EMPRENDER
Women Palante
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www.womenpalante.org

2022 - 2023

ANNUAL Report

Ideas are born, projects grow and women transform.

@womenpalante | Women Palante

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WOMEN PALANTE



CEO

Yurani Sandoval

Voices that Move Us Forward
Where Wellness Meets Finance

On Saturday morning, as I sipped my coffee like I do every day, something special happened. A woman approached me and shared her story. She works in a cleaning company, holds two jobs, and carries the dream of bringing her mother to the United States. With tears in her eyes, she confessed that despite working so hard, she often doesn't know where her money goes. She buys things she doesn't truly need—some items still with the tags on—and this leaves her feeling sad and overwhelmed.

At that same moment, she also told me she was interested in meditation. She believed it could help reduce her anxiety and give her the strength to keep going. Her story struck me deeply—not only because of her courage to be vulnerable, but because I recognized her struggle. I've heard similar stories from many other women in our community. And that is exactly why we created our Financial Education Program, so women like her can find the tools, confidence, and community they need to take control of their finances, care for their well-being, and pursue their dreams. This year, Women Palante grew in ways we could have only imagined before. We welcomed a new Board of Directors, presented a new program proposal, and achieved an unprecedented 400% financial growth, which for the first time allowed us to have a full-time CEO leading the organization. These milestones mark a historic turning point in our journey toward sustainability and greater impact.

At the heart of our work, our flagship program continues to empower Latina women with financial education, mental health resources, and a safe community space where they feel seen, valued, and supported. Through these programs, women are not only building healthy saving habits, but also transforming their families' futures and rewriting their own stories of resilience and success.
The voices of the women we serve—like the one I shared above—are what inspire us every day. They remind us why Women Palante exists and why we must continue to grow.
To our donors, partners, mentors, volunteers, and every woman who has trusted us: thank you. You are part of this journey, and your belief in our mission fuels everything we do.
This year, we grew. And with every step forward, we reaffirm our conviction: when women rise, entire communities rise with them.
With gratitude,

Yurani Sandoval – CEO Women Palante

02

WHO ARE WE

WHO ARE WE

Women Palante (WPA) is a non-profit (501c3) organization committed to serving underrepresented women, especially mothers, offering bilingual financial awareness and personal development programs, with a special focus on entrepreneurship and wellness. Founded in 2019, we are based in Washington, D.C. and Montgomery County, Maryland and have impacted 322 latina women and 83 children.



WHO ARE WE

03

OUR PROGRAM

OUR PROGRAM

WELLNESS AND PERSONAL FINANCE SERIES

In Fall 2022, Women Palante launched the Wellness and Personal Finance Series, a Support and Development Program for Latina Women was created by the Women Palante with the vision of encouraging all women, especially latina women, to find personal empowerment and professional and lifelong success for themselves and generations to follow, while improving their physical, mental and financial health.

Total of 31 participants registered and 28 have been assisted to classes.

Team: Rossana Rodriguez, Program Coordinator and Financial Tutor, Dr. Juanita Sierra, Wellness Tutor, Nathalia Montoya, Certified Yoga Instructor.

Lunch provided by one of our Gourtmepreneurs student: Nader Foods Catering.



PROGRAM OVERVIEW

Start Date
Oct. 8, 2022

End Date
Dec. 10, 2022

Location
Nonprofit Village, Rockville, MD

Participants
31 Latina women

Completion
28 women completed the full program

3.1

WELLNESS & MENTAL HEALTH

WELLNESS: MENTAL AND PHYSICAL HEALTH

This component focused on promoting healthier habits, reducing stress, and building emotional awareness. Participants engaged in guided activities in- cluding mindfulness, meditation, yoga, hydration routines, journaling, and sleep tracking. The program incorporated:

- A Wellness Challenge to promote daily positive habits.
- Mental health workshops addressing emotional regulation and self-esteem.
- Group therapy and one-on-one support led by licensed counselors.
- Field trips to the Montgomery County Crisis Center.
- Preventive education on domestic violence and child protection services.

