



FOCUS

'24 ANNUAL REPORT



‘Children are the world’s most
valuable resource and it’s best
hope for the future.’

John F. Kennedy

The FOCUS Foundation is a 501(c)(3) nonprofit organization dedicated to supporting children and education. With our mission reflected in our name: FOCUS – For Our Children's Ultimate Success.

Since our founding in 2007, we have granted more than \$303,000 to educators and organizations in our local communities. Our efforts are centered around key goals:

- Supporting teachers who spend personal funds on classroom needs
- Encouraging a lifelong love of reading among students
- Providing financial literacy education to community groups
- Partnering with the Right Start Program to promote youth wellness

Where Do the Funds Come From?

The FOCUS Foundation is powered entirely by fundraising, with volunteers from our staff and Board of Directors generously donating their time, energy, and creativity.

Beginning in 2024, we introduced a new approach to fundraising with a single major annual event: the Family Fun Fest & Chili Cook-Off. This 2025 event will be free and open to the public, with support from vendor sponsors.

Other ongoing fundraisers throughout the year include: Candy Sales, Annual Raffle, and a CoastLife Credit Union employee-supported initiative where staff contribute a set amount from each paycheck.

Where Do the Funds Go?

All funds raised are returned to local schools and organizations in the form of grants. These grants support a wide range of educational needs including classroom supplies, library books, playground equipment, and student enrichment projects. In 2024 alone, the Foundation awarded over \$24,300 in grants in our six-county service area.

What other programs are under the FOCUS Foundation umbrella?

Leadership Academy

The Leadership Academy continued its third year in 2024 providing credit union industry and leadership education to 22 aspiring leaders from 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 for approximately 200 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.

2024 Highlights

Our summer program provided 208 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."

- Texas A&M University - Kingsville
 - o 2nd year of programming
 - o 18-day program
 - o 77 Students Enrolled (66% Return Rate)
 - o Average Daily Attendance - 66 Students (86%)
 - o Participant Ages 9-14
 - o Special Event: Family Focus Day
- Texas A&M University – Corpus Christi
 - o 24th year of programming
 - o 19-day program
 - o 131 Students Enrolled (70% Return Rate)
 - o Average Daily Attendance - 118 Students (90%)
 - o Participant Ages 9-16
 - o Special Event: Co-Research Project with the Departments of Kinesiology and Reading

A special thank you to the sponsors of The Right Start:

Coastal Bend Community Foundation
 Driscoll Health Plan
 Devary Durrill Family Foundation
 HEB
 Nueces County
 Nueces Electric Charities
 Puente De Maravillas Foundation
 Shell Oil Company Foundation (Ernest Esparza)

Young Professionals (YPs) at CoastLife Credit Union

CoastLife Credit Union's Young Professionals (YP) is a dynamic group of credit union employees, ages 18-40, dedicated to making a meaningful difference in their community while advancing in their credit union careers. Guided by the Credit Union philosophy of "People Helping People," they actively fundraise and support various causes throughout the year.

In 2024, the CoastLife CU YP group successfully hosted their 4th Annual Cornhole Tournament, a highly anticipated event that raised over \$3,700 for their Community Give Back Campaign. Thanks to the generosity of sponsors, community members, and enthusiastic participants, these funds made a significant impact:

- **Blessing Bag Project:** The group assembled and donated 200 blessing bags filled with personal hygiene essentials, snacks, and warm clothing to the Mother Teresa Shelter, providing much-needed relief to those in need.
- **Salvation Army Fan Drive:** YP contributed a \$200 donation to support the Salvation Army's Annual Fan Drive, helping individuals stay cool during the hot summer months.
- **Angel Tree Campaign:** They also purchased essential items for residents of the State Supported Living Center, ensuring they received thoughtful gifts during the holiday season.

Beyond fundraising, the YP group is passionate about fostering personal and professional growth. They regularly come together to discuss important social topics, such as the significance of voting, empowering young professionals to be engaged and informed members of their community.

Through their dedication, teamwork, and generosity, CoastLife CU's Young Professionals continue to make a lasting impact—proving that even small efforts can create meaningful change.

