

BE IT FOUNDATION Impact Report

2022 - 2023
Impact Report
2020-2023





A Message From Our Hearts to Yours

Impact is a strange thing to measure as an organization that focuses on wellbeing. Can we really measure the impact of a smile as its contagion is shared with countless others? Do longitudinal studies really tell us the impact of early intervention, treatment, and early childhood education efforts when the little things like family dinners, community gatherings, or the safety of eye contact are not measured? In 2023, we started to reap the rewards of our small but mighty endeavors after our first three funding years. In the pages ahead, I hope you will see how our small investments in our community superheroes are well worth it.

Our Be It! Scholars are following their dreams while being supported into leadership. This year each one shared a training with the rest of the group. I was blown away by their professionalism and quality of lessons shared at such an early stage of their career. Our scholars who are approaching graduation are already strategizing how they will use their skills in the community.

Our clinicians who received pay-it-forward training grants blasted us off the charts, as South Texas was finally put on the map for access to Eye Movement Desensitization Reprocessing and Low Energy Neurofeedback. We are grateful to our partner organizations, Laredo Salvation Army and Archdiocese of San Antonio Catholic Charities, who use our funding to assure our residents have their basic needs met.

Lastly, our You Matter and other stigma reduction efforts have been slowly permeating our way into the community. The impact or the rippling good from our presentations, social media, and other efforts, we have been pleasantly surprised at the turnout and participation.

Thank you for all you do to make a difference in the community. The impact of your generosity and kindness are truly immeasurable.

Dr. Cío Hernández, CEO
The Be It! Foundation

The Be It! Foundation Board of Directors

Dr. Cío Hernández, CEO
President

Albert Flores
Secretary

Yolanda Flores
Albert Flores alternate

Tomy Vester
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Gina Sena
Director

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Directors

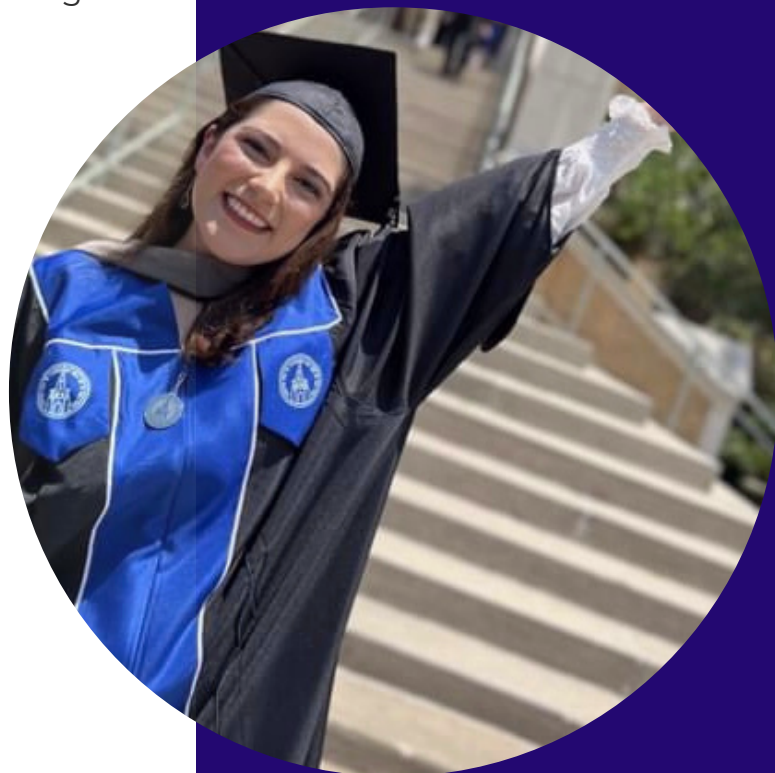
David J. Hernández, MD
Advisor

Our Mission and Vision

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



OUR PROGRAMS

(IMPACT 2020-2023)

1

SCHOLARSHIPS AND INTERNSHIPS FOR HIGHER EDUCATION

BE IT! invests in the future by supporting students until they reach their academic goals. Our scholarships are for undergraduate and graduate studies and are renewable on an annual basis if students continue to meet our standards for success.

2

PAY IT FORWARD - MENTAL HEALTH PROFESSIONALS CAPACITY BUILDING

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.

3

EMERGENCY FUNDS

BE IT! Foundation supports the existing basic needs programs of pre-identified organizations who help with rental assistance, utilities, and basic needs for those in the San Antonio and Laredo areas.

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's basic needs (rental assistance, utilities, clothing and food).

4

YOU MATTER - MENTAL HEALTH STIGMA REDUCTION CAMPAIGN

Every single one of us is important. We all have a story of challenges and overcoming them. The You Matter campaign highlights that struggle is normal and real. There is no shame in having a mental health diagnosis or seeking support. BE IT! sees this as a strength unique to each of us to learn better from one another and to help our community thrive together. We offer speaking presentations to promote well-being and prevent mental health stigma.

