



**Be the Change  
Foundation**

# Impact Report

## 2014 - 2025

[www.bethechange.foundation](http://www.bethechange.foundation)



# Be the Change Foundation

**Tax ID: 46-3364526 , Website: [www.bethechange.foundation](http://www.bethechange.foundation)**

**Be The Change Foundation**, a 501(c)(3) nonprofit founded in 2014 in Silicon Valley, empowers students and professionals to thrive in the AI era through education, mentorship, and leadership development. We offer K-12 programs that integrate AI, creativity, and leadership skills, preparing students to think critically, innovate responsibly, and lead with purpose.

Our community programs promote intellectual growth, engagement, and well-being, helping students build confidence, empathy, and resilience through experiential learning and meaningful opportunities.

For professionals, our coaching accelerates advancement toward executive and board-level leadership through a strong mentor network. Together, our programs equip participants with the skills and mindset needed to succeed in a rapidly evolving world. Our blue butterfly logo represents transformation—the power of learning, innovation, and compassion to create lasting impact.

**Our mission** is to prepares AI-era leaders by cultivating creativity, community engagement, and leadership skills in students and professionals at every stage of learning and career.





# Financial Impact

**\$2M+**

Raised  
through corporate grants and individual  
donations

**90%**

Programs  
used for programs and events

**10%**

Operations  
allocated to operations, ensuring  
sustainability and compliance

## Corporate & Foundation Support

### Google

- \$120,000 annual digital marketing grant
- \$25,000 in 2025 for K - 12 AI programs

### Apple, Intel, HP, Adobe, Nvidia

- Employee donation matching

### Advisory Networks

- Stanford Women on Boards
- Harvard Women on Boards
- Network of 100,000+ retired executives



## Education & Government Partners

- California Science and Technology University (CSTU)
- Stanford University
- California EDD for unemployment AI training

## Non Profit Partnerships

- [America250.org](https://America250.org), [ILF.org](https://ILF.org), Benefit Tomorrow



