

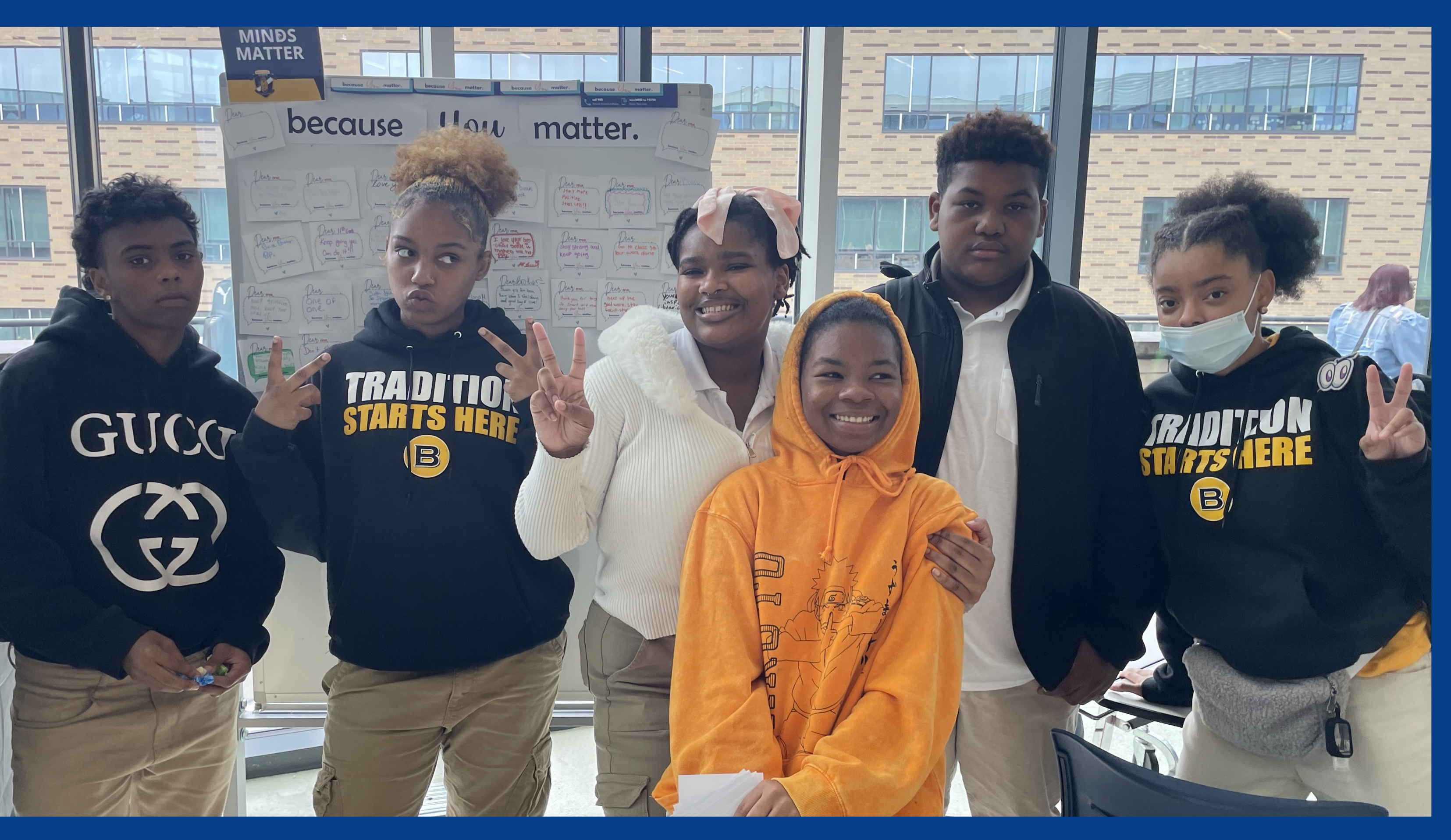
our minds  
matter

# teens leading the way

2024-2025 School Year Impact Report on Youth Mental Health







And we keep showing up at the **system level**, partnering with school districts to scale our program, to elevate teen voices in meaningful decision-making, and to reach the critical mass needed to effect sustained community cultural change.

By creating impact at all three levels, we create more resilient systems by **recentering the web of mental health care around teens themselves.**

Despite all of the uncertainty today—and knowing that more budget challenges are coming—I am deeply heartened by how mental health champions like you are maintaining focus, sharing, and investing in the proven interventions that can measurably effect change.

Your generosity and strength gives me so much hope. Young people today will build the society of tomorrow, and so the investments you're helping us make in resilience are the foundation of our future. From the bottom of my heart, thank you for being part of this community!

*Lauren Anderson*

Chief Executive Officer  
& Founder  
Our Minds Matter



# our impact at-a-glance

2024-25 SCHOOL YEAR:

**87,000+**

teens reached indirectly

**3,710**

teens directly participated

**156**

omm clubs

**~30%**

increase in teens engaged over last year

TEEN LEADERSHIP:

**279**

teens took on club leadership roles

**1,190**

club meetings

**218**

school-wide campaigns

“omm has brought me out of a dark place and has brought me joy knowing that I’m not alone and that there are brighter days ahead.”

—High school club member

## OMM COACHING & SUPPORT:



**143 school-wide campaign kits mailed**



**115 club visits (our most ever!)**



**stipends for club snacks & materials**



**program staff available year-round for coaching and support**

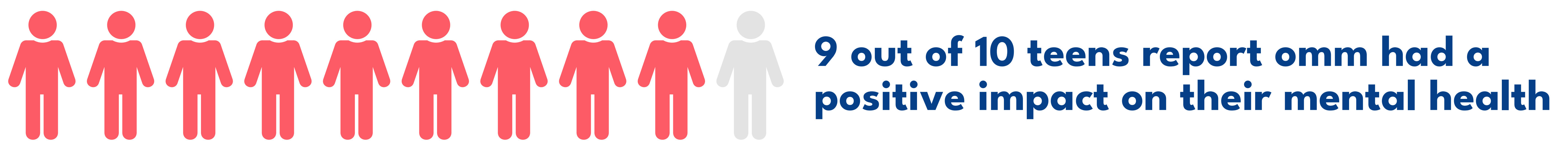
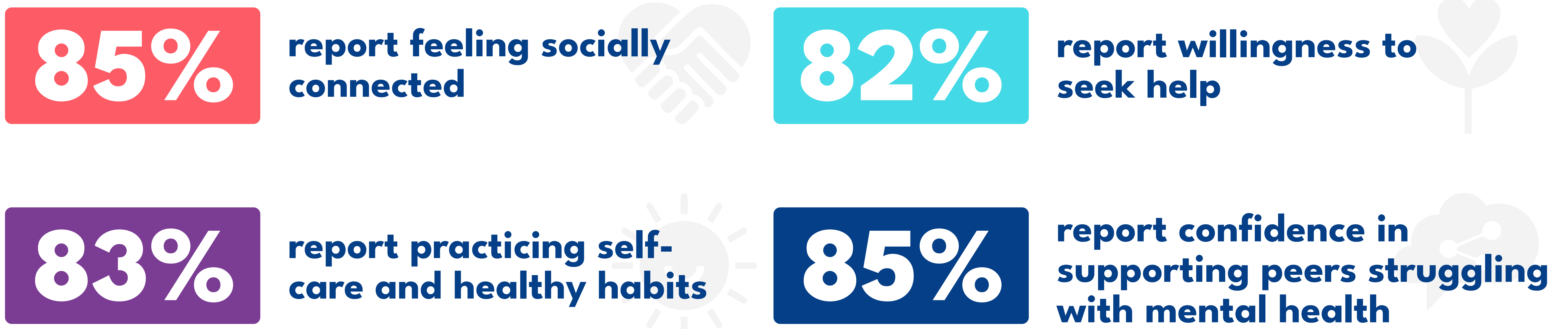
**93%**

