



MINDS MATTER
SOUTHERN CALIFORNIA

2022 Impact Report





Creativity and Courage.

With creativity and courage, we turn barriers into opportunities and celebrate each win, big and small, along the way. While this sentence is pulled from one of our newly defined organizational values, I also feel it beautifully summarizes the past year.

87% of the Class of 2022 were accepted to Top 50 schools as ranked by US News. However, they never had the opportunity to do any in-person summer programs, so the transition to college has been rougher. They are not alone, though, as each student is supported by our College Success team launched with the Class of 2021.

After two years of virtual/hybrid sessions, we are fully back in person. We forged a new partnership with the Ednovate schools and now have consistent, inspiring meeting spaces to hold sessions in both Los Angeles and Orange County. Our OC location has grown to support students across all three classes.

In May 2022, we were delighted to welcome Shalin Craig as our new Director of Programs. Her background in youth development and advocacy has been an invaluable asset as we continue to assess our curriculum and activities against our desired student outcomes.

With the receding of Covid, we once again hosted our Senior retreat. Students connected deeply with each other, reflecting on all of their growth over the past three years. It is these lifelong bonds that will support and sustain them as they adjust to the rigors of college.

We were honored to be selected as a pro bono client of the prestigious brand agency Siegel + Gale. Their top-notch team worked with us step by step to create a powerful brand identity reflective of our exceptional students and community, showcased in this report.

We proudly unveil our new name, Minds Matter Southern California, reflecting our growing presence in Los Angeles and Orange County and embodying our vision for the future.

Together, with all of you, we empower dreams!

Tina Admans
President, Minds Matter Southern California





Igniting individual potential, together

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

Problems we solve

We believe a student's zip code shouldn't limit their opportunities.

No matter where our students are from, they have strong visions for where they want to go. Because college shouldn't be a barrier — it should be a beginning.

Opportunity Gap

One of the root causes of systemic racism is the educational inequities faced by low-income communities of color. The scarcity of academic resources directed to low-income communities creates an opportunity gap that limits the ability of high-potential students to advance as quickly as their peers in more affluent areas.

Undermatching

High-achieving students from low-income families regularly apply to colleges below their academic ability. Reasons for this undermatching include the lack of individualized preparation for SAT testing, no access to academically enriching summer programs, and an absence of mentors who have excelled in college and gone on to successful careers.



Yesterday, I was accepted into UCLA's comparative literature PhD program!

It feels so surreal typing this message out, and it has made me reflect on my academic journey thus far.

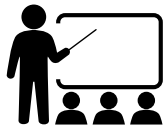
Being part of Minds Matter was the most privileged opportunity I could've ever received. I made lifelong friendships and was impacted by people who have continuously pushed me to reach for the stars.

Thank you so much for allowing students with backgrounds like mine to achieve what we consider near to impossible.

During my four years of college, whenever I achieve a milestone, I always credit my success back to Minds Matter.

- Jaymin, Minds Matter SoCal Class of 2019 and Barnard Class of 2023

Our work



Academic Support

Students receive writing instruction, tutoring in math, and intensive personalized SAT preparation



Mentoring

2:1 mentor to student ratio. Mentors guide, challenge and champion their student



Professional Pathways

Corporate partners offer students and alumni the opportunity to explore careers, make connections, and gain professional work experience



Life Skills

Leadership development and financial literacy provide critical skills for success in college and life



Summer Programs

Sophomores and juniors participate in summer programs at top universities to experience college level courses and life on campus



Social & Emotional Learning

SEL teaches life skills and strategies that support academic and professional functioning as well as healthy brain development



Our values

Our values are the fundamental tenants shared across our organization and the standards we hold ourselves to. They guide how we act as an organization and as a team, capturing who we are as a culture and reminding us of what we've promised to live up to every day.

We're open and inclusive

We're welcoming, warm, and authentic, inviting each individual to bring their whole selves and unique perspectives. We always keep an open mind, looking to learn from each other and elevate our diverse identities.

We're dreamers and doers

We dream big about creating a better, more equitable world and hold ourselves accountable to make it happen for our students, each other, and society. With creativity and courage we turn barriers into opportunities and celebrate each win, big and small, along the way.

We're all in

We go all in, all the time — committing to our goals with unwavering dedication and focus. We're lifelong learners who are unafraid to tackle the tough challenges and conversations and do what it takes to achieve results.

