I am excited to share with you MANA de San Diego’s (MANASD) new mission statement: transforming communities by empowering Latinas to achieve upward mobility and a better quality of life. With this mission comes a new five-year strategic plan focused on program excellence, strengthening capacity, and sustainability.

MANASD is moving from an established organization to a mature one with close to four decades of history. Hence, our efforts have focused on institutionalizing policies, procedures, and practices; from staff handbooks, and program curricula to Board governance. It is important to document our impact, by measuring programmatic outcomes. We are also implementing best practices for succession planning.

This is also a time for realignment and growth. Growth comes from engaging more of our members as community volunteers. It comes from expanding our collaboration with our community partners – San Diego employers who value diversity, equity, and inclusion. Growth comes from advocacy, raising our members’ voices to support policy issues related to equity in education and the workplace. When Latinas succeed, their families also move forward, and our entire region benefits.

I hope you take the time to read our report. Together with our volunteers, community partners, members, and staff, we are making important contributions to San Diego.

Thank you for being part of our beloved community.
Mission, Vision, and Values

This year MANASD engaged in a months-long process of strategic planning that included updating our mission, vision, and values. We are truly grateful for the hard work and dedication of the staff, board, volunteers, members, and community partners that contributed to our process. A special thank you to our volunteer facilitators from San Diego Social Venture Partners, who guided us in our strategic planning process.

VISION
MANASD inspires Latinas of all ages to reach their full potential through education, leadership development, community building, and advocacy by leveraging engaged members and community partners.

VALUES
Comunidad
We cultivate community and foster meaningful connections, through our programs, initiatives and activities.

Reciprocity
As we have been helped, we want to pay it forward and help others find fulfillment.

Stewardship
We honor our volunteers’ and donors’ investment in our mission by deploying resources responsibly and with a focus on impact.

MISSION
MANA de San Diego transforms communities by empowering Latinas to achieve upward mobility and a better quality of life.
Daniela and Camila

Daniela and Camila are Hermanitas standouts and real life sisters that have benefitted from the long-time partnership between MANASD and the Girl Scouts. Both sisters participated in Girl Scouts Troop 5912 and were encouraged by their troop leader to join the Hermanitas Program. Since joining Hermanitas, both sisters have engaged in educational activities, leadership development, and community service while maintaining an excellent academic record. Both sisters have earned recognition as emerging leaders, with Daniela earning a Gold Award in June 2023, the highest award within the organization, and Camila’s community service project approved by the Girl Scouts Gold Award Committee in November 2022. MANASD plans to expand our partnership with Girl Scouts to have other Hermanitas explore more community service and leadership development work aligned with the Gold Award.

“...The partnership with MANA de San Diego and Girl Scouts San Diego is a great example of two organizations collaborating, learning, and evolving together to create future leaders from our region. Alongside the Hermanitas program, we are also dedicated to supporting girls in discovering and developing their sense of self, allowing them to overcome challenges and gain new opportunities. As we continue working together in the coming years, it is important that we strive to create spaces of belonging and understanding in order to best serve the next generation of leaders.”

Carol Dedrich, Chief Executive Officer at Girl Scouts San Diego

Through MANASD, Daisy has connected to a comunidad of Latinas that have encouraged and assisted her in reaching goals. In 2022, Daisy became a MANASD scholarship recipient, receiving financial support that covered her graduate school applications as she applied to doctoral programs. In 2023, Daisy completed her Master’s degree AND was accepted into the doctoral program in Education at the University of California, Riverside, where she pursue her dream of becoming a professor to assist other students of color.

College Success & Scholarship Programs

The College Success and Scholarship Programs provide ongoing support for Hermanitas alumnae and other Latinas striving to become first-generation college graduates. Jointly, both programs provide Latinas with mentorship, professional development workshops, financial support, and opportunities for career relevant work experiences, such as paid internships, that will ensure they complete their degree and successfully transition to employment that supports their upward mobility and quality of life.

Hermanitas Impacts

- 100% On-time high school graduation
- 100% College admission
- 100% Increase in goal setting & planning skills
- 100% Increase in leadership skills
- 98% Increase in knowledge of college prep process
- 92% Increase in awareness of STEAM careers

College Success Impacts

- 96% College retention rate
- 93% College degree completion within 6 years of HS graduation
- As compared to 20% of first-gen college students in general population who complete a degree

Scholarship Impacts:

- 2022: $78k Awarded to 75 Latinas!
- 2023: $91.5k Awarded to 63 Latinas!

