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Be ReZilient

Building Community Through Culture and Opportunity

Over the past year, Be ReZilient has continued to strengthen the Pottstown community through cultural programming, youth development, wellness, and small-business support.

One of its largest initiatives is the Pottstown Juneteenth Community Celebration. This year's event was a collaborative effort between Be ReZilient and CocoLand Entertainment, bringing families, artists, community leaders, and 56 businesses together to celebrate Black history and excellence.

Attendees completed surveys allowing planners to collect data about the event. The most impressive data included that five ZIP codes came to this event in addition to 19464, demonstrating the event's growing regional reach. The celebration also supported local vendors and awarded eight one-thousand-dollar scholarships. Be ReZilient and FORCE were proud to partner with Living Strong Consulting, founded by Dr. Veindra Jackson, to fund the first innovation pitch competition. The 2026 winner, Veronica's Circle, received the prize of five thousand dollars.

The event was made possible through the support of major sponsors and com-

munity partners, including HealthSpark Foundation, Tower Health, Pottstown Regional Community Foundation, Be ReZilient, and many others.

Be ReZilient's commitment to entrepreneurship continues through FORCE (Fostering Opportunities, Resources and Commerce among Minority Enterprises). FORCE connects minority-owned businesses with mentorship, resources, networking, and opportunities for long-term growth.

This work is closely connected to the VIBE Café and the VIBE Creative Social Innovation Hub, a welcoming space for coffee, coworking, youth programs, workshops, events, and community collaboration.

August was Black Business Month and Be ReZilient encouraged the community to intentionally support Black-owned and locally owned small businesses by shopping, sharing their work, and attending community events.

FORCE was also at the Small Business and Author Expo at the Greater Philadelphia Expo Center in Oaks, PA on Saturday, August 22, sharing information about available resources and upcoming opportunities for entrepreneurs.

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