



# ANNUAL REPORT 2021 - 2022



“ We help Latina women across the Americas to become successful entrepreneurs while living a healthy and balanced life. ”





Solidarity  
Commitment  
Innovation

ANNUAL  
REPORT  
2021 - 2022





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## A Message from Yurani Sandoval Founder and CEO of Women Palante



**YURANI SANDOVAL**  
Founder and CEO  
of Women Palante

Bilingual social entrepreneur,  
13 years of leadership of management,  
grants and public health budget  
for Latin Americas Countries.  
MBA Johns Hopkins Carey  
Business School

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**F**or many people, being an entrepreneur and having your own business signifies financial independence and success. At Women Palante (WP), “success” is defined as being an entrepreneur, and more independent, in all areas of your life, both personal and professional. 2021 has been an exciting and transformational year for the Organization. ***If I had to summarize it in one sentence: “Support beyond entrepreneurship” has become our differentiator.*** This commitment to support our participants in all aspects of their lives lies at the heart of this organization. Our holistic curriculum has helped women to learn how to create successful businesses while simultaneously establishing healthy habits and well-being for themselves and their families.

We support and advise women as they develop their unique business plans and



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launch their businesses. We provide accountability together with encouragement, and in the end, our enterprising mothers found in Women Palante a "family" to develop their business and well-being. I am very pleased to share with you the Annual Report for 2021-2022, which reflects our many achievements during a year of unprecedented challenges. This report highlights the Organization's work to support the economic empowerment of our participants and the steps taken to transform and strengthen our wellness program and approaches.

By the end of 2021 - 2022, the Organization had impacted 320 mothers and 83 children - in just our third year! I am also proud to share that the 19 moms who graduated from our last business program, have received continuous

support even after finishing the program and Women Palante team has met with each of them individually to better understand their journey, as well as their ongoing needs. This type of relationship building helps us to know if our programs are genuinely meeting the needs of the participants, or if we need to consider modifying the approach.

Because of our work in 2021, at least 4 new businesses have been registered, 5 of personal development plans, 19 business plan and 5 financial plan were created and followed, and many valuable connections were built within the Women Palante community. The organization achieved more structure, identified new and different types of income and reached more beneficiaries. In these complex times, Women Palante is immensely grateful to all our partners who have made this growth possible.



We know there are still enormous challenges ahead, which will require strong leadership, many resources, and an unwavering demonstration of solidarity. We will continue to be a strong advocate every day on behalf of our beneficiaries.

Before closing, I would like to take this opportunity to pay tribute to my team, the new Board members, the new donors and partners who believe in us and all the volunteers for their excellent work, unwavering dedication, commitment and love for this work. This is the same love that motivated me to create this organization. Each contribution has allowed the organization to grow, assume more responsibilities, and it has positioned Women Palante as a trusted partner and resource for vulnerable women. Thank you for helping us build that trust.

“

***One of the things I liked the most was the spirit with which the participants are inspired to share their stories, which shows us that we have more similarities than differences. No matter where we come from, no matter what our nationality, we are part of a tribe of women who forges ahead in the challenging moments, during the pandemic and after it (...). Thanks to Yurani and the Women Palante team for these workshops that invite us to grow and remind us that entrepreneurship is a duty.***”

***Marlyn from Venezuela***



# Who We Are

**W**e help Latina women across the Americas to become successful entrepreneurs while living a healthy and balanced life.

Women Palante believes in a holistic approach to entrepreneurship. We encourage and empower Latina women and moms with business ideas to pursue their dreams by helping them to build and hone their business acumen, while also achieving important health, wellness, and personal development goals.

We provide a space for women and moms to connect with other like-minded women, in a bilingual and inclusive environment, to learn from and support one another on their respective journeys. We recognize that each woman may be at a different point in their journey, so we aim to offer services that range from introductory courses to improve financial planning and confidence at home all the way through a comprehensive step-by-step program to launch and scale a business.





WELLNESS &  
PERSONAL  
DEVELOPMENT



ENTREPRENEURSHIP  
ACUMEN



OUR DIFFERENTIATOR

=

INTEGRAL ENTREPRENEUR

“

*As a woman, I have encountered a very nice community, one where I learned about my strengths and how to start my business. As an entrepreneur, and the owner of my business, Women Palante gave me useful tools that helped me to complete tasks.*

*The people who work for Women Palante answered my questions, one by one. I was also afraid to do things and Women Palante pushed me to start, to get out (of my comfort zone), to make myself known.... so I want to thank Women Palante for this beautiful experience. Thanks a lot.*

*Patricia.*

*Graduate of the Mompreneurs program*

”





## Our Programs

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Women Palante's programs are unique because they are specifically designed to address the needs of Latina women and mothers. The educational programming is available in Spanish and English, open to applicants with any immigration status, and always include health, wellness, and personal development components for a comprehensive and holistic approach.

