

Be It Foundation Annual Report

2024





A Message From Our Hearts to Yours



I have cultivated leadership for individuals and communities to build the capacity to meet their needs for decades. At some point in the journey to leadership, folks will often say that leadership is lonely. I have also said as much. Research shows that connecting leaders to one another is not just the medicine for loneliness but increases the opportunity to reach our collective goals more quickly. This is hardwired into our nervous system, brain and body, and turns out has rippling effects to our community and beyond.

The Be It Foundation has trained its 3rd Advanced Practice Clinical Leadership Fellows Cohort and awarded another round of scholarships to top notch leaders. We have seen their leadership in action and their pay-it-forward heart amplify our foundation's efforts exponentially. The relationships of our grantees have made it easier to bring on community partners who want to join us in building the communities we desire. We have talked with judges in Laredo about using EMDR and LENS Neurofeedback in sentencing and court orders to decrease recidivism, address substance use and mental health, and improve family relationships as well.

Our leaders lead together, transferring knowledge through love, gratitude, and science at once. We are going through a growth spurt together. The speed has increased and we are challenged to scale quickly with limited resources for a young organization. I sit here with humble gratitude for where we have gotten so quickly. I ask for patience as we scale. I am excited for what is ahead for our Be It Foundation and South Texas communities we serve. As we launch our fourth annual report, our committed Be It Board and I ask to please introduce us to leaders you know who have big hearts, the capacity to give, money, time, talent, or relationships and are looking to be a part of our family who are already leading for good.

Dr. Cío Hernández, CEO
The Be It! Foundation

The Be It! Foundation Board of Directors

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David J. Hernández, MD
Advisor

Our Mission and Vision

The Be It! Foundation's mission is to promote higher education to students, to sponsor service-learning opportunities to providers who want to increase access and quality of care, to offer emergency assistance to those in need, and to foster well-being through mental health stigma prevention strategies.

Our geographic funding area is between San Antonio and Laredo, Texas; however, the impact of our investment is endless.

We believe that the strength of our work is in the diversity of our students, providers, funders, and partners who stretch our success through their generosity of spirit.



Scholarships for Undergraduate & Graduate Studies

2024 Scholarship Budget: \$35,000

The Be It! Foundation invests in the future by supporting students until they reach their academic goals. We believe students should focus on their studies rather than worrying about finding funding for their education. Our need-based scholarships are for undergraduate and graduate studies. In an effort to decrease anxiety and maximize success, some awards may be renewable on an annual basis if students continue to meet our standards for success. The selection committee had a difficult time choosing from the many qualified candidates.

We continue with our partnership with Alamo College, this year 2 new students from this institution join our Be It Family. They attend the monthly meetings and create connections with other scholars.

Meet our Be It! Scholar Graduates 2024



Caleb Flores
Finance



Arabellah Lozano
Bachelors of Science
degree in Biology



Kassandra Rodríguez
Animal Biology



Anali Rodriguez
Politics and Law

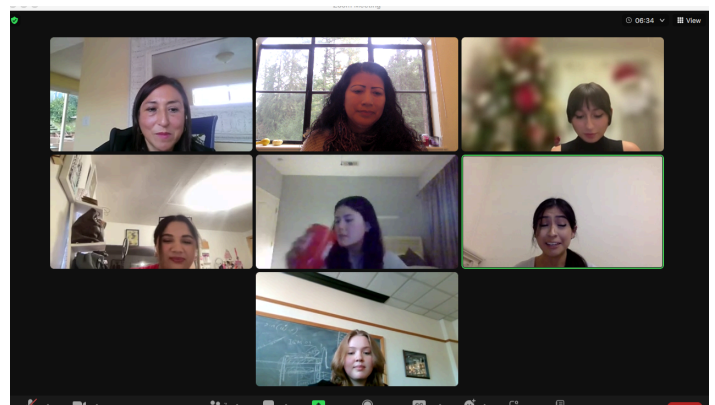
Scholarships for Undergraduate & Graduate Studies

2024 Internship Budget: \$2,000

Internships are a vital support for our work, this year we worked with 2 interns. One of them Alyssa Coello was focus on communications and social media strategies. And the other one Monica Reyna, was dedicated to reaserch about mental health in South Texas. The results of this reaserch will help us to shape our future programs in these areas.

