



National Impact Report

Spring 2021

ABOUT BC2M HIGH SCHOOL PROGRAM



Bring Change to Mind (BC2M) is a national non-profit with the mission of ending the stigma and discrimination surrounding mental illness. BC2M's approach works from the teen perspective up. Through student-led high school clubs, we provide a platform for teens to voice their opinions and start conversations around mental illness. We can change perceptions early on and demystify a topic that affects so many young individuals.



How it works

Our headquarters provides interested high schools with resources to help them launch and develop their BC2M club.

- Access to our **BC2M club portal** with our club guidebook, discussion and activity ideas, and photos from club events throughout the US
- A **\$500 grant** to help fund activities related to the BC2M mission
- **Club swag** to help unify your BC2M members and highlight the presence of the club on campus
- Ongoing support from your dedicated **Regional Manager**
- A year's free subscription to the **Headspace mediation app**, valued at \$155
- A bi-weekly **newsletter** that provides program updates and information and notifications of local events, activities and trainings
- An invitation to our annual **SF BC2M Student Summit** or **regional leadership meetups**



390 BC2M Clubs

3,000 registered members

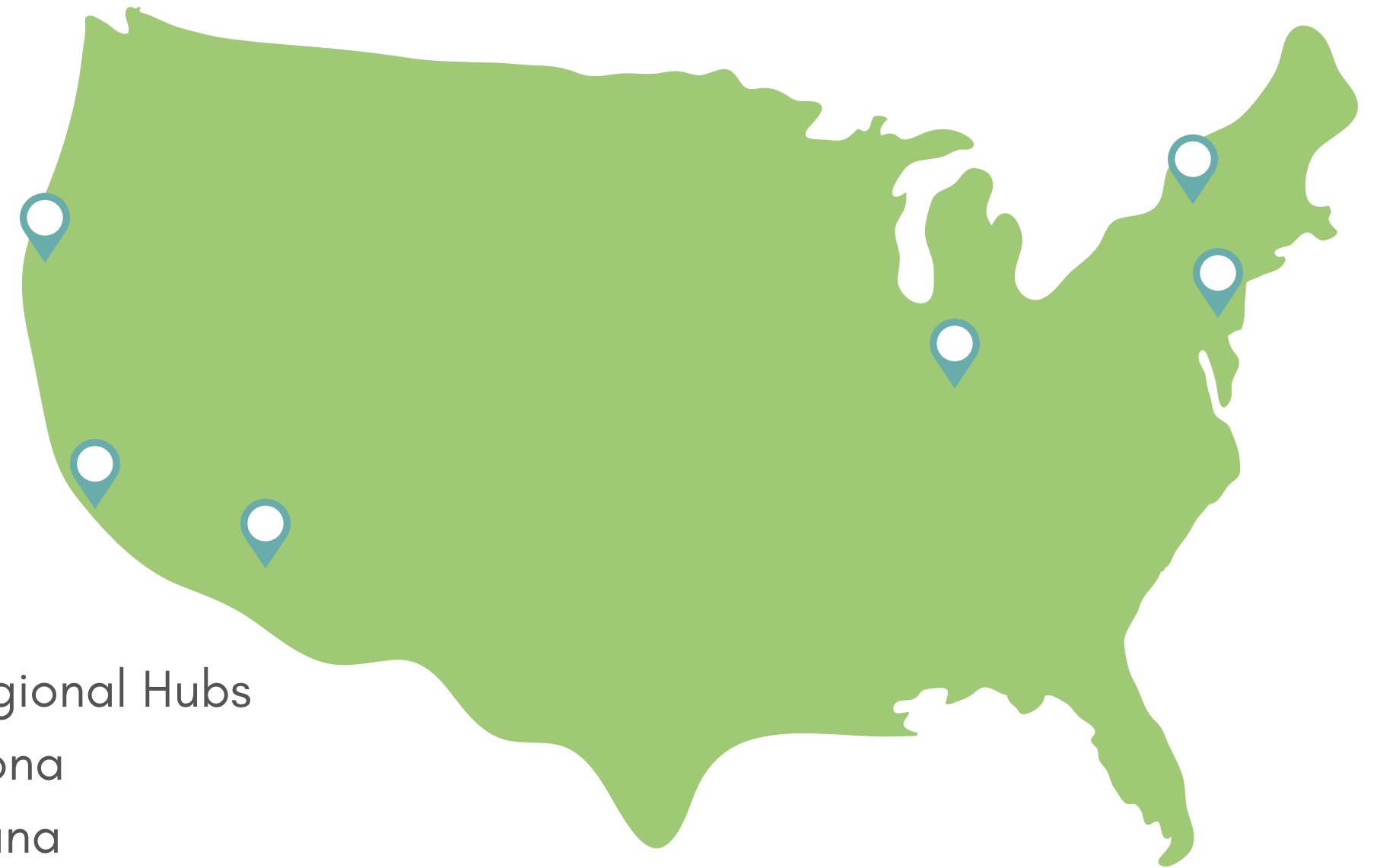
10,000 students engaged

Ripple effect of 385,000

Active in 26 states

Waitlist of 200 schools

National Reach



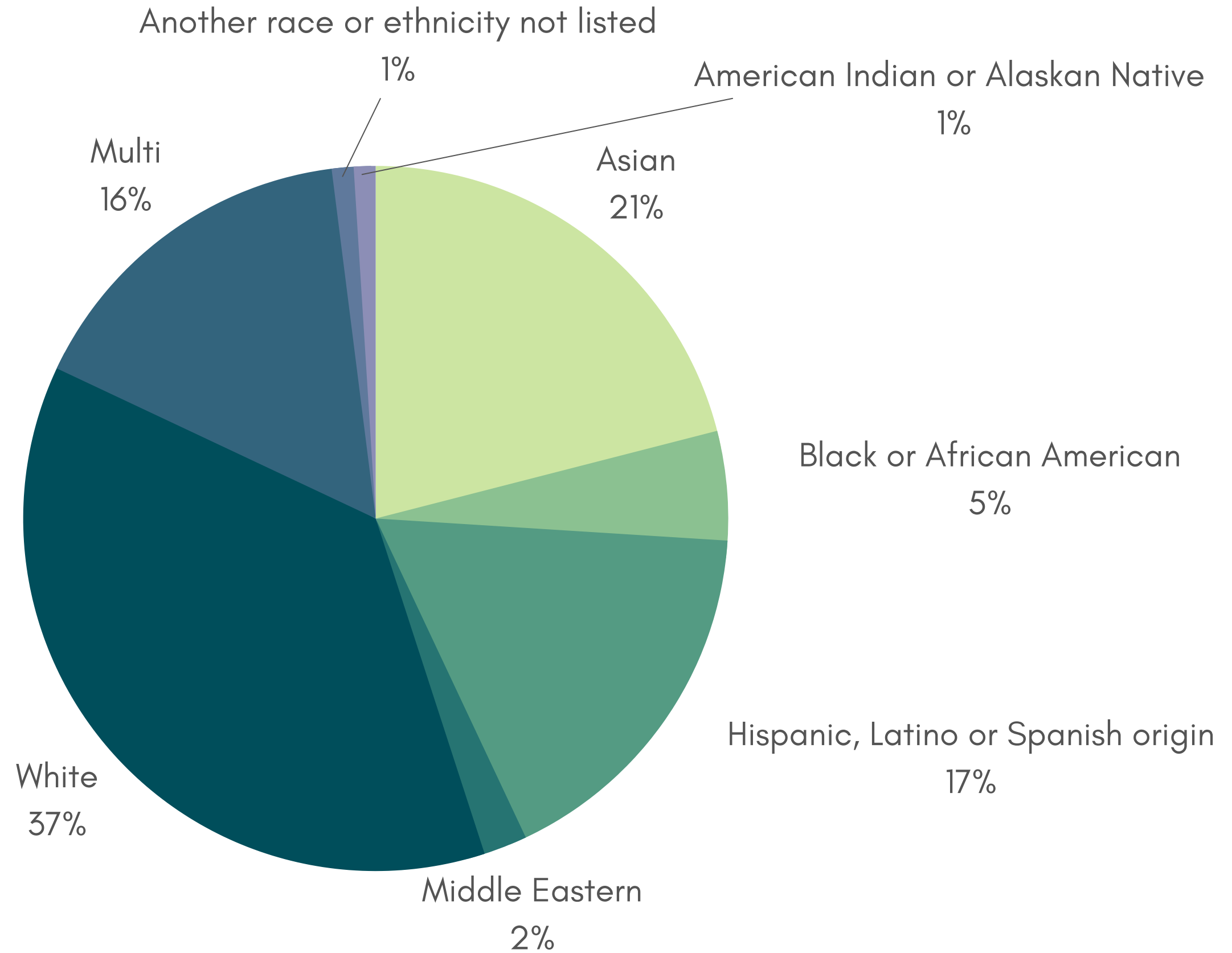
6 Regional Hubs

- Arizona
- Indiana
- Northern California
- Southern California
- New York City
- Northeast

