



Be A LEADER Foundation



IMPACT REPORT

2024-25 ACADEMIC YEAR



LETTER FROM OUR LEADERSHIP

We are delighted to share our Impact Report, celebrating the tremendous progress and momentum built during the 2024–2025 academic year. This year reminded us of what’s possible when passion meets purpose. As we reflect on the milestones reached and lives impacted, we remain steadfast in our mission to elevate student voices and create meaningful, student-centered pathways to postsecondary success.

Student engagement is flourishing at levels not seen since before the pandemic. Our programs are evolving to meet students where they are, amplifying their voices, and introducing innovative ways to support their postsecondary journeys. We focus not only on ensuring students understand the college pathways available to them, but also on developing them as the next generation of leaders and change makers through our youth-centered leadership framework.

Be A Leader also continues to support schools in strengthening student support systems and improving college application and FAFSA completion rates. This year, six of the 20 most improved high schools in FAFSA completion across Arizona were coached and supported

by Be A Leader, clear proof of the value we bring to our partners and our embeddedness in advancing key postsecondary outcomes.

As we move forward, we are committed to expanding opportunities for growth, not only for students, but also for one of our greatest strengths: our dedicated team members. We are building internal capacity, expanding support for college students, and positioning our newly rebranded AZ Meta Collective to drive systems change and accelerate postsecondary success for the schools and students we serve.

Thank you for all you do to move our mission forward.

Soilo J. Felix
President & CEO, Be A Leader Foundation

24-25 BOARD OF DIRECTORS

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2024-2025 ACADEMIC YEAR IN NUMBERS

POSTSECONDARY ENROLLMENT*

STATE OF ARIZONA **48%** BE A LEADER STUDENTS **78%**

POSTSECONDARY ATTAINMENT*

STATE OF ARIZONA **31%** BE A LEADER STUDENTS **58%**

INVESTING IN TOMORROW'S LEADERS

\$42,400 IN BE A LEADER SCHOLARSHIPS AWARDED TO 52 EXCEPTIONAL STUDENTS IN 2025

\$5.3M IN EXTERNAL SCHOLARSHIPS EARNED BY OUR SENIOR BOOT CAMP CLASS OF 2025

SENIOR BOOT CAMP	COLLEGE TOUR WEEK	CAREER EXPLORATION WEEK
271	130	91
STUDENTS SUPPORTED	STUDENTS SUPPORTED	STUDENTS SUPPORTED

*BE A LEADER | NATIONAL STUDENT CLEARINGHOUSE ANALYSIS REPORT (APRIL 2024)

TAKING STEPS SUMMIT

1,724 STUDENTS & SCHOOL LEADERS IN ATTENDANCE

1,400 HIGH SCHOOL STUDENTS

200 MIDDLE SCHOOL STUDENTS

29 PARTICIPATING SCHOOL PARTNERS

90% of students reported feeling confident about taking the next steps toward college after attending the summit

97% of students reported they were likely to reach out to the organizations they learned about at the summit for additional support

COLLEGE BOUND LEADERS WORKSHOP SERIES

786 STUDENTS REACHED THROUGH OUR IN-SCHOOL OUTREACH MODEL

117 WORKSHOPS CONDUCTED BY OUR DIRECT SERVICE TEAM

PORTRAIT OF A BE A LEADER STUDENT

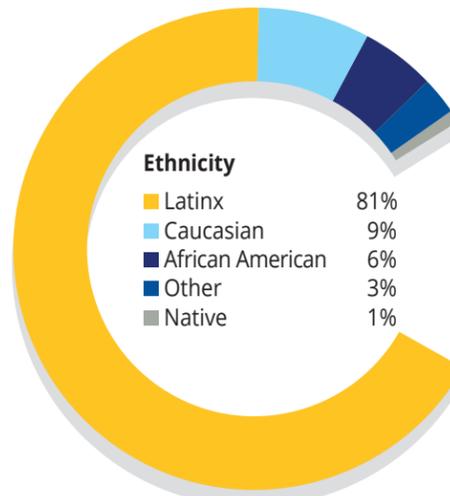


81% of Be A Leader students are experiencing poverty

83% of Be A Leader students are first generation college students

“The way Be A Leader supported me was genuinely the most fun and interactive group I have ever experienced. I learned so much, like how to get through college, and make my scholarship dreams happen!”

