“Minds Matter has opened many doors for me and has given me friends and mentors to cherish for the rest of my life.”

Rakel, Senior Mentee at Minds Matter of the Twin Cities
Dear Supporters,

Minds Matter connects driven, low-income high school students with dedicated volunteer mentors who broaden their horizons, empowering them to realize their potential. Our students work hard, and with the commitment of their mentors, our graduates narrow the nation’s achievement gap and inspire their communities.

The comprehensive Minds Matter three-year academic program prepares our students for the rigors of the college experience – from the demands of the classroom to the students’ transition to campus life. As one of our recent graduates shared, “Minds Matter gave me power. Power to do anything, change the world.”

Our success is reaffirmed annually by our consistent achievement: 100% of our program graduates have gained acceptance to a four-year college or university. This success is even more significant considering that 89% of the students are the first in their family to attend college.

In 2014, more than 1,700 volunteers in 11 Minds Matter chapters across the country served 572 students – a 17% increase over 2013. The Minds Matter office continued to guide and support chapter success through multiple achievements:

▶ Implemented Salesforce across the organization to enhance contact management and communication, improve data tracking and storage, and streamline processes across chapters

▶ Increased alumni engagement, advancing our alumni tracking and leveraging the perspective of alumni in the future interests of the organization

▶ Commissioned an independent Return on Investment (ROI) study conducted by Dr. Clive Belfield of Columbia University, demonstrating that our program yields exceptional results, programatically and financially!

Building on our strong foundation, in 2015, we will focus our energies on increasing alumni engagement, refining and standardizing our curriculum to incorporate new best practices and educational standards, and launching new chapters to expand our national reach. In fact, our 12th chapter, Minds Matter of Washington, D.C. launched in October 2014.

In the following pages, you will find personal and touching stories of our students and volunteers, written in their own words, illustrating the incredible power of the Minds Matter program.

Your generous support of Minds Matter enables our students’ successes and our organizational achievements. For that, we are extraordinarily grateful.

G. Jonathan Bernstein

Chymeka Olfonse

Board Chair, Minds Matter

Executive Director, Minds Matter
San Francisco Class of 2014

XIU YING

Xiu Ying received some unexpected news early this year: she was admitted to her dream school, University of California Berkeley.

Excited and awed, Xiu Ying took a few minutes that evening to process the incredible surprise.

“I wasn’t expecting to hear from any UCs until the end of March,” said Xiu Ying breathlessly. “Even now I still can’t get over the fact that I’ll be going to Berkeley!”

Xiu Ying plans to major in business administration. Berkeley’s prestigious business program was an obvious draw. Location was a close second.

“I still have a younger sister and grandparents living in San Francisco,” said Xiu Ying. “It’s important for me to be there for them whenever they need me.”

Deeply appreciative of her mentors’ support through high school and the college application process, Xiu Ying is ready to be a mentor herself.

“I’ve been a second mother to my younger sister my whole life,” Xiu Ying says. “I want to be able to support her through her high school years, even when I go off to college.”

Ivan, one of Xiu Ying’s mentors, describes her as hard working, responsible, and extremely mature for her age.

“My favorite part of mentoring is hearing about Xiu Ying’s progress, and getting regular updates on everything she is doing,” said Ivan. “Whether she aced a test or class, or participated in a fun extracurricular activity, it’s always exciting to hear about her success.”

But Ivan was particularly excited to hear from Xiu Ying about her Berkeley acceptance.

“When Xiu Ying called me to tell me she was accepted to my alma mater, UC Berkeley, it was one of my proudest moments,” said Ivan. “I’m looking forward to hearing about all of her new adventures in college.”

Minds Matter of San Francisco graduate, Xiu Ying (center) poses with her supportive mentors. She is currently a freshman at the University of California Berkeley, and a proud first-generation college student.
What We Do

Minds Matter is a comprehensive and highly-successful three-year program that empowers young people from low-income families to achieve college readiness and success. Founded in New York City in 1991 by six Wall Street professionals who understood that the gap in low-income student achievement is not one of intelligence, but resources, Minds Matter has developed a successful program incorporating academics, mentoring, and enrichment experiences that prepare students for bright futures.