Racial and Ethnic Identity



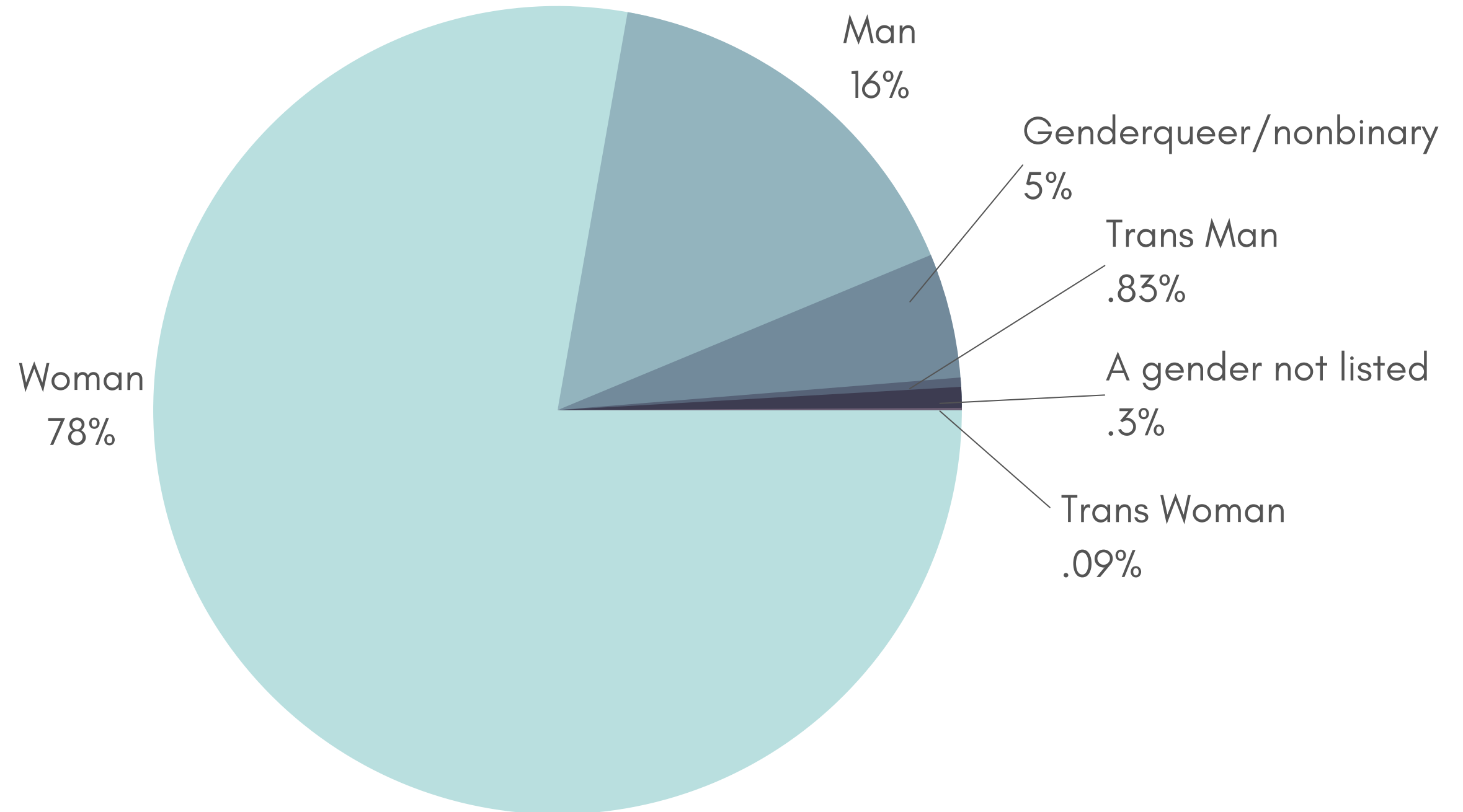
While cultural stigma is recognized as a primary reason that communities of color do not always access mental health services, this narrative fails to capture the systemic components that communities are often subjected to. Many systems benefit from and perpetuate the inaccessibility of mental health care, oftentimes for financial reasons. BC2M is cognizant of systemic racism, the inequities that exist, and the ways in which it negatively impacts communities of color. Our program aims to bridge these gaps by offering free resources to all of our Clubs and communities. Our program is constantly evolving and meeting the needs of our students; we are part of the solution.



