

A B O U T

# YOLANDA MERAZ



STANISLAUS 2030

Yolanda Meraz is the Program Director at Stanislaus 2030, an initiative dedicated to driving inclusive economic growth and innovation in the region. Ms. Meraz is a nonprofit professional with over 20 years of experience in community investment, philanthropy, Community Development Financial Institutions, marketing, product development, strategic planning, and advocacy. Additionally, she serves as Associate Director for North Valley THRIVE, representing the North San Joaquin region for the California Jobs First initiative.

Before joining Stanislaus 2030, Yolanda served as Chief Strategy Officer for Stanislaus Equity Partners (STEP), a community development corporation that focused on creating pathways to housing and offering technical assistance to small businesses. Prior to her time at STEP, she held the role of Director of Community Investment at the Stanislaus Community Foundation where she worked to promote collaborative and systemic change aimed at building a resilient and inclusive economy in Stanislaus County. She also crafted impactful charitable plans for donors and managed the Foundation's marketing and digital communications efforts. Earlier in her career, Yolanda served as the Marketing Manager for one of the largest Community Development Financial Institutions in the U.S., Self-Help Federal Credit Union.

Yolanda works closely with community leaders, government entities, and philanthropic organizations to attract greater investments and resources to underserved communities. She holds a bachelor's degree in communications from the Universidad Iberoamericana in Mexico and a degree in Computer Graphics from Stanislaus State University. She is a Fulcrum Fellow at the Center for Community Investment.

Yolanda has an extensive history of community involvement. She currently serves as Board Chair for Self-Help Enterprises, and previously served on the boards of Great Valley Academy, and Stanislaus 2030. She resides in Modesto, California, with her husband and two children.



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