Our Three-Year Program

Beginning in sophomore year of high school, our students spend Saturdays during the school year in Minds Matter sessions with their volunteer mentors and instructors. Our sophomore program centers on cultivating the math and writing/critical thinking skills that are the foundation of our students’ academic success. In junior year, students work with their mentors on test preparation for the SAT and ACT standardized tests. During the summers after sophomore and junior year, students attend summer enrichment programs at prep schools, colleges, and universities across the country and around the world. In their senior year of high school, students work closely with their mentors on college applications, financial aid forms, financial literacy, and navigating the college application process. Our volunteers guide seniors through the college selection process, helping our students determine what school and area of study might be best for them.

Throughout the program, students gain confidence and ambition, strengthen their skills in writing, critical thinking, test-taking, and mathematics, and flourish into young adults who are ready and excited to succeed in college. Minds Matter proudly boasts a 100% success rate for students’ acceptance into four-year colleges and universities.
Who We Are

Our Students
Each day, Minds Matter is inspired by the commitment and drive of the students we serve. Our students choose to spend their Saturdays improving their academic abilities and preparing themselves for the future. They are determined and focused, and understand fully the value of higher education to their success.

The average family income of our students is $23,308, and nearly half of them live below the federal poverty line. They are typically the first in their family to attend college. Many of them want to become doctors and teachers; they’re determined, focused, and fully aware of the value of higher education to their lifelong successes. It is impossible to not be impressed by these young people.

Our Volunteers
Minds Matter could not exist without the dedication and commitment of over 1,700 volunteers nationwide. Many of our mentors are working professionals who devote their Saturdays to enriching the lives of our deserving students. It is not uncommon for mentor/mentee relationships between volunteers and their students to continue beyond the three-year program and into the students’ college and post-collegiate experiences.

Our volunteers are a motivational powerhouse, always available to provide a listening ear and an encouraging word to the students they mentor.

PHOTOS TOP TO BOTTOM:
Minds Matter of Boston graduating seniors receiving laptops to commend their three years of hard work!

Minds Matter of Chicago students hard at work with a mentor.

At their annual Gala, Minds Matter of Cleveland students spoke of the incredible support the program has provided them, and how they see it helping them achieve future successes.
Anderson, Minds Matter of NYC graduate and current U.S. Naval Academy sophomore, poses in his uniform.
New York City Class of 2013

ANDERSON

Anderson, a recent Minds Matter graduate of the NYC chapter, is currently a sophomore at the prestigious U.S. Naval Academy in Maryland.

Anderson is from the Bronx, New York, and will be the first in his family to graduate from college. He cherishes the impact that Minds Matter has had on him. He shared, “I thought passing age 18 was an accomplishment because not many people in my community even get past that age. Minds Matter gave me hope. It showed me that there is a life outside of where I lived, that there is a light at the end of the tunnel. Minds Matter gave me the idea that college was an option.”

Anderson believes that mentorship was the most significant part of his Minds Matter experience. “The idea that you could play a role in someone’s life, even if it’s only for two hours on a Saturday morning” was very powerful to Anderson. His mentors were a driving force behind his success. “They are two people who really cared about helping me with the college application process. They believed in me, and told me I could go wherever I wanted to. That support helped me a lot,” said Anderson.

Anderson’s Minds Matter experience has inspired him to pursue mentorship and volunteer opportunities that will bring positive change to the communities and lives he encounters. “Even now I’m becoming that sort of peer-mentor. I go to middle schools and high schools in the Baltimore area, and give guidance to and volunteer with the scouts. I’m in charge of food drives, I encourage others to donate, and I help with Wounded Warriors fundraisers. It’s all about giving back,” Anderson explained. “Minds Matter helped me realize that I must stop doing what is expected of me, but start pursuing what I am passionate about in order to genuinely and effectively have an impact in this society.”
Twin Cities Mentor

MICHAEL

Mentoring to me means building trust and having a positive influence on someone where a void exists today. It’s about providing critical support in the student’s life... there is no cookie cutter approach and mentorship isn’t about having all the answers. I’ve learned to listen to my mentee and ask questions. In the case of mentoring students with financial or social barriers, a good mentor can help a student gain confidence and realize their potential by working on their weaknesses, but, more importantly, by recognizing their strengths and using them to get ahead.