We strive to meet women wherever they may be on their economic em-

powerment journey, so our services are organized into the following areas:

▶▶ **Educational Series**

● **Business Incubators**

! **Community Building**

▶▶ **Educational Series**

This segment focuses on diverse topics within the finance, wellness and personal development space and is catered to relevant needs and interests of the community.

A team of subject matter experts put together a coherent and coordinated curriculum designed to address specific needs identified. We also make sure each series has both an economic empowerment as well as a health and wellness track to ensure the holistic approach in all that we do.

These series serve as a way to introduce women into the Women Palante holistic way of thinking, bringing them to the wider supportive Latina community, and also provide an opportunity for a deeper dive into specific, targeted topics.

### ● **Business Incubators**

These educational courses are more specific to helping women entrepreneurs develop business acumen and to utilize management tools for the development, consolidation, sustainability and/or growth of their businesses, while also learning how to

take care of themselves and their families. Our curriculum is based on a coherent sequence of business, wellness and personal development concepts, instilling that integral approach from the very beginning.

In addition, students have dedicated hours of individual and group support to further refine and develop key components of their project, such as: business costs, design and creation of a business plan, developing and delivering a pitch, marketing, and business habits.

Women Palante currently offers two incubator programs throughout the year:

► **Mompreneurs** - designed specifically for Latina mothers, with a curriculum that addresses needs specific to entrepreneurial minded women with families.



► **Gourmetpreneurs** – designed for Latina women with a food or drink related business idea.

Through Women Palante’s business incubator programs participating women will acquire education, mentorship, guidance, and access to a growing and supportive community. The women are accompanied through the process of establishing their own businesses and finding capital to support them as they reach for their dreams.

After successful completion of one of the business incubator program, participants also have the opportunity to participate in a six-month **Fellowship Program** to continue their well-being and business journey with coaching and mentoring support. Through this program, moms continue to participate in the community and events, helping to connect current and previous participants.







## Community Building

Throughout the year, we organize events that bring together Latina women and mothers, both current and previous participants in the educational courses to foster and encourage an inclusive and supportive environment between like-minded women.

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Through our virtual formats and with improvements in technology, the Women Palante community has become a global one - connecting Latina women and moms from the Washington D.C. metro area to the Americas. Women Palante is working towards having its own online community platform, where members will be able to network with one another, chat and communicate, create groups and posts, and access the online courses and content.



## 2021 - 2022 Program Highlights

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### ● **Momprenuers** September 11, 2021 - November 20, 2021

This was the first time that WP implemented a virtual version of the 14-week business incubator program designed for Latina moms. 19 mothers successfully completed the program, and as a result were required to develop: a business model, a financial plan, and a pitch for their business idea. A participant was recognized as

a graduate if she turned in her assignments and attended at least six of the nine sessions. The average number of attendees per class was 20.

The group had a series of assignments, group sessions and individual coaching as needed to complete the requirements. The business sessions also included a module with Manuel Torres from Digital Nest, who taught the students about digitalization of their businesses and digital marketing – a key piece of modern business.

As part of the program, the mothers identified areas for improvement and

confirmed that their value proposition fits the market. Due to the virtual delivery of the class, WP was able to work with women and organizations in Bolivia, Colombia, and the United States to deliver the content.

WP even supported one of the students to prepare and compete at the Duck Pond Pitch. This required review of her financial projections, pitch presentation, business cards and brochure. The team also helped her rehearse her pitch. The ability to accompany and coach participants for these types of opportunities is something that the students greatly appreciate - as these are often totally new experiences and overwhelming environments. WP is there to support them professionally and emotionally to feel confident and prepared.

During the second half of the program, Women Palante was able to



make some adjustments to the curriculum in order to better address important findings from participant feedback and surveys - especially within the health and wellbeing track. Modules were designed around key topics such as domestic violence, and resources were shared for women in the United States and Latin America needing those types of services. Sessions were also given around tools and strategies to help relieve stress,



create healthy mindsets and encourage stronger self-esteem and confidence – these were very highly rated and well received by the participants.

WP also identified a need to help with health literacy and nutrition, so a class was provided on how to interpret nutritional food labels. Health literacy is a major barrier to quality health, and WP aims to equip women with tools, strategies and resources to make healthier choices for themselves and their loved ones. Additionally, an evaluation for pre-diabetes risk was also given to the participants – fortunately none of the participants were categorized as being at a high risk for pre-diabetes. We encouraged them to take the risk test with loved ones to determine their family’s risk as well.

Participants in the class were asked to create action plans to help them take

tangible steps in their well-being and wellness journeys. And they were then asked to share those action plans with the WP team. One participant shared valuable feedback around how meaningful that exercise was to her, as her plan consisted of making simple, achievable weekly goals for herself: “my sincere thanks for those goals that seemed very small and, in the end, caused so much impact”.