Thank you to Community Health Group for being the major sponsor of MANASD scholarships for the past 3 years.

To learn more about Daisy’s accomplishments go to:

Latina Success Spotlight

Daisy

Latinos are the future of our workforce, making up nearly 50% of K-12 students in San Diego County. MANASD supports the educational attainment of Latinas on their path to careers with upward mobility through Hermanitas®, a nationally acclaimed program that provides Latinas ages 12-18 with one-on-one mentorship, leadership development, career exploration, and college preparation.
Valerie A. Gómez

As we reflect on the successes of this past year, it is important to celebrate the remarkable development of our programs and the individuals that helped us achieve that progress. Our success and ability to achieve our mission is thanks to the combined work of our volunteers, community partners, and staff. The growth of our programs this past year has included exciting changes in the Hermanitas Youth Leadership and Mentorship Program, College Success Program (formerly Tias), Latina Success Leadership Program (LSLP), Scholarship Program, and our newly established STEM Pathways Initiatives.

We take immense pride in the accomplishments we have witnessed among our program participants. Students in our Hermanitas Program have not only gained valuable guidance and support from accomplished mentors but have also discovered their own voices and unique strengths. Through our College Success Program, we have witnessed and assisted young Latinas to overcome obstacles, navigate higher education with confidence, and set their sights on promising careers. LSLP has nurtured a new generation of empowered leaders, equipped with the skills, vision, and passion to make a difference in their communities. Finally, our STEAM Pathways Initiatives have ignited curiosity, creativity, and innovation among students across our programs, fostering their engagement in fields that Latinas have traditionally been underrepresented. These accomplishments are a testament to the dedication of our participants, the unwavering support of their families, and the commitment of our volunteers and staff to create impactful programs that uplift and inspire.

As we reflect on these successes, we are inspired to continue our mission to transform communities by empowering Latinas to achieve upward social mobility and a better quality of life. In the coming years, we hope to implement a holistic approach to meeting our mission through our programs that address the diverse needs of the individuals, families, and communities we serve.

To prepare Latinas for the workforce and for careers with upward mobility, MANASD has collaborated with partners like the Salk Institute, Booz Allen Hamilton, Apple, Illumina, and Bristol Myers Squibb to expose our youth to a broad range of careers, particularly those where Latinas are underrepresented like STEAM, law, and healthcare fields. Thank you to our partners for your support!
Latina Success Leadership Program (LSLP)

The Latina Success Leadership Program (LSLP) was created in 2015 through the efforts of a founding team. In collaboration with the Center for Creative Leadership (CCL), LSLP helps Latinas break the glass ceiling across sectors through series of dynamic personal and professional growth sessions focusing on leadership development, strategic networking, effective personal branding, building resiliency, and increasing civic engagement.

Latina Success

LSLP Impacts

- **240** Graduates/alumnae since 2015!
- **54%** of the MANASD board
- **65%** Have been promoted since participating in LSLP
- **80%** Report being more empowered and effective leaders
- **95%** Continued to work on their leadership development
- **97%** Were able to apply what they learned to further their career

LSLP alumnae give back by being members of the MANASD board.

**Leticia**

Leticia is a long-time herMANA (sister) and rising star at SDG&E. She has volunteered her time and talents to MANASD since 2015, including in her recent role as co-chair of the Tias committee. By supporting Latina youth and young adults through MANASD, as well as participating in the signature Latina Success Leadership Program (LSLP) in 2018, Leticia learned to develop her confidence and leadership skills. After 10 years at SDG&E and shortly after completing LSLP, Leticia earned her first promotion to a supervisory position, giving her the perfect opportunity to put those leadership skills to use every day in the workplace.

Leticia has continued to grow at SDG&E, earning four promotions in the past five years, including being recently named to her current position as Business Planning Manager. SDG&E has not only supported Leticia’s growth but also that of over a dozen other MANASD members who are SDG&E employees. SDG&E is also helping MANASD prepare the next generation of Latina leaders by providing two College Success participants with paid internships and entry level positions, opportunities that have had a critical impact on their career development and upward mobility. Thank you SDG&E for your long-time commitment to MANASD and Latina success!