Cultivating a Culture of Connection

Safety and connection are key elements to wellbeing and vital to goal-getting. All Be It! Scholars and interns commit to monthly skill-building and personal growth meetings. Our hope is to build a foundation for emotional literacy as we support efforts in reaching their goals. We practice strategies for staying on course when peers are not as focused. We help connect students with community leaders who can guide their way to success through internships and other mentoring. As you meet our Be It! Scholars, think about the opportunities you may be able to offer and the benefits their young minds may be able to offer your workforce.



Meet the Be It! Scholars and Interns 2024

Sabrina DeBreau

My name is Sabrina, I am currently pursuing a dual degree in a B.A. in Philosophy paired with a B.S. in Physics along with a minor in Mathematics at Texas Tech University. It has always been a passion of mine to excel in a career of research and academia where I constantly learn new things and explore new heights in discovery. I hope to one day partake in an internship that helps me grow in the field of research and academia that is also particular to my degree plans and interests. With my unique background and experience with homelessness and the foster system, I continue to give back by being and advocating for youth with similar experiences in areas like policy work and mentorship opportunities.



Amari Herrera

My name is Amari Herrera! I was born and raised in Laredo, Texas, where I then attended J.B. Alexander High School. Currently, I'm a freshman majoring in psychology at The University of Texas at Austin. I am very passionate about maintaining a healthy state of mind and making sure everyone receives the help they need. I hope to work as a mental health professional in the education system, bringing assistance to students who are struggling. All in all, my goal is to make a difference in the lives of those who need support.



Meet the Be It! Scholars and Interns 2024

Florence Rentería

My name is Florence Rentería. This is my second year as a Be It! Scholar. The foundation has helped me set goals and standards for myself that I did not even imagine when I first joined them. They work with mental health and opening up our mindset to see what else we can work on to expand our horizons.

I recently graduated from Laredo College with an Associate degree in Science. I am now attending Texas A&M International University to continue my education for my Bachelors in Biology. After I graduate from TAMIU, I plan to go into the medical field and work my way up to be a cardiothoracic surgeon. The way I pay it forward to my community is by gathering food and used toys that people no longer need or want and give them to the people who can not afford it and are in a much worse economic situation. An internship that would be amazing for me is to observe and shadow Dr. Cigarroa or someone like him since he does what I am working to be one day. An opportunity like that would be amazing to see how these successful physicians came to be.



Isaac Parra

My name is Isaac Parra, I was born in El Paso Texas. I am the youngest of three brothers. I come from a family with no medical background, but was inspired by an amazing nursing team that took care of a very special person in my life. I have been in and out of college over the years due to issues with finances but thanks to the Be It! Foundation, I no longer need to worry about that, I am free to continue my education as a nurse! I look to inspire and bring peace to families just as that nursing team did for me!



Meet the Be It! Scholars and Interns 2024

Arabellah Lozano

My name is Arabellah Lozano and I am a senior at Texas A&M International University. I am pursuing a Bachelors of Science with a major in Biology, a major that I plan to apply towards a future in Dentistry. With the support and encouragement of the Be It! Foundation, I am confident that I will achieve my aspirations of graduating as a Doctor of Dental Surgery. My next step towards academic success is entrance into Dental School. Overall, the greatest mission I attain is to contribute to the growth of my community, and advocate for increased knowledge of oral healthcare in low-income populations.



Anali Rodríguez

My name is Anali Rodríguez, and I am attending the University of Texas at San Antonio. My major is Politics and Law. I plan to pursue a career as a Sexual Assault Attorney. I want men, women, non-binary, transgender, queer, etc, people in my community to feel safe knowing someone is listening to their story and fighting for the justice they deserve. My dream internship would be any law office who puts their clients first. Another dream would be to have a clerkship under a judge and learn their perspective on cases.