## IRMA

### *Women Palante Entrepreneurs*

*Little help for small and new businesses.*

*Lack of self-care.*

*She was able to quit her job and being fully dedicated to her business.*

“

*The probability of finding organizations that help entrepreneurs with their businesses and at the same time with self-care is very low. And that's what caught my attention the most when I met Women Palante.*”

*To this day, Irma has managed to make many advances to grow personally and professionally with Women Palante and Marisela, who is her life coach, helped Irma to eliminate limiting thoughts, make better use of her time, prioritize and change her habits in order to achieve her goals.*

**Irma** is a Mexican mother living in the U.S. with the dream of progressing and finding new opportunities. Irma developed her venture, a Mexican Restaurant where more than selling food, she seeks to share culture, experiences, customs and values about Mexican cuisine. She described WP's programs as a place where she found a family thanks to the accompaniment and support she has received. Challenges that have prevented her from growing her venture:

*“What I liked the most is the effort, dedication, but above all the love that the Women Palante team has put into this program. I have also learned the importance of taking care of my mental, spiritual and physical health in order to realize my dreams and be able to be a successful entrepreneur (...) And to Women Palante I thank you for the workshops that have changed my life, and I commit to continue working and sharing this program to all those women who are looking to accomplish their dreams.” Irma.*



**ELIDA**

**Elida -Alex DMV Cleaning**

**Elida** is originally from Guatemala and now lives in Washington D.C. She completed the WP Mompreneurs Program in 2019 and the WP accelerator in 2022. Elida decided to open her own cleaning business, Alex DMV Cleaning, despite being in the middle of an unexpected pandemic. Elida says the support of Women Palante was key to being able to launch her business, register her company and even apply for financial aid.

**Elida: “Women Palante was the perfect help.”**

Listen her history in WP podcast here: <https://womenpalante.org/podcast/>.

Visit and support Alex DMV Cleaning business here: <https://alexdmvcleaning.com/>



**MARLYN**

### **Marlyn -Family Power Rising International**

**Marlyn** is a Venezuelan mother living in Maryland who took the course to strengthen her business model. She created a foundation to help immigrant children with their immigration status. She has fostered interest and rapport with future donors through the pitch tips shared in the course, and she was able to identify a niche market currently underserved in the U.S. Women Palante supported her with her business pitch, creating an initial financial plan and her

business card design. As part of the program, she also received “The Best Business Canva Prize”. She gained the confidence to register as a nonprofit in Maryland and was able to apply for a grant with the financial projections and business plan developed with WP. She now shares an office space with WP and has gained access to the Nonprofit Village community.

**Marlyn says Women Palante is “my right hand that has supported me to create my non-profit, providing me with critical pieces such as a financial plan and networking that I did not have before. Also, they have helped me with the official requirements to start a business, and especially with time management as an entrepreneur. WP gave me the opportunity to have a safe place, sharing an office with me, and I felt psychologically safe to be able to move forward while I am growing my social enterprise. Women Palante is my big sister”.**

Visit and support her nonprofit here: [www.familypri.org](http://www.familypri.org)



## ● **Gourmetpreneurs**

**June 8 - July 29, 2022**

This was the third edition of the Gourmetpreneurs program, which has run for several years. After the pandemic, we were excited to return to face-to-face classes and were given a space to use by Cardozo Education Campus in D.C.. The space was very well located so the participants could attend the cooking and nutrition classes in person, while the business classes were maintained in a virtual format. We registered women on the Cardozo Education Campus but also in the surrounding schools: Harriet Tubman Elementary School D.C and Columbia Heights Educational Campus. We had a total of 49 Latinas register for the class, and each class had 5 to 10 participants. 8 women fully completed the course and “graduated” by completing all of the required exercises.

This version of Gourmetpreneurs was done in partnership with the LEDC – and both organizations piloted new

curriculums. WP debuted a new wellness curriculum and nutrition classes that were developed by a nutritionist from the University of Maryland.

The students were asked to give a pitch and prepare a dish as part of their final class. One student was selected as a winner based on innovation, presentation and business pitch and received a \$500 prize. Samira from Dominican Republic won the competition and has used the prize money to buy food materials for her business.

Of the eight graduates, four participants have continued working on building their businesses and continue to receive support from Women Palante. Women Palante is providing ongoing support to each as needed, such as: coaching, technical advice from a chef, business development support, and financial tutoring from the WP team. One student was even connected with a psychologist to address emerging mental health needs.



