ANNUAL REPORT 2018

Our Partners – Empowering San Diego Latinas

The California Wellness Foundation  |  City of San Diego CPPS
MANA de San Diego is a dynamic sisterhood of Latinas bound together by culture, language, and goals. MANA de San Diego is proudly the largest and the most active of the 18 MANA National chapters, with over 475 members and signature programs dedicated to fulfilling its mission.

Because of you, MANA is creating cyclical change at every stage of a Latina’s development.

Starting with our youth...

Hermanitas® Youth Leadership Mentor Program and Tías (Aunts) Program

Acclaimed year-long Mentor Program paired 61 middle and high school Latina students with female professionals, supporting higher education pursuits. Hermanitas® development continues with the support from MANA Tías, providing 40 alumnae with skills-building strategies to effectively navigate the worlds of higher education and adulthood.

Thanks to MANA de San Diego and the Hermanitas Program, I went to Texas on a college trip. I met Latinas in STEM-related fields and increased my passion for science.
- Bernice Gudino, Hermanitas Senior, Class of 2019

Continuing with our college students...

MANA de San Diego Scholarship Program

Rewarded 33 stand-out Latina students with $51,000 in scholarships, enabling post-secondary education pursuits — from associate to doctorate degrees in local or out-of-state colleges and universities.

During the Scholarship ceremony, I was able to witness the brilliance and genius of many more Latinas who were pursuing higher education. As a professor-in-the making, my commitment is to get as many Latinas as possible into a PhD program.
- Yessica Garcia Hernandez, 2018 Scholarship Recipient
Coming full-circle by developing our Latina professionals...

**Latina Success Leadership Program (LSLP) and Latina Success - Mujeres de Éxito Conference**

*LSLP: Nurturing Latina empowerment* through a series of dynamic sessions focusing on professional and personal growth for an impressive 38 graduates. Sessions included leadership development; strategic networking and effective branding; resilience and civic engagement. In 2018, 3 graduates joined the MANA de San Diego Board and 8 joined committees. Plus 3 were appointed to boards and commissions.

*Sustaining Latina advancement* through a bi-annual and bilingual day-long *Success-Éxito Conference* empowering a record 520+ attendees on key life’s paths: professional and personal advancement, finances, civic engagement, advocacy, and wellness.

One of my favorite topics was about knowing your value. As a result, within one month of graduating from LSLP, I not only got the promotion I asked for, but I also received a 30% pay raise.

- Laura Lemos, 2018 Graduate

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**Our goal for 2019 and beyond:**

To impact and improve the lives of over 1,250 Latinas and ensure emerging leaders have the tools and support they need to succeed. Our (soon-to-be) $1 million budget will build a prosperous future for Latinas and the San Diego community! Thank you for all your past support. We need your continued partnership to make this goal possible. Please join us!

- Sofia Salgado, Executive Director, MANA de San Diego

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Thanks to you... MANA had the following 2018 milestones:

- **MANA de San Diego named MANA National Chapter of the Year**
- **Approximately 414 volunteers dedicated 7,049 hours**
- **Membership of over 475**
- **Highest attendance at all MANA events**
IMPACT NUMBERS

2018 Numbers Served

- Latina Success Conference: 47% (520)
- Members: 32% (355)
- Scholarships: 3% (33)
- Hermanitas: 15% (162)
- Latina Success Leadership Program: 3% (38)

2018 Sources of Revenue

- Individuals: 9% ($56,169)
- Government: 3% ($16,952)
- Corporate: 16% ($95,961)
- Foundation Grants: 30% ($180,200)
- Programs: 5% ($28,797)
- Membership: 7% ($45,232)
- Special Events: 18% ($115,707)
- In-kind: 12% ($71,468)

2018 Membership Profile

WORKING PROFESSIONALS

MEMBERSHIP LEVELS

- Leadership/Gold/Silver: 6%
- Small Business: 3%
- Supporting Members: 2%
- Professional: 8%
- Regular: 52%
- Students: 11%
- Seniors: 6%

2018 Board of Directors

Venus Molina, President
Amanda Cheyney, Vice President of Operations
Dr. Ted Martinez, Jr., Vice President of Programs
Elena Perez, Treasurer
April Fernandez, Secretary

Catherine Arambula
Michelle Diaz Agha
Rafael Hurtado
Erica Martinez
Monica Melgoza
Cassandra Mougin
Karina Wong