National Impact Report

Spring 2021
350 BC2M Clubs
3,000 registered members
10,000 students engaged
Ripple effect of 385,000
Active in 25 states
Waitlist of 150 schools

6 Regional Hubs
- Arizona
- Indiana
- Northern California
- Southern California
- New York City
- Northeast
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 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.
Title I Eligibility

- Title I Schools: 51%
- Non-Title I Schools: 49%

Grade Breakdown

- 11th Grade: 42%
- 10th Grade: 19%
- 9th Grade: 14%
- 12th Grade: 25%
- Non-Title I Schools: 49%
- Title I Schools: 51%
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

- Increased Depression & Anxiety
- Increased Feelings of Isolation
- Increased Stress
- Increased Unhealthy Behaviors
- Increased Self-Care Practices
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

- Positive changes in empathy among students as a result of the Club: 80%
- Positive changes in empathy among school staff as a result of the Club: 74%
- The club having a highly positive or positive impact on their mental health over the past year: 79%
The Ripple Effect

60%
Members have conversations with parents/guardians about the club

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

- Increased Membership/Member Engagement: 50%
- Creating a Positive and Safe School Environment: 40%
- Increased MH Conversation: 30%
- Reduced Stigma: 20%
- Policy Change/District Engagement: 10%
Reported Non-Member Benefits of BC2M

- General MH Education
- Self-care Strategies
- Knowledge of MH/Crisis Resources
- Stigma Reduction
- Positive School Climate
- Education on Specific Mental Illnesses
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.
What our members and advisors have said this year

The best club on Campus - no cap
- 11th Grade Member

I'm extremely grateful to have this resource at our school.
- 12th Grade Member

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- 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

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