Minds Matter of the Twin Cities mentor, Michael (right), with his mentee, Jackie
Minds Matter in Action

90% of volunteers find the experience to be a meaningful one

3.74 GPA average for incoming students

70% of Minds Matter students accepted into Barron’s top 3 tier schools

94% Minds Matter’s student retention rate

Boston, MA
National/New York, NY
Philadelphia, PA
Washington, DC—Serving Students in 2015!

Seattle, WA
Portland, OR
San Francisco, CA
Los Angeles, CA
Denver, CO
Twin Cities, MN
Chicago, IL
Cleveland, OH

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Minds Matter by the Numbers

1,700+
volunteers across all chapters in FY14

200 Points
Average increase in SAT scores for Minds Matter students

100%
of students accepted into 4 year colleges/universities

1,069 alumni

17:1 Return on Investment

94%
of tracked alumni said Minds Matter served a critical or important role in their college acceptance success

$23,308
average family income

572
students served in FY14

93%
of tracked alumni are enrolled in or have graduated from 4-year colleges and universities

89%
are the first in their family to attend college
Chicago Class of 2014

ZARAI

Zarai may be the youngest of six children, but she’s the first of her siblings to attend college. After graduating from Minds Matter Chicago in May, Zarai received a full scholarship to attend Middlebury College. Zarai credits Minds Matter with helping her become a trailblazer in her family.

“Minds Matter opened doors, and my mentors were always there as I walked through them into new territory,” Zarai explained. “This program changed my life.” During her time at Minds Matter, Zarai also attended college-immersion summer programs at Skidmore College and in Japan—at no cost to her family.

Minds Matter helped Zarai improve her standardized test scores, overcome her fear of public speaking, and make friends from across the world with whom she still keeps in touch.

“Minds Matter is more than just a program that helps you raise your ACT or SAT score,” she said. “The program creates a loving, safe, and motivated community—one I looked forward to visiting every Saturday during the school year to share my successes.”

As the mentors of a student who possesses aspirations of one day holding the title of Honorable Judge Anthony, we have the distinct privilege of not only ensuring that he’s prepared for the first step, college, but also ensuring that he builds the skills, tools, and knowledge necessary to succeed in law school and beyond. Thus, mentorship becomes fulfilling as we watch Anthony succeed on multiple levels, fun as we hang out with him every Saturday, and an investment in his future as we help him navigate his way.”

Rex and Jared, volunteers at Minds Matter of Cleveland

Zarai, Minds Matter of Chicago Class of 2014, speaks to an audience about her Minds Matter experience and college success.

Minds Matter of Cleveland mentors Rex (right) and Jared (left), with their mentee, Anthony (middle)
College Acceptances

We’re consistently impressed by and proud of our Minds Matter students. 100% of our students are accepted into four-year universities and colleges, and many are accepted into some of the most competitive schools in the country. Below is a list of some of the schools into which graduates of our class of 2014 were accepted:

American University  Emory University  Ohio University
Augustana College  Fordham University  Oregon State University
Baldwin Wallace University  Framingham State University  Pacific Lutheran University
Bentley University  George Washington University  Pomona College
Bloomsburg University  Gonzaga University  Portland State University
Boston University  Harold Washington College  Providence College
Bowling Green State University  Harry S. Truman College  Regis College
Brandeis University  Illinois Institute of Technology  Saint Joseph’s College
Brenau University  Illinois State University  San Jose State University
Cal Poly San Luis Obispo  Ithaca College  Sarah Lawrence College
Case Western Reserve University  Johns Hopkins University  Shippensburg University of Pennsylvania
Cazenovia College  Kent State University  Smith College
Champlain College  La Salle University  St. John’s University
Colby-Sawyer College  Lewis & Clark College  Stanford University
College of Mount Saint Vincent  Loyola Marymount University  Stonehill College
College of the Holy Cross  Loyola University Maryland  SUNY Albany
Colorado College  Manhattan College  SUNY Binghamton
Colorado State University  Marist College  SUNY Buffalo
Columbia University  Marquette University  SUNY New Paltz
Connecticut College  Mercy College  SUNY Oswego
CUNY Baruch College  Miami University  Syracuse University
CUNY Brooklyn College  Michigan Institute of Aviation and Technology  Temple University
CUNY City College  Middlebury College  Trinity College
CUNY Hunter College  Mills College  UC – Berkeley
CUNY – Lehman  New York University  UC – Davis
Drexel University  Northeastern University  UC – Irvine
Eastern Michigan University  Notre Dame College  UC – Los Angeles
Ohio University  Oregon State University  UC – Merced
To me being a mentor is a promise. A promise to share your resources, knowledge, and experiences in order to see the mentee reach his or her potential. The relationship between mentor and mentee isn’t static. In my experience in Minds Matter, my mentors quickly became like older brothers. While part of being a mentor is sharing knowledge, it’s also about taking a genuine interest in the success of the mentee. In this area, my mentors have gone above and beyond.”

