



## Bel Inizio Annual Report 2020

2020 caused all of us to pause, reflect, and be grateful. With that being said, from all of us at Bel Inizio, we hope you are reading this in good health and spirits. Your support this past year, when so many other businesses and community-based organizations have dealt with unfathomable losses and setbacks, has left an indelible mark on our hearts. There is just no way to fully extend the gratitude we feel for your gracious and selfless commitment to our clients.

We have had our share of setbacks as well, including having to cancel several crucial fundraising activities that underwrite our programs. Despite all, Bel Inizio still experienced many triumphs in 2020, including celebrating our tenth year of service in the Houston community.

Because of you, our staff, and our dedicated volunteers, Bel Inizio reimagined itself, and pivoted to a remote and online setting in order to continue the provision of our services. To this end, we are proud to share that eight teams of women graduated from the safety and security of their locations. Even in the midst of a global pandemic, Bel Inizio's programs remain strong, intact, impactful and life-changing for our clients.

Let me share with you some of the program highlights from this year!

- In total, Bel Inizio graduated 93 clients, 80% of whom completed the program remotely. This was our highest number of graduates in Bel Inizio's 10-year history.
- We added a new partnership with Rescue Houston for our spring 2020 program and a second with Redeemed Ministries for our summer program.

Without the support of our funding partners, community-based organizations including our partnering agencies, and individual donors, Bel Inizio's outcome may have been much different due to the effects of COVID-19. Partners are part of the fabric of our being, and for that, we are immensely grateful.



## Partners

**Corporations and Business Partners:** Finish Line Sports, Fort Bend Fit, Stuff Creators, Inc., ExxonMobil, HTEX Living LLC, Blue Bandit Digital, Arbonne International, Nice Wines, Chevron, Google, Shell, BP, HEB, Merry Ministries, Host Staff, Reason2Race, Texas Label Printers, Network in Action - Bellaire, Entre Results, Della Ricca Hair Color, Edward Jones – Bill Thorne, Speedy Printing, and Amegy Bank.

**Foundations, Churches, Associations:** Brian W. and Irene H. Binash Foundation, Fred and Mabel Parks Foundation, Houston Striders, Camp Gladiator, Hillsdale Fund, St. Martin's Episcopal Church, Albert & Ethel Herzstein Charitable Foundation, The Harry S. and Isabel C. Cameron Foundation, Allstate Foundation, the Houston Area Road Runners Association, Ladies of St. Marks, Second Christian Church, Lifepath Church, Covenant Baptist Church, West Houston Ladies Tennis Association, Sonnie Schepps Robinson Foundation, VFW Auxiliary Post 8790, Merry Ministries, and the Texas Methodist Foundation.

## Agencies

Thankfully, we continue to partner with agency locations who are as committed and supportive of our clients as Bel Inizio. Our partnering agencies readily donate space, time, staff, and supplies to achieve common goals. When we meet in person, each agency provides a group meeting space twice a week for eight weeks, staff participation at each workout, childcare, and transportation to race locations. When we train remotely, they support Bel Inizio through frequent communication, Zoom meetings, and direct client guidance in our stead. Agencies contribute financially and donate items such as yoga mats, food, fruit, supplies, shoes, water bottles, and duplication services as they are able.



