



Be Strong
INTERNATIONAL

Healthy Relationships. Thriving Families. Stronger Communities.



ANNIVERSARY

1992-2022

**CELEBRATING 30 YEARS OF MAKING
OUR COMMUNITY STRONGER**

ANNUAL REPORT

2022



A MESSAGE FROM

MICHELLE
Shirley

DEAR FRIENDS OF BE STRONG INTERNATIONAL,

It is with immense joy and gratitude that we celebrate Be Strong International's 30th Anniversary! For three decades, we have been dedicated to serving individuals and families in South Florida, helping them thrive through our healthy relationship programs. I am both proud of our achievements and deeply humbled by the support you have shown us in accomplishing this important mission.

Our organization has come a long way since Mrs. Althea McMillan first identified the needs of at-risk youth and founded what would become Be Strong International. Because of your unwavering support, we have added exciting new programs and extended our reach to individuals and families seeking support and solutions to life's challenges. We have served over 240,000 youth and families in South Florida, and every day, we strive to increase our capacity to meet the needs of those who come to us seeking to become whole.

We have expanded our programs beyond youth in schools to include initiatives for parents and married couples, completing the circle of family support. Additionally, we introduced Be Strong at The Table, a unique dining experience that brings diverse groups together to discover the important things that unify us. This initiative culminated in the premiere of a meaningful documentary that captures the essence of healthy dialogue. We have also created innovative tools to support the development of healthy relationships, such as our Be Strong Journal and the Social Yaks card game, which uses insightful questions to unveil feelings, experiences, and memories, fostering increased social empathy.

As we continue celebrating this incredible milestone, we are proud to announce the expansion of our programs to Broward County. This year, in partnership with the City of Miramar, we launched a new program where middle school youth can access holistic enrichment activities, including culinary arts, photography, academic support, field trips, and more!

These past few years have been times of significant changes and challenges for us all. As a nonprofit organization, we faced obstacles that required us to transform ourselves to meet the evolving needs of those we serve. Now, we stand on the other side, proud that we were available when our communities and families needed us the most.

Thanks to you, Be Strong International is stronger than ever. YOU have made the difference. Your continued support has allowed us to impact so many lives. THANK YOU! We look forward to continuing this collaborative legacy with you by our side for another 30 years and beyond.

From my heart to yours,

Michelle Shirley

CEO & CHIEF HEART OFFICER
BE STRONG INTERNATIONAL





OUR PROGRAMS

Be Strong International is an award-winning nonprofit organization that provides holistic educational services and resources to families in Broward and Miami-Dade counties. Celebrating this year our 30th anniversary, Be Strong International was founded by Mrs. Althea McMillan, a retired Miami-Dade County Public School teacher. Currently, it is led by Michelle Shirley, CEO and Chief Heart Officer. Through specialized programs, Be Strong International touches the heart of the whole family: youth, parents, and married couples, by teaching them the importance of Heart Skills® through healthy relationship education.

YOUTH



PROJECT H.O.P.E. (Healthy Outcomes through Prevention Education)

provides prevention education to middle and high school youth to help them avoid risky behaviors. This program serves youth with Heart Skills® and healthy relationship education, character development, financial literacy, and career education workshops. Services are offered throughout the school day, consisting of interactive activities and guided group discussions.



STRONG MONEY

MENTALITY is a one-of-a-kind financial literacy program that uses real-life situations to

help adolescents and adults identify and discover the origin of their unhealthy behaviors, beliefs, and patterns with money, while teaching the elements of financial health. In a journey of self-discovery, participants heal their relationship with money and gain insight on tools to manage their finances effectively. This program uses a holistic approach, so individuals develop the skills to make choices about spending and credit. It focuses on the importance of saving for a rainy day and the challenging decisions of buying a home, renting an apartment, college funding, and purchasing a car.



BE STRONG AFTER SCHOOL CLUB

is a unique enrichment program that guides the emotional, mental, physical, spiritual, and social development of middle school youth. This program offers

academic assistance, art enrichment (culinary, photography, dance, podcasting), financial literacy, heart skills workshops, field trips and more!