- Jim Ruiz, Glendale CC Freshman



Who We Support

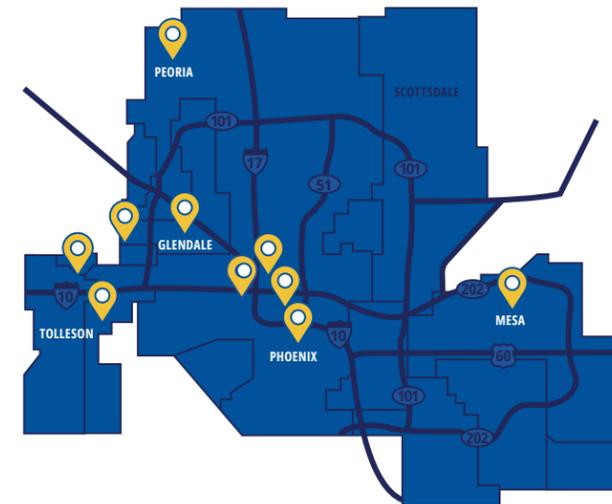
14,000 Students Supported

Across **10** Districts

In **38** Schools

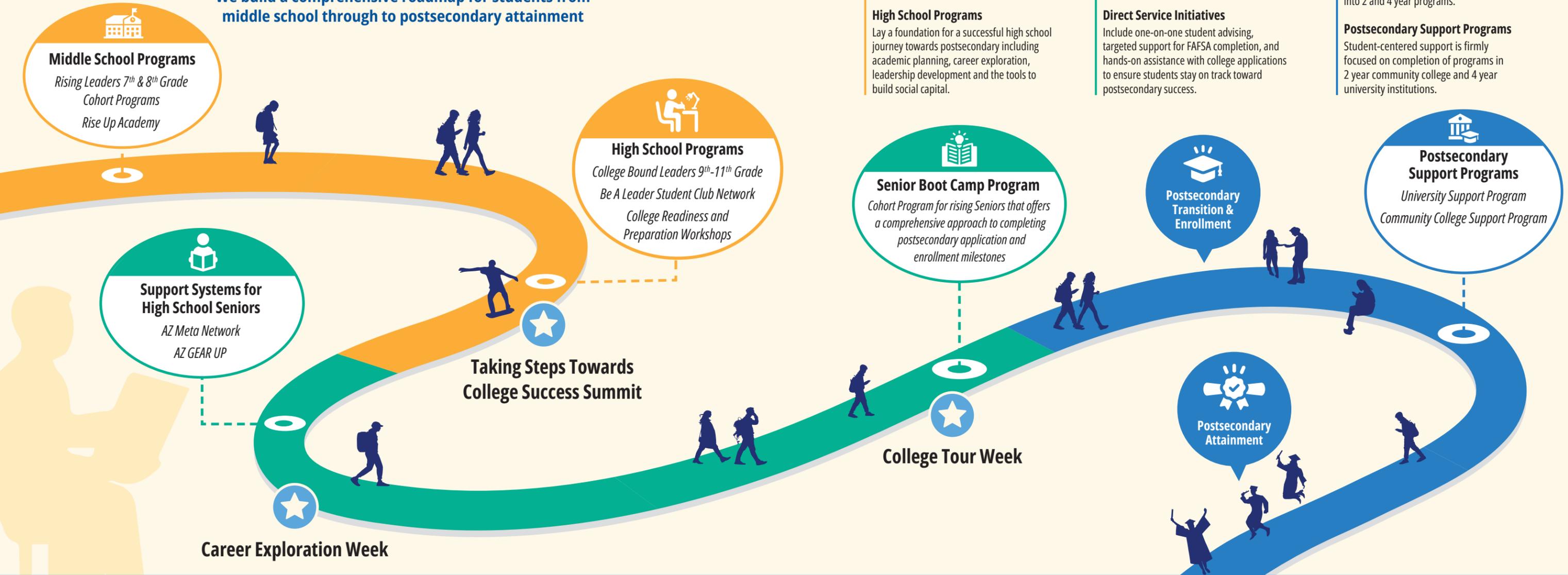
OUR REACH ACROSS ARIZONA

This map highlights Be A Leader’s growing service footprint across the Greater Phoenix Area. From middle schools to postsecondary institutions, we are proud to partner with our local communities to support students on their path to college and career success.



The Pathways To SUCCESS

We build a comprehensive roadmap for students from middle school through to postsecondary attainment



1 ACCESS PROGRAMS

Building confidence and growing college-ready mindsets

Middle School Programs

Students gain a college-going mindset and the confidence needed to successfully start and navigate their high school journey through a series of workshops

High School Programs

Lay a foundation for a successful high school journey towards postsecondary including academic planning, career exploration, leadership development and the tools to build social capital.

2 TRANSITION PROGRAMS

Emphasis on FAFSA and college application milestones

Student Support Systems

Leading the effort to drive sustainable improvements in Arizona's postsecondary enrollment and FAFSA rates and ensure student-centered practices.