SANTA MARIA



**DRESS FOR  
SUCCESS**

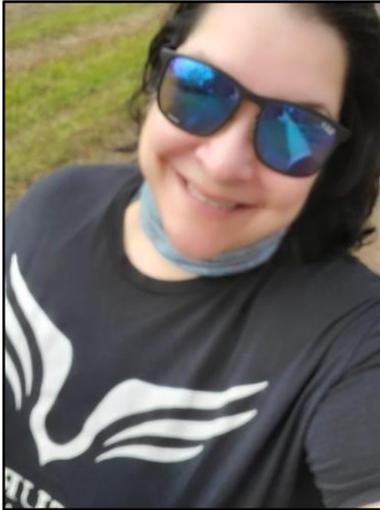


the **women's HOME**  
Building whole lives



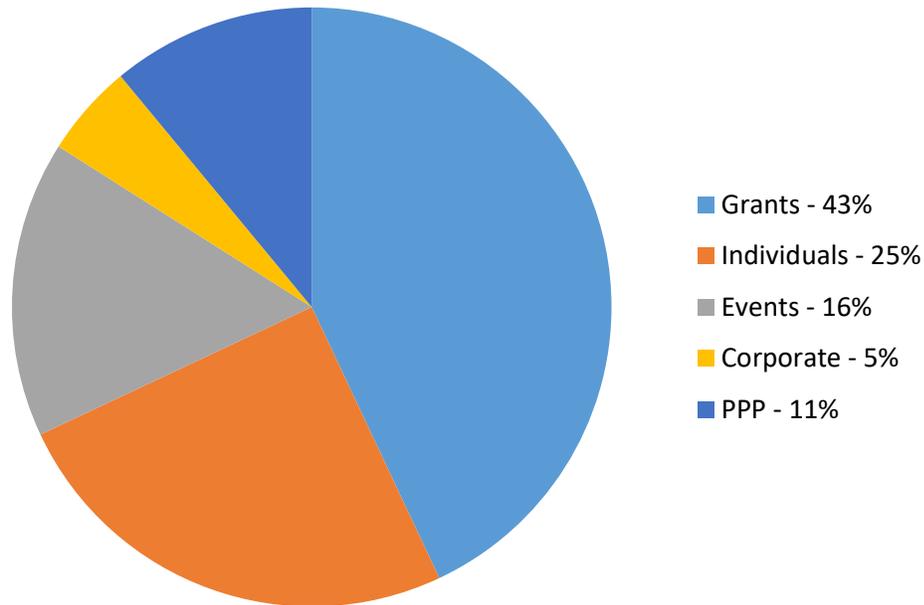
**REDEEMED**

# A Few of Bel Inizio's 2020 Graduates



# Finances

The chart below represents revenue sources in 2020. As a portion of the following revenue sources, 100% of our board members donated and helped raise resources.



## Charitable Gifts

Despite the global economic downturn of last year, Bel Inizio is humbled to have had fairly minimal negative financial impact. In 2020, our day-to-day operations were funded through the following channels:

*Community Support:* Bel Inizio is thankful for each and every individual donation last year. In 2020, Bel Inizio raised over \$60,000 from one-time and recurring donations, as well as almost \$14,000 through peer-to-peer fundraising through our partnership with Reason2Race and the Houston Marathon's Run for a Reason program.

*Events:* Bel Inizio cancelled the Soul to Sole Fiesta, our flagship fundraiser, and instead, held a virtual auction in November. Likewise, we pivoted the annual Giving Thanks 5K/10K, typically held in in-person, to a virtual race. Between these events, third party events, Facebook fundraisers, and the Running Apart...Together virtual race, Bel Inizio raised over \$46,000.

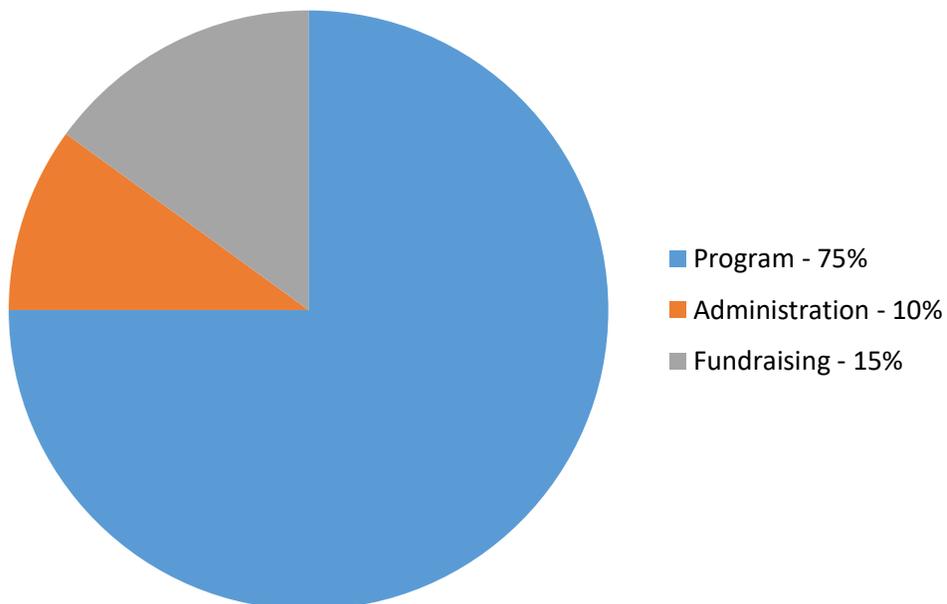
*Grants:* In 2020, Bel Inizio was granted \$127,339 from private foundations and churches in unrestricted support.

*PPP:* Bel Inizio received a PPP loan of \$31,662 which was forgiven.

2020 Income	
Grants	127,339
Individual	73,749
Events	46,143
Corporate	14,426
PPP	31,662
Total Income	293,319
2020 Expenses	
Program	177,916
Administrative	23,722
Fundraising	35,583
Total Expenses	237,221

### Functional Expense Allocation

As model and responsible stewards of every charitable dollar received, Bel Inizio’s 2020 expenses were allocated as follows:



## Beyond the Finish Line: The Future

Bel Inizio is excited to re-launch our Beyond the Finish Line (BTFL) program. This revised endeavor will build upon our clients' experiences in the 8-week program to foster support and encouragement by their fellow alumni. We are focusing now on engaging our 2020 team graduates.