We're better together

We believe that strength comes from unity. That community and collaboration are essential to progress. And that only together, when everyone's voice is heard, can we affect change within everyday systems, our society,

Our Impact

100%

Of our graduates have been accepted to 4 year universities

99%

Of our alumni graduate from college within 5 years



10

Gates Scholars

15

Questbridge Scholars

500+

Hours of instruction in math, writing, and critical thinking, and standardized test prep

80%

Of our students attend Top 100 schools as ranked by US News

\$1.2M

In financial aid awarded to Class of 2022



Where we save

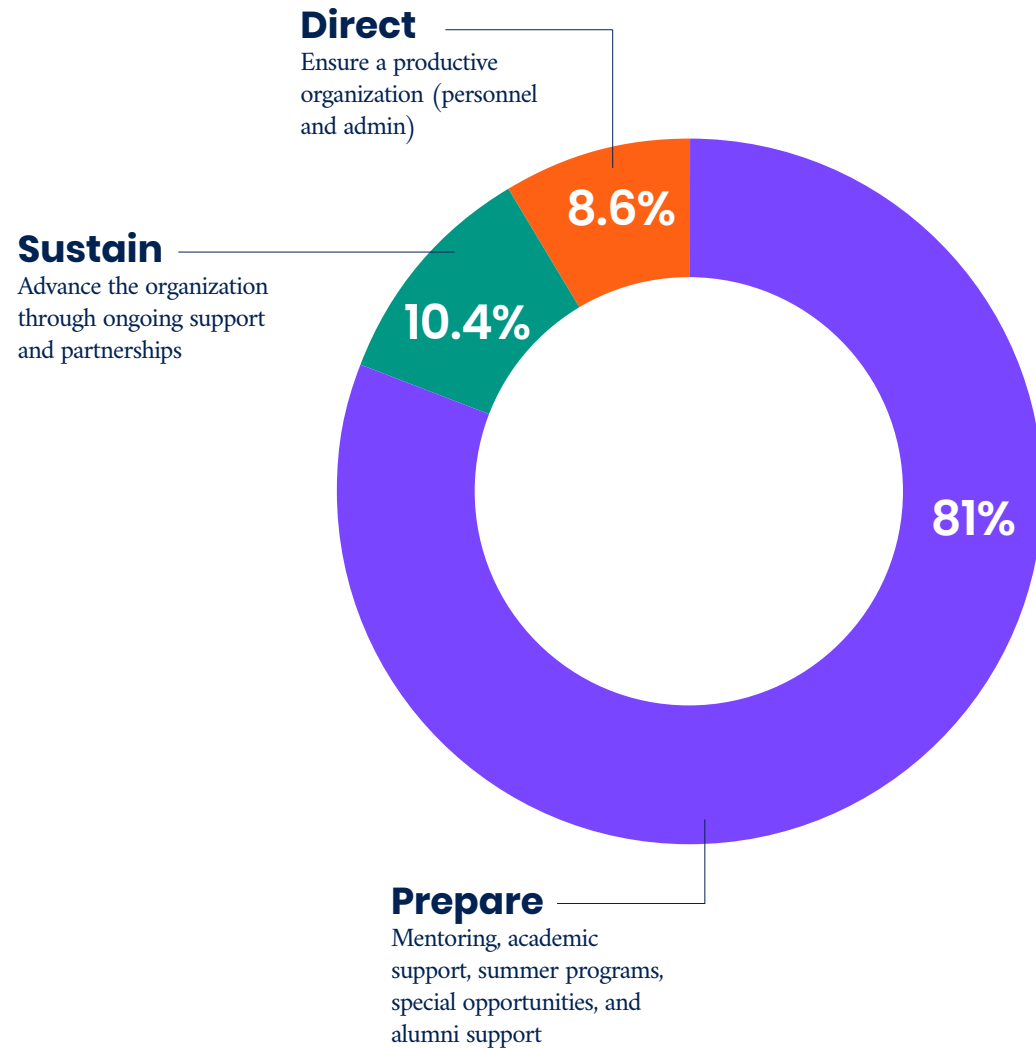
\$634,341

estimated value of all volunteer hours donated to Minds Matter in 2021-22

(calculated using the benchmark from the Value of Volunteer Time report by the Do Good Institute, establishing the value of a volunteer hour at \$29.95)