CALEB FLORES

Business Administration | Accounting Program



ARABELLAH LOZANO

Bachelors of Science | Biology

1

SCHOLARSHIPS AND
INTERNSHIPS FOR
HIGHER EDUCATION BY
THE NUMBERS

26

\$5,000 SCHOLARSHIPS
(\$1,000 FOR
INTERNSHIPS)

14

SCHOLARS AND
INTERNS SUPPORTED.
10 CURRENTLY
ENROLLED

5



GRADUATED

6

Local Colleges and
Universities have
students involved in this
program

Leadership

development meetings

30

All Be It! Scholars and
interns commit to
monthly skill-building
and personal growth
meetings.

120



Scholar beneficiary
family members

\$107,500

INVESTED IN THIS
PROGRAM

We see our Be It! Scholars as the face of the foundation. We are proud to invest in the future of South Texas and know that they will be sharing their knowledge, skills, and resources in the community for generations to come. We conducted thorough interviews of our scholarship applicants and identified three additional scholars who we knew we wanted to support. They were funded for one year internships where they will help the foundation grow.



2

**PAY IT FORWARD -
MENTAL HEALTH
PROFESSIONALS
CAPACITY BUILDING BY
NUMBERS**

73

MENTAL HEALTH
PROVIDERS TRAINED
ON EMDR,
IMMIGRATION
EVALUATIONS,
CHILDHOOD TRAUMA
and Neurofeedback
LENS

93%

Bilingual
(English/Spanish)

100%

COMMITTED TO PAY IT
FORWARD IN THE
COMMUNITY
Offering quality,
affordable therapy for
low income communities

3,285

Laredo, San Antonio,
South Padre Island
population covered by
trained professionals on
LENS, EMDR, Childhood
Trauma and
Psychological Evaluation

100%

Increase of the EMDR
practitioners in South
Texas

150%

Increase of the LENS
practitioners in South
Texas

23%

Increase of the
Immigration Evaluations
conductors in South
Texas

15

Students from LC trained on
Early Childhood Education

\$102,596

INVESTED IN THIS
PROGRAM

In the U.S., there are 350 individuals for every one mental health provider.

Texas has one mental health provider for 760 individuals.

The total population in South Texas (Laredo, San Antonio y South Padre Island) is 1,788,066 individuals.

<https://mhanational.org/sites/default/files/2023-State-of-Mental-Health-in-America-Report.pdf>



3

EMERGENCY FUNDS BY NUMBERS

2

EMERGENCY FUNDS PARTNERS

Salvation Army of
Laredo and Catholic
Charities San Antonio

9

VISITS TO SHELTERS AND MEETINGS WITH PARTNERS

12%

Of Salvation Army's
Emergency Fund budget

87

Families received
emergency assistance

41%

Families earned an
annual income less than
\$10,000

348

Family members

\$80,000

INVESTED IN THIS
PROGRAM - INCLUDING
TEXAS EMERGENCY
FUND IN 2021 - \$5000

Partners information:

<https://southernusa.salvationarmy.org/laredo/what-we-do-1>

<https://www.dioceseoflaredo.org/catholic-charities-diocese-laredo>



4

YOU MATTER - MENTAL HEALTH STIGMA REDUCTION CAMPAIGN BY NUMBERS

12

MONTHS CAMPAIGN ON
MENTAL HEALTH STIGMA
REDUCTION

Started on November 2022

12

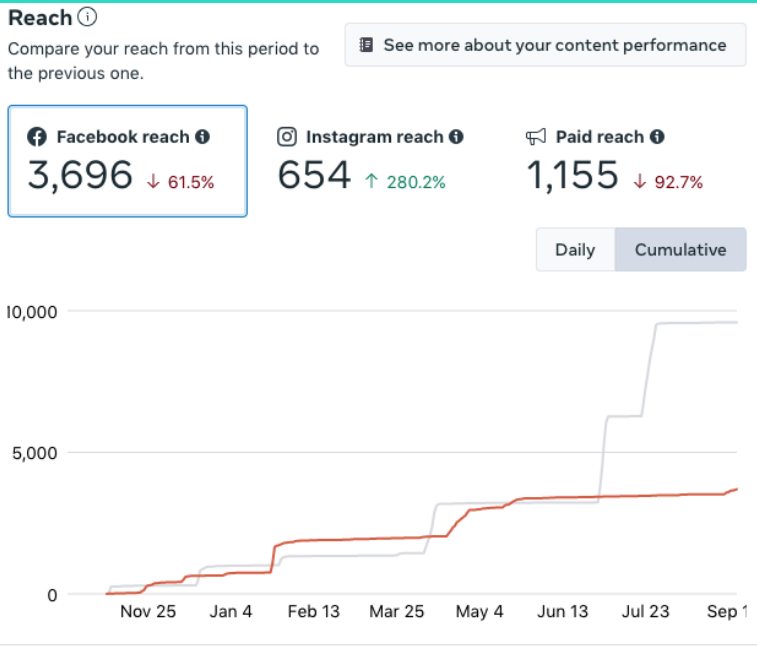
HOURS OF VIDEO
PRODUCTION OF
NORMALIZING MENTAL
HEALTH

42%

Increase of Be It! social Media
presence

4,480

New web page visitors
from 2022 - 2023



\$5,300

INVESTED IN THIS
PROGRAM 2022 - 2023

GOALS

- 1.Prevent/reduce the stigma around mental health in South Texas by producing a program that informs those who are unaware of the stigma and empowers those who are affected by it.
- 2.Collaborate with partners in South Texas to promote the campaign widely, especially in education institutions.
- 3.Promote the campaign materials in all the local media around Laredo and San Antonio