KEY OUTCOMES:

70.4%
Reported improved sleep habits

96.3%
Learned to identify symptoms of anxiety and depression

85.2%
Reported better emotional self-perception





PHYSICAL & MENTAL HEALTH

Tutor: Dr. Juanita Sierra

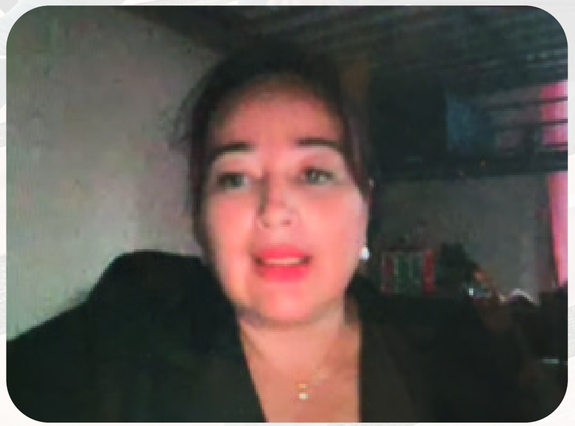
Participants learned:

- The importance of the development of healthy habits as a protective factor against physical and mental health illnesses.
- Introspection as a way to improve our relationship with ourselves and to be more sensitive to the physical and mental symptoms we express.
- Empowering individuals to take responsibility for small changes they can incorporate into their routine to improve their overall health.
- Identify the symptoms of the most frequent diseases in Latina women in the US, in order to seek help in a timely manner.

MENTAL HEALTH ADVICE

Olga Marielos - Counselor

Individual mental health support was offered to some participants, there were 14 interested and were detected 6 grave cases, where depending on the severity were directed to the Crisis Center, therapy or coaching.



Montgomery County
Department of
Health and Human Services

WELLNESS CHALLENGE

We created a community where they feel supported and trust. Our wellness tutor and yoga instructor lead the group.

96%
Participation!

*** 27 students received fitness watches as part of the wellness challenge, participated in WhatsApp group where the students reported weekly their achievements***

In this challenge, we motivate all the participants to:

- Daily exercise for at least 15 minutes at their homes.
- Be hydrate drinking water and water with lime before breakfast.
  Sleep Better and tracking their hours of sleep each day.
- **Random healthy challenges that we made weekly, like:**
- Do yoga at home.
- Create an Emotional Diary.
- Weekly Meditation.









YOGA AND MINDFULNESS
Instructor: Nathalia Casanova

- We introduced yoga to the women giving them a conceptions of what yoga is and the power of movement to improve health. Foundation of the origins of yoga, some yoga theory, the health benefits of yoga, the mis
- We introduced meditations as part of their yoga practice, allowing them to also understand the power of breath in helping them connect with themselves, their intentions (goals) and breath and meditation as a tool for stress reduction.
- Women are very active and eager to try yoga sequences shared with them and most have began integrating yoga poses and movements as part of their night time and day time routine.

IMPACT:

92.3%
Began practicing yoga regularly

81.5%
reported yoga helped with stress, clarity, or pain reduction

Families were included, creating intergenerational wellness practices



The yoga curriculum supported emotional healing and body awareness. Each class was centered around a core value—such as resilience, balance, or gratitude—and was taught by certified instructors in a trauma-informed, accessible way.

