



AREACH

Advancing, Resourcing, Educating,
and Advocating for Cognitive Health

BUILDING MENTAL WEALTH

AREACH Impact Report · 2023–2026



Brain Fit is the practice.
Mental Wealth is what young people carry forward.

Executive Summary

From 2023 through Aug. 10, 2026, AREACH delivered Brain Fit across school and community settings—combining brain education, guided coaching, reflection and technology-supported practice to help young people build mental skills they can use under pressure.

2,164

TOTAL REACH
2023–AUG. 10, 2026

88%

HIGH CALM
372 valid records

75%

HIGH FOCUS
553 paired records

74%

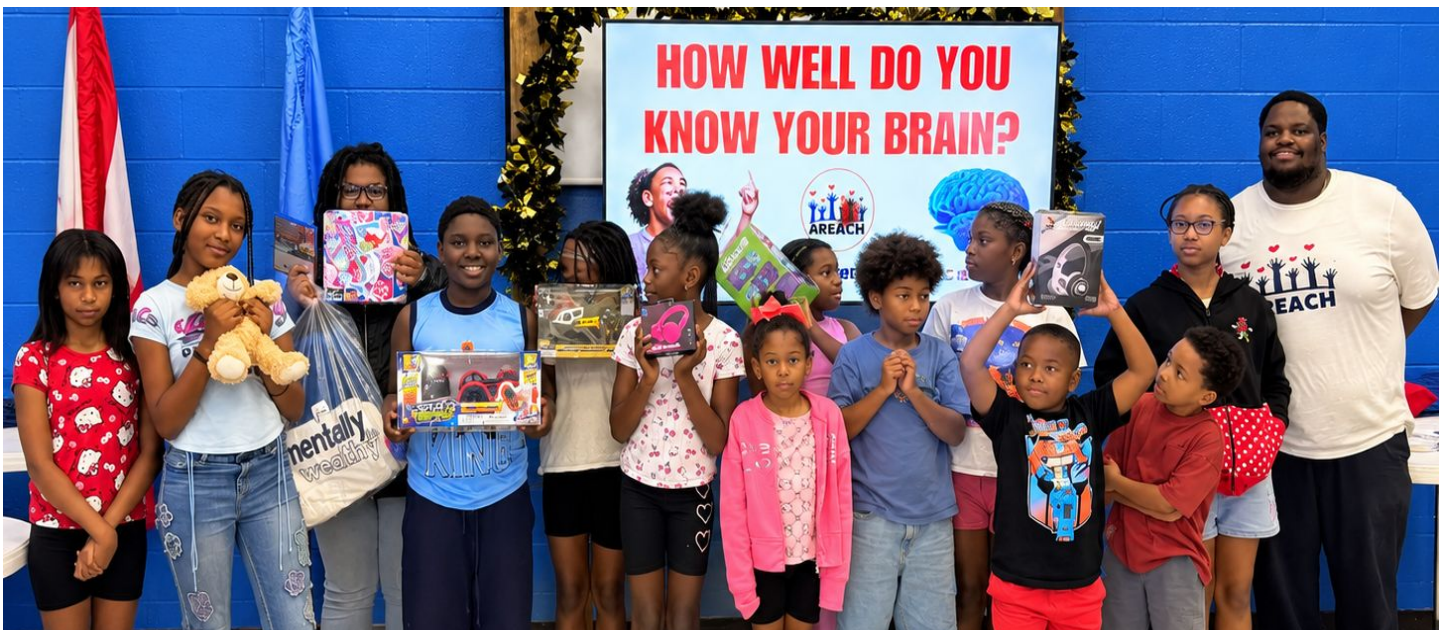
IMPROVED
REGULATION
286/387 matched pairs

The research base includes 764 cleaned matched check-in/check-out session pairs, alongside brain-training, observation and repeated-measure records. Findings show measurable same-session change and emerging growth across participation—not long-term causal outcomes.



The World Young People Are Growing Up In

Every day, young people are asked to sustain attention, manage emotions and respond thoughtfully under pressure—skills that take practice.



We cannot remove every distraction, pressure or challenge.

We can help young people build the mental skills to meet those moments differently.