Malcolm, Minds Matter of Philadelphia alumni
Twin Cities Senior Mentee

JAELYNNE

Two and half years ago I was only a sophomore with a dream. I knew I wanted to somehow participate in politics. Today, I have the means of achieving that. Minds Matter gave that to me. Minds Matter has impacted my life in so many ways, I’ll never be able to reciprocate. During my first year, I was able to grow as a writer. I finally became comfortable with my voice within my writing. I also improved my math skills, which had a great impact on my GPA at school. I appreciate Minds Matter most because of their support. Minds Matter understands that support is something that every student needs to succeed. We have more than just our mentors: we have a whole team. Anytime I achieve anything (and I really do mean anything!) I have 20+ people to email who I know are beyond proud of me. It’s taught me to really care about all people and to support and help anyone I can. Those are skills I’ll definitely utilize in politics. Minds Matter’s impact will forever resonate in my life.

Twin Cities Senior Mentor

NICK

I leave every session feeling good about how I spent my Saturday morning, and confident that the session had a positive impact on my mentee. The inspiration I get from the students has had the largest impact on my life. The students that participate in Minds Matter are some of the most driven individuals I have ever met. I have found that the time I spend with my mentee and the program has pushed me to do better as a young professional. I see the students pursuing every good opportunity that is presented to them and working as hard as they can to achieve their goals. The drive to succeed that I see in the students has helped me push myself in my life, and my career, to pursue opportunities and work harder every day.

“Minds Matter understands that support is something that every student needs to succeed. We have more than just our mentors: we have a whole team.”

Jaelynne, senior at Minds Matter of the Twin Cities
Los Angeles Mentor and Mentee

REID AND BRANDON

Students often say that the relationship they share with their mentor has been the most influential experience of the Minds Matter program. Most of our students go on to share a lifelong bond of friendship and support with their mentor beyond the three-year program.

Reid, a volunteer at Minds Matter of Los Angeles, served as a mentor to Brandon, a bright young man who grew up in South Los Angeles. Brandon is currently a freshman at Stanford University and a recipient of the prestigious Gates Millennium Scholarship, which provides full-tuition support for four years.

“It’s hard to describe my feelings toward the Minds Matter program and my experience in such few words. However, a few include ‘grateful,’ ‘life-changing,’ and ‘impactful.’ Minds Matter has without a doubt changed my life forever and for the better. Reid was one of my mentors for all three years; Matt became my mentor later on in the program. Both of these great individuals have played a positive role in my development as both a student and a person. Their dedication to my continuous intellectual growth is something for which I can’t thank them enough, and it’s something I hope to pass on to other students. Their role in my life has inspired me to become a mentor in the future and dedicate myself to the service of others.”

Brandon, recent graduate of Minds Matter of Los Angeles, and current student at Stanford University

My participation in Minds Matter gave me the opportunity to help a promising young man articulate his unique story of growing up a bi-racial male in South Los Angeles. Once he was able to articulate who he was, it was about helping him to find the right types of experiences—summer programs, after-school programs, tutoring—that would set him up to be able to tell his story to college admissions officers. Now that Brandon is off to college, I expect mentorship will mean periodic phone calls, and visits over lunch or coffee to talk about potential internships, classes and jobs he is considering to set himself up for success in law school and beyond. I look forward to being a part of Brandon’s life for decades to come and expect that, before too long, I will be the one coming to Brandon for life and career advice. I look forward to that day with anticipation.”

