



BETTIE BRAND MOTHERS' EMPOWERMENT FUND NEWSLETTER

GIVING TUESDAY

Empowering Women to Rise Above and Give Back - How About You?

As the season of giving approaches, we're excited to share this special edition of the [Bettie Brand Mothers Empowerment Fund](#) Newsletter. This December 3rd, on GivingTuesday, we invite you to reflect on the power of generosity—how a single gift can spark a ripple effect that transforms lives. Supporting the Bettie Brand Mothers Empowerment Fund means more than making a one-time contribution; it's about offering a hand up, not a handout, to women who turn opportunities into journeys of growth, giving, and transformation.

Take [Ballalaine Rose Davies](#), one of our Spirit Award winners, as an example. In 2019, Ballalaine left an abusive marriage and became homeless with her son. At [The Drake House](#), a nonprofit in Roswell, GA, she found safety and began to rebuild her life. Even as she worked through her own trauma, she started helping other women take control of their finances. Reflecting on that time, she says:

"It was ironic—I was helping women while dealing with my own trauma and financial struggles."

With a \$10,000 Spirit Award from Bettie Brand Fund, Ballalaine earned a life coaching certification, a practical and immediate step that helped her transition out of homelessness. That certification became the starting point of a remarkable journey. As she shares:



“The Bettie Brand Fund award came at the right time for me; it was what I needed to make the change.”

Her story shows how one opportunity can spark transformation, creating a ripple effect that impacts not only the recipient but also the communities they serve.



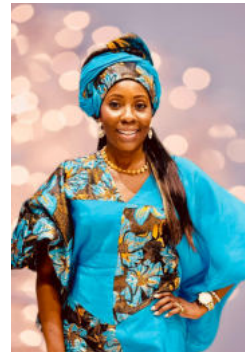
Lessons from Ballalaine’s Journey

1. Start Where You Are—Small Steps Lead to Big Changes

Ballalaine’s journey began with one small but meaningful step: earning a life coaching certification through the Spirit Award. This practical step became a foundation for her future, leading to roles in banking, construction project management, and ultimately her dream job in cybersecurity. Reflecting on her path, she shares :



“I was in my 40s and trying to strategically map my future. With the help of Bettie Brand Mothers’ Empowerment Fund, I was able to achieve a great certification, instead of an expensive bachelor’s degree, that led to great positions and ultimately to my dream job. Bettie Brand Fund was key to this success.”



An Inspiring Truth: Her story reminds us that progress doesn’t require perfection or an all-or-nothing approach. Small, deliberate steps can spark transformative change.



2. Give, Even When Life Feels Hard

While living at the Drake House, Ballalaine began helping other women with their finances, empowering them to take control of their futures—even as she worked through her own trauma and financial struggles.

She used her experience to create her nonprofit, [BEIT NOW](#), which continues to help women and communities in need. Along the way, Ballalaine gained a deeper understanding of the struggles many women face and the role self-esteem plays in overcoming them. She reflects:



“Poverty has nothing to do with money. Half of poverty is low self-esteem and lack of confidence. If you don’t know who you are by 7 a.m., someone will tell you who you are and direct your day hour by hour.”

An Inspiring Truth: Her actions remind us that generosity isn’t about having everything figured out—it’s about finding ways to lift others, even when life feels challenging.

3. Pay It Forward—Your Generosity Inspires a Chain Reaction

In just five years, Ballalaine went from homelessness to building a life of purpose and impact. Her work now extends across the globe, including mission work in Liberia, where she started a farm to support food



security, coached women in a sewing program, and helped provide free education for over 300 children.

Most recently, in September 2024, she paid her way to South Africa to help build two churches and lead women's panels on finances, trauma, family, marriage, and relationships. She assisted in forming a permanent discussion group to keep the momentum going, ensuring that her impact would extend far beyond her trip.

But Ballalaine's vision for paying it forward doesn't stop there. She plans to relaunch her life coaching business to provide affordable support for women who cannot afford expensive coaching programs. She also hopes to offer small scholarships for business or certifications to help women gain independence, build skills, and achieve their goals.

"This will help them provide for their families financially, spiritually, emotionally, mentally, and physically," she says.

An Inspiring Truth: Ballalaine's story reminds us that paying it forward starts with believing in our ability to create change—not just for ourselves, but for others.

Your Opportunity to Make a Difference

This GivingTuesday, help women like Ballalaine take their first steps toward lasting change. Each Spirit Award recipient is nominated and applies with a letter of recommendation, sharing how this opportunity could transform their lives.

Your gift goes directly to empowering women to build futures for themselves and their families. Together, let's create more stories like Ballalaine's—stories that show how one gift can spark a ripple effect, creating lasting change for generations to come.

[**Donate Now and Empower Women to Rise Above**](#)

PHOTOS FROM BALLALAINE'S LIBERIA & SOUTH AFRICA MISSIONS

Bettie Brand Mothers' Empowerment Fund Mission:

The Bettie Brand Fund gives stipends to "provide women in need with a hand up, not a hand out, so they may live with dignity and independence."

Women chosen to receive stipends from the Bettie Brand Fund must agree to "pay it forward" in whatever way they can.



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