GIRLS EMPOWERMENT MASTERY SESSIONS

teaches girls ages 9 to 12 how to connect, thrive, lead and love better so they discover and prosper in their life's purpose. Through the art and science of healthy relationship education, girls learn to master skills in emotional resilience, healthy relationship, holistic well-being, leadership and purpose.



Learn more about our cause and what you can do to support us at bestrongintl.org



HEALTHY RELATIONSHIPS THRIVING FAMILIES STRONGER COMMUNITIES

FAMILY AND MARRIAGE



MARRIAGE MATTERS

encourages and educates married couples in areas of relationship strengthening, intimacy, communication, stress and anger management, problem solving, financial knowledge, and parenting skills. This program utilizes evidence-based curricula aimed to empower married couples to build and maintain a healthy and lasting marriage. This program is offered at no cost in English and Spanish.



BE STRONG AT THE TABLE

(BSATT) is a unique relationship-building experience offered through a round table dining activity. This project is intently focused on increasing social empathy and encouraging healthy dialogue amongst community members despite their differences. The dinner participants will include a mix of local families, youth and community leaders from different racial, cultural, and socioeconomic backgrounds to address the issue of racial and social injustice, all while dining together.

PARENTING



RAISING THE B.A.R. (Budding Adult-Child Relationship) PARENT ALLIANCE

teaches parents and caregivers evidence-based strategies that support the healthy development of children. Workshops are available to primary caregivers with children from birth to 18 years old located in Miami-Dade and Broward Counties, and offered at no cost in English, Spanish, and Creole. Families with additional needs for services are linked to intensive parenting supports.



BE STRONG ON THE BLOCK

(BSOTB) is an intensive care coordination program that provides comprehensive and individualized supports for children, youth, and families residing in high-need communities in south Miami-Dade. Currently, this program serves families living in Goulds and Richmond Heights neighborhoods, two communities plagued by poverty, crime, unemployment, community violence, and trauma. BSOTB is designed to counterbalance characteristics associated with family dysfunction and help participants move from brokenness to wholeness. The program is funded by The Children's Trust as part of its Family and Neighborhood Support Partnerships (FNSP), The Miami Foundation and Peacock Foundation. We also partner with other institutions to offer food drives and back-to-school supplies to the community.





STRENGTH IN NUMBERS

We have partnered with **32** schools in Miami-Dade and Broward counties.



Served **4,460** youth in 2022.



We have worked with **4,043** parents.



We have served more than **240,000** community members, students, and parents combined since inception.

MR. N MATIAS, MATER ACADEMY CHARTER MIDDLE/HIGH SCHOOL:

“I love how Be Strong International’s facilitators teach the students about making good decisions, how to be open minded and be respectful to others.”

» Learn more about our cause and what you can do to support us at bestrongintl.org



During 2022, Be Strong International continued to meet the needs of youth, parents, married couples and families.



Community

5,500

families fed through monthly food drives in partnership with Farm Share, FL.



Community

1,700

bookbags full of quality supplies were distributed to children and youth during our Back to School Strong initiative.



323

Volunteers selflessly lent their time and talent to help us fulfill our mission to the community.



Raising the BAR Positive Outcomes

99%

of parents reported gaining skills to be a better parent/caregiver and intend to practice what they learned.



Marriage Matters

94%

of married couples reported as being more committed to their marriage.

92%

of married couples reported that the program was helpful to them.



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Be Strong After School Club Positive Outcomes

82% of youth increased in self-worth (better attitudes about themselves).

82% of youth increased understanding of having healthy relationships.



Project HOPE Positive Outcomes

95% of Financial Literacy workshop participants indicated they were empowered to pursue goals that lead to financial stability.

89% of youth who completed the career and educational success workshop showed an increase in their attitudes to pursue their educational goals.



GEMS Positive Outcomes

100% of the girls developed a sense of self-worth and mastery; having a sense of self-efficacy.

95% of the girls developed a sense of sympathy and empathy for others.

90% of girls reported the program will have a big impact on their future.



Be Strong Program Demographics

	Adult	Youth
Asian	> 1%	2%
Black or African American	17%	20%
Hispanic	23%	13%
Multiracial	> 1%	> 1%
Native Hawaiian or other Pacific Islander	> 1%	> 1%
Other	2%	> 1%
Unknown	25%	5%
White	31%	59%

51% of total adults served is from Hispanic origin.