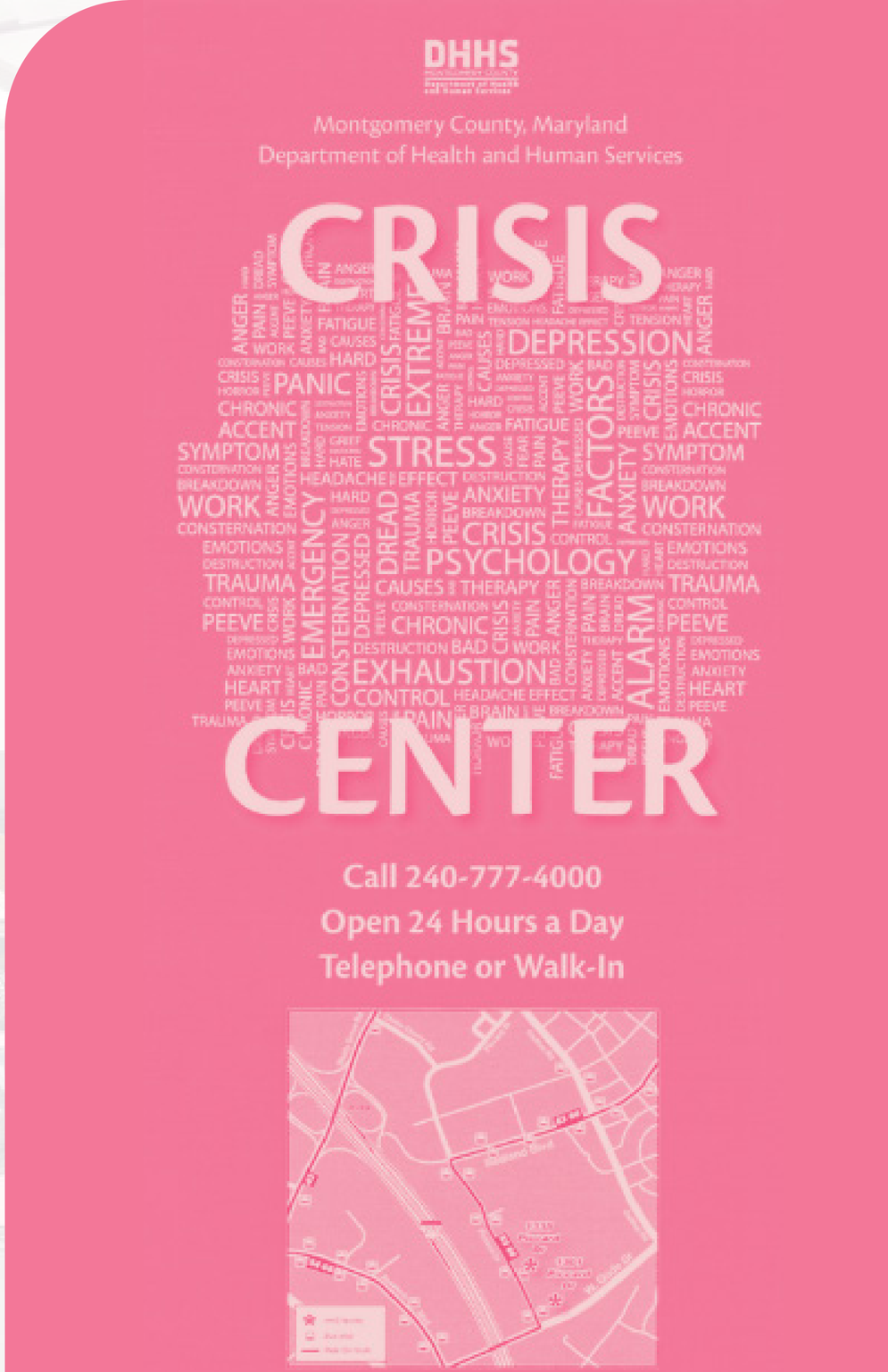
CRISIS CENTER FIELD TRIP

After discussing the top mental health challenges our students are facing, the team of Women Palante linkage with James Gilmore LCSW-C, supervisory therapist in the Department of Health and Human Services in Montgomery County Crisis Center, who will do a special presentation about the mental wellness and financial resources the Crisis Center has to offer in one place.

Abuse, Neglect, Violence
Behavioral Health/Substance Abuse
Financial Assistance
Homelessness

Taking in consideration our student's working schedule **Women Palante** planned 2 visits:

Tuesday, november 29th at 5:00 PM
Wednesday, november 30th at 10:00 AM



NUTRITIONAL CONVERSATIONS

Ely Johnson -Nutritionist expert

The participants voluntarily signed up for extra hours to delve into nutritional conversations for effective tips and tools via zoom every Tuesday.
Johnson surprised the students with a delicious gluten-free cake.
The classes are for 1 hour during four weeks to review:

- Food groups
- Nutrition to prevent diseases
- Foods with high nutritional value and cooking recipes



5.02

FINANCIAL LITERACY

FINANCIAL LITERACY AND EMPOWERMENT

Participants gained essential knowledge on budgeting, saving, credit, and micro-expenses. Interactive sessions and a savings challenge encouraged participants to take control of their finances, even with limited income.