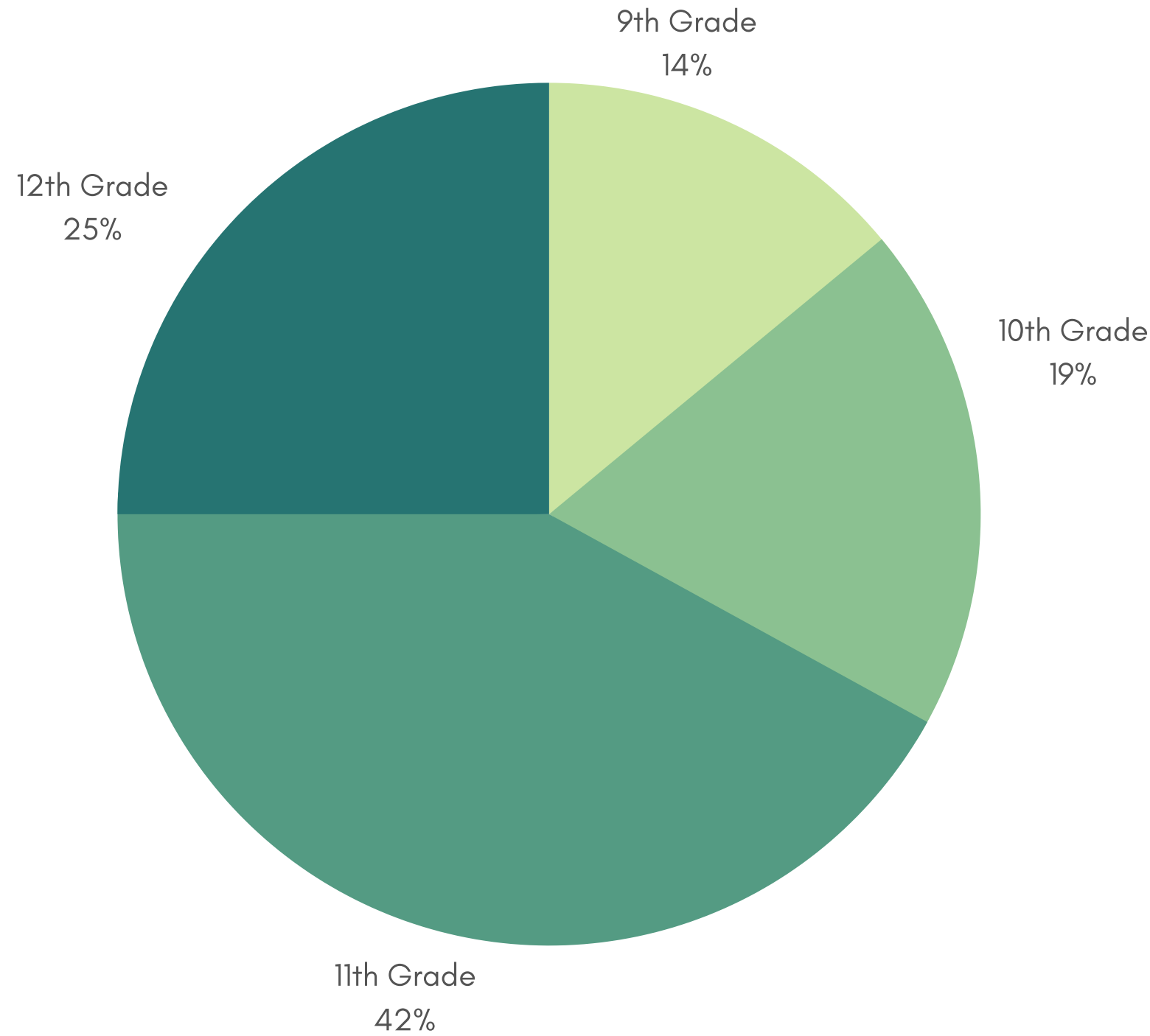
Gender Identity



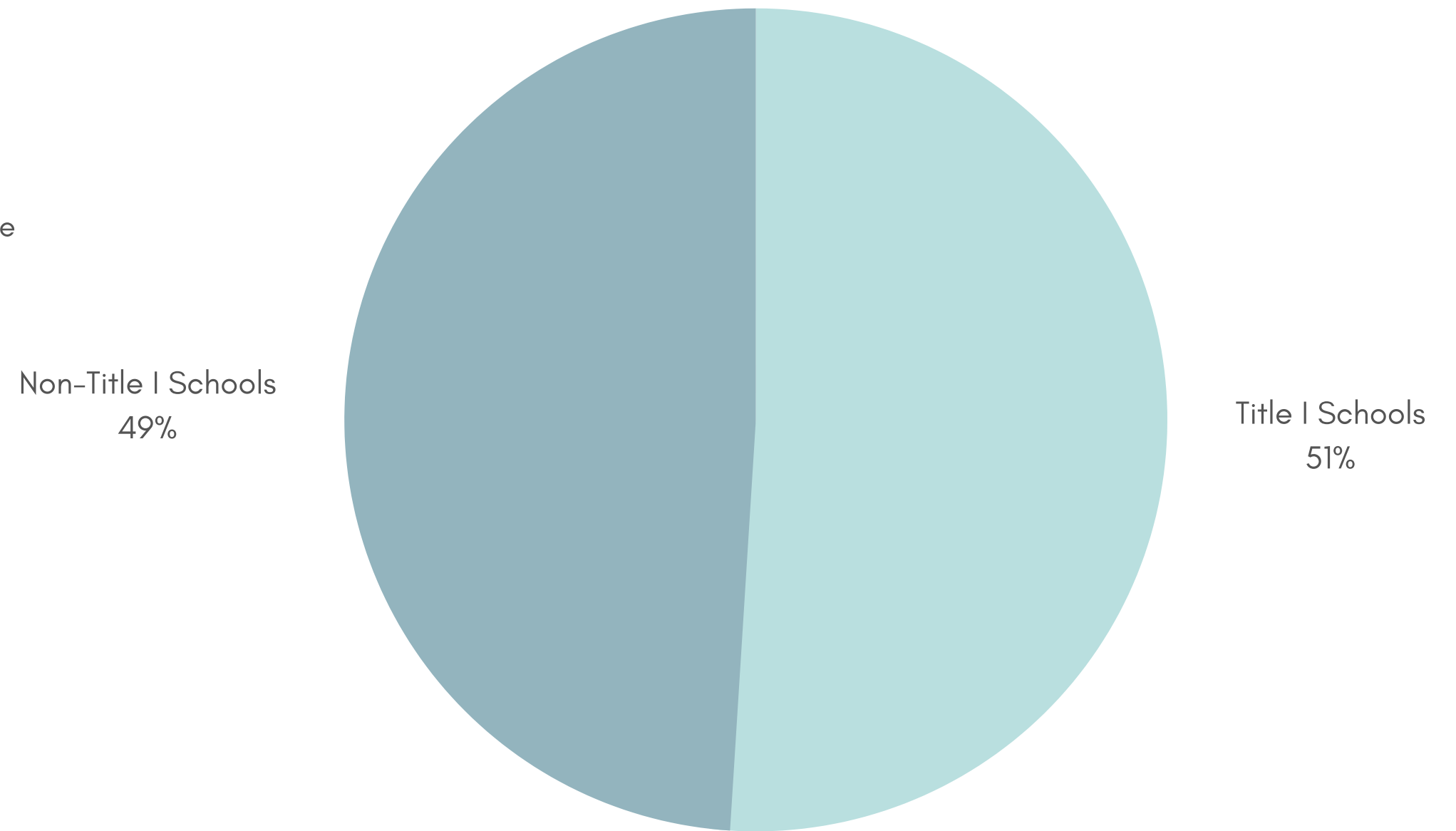
Gender based mental health stigma is overtly present when analyzing BC2M's registered members. Across all regions, registered members skew to almost 80% woman when asking students to identify their gender. We believe that men shy away from this program because of societal gender norms and toxic masculinity. As an organization, we have sought out male-centered partnerships and ambassadors to ensure that our program is inclusive, authentic, and approachable for young men to participate in.



