

BEVIER-EVANS FOUNDATION



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BUSINESS PLAN

January 1, 2024

bevierevansfoundation@gmail.com
<https://femaleempowermentnow.org/>
Detroit based 501c3

EXECUTIVE SUMMARY

Service:

Bevier-Evans Foundation is committed to assisting qualified recipients with cash scholarships to meet day-to-day expenses as they pursue their dreams. The Foundation seeks out candidates thru its on-line Grant application process. The foundations current areas of focus include:

JANICE TUOHY-AGUILERA SCHOLARSHIP

Performing Arts Scholarship.

In loving memory of our friend Janice Tuohy-Aguilera

FEMALE LEADERSHIP/MENTOR SCHOLARSHIPS

Outstanding Athletes & Academic Achievers

SKILLED TRADES & HOSPITALITY SCHOLARSHIPS

Building & Skilled Trades, CDL & Hospitality Programs

Foundation Ownership:

Dawn Bevier-Tarpinian (Co-Founder), grew up in the Metro Detroit area. Hailing from multi generational Trade workers, Dawn began her career as a Detroit based Hotel Front Desk Agent and was a proud member of H.E.R.E. Local 24. A hospitality industry leader, Dawn progressed into Hotel Management and Sales & Marketing with over 30 year in the Industry. A pioneer, empowering women in a male dominated industry, Dawn's passion fuels her mission to empower youth for equality and opportunity. She hopes to inspire the success of youth within the City of Detroit, the trades and the Unions. As a visionary, Dawn is excited to partner in this joint effort with her lifelong friend and co-founder, Monica Davie.

Monica Evans-Davie (Co-Founder) is the only child of two retired, highly decorated, military parents. She was educated in the Detroit Public School system and is a graduate from the historic Cass Technical High School. She holds a Bachelor of Arts Degree in Labor Studies and a Master of Education Degree in Educational Leadership, both from Wayne State University. She also teaches Career and Professional Development courses at the community college level; directs operations for a vocational training institute; and professionally mentors high school girls graduating and preparing for college and employment. Monica is a visionary who has dedicated her life to helping young people make positive decisions for their future.

Mission Statement:

Bevier-Evans Foundation is a nonprofit organization who through the development of strong partnerships & funding sources can accomplish their mission of financial and educational support of females in skilled trades careers and performing arts students in dance/theatre.

About Us:

Bevier-Evans Foundation is a Detroit based 501c3 non-profit organization. Co-Founders Dawn (Bevier) Tarpinian and Monica (Evans) Davie are lifelong friends that share the vision of supporting females in their career and educational paths. Our focus is on skilled trades, academics and performing arts. The Bevier-Evans Foundation was launched in December 2019 and with the financial support of family and friends we have provided several recipients with funding to further their education and trade certifications.

Foundation Future, Projections and Financing Needs:

Bevier-Evans Foundation plans to support at least one (1) recipient in each scholarship category on an annual basis. For each scholarship recipient, a donation of \$2000 is needed. For every \$2000 received, Bevier-Evans Foundation can provide funding to one (1) recipient in skilled trades, academics or performing arts. This minimum amount gives each recipient the ability to offset costs needed for education/certifications, uniforms, tools, transportation, daycare and more. Each donor that gives a minimum of \$2000 is recognized on our website and all marketing information created during the year of receipt.

Achievements to Date:

Since 2019, Bevier-Evans Foundation has been able to give eight (8) recipients financial scholarships, totaling over \$9,000 for Trades, Academic and Performing Arts. We follow our recipients progress to provide mentorship and support in their future career paths.

Marketing:

The elements of our marketing strategy are, (1) Build donor relationships, (2) Build future recipient relationships, (3) Increase awareness of Foundation Mission within local and State markets.

Marketing Channels Used:

- Social media (Twitter, Facebook, Instagram, linkedin etc.)
- Company Website – <https://femaleempowermentnow.org/>
- Email Marketing – Constant Contact
- Board Member relationships & local event sponsorships

Marketing Annual Budget:

Marketing Channels

Website	\$200.00
Gift Items (sponsorships/donors)	\$500.00
Email	\$700.00
Special Event Sponsorships	\$1,500.00
Third party advertising	\$1,000.00
Total Marketing Channel Costs	\$3,900.00

Executive Team:



Dawn (Bevier) Tarpinian – Co-Founder/Treasurer

Dawn grew up in the Metro Detroit area. Hailing from multi generational Trade workers, Dawn began her career as a Detroit based Hotel Front Desk Agent and was a proud member of H.E.R.E. Local 24. A hospitality industry leader, Dawn progressed into Hotel Management and Sales & Marketing with over 30 years in the Industry. A pioneer, empowering women in a male dominated industry, Dawn’s passion fuels her mission to empower youth for equality and opportunity. She hopes to inspire the success of youth within the City of Detroit, the trades and the Unions. As a visionary, Dawn is excited to partner in this joint effort with her lifelong friend and co-founder, Monica Davie.