Our budget

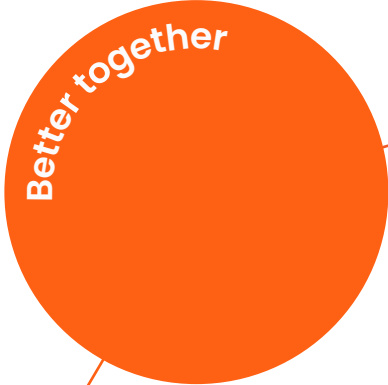
Minds Matter operates on a lean budget that leverages volunteers and other in-kind services. With few paid staff and a dedicated volunteer base, Minds Matter can focus on our strategy and delivering core programs while keeping costs low.



Our volunteers

Volunteers are the powerhouse of our organization.

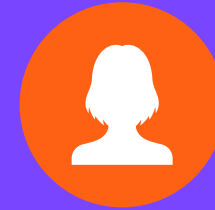
We leverage our community of over 250 volunteers to achieve operational efficiency and greater social impact. From test prep tutors to writing coaches and mentors, volunteers are an integral part of our organization. We would not be able to fulfill our mission without them.



Our staff

Expanding our team to empower our students through learning and growth.

One of our core strategic priorities is to build the organizational capacity to support our desired growth in the number of students we serve. Welcoming Shalin Craig as our Director of Programs in May 2022 was a key step.



