



WANDA 2024 Graduate



Board Chair Diane Russell



WANDA 2024 Graduate

# Annual Report

Calendar Year 2024



# Forging Economic Opportunity and Leadership

## *Strengthening Single Mothers Through Community and Connection*

WANDA (Women and Allies) is dedicated to building economic justice for single mothers and their families through education, investment, empowerment, and collaboration with community-based nonprofits. Listening closely to the evolving needs of our community, WANDA completed a comprehensive five-year strategic plan this year, strengthening our ability to adapt and respond to challenges faced by single mothers in the Bay Area.

With housing costs consuming over 75 percent of income for many single mothers and the average annual childcare expense exceeding \$16,000 per child, the Bay Area's high cost of living has driven some to seek affordability outside the region. Inflation has further exacerbated the strain, making essentials such as food, transportation, and healthcare increasingly burdensome. Amid these pressures, our moms are determined to build better lives, taking bold steps like pursuing education, advancing in their careers, and assuming leadership roles in their communities.

WANDA changes mindsets—from reactive to proactive, from surviving to thriving—empowering single mothers to reach their fullest potential. Alumnae are now supporting this shift in other mothers, with 80 percent of WANDA's classes being taught by former participants who serve as mentors and role models, providing insights and guidance that directly address the needs of our community. These women are proving that with the right support, they can inspire change—not only in their own families but throughout our community.

The support of our allies enables WANDA to provide sustainable assistance and create lasting change for these resilient women and their families. Together, we are building a strong, connected community and a brighter future for single mothers and their families.

# Program Impact



**500**

single moms  
served to date

**\$1.7M**

invested by  
WANDA moms

## In 2024

**37**

new moms  
enrolled

**\$140K**

saved by  
WANDA moms

**75%**

of classes  
taught by  
alumnae

**80%**

retention  
rate

**100%**

of moms  
recommend  
WANDA

In their first year with WANDA, **65%** of Cohort 16 participants increased their salaries, with an average gain of over **\$6,600**; **33%** saw increases of **\$10,000** or more annually.

Additionally, **30%** of these moms received a raise or promotion within the last year.

# Current Cohort Demographics

Average age of participants: **37**

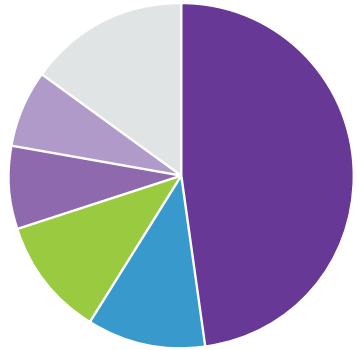
Median Income Year 1

Before WANDA: **\$36,000**

After WANDA: **\$42,670**

## Ethnic/Racial Identity

- Hispanic/Latina: **48%**
- Black/African American: **11%**
- White: **11%**
- Asian/Asian American: **8%**
- South Asian: **7%**
- Mixed: **15%**



## Educational Attainment

- High School: **12%**
- Some college, no degree: **26%**
- Associate's degree: **19%**
- Technical School: **12%**
- BA/BS: **23%**
- Graduate degree: **8%**



