



**MINDS MATTER**  
COLORADO



# Impact Report

2024-25



# Mission

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.

# Big Idea

Most low-income students in Colorado won't go to college, costing them an average of \$1MM+ in lifetime earnings. MMCO was founded with the sole purpose of ensuring that systemic inequities of college access are overcome by students who are up for the challenge. We're on a mission to prove that ability, not access, should determine college choice for qualified high school students. We equip students with mentorship, skills, and access to open doors to higher education and lifelong opportunity.



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# Dear Friends,

When I stepped into the role of Executive Director at Minds Matter Colorado earlier this year, I knew I was joining something special. But, I could never have imagined just how powerful, resilient, and inspiring this community would be.

Over these past months, I've met students who are rewriting the story of what's possible, volunteers who show up week after week with unwavering dedication and thousands of hours of service, and donors who believe deeply in our shared mission: to connect driven students from low-income backgrounds with the people, preparation, and possibilities they need to thrive in college and beyond.

This year's impact speaks for itself:

- 100 students supported
- 34 seniors heading to 17 colleges including Yale, Bowdoin, Howard, and many Colorado colleges
- 68 colleges and universities offered admission to our students
- 3.7 average GPA and 1187 average SAT score
- 20 students will take on \$0 in debt because of scholarships and financial aid

These are the lives changed through your partnership.

But as powerful as our mission is, we know it must evolve to meet the moment. That's why this year, we launched programmatic updates grounded in deeper academic rigor, a stronger cohort experience, and increased support for our mentors and students alike.

Looking ahead, our work is as urgent as ever. Educational equity is not a given, it's something we must fight for, together. That's why we're investing in our programs, strengthening our systems, and preparing to scale our reach — all while holding fast to our belief in the potential of every student.

Thank you for believing in what's possible. Thank you for being part of this journey. Together, we're not just getting students to college, we're launching futures.

With deep gratitude,

Brad Allen Reubendale (he/him)  
Executive Director - Minds Matter Colorado



# By the Numbers

**34**

seniors graduated and are matriculating to 17 universities nationwide

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**100%**

of seniors accepted to best fit universities with scholarships

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**19**

different high schools in Denver and Aurora represented among MMCO students

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**\$60K**

in MMCO specific scholarships awarded

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**100**

students served

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**178**

volunteers contributed 14,210 hours of time

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**95%**

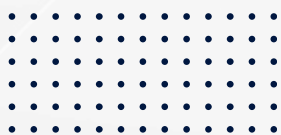
of MMCO students identify as BIPOC

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**277**

MMCO Alumni in our 21 year history

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# The Class of 2025



Northeastern University  
Oakland

University of Southern  
California

Cal State Long Beach

Regis(2)  
UC Boulder (6)  
DU (2)  
Colorado College (2)  
CSU (7)  
CU Denver (3)  
MSU

University of New Mexico

Grand Canyon University

Syracuse  
University

Bowdoin College

Boston University

Yale University

Howard University

**3.7**

average GPA

**100%**

admitted to four year institutions

**\$68K**

average amount of financial aid  
awarded

**20**

students will take on \$0  
in debt

**1187**

average SAT score

**68**

colleges and universities offered  
admissions

**\$31K**

average family income

**6**

students received full rides from highly  
competitive scholarships: Questbridge (2),  
Sean "Ranch" Lough (3), Sachs (1)



# Highlights

## ● FUNDER

Prosperity Denver Fund (PDF) is a nonprofit that offers financial reimbursement coming from a 0.08% sales tax in Denver for nonprofits, providing college scholarships and high school support services to Denver students.

Thanks to Denver voters and PDF, MMCO was awarded \$351,000 in support of our current students.

## ● CELEBRATE

More than 425 guests gathered on April 26 for our annual event. Together we raised nearly \$400,000 – 31% of our operating budget, in support of our students.

Tasmin Z. '25 and Bianca P. '22 shared their inspiring stories of how MMCO has impacted their personal and academic journeys.

## ● SUMMER PROGRAMS

Students attended 40 different university summer programs across the country including Harvard University, Duke University, Boston University, Yale University, Syracuse University, Drexel University, Gettysburg College, Northeastern University, Colorado School of Mines, and more.