**GLADYS**



**Gladys, business owner of Delicias Food**

**Gladys** is from El Salvador and living in Washington D.C. during the Gourmetpreneurs Program developed her business idea to provide lunches to constructions workers. She was accepted in the LEDC food accelerator program and received 6 months' rent in Union Kitchen and continues with WP. **Gladys says that this was the first time she finished a program, and she felt able to finish it because she felt so supported by the WP team.**

**LAYLA**



**Layla, business owner of Nader Foods**

**Layla** is from Colombia and with a catering services called Nader Foods. She was part the Gourmetpreneurs program with the objective to structure her business, to develop a financial and business plan. She had the opportunity to connect with financial aid and investors. She continues working with us and has been assigned a life coach to work the work-life balance as an entrepreneur.

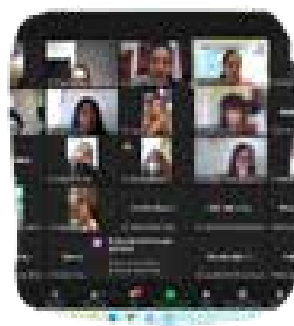
## ● Fellowship Program

4 January 2022 – 31 July, 2022

Women Palante supported six mompreneurs to continue growing their businesses and their personal development plans for an additional six months after the completion of the incubator program. To participate, the “fellows” need to set goals and commit themselves to their well-being and to their businesses.

With the more individualized focus in the fellowship program, the WP team can help the entrepreneurs in a more targeted way. For example, the WP team noticed that several of the women were afraid to raise the prices of their products – despite changing market conditions or increasing costs. Much of the resistance to increase prices was due to low self-esteem. The WP team was able to support the women in overcoming this barrier through targeted coaching and the support of a psychologist to help overcome self-esteem and confiden-





ce barriers – thus helping these women create healthier business models.

Additionally, a two-part approach was done to help with the financial planning and projections. First, each participant was asked to take part in Excel classes, helping the women better understand how to use the powerful tool. Additional individualized and personalized sessions were provided for each participant. The second part of the module was a finance class, in which the fellows had to prepare the costs and revenues of their business for the last three to five

years and the production/delivery costs of their product/service at the moment. This class was also individual and personalized, and it was a prerequisite to have attended the Excel class.

A marketing module was also offered to the fellows to provide education around brand management, customer definition and the sales process. The teacher, a high level marketing professional, reviewed and discussed what strategies would be most useful for the business of each fellow in individualized sessions.

The fourth module focused on the creation of a web page for each of the participants. A designer was recruited to meet individually with each of the participants to help them establish the needs and focus of a web page for their business. It should be noted that the web pages are still in progress. This is a service that WP is actively trying to recruit for as it is increasingly critical for new businesses.

Fellows also have access to mentoring and coaching sessions as part of the fellowship. The mentoring sessions are tailored according to the needs of the mothers. The mentorship can be more business-focused or it can be more emotional support and self-esteem building. They have access to this mentoring for the duration of the fellowship.

As an additional perk and as part of the wellness and wellbeing cultivation, biweekly Wellness sessions were held in which mothers attended a Yoga sessions guided by teacher and volunteer María Ximena.



**ESTELLA**



***Estella women business owner of Estrella de Oro***

***Estella*** is a Colombian mother who has had a small business for more than five years, but had never formalized it. Her company, *Estrella de Oro*, focuses on the manufacture and distribution of garments for religious use. With Women Palante she legalized her company with the chamber of commerce and registered it as a business. She also developed strategies to grow her



*business with clear objectives and planning goals. She also received emotional support with her coach and achieved a more confident business mindset.*

***Estella says that Women Palante is breaking down barriers from the heart.***

If you want to support, her or buy a  
Click here: [wa.link/k61y2u](https://wa.link/k61y2u)



**MARISELA**

### **Marisela Life Coach**

**Marisela** is an Argentinean mother whose goal as an entrepreneur was to make her way into the U.S. market as a coach. At the beginning of the fellowship, even though she knew she was successfully selling her services, it was hard for her to believe that she could offer her services at a higher price. At Women Palante we helped her to build the confidence that entrepreneurs need and to be able to see herself as a successful coach. As part of the fellowship and with the help of her mentor, Marisela improved her



*online presentation, created strategies to increase sales, and her conversion rates, sales, and revenues improved.*

**Marisela says Women Palante “has been my guiding star to realize my entrepreneurial dreams”.**

If you would like to schedule a coaching session with Marisela, please contact here:

<https://mariselazonis.com/>



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## JENNIFER

**Jennifer, business owner of Parents Rise Network**

**Jennifer** found Women Palante in one of the social networks, I was looking for strategic alliances and partners to help me edit and finish the curriculum of my workshops -Power Skills Academy-, but Women Palante went beyond that, even though I am not Latina, they help me in the creation of Young Parent Elevation Network (Ypen), providing me with administrative support, networking, mentors, connections.

**Women Palante and I are passionate advocates on social issues, we both know what means being single and young mothers.**



## HELEN

### **Helen, business owner of Creaciones Kira**

**Helen** is a mother from Bolivia, and owner of Creaciones Kira, a company dedicated to the design and creation of crochet items using a specific technique called amigurumis.