Grade Breakdown



Title I Eligibility



Mental health related challenges at school



99%

of students report stress & anxiety

74%

of students report feeling isolated or alone

67%

of students report hesitation to talk about MH

23%

of teachers/staff report a reluctance to speak about MH challenges

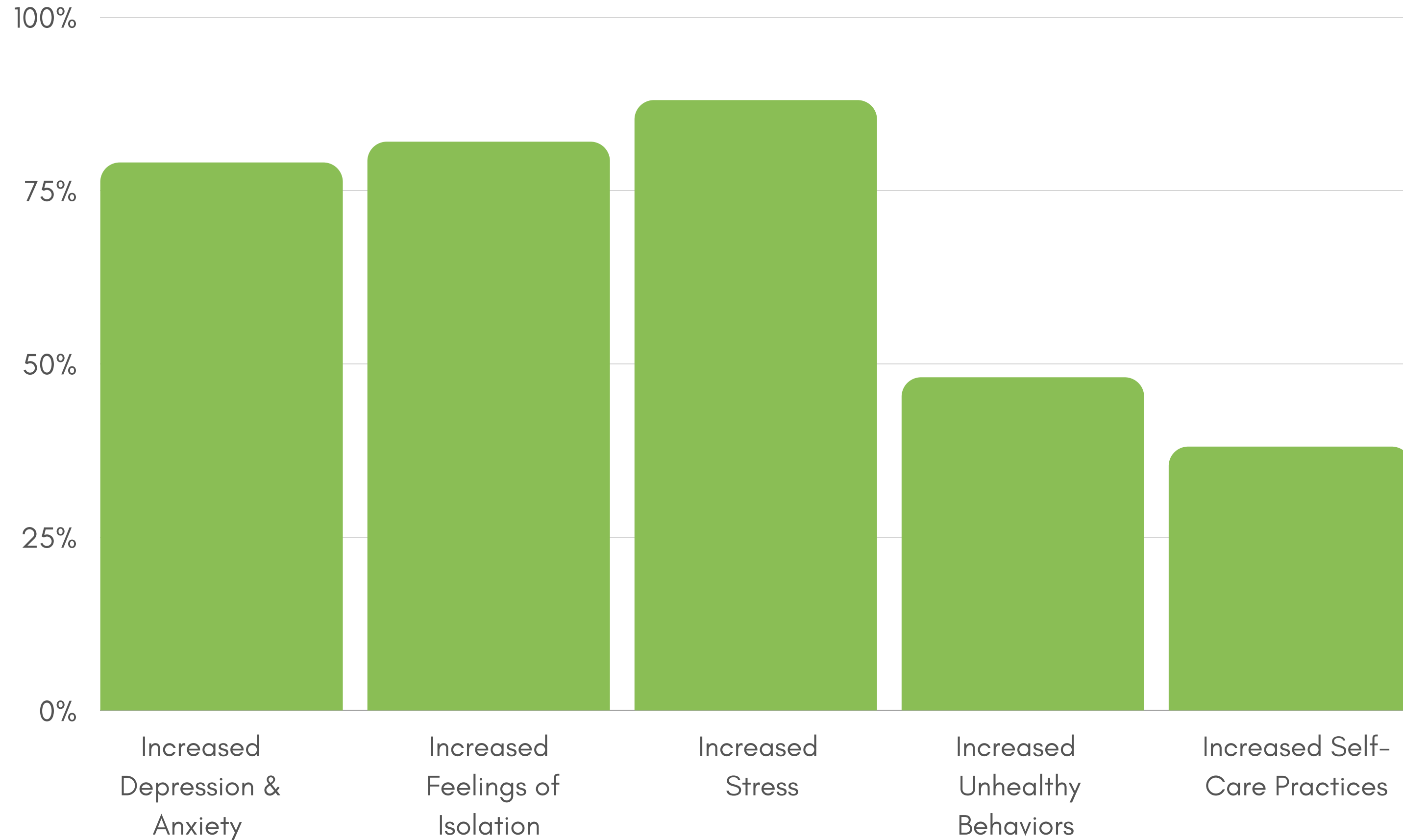
26%

report a shortage of available counselors

22%

report a lack of MH resource knowledge

Impacts of the Pandemic on Students



Measurable Outcomes



As a result of:

- Weekly Club meetings;
- Support from Regional Managers;
- School-wide BC2M events, activities, and presentations;
- Collaboration with local stakeholders and mental health advocates; and
- Leadership opportunities and meetups

80%

REPORT

Positive changes in empathy among students as a result of the Club

74%

REPORT

Positive changes in empathy among school staff as a result of the Club

79%

REPORT

The club having a highly positive or positive impact on their mental health over the past year.

