

# Connections

by Mission Fed

Your Quarterly Corporate Update  
Spring 2025



## Spring in Our Step

Your membership helps make the positive impact we make in our community possible - and that's why we have a spring in our step after this first quarter of 2025! This Connections by Mission Fed newsletter highlights some of the many community happenings we participated in.

## “Community is Everything” Fund

Mission Fed launched the second part of the “Community is Everything” fund, inviting all nonprofits throughout San Diego County to apply for special one-time grants. Entries closed on March 31, and we're proud to report we had over 200 nonprofits apply for funding! More to come in Q2 about which organizations are the lucky recipients.

This fund is infusing an extra \$500,000 into the community, on top of the more than \$1 million Mission Fed donates and raises on an annual basis.



## San Diego Latino Film Festival

Mission Fed proudly sponsored the 32nd annual San Diego Latino Film Festival, a 5-day celebration of Latino cinema, arts and culture that took place in March in Mission Valley. Mission Fed sponsored a family-friendly movie – and more than 160 films were aired and celebrated throughout the event.

One of the larger and well-respected Latino film festivals in the world, the San Diego Latino Film Festival is organized by the Media Arts Center San Diego, a local nonprofit that endorses the inclusion of underrepresented communities in the media arts field and promotes community access to and use of media technology. Learn more at [MediaArtsCenter.org](https://MediaArtsCenter.org).



## The “Cool Women” of San Diego

Each year Girl Scouts San Diego honor exemplary women whose personal and professional lives make them consummate role models for girls at its annual Cool Women event. These female leaders share the spotlight with the Emerging Leader Girl Scouts for an inspiring celebration. As the Girl Scouts continue to be one of our most treasured partnerships, Mission Fed was a featured Gold Sponsor for the event. Mission Fed also had two female leaders participate in the mentor session with Girl Scouts. Congratulations to all the those honored for their achievements! Learn more at [SDGirlScouts.org](https://SDGirlScouts.org).



## YMCA's Martin Luther King Jr. Human Dignity Awards Breakfast

Each year, Mission Fed serves as an Equality Sponsor at this important and well-attended community event that kicks off the weekend of activities celebrating the life and legacy of Dr. Martin Luther King Jr. We joined more than 1,500 community members. Mission Fed congratulates all community members doing amazing work to keep Dr. King's legacy alive. Learn more at [YMCAsd.org](http://YMCAsd.org).



## Supporting Rady Children's Hospital

During the first quarter each year, Mission Fed has the pleasure of participating in two key events to support our beloved Rady Children's Hospital. The first is the Charity Ball, San Diego's oldest and grandest philanthropic event. Mission Fed once again served as a proud sponsor. Since 1954, Charity Ball has exclusively benefitted Rady Children's and this year's beneficiary was the palliative care program. The second event is Credit Unions for Kids - a nonprofit collaboration of credit unions engaged in fundraising activities for the benefit of Children's Miracle Network Hospitals. Mission Fed and Autoland are Grand Reserve Sponsors for the event, with proceeds for our region going to Rady Children's.



## Helping Our Community Get AHEAD

Mission Fed was instrumental in helping secure a \$100,000 grant benefitting the City Heights Community Development Corporation through Federal Home Loan Bank of San Francisco's Access to Housing and Economic Assistance for Development (AHEAD) Program.

The AHEAD Program enables FHLBank San Francisco members, like Mission Fed, to give a critical boost to local programs and projects that target pressing community needs in low- to moderate-income communities. This includes delivering job training or education programs that support small business, and microlending and microenterprise incubation for low-income entrepreneurs. Proceeds will sustain City Heights CDC's CHOPPED program through 2026, serving San Diego entrepreneurs in food and catering businesses. The eight-week business training program focuses on entrepreneurs across the County of San Diego, including sidewalk vendors, caterers and immigrant-owned restaurants. To learn more about City Heights CDC visit [cityheightscdc.org](http://cityheightscdc.org).



## Proud Partner of the San Diego Padres

Root, root, root for our HOME TEAM! We happily kicked off this season supporting the **San Diego Padres**, continuing our reign as an official Proud Partner. Go Padres!



Federally Insured by NCUA

**MISSION FED**  
CREDIT UNION