**Thank you to all SDG&E employees who help raise money for MANA de San Diego. A special thank you to the Witness The Fitness and InIt2GiveIt Teams who were part of an annual company-wide steps challenge against 40+ other SDG&E teams. For the past 4 years these two teams have earned thousands of dollars in grants to support MANA de San Diego scholarships. Thank you to the Witness The Fitness and InIt2GiveIt Teams, as well as all of SDG&E, for their support of MANASD Scholarships.**
In recent years, we have been leveraging our reputation as a trusted, long-time community leader to raise awareness on a range of issues impacting Latinas in our region. Latinas are the largest segment of our workforce but issues like pay inequities, lack of supportive workplace policies, limited availability of childcare, and other obstacles contribute to the underrepresentation of Latinas in leadership roles across sectors. Through advocacy activities like those highlighted on this page, MANASD is leading the charge to change workplace culture in our region to support the upward mobility of Latinas in San Diego County.

**Latina Friendly Workplace**

During our 2022 Latina Success Conference, our full-day education and networking event, MANASD bestowed its first Latina Friendly Workplace Award to California Coastal Credit Union in recognition of its policies, practices, and workplace culture that are creating an environment where Latinas can thrive and achieve upward social mobility.

**Latina Equal Pay Day**

In December 2022, MANASD staff, board, and volunteers joined forces with San Diego Mayor Todd Gloria, County Supervisor Nora Vargas, and other community leaders to bring attention to the continued pay gap that results in Latinas earning $.54 for every dollar earned by her White and/or male peers.

**Legacy Luncheon**

The Latina Legacy Luncheon was created in 2022 to honor the significant contributions of Latinas in our region. Now MANASD brings together our community every March during Women's History Month to celebrate Latinas who are making an impact at a local, state, and/or national level. Our inaugural Legacy luncheon honored local leader and ceiling-breaker, County Supervisor Nora Vargas, while the 2023 Luncheon celebrated a distinguished panel of Latina judges whose election to the judgeships broke ground in their own right. A Super HerMANA who made significant contributions to the MANASD community was also recognized each year.

**Latina Success Conference**

In October of 2022, MANASD held the Latina Success Conference, a MANASD signature event that supports our commitment to Latina development and empowerment. This biennial conference is an all-day educational, inspirational, and networking experience designed to contribute to the professional and personal development of Latinas through workshops on such key topics as leadership development, career development, personal finances, health and wellness, and civic engagement.
Beloved Community

Our impactful programming and events would not be possible without our amazing staff and volunteers!

MANASD is building a pipeline for workforce development within our own organization! In December, we started a pilot program for Hermanitas alumnae. The purpose of this program is to provide young Latinas with professional training and development for a year in order for them to be more competitive in the workforce. As strong advocates of paid internships, we also walk the talk and paid all three of our MANASD interns. This year we were able to hire two of our interns, Athziry Gomez and Diana Lopez, who joined the team as full-time professionals in June of 2023. Both Athziry and Diana are recent graduates of San Diego State University and Athziry is also an Hermanitas alumna! Our third and most recent addition to the team is Yuliza Sanchez, an Hermanitas and College Success alumna! We are so excited to see Yuliza’s growth and we are confident she will have more employment options after her time at MANASD. We are so proud of all our interns!

Speaking of pride, MANASD is grateful for the beloved community of staff and volunteers that makes our work possible! We will have more employment options after her time at MANASD. We are so proud of all our interns!

MANA Staff

Dr. Inez González Perezchica
Executive Director

Valerie A. Gómez
Programs Director

Christine Roberts
Director, Operations and Governance

Fernanda Canchola
Community Relations & Events Manager

Michelle Hadley-Torres
Assistant Director of Programs

Yuliza Sanchez
Front Desk Administrative Assistant

Bianca Arellano
Latina Success Leadership Program Fellow

Athziry Gomez
Marketing and Communications Coordinator

Diana Lopez
Events and Membership Engagement Coordinator

Yuliza Sanchez, an Hermanita and College Success alumna! We are so excited to see Yuliza’s growth and we are confident she will have more employment options after her time at MANASD. We are so proud of all our interns!

MANASD’s is a unique organization co-led by skilled staff and volunteers. The Program Leadership Council (PLC) comprised of committee chairs from our 8 program committees, provides volunteers with an opportunity for genuine leadership within the organization. This group of volunteer leaders acts as a representative body of our general membership and helps to guide the work of MANASD while staying true to the mission of the organization.

Get Involved!

For information on how to become a volunteer, community partner, or a member of our beloved community, please call 619-297-0115 or email us at manasd@manasd.org.
Our work could not be possible without the financial contributions of a variety of sources:

- **44%** Foundation and Government Grants
- **38%** Corporate Giving
- **18%** Memberships and Individual Donations

Thank you to our community partners.