73% of total youth served is from Hispanic origin.

PROJECT HOPE STUDENT AT G. HOLMES BRADDOCK HIGH SCHOOL:

"Thank you so much for helping me rethink my life decisions and goals in my future. I was grieving after my mom passed away and I didn't want to finish school and give up. But you guys encouraged me to finish and get through my hard times. In my life, I want to become a lawyer to make my mom proud. Thank you for everything! Love y'all Be Strong!"

*Name hidden to protect the confidentiality of the student.

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STATEMENTS OF FINANCIAL POSITION

Assets

	2022	2021
CURRENT ASSETS		
Cash and cash equivalents, restricted of \$204,429	772,439	558,613
Grants receivable	131,641	191,717
Pledges receivable - current	2,500	9,000
Prepaid expenses and other current assets	15,224	5,206
TOTAL CURRENT ASSETS	921,804	764,536
PLEDGES RECEIVABLE - long-term, net	3,575	6,838
DEFERRED COMPENSATION INVESTMENTS	53,504	42,007
FIXED ASSETS, net	1,867	2,800
OTHER ASSETS - security deposits	4,738	5,238
TOTAL ASSETS	985,488	821,419

Liabilities and Net Assets

CURRENT LIABILITIES		
Accounts payable and accrued expenses	107,209	88,214
Deferred revenue	75,000	-
TOTAL CURRENT LIABILITIES	182,209	88,214
Deferred compensation obligations	53,504	42,007
TOTAL LIABILITIES	235,713	130,221
NET ASSETS		
Without donor restrictions	545,346	616,282
With donor restrictions	204,429	74,916
TOTAL NET ASSETS	749,775	691,198
TOTAL LIABILITIES AND NET ASSETS	985,488	821,419

Support and Revenues

			2022	2021
	Without Donor Restrictions	With Donor Restrictions	Total	Total
Federal, state, local & other grant contracts	\$2,729,637	\$ 200,000	\$ 2,929,637	2,822,165
Contributions and other	57,281	106,000	163,281	161,416
In-kind revenues	34,493	-	34,493	104,105
TOTAL SUPPORT	2,821,411	306,000	3,127,411	3,087,686
Net assets released from restrictions due to satisfaction of donor imposed restrictions	176,487	(176,487)	-	-
TOTAL SUPPORT AND REVENUES	2,997,898	129,513	3,127,411	3,087,686

Expenses

			2022	2021
Program	2,476,517	-	2,504,056	2,504,056
Fundraising	251,746	-	179,854	179,854
General and administration	340,571	-	314,539	314,539
TOTAL EXPENSES	3,068,834	-	2,998,449	2,998,449
CHANGE IN NET ASSETS	(70,936)	33,916	58,577	89,237
NET ASSETS - Beginning of Year	616,282	74,916	691,198	601,961
NET ASSETS - End of Year	545,346	204,429	749,775	691,198

BE STRONG INTERNATIONAL EVENTS 2022

COMMUNITY EVENTS

LEADERSHIP TRAINING - MARCH 2022

Be Strong International hosted an 8-week training for leaders and members of our community. Limited to 30 residents from Districts 8 and 9, the goal was to build cohesion amongst community members, equip and activate them to better serve our communities and grow their projects. The workshops included guest speakers and provided training on community values, culture, leadership skills, fundraising/resources and more. The program culminated in a Back-to-School Community Event put together by the participants and it also had a recognition at the Board of County Commissioners' Meeting, supported by The Miami Foundation.



BLOCK PARTY BACK TO SCHOOL COMMUNITY FAIR - AUGUST 2022

A coalition of 28 organizations that consist of non-profits, community leaders, and churches of South Dade organized a Back-to-School Community Fair where over 1,750 bookbags filled with school supplies were distributed to students and community members were provided with over 1,500 meals, over 21 raffle prizes, free medical services, entertainment, games and much more!



MONTHLY FOOD DRIVES FROM FEBRUARY 2022 - DECEMBER 2022

Be Strong International continued their efforts to support stronger communities by hosting monthly food distribution drives in the Goulds community every month from February 2022 to December 2022. 5,500 families who are in need were provided with free packages of food that include dairy, protein, canned food items, bread, among other food items. These food drives were hosted in collaboration with Farm Share, FL, The Office of Commissioner Kionne McGhee, District 9 and Miami Dade County.