The Ripple Effect



60%

Members have conversations with parents/guardians about the club

72%

Senior members plan to pursue a career in mental health

73%

Students report that BC2M has led to more conversations around mental health at their school

80%

Students feel more confident in reaching out to a friend they think may be struggling

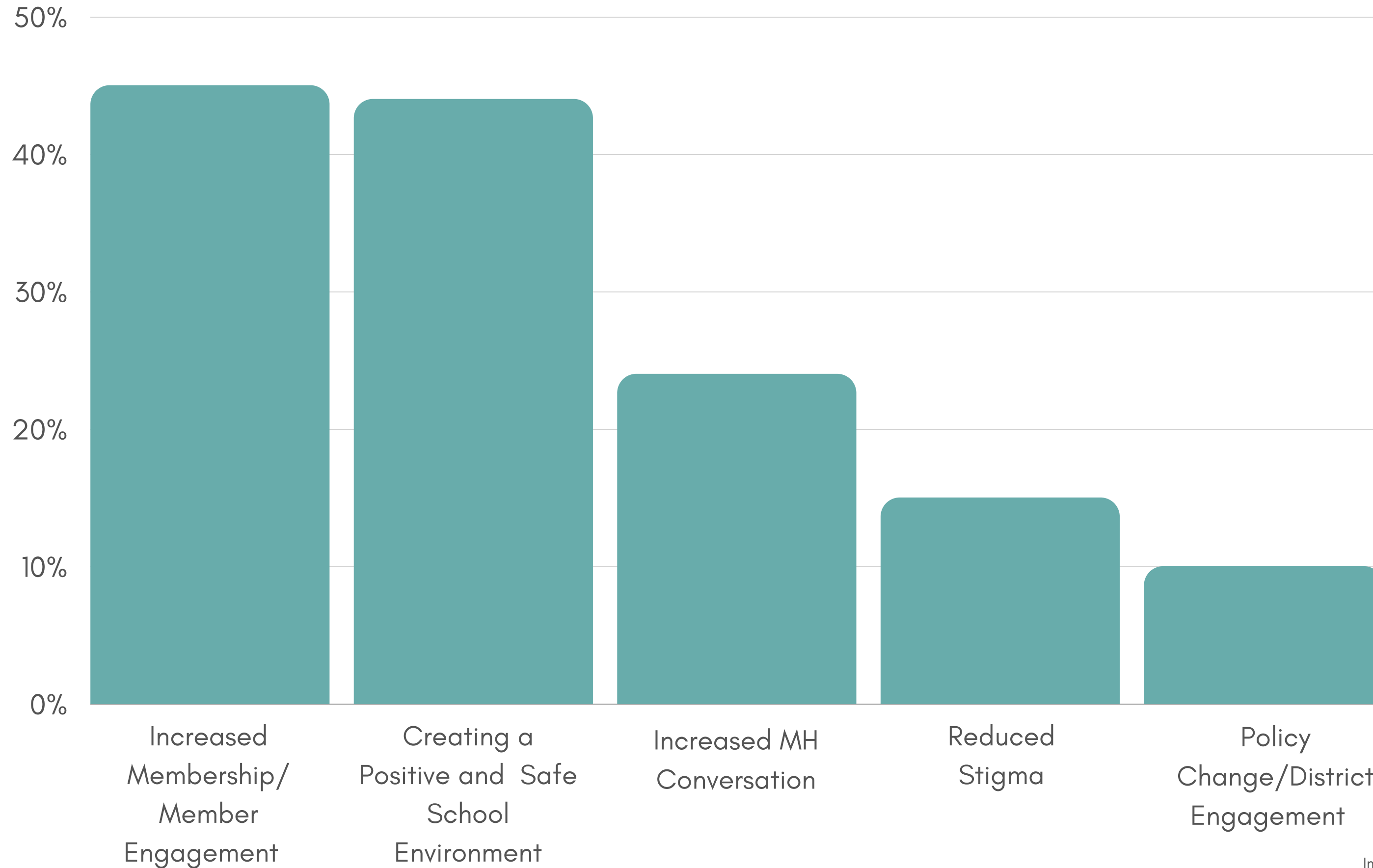
73%

Students report being more likely to reach out for help for a friend from an adult at school, if needed.