## Where are WANDA moms investing?

**70%**



Roth IRA

**25%**

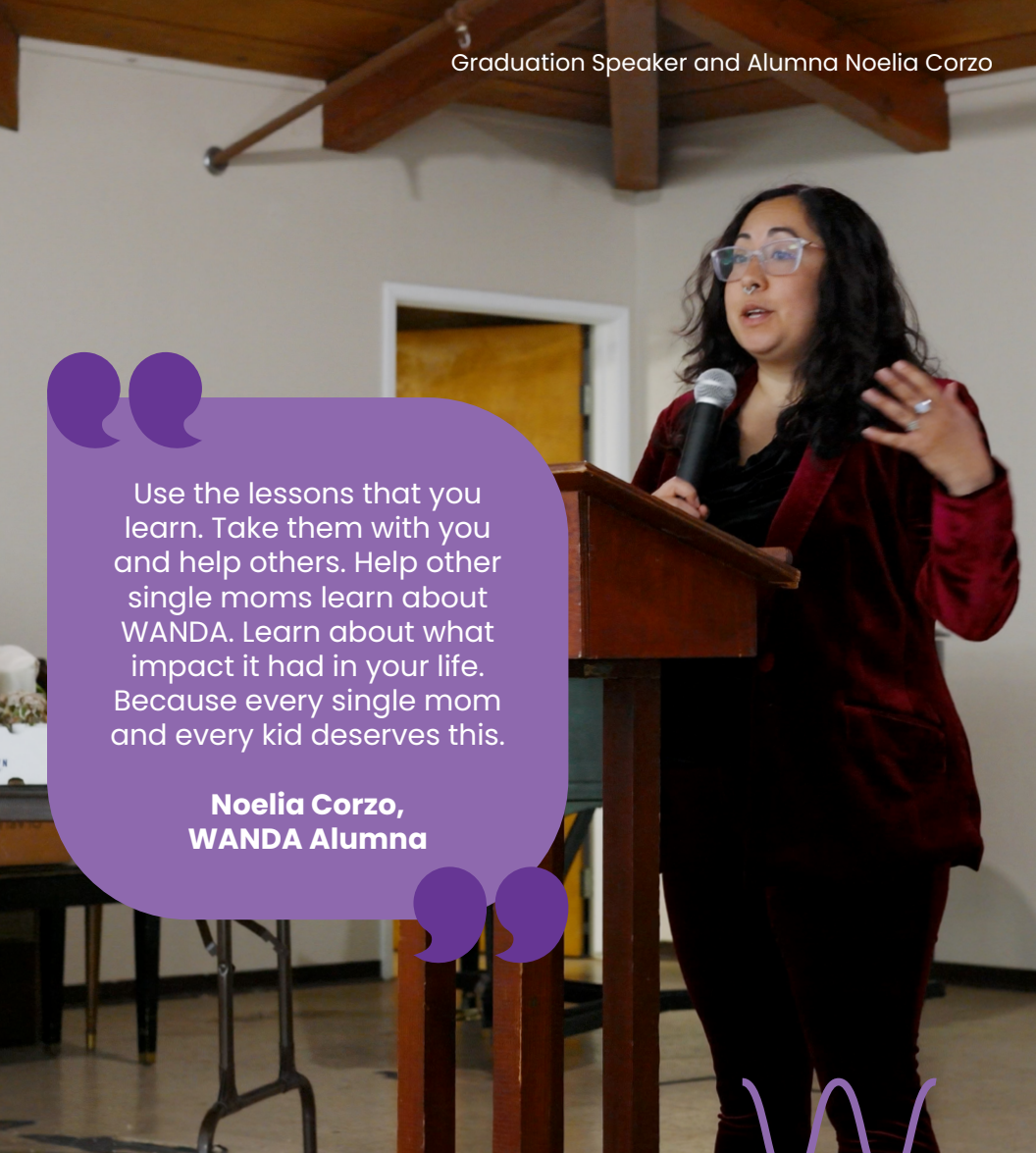


Education

**5%**



Home



Use the lessons that you learn. Take them with you and help others. Help other single moms learn about WANDA. Learn about what impact it had in your life. Because every single mom and every kid deserves this.

**Noelia Corzo,  
WANDA Alumna**

## Plans & Projections for 2025

**80%**

of classes will be taught by WANDA alumnae

**\$700K+**

fundraising goal

# Thank You To Our Generous Supporters

## **Amplifier \$25,000+**

Chan Zuckerberg Initiative  
FHL Bank San Francisco  
Barbara Jones Memorial Fund  
Dick Levy in Memory of Susan Levy  
Elizabeth & Karl Ronn  
Philanthropic Ventures Foundation  
Sobrato Philanthropies  
Sutter Health Palo Alto Medical Foundation

## **Activator \$15,000-\$24,999**

Krishnan-Shah Family Foundation

## **Advocate \$5,000-\$14,999**

Corinne Augustine  
Emily Benatar Foundation  
Glowe Chang  
Karen Fisher  
Elaine Hahn  
Wanda Kownacki  
Palo Alto Community Fund  
Diane Russell  
Summit League

## **Affiliate \$2,500-\$4,999**

Elaine Cardinale  
Jessica Lazar  
Susann Mirabella  
Robert N. & Florence Slinger Foundation  
Beth Ann Wenger in Honor of Elizabeth Ronn

## **Ally Up to \$2,499**

Donna Bohling & Doug Kalish  
Jana Cain  
Eirene Chen  
Teri Felix  
Cara France  
Sara Furrer  
Fay V. Gou  
Heritage Bank of Commence  
Nina Herndon  
Debbie Hirth  
Stacey Holmes  
Dana Kleiman  
Deborah Leon in Honor of Diane Russell  
Olga Liebl  
Margaret McGugan  
Merle Orelove & Alan Polish  
Patricia Poore  
Mary Rosai  
Heike Schmitz  
Jan Schwartz  
Cheryl Sendaydiego  
Christine Thorsteinson  
Audrey Tse  
Barbara Tyler  
Winona Menopause Treatment  
Linda & Jonathan Wolin  
Emily Wu  
Bernice Yeung

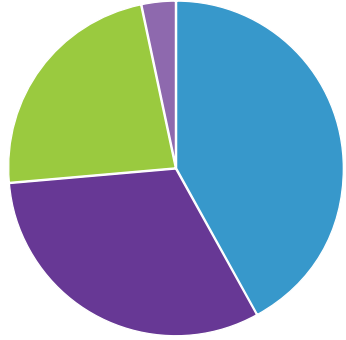
# FY 2024 Financials

Revenue **\$568,511**

Expense **\$469,971**

## Funding Sources

- Individuals: **45%**
- Foundations: **30%**
- Corporations: **22%**
- Other: **3%**



WANDA has the power to reignite the motivation that many of us may lose during tough financial times.

**Melody Miranda, WANDA Alumna, Cohort 13**



philanthropic  
ventures  
foundation

WINONA



Sutter Health



CHAN  
ZUCKERBERG  
INITIATIVE

*Thanks to WANDA I was able to start saving and hold myself accountable. I was also able to raise my credit score and pay half of my credit card debt.*

**Mayra Espinosa, Cohort 16**

Being part of WANDA has indeed been transformative. I discovered that with self-belief and a commitment to discipline and perseverance, I can achieve anything.

**Hanaa Salha, Cohort 15**



*I have grown in my career professionally by securing a job that pays me almost double what I was making. I did my research and advocated for myself and secured the salary I wanted.*

**Eliza Cooke, Cohort 16**

**Learn more and support WANDA at [womenandallies.org](https://womenandallies.org)**

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