



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

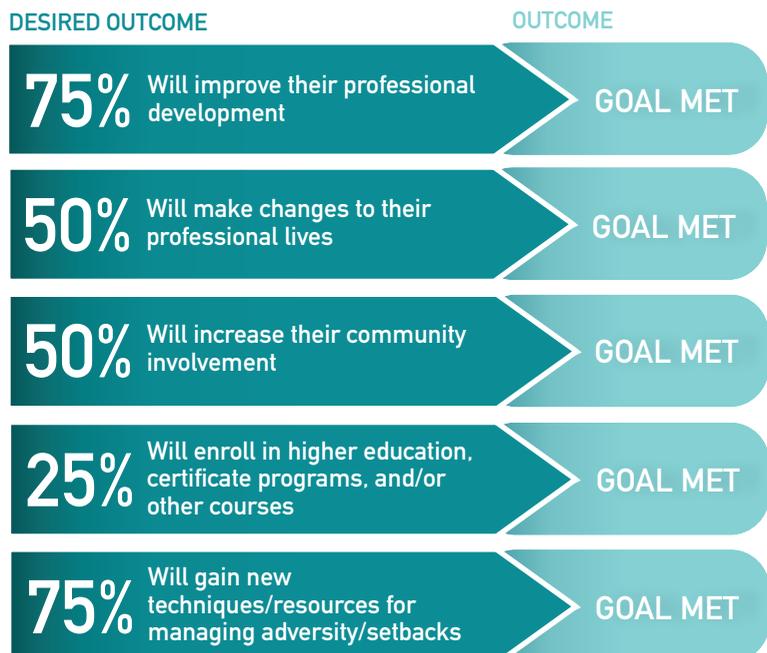
2019  
MANA de San Diego  
IMPACT SUMMARY

LATINA SUCCESS  
LEADERSHIP  
PROGRAM

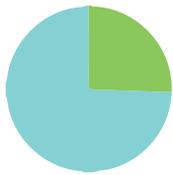


The Latina Success Leadership Program (LSP) was created in 2015 to address the issue of under-representation of Latinas in leadership roles in both business and government. LSP, in partnership with the Center for Creative Leadership (CCL), empowers Latinas through a series of dynamic sessions focusing on professional and personal growth including leadership development, strategic networking, effective personal branding, building resiliency, and increasing civic engagement.

The Outcomes (Cohorts 2015 - 2018)



## The Need



**25.7%**

Latina population in the United States will increase from 16.4% today to 25.7% by 2050\*



**\$0.53**

Earned by Latinas for every dollar earned by white, non-Hispanic men for full-time, year-round work\*



**3.9%**

Percentage of Latinas that are in professional and/or managerial positions

**Less than 1%**

of elected officials nationwide are Latinas\*

Harvard article noted that women of color will be both the majority of the female population and the entire workforce in the U.S. by 2060\*



**MORE THAN 2/3**

of Fortune 500 companies have NO women of color on their board of directors\*

## The Impact



**Improved business profitability**

Firms with diversity at the executive level are 21% more likely to outperform their competitors.\*



**More representative government**

Seven MANA members were elected to government office locally in 2018.\*



**Increased economic growth**

Minority women generate \$361 billion as entrepreneurs, starting companies at 4x the rate of all women-owned businesses.\*



**Increased spending power in the region**

In 2018, Hispanics accounted for \$1.5 trillion of the total US buying power.\*



ArboretaGroup

### Report Purpose and Methodology

In 2019, MANA partnered with Arboreta Group, LLC to take a deeper look at the impact of its programs, highlighting both achievements and lessons learned during the time period in which it shifted from being a solely volunteer run organization to one operated by a small but talented and dedicated staff team. This report, created by Arboreta Group, LLC, includes information from program assessments and a research review of the current state of Latinas in education, employment, government and society at large.

Center for Creative Leadership

\* Full sources can be found in the complete MANA Impact Report on our website, [www.manasd.org](http://www.manasd.org).