Reid, volunteer at Minds Matter of Los Angeles

Minds Matter of Los Angeles mentor Reid with his mentee, Brandon (left)
Return on Investment

Minds Matter is run almost entirely by volunteers, and funded through their in-kind support, as well as that of generous donors. We transform the lives of highly-motivated high school students from low-income families by broadening their dreams and preparing them for college success. In 11 cities across the country, our students come from households earning less than $25,000 annually, and 89% of those students are the first in their families to attend college. We begin working with students in their sophomore year of high school, providing individualized tutoring in writing, critical thinking, and math skills development, standardized test prep, access to summer enrichment programs, and college guidance. With our support, average SAT scores increase by approximately 233 points to 1640, compared to national peers whose average score is 1390. One hundred percent of our students are accepted into four-year colleges and universities, and 70% attend top-tier colleges as defined by Barron’s.

Dr. Clive R. Belfield, Co-Director of the Center for Benefit-Cost Studies in Education at Teachers College, Columbia University, analyzed the economic value of the program. The benefits are mediated through higher rates of college enrollment and completion. Half of all students in Minds Matter enroll in selective colleges and almost all complete their degrees; these rates are far above the national average.

In calculating the benefit-cost ratio, the cost per student includes all monetary expenditures for management and governance, the value of volunteer time, summer program expenses, and in-kind services. Per student, the estimated cost of providing the program is $25,970 over three years. The chart below compares the benefits of Minds Matter students with peers at varying income levels and educational attainment:

<table>
<thead>
<tr>
<th>THE ECONOMIC VALUE OF THE MINDS MATTER PROGRAM COMPARED TO:</th>
<th>LOW-INCOME HIGH SCHOOL GRADUATE</th>
<th>LOW-INCOME COLLEGE-BOUND STUDENT</th>
<th>AVERAGE COLLEGE-BOUND STUDENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net benefits</td>
<td>$393,840</td>
<td>$182,920</td>
<td>$81,290</td>
</tr>
<tr>
<td>Benefit-cost ratio (b/c)</td>
<td>15.2</td>
<td>7.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Internal rate of return (%)</td>
<td>17%</td>
<td>12%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Half of all students in Minds Matter enroll in selective colleges and almost all complete their degrees; these rates are far above the national average.
Compared to all low-income college-bound students, the benefits of Minds Matter are 7 times the cost. The social rate of return is 12%. Even when compared to all college-bound students, who have significantly more resources and social capital, the benefits are 3.1 times greater than the cost and the social benefits are 8%.

Dr. Belfield also looked at the return on investment (ROI) of Minds Matter. His calculations indicate that the dollar expenditure per student during three years of participation in Minds Matter is $6,730. This includes direct expenditures of the chapter city as well as those of the national office. Leveraged in-kind resources, including the volunteers’ time, donated facilities/materials, and summer program scholarships, are valued at $22,710 per student. Benefits of the program include college scholarships averaging $11,010 and a lifetime participant benefit of $81,290 (see above average college student lifetime benefit). Therefore, the economic impact of every one dollar of donor-invested funds is $17. The chart below provides a closer look:

| MINDS MATTER DOLLAR EXPENDITURE PER STUDENT | $6,730 |
| MINDS MATTER LEVERAGED IN-KIND RESOURCES     | $22,710 |
| MINDS MATTER BENEFITS OF PROGRAM (SCHOLARSHIP AND LIFETIME BENEFIT) | $92,300 |
| TOTAL IMPACT PER STUDENT                     | $115,010 |
| ROI RATIO (IMPACT/EXPENDITURE)              | 17.1 |

By any measure, this is an outstanding ROI. It demonstrates that Minds Matter generates substantial social impact while maintaining economic efficiency. The significance of the success of this study goes beyond measure when we evaluate the core mission of Minds Matter: providing low-income students the means and resources to obtain a high quality education. In turn, this access to a college education generates invaluable benefits to society, including but not limited to: better health, lower crime, and a decrease in welfare expenditures. While these additional societal benefits cannot be measured by the ROI, they are significant to consider.
Summer Program Experience

During the academic year, Minds Matter volunteers mentor students, work with them on standardized test preparation, and provide individualized tutoring in writing and math. In the summer months, students have the opportunity to further that learning and have unforgettable experiences at summer programs across the nation and around the world. Students learn in a college setting, meet other talented and highly motivated high school students, and gain new perspective on the world around them. We provide students with this invaluable experience by connecting them to the best summer programs, guiding them along the application process, and providing them with the financial aid and support network to make college-immersion summer programs possible.

