



MINDS MATTER

Minds Matter Continues its Unprecedented Success with a New Mission Statement

Core of 100% successful program stays the same with new clarity and refinement of purpose

November 30, 2020
New York, NY

Since its inception in 1991, Minds Matter has been dedicated to transforming the lives of accomplished high school students from low-income families by broadening their dreams and preparing them for college success.

The results of that work are clear: in 29 years of existence, 100% of Minds Matter graduates nationwide have been accepted to four-year colleges and universities.

That work has struck a chord and fulfilled a need across the country, and in doing so Minds Matter has organically spread from a few students in New York City to hundreds of students across 14 major cities nationwide. With thousands of volunteers supporting these students, Minds Matter's impact is dramatic and marked. Its core programming is the key: college access has repeatedly been shown as one of the most powerful levers to break free of the intergenerational cycle of poverty.

Along with the nationwide expansion came a desire in Minds Matter leadership to reference and honor the fundamental motivation of its students, the level of investment that tens of thousands of dedicated volunteers and supporters have made in those students, and the life-long benefits that accrue for the students in whom we invest.

Which is why, after 29 successful years, all 14 Minds Matter chapters and the national office unanimously decided to update the mission statement to reflect these and other important elements as the program embarks on its fourth decade of success. The organization is excited to announce that it has refined its mission statement to reflect the benefits of the research-based, deeply-impactful Minds Matter program nationwide.

The revised mission statement reads:

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.

Sara Elaquad, Chair of the Minds Matter Chapter Leadership Council, reflects that "This updated mission maintains the important and persistent focus of our work, while also bringing to the forefront the innate skills and impact multiple stakeholders bring together to promote equitable access to higher education and a lifetime of opportunity for our students nationwide."

Ashish Shah, Co-Chair of the Minds Matter National Board of Directors, shares that “this new mission showcases the energy and research-based best practices that our 14 chapters share as well as highlighting the dedication of our students. This new mission statement describes our work—and all that Minds Matter has to offer—in a more meaningful way.”

“The focus on people, preparation, and possibilities showcases the resources we bring to bear to provide unprecedented successes for our students. In light of the global Covid-19 pandemic and nationwide conversation around systemic inequity, it’s clear that our mission is critical,” says Shah. “At the end of the day, this new mission statement unifies the work across our 14 chapters. Our community is strong, and our work continues.”

About Minds Matter

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.

Through a highly selective and rigorous 3-year academic mentoring program, Minds Matter students accomplish the extraordinary: 100% of Minds Matter program graduates are accepted into a four-year college and more than 70% of them attend the nation’s selective colleges. Powered by over 2,000 volunteers nationwide, Minds Matter chapters are located in 14 cities across the country. The national office of Minds Matter is located in New York City.

For more information about Minds Matter, please contact Minds Matter’s Chapter Leadership Council Chair, Sara Elaquad, at sara@mindsmattercleveland.org.