Activities included:

- Creating personal budgets.
- Understanding credit and ITIN-based financial tools.
- Identifying and reducing “ant expenses.”
- Completing a $250 savings challenge.



RESULTS:

100%
Of participants created a personal budget

98%
Completed the savings challenge

96.3%
Learned how to check their credit score

SAVING CHALLENGE

Saving Challenge: this challenge is a motivation for the beneficiaries to save each week $25 dollars during the program and 5 students will be receiving $250 for them as part of an Award to SAVE.

98%
Participation!







3.3

ADDITIONAL HIGHLIGHTS

COMMUNITY BUILDING

While formal community events were limited due to time constraints, strong interpersonal bonds flourished. Participants created a WhatsApp group to stay connected, shared personal experiences, and offered peer support.

HIGHLIGHTS:

96.3%
Felt supported by the Women Palante team

Many participants expressed interest in monthly follow-up meetings

Collaborative spaces emerged around skills like cooking and beauty care



COMMUNITY EVENT

Lea Orozco: Benefits of Keratin

During the Series, the instructors encouraged participants to self-organize, use their skills and talents to sell themselves, and why not, make extra money by doing something they love. Lea Orozco showed dauntless determination by making a presentation about the Benefits of Keratin treatment, a technique she learned in her loved Nicaragua and dreams of doing it again in the USA.



MILESTONE: DATA TRACKING

Screening Questionnaire

For the first time, Women Palante launched Track the Data, a hands-on initiative to capture the real impact of our programs. Through in-person collection, we built detailed before-and-after profiles of participants, documenting their demographic, physical, and mental health journeys. This milestone allows us to measure transformation with greater accuracy and highlight the stories behind the numbers.



SSL HOURS

Linda Lopez

Student Service Learning (SSL) Hours
Academically speaking, the goal of completing SSL hours is to give students the opportunity to have an impact on their community outside of school, and to understand the connection between their academics and community service.

However, for Linda doing SSL hours in Women Palante also benefits her own mental health and wellbeing, improving her mood, self-esteem and happiness. She also supported another student who does not know how to read and written to understand the concepts.







GUEST SPEAKERS

Adelayda Funes | Nathalie Chapman

Forbright™

Opportunity to learn how the US financial system works as a latina women immigrants.

Topics discussea:

1. What is credit?
2. Why is credit important?
3. What does it take it get credit?
4. Types of Credit
5. Basic Credit Concepts





GUEST SPEAKERS

Martha Leuro

Life Asset

Opportunity to build credit in US as a latina women immigrant. Ana Gomez applied for a loan.



GRADUATION

We proudly hosted our first graduation, a milestone celebration where participants received certificates and awards. The event was livestreamed on Facebook so families abroad could join in, and featured dancers, food, and special guests who made the day even more memorable.

04

KEY ACHIEVEMENTS

TRANSFORMING LIVES, ONE LATINA AT A TIME

100%

Women prioritized their personal finances and created a budget

96,3%

learned how small outlays can end up weighing down their finances

81,5%

Students said that the knowledge gained from practicing Yoga has been beneficial in their life.

99%

Of attendance

91,3%

Integrated Yoga into their daily routine

96,3%

Felt very supported and welcomed by the Women Palante's team

$2.300

Was given in awards

KEY ACHIEVEMENTS

In 2022–2023, Women Palante deepened its impact as a trusted space for Latina women's empowerment, wellness, and financial education in Montgomery County. Through community-driven programming and strategic partnerships, the organization achieved the following milestones:



1. INSTITUTIONAL RECOGNITION

The County Council of Montgomery County, Maryland, issued an **official proclamation recognizing the substantial contribution of Women Palante as an important pillar in the community.** The recognition was presented during the graduation ceremony by Council Vice-President Andrew Friedson and Councilwoman Laurie-Anne Sayles.

2. EXCEPTIONAL RETENTION AND COMMITMENT

Out of 31 women registered, 28 completed the full 10-week series, maintaining a 99% attendance rate. This high level of engagement reflects the relevance of the program and the trust built between participants and the Women Palante team.