190 students attended summer programs in 2014

10 countries outside the US that students visited for summer programs

0 dollars spent by students or their families on summer programs

Minds Matter of Philadelphia senior Byquill poses in traditional Moroccan garb.
Traveling to Morocco was my first time traveling outside of the US, but it won’t be my last. My trip was life-changing and eye-opening. While I was there I stayed with a host family, and learned about Moroccan culture. I got the opportunity to experience Ramadan, one of the most serious and celebrated months in Morocco. I learned the significance of the religion and the significance of different gender roles in the local culture. While I was there the classes I took were: the Arabic language, a Moroccan culture class, and some French. My trip to Morocco humbled me because I realized that even though I do not come from money, there are a lot of people out there who are less fortunate but maintain a smile on their faces. So I learned to be thankful for what I do have and make connections with as many people as I can. I loved my trip to Morocco, and it made me believe in myself even more to become a diplomat and a translator in the unique Arabic language.

There were students from Japan to Honduras, from India to Peru, and not to mention, all over the United States. To say I was intimidated was to say the least. The experiences I had at Johns Hopkins University challenged me deeply, and this past summer allowed this diamond in the rough to shine a little brighter.”

Iris, Minds Matter of San Francisco student

“Minds Matter of San Francisco student, Iris, is hard at work in the lab during her summer program experience.
Karina, a junior mentee at Minds Matter of Portland, was able to spend part of her summer at the picturesque Johns Hopkins University in Baltimore, Maryland taking a class in abnormal psychology. Not only did she immerse herself in the complex world of abnormal psychology, she also connected into the law field by diving into the mental aspects of why people commit crimes. Karina said she “absolutely loved the experience!”

Karina made new friends with the same interests, and participated in extracurricular activities that complemented what she learned in the classroom. She visited a multitude of places on field trips to hospitals, courts, detention centers, and even the SWAT department. She also visited the downtown Inner Harbor and took a trip to Washington, D.C. “I honestly didn’t want to leave. JHU is a beautiful campus, and something in the air in Baltimore made me feel like I truly belong there.”

Karina also learned to overcome the frustration of a language barrier in class with her professor Dr. Raifman, who used very complex vocabulary. “Dr. Raifman is a very outgoing man,” Karina said. “He definitely has a sense of humor.”

On the last day, after a tough exam, Karina spent the night dancing with friends and even participating in the belly dancing portion of the talent show.
Jesus and John, juniors from the Minds Matter of Seattle chapter, spent four weeks at University of Pennsylvania’s Summer Medical Camp. They are both hoping to pursue a career in medicine and were honored to study at one of the top medical schools in the country.

As students in the UPenn program, Jesus and John were exposed to various aspects of the world of modern medicine. They heard lectures from doctors and other medical practitioners about their day-to-day roles, engaged in discussions and demonstrations, and participated in hands-on sessions involving human cadavers. When asked if it was difficult to view the cadavers, John responded, “I liked it.” Jesus said, “One of my most memorable experiences while in the program was seeing and touching human cadavers. I never knew there were so many tendons and muscles holding all the bones together.” Both John and Jesus look forward to learning more about human anatomy in college.

Outside of the classroom, they went on field excursions to an emergency room and the world-renowned Mütter Museum.

“I am so grateful to Minds Matter for introducing me to the summer programs; without them, I don’t think my summer would have turned out to be one of the best in my life.”

Jesus, Minds Matter of Seattle student
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PHOTOS, CLOCKWISE:
Minds Matter of Denver students mingle at their annual picnic.
Minds Matter of Boston Junior mentee, Andres with his mentor, Rachel
Minds Matter of San Francisco students are hard at work with their instructors at a Saturday session
Minds Matter of Los Angeles Seniors celebrate at their graduation, marking the end of three years with the Minds Matter program.
“I find that mentoring is a chance to learn just as much as it is to teach. More than anything, mentorship is fulfilling, because there’s nothing like knowing that I provided the extra boost needed to help someone reach their goals.”

Darren, mentor at Minds Matter of Philadelphia

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