Direct Service Initiatives

Include one-on-one student advising, targeted support for FAFSA completion, and hands-on assistance with college applications to ensure students stay on track toward postsecondary success.

3 SUCCESS PROGRAMS

Actively working toward postsecondary enrollment & attainment

Senior Boot Camp Program

Students are part of a peer and trusted adult community to stay on track for FAFSA completion and college enrollment into 2 and 4 year programs.

Postsecondary Support Programs

Student-centered support is firmly focused on completion of programs in 2 year community college and 4 year university institutions.





PROGRAM HIGHLIGHT AZ META COLLECTIVE

During the 2024–2025 academic year, we continued our leadership of the Arizona Meta Network, an initiative supported by the Gates Foundation to strengthen college-going pathways through systems-level collaboration. This work has brought together schools, community organizations, and cross-sector partners to advance postsecondary access and success for Arizona students. Even as the Gates-funded phase of the Network came to a close this spring, the momentum and partnerships built remain strong.

Looking ahead, this work enters an exciting new chapter with the launch of the AZ Meta Collective—a reimagined, forward-focused model rooted in collaboration, sustainability, and expanded school partnerships.

In addition to strengthening support during the critical high school years, we are now beginning to look upstream—exploring how the Collective’s systems-level strategies can be extended to the pivotal 8th to 9th grade transition, ensuring students are set on a college-going path even earlier.

CELEBRATING FAFSA WINS



This year, four AZ Meta schools ranked among the Top 20 in the state for FAFSA Completion and six AZ Meta schools ranked among the Top 20 in the state for year-over-year FAFSA improvement—an incredible testament to the hard work of students, educators, and our team.

2024-2025 IMPACT

11,619 SENIORS SUPPORTED THROUGH THE AZ META NETWORK	1,463 ADVISING SESSIONS AS PART OF THE AZ META NETWORK
3,967 STUDENTS IMPACTED THROUGH FAFSA & COLLEGE APPLICATION EVENTS	412 STUDENTS IMPACTED THROUGH ADDITIONAL FAFSA SUMMER SUPPORTS
15% OF ALL ARIZONA HIGH SCHOOL SENIORS SUPPORTED BY THE AZ META NETWORK	



VOLUNTEER HIGHLIGHT FAFSA FRIDAYS

FAFSA Friday volunteer events, in partnership with Bank of America and American Express, mobilized corporate teams to provide support to students and families, helping remove key barriers to financial aid access. With their support, over 800 calls were made to students!



INAUGURAL SCHOLARSHIP FUNDRAISER

In April 2025, we hosted our inaugural Convivio for Tomorrow’s Leaders, a vibrant celebration of community and commitment to educational opportunity. Thanks to the generosity of our partners, donors, and friends, the evening raised critical funds to support scholarships for Be A Leader students. We’re deeply grateful to everyone who showed up, stood with us, and helped make this first Convivio a meaningful success. Your support is paving the way for tomorrow’s leaders!



We were proud to honor Julie Sainz, Director of FAFSA and College Access Initiatives at the Arizona Board of Regents, with the Founder’s Legacy Award at this inaugural event. Julie’s commitment to expanding college access and advancing FAFSA awareness continue to inspire us. Thank you, Julie, for your dedication and partnership!

BE A LEADER FOUNDATION
CONVIVIO
For Tomorrow’s Leaders

BANK OF AMERICA | ARIZONA BOARD OF REGENTS ASU • NAU • UA | Lyft
AMERICAN LEGION | COX | ToolBANK phoenix | GARY & MELISSA TRUJILLO



2025 SCHOLAR’S BANQUET

Each spring, we proudly support students through our scholarship fund and honor their achievements at a special celebration for recipients and their families.

This year, we were thrilled to partner with longtime supporter Cox Communications, who generously provided the space to host our Scholars Banquet—an inspiring evening recognizing the hard work, resilience, and potential of our incredible students.

JOIN US IN SHAPING THE FUTURE

At Be A Leader, we know it takes a community to build lasting change. Whether you're an individual or represent a company, educational institution, or organization, there are meaningful ways to get involved:

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-  @bealeader.bsky.social
-  @BeALeaderFoundation
-  @bealeaderofficial
-  Be A Leader Foundation
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Delivering water and power®

SRP's history of commitment to the community includes support of organizations like the Be A Leader Foundation.

We want to thank SRP for providing the printing of this report.

Be A Leader Foundation is a qualifying Arizona Charitable Tax Credit Organization (QCO Code #20849) and an approved IRS 501(c)3 tax exempt organization #55-0850279



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