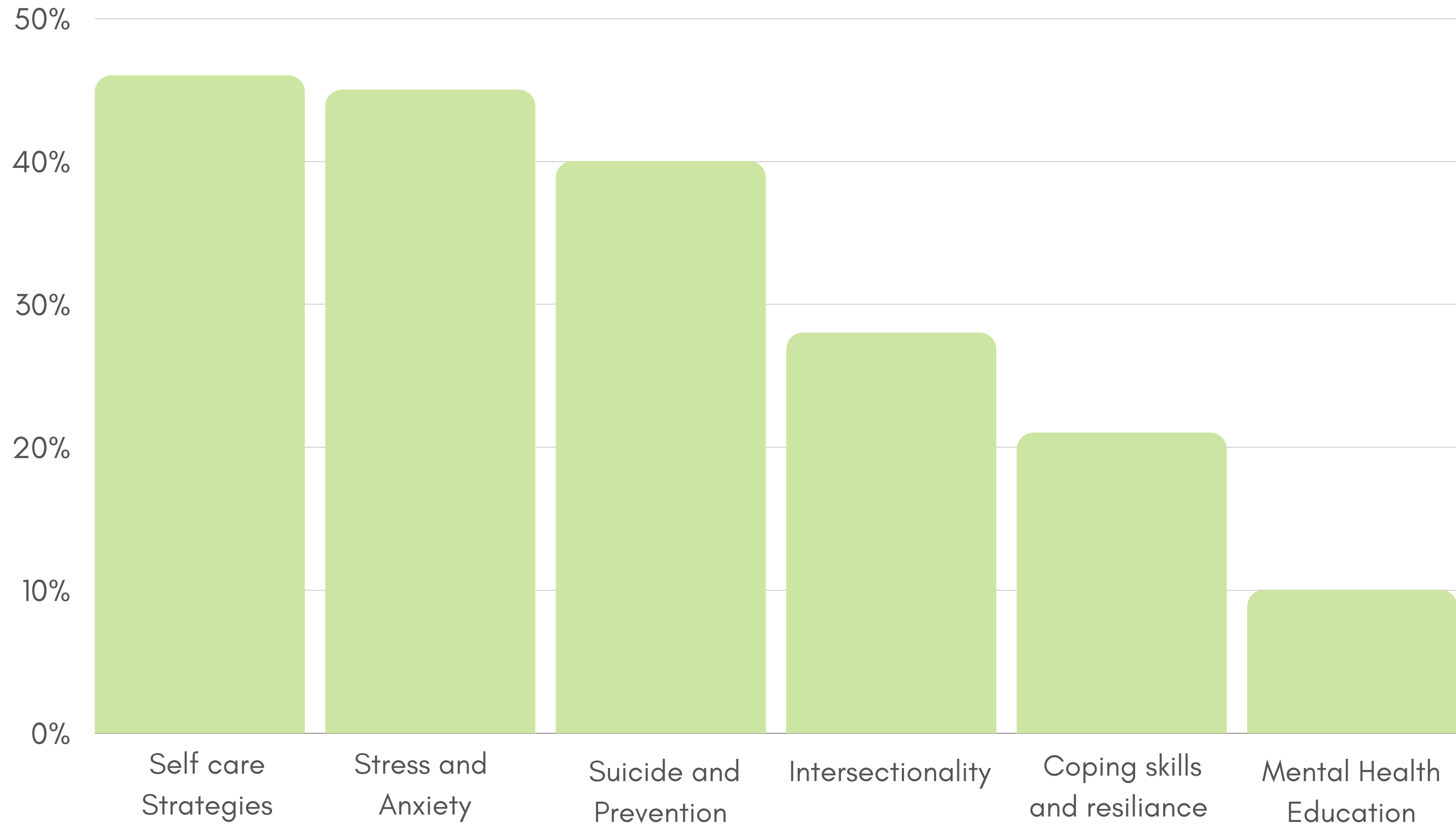
62%

Students report being more likely to reach out for help for themselves from an adult at school, if needed.