FUNDRAISING & NETWORKING EVENTS

SPRING CHARITY EVENT - APRIL 2022

Be Strong International hosted its annual Spring Charity Event on Tuesday, April 5th at The Rusty Pelican, in Key Biscayne, FL. This occasion was a milestone worth celebrating, as guests took in the Caribbean ambiance and exotic scenery during a fabulous night filled with fun, live entertainment, and exquisite cuisine.



FUNDRAISING & NETWORKING EVENTS

STRONGER TOGETHER LUNCHEONS - EVERY QUARTER OF 2022

Every quarter, diverse members of our community were invited to join us at our offices to learn more about Be Strong Int'l and what we are doing to transform our communities. During the Luncheon, different organizations and companies are honored for their great work in the community!



GIVE MIAMI DAY - NOVEMBER 2022

We are so thrilled to announce that during this year's Give Miami Day 2022; we raised \$12,202!!! These proceeds will help us expand our community programs and help heal and mend families through Heart Skills® and education.

Give
Miami
Day

INNOVATION EVENTS

LAUNCH OF SOCIAL YAKS - APRIL 2022

OFFICIALLY LAUNCHED: SOCIAL YAKS! The card game that helps people get engaged and build social empathy! Created by BSI, Social Yaks was designed for all kinds of groups, from strangers to best friends: couples, families, students and more! This game will break the ice and promote connection and understanding! Proceeds go towards helping children and families create meaningful connections in South Florida!



BSATT DOCUMENTARY PREMIERE - APRIL 2022

Be Strong International hosted their one-night only Be Strong At The Table Documentary at MDC's Tower Theater. This documentary is part of Be Strong at the Table (BSATT). In the film, a mix of Miami residents including police officers, community leaders, and families, from different cultures and socioeconomic backgrounds, came together to share, laugh, and address social issues, all while dining together. Filmed locally, by Beregovoy Studios, and with the participation of Miami-Dade County residents, the purpose of the documentary was to witness and learn together how to build a community without prejudice, disrespect, division, discrimination, or racism.



PROGRAMMATIC EVENTS

BE STRONG AFTER SCHOOL CLUB - END OF THE YEAR EVENT JUNE 2022

The Be Strong After School Club participants from various schools got together to celebrate the end of the school year and all their achievements! The kids were accompanied by their parents and guardians for a night filled with celebrations, awards, dancing, food and a whole lot of fun!



FNSP GRANT FROM TCT AND LAUNCH OF BE STRONG ON THE BLOCK - JUNE 2022

Be Strong International received a \$2.5 million grant from The Children's Trust to provide additional mental health services to vulnerable south Miami-Dade residents struggling with significant depression, anxiety, and bipolar disorders, for the period of 5 years. The Children's Trust Board of Directors approved funding recommendations for its' Family and Neighborhood Support Partnerships (FNSP).



GEMS GRADUATION - MAY 2022

Our GEMS participants have completed their 6-month program! Girls ages 9 - 12 learned all about resiliency skills, using technology as a tool and not as a distraction, financial literacy, and so much more.



MARRIAGE MATTERS ANNUAL SEMINAR SEPTEMBER 2022

Be Strong International's Marriage Matters Program hosted its annual Seminar - Keeping the Spark Alive! Couples got to connect with our three marriage and relationship experts to ask them questions they could instantly apply to strengthen their relationship.



AWARDS RECEIVED

CHAMBERSOUTH BUSINESS EXCELLENCE AWARDS: 2022 SECOND PLACE WINNER - NOT FOR PROFIT AWARD



2021-2022 EXEMPLARY DADE PARTNER AWARD - MIAMI DADE COUNTY PUBLIC SCHOOLS COMMUNITY



CORAL GABLES CHAMBER OF COMMERCE BUSINESS WOMAN OF THE YEAR NON PROFIT - MAY 2022

CEO & Chief Heart Officer, Michelle Shirley, was awarded for the hard work and dedication she puts into this organization. She has been key to making BSI what it is today.





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Broward:

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