● ● ● ●

*Helen expressed her gratitude in tears during our graduation ceremony and reached out to WP with a personal message letting the team know that when the program started, she was going through the most difficult time of her life.*

*Below is part of her testimony around the program:*

● ● ● ●

***“It helped me a lot since I was able to face my challenges with an action plan and goals that I set for myself to overcome everything.***

***Now I have more time for myself. I delegate the chores in my house since before I did everything by myself and without any rest because I believed that it was my responsibility and my work to take care of the house and also the food.***



***I am important, perhaps not always for my family, but I am valuable to me and that is what should matter.***

***Your support is what gave me strength to continue. I started the action plan, but you were my strength. You gave me the courage - thank you.***

***I will never finish thanking you and the program. I felt all the vibes from the first moment.”***

Listen to her story here:

<https://womenpalante.org/podcast/episodio-03-entrevista-a-hellen-serie-womenpalante-emprender-es-deber/>

*This testimony further supports our assessment for the need to put an even greater focus on mental health for the next program. Given the past two years especially, we feel this is what is most needed at this time and*

*will trickle into all other areas of the participants’ lives, positively affecting their entrepreneurial and general life goals.*

*Additionally, with the sponsorship and support of the Healthy Americas Foundation, Women Palante was able to offer additional services to those who successfully complete the series. The WP Executive Director and team completed individual interviews one-on-one with each of the “graduate” students from the series. Based on the results of the interviews – and with the assistance of the Healthy Americas Foundation - Women Palante is providing an additional six months of support to those graduates to achieve one wellness goal and business support with NonProfit Village.*



►► **Educational Series  
Wellness, Health and Success  
Series**

**July 31 - September 4, 2021**

WP offered a series of six virtual workshops for Latina mompreneurs as part of the Wellness, Health and Success Program. The sessions were held on Saturdays, and covered both personal and professional development, with specific content aimed at Latina mothers with an interest in running their own businesses. Participants learned about entrepreneurship but also about how to improve their self-esteem, nutrition habits and

empower themselves effectively to achieve success.

The virtual format of the course allowed WP to reach women from across the Americas region, including participants from Bolivia, Chile, Colombia, Costa Rica, El Salvador, Mexico and Spain as well as women in the US and Washington DC area. 149 women registered to take the classes, which included 42 women that had previously taken WP courses before and more than 90 brand new participants. 29 women were able to participate thanks to scholarships that were provided by 10 generous sponsors.














Women Palante worked closely with its sponsors and other supporters and was able to provide rewards and prizes each week to the participants - examples included access to digital business communities, virtual sessions to learn how to improve time management, child care, coaching sessions.



## ▶▶ Wellness, Health and Success Series Speakers

Speakers		Workshops
 <p><b>Dra. Jane Delgado</b></p>	<p>Clinical psychologist, health advocate, non-profit executive and author of 2 books. President and CEO of the National Alliance for Hispanic Health</p>	<p><b>How to Create Mental Health and Wellness as a Mom Entrepreneur:</b> Creating Mental Health and Wellness as a Mom Entrepreneur: They Received Signs of Emotional Exhaustion, Depression, and More Important Recovery Tips So They Can Reduce Stress and Take Care of Their Mental Health</p>
 <p><b>Angela Neira</b></p>	<p>Microcredit Program Director at Life Asset Inc. Instructor for a small business program and has her own family business</p>	<p><b>How to be a mom entrepreneur during and after the pandemic:</b> In this workshop we talked about the meaning of being an entrepreneur, its benefits, the useful tips and strategies to start a business and the game of balancing work and personal life.</p>
 <p><b>Leydi Mendez</b></p>	<p>Educator for families in Positive Discipline, providing them with clear and safe tools to apply at home</p>	<p><b>Caring for Children as a Mompreneur:</b> Mothers learned how they can conquer the challenges of running a business, raising a family, starting/managing the ups and downs of being a mom and an entrepreneur at the same time.</p>
 <p><b>Jainewel Romero</b></p>	<p>Clinical Psychologist Specialist in Sexuality and Certified Ontological Coach with Business Specialization</p>	<p><b>Being a successful entrepreneurial couple:</b> Being a successful entrepreneurial couple: Aprended to integrate their partner in their business journey, to maintain healthy relationships and to manage the pressure and the lows of their business in the relationship</p>