President
Tina Admans



Director of Programs
Shalin Craig

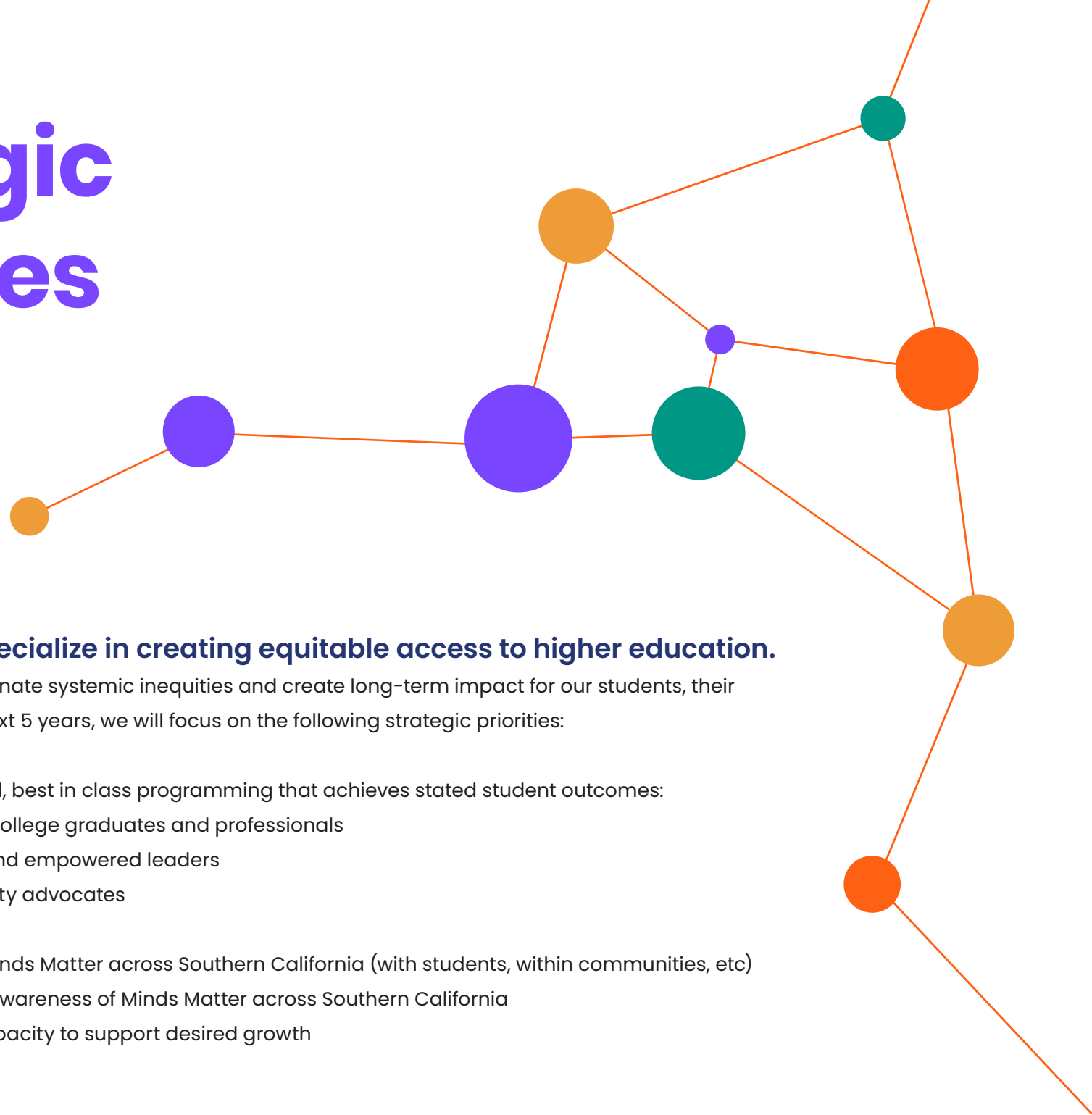


Program Manager
Alex Moses



Volunteer Program Manager
Jessica Gonzalez

Strategic priorities



As a community, we specialize in creating equitable access to higher education.

Our true goal, however, is to eliminate systemic inequities and create long-term impact for our students, their families, and society. Over the next 5 years, we will focus on the following strategic priorities:

- Delivering student centered, best in class programming that achieves stated student outcomes:
 - Thriving and secure college graduates and professionals
 - Healthy, supported and empowered leaders
 - Family and community advocates
 - Lifelong learners
- Increasing the impact of Minds Matter across Southern California (with students, within communities, etc)
- Raising the presence and awareness of Minds Matter across Southern California
- Creating organizational capacity to support desired growth

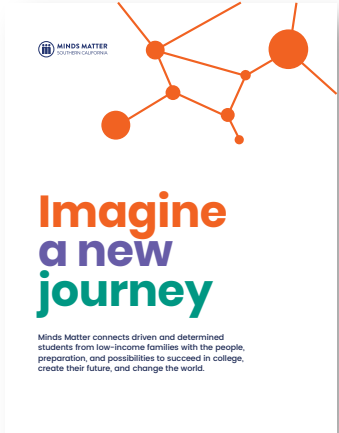
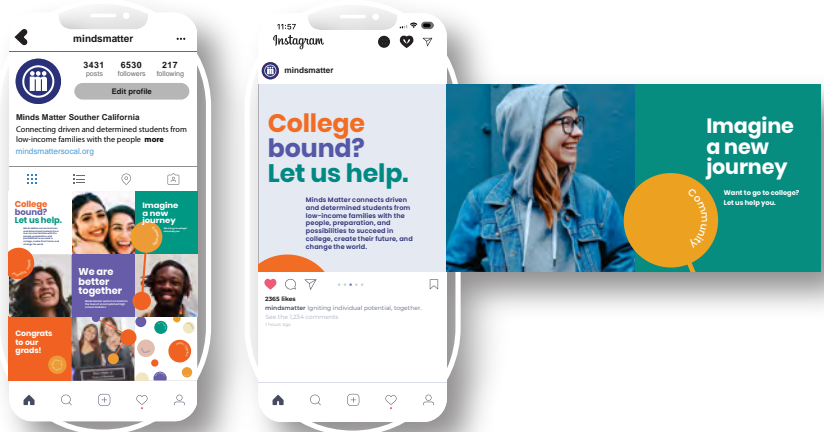
Highlights from 2021-2022



New Brand Identity

We rebranded to become Minds Matter Southern California to fully represent the area we serve, our values, and our community. Our new brand helps us speak as one voice and ensures we consistently communicate our unique value and purpose.

Thank you to Siegel+Gale for guiding us through the process and developing our new voice and look.



Orange County Expansion



In Fall of 2020, we had a unique opportunity to launch a location in Orange County.

We started very small during the pandemic with only three students, who are now seniors in the midst of college applications. We have grown by 400%, and our goal is to serve at least 60 students by 2028.

We rebranded to Minds Matter Southern California to better reflect the unity between locations and our vision for growth.

