

***For Immediate Release***

## **Leading San Francisco Mission District Organization Appoints New CEO After 40 Years**

*Mission Neighborhood Centers Inc.: Richard M. Ybarra Will Assume Role of CEO, Effective March 1*



**SAN FRANCISCO, CA — Feb. 11, 2021** — The Board of the Mission Neighborhood Centers, Inc. (MNC) has announced its **new Chief Executive Officer, Richard M. Ybarra**. The appointment is effective March 1. Ybarra succeeds Santiago (Sam) Ruiz who recently retired after 40 years as CEO.

As one of San Francisco's *original* Settlement Houses during the late 1800's, MNC continues the same principles embracing the concept of empowerment. For over 60 years, the historic organization has focused on the wide range of culturally sensitive, multi-ethnic, multi-generational community-based services that develops leadership and strengthens families to build strong, healthy and vibrant neighborhoods. MNC has been on the forefront tackling issues of displacement of Latinos and other communities of color, by collaborating with agencies building multi-use affordable housing.

"Following a rigorous search process, we believe we have found someone who is a seasoned nonprofit leader with a long history of working with our communities in California," said Board President Beverly Hayon. "We are certain that he will lead MNC into the future while maintaining a strong connection to our founding cultural roots, and a deep commitment to the stability and strength of our current services."

Ybarra's **extensive experience** in each of **MNC's key focus areas** — children's services, family services, youth services, aging and disability services, and workforce development — will provide a seamless transition to continue MNC's work in the community.

"I'm honored and enthusiastic to have the opportunity to lead Mission Neighborhood Centers. As we face challenging times, I know we can continue building on the strong foundation that has been established by Mr. Ruiz. I look forward to meeting the community," Ybarra said.

Ybarra brings **more than 25 years' experience** to the role. He holds an undergraduate degree from San Diego State University and a **Master of Public Administration** in state and local government from the John. F. Kennedy School of Government at **Harvard University**.

His past experience includes serving as president of Ybarra Consulting Services and CEO of Community Associations Institute in San Diego.

Ybarra has **worked extensively with low income, multi-cultural communities** as well as many of California's political leaders throughout his career. He worked closely with Cesar Chavez helping advance the farmworker's movement.

“We are confident Richard’s experience and background will bring understanding and relevance, while complementing MNC’s past, present, and future,” Hayon said. “We are happy to report that Sam Ruiz has offered his support and assistance during this transitional period at MNC. This will ensure a warm welcome and introduction to members of our MNC community.”

**About Mission Neighborhood Centers, Inc. (MNC)**, is San Francisco's preeminent Latino-led community-based organization. For over 60 years, MNC has been at the forefront of providing early childhood education, social and supportive services to low-income youth, families, and seniors in an engaging, inclusive, culturally appropriate environment that promotes community empowerment and economic prosperity. MNC serves 12 neighborhood centers in the Mission, Excelsior, Mission Bay and Bayview Hunter’s Point communities.

For more info, please visit: [www.mncsf.org](http://www.mncsf.org)

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**Media Contacts:**

Victoria Sanchez De Alba, (650) 270-7810  
*De Alba Communications (for MNC)*

Jackie Wright, (415) 525-0410  
*De Alba Communications (for MNC)*