2023 - 2024

# ANNUAL *Report*

A year of growth where well-being fuels entrepreneurship.

@womenpalante | Women Palante

# TABLE OF CONTENTS


**1. A Message from the CEO**
A reflection from Founder & CEO Yurani Sandoval on the mission, impact, and growth of Women Palante in 2023–2024.

**2. Who we are**

**3. Our Program**
Overview of the Wellness and Business Development Series, including mental health, physical well-being, yoga, and community building.

**4. Key Achievements**
Highlights of the year's accomplishments, including outcome metrics, participant engagement, and recognitions.

**5. Voices of Our Community**
Powerful testimonials from participants sharing how the program transformed their lives and empowered their families.

**6. Financial Overview & Sponsors**
Summary of funding, and budget allocation. Acknowledgment of sponsors, collaborators, and institutional allies who made this program possible.

**6.1. Staff and Board of Directors**






# WOMEN PALANTE

This year was a year of growth, courage, and community.

When I founded Women Palante, I dreamed of creating a space where Latina women could grow without having to choose between their business, their family, and their well-being. Today, as I reflect on everything we built together throughout 2023–2024, I can confidently say that dream is becoming a reality.

This year, we reached important milestones: we launched our own curriculum rooted in neuroscience and holistic wellness, and for the first time implemented a $7,500 seed fund that provided financial support to several mompreneurs to help scale their businesses. We witnessed women arrive with uncertainty and leave with solid business plans, renewed confidence, and a true support network.

But beyond the numbers, what moves me most are the stories of transformation, resilience, and growth. Women who rebuilt their lives, turned pain into purpose, and finally brought their entrepreneurial dreams to life. Each of them is a living example of what happens when a woman feels seen, supported, and empowered to shine.

This report is for them — and for every donor, partner, and volunteer who made this work possible. Without your generosity, none of this would exist.

Women Palante is just getting started. And the best is yet to come.
With gratitude and purpose,

***Yurani Sandoval - CEO Women Palante***

02

# WHO WE ARE

# WHO WE ARE

Women Palante empowers Latina women, particularly mothers, by providing holistic, science-based trainings that enhance their emotional, physical, mental and financial health through business education, brain-based wellbeing, mindfulness, yoga, and community connection.

A 501(c)(3) nonprofit headquartered in D.C. and MD, dedicated to empowering Latina women to achieve professional success while fostering a thriving, balanced lifestyle. We have significantly influenced over 352 latina women and nearly 83 children.

# WHY ARE WE DIFFERENT?

We stand out as the sole organization that goes beyond business and financial development by prioritizing holistic wellbeing through cutting edge, science-based trainings rooted in neuroscience and psychology.

This focus addresses a critical gap in the availability of Spanish-language resources tailored to empower Latina women, fostering enduring personal and professional transformation.



# TRANSFORMING LIVES, ONE LATINA AT A TIME

**352**

Women impacted across the DMV area.

**97%**

Felt supported and nurtured during the entireprogram.

**81,5%**

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

**54**

Women in the waitlist (only by referral).

**96,3%**

Believe that they are now better equipped to identify the symptoms of common mental health issues such as stress and anxiety.

**85,2%**

Improved their self-concept and their relationship with their bodies, emotions, and thoughts.