## ● TEAM

2024-25 marked a year of professional growth for MMCO. While we remain 98% volunteer-driven, this year we brought on two new team members who have already made significant strategic impacts in our work.

Lily Werthan joined MMCO in August of 2024 as our Program Manager. She oversees student and mentor recruitment, summer programs, and overall student and volunteer support and advocacy.

Brad Reubendale joined MMCO in January of 2025 as our first external leadership hire in our 21-year history. With his shared lived experience with MMCO students and his deep immersion in Denver, having served as Executive Director of SAME Café for seven years, Brad has been a great addition to the organization.



Bianca Popescu '22

# Financials

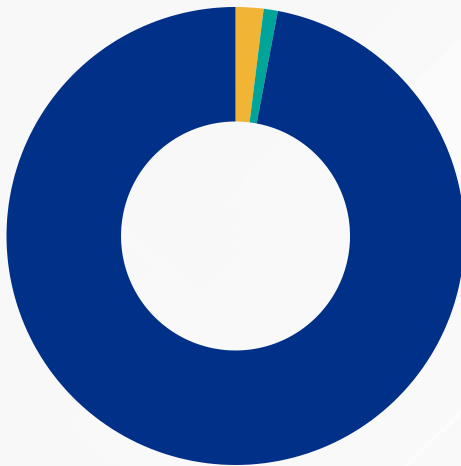
## CONTRIBUTED REVENUE



Individual	\$514,108
Grants	\$390,351
Corporate	\$122,493

Total: \$1,026,952

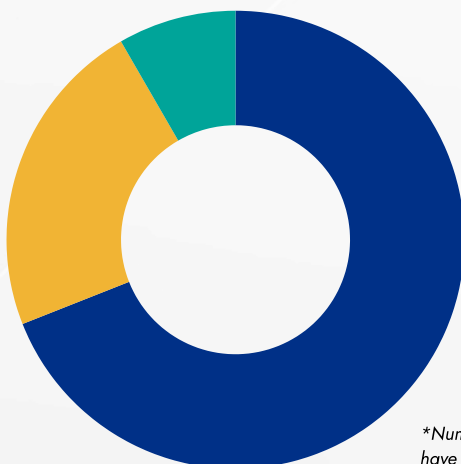
## OTHER REVENUE



Prosperity Denver Fund	\$366,144
Dividends	\$7,421
Interest Earned	\$3,747

Total: \$377,312

## EXPENSE



Program	\$794,490
Fundraising	\$260,917
G&A	\$95,966

Total: \$1,151,373

\*Numbers above reflect FY25 internal actuals but have yet to be formally financially reviewed

# Leadership

## 2024-25

### Board of Directors

ANATA WALSH - CHAIR Director, Complex Care Strategy CenterWell	CHRIS COFFIN Director - Advisory KPMG	STEFAN RAMSBOTT Chief Product Officer & Co-Founder Levelheaded
JAMES GRIFFIN - VICE CHAIR Head of Care Strategy & Operations Included Health	RACHAEL GREENBERG Associate Director Innovation Marketing KPMG	CLAIRE WILLIAMS Associate Partner McKinsey & Company
KATE BERGER - SECRETARY Senior Managing Director Network Learning & Impact Teach for America	AMY KUSEK Founder/Consultant Kindred Philanthropy Partners	JESSE ZAMORA '11 Government Affairs Director Colorado Association of REALTORS
JESSE FLORES - TREASURER Partner Chautauqua Capital Management	VANESSA LOUIS-WOOLLEY Strategic Brand Advisor STAND   A Brand Integration Lab	

### Board of Trustees

ASHER WERTHAN - CHAIR Partner Lightrail	TYLER HALL CFO Strategic Retail Partners	AMAR PATNAIK Sr. Dir of Strategy Zimmer Biomet
BIJAL CHOKSI Partner BC Consulting (Founder of MMCO)	BRADY MILLER CFO Wenco Industries	BAHMAN SHAFI Owner Focus Corporation
SEAN GRIMSLEY Partner Olson Grimsley Kawanabe Hinchcliff & Murray LLC	GERRIT OSTERMICK Vice President Revenue Management CommonSpirit Health	