Building Mental Wealth Through Brain Fit

Brain Fit is AREACH's non-clinical mental-skills practice model—building skills young people can use under pressure, in relationships and while learning.

TODAY'S PRESSURES

Pressure • Distraction • High expectations • Uncertainty



BRAIN FIT PRACTICE

Brain Education • Guided Coaching • Reflection • Immersive Technology



7 BRAIN FIT SKILLS

Focus • Calm • Emotional Regulation • Cognitive Flexibility
Confidence • Self-Awareness • Peak Performance



MENTAL WEALTH

Skills young people can carry into everyday life

Brain Fit is the practice. Mental Wealth is what young people carry forward.

The Self-Regulation Capacity Framework™



FOCUS

Direct attention to the task at hand.

CALM

Practice settling the mind and body.

EMOTIONAL REGULATION

Notice emotions and choose a response.

COGNITIVE FLEXIBILITY

Consider another approach.

CONFIDENCE

Build trust through practice.

SELF-AWARENESS

Recognize internal signals.

PEAK PERFORMANCE

Apply mental skills when they matter.

Brain Fit develops these skills together through structured practice.

What AREACH Delivered

SCHOOLS

Structured Brain Fit delivery brings guided mental-skill practice into school settings.

YOUTH-SERVING ORGANIZATIONS

Community partners create access to Brain Fit where young people already learn and gather.

COMMUNITY WORKSHOPS

Workshops introduce brain education and practical mental-skill tools to larger groups.

BRAIN FIT PROGRAMS

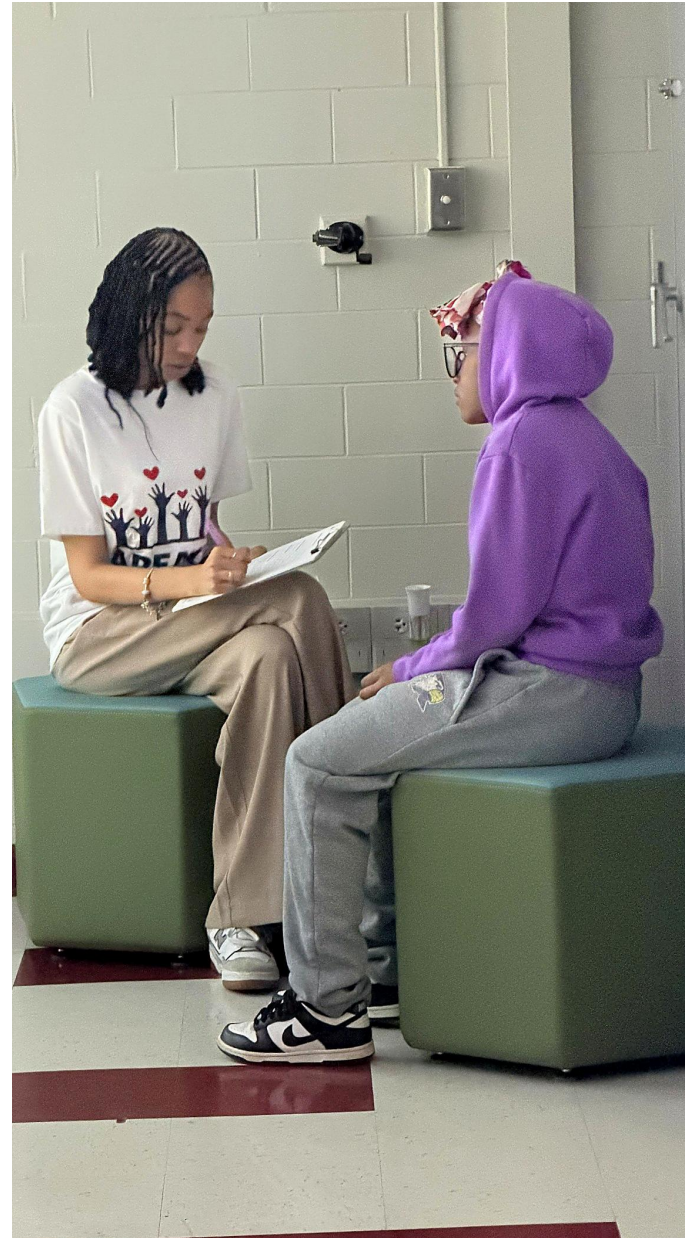
Multi-session programs create repeated practice, reflection and skill development.