Meet the Be It! Scholars and Interns 2024

Kassandra A. Rodríguez

My name is Kassandra A. Rodríguez and I am currently attending Texas A&M University at Kingsville. I am majoring in Animal Science with a focus on Pre-Veterinary Medicine. I hope to one day open my own practice as well as my own no-kill animal shelter in my community. I also plan to speak out against domestic animal abuse. My goal is to help as many animals as I can while also informing people about how to put an end to abuse. My dream internship would be to shadow a veterinarian that works with abused and neglected animals while also reintroducing them back into our society in hopes of finding them a loving home.



ALAMO
COLLEGES
DISTRICT

ALAMO STUDENTS

- Jasmine Shoemate
- Michelle Ann Flores Martinez

Meet the Be It! Scholars Interns 2024

Monica Reina **Reaserach Intern**

Hello! My name is Monica and I will be attending Texas State University in the fall. I will be studying Elementary Education and I love to volunteer and meet new people!



Alyssa Coello **Communications Intern**

Hello my name's Alyssa Coello! I will be attending the University of Maryland this fall where I will be majoring in psychology. A few hobbies of mine include singing and learning new languages.



Emergency Assistance

2024 Budget: \$ 25,000

We are pleased to work with Catholic Charities Archdiocese of San Antonio (CCASA) and Salvation Army of Laredo who have existing programs to offer assistance to the community. Our 2024 budget was allocated in the amount of \$25,000 to provide unrestricted emergency funding to meet the basic needs (rental assistance, utilities, clothing, food) of these organizations.

“With the BE IT Foundation funding, we were able to provide the following assistance to individuals/families in the Laredo community:

- 200 food boxes (\$20 each, \$2,000.00)
- 10 families with utility assistance (average of \$250 each, \$2,500.00)
- 9 families with rental and mortgage assistance (average of \$900, \$8,100.00)

These past few years, The Salvation Army of Laredo has been able to provide additional quality programs to Laredo and the surrounding communities through gifts received from the BE IT Foundation.

“Catholic Charities is extremely grateful for your support. We hope to continue to develop this mutual commitment to ensure that the most vulnerable have access to the necessary resources to attain better livelihood options and create a more prosperous San Antonio—one family at a time.”

Impact:

- 13 families—40 individuals served (direct/indirect)
- 6 families assisted with utility assistance
- 7 families assisted with rental assistance
- All families fell under the federal poverty line.



Amount: \$12,500

webpage:

<http://salvationarmytexas.org/laredo>



Amount: \$ 12,500

webpage: <https://ccaosa.org/>

PAY IT FORWARD - Mental Health professionals Capacity Building

Pay-it-forward grants for professional development (matching grants, and 5- year Advanced Practice EMDR Leadership Fellowship Program)

2024 Budget: \$ 61,949.00

Be It! promotes trainings to mental health professionals in South Texas interested in continuing education to treat trauma and promote post-traumatic growth. Our goal is to increase access to high quality mental health care that is available in other areas of the country, but not presently in South Texas.

Policy Making in Washington DC 2023

Our 5 Year-Advanced Practice Leadership Cohort is already uniting with previous cohorts to present to the judges in South Texas to require sentencing include EMDR for Trauma Informed Restorative Justice. We believe it is a pathway for decreasing recidivism, increasing safety in communities, and creating a sense of belonging as people work on their own distress and build self-worth.