**of school staff sponsors in partner districts reported high satisfaction with omm support last year**

# better mental health for more than 3,000 teens

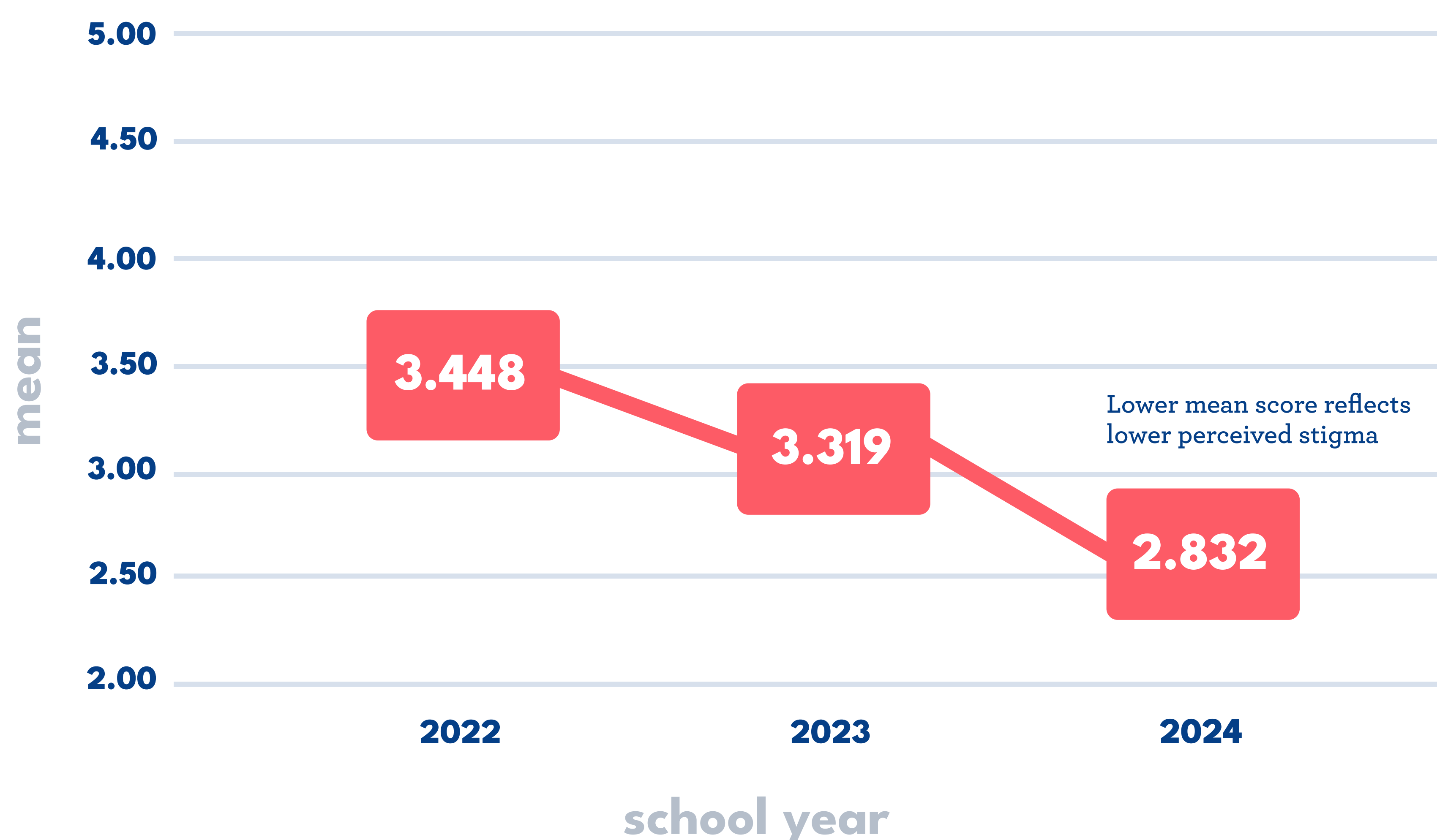
Through a rigorous evaluation at the end of each school year, we assess the impact of our program on participating teens by focusing on four evidence-based “protective factors,” key indicators shown to reduce suicide risk and promote overall mental well-being.

## last year, across all high school clubs:



## changing school culture takes time, but progress is clear

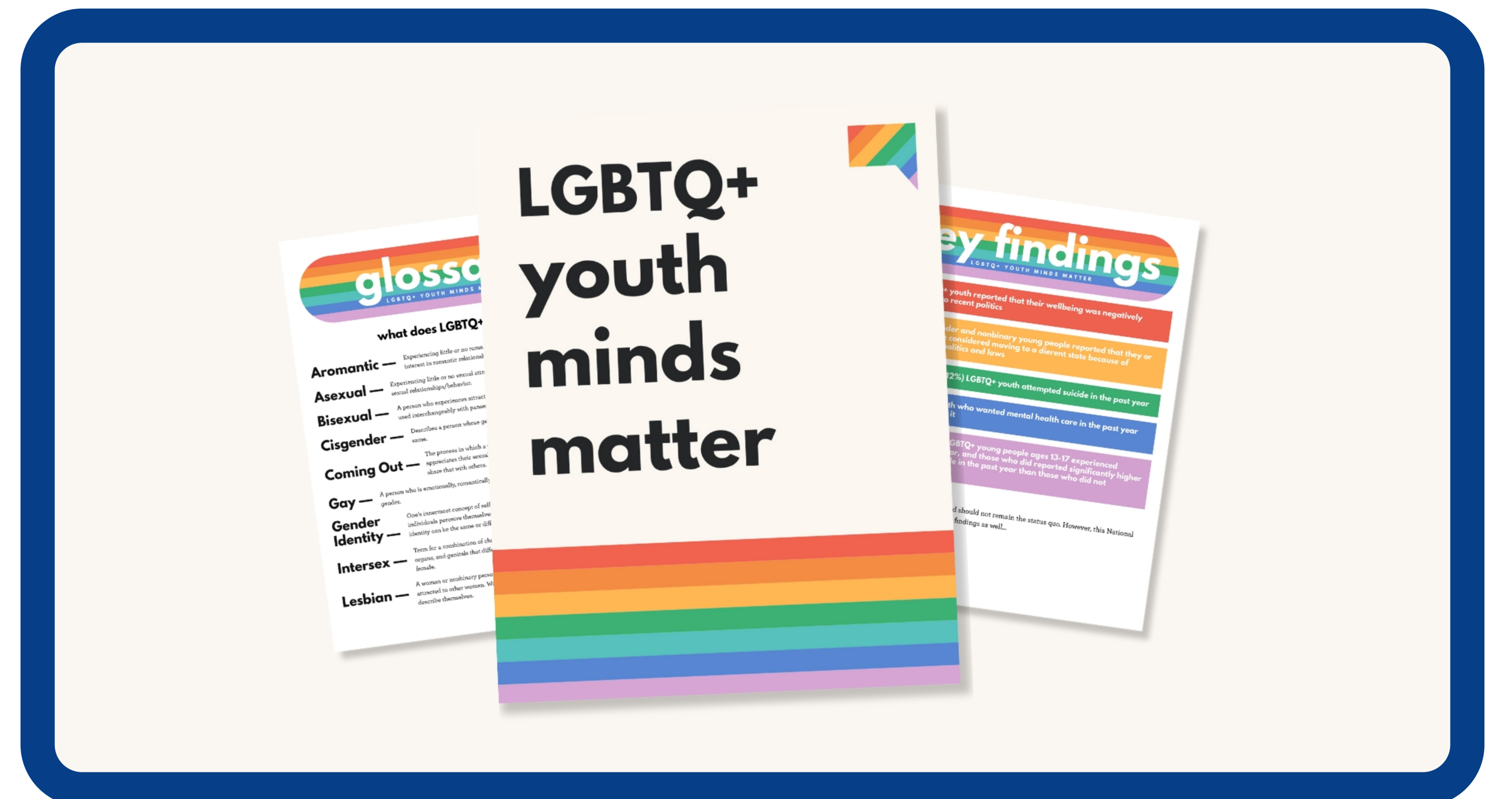
over the past three years, our trend analysis of students’ perceptions of mental health stigma shows a steady decline across entire schools



