MANA DE SAN DIEGO SINCE 1986

ESPERANZA IN ACTION

Partnership Proposal

Honoring volunteers, strengthening communities, and advancing opportunity at **MANA de San Diego's Legacy Luncheon**

2026

EXECUTIVE SUMMARY

Esperanza in Action is MANA de San Diego's call to collective leadership. It invites investment in the people, pathways, and civic engagement that strengthen families, communities, and the regional economy. At its heart is the **Legacy Luncheon**, a signature event celebrating Latina civic engagement, honoring volunteers, and raising essential funds to sustain scholarships and programs.

Why it matters: Latinas drive San Diego's civic, social, and economic life, leading families and strengthening communities. Yet systemic barriers, rising costs, food insecurity, and under-resourced leadership, limit their impact. Esperanza in Action ensures these leaders and solutions are fully supported to grow, scale, and endure.

Our continuum of programs includes:

- **Hermanitas®:** Latina youth building leadership and workforce pathways.
- **College Success & Scholarships:** First-generation scholars persisting and graduating.
- **Latina Success Leadership Program:** Professionals advancing into leadership and advocacy.
- **LUMI (Latina Upward Mobility Initiative):** Latina mothers stabilizing income and strengthening families.

These programs are powered by more than **150 volunteers** annually, contributing **$300,000 in expertise and mentorship**, which amplifies every dollar and drives measurable impact across families and communities.

IMPACT TO DATE

2,000+
Latina leaders served

15,000+
Family members positively impacted

$900,000+
Invested in scholarships, guaranteed income, and emergency support

93%
college graduation rate among Hermanitas participants who enter higher education

THIS IS ESPERANZA IN ACTION.

LEGACY LUNCHEON

Date and Time: April 17, 2026 from 12:00 - 2:30 P.M.
Location: The Rooftop at Jamul Casino & Resort

The Legacy Luncheon is a MANA de San Diego's re-envisioned signature event that celebrates the power of Latina civic engagement and honors the volunteers who bring MANA de San Diego's mission to life. This luncheon moves beyond a traditional heritage-based celebration to spotlight **impact, action, and collective responsibility**.

The event will:

- Honor and celebrate MANASD volunteers whose service and leadership are building a lasting legacy
- Elevate Esperanza in Action by showcasing civic engagement as a catalyst for upward mobility
- Deepen partner and donor engagement through a mission-centered, values-aligned experience
- Raise critical funds for scholarships, directly investing in Latina educational and leadership pathways

Grounded in the spirit of **esperanza** and **comunidad**, volunteer leadership is honored as a driving force behind community-driven outcomes.

SPONSORSHIP OPPORTUNITIES

Sponsorship of the Legacy Luncheon supports **Esperanza in Action** by investing in civic engagement, volunteer leadership, and scholarships.

Investment & Sponsor Benefits	Origen Sponsor $3,000	Raíces Sponsor $5,000	Camino Sponsor $10,000	Liderazgo Sponsor $25,000	Legado Sponsor $40,000
Volunteers Activated	50	65	80	100	120
Latina Scholarships Funded	—	1	3	6	10
Recognition on MANASD Website & Event Program	★	★	★	★	★
Table at Legacy Luncheon	★	★	★	★	★
Recognition on Event Materials	★	★	★	★	★
Social Media Recognition	—	★	★	★	★
Priority Seating	—	—	★	★	★
Stage Recognition at Event	—	—	—	★	★
Speaking or Video Feature	—	—	—	★	★
VIP Sponsor Access at Latina Success Conference	—	—	—	—	★
Priority Visibility at All 2026 MANASD Events	—	—	—	—	★

STORY HIGHLIGHTS

Sofia

When she joined our program in 9th grade, it was because her mother hoped she would find the kind of community she herself never had, one that could open doors, build confidence, and provide real guidance. Through MANASD programs, she gained the knowledge and tools to navigate the college journey: preparing, applying, and persevering all the way to graduation. Along the way, her Hermanitas mentor and the tias in our College Success program became a powerful support system, reminding her that she was never alone. Scholarships throughout her college years eased the financial burden and allowed her to stay focused on her goals. Today, her journey has come full circle, she is now giving back as a tía herself, supporting the next generation just as others once supported her.

Shantal

Shantal's connection to MANASD is deeply rooted in reciprocity. As a student at César Chávez Elementary, the Hermanitas program introduced her to college-educated career women who inspired her early on. When she returned to San Diego years later, she hoped to give back by "sitting on the other side", and found that not only did MANA still exist, it had grown. Her volunteer journey includes being a dedicated Hermanitas mentor and serving on the Scholarship Committee for 3 years. Today, she proudly co-chairs the Scholarship Committee, has completed MANA de San Diego's Leadership Program, and deepens her impact as the sponsor of a named scholarship, continuing the cycle of mentorship and opportunity for future generations.

MANA DE SAN DIEGO SINCE 1986

INVESTING IN LATINA LEADERSHIP AND CIVIC ENGAGEMENT

We welcome customized sponsorships designed to align with your priorities, whether it's employee engagement and volunteerism, industry-specific workforce or civic leadership interests, or multi-year commitments connected to the Legacy Luncheon.

Esperanza in Action is not symbolic, it is **collective action with measurable results**.

By investing in civic engagement, volunteer leadership, and scholarships, partners help ensure that Latina leaders have the resources, recognition, and support needed to shape a more just and thriving San Diego.

When Latinas lead, esperanza becomes action.

Phone: 619.297.0115

Email: manasd@manasd.org

Website: www.manasd.org

MANA DE SAN DIEGO SINCE 1986