PAY IT FORWARD - Mental Health professionals Capacity Building

2021 Cohort EMDR & LENS Consultant Track Mentors

- Aramazti Canales, LPC
 - Tiffaney Gibbons, LPC-S
 - Leslie Gonzales, LPC
 - Lourdes Ornelas, LPC
 - Melissa Ortiz, LPC
- Volunteer Consultation/Donor Wendy Calomiris, LMFT
Volunteer Approved Consultant Linda Timme, PhD



2021-2024 EMDR Response to Uvalde and Supporting our First Responders

- Erika Ramon
- Ada Joella Ballesteros



PAY IT FORWARD - Mental Health professionals Capacity Building

2023 Don't Mess with Texas Cohort EMDR Certification Track

- Bobbie Davila
- Gerardo Esqueda
- Elizabeth Gardner
- Silvia Gutierrez
- Leslie Hernandez
- Rosemary Hernandez, PhD
- Gabriel Martinez
- Frieda Nava
- Carolina Pellum
- Veronica Reyes
- Elda Salinas
- Berenice Torruco
- Melissa Ramirez Trained so that she could support her staff and school district



You Matter! - Wellness Education & Prevention of Mental Health Stigma

You Matter Campaign!

Budget: \$40,059

You Matter! This is recurring campaign to

Access to necessary emotional support is often delayed or not sought at all, in fear of judgment or stigma. Common symptoms like grief and loss, trauma, and anxiety that impact everyone in some form are often ignored when we could be fostering growth and resilience.

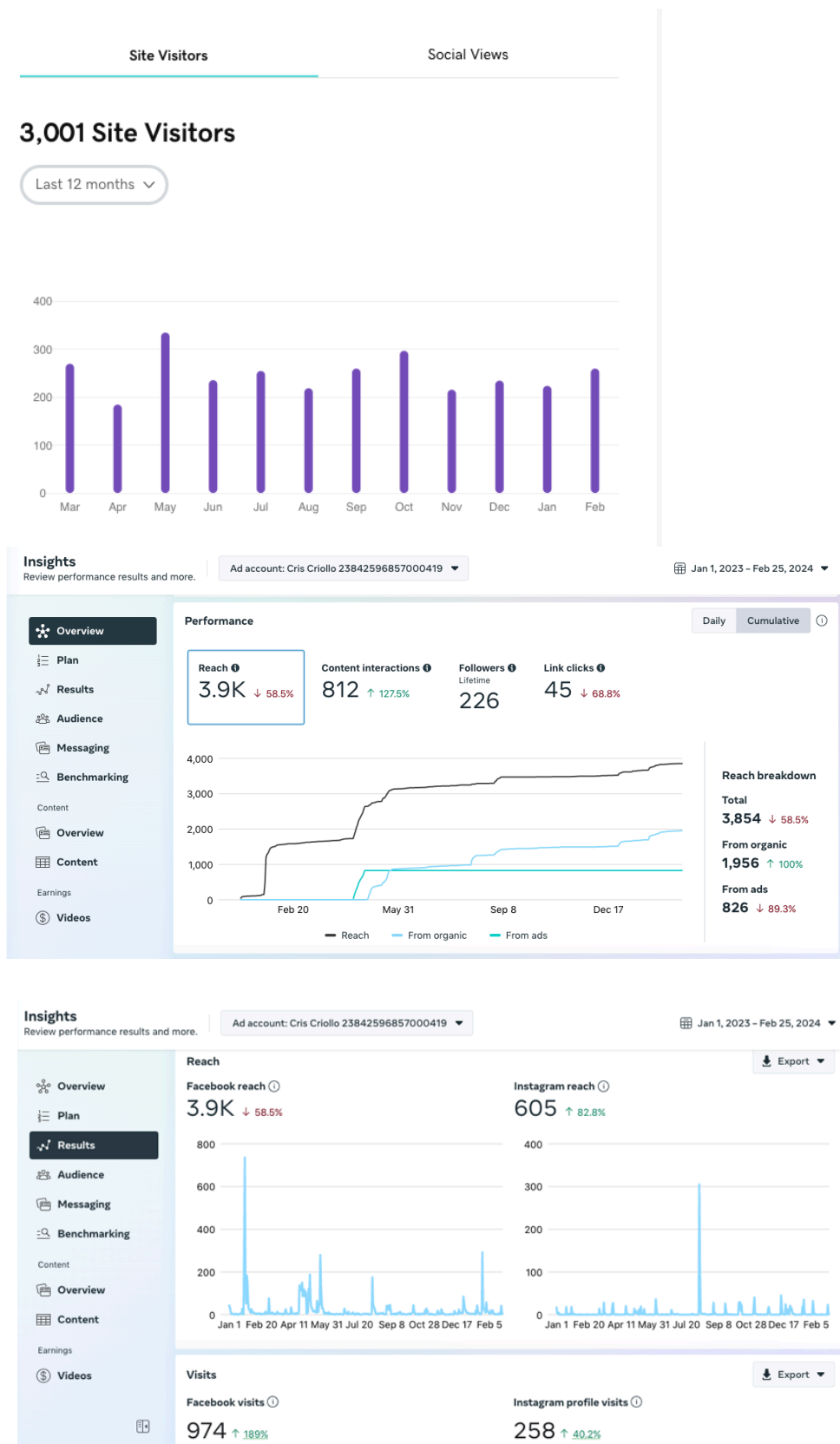
The Be It! Foundation sponsored the the "You Matter" series that aims to give easy, evergreen access to mental health information for all.

