

ANNUAL REPORT

2024-2025



DECEMBER 2025

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Report for

MIDWEST MUJERES



**Araceli
Esparza**



LETTER FROM THE FOUNDER

2024 was a year of resilience, connection, and community capital. As a Latina-led nonprofit, Midwest Mujeres continues to build spaces where women can tell their stories, grow their businesses, and reclaim their financial power.

We do this work without federal funding because we believe deeply in people, not programs. This year, dozens of women stepped into their voices, launched businesses, confronted generational trauma, and learned that their stories are worth telling.

Thank you to our partners: American Family Insurance, TruStage, Madison Community Foundation, Widen Foundation, Dane Arts, Madison Arts Commission, Willy Street Co-op, and so many others for believing in the power of community storytelling.

— Founder & Executive Director

BOARD OF DIRECTORS



Aida Leflore,
Treasurer



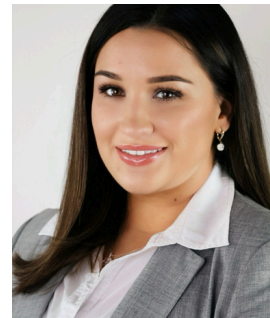
Paula Steinhorst
Board Vice
President



Sonia Tellez,
Board President



Maria Elena Matos-Schultz
Board Member, Community
Connections



Mallory Rodriguez,
Board Secretary

OUR MISSION

We close the gender wage gap for Latina and Black women by teaching public speaking, storytelling, entrepreneurship, leadership, and financial wellness building a creative economy rooted in belonging and community wealth.

STAFF MEMBERS



Araceli Esparza,
Founder & CEO



Yajaira Brooks,
Graphic Designer & Social
Media Manager



Marta Carrion
Community Manager



Jonathan Delgado,
Stage Manager, and
Nonprofit Consultant



Carla Medina,
Website Designer and
Consultant



Fernanda Aloyo,
Blog Writer

2024 Impact at a Glance



400+
community
members attend our
events

80+
women participated
in Midwest Mujeres
programs

12
community coaches
donated professional
hours

2
storytelling showcases,
including Yo Quiero
Dinero 2025

400+
hours of instruction
delivered for the past
four years

88%

Our members reported
increased income potential or
confidence after taking our
courses

77%

Our participants required
childcare support

70%

Identify as Latina or Black
women over the age of 40

“When I told my story on stage, I finally
saw myself as a businesswoman.”

— YQD Participant

PROGRAM EVENTS



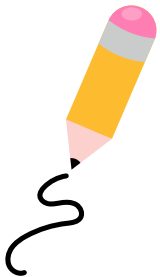
VOICES & DREAMS ACADEMY

A 12-week storytelling and entrepreneurship program for Latina and Black women over 40.



¡YO QUIERO DINERO! SHOWCASE

Our signature storytelling event featuring graduates sharing transformational stories on stage.



CREATIVE WRITING WORKSHOPS

Healing-centered writing sessions blending creativity, ancestral wisdom, and personal growth.



TAKE THE MIC

A public speaking series for justice-impacted or returning women.



COLLABORATIONS & COMMUNITY WORK

Partnerships with Madison libraries, schools, and local arts organizations.

East Side collaborations — including a strong value alignment with Madison Youth Arts Theater



Pop-up storytelling in neighborhoods. Bilingual outreach with coaches, artists, and educators.



OUR STOIRES

Midwest Mujeres centers the lived experiences of Latina and Black women

Each workshop healed something generations deep.
— Empowerment Writing Class Participant

I launched my business because this program believed in me first.
— Voices & Dreams Participant

PARTICIPANT SPOTLIGHTS



Gina Guerrero joined Voices & Dreams seeking growth and left with enhanced confidence, clarity, and a sense of belonging among supportive women. By sharing her experiences, she gained pride in her voice and renewed her commitment to helping others, illustrating how healing and storytelling can lead to leadership and opportunities.



As a Voices & Dreams Academy graduate, Jenise Judon strengthened her public speaking, leadership messaging, and community outreach skills through structured storytelling and coaching. Her story and impact were later highlighted in the Isthmus newspaper, demonstrating how the program increases visibility and professional opportunities for participants.

Who we Serve

30%

Black

70%

Latina/Latinx

77%

Parents



The majority of our participants are over age 40.

Many first-generation college students or immigrants.

The majority are from low-to-moderate income households.

What Women Want to Learn



Social media marketing:



Starting a business



Financial wellness

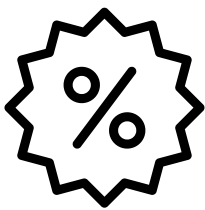


Public speaking & presentation skills

Healing + mental wellness support is a frequent theme!



CHILDCARE NEEDS



77% require childcare to attend programs



\$150 per participant for multi-week courses



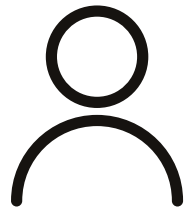
Childcare = the #1 barrier to Latina adult education



INCOME SNAPSHOT



Majority under \$50,000 household income



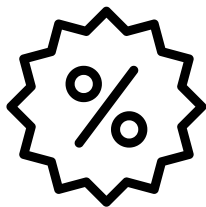
Many single-income or caregiver households



Entrepreneurship opens flexible income opportunities



PROGRAM IMPACT



80%+ report the program was “very worth their time.”



88% report increased earning potential



Most say storytelling increased confidence and visibility

Where Does Your Support Go?

\$25

Supports monthly Cafecito leadership circles

\$50

Funds coaching for a student

\$100

Supports group training sessions

\$250

Covers food + childcare for participants

\$500

Funds professional faculty hours

\$1,000

Sponsors Yo Quiero Dinero performances + professional video reels



FINANCIAL OVERVIEW

Revenue Sources

Grants
Individual donations
Sponsorships
Memberships
Special events
In-kind support

Expense Categories

Program delivery
Coaching & faculty
Childcare
Marketing
Operations & admin

2024 GRANTS & FUNDING PARTNERS

Madison Arts Commission

Widen Foundation

Summit Credit Union

Old National Bank

Dozens of individual donors

American Family Insurance

TruStage

Madison Community
Foundation

Dane Arts

SPECIAL EVENTS

Yo Quiero Dinero 2025

Voices & Dreams
Academy Graduation

Financial Wellness
Workshops



Cafecito
Leadership Circles

Community
storytelling nights

Midwest Mujeres

Thank *gracias* You

Your belief in our storytellers
fuels this movement.

Together, we are building a
creative economy of joy,
wealth, and belonging.

CONTACT

US



Donate!

INFORMATION

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