BRAIN TRAINING

EEG-supported and immersive activities add technology-supported practice.

COMMUNITY EVENTS

Activations extend Brain Fit awareness and hands-on practice beyond enrolled programs.

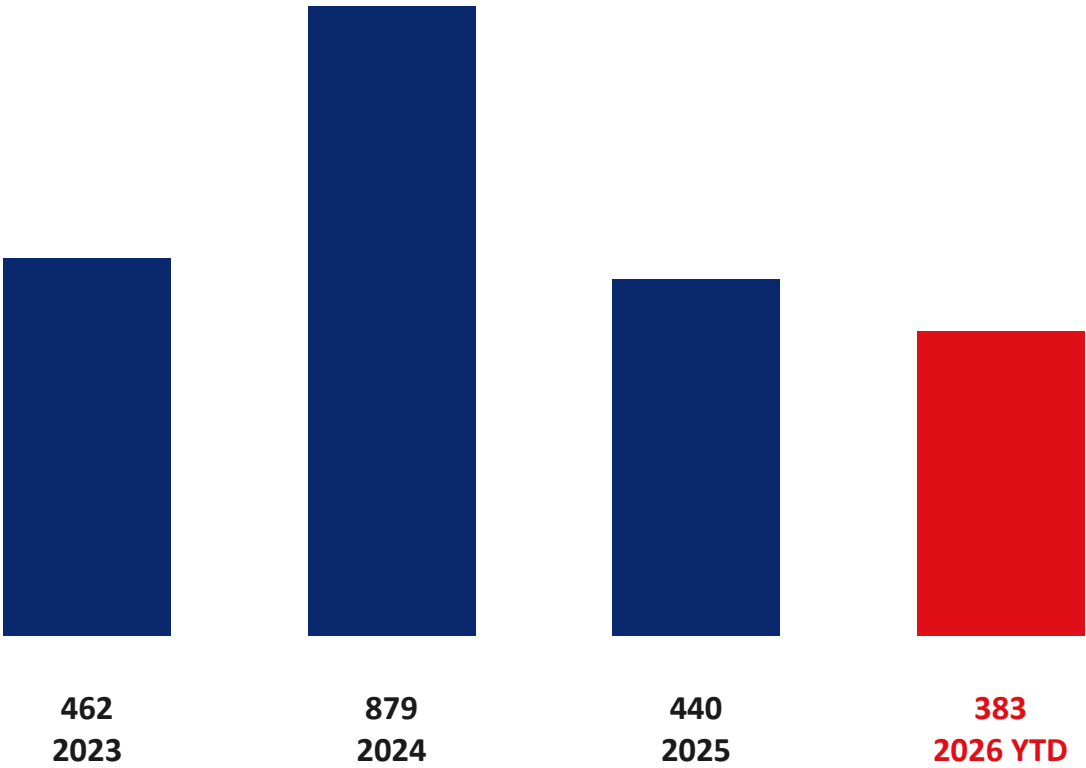


What We Did

Before we talk about what changed for young people, here’s the work itself—how many young people AREACH reached from 2023 through 2026.

2023 GETTING STARTED	462 youth • 7 programs fully accounted for
2024 BIGGEST YEAR OF REACH	879 youth • 22 partners • 102 sessions
2025 DEEPER IMPLEMENTATION	440 youth • 52 tracked sessions • 10 programs
2026 YTD CONTINUED REACH + ENROLLMENT	383 youth • 301 workshop/one-touch • 82 enrolled

Young People Reached, 2023–2026



Four Years of Growth

The numbers show reach. This page shows how AREACH's work evolved from launch to expansion, deeper implementation and a stronger evidence base.

2023 | LAUNCH YEAR

AREACH established the foundation for Brain Fit delivery, tested the model in real settings and built the early program base.

