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to mind

IMPACT REPORT

2024-25



OUR STORY SO FAR



OUR MISSION

We empower young people to build connected, empathetic and supportive school communities where conversations about mental health are welcome and stigma-free.

OUR VISION

We see a world where mental illness is met with understanding and care—never judgment.

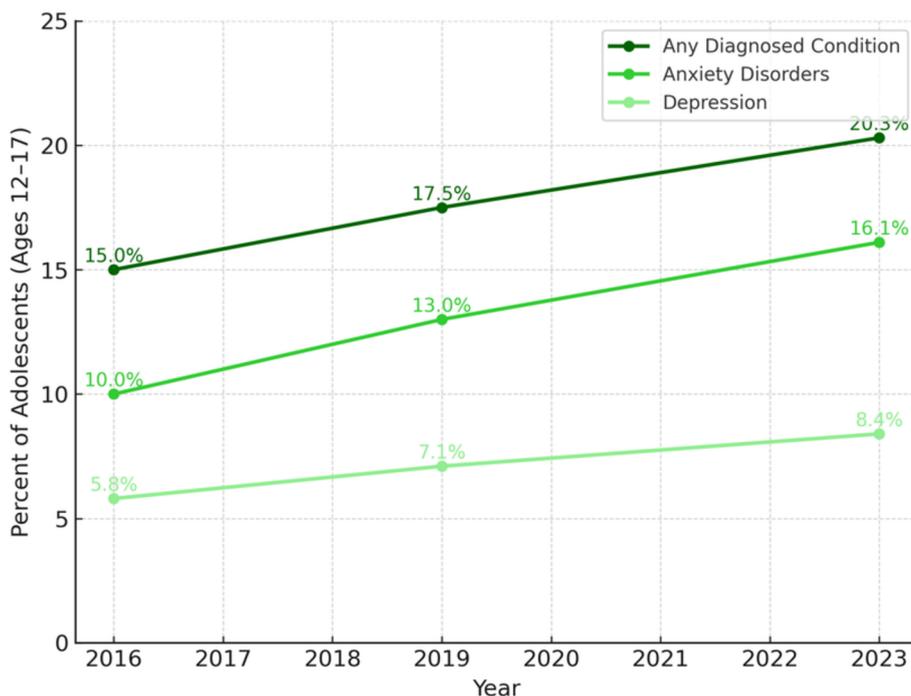
A DECADE OF IMPACT

Over the past decade, BC2M has grown into a national movement, empowering over 640 schools across 42 states to confront mental health stigma head-on. What began as a grassroots initiative has evolved into a powerful, evidence-based model that reaches tens of thousands of young people each year, equipping them with the knowledge, empathy, and leadership skills to transform their communities. Our legacy is not just in the numbers, but in the ripple effects of every conversation sparked, every barrier broken, and every student who now feels seen, supported, and inspired to lead change.



THE STATE OF YOUTH MENTAL HEALTH: A CALL TO ACTION

Young people are experiencing the most severe mental health challenges of any age group. According to CDC and Track Youth Mental Health data:



40%

of teens feel persistently sad or hopeless

22%

seriously considered suicide

60%

of youth with depression receive no treatment

Between 2016 and 2023, the share of U.S. adolescents with a diagnosed mental health condition rose from 15% to more than 20%, driven by sharp increases in anxiety (61%) and depression (45%). Beyond diagnoses, 40% of teens now report feeling persistently sad or hopeless, 22% have seriously considered suicide, and 60% of youth with depression receive no treatment.

These numbers reveal a crisis that extends far beyond diagnostic rates: too many young people are struggling in silence, unsupported by the systems meant to protect them. Stigma, environmental barriers, and lack of access to care leave youth isolated at a time when connection and empathy are most needed.

BC2M's Student Leadership Program tackles these barriers head-on. By normalizing conversations, reducing stigma, and building safe, supportive spaces in schools, students gain the confidence to care for their mental health, support their friends, and create environments where every young person feels seen, understood, and able to thrive.

Our Proven Model



BC2M's peer-led student leadership program transform schools from within, tackling stigma through the most powerful force in adolescence: peer influence.

Key elements of our program include:

- **Student leadership** – Youth create stigma-reduction campaigns, host events, and normalize conversations about mental health.
- **Advisor support** – Each student group is anchored by a trained faculty advisor and backed by a dedicated BC2M staff member.
- **Comprehensive resources** – Annual \$500 club grant, a proprietary online portal, leadership trainings, suicide prevention resources, and curated educational presentations.
- **Connection & community** – Annual regional Summits bring together hundreds of youth leaders for inspiration, skill-building, and collaboration.
- **Wide range of content:** Groups have access to 50+ educational presentations designed to meet the varying needs of students, covering topics such as anxiety, academic stress, and self-care.

NEW INVESTMENTS: A DIGITAL LEAP TO DOUBLE OUR REACH



As BC2M's reach grows, demand is outpacing staff capacity. To meet this need, we are developing an AI-powered digital portal that delivers personalized content, planning tools, and supports for students and advisors.

The platform will tailor materials to each school's context while giving staff real-time data to guide our youth leaders. This innovation is designed to double our school network while preserving the quality and high-tough support that define BC2M, ensuring every student, regardless of geography, can access stigma-reducing tools and thrive.