### Associate Board

SONIA CROSBY-ATTIPOE - CHAIR Senior Manager, Asset Management Technology KPMG	KATE DEENY Senior Customer Success Manager Forma	LUCIE ROSENTHAL Program Lead DaVita Kidney Care
SERENA PATEL - VICE CHAIR Senior Regulatory Compliance Specialist AGC Biologics	CARA HAYES Vice President KSL Capital Partners	TYLER SAGE Audit Managing Director KPMG
MARY BOLING - SECRETARY Associate, Clean Energy Market Analysis Clean Energy Buyers Association	SARA LEWIN Account Executive NetSuite	BRITTANY SARCONI Senior Marketing Lead DISH Network
KARI SCHALLER Vice President of Operations Scholarly Software	ALEXIS LOPEZ Senior Program Manager Project Invent	MICHELE TERRANOVA Director of Material Quotations OnCore Manufacturing Services
JEFFREY BOXER Associate General Counsel National Jewish Health	RICHARD MAEZ Executive Director Ednium	ZANE YOUNG Manager, Marketing Campaign Operations Guild Education
CAITLIN BYRNE Group VP Spark	LARRY NIMBACH Financial Advisor Momentum Capital Group, LLC	SONYA ZIOLKOWSKI Fee-Only Advisor HTG Investment Advisors Inc.
ANDREW CARLSON VP Strategic Partnerships CollegeAPP	KELLY PIERSON Social and Environmental Impact Manager CoBank	

# Staff



**Brad Reubendale**  
Executive Director



**Jessica Fagioli**  
Director of Operations



**Alex Goldberg**  
Director of Advancement



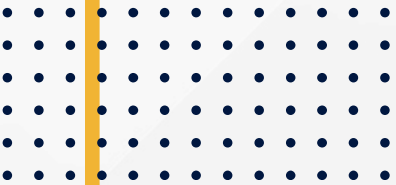
**Stefanie Schneider**  
Director of Programs



**Lily Werthan**  
Program Manager

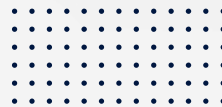


**Kelly Absher**  
Director of Finance





# In Their Words



— “

*This program is actually helping people. It's helping students to be better, to accomplish their goals. It teaches us to believe in ourselves and it boosts our confidence. It helps break the financial burden of college and overall, helps us achieve our dreams. - Tsegab '25*

” —



— “

*Thanks to the resources and support I found through MMCO, and the dedication of my mentor, I'm now a junior at the University of Colorado Boulder. I'll be the first in my family to earn a bachelor's degree. And in May of 2026, I'll graduate with a degree in economics. - Bianca '22*

” —

— “

*While the early conversations with my mentors felt awkward, over time, their patience and genuine interest helped me open up. They've answered my questions, reassured me in moments of doubt, and helped me feel confident about my future. Now, I can't imagine navigating through this journey without them. - Tasmin '25*

” —



— “

*I believe the best part of being a part of Minds Matter is feeling supported not only academically, and in the college process, but in general. I've learned and gained a lot through my connections with my mentors, and I'm happy to have been able to communicate with them not only as mentor to mentee, but as friends. - Gracie '26*

” —

— “

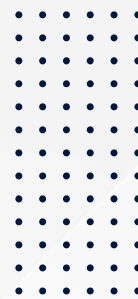
*I credit Minds Matter with challenging me to become the best version of myself, helping me believe that I can do great things. I thank the Minds Matter community for giving numerous opportunities for mentorship and career exploration to someone like me. Thank you for showing me that you care for us as people, giving us the tools to be successful in life, opening our eyes to dream big, and encouraging us to pursue aspirations that we thought were unattainable.*

*Dr. Eric Ndikumana '08*

” —



# **We'd like to thank all our donors and partners for their generous support**



Your support during the 2024–2025 academic year helped cover critical mentee expenses and program supplies for high-achieving students from low-income backgrounds. Through weekly sessions, these students gained essential skills in academic preparedness, writing, critical thinking, test prep, and college readiness.

Because of your partnership, Minds Matter Colorado was able to guide determined students across the Denver metro area through the complex path to college, empowering them to earn admission to four-year universities and pursue their biggest goals.

## **Thank You**





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