This provides evidence that OMM is helping to break down stigma and create more spaces for dialogue around mental health.

Research also found students at schools with OMM clubs were more open to seeking help from school counselors—even among those not directly involved.

# creating inclusive space for all teens

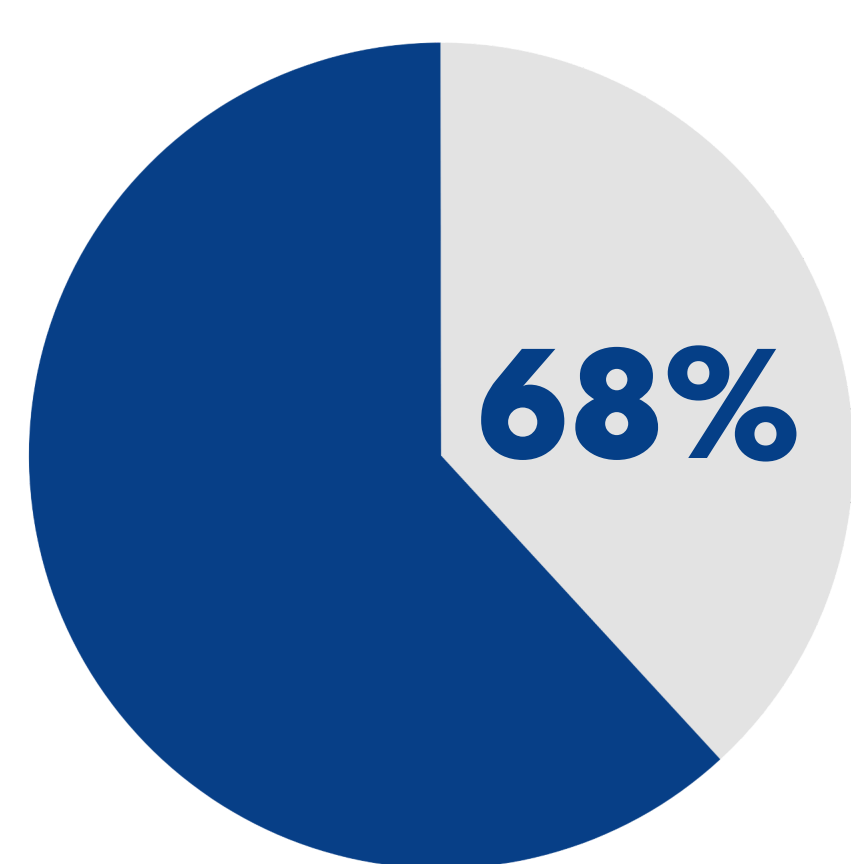


Check out our inclusive club guides here: <https://ourmindsmatter.org/club-guides>

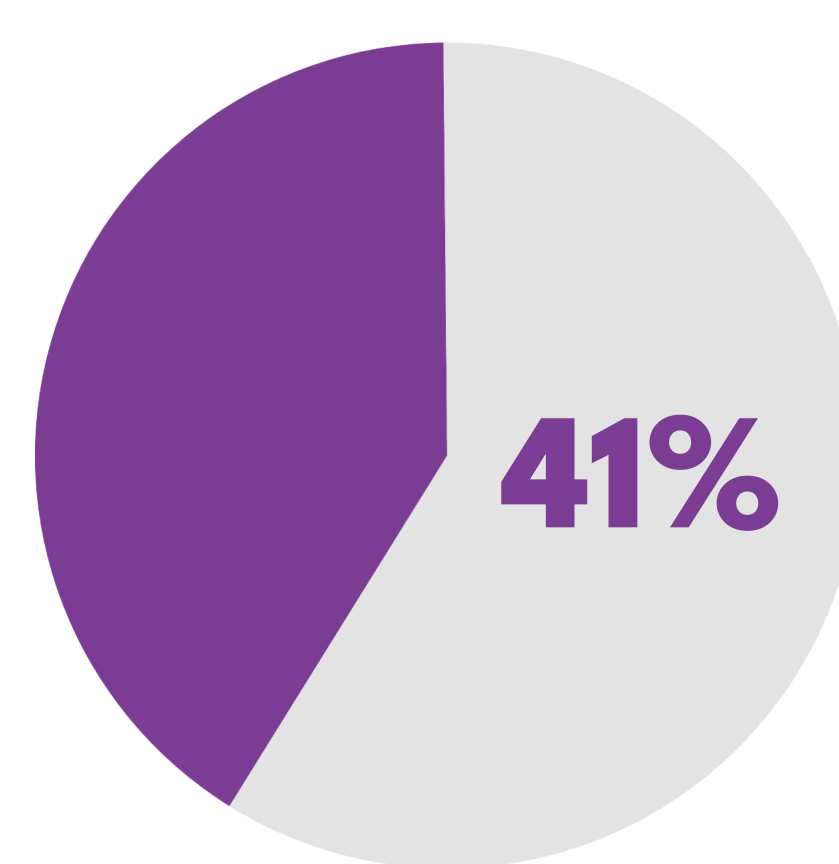
## our data shows that OMM's inclusive design works

LGBTQ+ and BIPOC students report similar levels of social connectedness within their clubs as their straight and non-BIPOC peers do. Combined with qualitative feedback, these findings indicate clubs serve as safe, affirming spaces where LGBTQ+ and BIPOC students feel a strong sense of belonging.