 <p><b>Margie Balas</b></p>	<p>Nutritionist with a master's degree in Health Sciences. She has more than 15 years of experience teaching mother-child feeding courses</p>	<p><b>Nutrition as a Mompreneur:</b> This was an interactive workshop on nutrition knowledge, ways to improve health outcomes, and foster healthy eating habits in your role as an entrepreneur</p>
 <p><b>Carla Briceno</b></p>	<p>CEO and founder of Bixal Solution. Leads the strategic direction and operations of the company and manages a group of strategists</p>	<p><b>Mompreneur Success Stories:</b> The panel was attended by mompreneurs who shared stories of how they took ideas and turned them into reality and their best advice. This workshop had a time for the participants to inspire each other and network.</p>
 <p><b>Alicia Castillo</b></p>	<p>International venture capital expert, angel investor and founder of Wealthing VC Club</p>	
 <p><b>Alexandra Navarro</b></p>	<p>Executive with successful experience in the development of strategies and planning of large projects, initiatives and programs with impact in Latino communities</p>	
 <p><b>Diana Zuluaga</b></p>	<p>Founder and CEO of the Digital Business Institute, pioneers in new digital professions such as online business coach certification, Launch Managers and the Digital Persuasion method</p>	

## Success Stories Series Program



“  
**María de la Luz from México:**

“What I liked the most was the great professionalism and coherence of each of the presenters. I learned from them to manage my work and family time more effectively. A thousand thanks to our sponsors: iLife asset, Nonprofit Village and Lafayette, their support for the Latino community is of great value. To Women Palante I want to express my great respect and admiration, they are a great example and inspiration for the Latina women. Thank you very much for these workshops!”

“

**Olga from Colombia:**

We had the opportunity to receive education and training in mental health, family budget, parenting guidelines, and talk about how to undertake entrepreneurship as a couple. All these are very practical and useful strategies to be able to determine what our entrepreneurship project is, but also to be able to balance them with our household activities. ...I want to thank all the sponsors and Women Palante of course.”



“

**Viviana from Colombia:**

We were able to address the issue of how to be an entrepreneur and a mother at the same time, balancing those two things in life in an integral way helped me understand that there must be a balance between work and family. This is high-value information. Thank you very much for this initiative and for making me and many moms participate in this program, we value it very much and I hope to participate in future occasions. ”





## Community Building

### Events

#### **Thanksgiving Celebration and Graduation from the Wellness, Health and Success Program**

On November 20, 2021, WP celebrated the graduation of 19 mothers who

successfully finished the online “Wellness, Health and Success Program” and also prepared a Thanksgiving celebration for our volunteers, tutors, advisors, team, and to introduce the new Board of Directors. The celebration also coincided with Woman Entrepreneur’s day.

## Zumbathon and Global Giving Fundraisers

In September of 2021, Women Palante was accepted into Global Giving, a nonprofit accelerator to help with fundraising for non-profit organizations.

WP organized a two-hour Zumbathon, a dance event, as part of its fundraising efforts. This Zumbathon was possible thanks to Stone Ridge School of the Sacred Heart in Maryland, as well as several volunteers, including certified Zumba instructors who donated their time and local businesses who donated prizes to raffle off. WP Mompreneurs were also given the opportunity to sell their products and merchandise on site during the event.



**In Spring of 2022**, WP repeated the Zumba/dance related event and named it a “dance-a-thon” which allowed WP to incorporate a wider variety of dance styles into the event. There were 14 businesses that partially and totally donated their sales to the foundation and also provided prizes to raffle off. The event was supported by Stone Ridge School of the Sacred Heart DCG Friends Group and was timed to provide yet another opportunity to celebrate Mother’s Day. The event had 3 sponsors: Sports and Health, Ignite and Arepazone.





## Woman Impact Summit

The Woman Impact Summit is an annual 5-day event focused on sharing different ways to approach economic opportunities generated from governmental institutions, private sector, and regional leaders who are working on special initiatives for women.

WP had the opportunity to participate in this virtual event where four women from the community were given the opportunity to make a pitch and network.



## How We Do It

### Partnerships

WP maintains 23 alliances with organizations and foundations in different territories. This year was the first time the foundation reached Latin American countries. Women Palante formally established itself in Montgomery County in 2021, and with the support of Nonprofit Village and Montgomery County Economic Development Corporation (MCEDC) has a co-working space where we can hold meetings and set up classes and courses for our participants.

Additionally, WP provided referrals to 3 microloans in the Washington D.C. area for entrepreneur participants – they each received \$2,000 for their businesses.





*"I am passionate about the vision of Women Palante because it empowers women regardless of race, color, culture, nationality, economic or social situation" Luis.*

*"I like to help mothers because I feel that by seeking their well-being, I am inherently helping an entire family. When I guide a mother in her diet, for example, her children and even her partner improve their health for life" Monica.*

## Volunteers

WP has a growing body of diverse and experienced volunteers. Volunteers support WP and its programs and beneficiaries in finance, nutrition, writing, event organization, programs, and coaching. The organization grew from 16 volunteers to 34 this year, which allowed WP to develop some new programmatic components and also extend the reach of the organization to new women and mothers. The volunteers are geographically widespread and are located around the United States, Hawaii, Mexico, Colombia, and Africa.