2024 | YEAR OF EXPANSION

Reach accelerated as AREACH expanded across more partners, programs and sessions, making Brain Fit visible at a larger scale.

2025 | DEEPER IMPLEMENTATION

The focus shifted from reach alone to stronger program consistency, repeated delivery and a clearer understanding of how Brain Fit was being implemented.

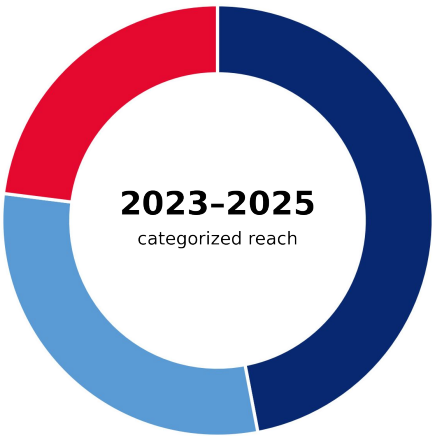
2026 YTD | DEEPER IMPLEMENTATION + EVIDENCE

AREACH continued delivery while strengthening research, measurement and operational systems—building a stronger evidence base for responsible growth.

Who We Reached by Setting

Setting mix for categorized 2023–2025 reach.

These 1,778 categorized records show where AREACH’s reach was concentrated across community and government settings, youth-serving organizations, and schools.