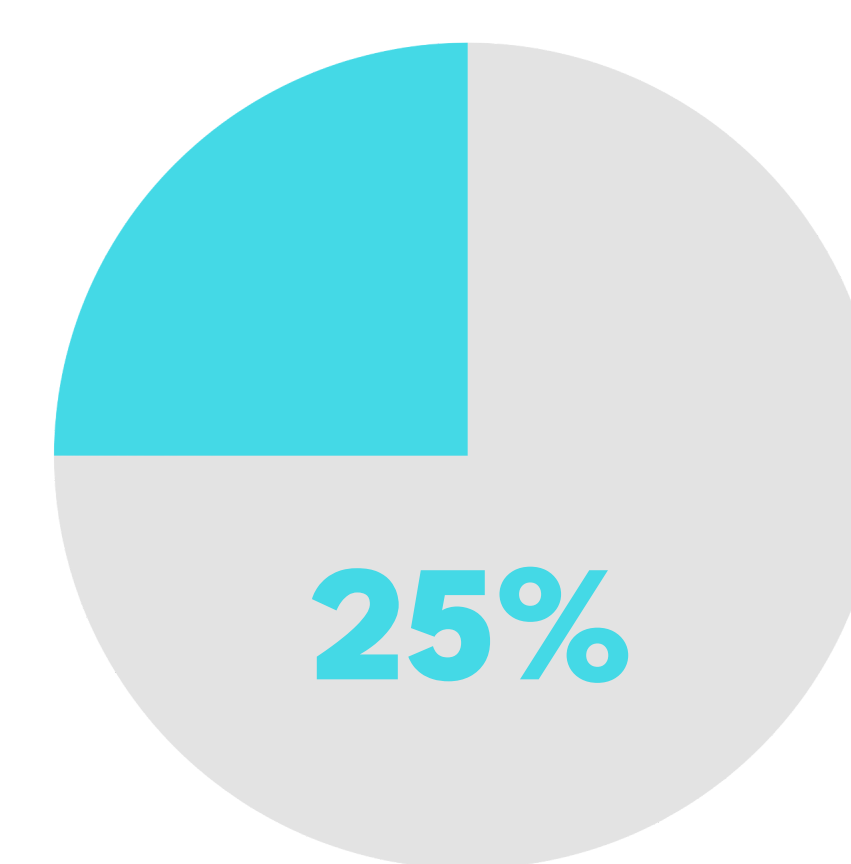
### on average, across all clubs:



of members identify as BIPOC



qualify for free and reduced meals



identify as LGBTQIA+

**“omm has really positively impacted our school’s mental health culture because it has opened up a safe space for students.”**

— High school club member

# district partnerships

## creating change across entire systems

Our sterling reputations with our school district partners are some of our strongest assets. Working hand-in-hand with district leadership helps us reach a critical mass of teens in a geographic area while coordinating with many available services, a holistic—and effective—approach.

**100% of district partners reported high satisfaction with our work last year**

### TEEN STORIES

## lifting youth voices into city-wide funding decisions

In February, five student leaders from DC-based Our Minds Matter clubs testified at the Council of the District of Columbia’s 2025 Budget Oversight. They shared their personal experiences with mental health to deliver powerful statements advocating for continued funding to ensure that all students have access to quality mental health resources.



**“omm has taught me that I am not alone in my advocacy for mental health awareness.”**

—High school club member



### TEEN STORIES

## walking for physical & mental health in ward 8

Every spring, Knights Minds Matter at Ballou High School hosts a school-wide walk to promote taking care of your physical and mental health. This year’s event featured hot dogs & slushies, a live DJ and support from 93.9 WKYS! These kinds of school-wide campaigns reach exponential numbers of teens.

TEEN STORIES

## “be for real” substance use campaign across fairfax county

When our partners in FCPS asked for our help, we created a stigma-reducing, harm-reduction initiative called “Be for Real.” We packaged campaign kits and educational materials to every high school and middle school in the county.



TEEN STORIES

## black mental health and wellness fair in montgomery county

This spring, we were recognized during Montgomery Blair High School’s Black Mental Health and Wellness Fair. All our district partners ask us several times a year for support and participation in fairs, events, and roundtables like this, opening opportunities to share with the broader community—which is a testament to how highly our resources are valued.

TEEN STORIES

## bridging leadership from middle to high school

At Montgomery County’s Robert Frost Middle School, the OMM club sponsor asked alumni who had graduated on to high school to come back for a visit—and continue their mental health advocacy by supporting the future of the club.



TEEN STORIES

## a blueprint for expansion & scale

Last year, we launched a new expansion of our program to all of the public charter high schools in Washington, DC. In the first six months, we launched clubs in 8 Public Charter High Schools in DC, and are continuing to grow in the coming year. This success shows how we can effectively and rapidly launch the OMM program in a new school system—the key to our future growth and scale.



# peer-led innovation for scale

## reaching critical mass in our partner districts

Thanks to our strong school district partnerships, we're able to explore creative new models for OMM clubs to reach entire school communities. These effective, low-cost engagements are the key to growing our impact—reaching a critical mass of teens, and bringing our impact to scale.

### INNOVATION SPOTLIGHT

#### signature campaigns

OMM clubs have long hosted school-wide campaigns such as spirit weeks, therapy dog visits, or mindfulness craft activities. This year, OMM piloted a targeted, network-wide model of coordinated campaigns that were designed based on both evidence and teen feedback. These “Signature Campaigns” make school-wide outreach easier and more impactful, and providing jumpstarts for brand-new clubs. We send supply kits totally free of cost, removing time and resource barriers and enabling more clubs to make a larger impact.



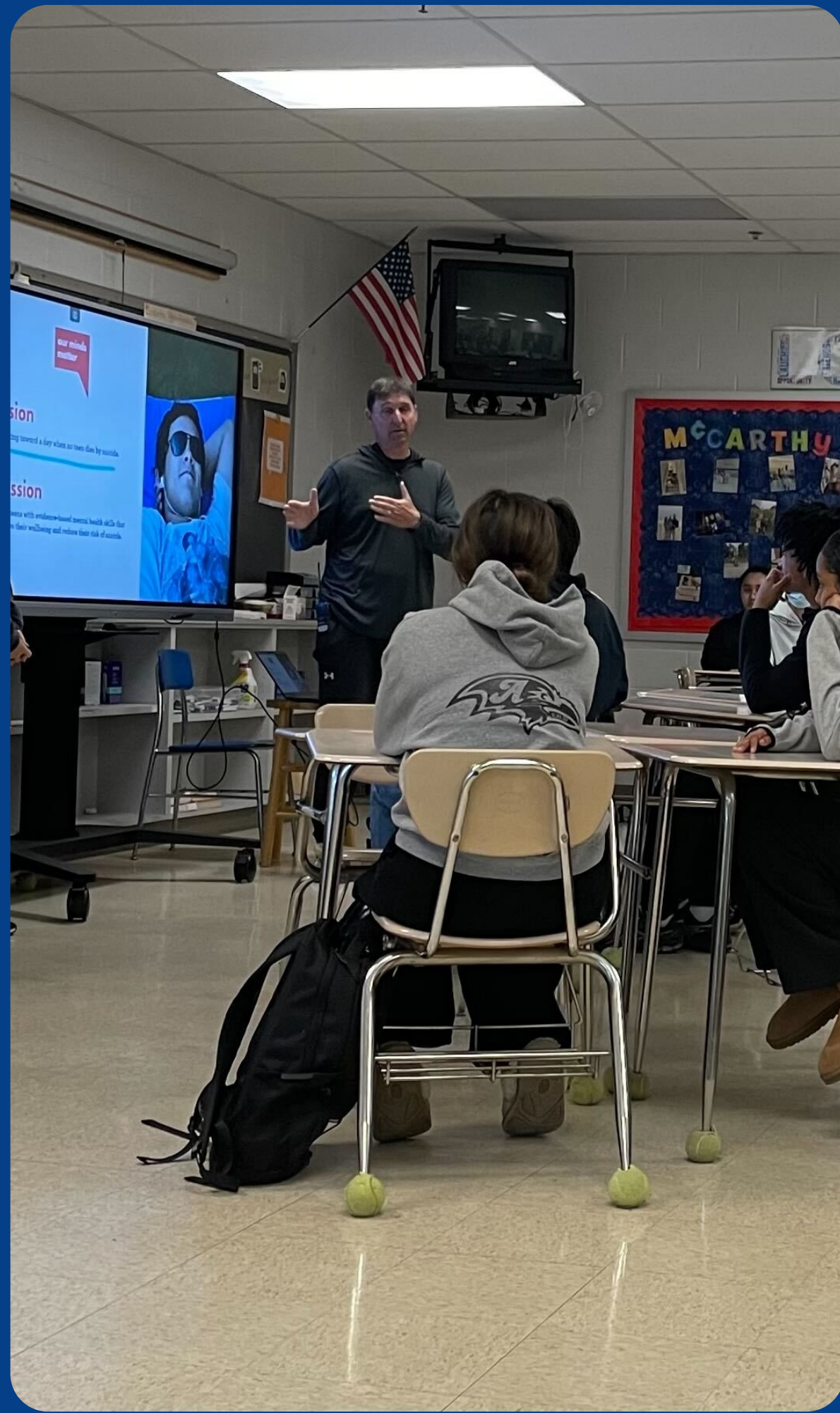
Focuses on self-care and healthy habits by inviting participants to write affirmations to themselves that are then displayed on a bulletin board, cultivating a culture where self-love and acceptance are the norm.

