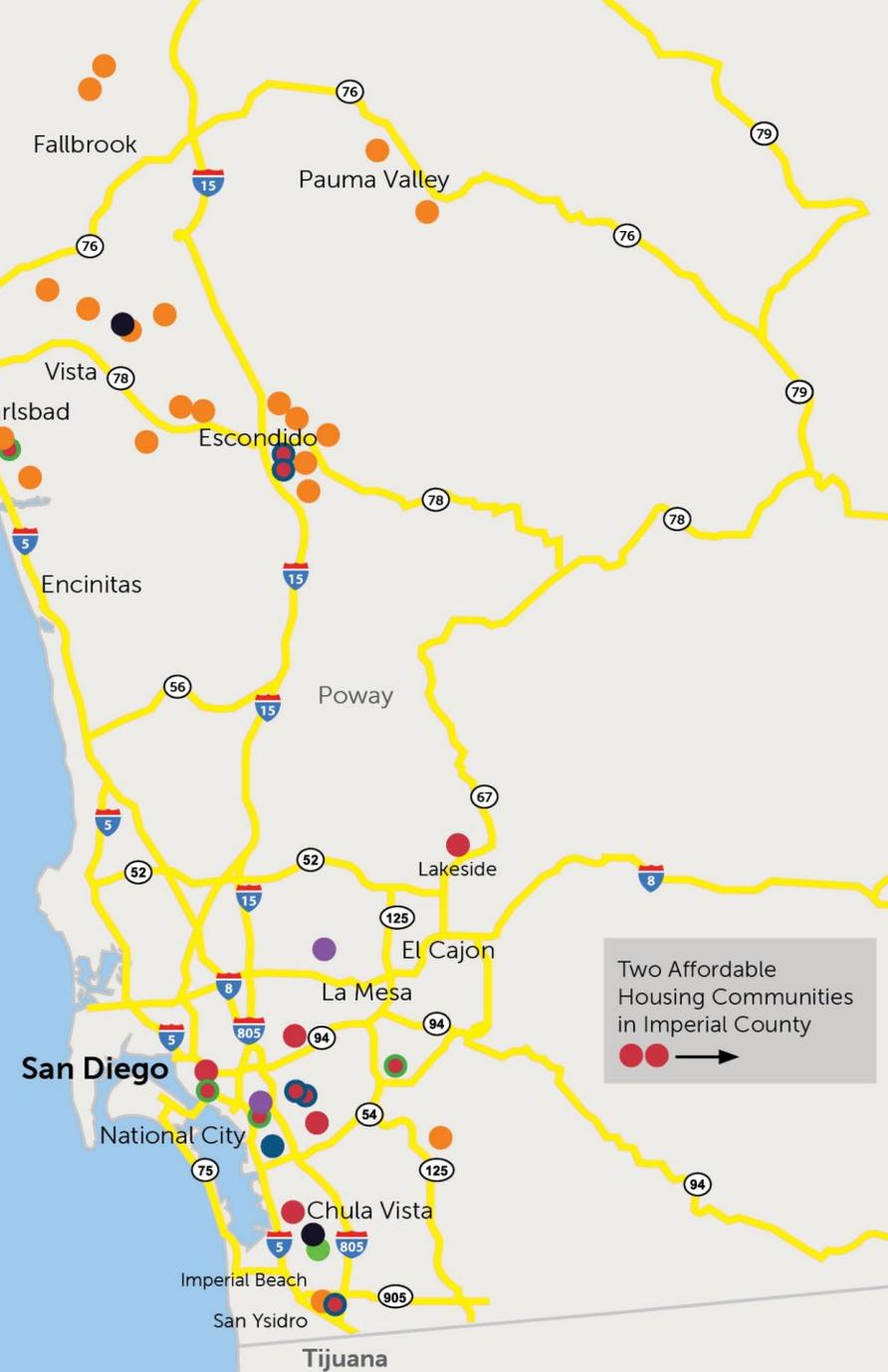
MAAC's services can be found countywide from Fallbrook to San Ysidro and from Imperial County to the beaches, spanning over 327 miles.

Our reach is wide because the need is vast.

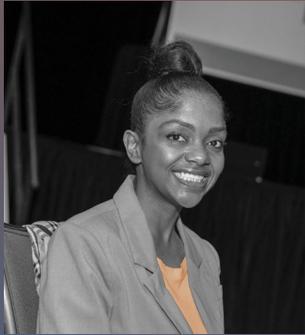


MAAC SERVICES

- Housing
- Housing – in Construction/Pipeline
- Housing – Renovation Projects
- Child Development Centers
- Recovery Homes
- Administrative Offices
- Charter School
- Weatherization



Pathways of Service



Advocacy & Leadership Development

We provide our staff, residents, and participants with the tools to become champions of social change at the local and state level.



Economic Development

We provide a framework for training and education services for individuals seeking greater career opportunities.



Education

From our child development programs to our charter high school, we leverage the power of education to break the cycle of poverty.



Health & Well-Being

Our comprehensive approach benefits children and families impacted by challenges to their health and well-being.



Housing

We address barriers to housing stability, allowing individuals and families to pursue opportunities that improve their quality of life.

Education

PATHWAYS AND PROGRAMS

From our child development programs to our charter high school, we leverage the power of education to develop leaders and break the cycle of poverty.

- MAAC Community Charter School (MCCS)
- Colibri MX Scholarship
- Child Development (Head Start, Early Head Start, and State Preschool)

Health & Well-Being

PATHWAYS AND PROGRAMS

We address challenges to health, safety, and overall well-being faced by children and their families to increase their opportunities for financial advancement and success.

