

IMPACT REPORT

our minds
matter

2020-2021 SCHOOL YEAR
ourmindsmatter.org



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DIRECTOR'S STATEMENT

Over this past year we have all had to dig deep and, with the support of our friends and family, establish a new way of living and being in this pandemic world.

I truly believe that the 97 OMM clubs in 97 school communities were what made the difference for so many students who might have otherwise fallen apart. That their consistent club meetings became the glue that held them together - became their safe place and was the necessary thing that tethered them to their school and community.

"It takes a village" takes on new meaning to us all. Educators climbed an uphill battle for months and the blood sweat and tears so to speak (and quite literally), made all the difference for students. Parents proved they are wizards. Managing their own jobs and responsibilities, while supporting their kids with distance learning from home, is something we will speak about for years to come as a remarkable feat. And everyone else in between chipped in when they could, and reminded us that community is our most resilient safety net.

I couldn't be more proud of the students who showed up, day after day, as their authentic selves and invited their peers to do the same. These students are the change. They are the future. They are working toward a day when no more teens die by suicide. Thank you for joining them in this tremendous fight!

With hope,



PROGRAM GOALS & VALUES

Our Goals

Our Minds Matter (OMM) is an innovative and grassroots effort to prevent teen suicide.

Through this peer-to-peer club model, teens are trained and empowered to promote school-wide social connectedness, to encourage help-seeking behavior and to develop coping skills that increase mental wellness and decrease the risk of suicide.

OMM's club model is based on a student leadership and membership base that is reflective of its school community, which helps to break down cultural barriers in addressing mental health concerns.



Our Values

Student Centric



Upon a club's launch, OMM staff members equip student leaders with training and resources so that they feel empowered and prepared to take full ownership of their club.

Data-Driven



OMM's program goals are based on a growing body of upstream prevention research, to include the Jed Foundation's Comprehensive Approach to Suicide Prevention in High School.

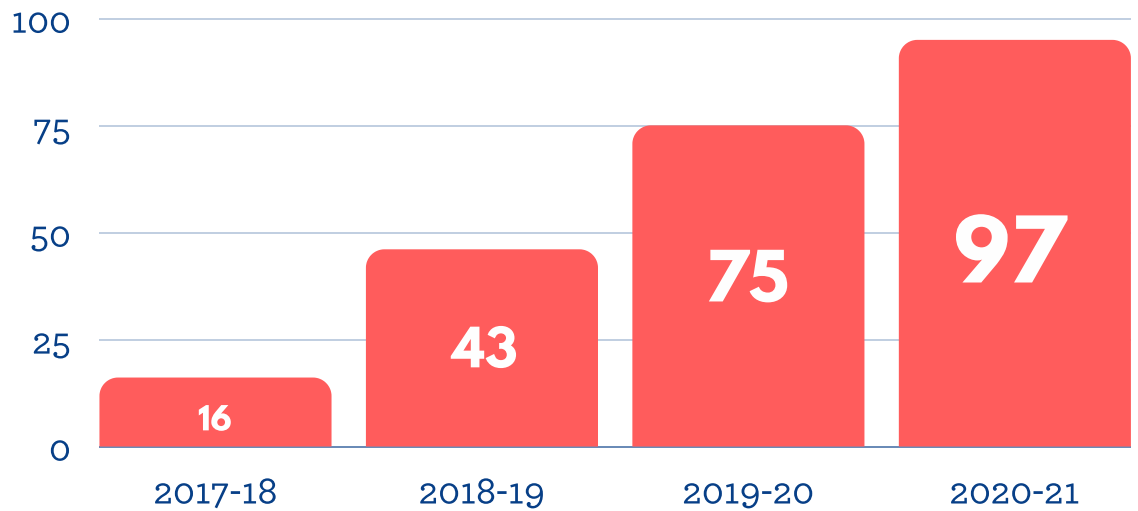
Dedicated to Impact



OMM recognizes that there is not a one-size-fits-all approach and that each school we work with is different. Our program team spends time getting to know each club's strengths and weaknesses and provides customized support to drive impact.



CLUB GROWTH



CLUB RETENTION



Club retention is vital to guarantee a lasting impact on overall school culture and student well-being. Of our 97 student-led clubs, 86 of them will continue their mental health advocacy efforts during the 21-22 school year.



93%

21-22 CLUB RETENTION

CLUB IMPACT

2020-21 SCHOOL YEAR



52
New Clubs



300+
Meetings



1,614
Students

"As a Black woman, there have been many events over the pandemic that have affected me deeply. My friends and club mates from FMM have been so supportive of anything I need."

"They have made me feel like I matter."

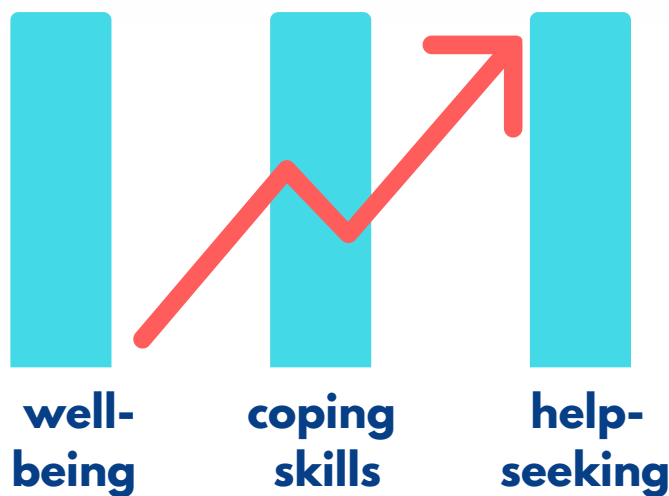


CLUB IMPACT

2020-21 SCHOOL YEAR

Improving Student Well-Being

A post-survey analysis concluded that program participation was positively correlated with mental well-being, coping skills and help-seeking behavior. These results suggest that the more OMM club meetings that students attend, the greater the program's positive effects on their mental well-being; as evidenced in their confidence in their ability to improve their mental health, cope in times of stress and their eagerness to seek help.