INCOME AND EXPENSE STATEMENT

Year Ending December 31, 2024

REVENUE/RECEIPTS

Fundraiser:	
Kidz Fest	\$ 1,975.00
Raffle Sales	843.00
Right Start CC & K	
Donations	3,555.00
NEC	2,850.00
Nueces County	3,000.00
Camper Fees	3,500.00
HEB Grant	55,000.00
Paz De Corazon	26,000.00
Shell	3,830.00
Puente De Maravillas Foundation	25,000.00
Driscoll	15,000.00
Devary Durill Foundation	10,000.00
Lithia Dodge Donation	2,000.00
JP Morgan	10,000.00
YP	
Miscellaneous	0.02
Cornhole	1,350.01
Cornhole Sponsor	3,539.56
Cornhole Raffle, Cash from Event	768.00
Sip & Paint	692.00
Donations	250.00
Leadership Academy	12,100.00
Charity of Choice	10,000.00
Live2Lead Reimbursement	583.02
DCH School Supplies Donation	125.00
Interest	1,119.87
Total Receipts	\$193,089.48

EXPENSES/DISBURSEMENTS

Grants	24,337.18
Checks	64.10
Driscoll School Supply Donation	125.00
Taxes (990 Form)	100.85
Leadership Academy	10,181.45
League Dues	2,200.00
Researching	2,252.91
Right Start	
Reimburse Raul Munoz	9,652.37
Texas A&M Corpus Christi	25,000.00
Texas A&M Kingsville	39,000.00
Counselor Scholarships	750.00
YP	
Cornhole Expenses	1,991.94
Blessing Bag Expense	1,345.66
Quarterly Meeting	437.44
Salvation Army Fan Drive Donation	200.00
Giving Tree Angels	195.39
CCEF Sponsorship	2,500.00
Fundraiser Expense	
Raffle Ticket Prizes	2,037.88
Kidz Fest Supplies	431.50
Kidz Fest Entertainment	50.00

INCOME AND EXPENSE STATEMENT

Year Ending December 31, 2024 (Cont.)

Insurance	250.00
Board Lunch Meeting	124.31
Amazon Prime	32.46
Total Expenses	<u>\$123,260.44</u>
Income (Loss) YTD 12/31/23	<u>\$ 69,820.04</u>

Assets 01/01/2024	\$306,488.25
Assets 12/31/2024	<u>\$376,308.39</u>
Net Change	<u>\$ 69,820.04</u>

STATEMENT OF FINANCIAL POSITION

December 31, 2024

ASSETS

Savings - Live2Lead	\$ 6,816.50
Savings - Leadership Academy	13,360.24
Right Start CC	151,602.54
Right Start K	15,500.00
YP Group	5,318.25
Checking	2,745.53
PIA	180,965.33
Total Assets	<u>\$376,308.39</u>

LIABILITIES AND NET ASSETS

Liabilities:	
Equity	<u>\$ 376,308.39</u>
Total Liabilities and Net Assets	<u>\$376,308.39</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

Kidz Fest Committee

Sondra Harrell, Chair
JC Cavazos
Eric Jaramillo
Adrianna Perez
Yesenia Randall

Young Professionals Committee

Kelcy Landin, Co-Chair
Stacy Munson, Co-Chair
Evelin Hernandez, Treasurer
Victoria Ortiz, Secretary
Angelica Almaguer
Mikaella Alvarado
Aracelia Bazaldua
Kimberly Blake
Miranda Borrego
Araceli Brown
Christian Cabrera
Megan Caldera
Lisa Cantera
Alizea Carrizales
Joseph Cavazos
Annalisa Coronado
Desiree Casares
Patricia Cortez
Kaelyn Lauren Diaz
Zaida Diaz
Deanne Escamilla
Natalie Esparza
Nora Espinoza
Katarina Fansler
Breanna Franco

Angelina Gamez
Samantha Garcia
Ciara Garza
Krystle Gonzalez
Lisa Gonzalez
Natalie Gonzalez
Jeremiah Kelm
Keith Kirkman
Casey Lane
Isabella Loreda
Celina Leal
Abbaggle Lopez
Sophia Lopez
Ashley Macias
Ariyana Martinez
Anjoelina Martinez
Cindy Martinez
Cristian Martinez
Jaylean Martinez
Jonathon Martinez
Lauren Martinez
Colin Mogford
Samantha Munoz
Vanette Obregon
Gerard Olmeda Jr.
Ashley Pardom
Joseph Pena
Joslyn Pena
Amanda Perez
Byron Perez
Melodie Perez
Vivian Pimentel
Justin Quintanilla
Jennifer Ramirez
Jessica Reyes
Kimberly Reyes
Jessica Rincon
RoseMary Ringham
Ashlyn Robles
Hector Rodriguez
Renee Rodriguez
Stacey Rodriguez
Kimberly Ruiz
Ciara Sambrano
Caroline Sanchez
Lyndsay Shank
Karyn Silva
Ziya Stovall
Noelle Wicks
Lisa Zapata

MAKING A DIFFERENCE

ONE CLASS AT A TIME.

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

"Thank you for supporting
our mission to inspire the
next generation of readers!"

-MARISA BENAVIDES

"Our vision for the maker
space has always been to
create a community hub
where our students can
bring their ideas to life."

-LORI VALVERDE

I am honored
& **DEEPLY
GRATEFUL.**