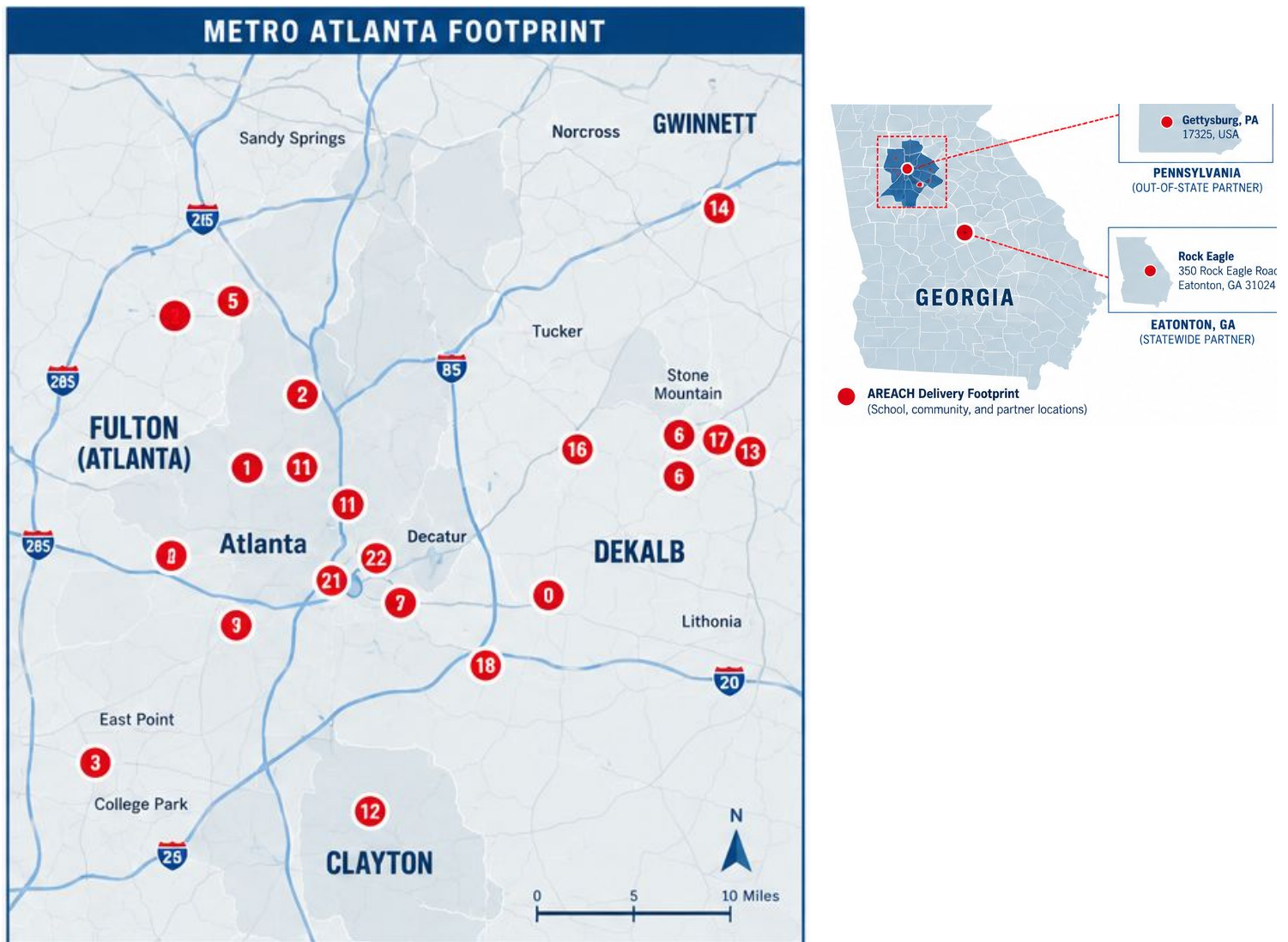


Setting	Categorized reach, 2023–2025	Share
Community & Government sites (rec centers, city/county programs, Salvation Army, foundations)	842	47%
Youth-Serving Organizations (Boys & Girls Clubs, YMCAs, Wellroot)	532	30%
Schools & Districts	404	23%
Total	1,778	

The donut and table show 1,778 categorized 2023–2025 setting records. Three additional 2023–2025 records were not assigned to a setting category. Reach reflects participant enrollments, not unique individuals across years.

WHERE AREACH HAS DELIVERED

From schools to community spaces, AREACH brings Brain Fit and cognitive-health experiences directly into the places young people learn, gather and grow.



METRO ATLANTA IS THE CENTER OF AREACH'S DELIVERY FOOTPRINT

Atlanta Public Schools and DeKalb County Public Schools anchor the school-based footprint, alongside youth-serving, government and community locations. Additional delivery has reached Eatonton, Georgia and Gettysburg, Pennsylvania.

The Partners Behind the Footprint

A NETWORK THAT CREATES ACCESS

Schools anchor the footprint.
Community partners extend the reach.

ATLANTA PUBLIC SCHOOLS

John Lewis Invictus Academy
B.E.S.T. Academy
Banneker High School
Benjamin E. Mays High School
Herman J. Russell West End Academy

DEKALB COUNTY SCHOOL DISTRICT

Towers High School
McNair High School
Redan High School
Stone Mountain High School
Martin Luther King Jr. High School
Stephenson High School

**Together, these partners
expand access to Brain Fit in
schools and communities.**

YOUTH-SERVING ORGANIZATIONS

Boys & Girls Clubs of Metro Atlanta
Village of Carver YMCA
Carl E. Sanders YMCA
The Salvation Army
Wellroot
100 Emerging Men / She Thrives
Mothers Against Gang Violence

GOVERNMENT & COMMUNITY

DeKalb County Government / Human Services
DeKalb County Public Library
City of Atlanta
C.T. Martin Natatorium
Bessie Branham
Central Park
Zaban Recreation Center
Atlanta Police Foundation

FOUNDATIONS & COMMUNITY PARTNERS

Grove Park Foundation
West Atlanta Watershed Alliance
Ahmaud Arbery Foundation
EMBODI / Delta Sigma Theta Sorority
West Suburban Atlanta, Inc.

By the Numbers

REACH

879 • 440 • 383

Annual reach

879 in 2024 • 440 in 2025 • 383
YTD through Aug. 10, 2026.

RESEARCH

2,610

Raw records reviewed

2,610 raw evaluation records
reviewed through June 13, 2026.

RESULTS

88%

High Calm

Valid calm records reaching High
Calm by checkout.

764

Matched session pairs

764 cleaned check-in/check-out
session pairs.

75%

High Focus

Valid paired focus records reaching
High Focus at checkout, up from 52%
at check-in.

384

Brain-training records

384 cleaned brain-training records
included in the research dataset.

74%

Improved Regulation

286 of 387 valid matched sessions
showed improved overall regulation.