### 2020 TEAMS



The BTFL program will have four core components:

- monthly Zoom get-togethers
- volunteering
- running club
- data collection

Monthly Zoom meetings will allow Bel Inizio to strengthen social connections in addition to introducing a new educational topic and relevant resources. Participants will take on volunteer roles at Bel Inizio events and become mentors to new clients. Each will also be matched to a running group based on their location to foster supportive relationships through exercise. Data collection will be two-fold. First, clients will complete surveys indicating their current needs, and they will be matched to resources. Second, clients will complete surveys to gauge their nutrition and exercise practices, as well as self-esteem, to understand the long-term impacts of Bel Inizio's programs. The goals of the BTFL program are to:

- Increase graduate engagement.
- Assess and address the needs of alumni to offer, or direct them to support.
- Collect data on the long-term impacts of the Bel Inizio program.

We look forward to sharing the results of BTFL as the year progresses.

## 2020 Board of Directors – All Volunteer

### **Cindy Knox - President**

Cindy Knox retired from Shell Oil Company in 2015 after 30 years of service. At Shell, Ms. Knox worked in the Contracting & Procurement organization and was responsible for managing a global team to execute 3rd party goods and services contracts. Ms. Knox is an experienced runner having completed over 20 marathons. Upon retirement, she has focused her time through volunteering for Bel Inizio and several other non-profit organizations in the Houston community.

### **Patricia Martin - Treasurer**

Ms. Martin is the Executive Director and Assistant Controller for MD Anderson Cancer Center where she has worked since 2004. She completed her first marathon in 2011 and is training to complete her first IronMan triathlon.

### **Moya Varner - Secretary**

Ms. Varner is a Certified Holistic Nutritionist and Regional Vice President and Independent Consultant with Arbonne International. She works with clients around the world to reach their health & nutrition goals. She earned her BA from Saint Mary's College, Notre Dame in 1995. Ms. Varner has been an active volunteer with non-profits in education, parks, and social issues for over 20 years.

### **Theresa Bueno**

Ms. Bueno is the Business Operations Manager for Lincoln Financial Advisors with over 22 years of service. She has been a distance runner for over 19 years, has been a running coach for the Runners High Club for over 10 years. Theresa knows that running is both physically and mentally enriching and enjoys encouraging others to give it a try. Ms. Bueno is married (Mark Gonzalez - 19 years). Both are extremely Houston Proud and enjoy giving back to the Houston community.

### **Katrina Esco**

Ms. Esco is the Vice President of Marketing for Energy Capital Credit Union. As a new member of the executive team, she manages the day-to-day operations of the marketing department including all member-facing communications, branding, and advertising. Ms. Esco is a graduate of the University of Mary Hardin-Baylor and a native Houstonian.

### **Rachel Huisman**

Ms. Huisman is a Registered Dietician who developed and implements the basic nutrition curriculum for Bel Inizio's program. Earning degrees from both Rice University and University of Houston, Ms. Huisman has served as a research analyst for the Jones Graduate School of Business at Rice University and served as a teaching assistant in the Chemistry Department of Northern Arizona University.

### **Rochelle Mannigel**

Ms. Mannigel has worked in the corporate environment at St. Luke's Health System for 14 years and left to pursue her dream of running a yoga studio with while completing her 200-hour certification. Ms. Mannigel now owns Yoga2Gather in Bellaire, Texas. She dreams of offering her time and servant's heart to those underserved through yoga and running.

### **Bridget McLaurin**

Ms. McLaurin is an attorney with the law firm of Brown Sims. She works primarily on the defense of premises and products liability cases. She has been active in running and triathlon since 2008 and is a former board member of Houston Racing and Triathlon Club.

### **Lynn Nazareth**

Ms. Nazareth is the Chief Financial Officer for Entregado Group, a high-growth and private-equity backed company that provides services to public utilities, where she helps businesses build their talent and structures to position themselves for strong and profitable growth. She has degrees from The University of Texas at Austin and Rice University and is passionate about organizations that provide support and opportunities for women and girls in our community.

### **Paige Myrick**

Ms. Myrick is Director of Development for ROCO and Founder of Houston Arts Pass. She earned her Bachelor of Music in Vocal Performance and Arts Administration from Texas Christian University and her Master of Music from The Boston Conservatory. She is a graduate of the Rice University Leadership Institute for Non-Profit Executives. Ms. Myrick makes Houston a better community as a member of The Junior League of Houston and cantor at St. Anne's Catholic Church.

### **Suzy Seeley**

Ms. Seeley has been an active member of the running community since 1995. She has run 254 marathons and been secretary of the HARRA board of three years. Most recently she was entered into the Guinness's Book of World Records for completing marathons in all 50 states, each in under four hours. She is happily married to David Seeley. They have two married children and three grandchildren. Ms. Seeley volunteers at her church and Bible study.

## **2020 Staff**

Theresa Strong - Executive Director

Pam Otal - Program Manager

## **Social Media**



FB @Bel.Inizio

IG @belinizio

LI @bel-inizio

[www.Bel-Inizio.org](http://www.Bel-Inizio.org)