Mental Health Basics

- Overcoming Sunday Scaries**
Experiencing anxious feelings, especially on Sundays? This presentation unpacks end-of-weekend scaries, and offers tools to manage them.
[Learn More](#)
- Defining Mental Health**
This presentation defines the difference between 'mental health' and 'mental illness'. Learn new ways to navigate your own mental health journey.
[Learn More](#)
- Self-Care 101**
Self care is talked about a lot in the media nowadays, but what really does it mean? Learn more about the proven benefits of practicing self-care.
[Learn More](#)
- Bullying & Mental Health**
Bullying affects the mental health of
- Managing Academic Stress**
Learn more about sources of
- Societal Beauty Standards & Mental Health**



MEASURING IMPACT: **DATA-DRIVEN AND RESPONSIVE**

BC2M's outcomes are not anecdotal, they are evidence-based. We have built a rigorous evaluation system that ensures our program is continuously measured, adapted, and strengthened in response to the realities youth face

*** Annual Surveys:**
Each year, BC2M surveys students and advisors to measure stigma reduction, help-seeking, and school climate. These surveys provide both quantitative and qualitative insights—capturing student growth in knowledge, empathy, and support-seeking, alongside advisor observations of changes in campus culture. By analyzing results across schools and regions year over year, we track trends, demonstrate impact, and identify areas for adaptation. This ensures our programs stay evidence-based, youth-centered, and responsive to evolving needs.

*** Focus Groups:**
BC2M staff meet with every student leader group at least twice annually, gathering real-time feedback from students and advisors. This qualitative input ensures the program reflects the lived experiences of diverse school communities.

*** Turning Data Into Impact**
BC2M uses Salesforce as our national data hub to track demographics, school types, and geographic reach across all groups. The system captures longitudinal engagement, student participation, leadership roles, and survey outcomes, giving us a year-over-year view of impact. This allows us to measure growth, respond quickly to emerging needs, and ensure resources are allocated appropriately nationwide.

NATIONAL REACH AND IMPACT: 2024-25

Our growing reach is not just about numbers, it reflects the long-term outcomes we are working toward. Each new school and student engaged brings us closer to a future where:

- Young people experience better mental health and wellbeing
- Acceptance and empathy increase for those living with mental illness
- Rates of help-seeking behaviors rise among youth and their peers
- Mental health is normalized and stigma is reduced

540

High Schools

80

Middle Schools

14,000

Youth Members

700K

Peers Reached
Annually

High School Outcomes

Spring 2025 Surveys

95%

of members spend more time talking about mental health

93%

know how to support a struggling friend

92%

say they now take better care of their own mental health

82%

report their club made school feel safer and more inclusive

94%

of advisors see BC2M making a positive difference in school culture

97%

say they now know where to find mental health resources if they need them

NATIONAL REACH AND IMPACT: MIDDLE SCHOOL 2024-25

This year marked our first full regional rollout of the Middle School Program in Indiana and Southern California, an important milestone in expanding BC2M's reach. By beginning earlier, we equip students at a critical developmental stage with the language and confidence to talk about mental health, helping them build resilience and reduce stigma before entering high school. These younger advocates are building more supportive environments in middle school while laying the groundwork for long-term change. As they transition into our high school program, they bring with them the confidence, skills, and leadership experience to sustain stigma-free environments across grades, creating a continuous pipeline of youth leaders who carry this movement forward year after year.



Middle School Outcomes

Spring 2025 Surveys

95%

of members spend more time talking about mental health

95%

say the club taught them better mental health language

89%

say they now would talk to an adult if they were worried about a friend's mental health

87%

say they can now use coping skills if struggling with their mental health.

89%

say they now know where to find mental health resources if they need them

99%

say that BC2M has been fun to participate in

YOUTH VOICE IN ACTION

At BC2M, youth voice doesn't just inform our work—
it drives it.



Teen Advisory Board (TAB)

20 student leaders from across the country provide direct input into all of our programming, campaigns, and events, ensuring youth perspectives guide BC2M at every level.

Annual Surveys

Thousands of students share their experiences and feedback each year, shaping resources and priorities based on real needs and experiences

Youth Leadership

Within every BC2M leadership group, students hold officer roles, design campaigns, and lead schoolwide initiatives, putting youth at the center of change in their own communities



LOOKING AHEAD: 2025—2028 GOALS

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Guided by our Inflection Plan, BC2M's next chapter includes:

Expand to 1,200+ high schools

by 2028, focusing on Title I and rural communities.

Launch the enhanced AI- powered portal

creating scalable, personalized support.

Grow the BC2M middle school program

to 200+ sites, creating stigma-free environments
earlier.

Further investment in scalable, relevant innovations

that adapt programming to meet the needs of youth ac

CALL TO ACTION FOR FUNDERS

BC2M is at a pivotal inflection point. To achieve our goals, we must raise \$15 million over the next three years.

Your partnership fuels:

- Expansion into high-need schools nationwide.
- Student Summits that inspire and connect young leaders.
- A national digital portal that democratizes access to resources.
- Research and culturally responsive programming for underserved youth.

For youth, your gift means: connection, belonging, and hope.

For funders, your gift means: visible recognition, alignment with a proven evidence-based model, and the chance to transform the future of mental health in America.



THANK YOU

FOR YOUR SUPPORT!