

# 2026 WOMEN UNITED GRANT APPLICATION FORM

## Organization Information

### Organization Name

SACA (Spanish American Civic Association for Equality)

### EIN

23-7319993

### Project Name

Women's Health Education Campaign

### Address

453 S. Lime St.  
Suite A  
Lancaster, Pennsylvania 17602  
United States

### Contact Name

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### Executive Director / President (If different)

Jose Lopez

## Eligibility Criteria

**Is your organization a registered nonprofit organization with an official letter of determination of 501c3 status from the Internal Revenue Service?**

Yes

**Has your organization operated in Lancaster County for at least one year (operating in Lancaster before July 1, 2025?)**

Yes

**Does your organization or program you are requesting funding for in this application serve primarily women and/ or teen girls?**

Yes

**Does your organization provide services to families at or below the ALICE threshold in Lancaster County?**

Yes

**Is your organization delinquent on any state or federal debt?**

No

**Does your organization share United Way's view of collaborative and inclusive service to the entire**

**community, without excluding anyone on the basis of race, color, religion, gender, ethnicity, national origin, age, disability, sexual orientation, or any other factor not relevant to a person's eligibility for service or ability to contribute?**

Yes

**Has your organization update your listing with PA 211 in the last 12 months?**

Yes

## **Application Elements**

### **Executive Summary**

As the region's only Spanish public radio station, SACA's WLCH Radio Centro provides the Latino population of Lancaster and York Counties with much-needed educational, informational and cultural programming. SACA provides Women's Health Services (in addition to wrap-around human services) by providing free products including menstrual supplies, diapers, pregnancy tests, perinatal support, and more. However, SACA would like to expand its impact by implementing a women's health series on WLCH. Through regular educational segments on women's health, WLCH expects to increase awareness of key health issues, promote healthy habits, and empower women and teenagers to prioritize their physical and mental well-being.

### **Organization Description**

The mission of the Spanish American Civic Association for Equality (SACA) is to uplift and restore marginalized communities through human, economic, and social services, while supporting cultural identities. Our vision for communities is that they be all-inclusive, empowered to prosper through sustained social and economic transformation, and spaces where diversity is embraced and celebrated. Our values words are: Committed; Empowering; Neighbors; Together; Resourceful; and Outcomes-Driven.

SACA was founded over 50 years ago to address the unmet community needs of the growing Latino population of Lancaster city. Since then, the organization has expanded to serve people of all backgrounds with wrap-around services. These offerings were developed in direct response to the needs observed in the community.

Some of SACA's primary programs include two Tec Centro Vocational Training centers in Lancaster City; the Luis Munoz Marin Senior Center in Southeast Lancaster; a health clinic including free medical services for people living with HIV/AIDS and STI testing; free Community Meals six days per week; housing rehab with a commitment to increasing affordable homeownership in low-income communities; The Elm Street Program, focused on cleaning, greening, and neighborhood beautification; and WLCH, the region's only Spanish-language community radio station providing vital educational, informational, and cultural programming.

### **Commitment to Equity**

SACA is based in Southeast Lancaster City, positioned to serve the low-income population of that area in addition to making bilingual and culturally relevant services available to the Spanish-speaking community. SACA serves this community through programs that help meet daily needs (i.e., community meals) as well as which help people advance their earning capabilities (i.e., vocational schools) and build more generational wealth (i.e., homeownership). This advances the city's common goals of economic and community development while enhancing general well-being for both the targeted and overall community.

SACA's staff team is directly representative of the Latino community it serves. Eighty-three percent of the leadership and total staff team are of Latino/Hispanic heritage. Fifty percent of the leadership team at SACA is made up of women. SACA is committed to equity, actively visioning for all-inclusive communities and serving people of all backgrounds.

SACA elevates community voice through partnering with neighbors on projects which impact them. For instance, WLCH Radio Centro works with local residents and experts to build radio programming that is "by-and-for" the local Latino community.

## Proposal Details

### Main Priority Area

Women's and/ or Teen's Health

### Grant Dollar Amount Requested

\$20,000.00

### What percent of the overall project budget is covered by the Women United grant?

5.4

### Will this program/project start or continue to operate if you do not receive 100% of the funding requested?

No

### Project Description

WLCH, a community radio station of the Spanish American Civic Association (SACA), proposes to continue and expand an existing health-focused programming initiative serving Latino and underserved populations in Lancaster and York counties. This project strengthens WLCH's commitment to empowering Latina women and young girls by providing culturally and linguistically relevant health education that supports informed decision-making and long-term well-being.

#### WHY:

Latino women and young girls in underserved communities face significant barriers to accessing reliable health information, including language limitation, lack of health insurance, and limited culturally relevant resources. These gaps contribute to disparities in preventive care, mental health awareness, and overall well-being. Many women lack the knowledge or confidence to advocate for their own health or the health of their families. There is a critical need for trusted, accessible, and culturally responsive platforms that provide accurate health education and empower women to make informed decisions about their physical and mental health.

#### WHAT:

WLCH will produce and broadcast a series of educational radio segments and interviews with medical professionals, health experts, and community leaders. The programming will cover key topics such as mental health, preventive care, nutrition, adolescent health, and overall wellness. The content will be specifically designed to engage Latino women and young girls, providing them with practical knowledge, tools, and resources to take an active role in maintaining their health and well-being.

#### HOW:

WLCH will leverage its established broadcast infrastructure, community partnerships, and trusted reputation to implement the project. The station will collaborate with healthcare providers, non-profits, and subject matter experts to research, develop, and record high-quality segments. Programming will be delivered primarily in Spanish, with bilingual elements as appropriate, to maximize accessibility. Segments will air regularly on WLCH's radio frequencies and will also be shared digitally to broaden reach and engagement. WLCH's ongoing relationships within the community ensure that the content resonates culturally and reaches the audiences who need it most.