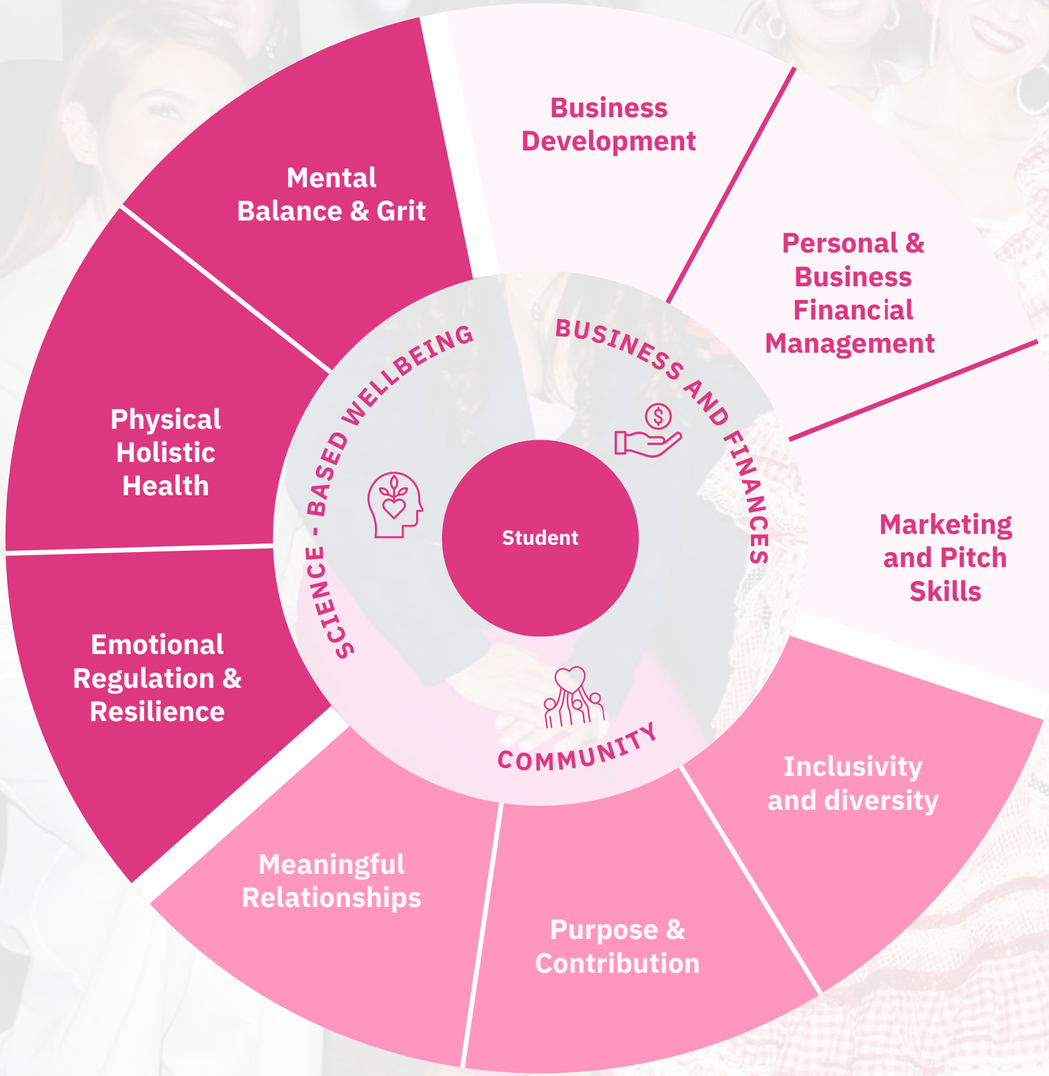
03

# OUR PROGRAM

# OUR PROGRAM

# MOMPRENEURS

A business incubator to teach Latina mothers to implement business and management tools for the development, consolidation, and sustainability of their business while learning to take care of themselves and their families.




# OUR FRAMEWORK

In 2023–2024, we took a major step forward by creating our **own curriculum,** rooted in science and guided by an integral, **holistic framework.**



# ABOUT OUR MOMPRENEURS

**26 Latina mothers with 2-4 children**

- **From**
  Colombia, Honduras,
  Perú, México, Dominican Republic
- **Completion**
  13 women graduated
- **Age**
  24-60 years old

# MOMPRENEURS

**Our detailed integrated holistic framework for business incubator**

## Wellness Classes

- Reduced Levels of Anxiety and Stress
- Increased Confidence
- Cultivated Resilient Mindset
- Transformed Habits and Thinking Patterns
- Community Building

