

BE IT ENTERPRISES LLC

Elevating Community Health Through Wellness Education, Movement & Arts-in-Health Engagement

CAPABILITY STATEMENT

COMPANY SUMMARY

Be It Enterprises LLC is a NYC Certified MWBE wellness education, community engagement, and arts-in-health organization providing engaging programs for schools, community organizations, older adults, families, and workplaces. Through movement, storytelling, health education, and interactive workshops, we strengthen health, well-being, participation, and community connection through onsite, virtual, and hybrid experiences. Our signature platforms include BAFF® (Bed Aerobics Fitness Flow®), CRAVE® (Creative Research Using Arts as a Vehicle for Engagement, Education & Equity in Health), Shop Healthy & Save™, and The Healthy Motivator®.

PRACTICE AREAS



Wellness Education

PREVENTION & LIFESTYLE BEHAVIOR CHANGE

Evidence-informed chronic disease prevention education, NDPP-aligned lifestyle behavior change programming, food-label literacy, and healthy-shopping education for individuals and families.



Restorative Fitness & Movement

ACCESSIBLE, EVIDENCE-INFORMED MOVEMENT

BAFF® (Bed Aerobics Fitness Flow®) and other accessible movement programming supporting mobility, confidence, and healthy aging for all abilities.



Arts in Health & Engagement

STORYTELLING & COMMUNITY ENGAGEMENT

CRAVE™ arts-based programming that uses storytelling and creative engagement to build dialogue, resilience, and community connection around health and wellness.

Cross-cutting capability: workforce and community training, curriculum development, facilitation, and program implementation support every practice area above.

CORE COMPETENCIES

- Community Wellness Education
- Chronic Disease Prevention & Lifestyle Education
- Restorative Fitness & Accessible Movement
- Arts-in-Health Programming
- Community Engagement & Facilitation
- Workforce & Community Training
- Curriculum & Program Development
- Cohort-Based Program Design & Delivery

DIFFERENTIATORS

- Established 2008 — serving communities through wellness education, movement, and arts-in-health.
- NYC Certified MWBE
- Culturally responsive approach integrating education, movement, storytelling, and creative engagement
- Professional credentials: NASM Certified Corrective Exercise Specialist (CES); CDC National Diabetes Prevention Program (NDPP) Lifestyle Coach; Certified Patient Navigator — George Washington University School of Medicine & Health Sciences; Certified Community Scientist — CUNY Community Scientist Institute
- Creator of the BAFF® methodology and educational resources, and the CRAVE™ arts-in-health platform — original intellectual property adaptable across settings and populations
- Experience across healthcare, government, education, faith, and community settings
- Ability to co-design solutions with institutional and community partners
- Serves youth, adults, older adults, caregivers, and families

SELECTED CLIENTS & PARTNERS



Relationships shown reflect program partnerships, presentations, trainings, or advisory collaborations; not all represent direct government contracts.

Be It Enterprises LLC | www.beitenterprises.com | (917) 497-7596 | monifa@beitenterprises.com
NYC Certified MWBE • W-9 & Certificate of Insurance available upon request

REPRESENTATIVE EXPERIENCE

Be It Enterprises has delivered wellness education, restorative movement, and arts-in-health programming in partnership with healthcare institutions, universities, and NYC public health initiatives, including:

- Mount Sinai — health equity panel participation and CRAVE™ arts-based health equity presentation (Challenging Norms Conference, 2025)
- Albert Einstein College of Medicine / DISRUPT Champion Action Committee — CRAVE™ recognition in partnership with Columbia University and CUNY
- CUNY Community Science Institute — graduate training in community-engaged research and research ethics
- CDC National Diabetes Prevention Program (NDPP) lifestyle coaching and chronic disease prevention education.

GOVERNMENT & INSTITUTIONAL POSITIONING

Be It Enterprises is an active presenter within the NYC Department of Social Services (DSS) Community Partners series and is positioned to extend wellness, movement, and arts-in-health programming through future partnership and contract opportunities with agencies including the Department of Education (DOE), Administration for Children's Services (ACS), and Department of Youth and Community Development (DYCD), alongside its established work with healthcare systems, educational institutions, and community-based organizations.

CERTIFICATIONS & BUSINESS INFORMATION

Legal Name:	Be It Enterprises LLC
Established:	2008
Business Structure:	Limited Liability Company (LLC)
Certification:	NYC Certified Minority- and Women-Owned Business Enterprise (MWBE)
Business Category:	Professional Services — Community Wellness Education & Engagement
Service Area:	New York City and New York State; virtual delivery available
Website:	www.beitenterprises.com
Email:	monifa@beitenterprises.com
Phone:	(917) 497-7596
NYC Vendor Code:	VS0002364

NAICS CODES

- 611430 — Professional & Management Development Training
- 611699 — All Other Miscellaneous Schools & Instruction
- 624190 — Other Individual & Family Services
- 711510 — Independent Artists, Writers & Performers — arts-in-health programming

NIGP CODES

- 924-05 — Advisory Services, Educational
- 924-16 — Course Development Services, Instructional/Training
- 924-35 — In-Service Training (Employees)

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