# Highlights of Our Impact

## Digital Influence & Outreach

20,000+

social media followers

300+

educational and  
leadership videos

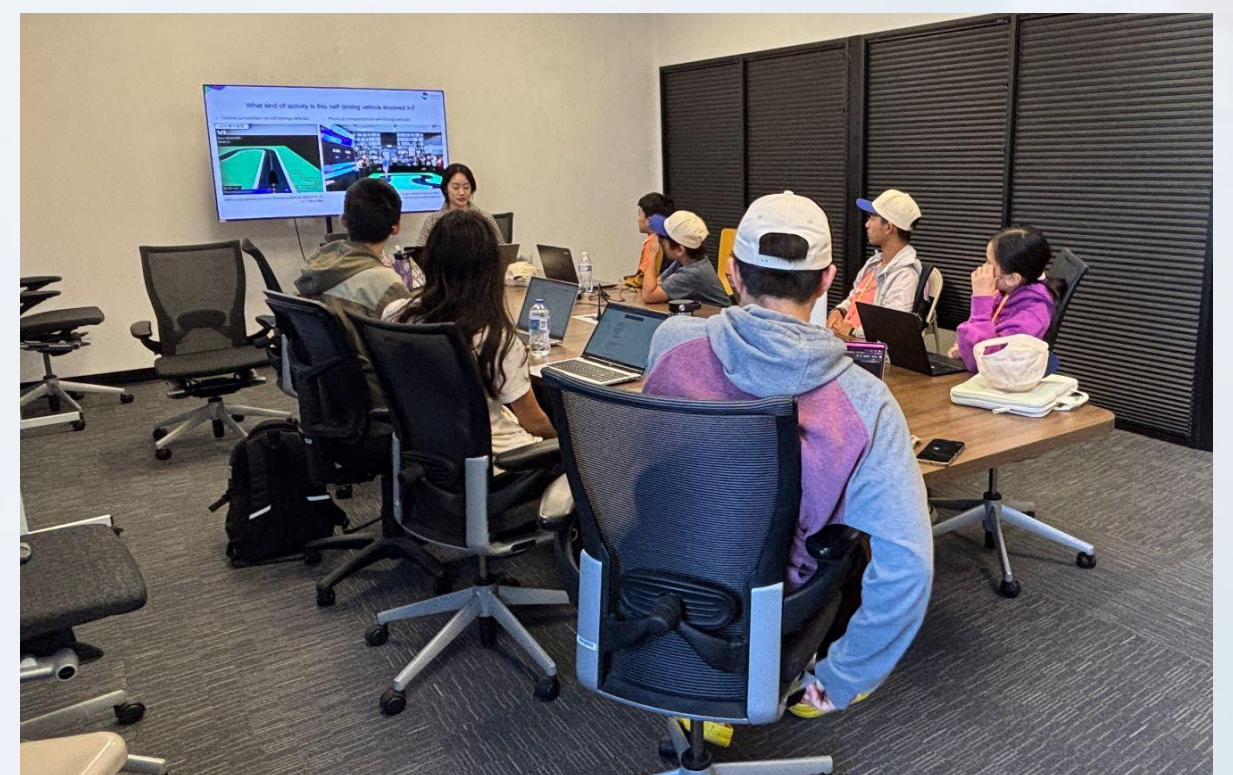
2M+

views across platforms



## Education, Coaching & Events

- 1,000+ virtual group coaching sessions
- 200+ public virtual and hybrid events
- 30,000+ enrollments in foundation and A2C programs
- Three Stanford entrepreneurship bootcamps
- AI Bootcamps for K-12 students
- AI Fashion Bootcamps for K-12 students



## Teaching & Workshops

- 1,050+ classes delivered
- 30,000+ teaching hours
- 310 in-person and virtual workshops
- 22,000+ total participants





# Board of Directors



**Elizabeth Xu, Ph.D.**

*Co-Founder and Chairman of the Board*

Executive leader, board director, and successful entrepreneur with decades of global experience in technology, innovation, and leadership development.



**Pat Zimmerman**

*Retired Executive & Career Mentor*

Veteran corporate leader dedicated to mentoring professionals and supporting organizational and career development.



**Kathy Wen, MBA**

*Technology Executive & Singer-Songwriter*

Multidisciplinary leader with expertise in technology, entertainment, and creative production. Executive Producer at Banyan Tree Movies, singer-songwriter, and former Google and Riot Games executive. Kathy leads our **AI for Sustainable Fashion Programs**.



**Matt Zhu, Ph.D. & MBA**

*Product Developer & Technical Leader*

Product innovator and engineering leader with deep expertise in semiconductor and product strategy. Matt leads our **K-12 AI Training Programs**.



**Jennifer Feng**

*Investor*

Strategic investor focused on wealth management and community impact. Jennifer leads our **Fundraising Programs** and supports strategic partnerships.



**William Li**

*Senior Technical Leader & Board Secretary*

Experienced engineering and technology leader specializing in product development and large-scale technical infrastructure. William also serves as the **Secretary of the Board**, ensuring governance, compliance, and operational continuity.



# Distinguished Speakers & Thought Leaders

Be the Change Foundation collaborates with world-class leaders across technology, finance, innovation, government, and philanthropy. Their participation enriches our educational programs and inspires learners of all ages.



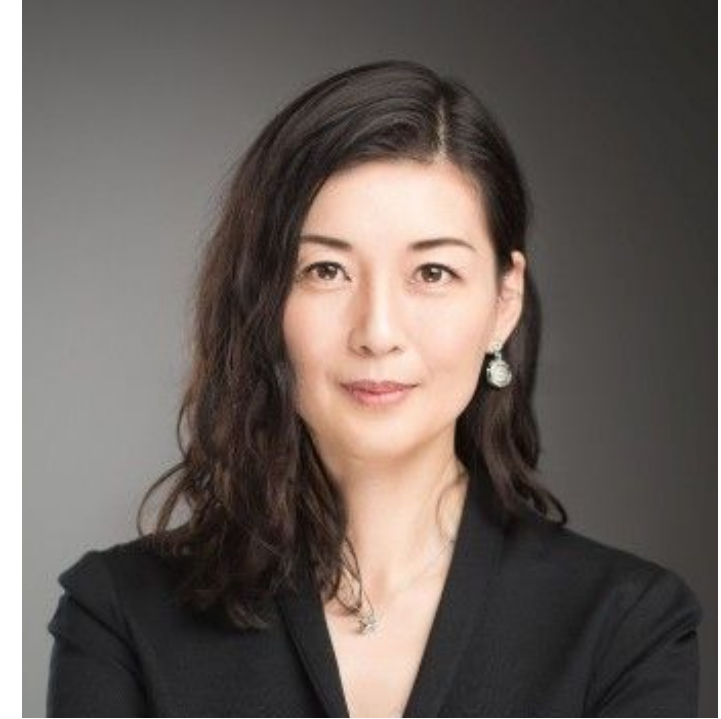
**Angie Ruan**

Chief Technology Officer, Nasdaq



**Warren Jenson**

Former CFO, Amazon; Electronic Arts; Delta Airlines; NBC;



**Julia Liuson**

President, Developer Division, Microsoft



**Neil Bush**

Chairman, Barbara Bush Foundation for Family Literacy



**Gabrielle Tao**

SVP Product, Salesforce



**George Hu**

Former COO, Salesforce; CEO, Twilio



**Lake Dai**

Partner, Sancus Ventures; Former Yahoo! Executive & Early Alibaba Team



**Kevin Conley**

Former Chief Technology Officer, SanDisk



**Catherine Chang**

Vice President, PayPal



# Programs & Initiatives

Be the Change Foundation delivers high-impact programs across education, health, career development, leadership, innovation, and national storytelling.