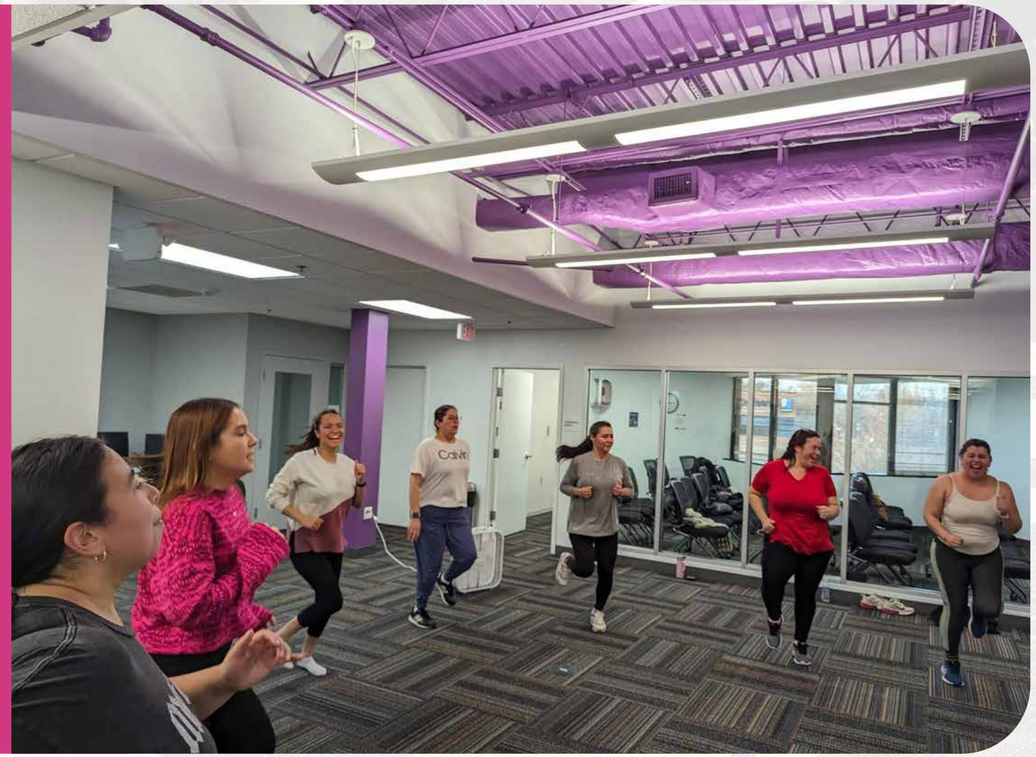
## Business Classes

- Individualized Support
- Financial Literacy Training
- Market Research
- Business Plan Development
- Meetings for Business Plan Refinement
- Customer & Product Development

# PHYSICAL WELLBEING

## DANCE CLASSES
### *Tutor: Lola Jaramillo*

The module empowered latinas to understand and connect with their bodies,  aiming to enhance their self-awareness, confidence, and resilience.



# PHYSICAL WELLBEING

## YOGA

### *Tutor: Maria Ximena & Adelayda Funes*

Participants were guided through various aspects of yoga practice, self-reflection, and empowerment.



# MENTAL WELLBEING

## Live Coaching Section

The program offered coaching sessions for students to discuss their businesses and for personal development, guided by a specialist.

## Low-cost therapy services

Through partnerships with The Women's Center and licensed psychotherapists. Tailored therapeutic modalities addressed diverse needs, ensuring accessibility to support regardless of financial constraints.

With these services 7 students freely addressed personal situations and navigate business obstacles



# COMMUNITY EVENTS



**Diana Zuluaga - 6 types of Successful Digital Businesses Class for Mompreneurs**

Students attended an inspiring talk by Diana, a renowned Latina entrepreneur. Her advice and encouragement motivated them to keep pushing forward and bringing their business ideas to life.




**Viviana Hernandez - Discover the Power of Self-Love at the "Art Therapy Workshop I LOVE ME"**

Viviana was part of Mompreneurs, was a paid event where students had the opportunity to connect and expand their network.




**Christmas Party**

We hosted a warm, joyful event filled with homemade dishes, meaningful connections, and special gifts, that they received gifts for their children from one of the program's donors. One of our students, Angélica Orozco, led a class on "How to Improve Your Image" and showcased her secondhand clothing venture.




**Women's History Month**

We celebrated Women's History Month alongside the Metro Women's Business Center. It was an inspiring gathering where our mompreneurs connected, networked, and confidently delivered their elevator pitches in celebration of women's empowerment.

# BUSINESS CLASSES



## Business Section

Participants excelled in market research, identifying target audiences and creating customer personas. Many shifted their business models from B2C to B2B, exploring new revenue opportunities and innovating products and services.



