



FOCUS 2023

ANNUAL REPORT



'All our dreams can come true,
if we have the courage
to pursue them.'

Walt Disney



The FOCUS Foundation is a 501(c)3 non-profit organization which has established goals in the following areas:

- Granting funds to educators who spend money out of their pockets
- Encouraging students to read
- Presenting financial literacy topics to various groups in the community
- Partnering with the Sports & Wellness Program to promote wellness & diabetes education to the youth

The Foundation was formed in 2007 and since that time there has been over \$303,632 granted to educators in our community. Children and education are the passion of the Foundation.

The word FOCUS spelled out equals "For Our Children's Ultimate Success".

Where do the funds come from?

All of the FOCUS Foundation funds come from fundraisers with our staff and Board of Directors volunteering their time, efforts and suggestions.

Starting in 2022, the committees determined a different direction was necessary. There will be two main events – Kids Fest and a Trunk or Treat Event. Both events are "free" and open to the community. There are vendor sponsors for both events also.

There are other fundraisers throughout the year to continue to raise funds for our special cause. Some of these include: Candy Sales, Dress Down, Casual Dress Days and our annual Raffle.

Other fundraisers throughout the year that continue to raise funds for our special cause include:

- Helping Hands – which is a program that is supported by the staff at CoastLife Credit Union. Staff donate a set amount per pay period and those funds go to the FOCUS Foundation. For the year 2023, the FOCUS Foundation donated \$3,513.00.
- Raffle – this is always a great fundraiser for the FOCUS Foundation. For the year 2023, the raffle sales brought in \$6,784.39 in donated funds.

Where do the funds go?

The funds are disbursed in grant forms to educators who show a need for an expense for their school or their students, playground equipment, library books and more. During 2023, we granted over \$30,898 back to the schools in our six-county area.

The FOCUS Foundation supported the 5k Run hosted by the Corpus Christi Education Foundation in January 2023 – this run was well attended with over 1,500 runners participating.

What other programs are under the FOCUS Foundation umbrella?

Leadership Academy

The Leadership Academy continued its second year in 2023 providing credit union industry and leadership education to 22 aspiring leaders from 4 credit unions. The classes met from April to December for 5 hours a month. They reviewed two leadership books – Turn This Ship Around and Everyone Communicates but Few Connect. The graduation was held during the December Coastal Bend Chapter of Credit Union dinner at Kiko's Restaurant.

The Right Start Program (Formerly the Summer Sports and Wellness Program)

In 2014, the FOCUS Foundation was approached to partner with the Summer Sports and Wellness Program. A partnership directed by Raul Munoz, a Preferred Partner of CoastLife Credit Union and TAMUCC Department of Kinesiology.

The program, typically, provides fitness activities, nutritional education, strategies for developing healthier lifestyles including financial literacy and diabetes education for prevention and mitigation. In addition, participants were exposed to a fun, caring and nurturing university environment. This program provides this great opportunity to approximately 125 low-income students in the Nueces County area.

Initially this was a federally funded program, but that funding was discontinued a few years ago. Hence, our program has become dependent on outside sources. The TAMU-CC Department of Kinesiology continues to host the program in their facilities. However, due to university policy as it relates to programs funded through outside entities, support was channeled through another non-profit organization. Hence, the partnership with the FOCUS Foundation.

2023 Highlights

- Our summer program provided 197 students in the Coastal Bend with academic instruction, skills training, and competition in a variety of activities designed to improve student's "Quality of Life."
- Expanding our program to Texas A&M University - Kingsville
 - o First year of programming included:
 - 15 Days
 - 72 students enrolled with 88% of them attending daily.
 - Boys and Girls ages 9-14
- Joint research between the Kinesiology Department at both universities.
 - o The purpose was to track the benefits of physical activity throughout our program.
 - o Pre/Post Test Results (data upon request)
 - o One student lost 12 pounds from the TAMUCC location. (19 days)

A special thank you to the sponsors of The Right Start:
Behmann Brothers Foundation
Coastal Bend Community Foundation
Driscoll Health Plan
HEB
Nueces Electric Charities
Puente De Maravillas Foundation
Shell Oil Company Foundation (Ernest Esparza)



Texas A&M University
Corpus Christi (23 Years)



Texas A&M University
Kingsville (1st Year)

Young Professionals (YPs) at CoastLife Credit Union

The Young Professionals are made up of CoastLife Credit Union employees up to age 40. This group dedicates themselves to fundraising, group activities and education.

2023 Highlights

- Cornhole Tournament: Income \$1,608.82 (\$2,930 revenue, \$1,321.18 expenses)
- Blessing Bag Project: Expenses \$1,346.79 - 150 bags were distributed at the Mother Teresa Shelter that included hygiene products and other necessities for the homeless.
- Purple Door Easter donation: \$128.43 - Easter basket goodies
- Education
 - o Income Tax Presentation
 - o Social Media 101
 - o The Importance of Voting (PAC)
 - o Mental Health Presentation



INCOME AND EXPENSE STATEMENT

Year Ending December 31, 2023

REVENUE/RECEIPTS

Fundraiser:	
Trunk or Treat Event	\$ 7,045.04
Candy	953.44
Donation Boxes	51.14
Raffle Sales	6,784.39
Right Start CC & K	
Grants	100.00
Donations	11,200.00
Behman Brothers	2,000.00
NEC	2,500.00
Camper Fees	4,140.00
HEB Grant	25,000.00
Paz De Corazon	26,000.00
Shell	3,250.00
Coastal Bend Community Foundation	5,000.00
YP	
Miscellaneous	110.00
Cornhole	950.00
Cornhole Sponsor	1,500.00
Cornhole Raffle, Cash from Event	480.00
Leadership Academy	12,484.77
Helping Hands Payroll Deductions	3,513.00
Kidz Fest	3,950.00
Charity of Choice	58.01
Miscellaneous	1,058.97
Reimbursement from Sports & Wellness	821.21
Reimbursed Acct Fee	240.00
Interest	1,016.47
Danny's Scholarship	<u>2,114.56</u>
Total Receipts	\$122,321.00