Alumni Spotlight

We celebrate Minds Matter alum and current pre-med student Delmy Ruiz!

As a first-generation college student, Delmy needed the guidance and support our program provided to reach her goal of attending college. Growing up, she wasn't the kind of child who wanted to be a doctor. She didn't think the sciences, and especially medical school were attainable.

It wasn't until Delmy joined Minds Matter that she considered all the possibilities and thought about what type of college experience would be best for her. Today, she's making all of us proud at Pomona College, where she's a Public Policy Analysis major with a concentration in Biology and on a pre-med track.

As an aspiring woman in STEM, the advice Delmy would give to young women interested in the field is to try everything, be curious, and find peers with whom you aren't afraid to fail and learn. Her story inspires us as we continue enabling students to find the fields in which they excel and inspire the next generation of women in science.



College Signing Day





87%

were accepted to
Top 50 Schools as
ranked by US News

6

Questbridge
Scholars

2

Gates
Scholars

Class of 2022

Alyzee

Columbia University School of Engineering

America

University of California, Los Angeles

Cindy

Williams College

Denisse

Middlebury College

Dhamar

Harvard University

Giselle

Mount St. Mary's University

Isabella

University of California, Los Angeles

Jasmine

University of Pennsylvania Wharton School

Jeuhdiel

University of California, Berkeley

Jireh

Stanford University

Kailey

Middlebury College

Kevin

University of Chicago

Leslie

Washington University (Saint Louis)

Leslie

Santa Monica College

Lidia

University of California, Santa Barbara

Lisely

University of California, Merced

Mirajul

University of California, Berkeley

Nancy

Stanford University

Penelope

Boston University

Vansh

Swarthmore College

Vianney

University of California, Berkeley

Yesenia

University of California, San Diego

Zarya

University of California, Davis

Class of 2022 Graduation



FY 2022 Supporters

\$50,000 and Above

All Ways Up Foundation
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Leonard Green & Partners
Renaissance Charitable Foundation

\$25,000 to \$49,999

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Pharmavite
Ralph M Parsons Foundation

\$10,000 to \$24,999

Crail-Johnson Foundation
Malcolm CasSelle
Jon Christian
Cornerstone Research
Anne & Dudley DeZonia
Eleven Recruiting & Consulting
Hawk Ridge Capital Management
Doug & Chona Hirsch
McKinsey & Company
James Walker

\$2,500 to \$9,999

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David & Robin Burnheim Burger
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Luther Burbank Savings
MUFG
Oak Tree Capital Management
OGC Fund
O'Melveny
PwC

\$1,000 to \$2,499

Matthew Allard
Anonymous
Saul Armenta
Cristal Baker
Karli Baumgardner
Elizabeth Cabrera
Matthew D Covington
Annie Feldman
Russell Geyser
Justin Guichard
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Madhu Pocha
Narendra Reddy
Steve Rifkind
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Edgar Smith
Shem Streeter
Lorraine Thayer-Haverka
T-Mobile
Kenya Williams
Bryan Young
Jimmy Zhu

\$500 to \$999

Alex-Handrah Aime
Vanessa Anderson
Lydia Bartell
Matt Coffin
Pete Dack
Hanna Damasio
Anna Davis
Richard Day
Matthew DeAtley
Michele DiLorenzo
Brent Eastep
Dashiell Flynn
Paul Fruchbom Jr
Taber Gonzales
Jane Goodell
Leanne Huebner
Sophia Hung
Ella Hushagen
Curt Jacobsen
Amir Kanpurwala
Kilroy Realty LP

Adam Borchert and Kim Kehrberger
Liberty Kolodny
Ruth Kremen
Sudha Kumar
Jennifer Kutsunai
Madison Merrit
Elaine Metaxas
Microsoft
William O'Donnell
Rakhee Patel
Andrew Poker
Christopher Reigg
Michael Replan
Nakia Roberson
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Rachel Weintraub
Haiyang Zhang
John Zuiker

We are also extremely grateful to the more than 500 donors not listed in this report by name.

Every donation, big or small, empowers dreams!

Better, together

All in, together



Power

Community



MINDS MATTER
SOUTHERN CALIFORNIA

We are Minds Matter.

mindsmattersocal.org

All in, together

All in, together

community

Better, together

All in, together

Community

All in, together