181

survey sample size



85%

of participants agreed OMM had a positive impact on their mental health



"OMM helped me find a community at my school where I felt safe and able to communicate about my struggles while learning support strategies."

ORGANIZATION HIGHLIGHTS

TODAY



Today Show

In May 2021, OMM was featured on the Today Show with host Carson Daly, featuring students from the Watkins Mill Minds Matter club in Gaithersburg, MD who shared the positive mental health effects of joining their school's OMM club.

A Not So Silent Night

OMM's virtual celebration in December 2020 garnered support from Olympic Champion Simone Biles, along with Governor of Virginia Ralph Northam, and U.S. Senator (MD) Christopher Van Hollen.



Cycle for Life

OMM and partner, the Devon C. Rubenstein Foundation, received \$100,000+ in donations from a heroic cross-country bike ride. Heath Saffer and Omar Baloch, activists and friends, cycled 4,300 miles to raise awareness and funds for teen suicide prevention and to honor the life of their childhood friend, Devon Rubenstein.

ORGANIZATION HIGHLIGHTS



Men's Mental Health

In November 2020, OMM hosted a panel where young men shared their perspectives around mental health challenges, seeking help, and how to offer support to male peers.

Black Youth Minds Matter

OMM hosted a month-long Black Youth Minds Matter campaign, which culminated in the Solomon's Speakers Panel. During this panel, mental health experts and young adults shared a holistic view of their unique mental health challenges and barriers to access, as well as proposed actionable solutions.



Teen Advisory Council (TAC)

This summer, OMM launched the TAC, an action-oriented group comprised of high school students who will help shape OMM's goals, programming, and communications.

THE TEAM



**"Working for OMM has
been a catalyst for
addressing my own
mental health."**

Staff

Lauren Anderson, Executive Director

Laura Beth Levitt, Program Director

Catherine Royston, Senior Program Coordinator

Zana Allen, Program Coordinator

Rachel Greenberg, Mental Health Program Coordinator

Board of Directors

Aras Jizan, Board Chair

Sue Anderson, Board Secretary

Trey Olcott, Board Treasurer

Lauren Anderson

Dr. Kristin Carothers

Andy Davis

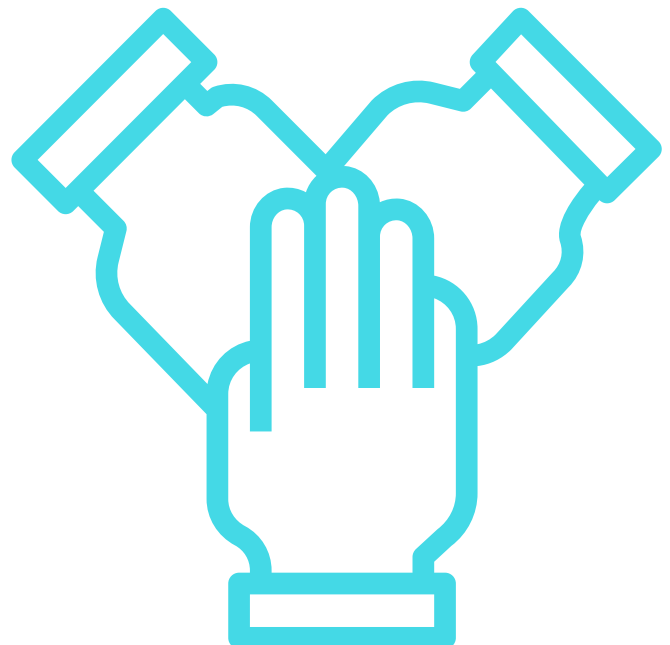
Jonny Faubell

Todd Kingsley

Dr. Jen Leyton-Armakan

Lila McCain

Diane Ross



PARTNER & DONOR RECOGNITION

Our Minds Matter doesn't exist without generous funders and programmatic partners. We are grateful for your partnership in the fight to end teen suicide.

Foundation Support

\$100,000+

**Gerald E. Anderson and Mary E.
Anderson Charitable Foundation**
Devon C. Rubenstein Foundation

\$50,000-\$99,999

Hollister Confidence Fund

\$20,000-\$49,999

Harman Family Foundation
Fairfax County, Virginia
Healthcare Initiative Foundation

\$10,000-\$19,999

Inova Health System
Youth Health Connection

\$5,000-\$9,999

McLean Community Foundation
Risa Fund

Partners



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AAK  **MA**



 **promote care**
prevent harm

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MONTGOMERY COUNTY PUBLIC SCHOOLS
Expanding Opportunity and Unleashing Potential

PARTNER & DONOR RECOGNITION

We know there are many important causes to support. We sincerely appreciate our major* individual and corporate donors who have prioritized teen mental health.

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Mustafa Zaidi

*major individual and corporate donors include those who gave \$500+ during the 2021 fiscal year (July 1, 2020 - June 30, 2021). If you believe there was an error in our reporting, please email info@ourmindsmatter.org. In addition, although we didn't recognize all of our donors here, we appreciate each and every donation.