PALANTE NONPROFITS

IMPACT REPORT 2025

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PALANTE NONPROFITS

OUR WORK

In 2025, Palante Nonprofits:

- Delivered 40+ structured client update emails to ensure transparency and shared accountability.
- Helped raise approximately $250,000 in contributed revenue across client engagements.
- Submitted $45,000 in grants (November 2025–January 2026 window alone).
- 5+ fundraising and operational systems automated, reducing staff administrative burden
  - Grant pipelines
  - Grant reporting workflows
  - Funder tracking systems
  - Internal reporting dashboards
- Developed a multi-year strategic plan with measurable KPIs and built a working, automated OKR system for a small nonprofit to track implementation and accountability.
- Structured an Ambassador Committee with defined expectations, recruitment timeline, and performance commitments.
- Planned and executed two Lunch and Learn events to support donor cultivation and community engagement for a mid-sized nonprofit.

Mission

To move communities Palante (forward).

GROWTH

At the start of 2025, Palante Nonprofits was a one-person consultancy. At the end of the year, we had grown into a collaborative team with expanded capacity and clearer systems:

- Carolina Ramirez joined Palante Nonprofits Podcast to support the team and oversee operational needs, including speaker coordination, seminar logistics, and brand visibility. In 2025, the podcast featured 14 guests, and the Palante Nonprofits newsletter averaged 81 monthly readers.

- In 2025, the Palante Nonprofits Podcast reached 749 downloads, reflecting a growing audience of nonprofit leaders seeking grounded conversations about systems, strategy, and sustainability.
- Our most-listened episodes explored authentic marketing, technology for good, AI in nonprofits, and the future of Hispanic-led organizations, underscoring the sector's hunger for practical insight rooted in lived experience.
- With listeners tuning in primarily through Apple Podcasts and web platforms, the podcast continued to serve as a trusted space to name hard truths, share tools that actually work, and center leadership that is thoughtful, bilingual, and mission-aligned.

Growth

- We engaged a contract marketing consultant to strengthen communications and outreach.
- By the end of 2025, we engaged Kate on a retainer focused on grants and development, enabling us to deepen long-term client support.
- The remainder of the Palante team focused on development strategy, fundraising systems, and implementation.

> It's been a chance to work closely with incredible organizations on the ground, making real change in their communities. I'm feeling a lot more connected to nonprofit work as well.

Kate Sheahan McElroy
Senior Consultant

MEET OUR TEAM

Dr. Andrea Ortega

Founder/CEO
Principal Consultant

Kate Sheahan McElroy

Senior Consultant

Carolina Ramirez

Operations Manager

ORGANIZATIONS SERVED

ALPFA (Association of Latino Professionals For America)

Large nonprofit organization supported through Monday.com implementation and systems design.

Junior League of Greater Orlando

Development support tailored to a volunteer-led organization.

Children Beyond Our Borders

Development and fundraising capacity-building for a grassroots international nonprofit.

FOUNDER LEARNINGS

2025 was my first full year running Palante Nonprofits — and it taught me that systems must come before scale.

Before building a team, I had to learn how to build infrastructure. I was booking podcast speakers, managing operations, learning payroll, handling contracts, and supporting clients, often all at once. One of my biggest lessons was around compensation. In my first year, I paid myself incorrectly as a 1099, assuming income wouldn't be consistent. That decision caught up with me during tax season, making it clear that sustainability requires planning even when things feel uncertain.

- I transitioned to payroll using Gusto, especially because I was hiring across state lines. I made mistakes early on, but having a supportive partner like Gusto helped me course-correct and build compliant systems.

For banking, Found (found.com) became essential.

- It allowed me to clearly track expenses and share clean records with my accountant, reducing stress and improving financial visibility.

Operationally, Monday.com became a cornerstone of our work:

- A full podcast pipeline (invited → scheduled → recorded → published)
- Recruitment and intern hiring pipelines
- Internal task automation and documentation

Implementing these systems took time, time that felt hard to make when capacity was tight. But doing it right once meant I didn't have to rebuild later. That freed my energy to focus on what matters most: supporting organizations with strategy, ideas, and execution.
I also learned that entrepreneurship is not for the faint of heart. For the first time, I was able to truly step away in December, without needing to respond, thanks to having Carolina and Kate on the team. That moment reinforced a critical point: one-person consultancies are fragile. When the founder stops, everything stops.

My **vision** moving forward is clear. In 2026, I aim to build toward full-time roles, benefits, and long-term stability for the Palante team, because sustainable organizations require sustainable people.

~Dr. Andrea Ortega, Founder & CEO

OUR 2026 GOALS

Palante Nonprofits is on a mission to help organizations **raise $1 million** collectively while building systems that last.

If your organization could use development support grounded in transparency, systems, and care, we invite you to work with us.

PALANTE NONPROFITS

THANK YOU!

CONTACT

www.palantenonprofits.com

407-205-9160

924 N Magnolia Ave, Suite 202, Unit #5469
Orlando, FL 32803