## Youth Education & Creativity Programs

### AI & Creativity Programs

- AI Training for K-12 Students
- Sustainable Fashion + AI Summer Camp
- Creativity & Innovation Bootcamp
- Stanford Youth Entrepreneurship Bootcamps
- Leadership & Life Strategy Workshops



### Youthpedia

A youth-driven platform where students create, share, and teach knowledge-building:

- Leadership
- Creative thinking
- Digital literacy
- Communication skills



## Health & Wellness Programs

### Sleep Apnea Awareness & Education

Supporting healthier families through:

- Community workshops
- Screening guidance
- Healthcare referrals
- Support for underserved families

Healthy sleep = better learning + stronger families.





# Training Programs

## Career, Leadership & Entrepreneurship Programs









In partnership with A2C Academy, we provide:

- Executive leadership coaching
- Career advancement pathways
- Board readiness training
- Entrepreneurship mentorship
- AI innovation and business workshops

**1,000+**  
Coaching Sessions  
virtual coaching sessions

**200+**  
Events  
public virtual and hybrid events

**30,000+**  
Enrollments

|  |  |   |  |
|--|--|---|--|
|  <p><b>PERSONAL GROWTH AND CAREER DEVELOPMENT</b></p> <p>Charles Liu, VP of Supply Chain Walmart eCommerce</p> <p>Nov 4th, 2020, Wednesday 5:30PM PST to 6:30PM EST</p> <p>100M to 217 778 1884</p> <p>POW: A2C</p>   |  <p><b>Disrupt you! And Thrive</b></p> <p>April 10, 2022, Sun, 9-11 PM PT</p> <p>April 10, 2022, Sun, 9-11 PM PT</p> <p>International Bestselling Author JAY SAMIT</p>   |  <p><b>Biotech Innovation Keep us Live and Kicking</b></p> <p>Apr 10, 2022, Sun, 9-11 AM PT</p> <p>11 AM - 12 PM ET</p> <p>MARIA RANKKA, Co-Founder, ABC Labs</p>  |  <p><b>The Pioneer for Women in Technology</b></p> <p>Mar 11, 2022, Fri, 12 Noon-PT</p> <p>Mar 11, 2022, Fri, 12 Noon-PT</p> <p>Founder/Chief Influence, 501(c)(3) Women in Technology International</p>  |
| <p><b>My stories about Personal Growth and career development</b></p> <p>Charles Liu, VP of supply Chain Walmart eCommerce</p>  <p><b>Look like executive - advanced skincare and cosmetic dermatology revealed</b></p> <p>Dr. Liz will have a fireside chat with Marie Jhin to discuss advanced skincare and cosmetic dermatology revealed</p> | <p><b>Dr. Liz's Fireside Chat: Disrupt you! And Thrive</b></p> <p>Dr. Elizabeth will have a fireside chat with Jay Samit.</p>  <p><b>Dr. Liz's Fireside Chat: Royal and Presidential Michelin Chef's life</b></p> <p>Dr. Elizabeth Xu will have a fireside chat with Royal and presidential michilee Chef</p> | <p><b>Biotech Innovations Keep us Live and Kicking</b></p> <p>Dr. Liz will have a fireside chat with Maria Rankka. Two amazing Women CEO, Stanford SEP classmates, Innovator and Investors.</p>  <p><b>Orthodontic Treatment of Sleep Apnea and Path to Dentist</b></p> <p>Dr. Michael Sunwoo D.D.S., M.M.Sc. will talk the orthodontic treatment of Children's sleep apnea and the path to become an orthodontist</p> | <p><b>Dr. Liz's Fireside Chat: The Pioneer for Women in Technology</b></p> <p>Dr. Elizabeth will have a fireside chat with Carolyn Leighton.</p>  <p><b>Fireside Chat with Vishal Gupta: Path to C-Suite</b></p> <p>Dr. Elizabeth Xu will have a Fireside Chat with Vishal Gupta talking about his Path to C-Suite challenges, lessons and advices.</p> |

## Free AI Training for Unemployment Support

In partnership with local universities and the California EDD, we provide free AI training for unemployed professionals, recent graduates, and career changers.