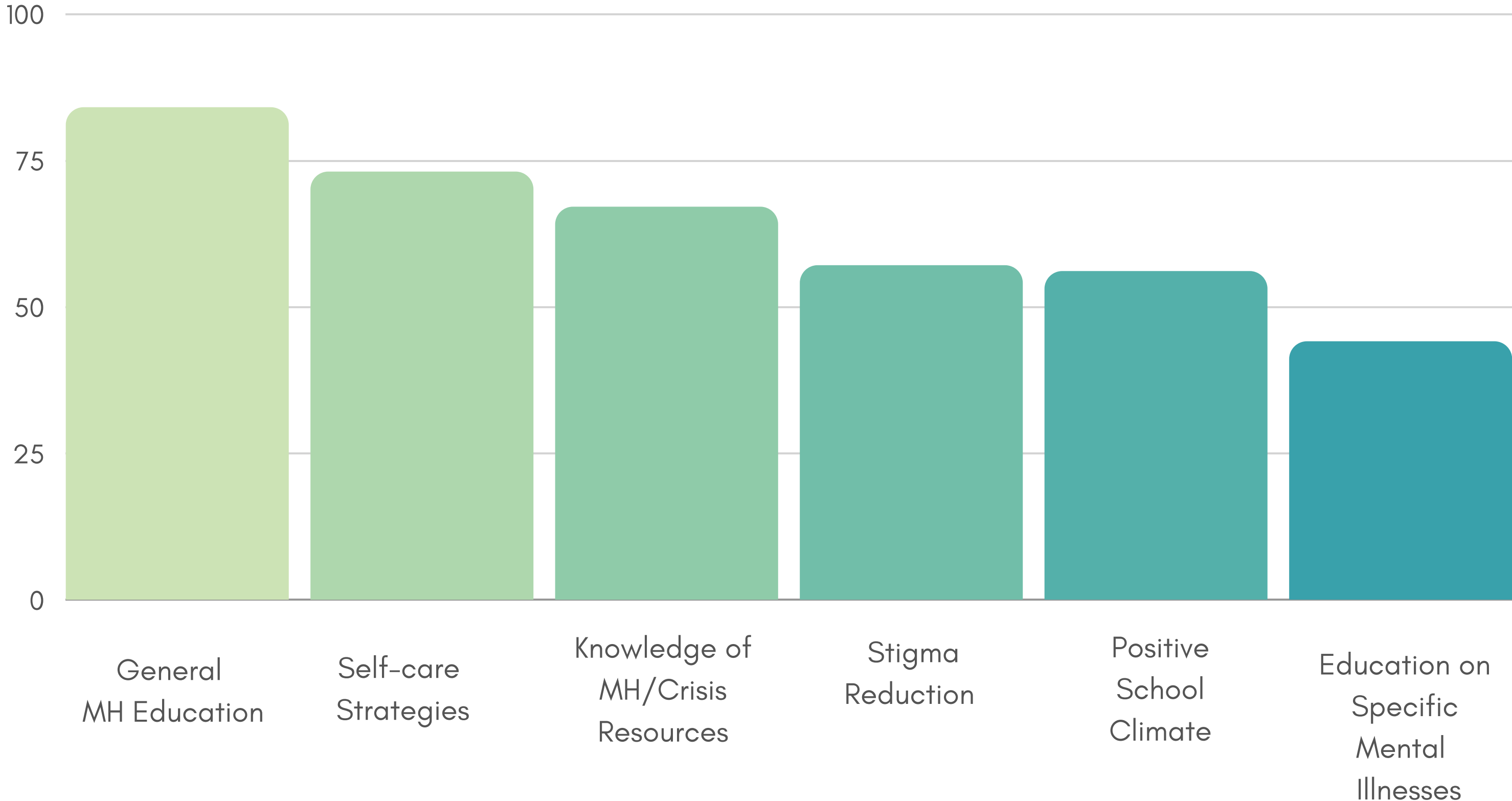
All-School Impact: Most Significant Improvements



All-School Impact: Most Engaging Topics Covered



Reported Non-Member Benefits of BC2M



Looking Ahead: *Honoring the Importance of Collective Power*



If the COVID-19 pandemic showed us anything, it was that we are stronger and more successful when we work together. Showing up for one another and supporting each other is what matters most. That is why BC2M will be honoring the power of collaboration between our clubs, other social impact movements, and the supporters that make our work possible.

This theme will be the thread throughout all of BC2M's events this year, including our San Francisco Student Summit. This gathering will open with a keynote speaker, a Q&A session, and move into breakout sessions for different tracts that the students chose from:

- Statewide Club Collaboration
- Intersectional Advocacy and Social Movement Synchrony
- Mental Health Advocacy post-HS

Students will then participate in an interactive activity fair that will provide them with a trove of ideas for school-wide, mental health awareness events. Attendees will also be gifted with BC2M goodies, wellness items, and snacks.



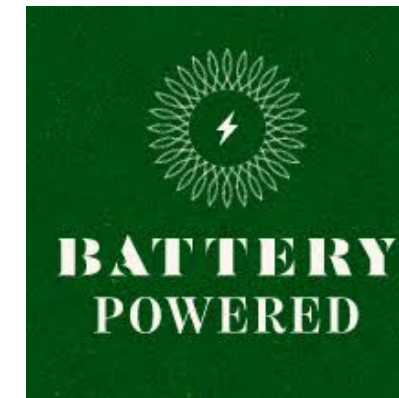
Proud Partners



Abercrombie & Fitch



THE David & Lucile Packard Foundation



It's great to see teenagers being open and vulnerable during a difficult time. This platform is helping and allowing them to get their frustrations out; they can talk to other students and feel connected to them.

- Club Advisor

The best club on Campus - no cap

- 11th Grade Member

What our members and advisors have said this year

I'm extremely grateful to have this resource at our school.

- 12th Grade Member

I have enjoyed being able to engage in productive conversations with like-minded, driven individuals about issues that people can sometimes overlook or feel uncomfortable talking about. I've been able to connect with amazing, incredible people while educating ourselves and hopefully empowering the rest of our community as well.

- 12th Grade Member

BC2M has really put me out there as a new student. I feel very good about my involvement and I've made close friends as a result of the club. It has helped me to settle in and feel safe, especially during the pandemic. I leave with a smile on my face after every BC2M meeting

- 9th Grade Member