**96% of participants were inspired to be kinder to themselves after the campaign**



Focuses on social connectedness and belonging through a week of connection activities including speed-friending, a suggestion box, and friendship bracelets, building a community where everyone feels like they belong.

**81% of participants felt more connected to people at their school as a result of the campaign**



## reaching teens during health class

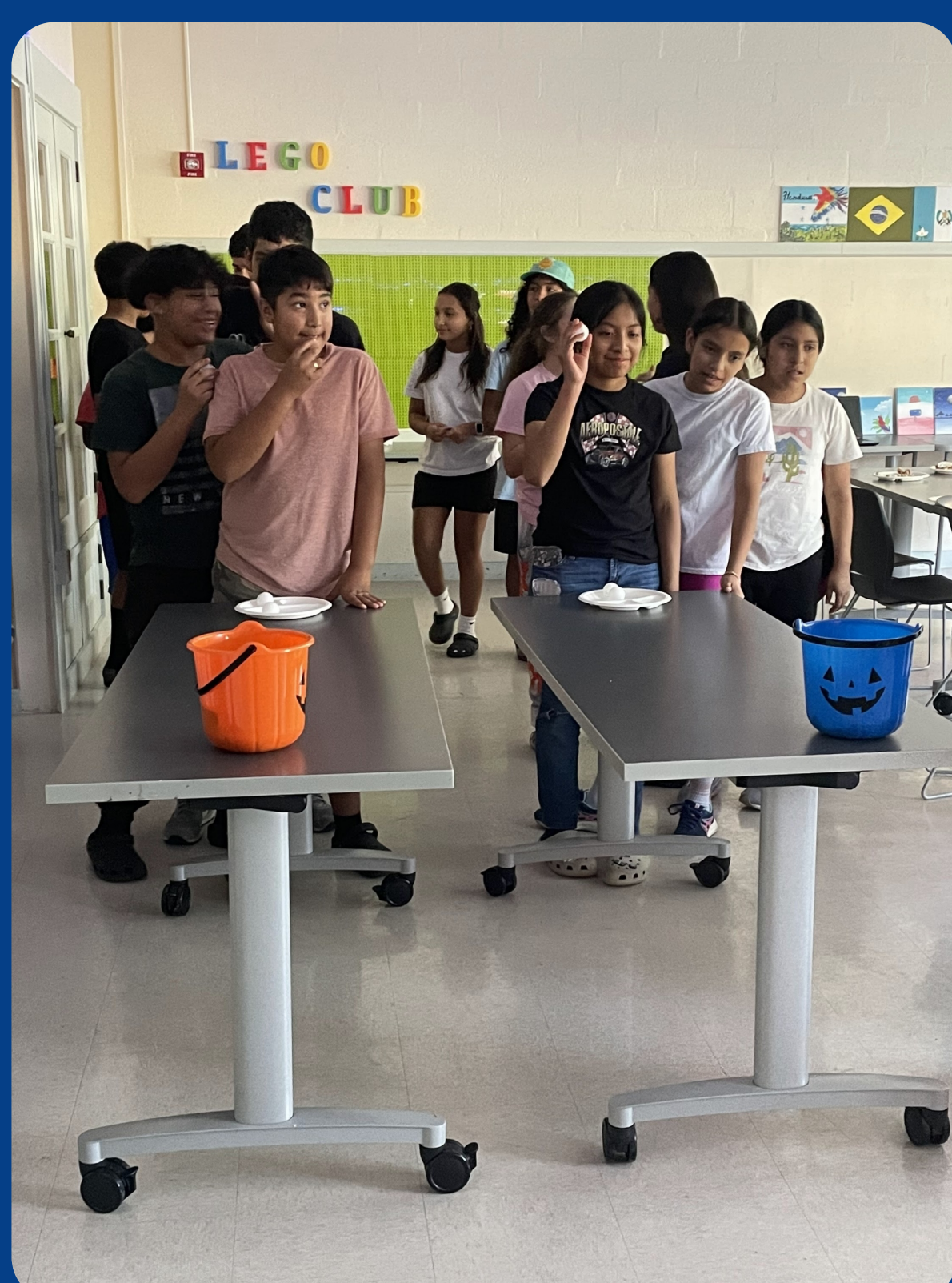
Not every student will participate in OMM, or even a school-wide campaign. So this spring, we tested a new Health Class Pilot, bringing OMM club members in to lead OMM activities during the required mental health units in existing health class curricula.

### Promising results, continuing next year:

Our findings suggest incorporating OMM activities into health class adds value, with students engaged and enjoying the interactivity, and we're expanding this pilot next year.

**“it makes it different (they listen to me every day) and they're more likely to be engaged and participate.”**

—Teacher participant, describing the value of having OMM lessons facilitated by student leaders



## training-the-trainers in teen centers

Over the past two years, our Teen Center Pilot has served approximately 500 of the highest-needs teens in Fairfax County through a partnership with Neighborhood and Community Services. The program reached primarily BIPOC teens, as well as younger and male audiences that are underrepresented in school-based OMM clubs. Our partner teen centers are now equipped to run the OMM program autonomously and sustainably.