*"Throughout my more than 20 years of working in nonprofits, there are only a few organizations that give back to the community as well as Women Palante does, and Yurani's leadership, that's another reason I choose to volunteer." Elly.*

# Sponsors



capitol hill  
community foundation



## Partnerships



MONTGOMERY COUNTY  
 ECONOMIC DEVELOPMENT  
 CORPORATION MARYLAND



Co-funded by the  
 Erasmus+ Programme  
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ELANET



Y2Y | YOUTH TO YOUTH  
 COMMUNITY  
 engage, inspire, empower



Fundación  
 Santa Isabel



Universidad  
 Tecnológica  
 de Bolívar

CARTAGENA DE INDIAS



Laboratorio de Creatividad e Innovación







## Marketing

### Podcast

In 2022, Women Palante started the podcast series “Emprender es Deber” (“Entrepreneurship is a Duty”). In the series WP communications volunteers interview beneficiaries of our programs so they can tell their stories. They also talk about the issues that concern Latina entrepreneurs today, as well as emphasizing the WP holistic approach to entrepreneurship.

Listen to it here

<https://womenpalante.org/podcast/>

### Blog

Women Palante’s blog was developed and launched in April 2022, where experts, volunteers and different guests provide tools and resources to the Women Palante community.

## Demographics

This year WP is focusing on developing a solid database that allows the foundation to track and collect relevant information about each program participant. The platform is called CiviCRM, used by many non-profit organizations with analysis tools, reports, email marketing, integrations with other applications, among other functions.

As the organization becomes more familiar with the program, the goal is to track demographics and impact per program.

For example, here are some demographics for the participants in the Wellness, Health and Success program.



## Education

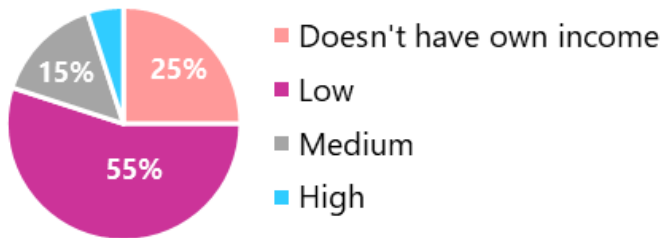
Level of education	N° of participants
Primary	7
High school	31
Technician	37
University	32

(Table 1. Level of education mothers)

## Revenue

Income level of the Wellness, Health and Success participants is as follows:<sup>1</sup>

**Graph 4. % Income (women)**



### 1. Income Definition:

Low Income: \$10.95 dollar per hour.

Medium Income: \$10.95 to \$30 dollar per hour.

High: \$30 dollar and up per hour.

## Motivations to enroll in Wellness, Health and Success<sup>2</sup>

**Graph 5. % Motivations (women)**



### 2. Has an entrepreneurship means:

Are the founders and creators of products or services and working on developing them. Some examples in WP are: cooking, arts, crafting, nanny, printing, etc.

Has a small business: A business which functions on a small-scale level involves less capital investment, less number of labor and fewer machines to operate is known as a small business. Some examples in WP are: food industry, catering nonprofits, coaching, vicarage sewing, etc.

## Key Achievements 2021 - 2022

01

New Co-working space in NonProfit Village, Montgomery County which allows expansion and implementation of our Programs.

40

02

New Board of Directors helping to take Women Palante to the next level: financial projections, programming content, endowment and fundraising strategies were developed.

03

Founder and CEO dedicated fulltime to Women Palante to help with growth and implementation

04

Four programs implemented in D.C, Montgomery County and even Latin America virtually.

# 05

Added customized content to provide resources and support to help Latina women address domestic violence in our programming

# 07

In fiscal year 2021-2022, Women Palante received \$30,678 in financial contributions and revenue for the year.

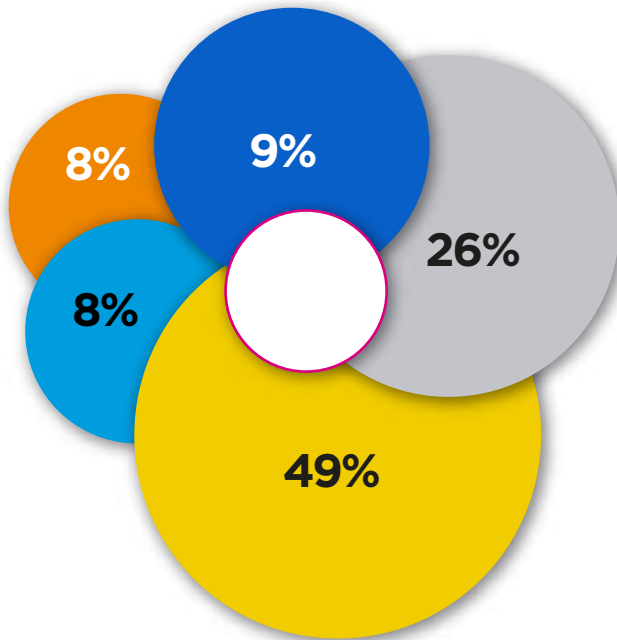
# 06

Support Latina women with domestic violence case.

