



2025-26 SCHOOL YEAR IMPACT REPORT

our minds
matter



betting big on teens

to help solve the youth mental health crisis



Dear friends & supporters,

Reflecting on the 2025-26 school year, I'm filled with gratitude for your support, which has been the foundation of the stories in these pages. Now, we're ready to build on this foundation and **grow our life- saving work to scale.**

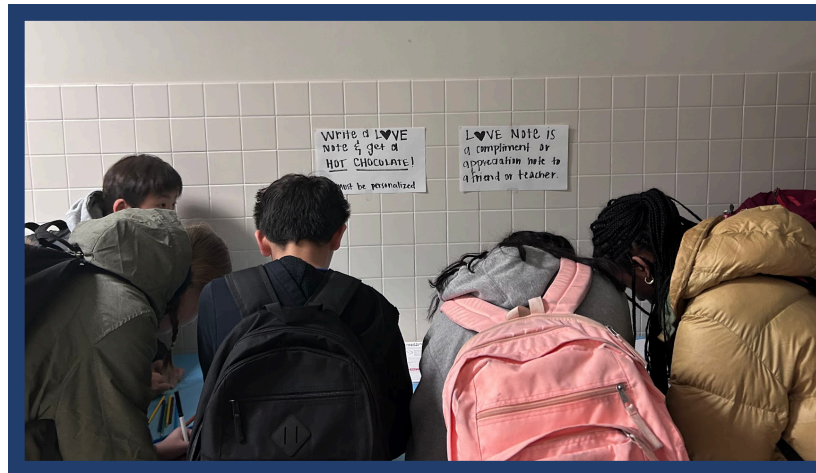
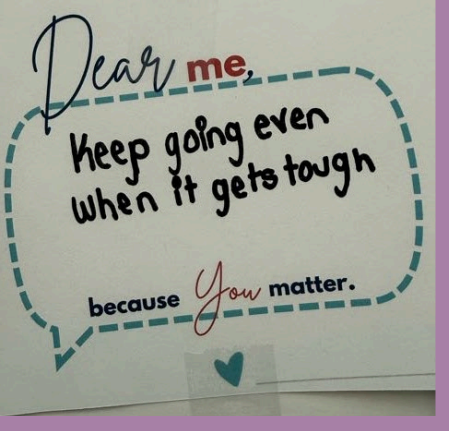
We've been building toward this inflection point for years. Our original club model was a response to teens who wanted more than just a one-off awareness event. We've since grown our club model into a beloved tradition at more than 200 schools. We work sustainably through **strong partnerships with school districts.** We have a solid body of **data showing our work creates measurable benefits.**

Equipped with all of this success, we closed out the 2025-26 school year by approving a new strategic plan—and set an ambitious goal of **reaching 500,000+ teens a year by 2030.**

We set this goal to match the scale of the youth mental health crisis, especially in the current era of school budget cuts. Last year, 52% of public schools were unable to serve the mental health needs of all teens in their schools, a 10% increase from 2021.¹

The attention paid to mental health has not been enough. We need new solutions. That's why **OMM is betting big on teens themselves.**

¹ National Center for Education Statistics, May 9, 2024.



As we move forward with our strategic plan to scale, I hope you feel inspired by the stories of teen leadership in these pages—and by the potential for where we're going next.

With gratitude,

Lauren Anderson
Chief Executive
Officer & Co-Founder
Our Minds Matter



news: we are nationally recognized!

We're thrilled to share that Our Minds Matter has been accepted for inclusion in the **Suicide Prevention Resource Center's Best Practices Registry**. This national recognition is an important milestone for OMM—and a powerful affirmation of the work we've built alongside teens, schools, and partners to support teen mental health, strengthen protective factors, and reduce suicide risks.

25-26 impact at-a-glance

TEEN LEADERSHIP:

201

teens took on
club leadership
roles

1,379

teen-led club
meetings

283

school-wide
campaigns

“I saw incredible growth in the members of the omm club. they appear more social, confident, and settled than in the beginning of the school year when many of them were struggling with socialization and conflict resolution.”

—High School Club Sponsor, DCPS

TEEN ENGAGEMENT:

206

middle schools,
high schools,
and community
center sites

3,800+

teens participated
in clubs

113,000+

teens engaged
through campaigns

impact on individual teens

By the end of the 2025-26 school year, strong majorities of OMM club members reported evidence-based “protective factors” that reduce suicide risk and promote mental well-being, including:

80%

feeling socially connected



80%

willingness to seek help



86%

positive coping skills and healthy habits



75%

confidence in supporting peers who are struggling (prosocial skills)



impact on entire school community

Trend analyses of student perception show a steady, year-over-year **decline in mental health stigma across schools**

IRB-approved research shows **comfort seeking help from counselors is substantially higher at OMM schools**, led by club members (+47%) and evident even among non-participants (+32%), relative to students at non-OMM schools

across 5 years in one partner district, students in omm high schools on average reported 0.3% lower rates of suicide attempts than in non-omm schools. that's 61 teens per year.

school-wide impact

across the entire school community

We empower teen leaders to share mental health activities in cafeterias, hallways, and other visible spaces, fostering universal protective factors that support well-being for even the students who never opt-in to a club.