# proof of hope in the data

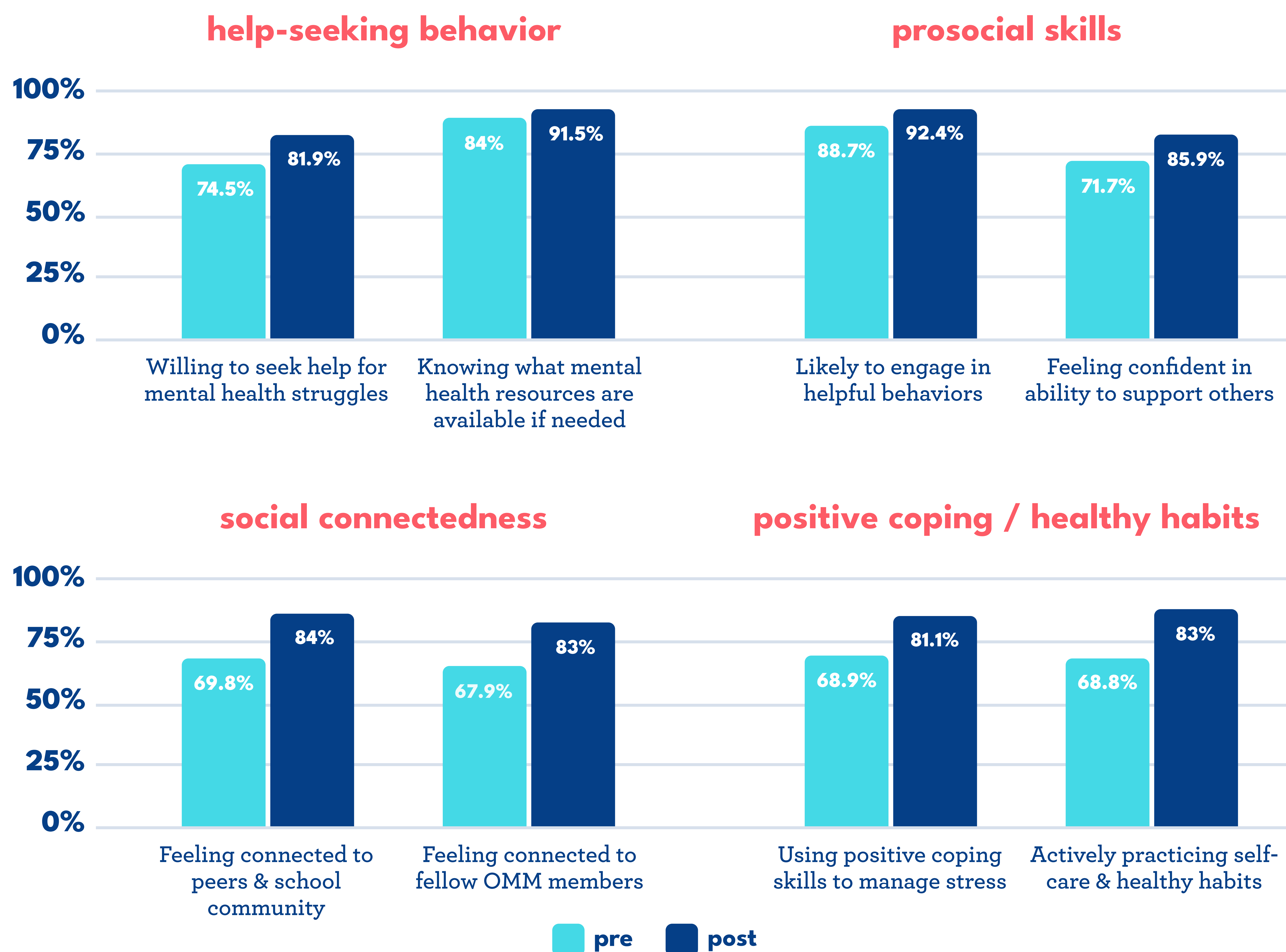
## how we measure mental health

We conduct polls at the start and end of every school year to track how club participants self-report on four key **protective factors** — evidence-based indicators linked to enhanced mental health and reduced suicide risk. Our goal is for at least 75% of participants to report having these protective factors; we surpassed this goal across the board last year.

We also combine quantitative data (student surveys, trend analysis) with qualitative feedback (open-ended responses) to capture both measurable outcomes and lived experiences. This mixed methods approach allows us to build credibility for our evidence and uncover the stories behind the data.

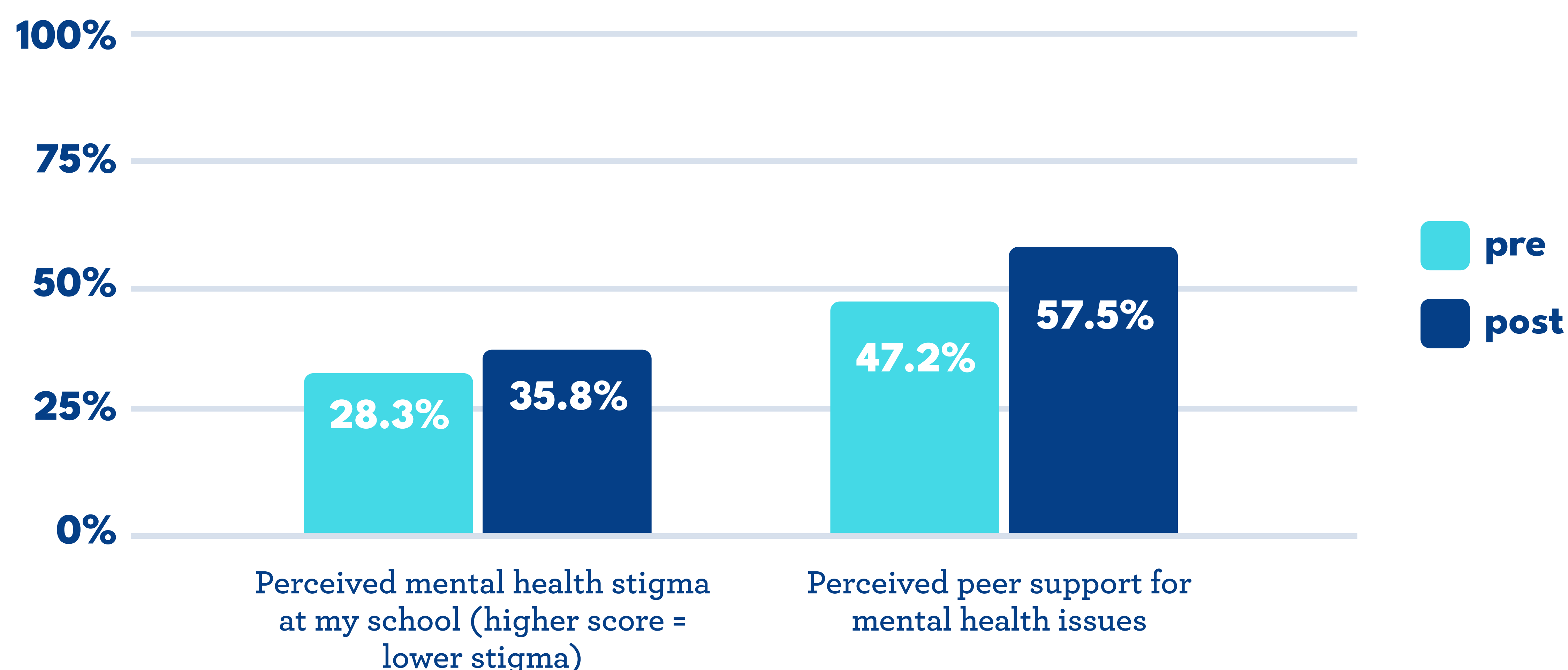
## tracking improvement over time

We also track matched samples of participants in our entry and exit surveys (while protecting anonymity), to show change over the course of the school year. Encouragingly, students reported gains across all four protective factors and mental well-being:



**our data also revealed a decline in perceived mental health stigma and a rise in perceived peer support for mental health challenges across the school community.**

### impact on broader school culture



## identifying the levers of impact

We encourage clubs to start each meeting with an “Opening Connection,” a structured conversation that creates space for teens to practice courage in sharing authentically and build deeper connections with one another.