Monica (Evans) Davie – Co-Founder/President

Monica is the only child of two retired, highly decorated, military parents. She was educated in the Detroit Public School system and is a graduate from the historic Cass Technical High School. She holds a Bachelor of Arts Degree in Labor Studies and a Master of Education Degree in Educational Leadership, both from Wayne State University. She also teaches Career and Professional Development courses at the community college level; directs operations for a vocational training institute; and professionally mentors’ groups of high school girls graduating and preparing for college and employment. Monica is a visionary who has dedicated her life to helping young people make positive decisions for their future.



Kirk R. Bevier - Secretary

Kirk grew up in the Metro Detroit area and started in the Construction and Home Improvement Industry over 30 years ago. Kirk initially found his passion of the building trades in Wood Shop class in High School and his first job as a Carpenter Helper. Kirk continued with his passion through work and attending the Detroit Carpenters Joint Apprenticeship Program in Ferndale, Michigan where he completed the program of 4700 hours over four years, learning all phases of residential and commercial carpentry, with on-the-job training and employment. Over the years, Kirk’s career has taken him from his graduation of the Carpenters Apprenticeship Program to Management & Leadership Roles in the Industry and over 10 years ago to the Owner of his own Company – KIRK BEVIER HOME IMPROVEMENTS.

Board of Directors

- **Jay Wilber** - Goodwill's Green Works
- **Kristi Lewis** - Owner, Travel by Pathfinders
- **Millie Hall** - President, Coalition of Labor Union Women, Detroit Chapter
- **Dr. Quinn Thomas**, PSY.D., D.L.L.P – Psychotherapist
- **Philipp Emma**, Owner, Global E and Partner at PSN Technology
- **April Brooks**, Divisional HR Director, The Salvation Army, Great Lakes Division



Left to right: Millie Hall, Kristi Lewis, April Brooks, Jay Wilber, Dr. Quinn Thomas, Philipp Emma

FINANCIAL:

As of March 1, 2024:

BEVIER-EVANS FOUNDATION Balance Sheet	
Assets	As of MARCH 1, 2024
Cash	\$7,444.06
Total Assets	\$7,444.06
Expenses	
Marketing (YTD)	\$875.00
Travel	\$0.00
Miscellaneous	\$0.00
Total Expenses	\$875.00
Balance Minus YTD Expenses	\$6,569.06

Financing Needed Annually:

Sources of Funds	
DONORS	\$10,000
Total Sources	\$10,000
Uses of Funds	
Marketing	\$3,900
Recipients (3 @ \$1500/each)	\$4,500
Total Uses of funds	\$8,400

Payment Policies:

Bevier-Evans Foundation accepts donations via cash, check, PayPal and Venmo.



venmo

Personnel Requirements:

Bevier-Evans Foundation is an all-Volunteer Organization.

Past Recipient Updates:

- **MERPBY BURGOS:** Merphy continues working for the Theatrical Teamsters Local 817 in New York. As of January 2023, Merphy has been “vetted” into the Teamsters Union based on 5 years of service.
- **MITTEA PRESTON:** Mittea continues to do well with her education. She transferred from EMU to WSU and is on target to finish her bachelor’s degree in 2024. Mittea is expecting her 1st child in October 2023.
- **ANGEL ERVIN:** Angel’s goal was to be an entrepreneur utilizing her training within the Trades. With additional financial support she has begun to acquire residential properties, improve them and then flip them for a profit.
- **LEANGELA RUNELS:** LeAngela is still currently employed as a welder with Cleveland-Cliffs, Inc., one of the largest iron and scrapping companies in North America. She is a graduate of the Goodwill Detroit Welding Program and continues to support the BE Foundation with her insight, suggestions, and recommendations.

- SOFIA CAMMARANO:** Sofia is a rising senior at Saint John Vianney High School in New Jersey. She has danced since the 2nd grade, taking dance classes in ballet, pointe, tap and jazz. She has danced in theatre productions in high school which included Bye Bye Birdie, Freaky Friday and Cinderella. In the last 2 years, Sofia has choreographed all dance numbers at her high school. Sofia wants to pursue Dance/Musical Theatre in college. The BE Foundation sponsorship allows Sofia to sharpen her skills and improve her techniques as she maximizes her potential as a dancer.
- ALEX ROBINSON:** Alex is a Northwestern High School Graduate and recently graduated from the Goodwill Trade Center for Welding Program. Alex continues her path into a Welding career and continues to support the BE Foundation with suggestions and recommendations for the future of recipients.



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