KEY ACHIEVEMENTS



3. BEHAVIORAL AND FINANCIAL TRANSFORMATION

Over 85% of participants adopted new health and financial habits, such as improved sleep routines, better nutrition choices, and the ability to create and manage apersonal budget.

4. COMMUNITY AND CONNECTION

Participants shared feelings, interests, vulnerabilities, and experiences directly with the instructors, which contributed to their stability and ability to thrive through some personal difficulties and allow others to express and trust each other.

In alliance with the National Children's Museum and its Community Access Program, Women Palante coordinated tickets for the participant with children. Up to 8 tickets (adults and children) per family.

05

VOICES OF OUR COMMUNITY

VOICES OF OUR COMMUNITY



GLADYS (HONDURAS)

One of the most driven participants in all the classes and challenges. She was a role model for her classmates, daily she posted on WhatsApp group chat photos, and motivational messages setting an example. She incorporated yoga into her daily routine. Gladys brought her daughter to the program so they both were able to learn and share their experiences. As a result, she mentioned that her relationship with her daughter improved as they would take walks together. It was a transgenerational impact.



ANA (SALVADOR)

Ana was inspired to perform a breast self-examination where she found a mass in her breast, which is currently in the process of diagnosis and follow-up. Ana emphasizes that thanks to the information provided in the physical health class she was able to start this process on time. Additionally, Ana applied for a loan with Life Asset to invest in her manicure business idea.



YANSI (SALVADOR)

Yansi participated in the program during her pregnancy and showed her willingness to grow despite feeling shy at first. Although she was not sure about engaging initially, she gave yoga a try and found that the practice was very helpful for her because it eased the tension in her body. We recommended prenatal yoga for her which she incorporated and was able to do at home on her own time. Yansi reported liking the practice and the breathing techniques to help her prepare for birth.