## Financial Section

Students grasped the importance of financial literacy for managing bills, debts, crises, and future planning. They learned to create business and personal budgets and received personalized guidance from a finance professor to address financial uncertainties.



## Legal Section

The session also covered: fundamentals and benefits of insurance, understanding its role as a risk management tool. Also

- Guiding for business registration and licensing, with special discounts
- Preparation to comply with legal requirements.

04

# KEY ACHIEVEMENTS

# PITCH AND SEED FUNDING

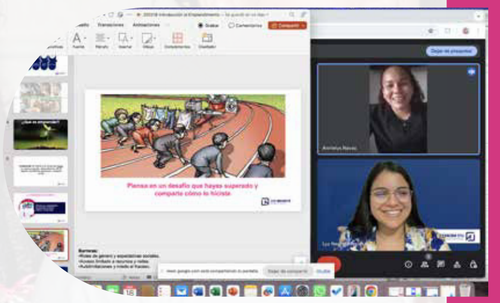





Students rigorously prepared for the pitch competition through mentorship and structured feedback. Investors participated as judges, providing valuable insights and evaluation. Well-being practices were incorporated to support participants' mental preparation, while business classes focused on developing and refining their pitches. Childcare was also provided during the finals to ensure that mothers could fully participate and present their projects.

For the first time, we launched a seed fund of $7,500 to to support women in strengthening their businesses. Through our pitch competition, three visionary mompreneurs were awarded $2,500 to scale their ideas and drive transformative growth in their businesses.

# KEY ACHIEVEMENTS



## Mentoring Hours and Coaching

For the first time, we brought on board business experts as mentors to guide participants through the pitch process. Four mentors worked closely with students to shape solid business plans, and volunteer life coaches supported seven students, focusing on identifying areas for growth, developing tailored strategies for success.




## Colombian program assistant - in graduation

Thanks to the support of our sponsors, we successfully managed all logistics to bring our Colombia-based program assistant to attend the ceremony in Washington, D.C. This marked an important milestone in strengthening cross-country collaboration and visibility for our program.




## Power hours

The program introduced Power Hours in finances, dedicated blocks of time to address crucial financial tasks and goals. Individuals worked with a finance expert to optimize their financial well-being by tackling areas like budgeting, savings, and debt management with clarity and purpose.

# KEY ACHIEVEMENTS



## Childcare

To accommodate Mompreneurs, childcare services, with volunteers, were offered, recognizing the unique challenges faced by many moms who otherwise might not have had options for childcare during practice sessions.



## Photoshoot

Every participant received a complimentary professional photoshoot to support their business branding and marketing efforts. Participants also had the opportunity to take family portraits, creating both professional and personal memories at no cost.



## National Children's Museum

Our beneficiaries enjoyed quality moments, discovering science and technology alongside their children in the wonderful experience of the National Children’s Museum in DC.



# GRADUATION

Thanks to this generous donation, we were able to host our graduation ceremony at the Norbeck Country Club. None of this would have been possible without the continued support of Forbright Bank and the unwavering commitment of all our sponsors and allies. We extend our deepest gratitude to ARQ General Contracting and Potomac Outdoor Living for generously sponsoring this graduation and helping create such a meaningful and memorable experience for our students.

05

# VOICES OF OUR COMMUNITY

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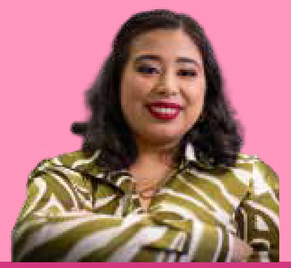


## ALLISON

"One year ago, I was a new mom overcoming postpartum depression and rebuilding my life after an abusive relationship. Through Women Palante, I became a business owner and part of a supportive community of entrepreneurs. This program gave me the tools, confidence, and space to grow and believe in myself again. To our donors, thank you—your generosity transforms lives, empowers families, and strengthens communities, helping more women say, I did it."



## GENESIS

"While I was trying to finish my Business Plan project in one of the programs I was in, unfortunately, I could not finish it. However, when I joined Women Palante, I was able to finish it and materialize my business. I also learned to manage my time more effectively, setting limits, and reserving exclusive moments for my personal and professional development. I recognized the importance of giving myself the time to thrive in both areas. Women Palante taught me valuable lessons about time management and the importance of setting limits to achieve success in all my activities and especially in the development of my business."