This year the campaign is focus on creating:

1. Social media campaign
2. Podcast that will be launch in early 2025



Social Media Impact - Analytics You Matter Campaign



Social Media Impact - Analytics

Audience

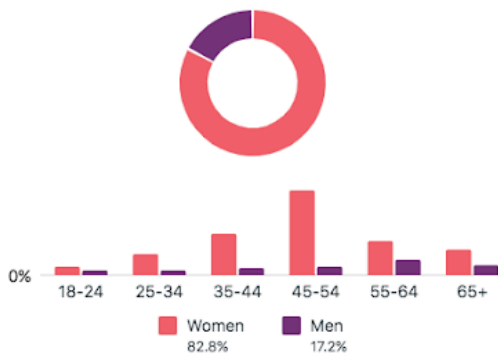
Current audience

Potential audience

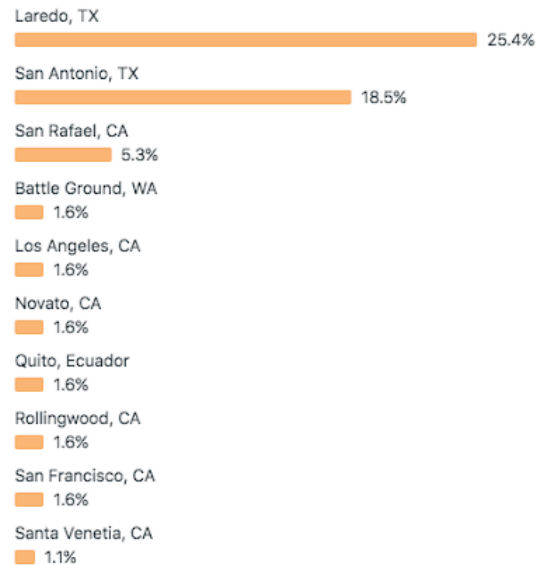
Facebook Page followers ⓘ

189

Age & gender ⓘ



Top cities



Insights

Review performance results and more.

Ad account: Cris Criollo 23842596857000419 ▼

Jan 1, 2023 - Feb 25, 2024 ▼

Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos

Performance

Daily

Cumulative ⓘ

Reach ⓘ

3.9K ↓ 58.5%

Content interactions ⓘ

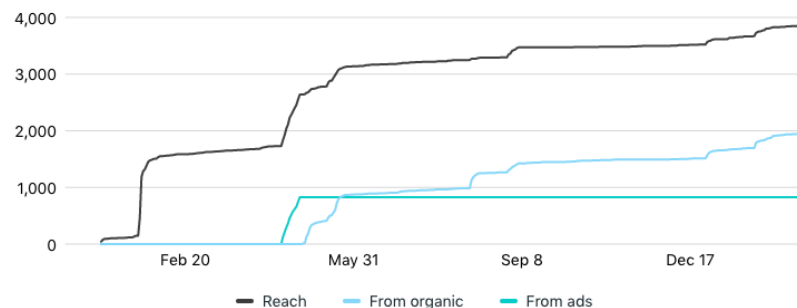
812 ↑ 127.5%

Followers ⓘ

Lifetime
226

Link clicks ⓘ

45 ↓ 68.8%



Reach breakdown

Total

3,854 ↓ 58.5%

From organic

1,956 ↑ 100%

From ads

826 ↓ 89.3%

Financial Summary

Be It! Foundation opened its virtual doors at the end of 2020. We are a Texas-based nonprofit charitable organization with tax exemption. Our fundraising efforts focus on meeting our program goals and growing our team.

