ANNUAL MEMBERSHIP MEETING

November 13, 2019
WELCOME

Venus Molina, President
Sofia Salgado, Executive Director
OUR PURPOSE

MISSION STATEMENT

MANA de San Diego's mission is to empower Latinas through education, leadership development, community service and advocacy.

As the largest of 16 chapters nationwide, the focus of our local nonprofit organization is to serve and empower our members and to support Latinas of all ages in the greater San Diego community.

OUR VALUES

We are a sisterhood of Latinas bound together by culture that works to empower our members and others in the community through networking, skill building, access to education, advocacy, personal and professional support.
Organizational Chart

Advisory Council

Board of Directors

Strategic and Fundraising Plans

Executive Director

Hermanitas Mentorship Program

MANA Scholarship Program

Latina Success Leadership Program

STAFF

STAFF

Programs Leadership Council

Advocacy

Health

Marketing

Membership

RH 8.26.19 V6
YEAR IN REVIEW
2019 ACCOMPLISHMENTS

• Created Impact Report focusing on data from 2011-2018
• Public Relations Campaign
• Launched 3 Year Strategic Plan with a mid-year Board/Committee Chair retreat
• Inaugural Advisory Council
• Attendance at MANA events is at a record high!
Patty Alvarez: South County Economic Development Corp.’s Binational Endeavor Award
Catherine M Arambula: San Diego East County Chamber of Commerce’s Women in Leadership Award, SD La Raza Lawyers’ Nuestra Familia Award
Lupe Buell: North County Philanthropy Council’s Volunteer of the Year
Mayor Mary Casillas Salas: SDSU’s Cesar Chavez Lifetime Service Award
Adela C. Garcia: Rise San Diego’s Inclusive Leadership Award
Rosa M. Hernandez: Finalist in Coors Light Lideres
Lidia S. Martinez: Leadership California’s Excellence in Leadership Award
Venus Molina: San Diego Chamber of Commerce’s City Hall Savant Award
Aixa Morales: Honorable Secretary of the Navy’s Exemplary Leadership Award
Sara Salas: Distinguished Military Service Award
Sofia Salgado: Hispanic Lifestyle’s Latina of Influence Award, USD’s Libby Award for Excellence in Nonprofit Leadership, UCSD’s Cesar Chavez Award
Venus Molina, Renee Stackhouse, & Norma Chávez: MOXIE Theatre’s Women with Moxie, Grit and Determination
Nora Vargas, Sofia Salgado, & Clarissa Falcon: Assemblywoman Lorena Gonzalez’s 2019 Women of the Year
Adela Garcia & Dr. Lupe Buell: MANA 2019 Super HerMANA Awards
PROGRAM HIGHLIGHTS
HERMANITAS YOUTH LEADERSHIP MENTOR PROGRAM

2018-2019 Chair Elizabeth Escobar
2019-2020 Chair Elisa Villarreal
Tias Chair, Norma Jasso
HERMANITAS PROGRAM 2018-19

Monthly Seminars Focused on:

- Community Building & Service Projects
- College readiness
- Health, Finance, Technology, Arts, Law

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<tr>
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<tbody>
<tr>
<td>No. of pairs</td>
<td>67</td>
<td>61</td>
<td>64</td>
</tr>
<tr>
<td>No. of Seniors</td>
<td>13</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Scholarship Recipients</td>
<td>9 + 3 alumnae</td>
<td>5</td>
<td>7</td>
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<tr>
<td>College Trip</td>
<td>Washington DC</td>
<td>Chicago</td>
<td>Texas</td>
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HERMANITAS PROGRAM 2018-2019

Accomplishments:
1. 100% High School Graduation Rate!
2. Achieved 90% Hermanitas retention rate
3. Advocacy component to college trip to Washington DC
4. The Tias Program served 50 alumnae and hosted a Summer Summit and Winter “Meet & Greet”

2019-2020 Goals:
1. Explore ways to expand the program
2. Expose Hermanitas to more leadership opportunities
3. Tias Program: track Hermanitas Alumnae graduation rates
SCHOLARSHIP PROGRAM

2019 Co-Chairs: Cassandra Mougin & Dr. Marissa Vasquez
### Scholarship Program Data

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Applications</th>
<th>No. of Awarded Scholarships</th>
<th>Amount Awarded</th>
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<tbody>
<tr>
<td>2017</td>
<td>72</td>
<td>26 (7 Hermanitas)</td>
<td>$40,500</td>
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<tr>
<td>2018</td>
<td>81</td>
<td>33 (6 Hermanitas &amp; 5 Hermanitas Alumnae)</td>
<td>$51,000</td>
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<tr>
<td>2019</td>
<td>98</td>
<td>33 (6 Hermanitas &amp; 5 Hermanitas Alumna)</td>
<td>$35,000</td>
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SCHOLARSHIP PROGRAM

Accomplishments:
1. Granted $518,500 in scholarships to date
2. 96% of recipients completed or in progress to complete degree
3. Committee raised $1,000+
4. Committee updated application and selection procedures

2019-2020 Goals:
1. Connect with and track alumnae to support graduation
2. Invite alumnae to attend MANA events and connect with Latina professionals
3. Collaborate with organizations to maximize awards
LATINA SUCCESS LEADERSHIP PROGRAM

Co-Chairs: Adela C. Garcia & Dr. Lupe H. Buell
LATINA SUCCESS LEADERSHIP PROGRAM

Accomplishments
1. Center for Creative Leadership commissioned a case study to show our impact:
   1. 51% improved their professional development
   2. 78% have taken greater work responsibility
   3. 83% became more effective leaders
2. LSLP graduated 32 Latinas bringing YTD total to 182
3. Strengthened alumnae relations