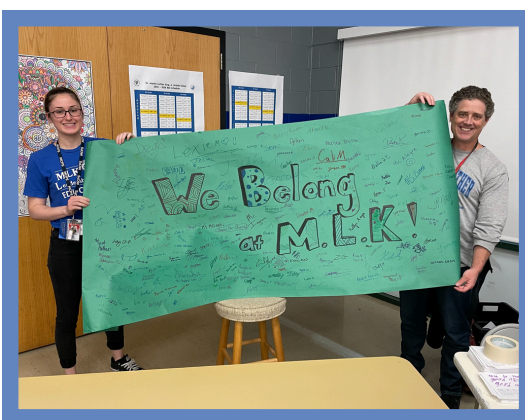
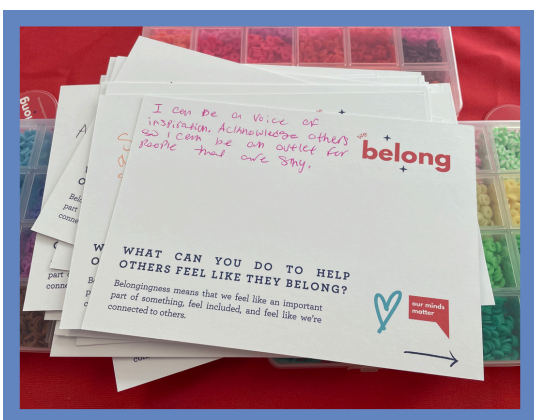
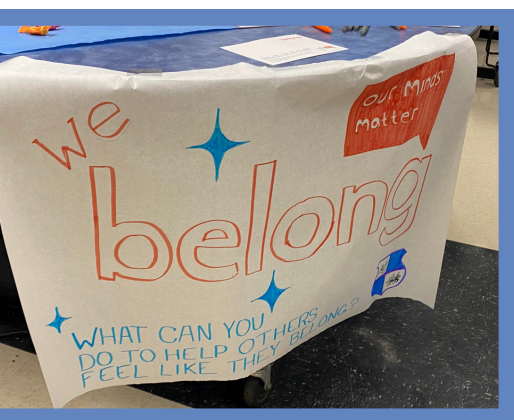
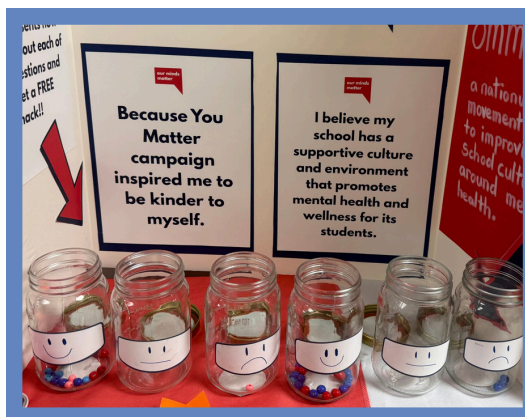
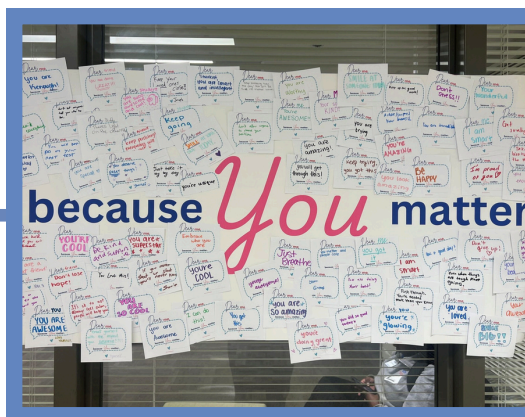
It's a monthly tradition at Poolesville High School in MCPS: Meet on the track during lunch for snacks, music, and social connectedness. Students who walk at least one lap get a bracelet with a positive message.

The relatively new club at Cooper Middle School in FCPS had only 7 members, so they hosted a poll at lunch to start peer conversations about mental health. "Friendships" and "self-esteem" rose to the top.

To make campaigns easier and reach farther, we promote Signature Campaigns across our district partnership network every year. We provide hands-on support and even mailed boxes of campaign supplies to clubs who sign up— making impact easy and fun for busy teens.