# Financial Support

We appreciate the generous support of our growing and diverse group of donors. for investing over \$30,678 in Women Palante in 2021 - 2022. Women Palante ensures that these contributions make a direct impact on the Latina women economic development and wellbeing. Last year, 49% of our total expenditures went directly to Women Palante's programs.

42

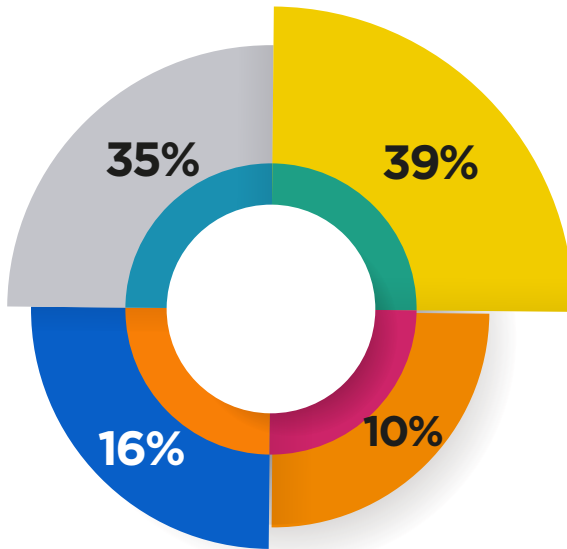
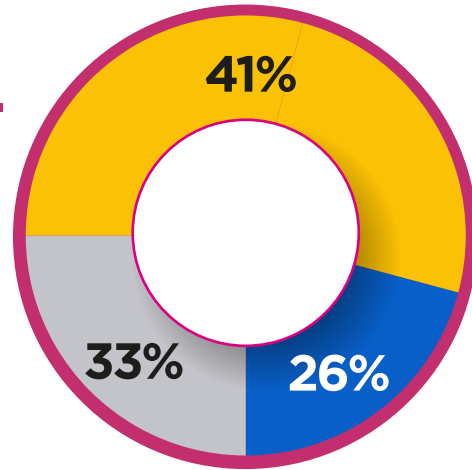


## Expenses Participation 21-22

- Professional fees program expenses
- Profesional fees generalo & Administration
- Marketing General & Administration
- Office espenses general & Administration
- Others

## Income Participation 21-22

- Sponsorship with restrictions
- Contribution
- Board of direction contribution



## Program Expenses Participation 21-22

- Mompreneurs
- Gourmetpreneurs
- Wellness health an success program series
- Fellowship program



## Board

We want to officially introduce the new Board of Directors of the WP foundation, they are people who believe in this cause and have a high level of experience. Thank you for trusting Women Palante!



### Patricia Skillin

has experience in the area of program management with an emphasis on health programs and systems in Latin America and the Caribbean



As I am a Latina woman and mom, it is a group that I am passionate about helping. I like The WP approach with tangible programs with sustainable results and it would be an honor to be part of the organization and see how I can best contribute.



Women Palante's mission aligns with my interest in developing leadership among overlooked communities. Also, it makes it more meaningful to me, as it focuses on Latino women and children.



### Manolo Paez

has experience in business development and innovation consulting, as a teacher, lecturer, ILO consultant and as an entrepreneur





## Janeth Merchan

has over 7 years of experience in global tax, compliance, reporting and accounting services



## Dan Rego

is a technology executive, social entrepreneur and thought leader in the nexus of Education and Technology



**A**s a single dad, native South American, living in the US, raising a six year old daughter, and self made entrepreneur, Women Palante's mission touch my heart and soul profoundly in a way that I believe that I would naturally be able to contribute, aside of my technical and work experience working or advising major organizations in the US and abroad.

**T**he mission of Women Palante is close to heart for me. I am the daughter of a strong, giving, hard-working and compassionate Latina, who has empowered me in my journey to be an independent, purpose-driven and fulfilled Latina - living the live that I've always dreamed of. In additional to my family and community's support, being financially independent has allowed to make the choices that I wanted, leading me closer to my goals. For this reason, I want all woman to be financially empowered enough to decline people, places and positions that do not align to their life's overall vision - I want women to be empowered to live their most authentic lives.

**APOYAMOS**  
EL DESARROLLO ECONOMICO  
DE MADRES Y NIÑOS

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*Women Palante*


**WE SUPPORT**  
THE ECONOMIC DEVELOPMENT  
FOR MOMS AND CHILDREN

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