- Driving under the Influence (DUI) Education
- Substance Abuse Recovery Homes

Housing

PATHWAYS AND PROGRAMS

By providing access to affordable homes and addressing barriers to housing stability, we support individuals and their families in their pursuit of greater economic mobility.

MAAC has a current portfolio of 1,184 affordable homes across San Diego and Imperial Counties.

Our Real Estate Development Team has 11 projects currently in the development pipeline across San Diego County that will:

- Provide 440 renovated units at existing communities
- Add 1,175 new homes to our portfolio

Housing

PATHWAYS AND PROGRAMS

- Hillside Views (Oak Park/ Webster)
- Laurel Tree (Carlsbad)
- Mercado (Barrio Logan)
- San Martin de Porres (Spring Valley)
- Seniors on Broadway (Chula Vista)
- Valencia Point (Valencia)
- Villa Lakeshore (Lakeside)
- Ventana al Sur (San Ysidro)
- Worthing del Sol / Worthington la Luna (Imperial)
- Add 1,175 new homes to our portfolio (Escondido / National City)

Advocacy & Leadership Development

PATHWAYS AND PROGRAMS

Embedded in each of our programs, we provide training and resources to support community members in advocating on behalf of policies that strengthen their families and communities.

- Advocacy Days at Local, State, and National Levels
- Voter Registration
- Opportunities for Civic Engagement

Economic Development

PATHWAYS AND PROGRAMS

We open doors to greater economic opportunities by providing employment training and financial education to individuals seeking to transform their lives.

Community Resource Navigation

- Community Partner Referrals
- Resource Navigation
- Food Insecurity Assistance and Distribution
- Energy & Water Assistance
- Weatherization Services

Family Asset Building

- Electric Vehicle Access
- Financial Empowerment
- Lending Circles
- Volunteer Income Tax Assistance (VITA)
- Emergency Housing Assistance

Workforce Development

- Next Level ECE Apprenticeship
- Next Level Parent
- Next Level Youth
- Unidos in Finance

Economic Development

\$6.2M Invested

In Building Economic Strength
of Individuals and Families

\$2M Returned
through VITA

To 2,138 Participants



\$1.2M Distributed
in Food & Diapers

At 7 Sites Across the County

More than

90,000
Individuals Served

Through Economic
Development Programs



Workforce Development

- **Next Level ECE Apprenticeship**
 - 18 month paid apprenticeship program in early childhood education. Tuition, supportive services, OJT, etc.
- **Next Level Parent**
 - Workforce program for MAAC HS and EHS parents to gain skills and certification for gainful employment. Education and job search support, supportive services, etc.
- **Next Level Youth**
 - Workforce program for 18-24 year old opportunity youth seeking certification for gainful employment within 1 year. Tuition support, supportive services, internship/externship assistance, job search navigation, etc.
- **Unidos in Finance**
 - Training program for bilingual individuals interested in the banking and finance industry. Free 2-7 week training, industry networking, supportive services, job search navigation support, etc.



Asset Building

- **Electric Vehicle Access**
 - Education and outreach for Electric Vehicles; workshops, credit building and financial education support, purchase and loan application support; special financing for eligible households
- **Financial Empowerment**
 - Financial Coaching and Financial Counseling; financial education workshops
- **Lending Circles**
 - Credit building and social savings program; financial education
- **Volunteer Income Tax Assistance (VITA)**
 - Free tax preparation services for income eligible households; ITIN application assistance
- **Emergency Housing Assistance**
 - Vista Emergency Housing Assistance Program to reduce homelessness and keep people in their homes



Workforce Development & Asset Building

204

\$645K

Incentives and Rebates
Secured Through
EV Access Program

Lending Circles

\$17.5K

In Loans Between 30 People
Currently at 0% Default

New Participants
Enrolled in Next Level Youth, Next Level Parent
and Unidos in Finance Programs

NEXT LEVEL

Early Care & Education Apprenticeship Program

Launched with 25 Participants
in the First Cohort

Community Resource Navigation

- **Community Partner Referrals**
 - STEP Centers located at all affordable housing properties available for residents and community members
- **Resource Navigation**
 - Assistance navigating and applying for social benefits, barrier supports, and self sufficiency based on self sufficiency matrix
- **Food Insecurity Assistance and Distribution**
 - Monthly food distributions at 7 sites; CalFresh application assistance; etc.

Healthy Homes

Energy & Water Assistance

Zip Code and income restricted utilities assistance programs

Weatherization Services

Free home repairs designed to reduce energy consumption for a healthier home

- Current Contracts:
 - LIHEAP
 - SLIHEAP
 - DOE
 - RHA
 - SDG&E



Strategic Changes to Energy and Weatherization in 2024

- **Energy & Weatherization Assistance process NOW starts online**
 - Energy and WX Interest Form integrated with Salesforce system
 - Energy Application sent electronically with DocuSign capability
 - In person appointments available / call volume decreased / completed application time decreased
- **Weatherization Documents go Digital**
 - WX has deployed tablets to all work crews to assist with document integrity and integration into Salesforce system
 - Digitizing files to be integrated into Salesforce

Weatherization & Utilities Assistance

5,071

Households

Served through

- Energy Assistance
- Water Assistance
- Weatherization Services

\$3.4M

Utilities Assistance
Provided



742

Homes
Weatherized





THANK YOU
MAACproject.org

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