Signature campaigns in 2025-26 included “Because You Matter,” which 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.



system-wide change

omm creates measurable impact for individual teens, for entire schools, and for the school district at large

We do it by working hand-in-hand with district leadership; 100% of district partners report high satisfaction with our work every year. At every level, teens co-design and/or lead the kinds of activities they know their own peers want and need:

“omm has helped me feel more connected with my friends through fun activities that get my mind off things. it has helped make [our school] feel more welcoming and accepting, which helped me view the positives of being a part of this school.”

—Club member in Prince William County Public Schools

MONTGOMERY COUNTY PUBLIC SCHOOLS (MCPS) MARYLAND

saying “i love me” for valentine’s

At Winston Churchill High School, student leaders facilitated the “I Love Me” activity for Valentine’s Day, inviting their peers to write down qualities that make them feel strong, confident, and resilient. The club leaders modeled the positive self-talk they hope classmates carry forward, noting that positive self-talk can make a huge difference for teen mental health.



FAIRFAX COUNTY PUBLIC SCHOOLS (FCPS) VIRGINIA

wellness days twice a month

Bryant Minds Matter hosted a cookie decorating day to help students feel grounded ahead of winter break—one of several stress-relieving activities at Bryant High School’s bimonthly wellness days. Those wellness days began as a one-time event; now they’re a school fixture. “We really are in partnership with the students,” said Pipi Harrison, Director of Student Services.



WASHINGTON, DC PUBLIC SCHOOLS (DCPS)

walk and talk for mental health

To kick off Mental Health Awareness Month, Knights Minds Matter at Ballou High School hosted its annual Wellness Walk, pairing physical activity with “walk and talk” mental health conversations. More than 300 students, staff, and community members attended, making laps around the track and engaging in conversations about mental health.



WASHINGTON, DC PUBLIC CHARTER HIGH SCHOOLS (DC)

learning to mediate conflict

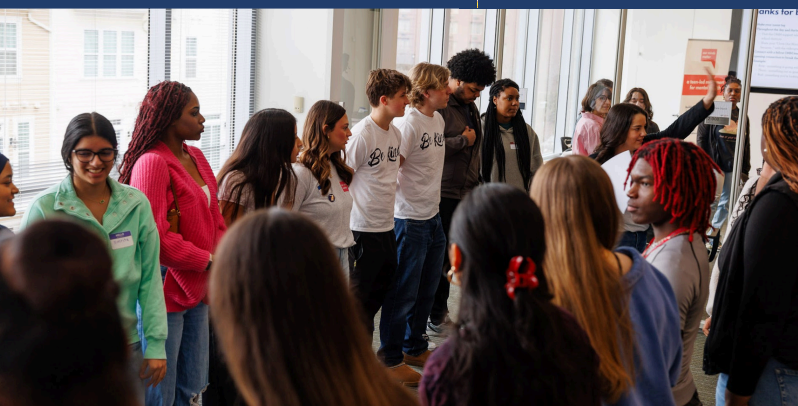
At DC International School, two OMM club members earned an impressive certification from Amherst College as Restorative Justice Mediators, learning to facilitate dialogues around community and conflict. Club leaders at the school also led a school-wide campaign that rallied 20+ peers across 8 different school clubs to create powerful, student-chosen messages on yard signs at the school entrance, with affirmations like, “You are loved” and “You belong.”



centering teen agency & action

2026 teen leadership summit

In early March, OMM's Teen Leader Summit brought together over 50 teen leaders from across the DC area to connect, share ideas, and strengthen their work driving mental health change in their schools. True to OMM's peer-led model, our Teen Advisory Council (TAC) members shaped the programming for the day—from the agenda to panel questions to journal prompts. TAC members also led breakout sessions on mental health advocacy. Students left with new strategies and a network of fellow leaders.





teen leaders on capitol hill

OMM teen leaders Jasmin Goodwin and Abhisneha Jones joined national leaders on Capitol Hill in February to help launch the Safe Online Standards (S.O.S.)—a landmark collaboration between mental health advocates, elected officials, and tech companies. The students spoke alongside U.S. Senators Mark Warner (D-VA) and Bernie Moreno (R-OH); tech company reps; and Mental Health Coalition founder Kenneth Cole.



teen voices at research conferences

OMM was selected to present at the Mental Health America Conference in October. TAC Alumni Jasmin Goodwin took the stage alongside our Director of Impact and Chief Programs Officer to talk about how putting teens in the driver's seat through peer-to-peer, mental health programming can spark sustainable change.



elevating teens in the conversation

OMM teen leaders also participated as speakers and panelists for major events with Kaiser Permanente; with the Council of State Governments and the AAAS Center for Scientific Evidence in Public Issues, and elsewhere. At the Montgomery County Mental Health Summit, hosted by CareFirst BlueCross BlueShield, OMM teen leader Nushrat Zaima served as the youth keynote speaker.