## DAYANA

"I come face to face with the deep darkness of depression. Through sport and a healthy lifestyle, I rebuild my body and mind, transforming pain into strength and achieving national recognition in Bikini Fitness in Ecuador. Seeking purpose, I move to the U.S. with my daughter, where I find Women Palante. With their support, I create SheHeals, a company empowering women to overcome physical and emotional challenges, becoming an advocate for Latina women's holistic health."

# VOICES OF OUR COMMUNITY



## GISSELLE

“Without the Women Palante classes, my business wouldn’t have achieved its current depth and purpose. The program helped me uncover my business mission, rooted in self-improvement, and allowed me to reconnect with myself beyond my roles as a mother, daughter, wife, friend, woman, and entrepreneur. This self-exploration highlighted the importance of physical and mental well-being for success. Women Palante has been a pivotal experience, guiding both my business and personal growth, and I am truly grateful for it.”



## DAYANA

“The concept of the "chimp brain" changed my life. I learned about emotional intelligence and self-awareness in my business and personal life. Managing my own "chimp" instincts has been crucial in navigating the challenges of entrepreneurship, maintaining a clear vision controlling the "chimp brain" to stay focused on my objectives.”

06

# FINANCIAL OVERVIEW & SPONSORS

# Financial Overview

**$104,984**

**Total Raised 2023-2024**

**93%**

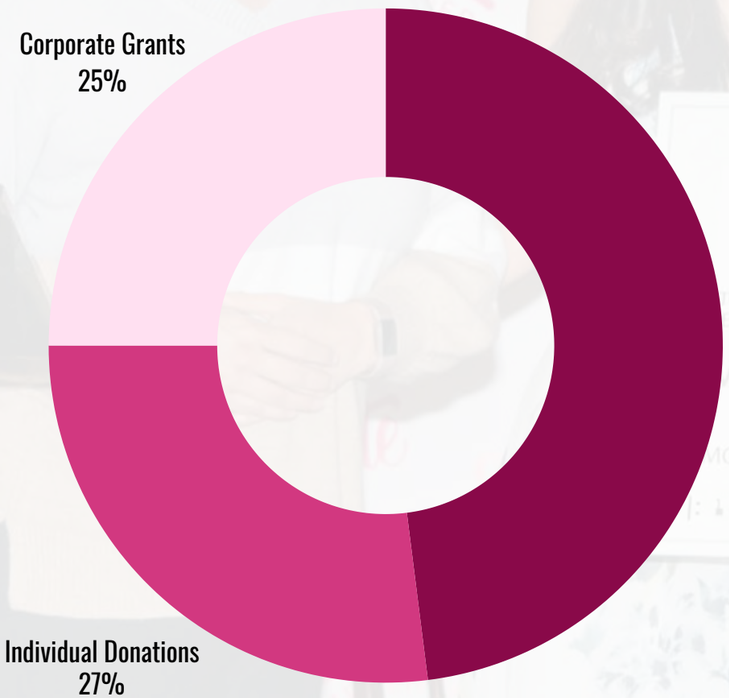
**Directly To Program**

**3**

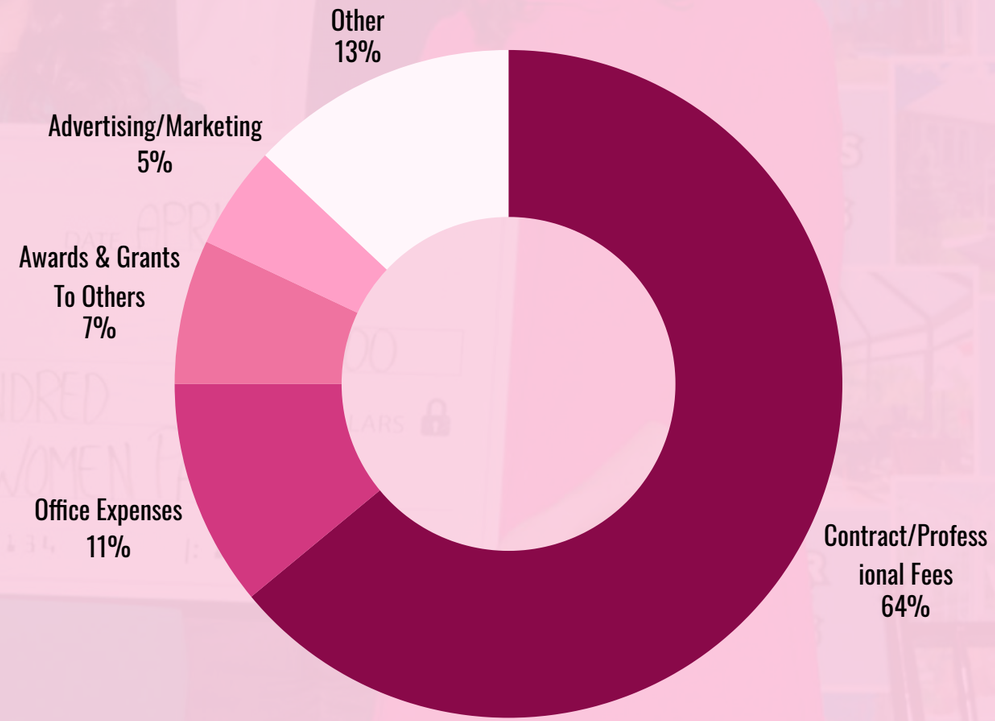
**Income Sources**

**We appreciate the generous support of our growing and diverse group of donors for investing over $104,984 in Women Palante in 2023–2024. Women Palante ensures that these contributions make a direct impact on the economic development and wellbeing of Latina women. Last year, 93% of our total expenditures went directly to Women Palante's programs.**

# Income Sources
## 2023-2024




# Program Expenses
## 2023-2024




**Financial Note:**

**The majority of Women Palante's program expenses go directly to the consultants, facilitators, and program contractors who deliver our services to the community. This reflects our commitment to investing in the people who make our mission possible; the educators, coaches, and specialists who work directly with Latina women every day.