



# **Workforce Development Council** **MAAC**

**Economic Development and Workforce Programs**

# 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**

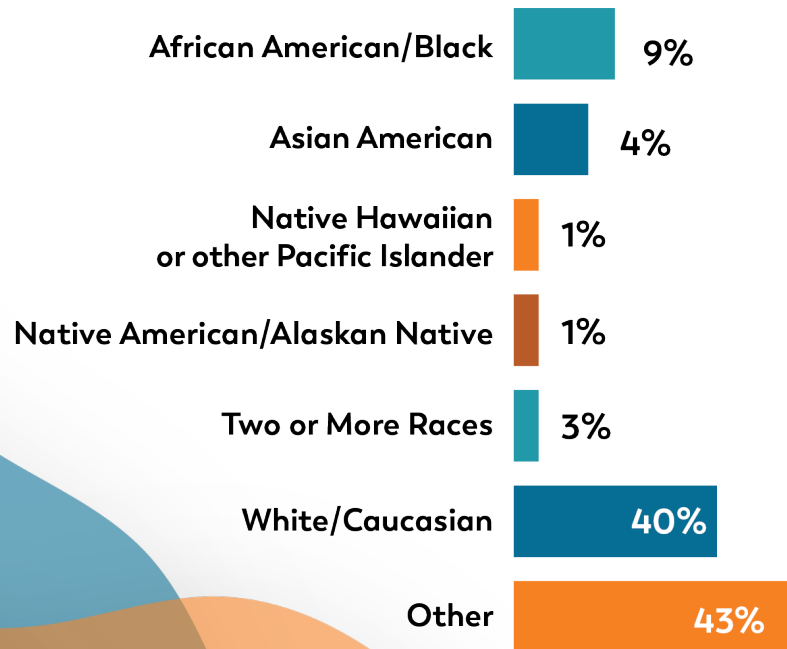
**Maximizing self-sufficiency with families and individuals  
through high-quality programs and advocacy  
in our communities.**



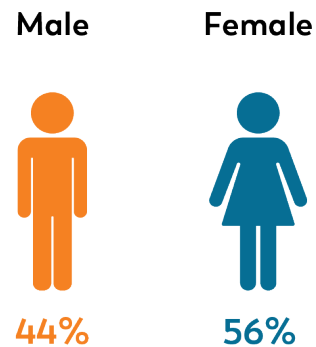
# Who we serve

## PARTICIPANT DEMOGRAPHICS

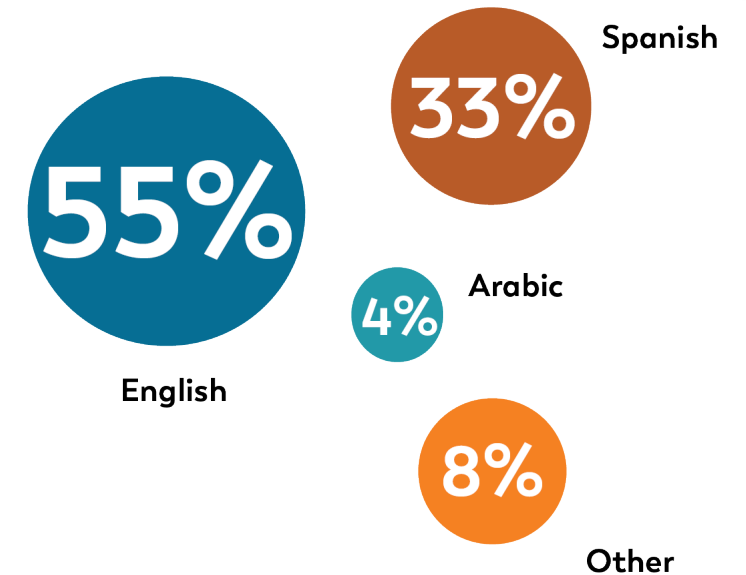
### RACE



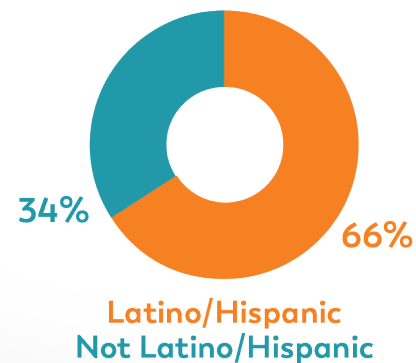
### GENDER



### PRIMARY LANGUAGE



### 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.



# Pathways of Service



## Housing

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



## 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.



## 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 Approach

**MAAC's** economic development approach goes beyond immediate support—it empowers individuals and families to **build lasting financial stability and generational wealth**.

From utility assistance and food access to home weatherization and workforce programs that connect people to better-paying jobs, MAAC helps community members **move from crisis to opportunity**.

Because at MAAC, **a person's** current **financial** situation should never define their **future**.



# 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 Assistance
- Weatherization Services

### Family Asset Building

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

### Workforce Development

- Next Level Workforce Development
- Unidos in Finance
- Next Level ECE Apprenticeship
- Next Level Parent



# 2024 Community Investments



**\$1.2M** paid in emergency assistance for **132** households in Vista



**\$2.1M** in tax refunds returned to **2,282** households through the VITA Program



**\$552K** incentives and rebates secured through electric vehicle access program



**2,133** households received **\$1.7M** in utility bill payment assistance



**\$1.75M** in weatherized home equipment upgrades for **941** homes, saving **~18%** on heat and **7%** on electricity annually



**\$6,580** savings in fees and loan interest by lending circle participants



**\$520K** in tuition & program support for **248** in Next Level Workforce Programs & Unidos in Finance



**\$1.1M** in food distributed to **17,802** families



**256** individuals participated in MAAC's Financial Empowerment Network



# THANK YOU

**Claudia Huerta**

*Director of Economic Development*

Economic Development

[CHuerta@MAACproject.org](mailto:CHuerta@MAACproject.org)

**Christopher Heim**

Programs Manager

*Workforce Development*

Economic Development

[Cheim@MAACproject.org](mailto:Cheim@MAACproject.org)

