



FOR IMMEDIATE RELEASE
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PRESS RELEASE

**MISSION KIDS CO-OP PRESCHOOL TACKLES GENTRIFICATION, EQUITY, AND
EDUCATION HEAD ON WITH GROUNDBREAKING OF NEW SITE IN THE HEART OF THE
MISSION**

New space will serve twice as many underserved families

SAN FRANCISCO – Community leaders are breaking ground on the new home of a highly rated co-op preschool, Mission Kids, doubling its capacity to serve predominantly low- and moderate-income families in the rapidly gentrifying Mission District.

"We need to do more to make sure that families can afford to live in San Francisco and raise their children here," said Mayor London Breed. "This means not only investing in our public education system, but also supporting important community organizations like Mission Kids so that parents have access to high-quality, affordable childcare."

Mission Kids is outgrowing the space it shares with a church and homeless shelter on South Van Ness Avenue. In the new facility at 969 Treat Avenue, the co-op can serve 100 families in the Mission, making a direct impact on gentrification and providing access to high-quality early childhood education for families of all income levels in the Mission and surrounding neighborhoods.

"We are so excited to be moving Mission Kids into a forever home, especially since this means we'll be able to serve twice as many families and stay true to our deep roots in the Mission District," said Directors Heather Lubeck and Christina Maluenda Marchiel. "We look forward to opening our doors to an even larger group of families in 2020!"

The high cost of child care is a source of financial stress for San Francisco families. Parents forced to work fewer hours or move into flexible, lower-paying jobs because they can't find affordable child care make an impossible choice: they are paying today's bills at the expense of their lifetime earnings.

Mission Kids fosters empathy, respect and love of learning with its commitment to bilingual, play-based learning. As a co-operative, all families have a job in the school and participate in its daily operations. Mission Kids has consistently received the highest possible quality rating standards in the annual evaluation by the Office of Early Care and Education. The school has received a certificate of honor from the Mayor of San Francisco for its dedication to providing children of all economic backgrounds a safe and secure place for social and emotional growth.

"We are deeply committed to helping build strong communities and proud to support Mission Kids in securing a brand new, permanent home in the Mission," said Brian Cheu, Deputy Director, Mayor's Office of Housing and Community Development.

Mission Kids Co-op's forever home has been welcomed and supported by numerous local and governmental organizations including: San Francisco Office of Early Care and Education (OECE), Low Income Investment Fund (LIIF), the San Francisco Office of Economic and Workforce Development (OEWD) Nonprofit Sustainability Initiative in partnership with Community Vision, Mayor's Office of Housing and Community Development (MOHCD), First 5 of San Francisco, Mission Economic Development Agency (MEDA), Calle 24 (Latino Cultural District), Mission Greenway, Friends of Parque Niños Unidos, and Dolores Street Community Services.

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