**

**Notably, this year Women Palante sustained six-figure revenue while absorbing the cost of key personnel including the CEO, program coordinator, and programmatic support staff. These hires represent a foundational investment in the organization's long-term capacity, ensuring that growth is not only maintained but led by a dedicated team rooted in the communities we serve.**

# TEAM



**Yurani Sandoval**
**FOUNDER & CEO**



**Daniel Parra**
**BUSINESS & FINANCE LEAD TRAINER DIVERSITY & INCLUSION STRATEGIST**



**Luisa Torres**
**BRAIN-BASED WELLBEING TRAINER NEUROSCIENTIST & PSYCHOLOGIST**



**Luciana Revollo**
**PROGRAM ASSISTANT**



**Maria Ximena Hernandez**
**CERTIFIED YOGA INSTRUCTOR**



**Lola Jaramillo**
**DANCE INSTRUCTOR**



**Selene Sopelana**
**MARKETING AND COMMUNICATIONS**



**Maria Jose Brando**
**LIFE COACH**

# BOARD OF DIRECTORS



**Manolo Páez**
**CHAIR OF THE BOARD**



**Adelayda M. Lawford**
**TREASURER**



**Patricia Skilling**
**SECRETARY**



**Marta Texidor**
**VICE PRESIDENT**

## THANK YOU SPONSORS!

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## THANK YOU PARTNERS!

national children's museum

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Chef Gustavo

Nonprofit VILLAGE

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TORO taxes

La Neta Mexican Kitchen

MC
MONTGOMERY COLLEGE

Sheheals.day

# THANK YOU NOTE

None of this would have been possible without you.

To our participants: thank you for trusting us with your stories, your dreams, and your courage. You showed up, you grew, and you inspired everyone around you. This program exists because of you and for you.

To our sponsors: thank you for believing in our mission and making real, tangible impact possible. From entrepreneurial support funds to our graduation celebration, your generosity created opportunities and experiences that our participants will carry with them for a lifetime.

To our partners and community organizations: thank you for opening your doors, sharing your resources, and walking alongside us throughout this journey.

To our team and Board of Directors: thank you for your dedication, heart, vision, and unwavering commitment to this mission. You are the foundation of everything we do.
We are just getting started.

***Vamos Palante***

**Yurani Sandoval - Founder & CEO, Women Palante**

www.womenpalante.org

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