OUR PROGRAMMATIC NEXT STEPS

1

SCHOLARSHIPS AND INTERNSHIPS FOR HIGER EDUCATION

- Increase the number of scholarships by 20%
- Two new agreements with colleges in South Texas
- Permanent outreach with high schools and colleges to organize virtual or in person visits
- Fundraising

2

PAY IT FORWARD - MENTAL HEALTH PROFESSIONAL

- Increase the number of mental health professionals trained in EMDR, LENS, Childhood trauma, PIPE, others by 20%
- Create a solid network of mental health professionals in South Texas and linked to the activities of Be it foundation

3

EMERGENCY FUNDS

- Initiate an education program around mental health for service users of the two organizations
- Expand the network of grantees for emergency funds in South Texas

4

YOU MATTER - MENTAL HEALTH STIGMA REDUCTION CAMPAIGN

- Promote the campaign materials in all the local media around Laredo and San Antonio
- Collaborate with partners in South Texas to promote the campaign widely, especially in educational institutions
- 5 Planned You Matter conversations 2022-2023 organized and promote for Interns and scholars.
- Content creation and posting on Social Media
- Content creation and web page maintenance

OUR FINANCES

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.



Tribute to Our Founding Donor, Samuel H. Vester, Jr.



Tribute to Our Founding Donor, Samuel H. Vester, Jr.

2023 has been a year of great successes to celebrate as well as extreme losses that have left us grieving the loss of our founding benefactor, Samuel H. Vester, Jr. He passed away earlier this year, surrounded by his loving family.

Sam was the light in every room. His brilliance shone on everything he touched. He wanted to share his gifts, recognizing that his privilege was to be shared for the greater good. The impact shared in this report would have never been possible without Sam's support.

Sam wanted to meet everyone that was given a grant and scholarship because he wanted them to know that he believed in them.

He always said, "Money is only as good as the good it does."

Sam prioritized inclusion of the pay-it-forward component of the Be It Foundation programs because he believed that leadership was in all of us, wherever we are.

Sam's loving wife, Tomasa Vester, our Be It! Chairperson of the Board of Directors, and their children have carried on his philanthropic leadership legacy.

Sam, you will always be in our hearts. Your life truly was a blessing.

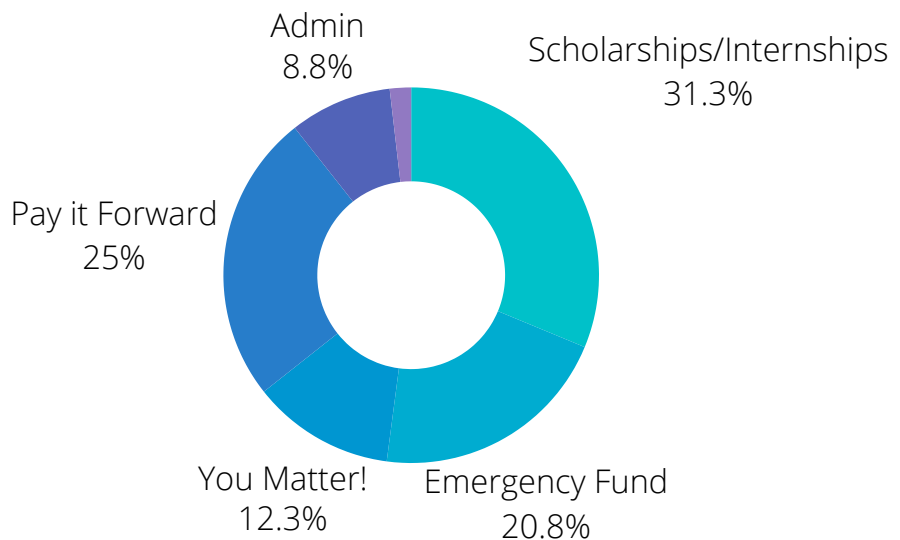
Dr. Cío Hernández

FINANCIAL SUMMARY

2022 - 2023

2022/2023 Giving Budget: \$ 120,000

Distribution 2023



Funding Area	2022	2023
Scholarship and Interns	38,000	37,500
**Adopt a Student (subject to application process)	55,000	2,200
*Administration	41,280	10,575
You Matter!	32,990	14,725
Pay it Forward	48,798	30,000
Emergency Fund in partnership with Catholic Charities and Salvation Army	25,000	25,000
Totals including donor directed funds	211,368	120,000

* Admin costs are included across the programs with this amount remained

** Donations may not benefit any specific individual, This program is subject to a selection process and approval of the BOD.



*Thank
you!*