This year’s results confirmed previous findings: the more frequently a club starts meetings with an Opening Connection, participants report stronger social connectedness, increased use of self-care and healthy habits, greater prosocial skills, and increased willingness to seek help.

## contributing new evidence to the field

OMM demonstrates a strong commitment to high-fidelity research that contributes to advancing the broader field of teen suicide prevention. Our research helps **elevate teen voices into national mental health deliberations and decision-making.**

This year, for the first time, we were able to empirically measure how OMM impacts teens within and beyond the clubs. In our groundbreaking research, we found preliminary evidence of a ripple effect beyond OMM clubs, highlighting the wider impact of peer-led change.

Notes:

– Bar charts show the changes in percentages of survey respondents who strongly agreed/agreed with the statements from pre- to post

– (+) indicates changes in mean scores from pre- to post- were statistically significant at  $p=.05$

– Matched Sample  $N=106$

# collaborations & celebrations

## teen leaders advising the mental health coalition on social media standards

As a member of the Mental Health Coalition, OMM was proud this year to elevate our Teen Advisory Council to support the new Safe Online Standards for Kids' Mental Health (SOS) initiative. Teens are participating with national experts in meaningful ways, making the SOS outreach engaging and teen-friendly.



## jasmin goodwin honored with youth mental health advocacy award

President of her club at School Without Walls in DC and member of our Teen Advisory Council, Jasmin this year won Mental Health America's Youth Policy Advocacy Award, recognizing her unwavering commitment to health advocacy for all.

## omm earns a 2025 bell seal gold certificate

This prestigious national certification for Workplace Mental Health recognizes employers who go above and beyond to prioritize mental well-being in the workplace—and we're proud to be among them.



## deepening partnership with crisis text line

Since 2021, our partnership has offered a dedicated 24/7 text support line for OMM clubs to share with their peers. Through deepened engagement this year, we've shared customized social media and promotion assets for our "MIND" keyword and are sharing learnings and mental health need trends in the region.



# alumni appreciations

This spring, we conducted a focus group study with OMM alumni to understand the long-term impact of OMM and how their clubs helped shape their professional and personal development.

We were deeply moved by the results: **Participants described OMM as a transformative experience, and cited its role in fostering resilience, collaborative leadership, and a lifelong commitment to mental wellness:**

**“my understanding of leadership...as something that’s fundamentally collaborative was definitely born from my our minds matter experience.”**

**“[omm] really gave me the language to articulate what kinds of changes were needed in my school’s culture and in sort of the broader culture... i was able to develop this whole vocabulary around mental health. and that’s quite honestly language that i still use today.”**

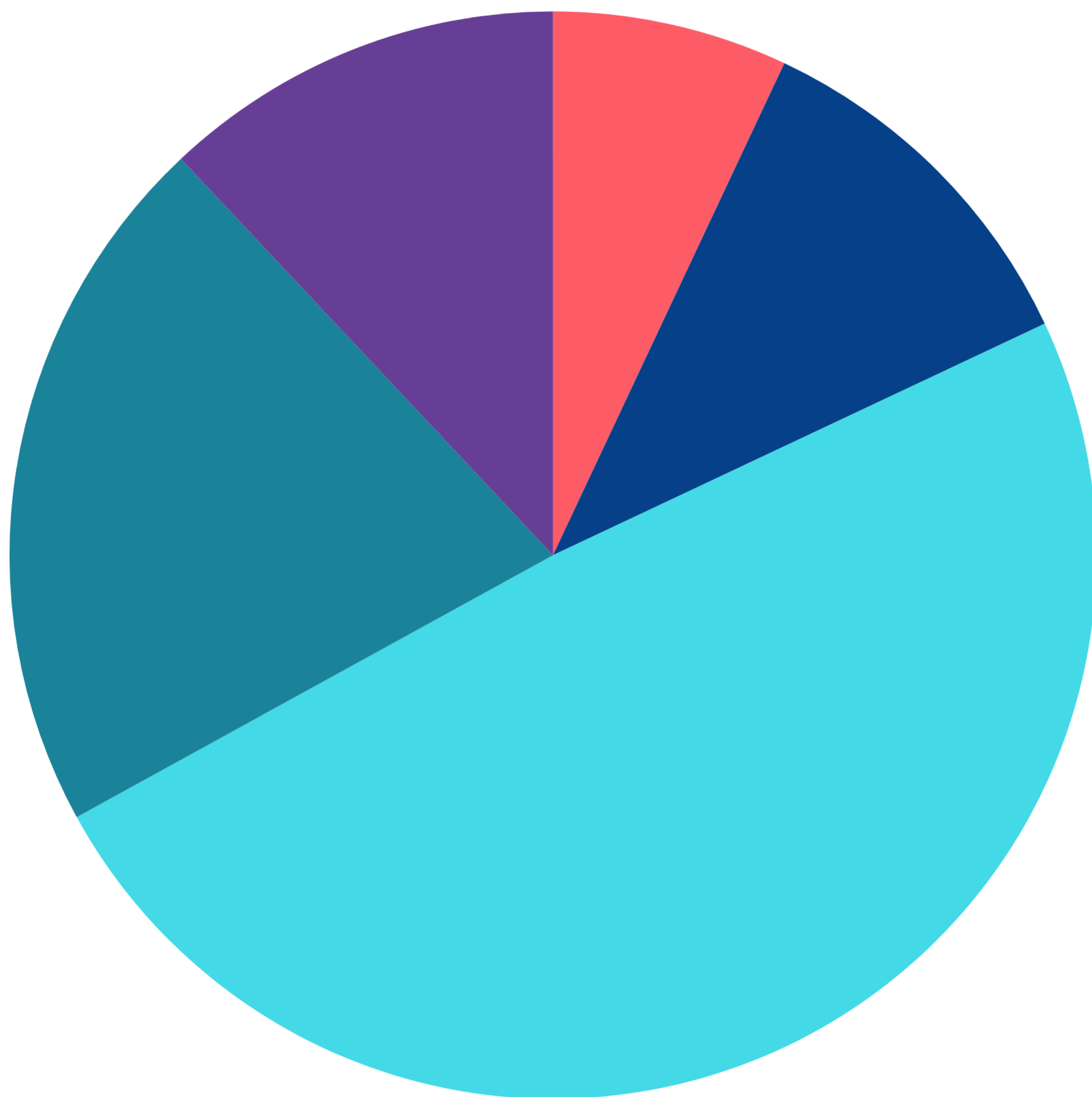
**“i’ve always said i’m going to do pediatrics because i love working with kids and families. but then once i joined omm, i also took ap psych, i was like, well, i actually want to do psychology and i want to do mental health.”**

**“coming from an immigrant household, mental health is something that we don’t talk about ... being involved in an omm organization and being a part of the club definitely helped me figure out, i’m not the only one that’s struggling.”**

