

## Wake-Up w/YPN 2025 Quarterly Series

## Beyond the Deal:

# From Behind the Scenes to Front and Center

September 18, 2025

# Creating an Impact Beyond Commission - Make a Difference While Building a Career

## Featuring:



**Panelists: Becca Greenhoe, Duke Gray, & Bryant Mitchell.**

**Moderator: Adam Tolley**



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### Notes:

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**We asked our Panelists to share personal insights, favorite inspirations, and real-world examples of how even small acts of service can create a ripple effect of positive change, as well as some of the causes that are near and dear to their hearts.**

**Becca Greenhoe (bgreenhoe@greenridge.com):** My journey in charitable giving began at DA Blodgett–St. John's Home, where I donated Christmas gifts each year. I always tried to choose a boy who was near the same age as my son, and then we would shop for his gifts together. That experience inspired me to later join the Volunteer Guild.

When I started in real estate 10 years ago, one of my top motivations was the Greenridge Dream Team, which raises money to grant wishes for children in our communities, with all proceeds benefiting Make-A-Wish Michigan. After the heartbreaking loss of our Board President during COVID, I was honored to be nominated and elected to serve as President.

I graduated from GRARLA in 2017, then served on the Crisis Fund Task Force until last year—including one year as Vice-Chair and one year as Chair. I also support GRAR Giving Week, an initiative close to my heart. I feel fortunate to be able to give back to my community. What may seem like a small gesture to us can bring immeasurable joy to others. I'll never forget the tears in my eyes as I watched the smile on our Wish Girl's face at last fall's golf outing—it was a powerful reminder of why this work matters.



*"The unselfish effort to bring cheer to others will be the beginning of a happier life for ourselves" ~ Helen Keller*

*"No matter what happens in life, be good to people. Being good to people is a wonderful legacy to leave behind." ~ Taylor Swift*

**Duke Gray (duke@thinkbluhouse.com):** My parents taught me the importance of helping others make their lives better whenever we could. This mindset has been reinforced by my understanding of the principles of my faith and even by the times other people have helped me. In John Ortberg's book *Everybody Is Normal Until You Get To Know Them*, he points out that life is a cycle of helping others and being helped by others. If we experience these moments in a spirit of goodwill, helping won't feel like a burden and being helped won't feel like something to be ashamed of. I also credit the principles I learned in Stephens Ministry classes. We want to help and encourage others, not judge or enable them. The Golden Rule is a good guide, as usual, treat others as I would like to be treated.

My favorite books about servant leadership include the *Bible*, the aforementioned book by Ortberg, *The Road Less Traveled* by Scott Peck, and *Emotional Intelligence* by Daniel Goleman. My favorite podcasters are Mel Robbins, Brian Buffini, and Brendon Burchard.

Currently, I'm involved in my church - I serve on the eldership there and manage our service ministry. I'm on the board with Volunteers in Service, a non-profit that connects church members to people in the church's area that need help. I am also on the Board of Trustees of Great Lakes Christian College, a Bible college in Lansing. I've served on the board of Safe Haven Ministries in the past and still support this critical domestic violence shelter in GR.

**Bryant Mitchell (bryant.mitchellcollective@gmail.com)** - My passion for philanthropic giving has always been children-centric - kids have no choice in the matters of being homeless or lacking food or clothing. Therefore, my giving has always been centered around AYA, Camp Blodgett, Grand Rapids Community Foundation, Wellhouse, partnering with churches for Christmas events, school fundraisers, playground updates and other areas that allow kids to blossom. I'm drawn to these causes. One of my MOST beloved accomplishments has been creating the Bellabay Foundation, which is a 501(c)3 charity created to benefit kids within the community through a variety of methods.

This goal resonates with me: Stop focusing on the wallet and learn how to bless others with your God-given talent.

Two of my favorite books: Simon Sinek's *Why Leaders Eat Last* and the *Bible*.

### **PLEASE SAVE THE DATE!**

Our final Wake-Up w/YPN event of 2025,  
**Empowering Others: Leadership Through Mentorship,**  
is scheduled for **December 18** from 9:30 to 10:30 a.m.  
at Egypt Valley Country Club.

Please join us and bring a friend!