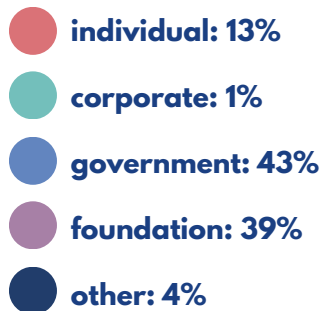
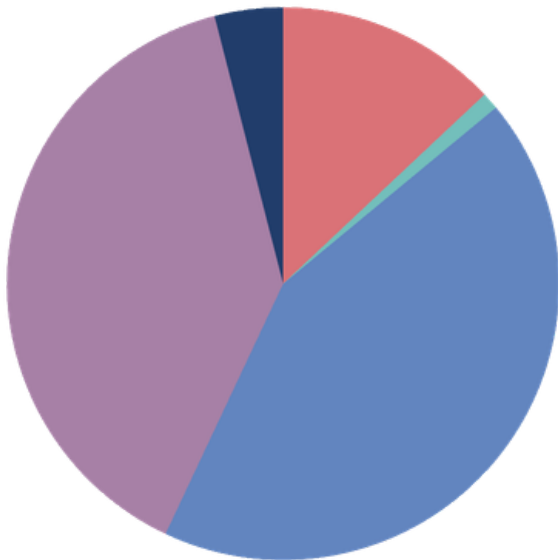


school district partners say that our teen-centered partnership has “substantial” or “transformational” value in strengthening district-wide mental health initiatives

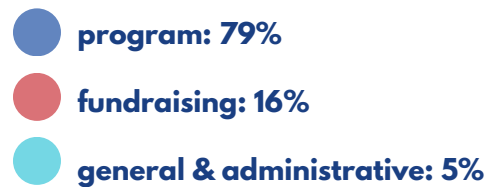
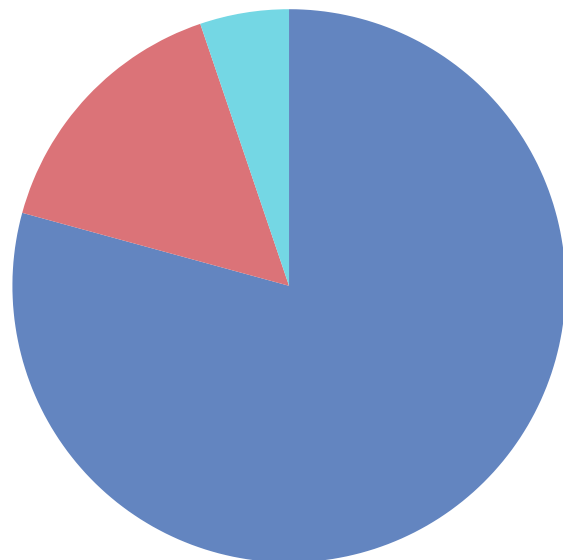
operating financials

fy26 revenue: \$2,143,385

income



expenses



*Note: Due to GAAP accounting rules, revenue numbers will vary from the totals in our 990 tax return. We are happy to clarify specifics on request.

thank you to our institutional supporters — and to you!

OMM is a nonprofit organization powered by the generosity of individual mental health champions, state & local governments, and institutional supporters who believe in our impact. Due to space limitations, we are only able to list institutional supporters who contributed \$5,000 or more in our 2026 fiscal year (July 1, 2025—June 30, 2026). We are deeply grateful to every single donor who contributes to this life-saving mission!

\$150,000+	
J. Willard and Alice S. Marriott Foundation • The MATTIE Fund	
\$50,000 - \$99,999	\$30,000 - \$49,999
Born This Way Foundation • The Devon C. Rubenstein Foundation • Philip L. Graham Fund	Capital for Children • The Kettering Family Foundation • Healthcare Initiative Foundation • The Wolpoff Family Foundation • Potomac Health Foundation
\$15,000 - \$29,999	\$5,000 - \$14,999
The Community Foundation for Northern Virginia • The Rosendin Foundation • The Morris and Gwendolyn Cafritz Foundation	American Psychiatric Association Foundation • Adventist Healthcare Community Partnerships Fund • Clark-Winchcole Foundation • Risa Fund



omm earned a 2026 bell seal platinum certificate!

Mental health is our mission, and we practice this commitment at every level of our organization. We’re so proud to have earned the highest level of the prestigious national certification from Bell Seal for Workplace Mental Health.

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www.ourmindsmatter.org

our program partners:



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