By addressing a critical health education gap, this project directly advances the Priority Area by promoting women's health, increasing access to vital health information, and empowering Latino women and young girls to make informed decisions. Through culturally relevant content delivered on a trusted community platform, WLCH aims to foster confidence, self-advocacy, and healthier communities across Lancaster and York Counties.

### Collaboration

To ensure the highest quality and most relevant content, WLCH will collaborate with a network of trusted healthcare

and community organizations. Partners include Penn Medicine Lancaster General Health, Union Community Care, Penn State Cancer Institute, United Way, Esperanza Hope and UPMC, among others. These collaborations will allow WLCH to connect with medical professionals and subject matter experts who can provide accurate, culturally relevant information on topics such as preventive care, mental health, nutrition, adolescent wellness, and maternal care.

Through these partnerships, WLCH will develop, review, and produce educational radio segments and interviews specifically tailored for Latino women and young girls. Partner organizations will support content accuracy, help identify pressing health topics, and contribute to outreach efforts, ensuring programming addresses real community needs. By leveraging the expertise and credibility of these institutions, WLCH can deliver programming that is both engaging and actionable, empowering listeners to make informed decisions about their physical, maternal, and mental health. These collaborations strengthen the project's impact and ensure that essential health education reaches those who need it most in Lancaster and York counties.

## **Implementation Plan**

### Implementation Plan for WLCH Health Programming Project

#### 1. Content Planning and Research

- Identify key health topics for women, young girls, and adolescents, including preventive care, mental health, nutrition, adolescent wellness, and maternal care.
- Conduct needs assessment through community input, surveys, and partner organization feedback.

#### 2. Partnership Engagement

- Collaborate with partner organizations (Penn Medicine Lancaster General Health, Union Community Care, Penn State Cancer Institute, Esperanza Hope, UPMC, and others) to identify experts, gather resources, and ensure content accuracy.

#### 3. Program Development

- Draft scripts, outlines, and segment formats tailored for the target audience.
- Develop culturally relevant messaging and bilingual content when appropriate.

#### 4. Recording and Production

- Schedule and conduct interviews with healthcare professionals and subject matter experts.
- Record, edit, and produce radio segments ensuring high-quality audio and accessibility.

#### 5. Broadcast and Distribution

- Air segments daily on WLCH 91.3 FM in Lancaster, 107.1 FM and 1440 AM in York
- One monthly 10-minute interview during the morning program "De Mañana"
- Share segments through digital platforms and social media to maximize reach and engagement.

#### 6. Community Engagement & Outreach

- Promote upcoming segments through WLCH's programming, social media and community events.
- Encourage listener interaction through Q&A sessions, calls, or WhatsApp

#### 7. Monitoring & Evaluation

Track the number of segments produced, audience reach, and listener feedback.

Collect data on engagement and impact to assess how the project increases knowledge and empowers women and young girls.

## **Outcomes & Evaluation**

If awarded the grant, WLCH expects to achieve the following outcomes:

#### 1. Increased Health Knowledge among Latino Women and Young Girls

- Goal: Provide culturally relevant information on preventive care, mental health, maternal care, nutrition, and

adolescent wellness, and more.

- Measurable Outcome: 20 radio segments will be produced and aired, reaching an estimated 7,000-10,000 listeners per broadcast (this information is based on the Nielsen Fall Survey 2025).

## 2. Strengthen Community Partnership and Reach

- Goal: Leverage partnerships with healthcare and community organizations to enhance credibility and extend reach.
- Measurable Outcome: Collaborate with at least 6 key partner organizations for content development and promotion.

## 3. Increased Accessibility to Health Education

- Goal: Encourage women and young girls to take proactive steps in managing their health and seeking care when needed.
- Measurable Outcome: Promote preventive care behaviors through targeted messaging, reaching 15,000-25,000 listeners monthly.

Through our educational radio segments and interviews, WLCH aims to produce lasting changes in the lives of Latino women, girls, and their families:

### 1. Improved Health Knowledge and Confidence

- Listeners will gain practical, culturally relevant information.
- Women and girls will feel more confident making health decisions.

### 2. Proactive Health Behaviors

- By learning concrete steps to manage their health, listeners may detect health issues earlier, and increase utilization of preventive services.

### 3. Stronger Connection to Local Healthcare Resources

- Listeners will be more aware of available services.
- Higher rates of preventive visits.

### 4. Empowerment and Community Confidence

- Women and girls will feel empowered to advocate for their and their families' health needs.
- Greater health literacy ripples outward.

## Evaluation and Metrics

### 1. Reach & Engagement Metrics

- Radio Listeners: use station analytics, ratings, or estimates of broadcast coverage.
- Digital Engagement: track streams, social media interactions, and website visits.
- Call-ins or messages: count the number of questions, comments, or referrals received after segments.

### 2. Quality Feedback/Community Impact

- Collect testimonials from listeners who applied what they learned.

WLCH will use program metrics to assess the effectiveness and impact of these radio segments.

Key Metrics include:

- Reach and Access: WLCH will produce and air 20 culturally relevant health segments reaching and estimated of 15,000-20,000 listeners per month through on-air broadcasts and digital platforms.
- Program Quality and Engagement: WLCH will track listener participation through call-ins, WhatsApp messages, and social media interactions, targeting 300-400 direct interactions annually.

## Documents

### Required Documents

- [SACA-AUD-6-30-25-Financial-Statements-Final.pdf](#)
- [SACA-Board-Roster-25-26.docx](#)
- [25-26-SACA-Agency-Budget.xlsx](#)
- [Program-Budget-Women-United.xlsx](#)
- [SACA-501c3-Letter.pdf](#)