2019-2020 Goals:
1. Increase Advocacy, Civic Engagement by creating a pathway for Alumnae
2. Quarterly “Presente y Futuro” Alumnae gatherings
3. Use LinkedIn for communications and continued education
FINANCIAL POSITION
# Annual Financial Position

<table>
<thead>
<tr>
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<th>2019 (as of 10/31/19)</th>
<th>2018 (as of 10/31/18)</th>
<th>2017 (as of 10/31/17)</th>
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<tbody>
<tr>
<td><strong>Brindis</strong></td>
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<tr>
<td>Total Assets</td>
<td>$406,492</td>
<td>$436,967</td>
<td>$485,000</td>
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<tr>
<td></td>
<td>$315,439 cash + $91,052 other assets</td>
<td>$340,042 cash + $96,925 other assets</td>
<td>$398k cash + $87k other assets</td>
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<tr>
<td>Total Equity</td>
<td>$340,284</td>
<td>$366,325</td>
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<tr>
<td></td>
<td>$278,923 Unrestricted</td>
<td>$300,161 Unrestricted</td>
<td>$283,000 Unrestricted</td>
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<td>$0 Restricted</td>
<td>$0 Restricted</td>
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<td>$61,361 Endowment</td>
<td>$66,164 Endowment</td>
<td>$59,000 Endowment</td>
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<td>Year to Date Gross Revenue</td>
<td>$621,771</td>
<td>$525,498</td>
<td>$426,000</td>
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<td>Year to Date Expenses</td>
<td>$595,297</td>
<td>$493,413</td>
<td>$386,000</td>
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<td>Year to Date Actual Net Income</td>
<td>$26,474</td>
<td>$32,085</td>
<td>$40,000</td>
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FUNDS DEVELOPMENT

Rosa M. Hernandez, Director of Development & Membership Services
External Relation Strategy and Engagement

1. Created a strategy that engaged our community partners year round
2. Created a platform for Latinas to be celebrated at every stage of a woman’s life
3. Impact Report supports that MANA’s programs work, we are the premier Latina organization in the region
4. Paving the way, setting the example
5. 27% ROI in Grants

2019 Top Community Partners
THANK YOU
ADDITIONAL PARTNERS

Creative Images Photography
VENUS MOLINA, NELLIE ANDRADE, LOLITA LIZARRAGA
MEMBERSHIP
MEMBERSHIP

Accomplishments:
1. Strategy and Engagement
   a. Survey, test and develop
   b. Promote and Celebrate
   c. Response to members needs

Member engagement up!
- October 2017: 544 Members
- October 2018: 461 Members
- October 2019: 523 Members

2020 Goals:
1. Continue to strengthen engagement though strategic networking events and topics
2. Execute strategy on technology for growing membership and events
3. Continue to advocate for equity and participation of Latinas and our community through public and private sectors
NETWORKING WITH A PURPOSE!
Mixers, Breakfast & Platicas … Why?

Yearlong Engagement via networking events

Winter/Spring
Platica-Living and Leading with Your Best Self & Breakfast-Latina Advocates: Giving us a voice

Spring/ Summer
Breakfast-How Mentors can help you define your own success? Platica-The Art of Speaking with Confidence

Fall/Winter
Breakfast-Advocacy: How can I create change?
Annual Meeting: Impact Report
Soiree: End of year member celebration and Board recognition

Event Partnerships:
Women’s March & Alzheimer’s Walk
Run Women Run, Political Boot Camp
USD’s SHEXperience: Journey to your Best Self
COMMITTEES
COMMITTEES... GET INVOLVED!

**Advocacy:** Chair, Raquel Maden
- Legislative letters of support
- Hermanitas Training

**Health:** Chair, Dr. Yessica Diaz Roman
- Guest speakers on topics to be woven into MANA’s programs
- Seminar on High Functioning Anxiety for Hermanitas Mentors

**Membership:** Co-Chairs, Patty Campos, Claudia Rempel, Meybol Guerrero
- Member retention and stewardship

**Latina Success Conference:** Chair, Dr. Lupe H. Buell

**Marketing/PR:** Chair, Mia Gonzalez
VISION FOR 2020
2019 Goals...
• Health insurance for staff — Done!
• Continue to increase fundraising by 10-25% — 16% increase!
• Start new 3 year strategic plan — Yes!
• New office space — Open house tonight!

2020 Goals...
• Create strategic plan including fundraising plan
• Strengthen measurement/evaluation plan for programs
• Continue to increase fundraising by 10%
THANK YOU TO OUR 2019 BOARD MEMBERS

Executive Board
Venus Molina — President
Amanda Cheyney — VP of Operations
Dr. Ted Martinez, Jr. — VP of Programs
Elena Perez — Treasurer
Claudia Rempel — Secretary

Rafael Hurtado — Legal Counsel
Catherine M Arambula — Immediate Past President

Board Members-At-Large
Norma Colunga
Susie Fraga
Meybol Guerrero
Juan Carlos Hernandez
David Mier
Cassandra Mougin
Barbara Orozco-Valdivia
Linda Sierra

Outgoing: Amanda Cheyney, Rafael Hurtado, Dr. Ted Martinez, Jr. Elena Perez, Linda Sierra
WELCOME TO NEW 2019 BOARD MEMBERS

Patricia Alvarez, Adriana Mendoza, Sandra Villarreal

MANA DE SAN DIEGO STAFF

• Sofia Salgado
  Executive Director

• Rosa María Hernández
  Director of Development and Member Services

• Alexandra Beltran
  Administrative Assistant

• Matthew Jackson
  Americorps VIP
Questions?
Raffle & Adjournment