# financials

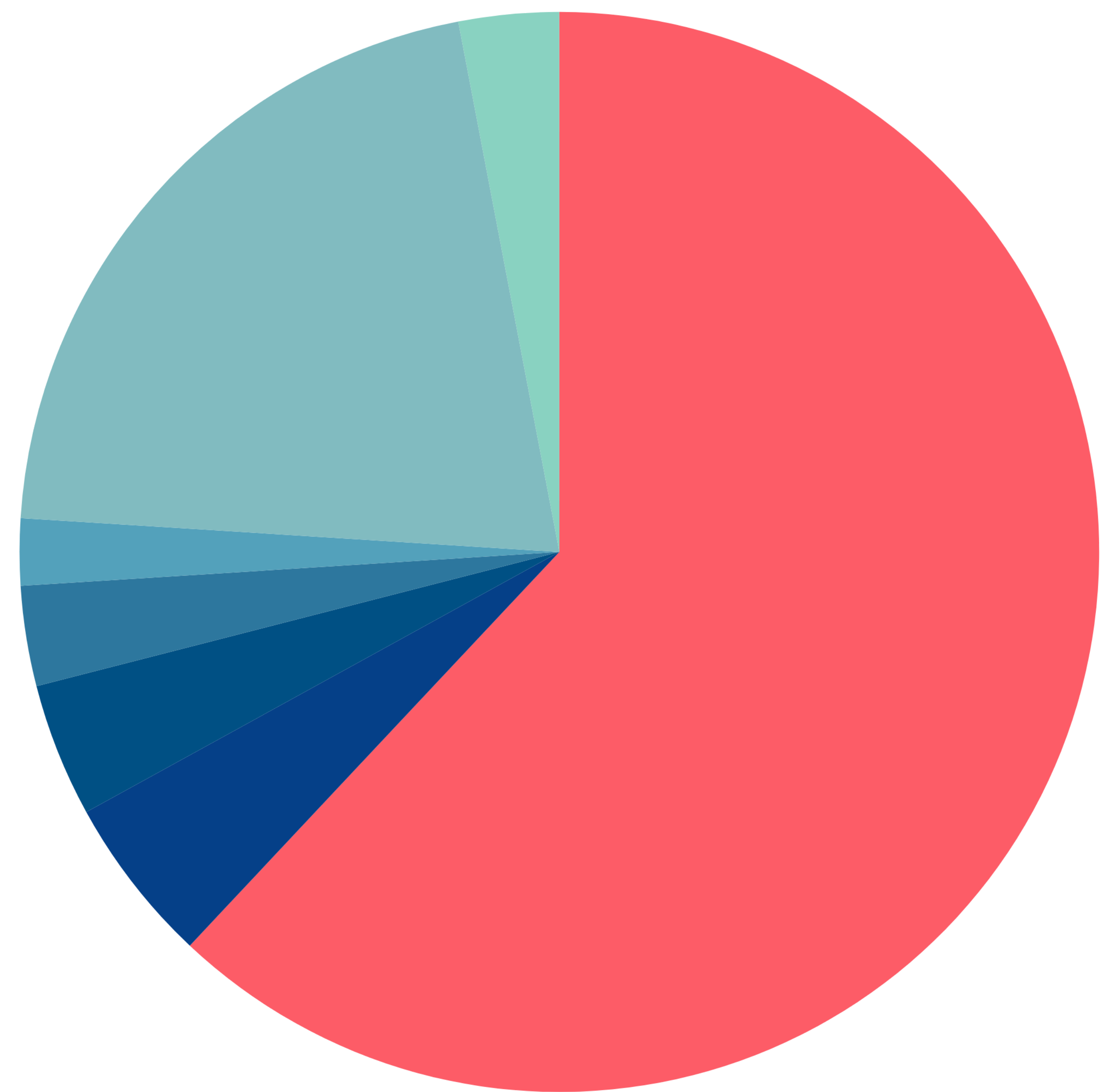
**fy25 revenue: \$2,019,303\***

## income:



- individual: 7%
- corporate: 11%
- government: 49%
- foundation: 21%
- other: 12%

## expenses:



- salaries & benefits: 62%
- bank charges, licensing, accounting, insurance and other fees: 5%
- food, supplies, & material: 4%
- phone, postage, printing, & technology: 3%
- professional development, internships, & travel: 2%
- professional services: 21%
- rent, office & events: 3%

*\* Note: Due to GAAP accounting rules, revenue numbers may vary slightly from the totals in our 990 tax return.*

# thank you for your support!

## institutional funders

\$100,000+	
County of Fairfax, Virginia • J. Willard and Alice S. Marriott Foundation • Jewish Social Service Agency	
\$50,000 - \$99,999	\$20,000 - \$49,999
Imagine Learning Foundation • The Devon C. Rubenstein Foundation	Government of the District of Columbia • Healthcare Initiative Foundation • Kettering Family Foundation • Potomac Health Foundation
\$10,000 - \$19,999	\$5,000 - \$9,999
Community Foundation for Northern Virginia • iF: A Foundation for Radical Possibility • MCPS Educational Foundation, Inc. • Risa Fund • Rosendin Foundation	Anonymous • Adventist Healthcare Community Partnerships Fund • American Psychiatric Association Foundation and American Psychiatric Association • Bill and Melinda Gates Foundation • Van Metre Companies Foundation
\$1,000 - \$4,999	
BlackRock • Immanuel Presbyterian Church • McLean Community Foundation • Rockville United Church • Spur Local • The Ally Coalition	

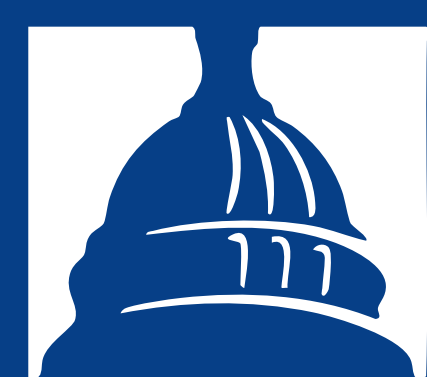
## individual donors

\$18,000+	\$10,000 - \$15,000
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\$5,000 - \$9,999	\$2,500 - \$4,999
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\$1,000 - \$2,499	
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Carylann Assante Pishner • Christopher and Katie Kerrigan • Community Foundation for Northern Virginia / Kara Foster-Bey Suicide Prevention Memorial Fund • Community Foundation for Northern Virginia / Anonymous Fund • Diane Ross • Jean Yoon • Jeffrey and Melissa Sporn • Jessica Nichols • Jim and Donna Blough • Jim and Ellen Bullion • Laura Gilbert • Laura Przepyszny • Lauren Mahaffey • Maryellen Donnellan • Michael Dunn • Michael, Kelsey, Brenna, and Daniel Isman • Puja Matta • Robert Olcott III • School First Education Consulting • Sophie Hruza • Steve McAuliffe • Steve Stuban • Steven Michael • TJ Walsh	
mental health GEMs (give every month)	
David McAnulty • Donna Rosser • Gary Gayer • Grayson Armour • Jesse Garchik • Linda Ryan-Nicklas • Melissa Anderson • TJ Walsh	

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[www.ourmindsmatter.org](http://www.ourmindsmatter.org)

our partners:



DISTRICT OF COLUMBIA  
PUBLIC SCHOOLS



Fairfax County  
Neighborhood and  
Community Services



*Maryland's Largest School District*

**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
*Expanding Opportunity and Unleashing Potential*



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