Funding the Endowment

Total endowment to date: \$ 2,250,000

Norma Alicia Hernández Fund is inspired by the generosity and wisdom that she passed on to every person with whom she crossed paths. She financially supported numerous members of religious organizations and helped put students through school, regardless of whether she had only recently met them or had known them for years. No matter where she went, she spread her passion for service and her love for academics to family, friends, and strangers. Norma passed away February 2017 and is lovingly remembered by her family. The Norma Alicia Hernández Fund was created in memory of her good will and to carry on her legacy of love.



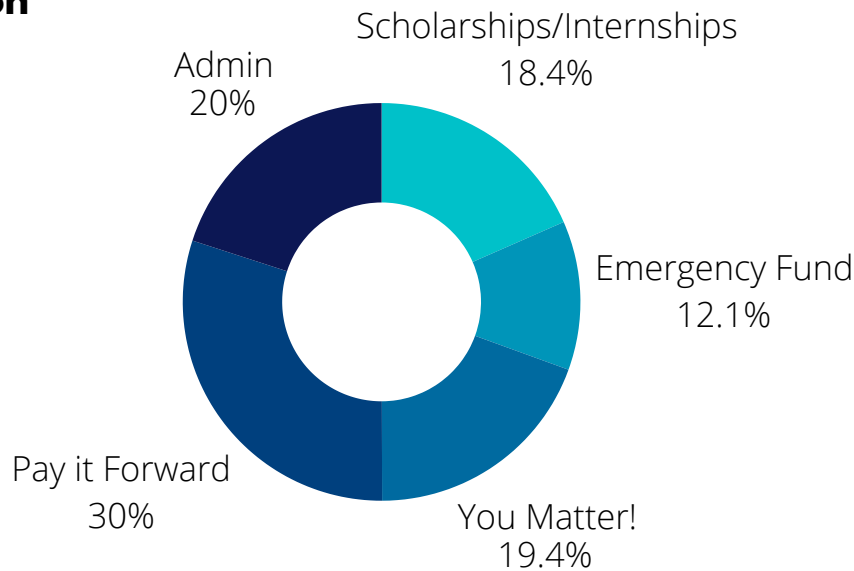
Samuel H. Vester, Jr. and his family contributed to the endowment of the Be It! Foundation to care for the charitable needs of the community. Mr. Vester always says, “Money is only as good as the good it does.” His generous actions match his words. Mr. Vester’s values inspired the Pay It Forward Initiatives and more. His family members are active volunteers and supporters of those most in need. Their action-oriented philosophy was the catalyst to the creation of the early childhood stipends to increase quality care. In 2021, the Vester’s donor directed funds laid the foundation for an endowment at Alamo College and were the first to Adopt a Student. The Vesters humbly lift others to their highest potential while modeling the hard work it takes to achieve success. They are the Be It! exemplar.



