

MANA[®]

A National Latina Organization



MANA, A national Latina Organization, was founded in 1974 as the Mexican-American Women's National Association. MANA's original intent was to provide a voice for Mexican-American women at the national, state and local levels. Since then, the organization has expanded into a diverse group of Latinas in all areas of political, social and professional fields. MANA is the largest pan-Latina organization in the United States.

Its mission includes empowering Latinas through leadership development, community service and advocacy while actively working to create a better quality of life for Hispanics.

MANA programs include: Avanzamos, a primarily member and chapter-based formal leadership development program strengthening Latina community leaders; and Hermanitas[®], a national initiative focused on developing talents and skills of young Latinas in middle and high school.

MANA Programs/ Initiatives

Hermanitas - A program designed to encourage Hispanic adolescent girls to stay in school and pursue high academic goals. This program strives to raise the self-confidence of Latinas, raise expectations for the future, help them excel academically and realize their potential. Approximately 140 elementary, middle and high school Latinas from around the nation participate at the annual National Hermanitas Summer Institute.

Avanzamos - A chapter-based, formal leadership development program for adult Latinas. The goal is to strengthen Latina community leaders through educational programs.

National Training Conference- Annual conference and Child Passenger Safety Training/Child Safety Day

Las Primeras[®] - A celebration of Latina achievement held annually in D.C. in the fall.

State Farm[®] background:

Since 1993, State Farm Insurance has been partnered with MANA. In 2005 State Farm and MANA piloted a Child Safety program in 2005. Called the Child Safety Initiative, members from MANA chapters participate in Child Passenger Safety Technician training. To date, 37 MANA members/State Farm employees have been trained through this partnership. State Farm is also a strong supporter of Las Primeras[®] and Hermanitas programs.

Added Value: MANA brought State Farm to the table with the White House Initiative. Thanks to their recommendation, State Farm is now a trusted and valued partner with this group borne out of the Department of Education. As a result State Farm supported three Feria Educativas in Detroit, El Paso and San Diego where hundreds of parents learned about their legal rights and benefits under No Child Left Behind.

At A Glance:

Contact information:

1725 K Street, NW
Suite 501
Washington, D.C. 20006
www.hermana.org

President:

Alma Morales Riojas

National Numbers

- 20 chapters
- More than 6,000 members

State Farm on MANA Board

- Art Ruiz, Director

MANA CBA Board

- Liaison- Irma Bantista

2007 Events

- MANA Annual Conference/Taining, May 24-27, Santa Fe, NM
- Las Primeras, October 2007

State Farm Contact

- Irma Bantista
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