Participants learn to use ChatGPT for coding and automation, understand software and system design basics, perform data analysis, and apply AI tools for job search and productivity.

This program equips adults for high-demand, AI-driven careers.



# America250 Volunteer Program

## National Storytelling & Leadership Initiative

In partnership with America250.org, we aim to collect **1,000 unique American stories** in honor of the nation's 250th anniversary.

### Who Volunteers Interview

- Teachers
- Community members
- Family elders
- Entrepreneurs
- Public figures
- Industry professionals
- Be the Change Foundation board members (including Dr. Elizabeth Xu)

### Volunteer Benefits

- **Interviewing Skills**  
research, question design, story discovery
- **Media Production**  
filming, editing, and packaging for America250 YouTube
- **Professional Networking**  
work alongside C-suite executives
- **Team Collaboration**  
cross-age teamwork and leadership
- **Communication Skills**  
confidence speaking with adults and peers
- **Inspiration & Mentorship**  
direct access to accomplished leaders
- **Storytelling Skills**  
narrative building and delivering compelling stories

This program equips youth and adults with lifelong skills while contributing to a historic national celebration.



# Program Reach & Measurable Impact

## Education & Training

**1,050+** classes delivered

**30,000+** total teaching hours

## Events & Workshops

**300+** events (virtual + in-person)

**22,000+** participants



## Notable Programs

- **424** attendees – Boost Your Career to Thrive in Economic Uncertainty
- **730** attendees – AI Application Workshop
- **623** attendees – Raising Creative Leaders in the Digital Age



## Community Impact

We partner with local startups and communities to broaden our reach and real-world impact.

### Example Impact: Tonashi

During the COVID-19 pandemic, Tonashi raised **\$12,000** with our assistance to provide affordable computers to underserved K-12 students. This enabled dozens of students to continue learning during school closures.



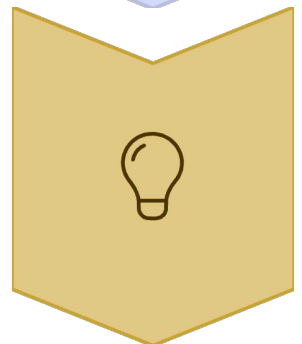


# Looking Ahead

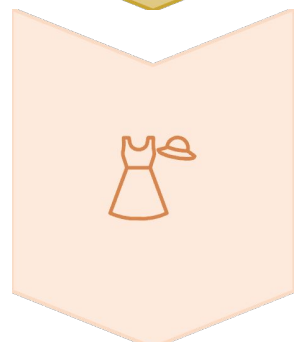
Be the Change Foundation is committed to expanding:



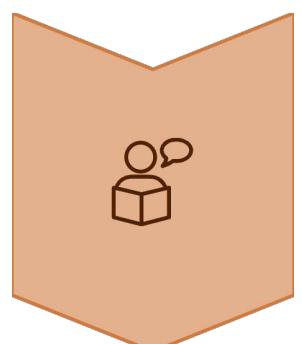
AI Bootcamps for all ages



Creativity and innovation education for youth



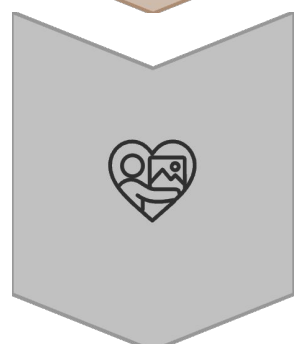
AI for Fashion Bootcamps



National storytelling through America250



Health and wellness programs for families



Community impact through social media and leadership videos

Our goal: **triple our impact within the next three years.**

## Conclusion

Be the Change Foundation is shaping the next generation of leaders, innovators, storytellers, and changemakers. Through education, creativity, health initiatives, leadership development, and national partnerships, we continue to uplift communities and inspire lives across America.

Together, we are building a brighter, more empowered future for all.



# Become a Be the Change Foundation Partner

We invite foundations, corporations, and community partners to **join us in expanding opportunity and impact nationwide.**

Your support helps us and communities:

- Deliver transformative programs
- Provide free and low-cost education
- Empower youth and families
- Train the future AI workforce
- Support national storytelling initiatives
- Strengthen community health and leadership



## Benefits of Partnership

Partner organizations will be recognized as **co-organizers** of our events and workshops—expanding your visibility, reach, and social impact.

**Together, we can uplift more lives, inspire more leaders, and build a stronger America.**

Join us. Partner with us. Be the Change.

Dr. Matt Zhu: [matt.zhu@bethechange.foundation](mailto:matt.zhu@bethechange.foundation)  
Dr. Elizabeth Xu: [elizabeth.xu@bethechange.foundation](mailto:elizabeth.xu@bethechange.foundation)