Financial Summary

2024 Giving Budget: \$ 211,288

Distribution



Funding Area	2023	2024
Scholarship and Interns	37,000	38,000
Scholarship funds to colleges	5,000	5,000
Administration (including profesional development and conferences)	41280	41,280
You Matter!	32900	40,059
Pay it Forward (including EMDR and other conferences)	48798	61,949
Emergency Fund in partnership with Catholic Charities and Salvation Army	25,000	25,000
Totals including donor directed funds	\$189,978	\$,211,288

Growth Strategies 2024

Growth Strategies 2024

1. Somos el Poder network
2. Five proposals presented to possible donors based on the mission and current Be It! Programs.
3. Planning 2025 Fundraising activities with Be It Team.
4. Two fundraising events in 2025
5. Recognition event for scholars and awardees, this is also a fundraising event
6. Two local partners for Emergency Funds
7. Impact data collection from scholars and professional awardees
8. Administration and communications support, social media campaign and podcast
9. Internships and volunteer program

Fundraising goal 2025

\$25.000

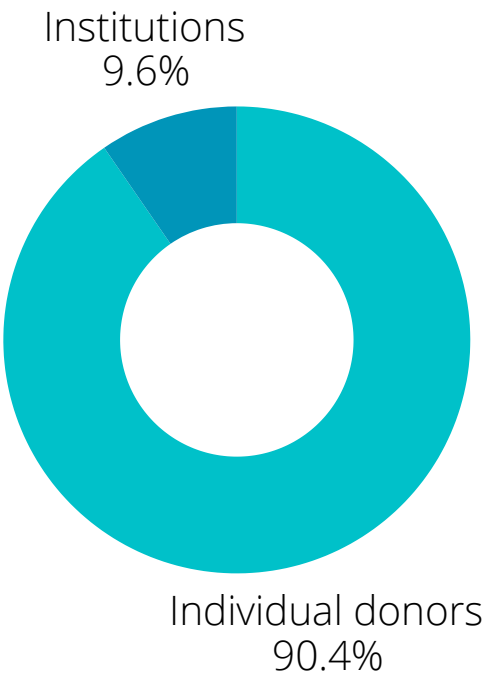


GOALS

Donations Summary - Thanks to our individual and institutional donors

2024 Contributions/Donations: \$

Distribution:



**Thanks to all the Institution and Individual Donors for your generosity!
2024**



Become a Be It! Donor today!



Provide Basic Needs

\$ 500

Support families to meet their basic needs. Your donation puts food on the tables for the hungry and provides shelter during this time when income is so unstable.

Support a Student

\$ 5,000

Your annual donation of \$5,000 invests in a student's career until they reach their goal. This not only develops the growth of the student; but provides an asset to our community and is a strategic way to interrupt cycles of poverty for future generations.

Adopt a Student All 4 Years

\$ 25,000

Adopt as many students as you want and we will handle the rest. You can choose how much you would like to know about your student and tell us if there is a particular career you would like to support as we go through the applications to make a match. Consider being a mentor and you can practically guarantee that your student will become a success!

Pay-it-forward / matching grants

\$ 1,000

Pay-it-Forward Grants provide an opportunity to assist others while ensuring they can still manage their expenses. Applicants might be required to contribute to the training costs, volunteer their skills, or present an innovative idea that could benefit many with a small initial investment. Your kind donation will serve as a reminder to applicants and communities about the positive impact of helping others.

5 Year Fellowship Program

\$ 20,000

5 year Advanced Practice EMDR Leadership Fellowship Program - Eye Movement Desensitization Reprocessing (EMDR). We believe that increasing access to mental health services for low income families is key for community wellbeing.

Many Hands Make Light Work Donor

\$ 50,000

Donors who contribute to the Many Hands Make Light Work foundation endowment help us assist more individuals each year. Your donations will be promptly utilized in the community, revealing the positive impact you have enabled for Be It! recipients.

Angel Donor

\$ 100,000+

One of our funders Sam Vester says, "Money is only as good as the good it does." An angel donation to the Be It! Foundation can immediately benefit families, students, and mental health initiatives, making a positive impact in the community.

We are actively seeking \$2.5M to fund fifty 5 year Advance Practice EMDR and LENS Leadership Fellowships to get isolated therapist trained in evidence-practices and connected to a worldwide network of resources. This sends ripples through communities, addressing intergenerational trauma and prevention, and up further into the world of policy change.

Thank you!

For more information, please visit:
www.beitfoundation.org
Or email us at:
cio@beitfoundation.org

Read this QR code with your phone and look at our donation options.