06

FINANCIAL OVERVIEW & SPONSORS

Financial Overview

$126,957
Total Revenue 2022-2023

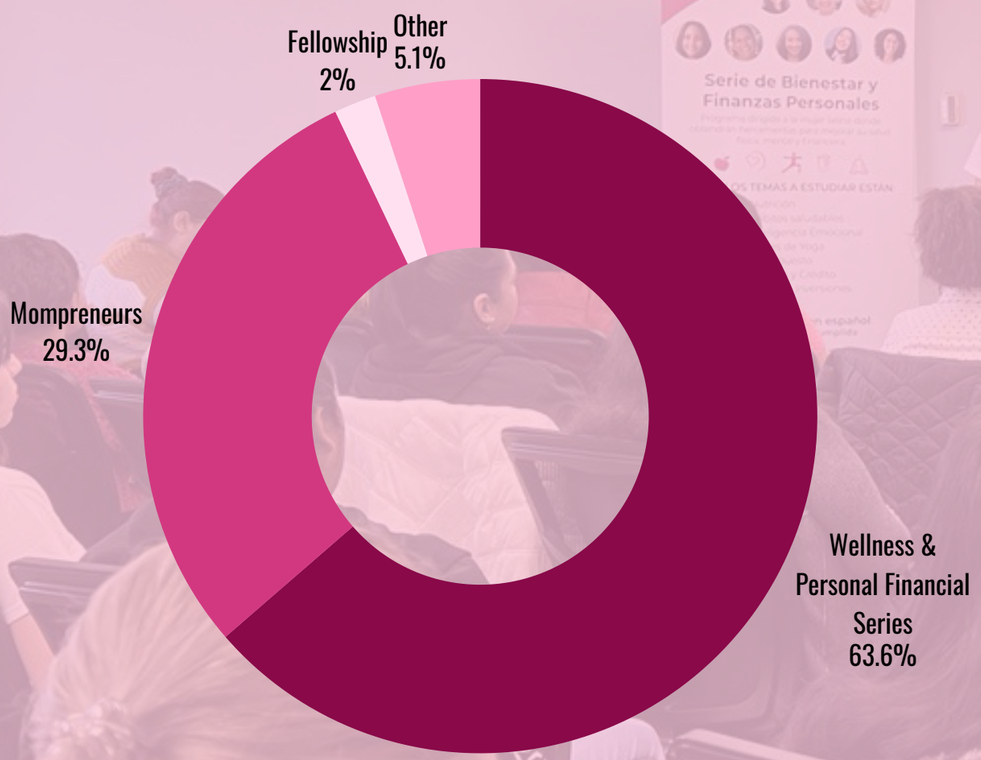
$124,961
Total Expenses

78%
Program Service Expenses

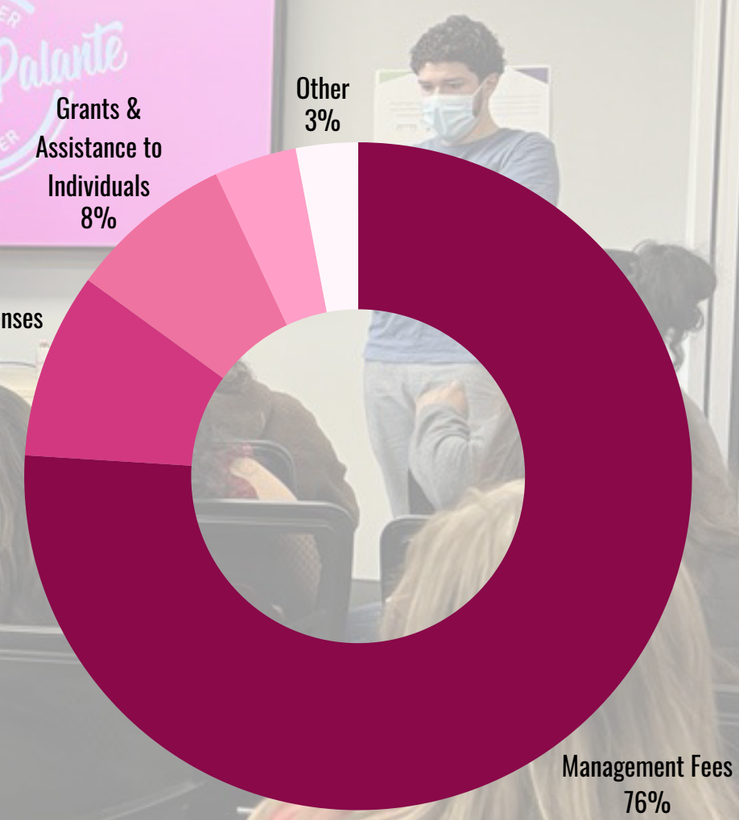
4
Programs Funded

We are grateful to our donors and partners for their continued investment in Women Palante. Every dollar contributed supports Latina women in building economic independence, wellness, and community. In 2022–2023, 78% of our total expenditures went directly to program service expenses.

Program Expenses
2022-2023



Expenses Participation
2022-2023



*** Management fees — 76% ($94,809)**

This figure is reported as "Management fees" on Form 990, Part IX, line 11a. It corresponds to program-related expenses — the fees paid to the consultants, facilitators, and contractors who delivered Women Palante's programs directly to the community. Of this amount, $76,460 was allocated to program services and $18,349 to management & general expenses.

THANK YOU SPONSORS!

Forbright™

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MONTGOMERY COUNTY
ECONOMIC DEVELOPMENT
CORPORATION MARYLAND

aetna℠

THANK YOU PARTNERS!

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national children's museum

Soft Stuff

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Lanza

Life Asset

Nonprofit VILLAGE

Montgomery County Department of Health and Human Services

MB

Iris Party Rental & Decoration

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HMHS

THANK YOU NOTE

Dear Friends,

This year at Women Palante, I was reminded once again of the true power of community. On a Saturday morning, while listening to a woman share her struggles and dreams, I felt deeply the importance of the work we do together. Her words—and the stories of so many others—are why Women Palante exists: to give women the tools, space, and support to thrive.

Our growth this year was historic—new leadership, new programs, and a 400% increase in resources that allow us to dream bigger and impact more lives. But none of this would have been possible without you.

To our donors, partners, mentors, volunteers, and every woman who has trusted us: thank you. Your belief in our mission makes all the difference. You are part of every story of resilience, every dream achieved, and every step forward we take as a community.

Together, we are not only building stronger women, but stronger families and communities. And this is just the beginning.

With heartfelt gratitude,

Yurani Sandoval – CEO Women Palante

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