EXPENSES/DISBURSEMENTS

Grants	\$24,410.49
Checks	23.40
Agape Ranch	1,500.00
Acct Fees	190.00
Taxes (990 Form)	200.85
Leadership Academy	4,143.02
Reimbursement to Leadership Academy	811.44
Right Start	
Reimburse Raul Munoz	14,913.06
Texas A&M Corpus Christi	30,000.00
Texas A&M Kingsville	38,000.00
Shell	700.00
Acct Fee	90.00
Researching	472.92
YP	
Cornhole Expenses	937.36
Shirts for Volunteers	383.82
YP of the Month Gift Card	110.00
Purple Door Easter Donation	128.43
Food for YP Volunteers	60.12
Blessing Bag Expense	1,346.79
Quarterly Meeting	959.96

INCOME AND EXPENSE STATEMENT

Year Ending December 31, 2023 (Cont.)

Fundraiser Expense:	
Trunk or Treat	220.16
Candy	1,754.55
Raffle Ticket Cash Prizes	2,000.00
Kidz Fest Entertainment	1,050.00
FOCUS Foundation Expenses	798.16
Global Leadership Summit - new Life at the Cross	2,000.00
Insurance	1,239.45
Total Expenses	<u>\$128,443.98</u>

Income (Loss) YTD 12/31/23

Assets 01/01/2023	\$312,611.33
Assets 12/31/2023	<u>\$306,488.35</u>
Net Change	<u>(\$ 6,122.98)</u>

STATEMENT OF FINANCIAL POSITION

December 31, 2023

ASSETS

Savings - Live2Lead	\$ 7,634.36
Savings - Leadership Academy	13,812.47
Rifht Start CC	78,749.33
Rifht Start K	2,500.00
YP Group	3,378.65
Checking	6,354.45
PIA	194,059.09
Total Assets	<u>\$306,488.35</u>

LIABILITIES AND NET ASSETS

Liabilities:	
Equity	<u>\$306,488.35</u>
Total Liabilities and Net Assets	<u>\$306,488.35</u>

COMMITTEE MEMBERS

Board of Directors

Gina Prince, Chairperson
Missy Garcia, Vice Chairperson
Eric Jaramillo, Secretary
Evelin Hernandez, Treasurer
Sondra Harrell, Community Member
Kelcy Rapier-Landin, Community Member
Lavonne Spears, Community Member

Executive Committee

Missy Garcia
Evelin Hernandez
Eric Jaramillo
Gina Prince

Howdy Daze Committee

Sondra Harrell, Chair
Araceli Brown
JC Cavazos
Irene Garza
Sameerah Miller
Gina Moreno
Victoria Ortiz
Adrianna Perez
Marco Perez
Kelcy Rapier-Landin
Joe Wilmot

Trunk or Treat Committee

Sondra Harrell, Chair
JC Cavazos
Lisa DeLa Garza
Eric Jaramillo
Donna Jones
Victoria Ortiz
Jasmine Prado

Young Professionals Committee

Edward Rivas, Chair
Sierra Samuelson, Co-Chair
Kelcy Rapier-Landin, Secretary
Evelin Hernandez, Treasurer
Ashly Acosta
Merranda Aguirre
Tiffiny Benavides
Kimberly Blake
Araceli Brown
Megan Caldera
Lisa Cantera
Desiree Casares
JC Cavazos
Victoria Chapa
Marc Chavez
Raelene Chavez
Patricia Cortez
Kaelyn Diaz
Joel Dominguez
Valerie Elizalde
Ashley Elizondo
Deanne Escamilla
Karina Escatel

Laura Fernandez
Brenda Garcia
Lisa Gonzalez
Elsa Hughes
Tobi Ilesanmi
Lyndsay Jackson
Baileigh James
Donna Jones
Jeremiah Kelm
Cameron Kennard
Keith Kirkman
Casey Lane
Clemente Lara
Celina Leal
Ashley Leija
Abbaggle Lopez
Ashley Macias
Cindy Martinez
Cristian Martinez
Jaylean Martinez
Jonathon Martinez
Lauren Martinez
Rita Martinez
Justin Metting
Sameerah Miller
Colin Mogford
Monica Moreno
Olivia Moreno
Samantha Munoz
Karina Nieto
Vanette Obregon
Sarah O'Canas
Michael Orosco
Victoria Ortiz
Ashley Pardom
Joseph Pena
Amanda Perez
Melodie Perez
Sharyon Pierson
Vivian Pimentel
Victoria Pinon
Jasmine Prado
Shana Quiroz
Jennifer Ramirez
James Reyes
Kimberly Reyes
Jessica Rincon
Rose Mary Ringham
Ashlyn Robles
Kimberly Ruiz
Ciara Sambrano
Caroline Sanchez
Karyn Silva
Ziya Stavall
Aaliyah Tagle
Whitney Taylor
Samantha Trevino
Amanda Viera
Victoria Whitney
Noelle Wiks
Joe Wilmot
Alex Yrlas
Lisa Zapata
Mary Zapeda
Veronica Zavala



HELPING KIDS

DREAM BIGGER

& DO MORE.

F.O.C.U.S.
FOUNDATION 
For Our Children's Ultimate Success