246

Brain Trainer observations

246 records documenting practice
and engagement during sessions.

50

Program-level progress records

50 repeated-measure records
examining growth across
participation.

68%

Intermediate or Advanced brain-training performance

204 of 299 performance-coded
brain-training sessions reached
Intermediate or Advanced.

Evidence figures describe valid records and matched sessions—not unique participant counts. Research datasets were cleaned through June 13, 2026.

Resources Behind the Impact

2024 REVENUE

\$87,962

Total revenue

2024 Form 990-EZ

2025 REVENUE

\$61,885

Gross revenue

Board-reported 2025 actual

2026 REVENUE

\$111,394

Revenue to date

Through Aug. 10, 2026

HOW RESOURCES SUPPORT IMPACT

Program delivery + people

Direct Brain Fit access • trained delivery team

SYSTEMS + EVIDENCE

Research + operational infrastructure

Measurement • consistency • responsible growth

STEWARDSHIP IN PRACTICE

PROGRAM

Brain Fit delivery

Sessions, equipment and participant access.

PEOPLE

Brain Trainers, program leadership and training.

EVIDENCE

Research, evaluation and data systems.

INFRASTRUCTURE

Operations and technology that support consistent delivery and responsible growth.

Revenue figures are shown where reconciled. Earned program revenue and contributed support will be reported separately once the annual revenue mix is finalized.

How We Measure Success

AREACH combines participant reports, session comparisons, measures across participation and practice records to understand the Brain Fit experience.

HOW CHANGE IS CAPTURED



IMMEDIATE SESSION CHANGE

Compare how participants arrive with how they leave.

GROWTH ACROSS PARTICIPATION

Track what develops as young people continue practicing.

EVIDENCE LAYERS

BRAIN TRAINING

EEG-supported
practice records

BRAIN TRAINER OBSERVATIONS

Practice and
engagement

PARTICIPANT VOICE

Reflection and
lived experience

One measure does not tell the whole story.

Evidence of Impact

AREACH's evidence base is layered. Each source answers a different question about what happens during Brain Fit and across participation.

01 IMMEDIATE SESSION CHANGE

Matched check-in/check-out records examine shifts in focus, calm and regulation within a single Brain Fit session.

02 GROWTH ACROSS PARTICIPATION

Repeated measures examine what develops as young people continue participating—not only what changes in one session.

03 BRAIN TRAINING

EEG-supported brain-training records provide a separate view of performance during structured practice activities.

04 IMPLEMENTATION OBSERVATIONS

Brain Trainer records document what participants were observed practicing and how they engaged during sessions.

The next four pages unpack these evidence layers separately so that session change, growth, brain-training performance and implementation observations are not conflated.

What Brain Trainers Observed

246 observation records

246 / 246

Documented focus
in practice

51%

Documented calm

36.6%

Documented
engagement

33%

Documented
breathing practice

28%

Documented
goal-setting



These records document practice and engagement during sessions; they are not participant-reported outcomes.

Brain Training in Practice

507

**Brain-training sessions
delivered**

384

**Cleaned research
records**

299

**Coded performance
sessions**

Delivery output and research sample are reported separately: 507 brain-training sessions delivered; 384 cleaned research records; 299 coded performance sessions.

FROM DELIVERY TO ANALYSIS

507 delivered → **384** research-ready records → **299**
performance-coded records → **204** Intermediate/Advanced.

68%

Intermediate or Advanced

204 of 299 coded sessions



More than 2 out of 3 coded brain-training sessions reached Intermediate or Advanced performance. The 507 delivery count and research subsets are reported separately.

Growth Across Participation

50**Program-level progress
records****+0.40****Average focus growth****+0.30****Average overall growth**

Repeated measures add a second layer: they examine change across participation, not only change within a single session.

WHAT THE REPEATED MEASURES ADD

These records look beyond a single Brain Fit session. Across the 50 program-level progress records, Focus showed the strongest average growth (+0.40), followed by overall growth (+0.30) and Emotional Regulation (+0.29).

This is an emerging program-level signal—not evidence of long-term persistence. Continued repeated measurement will help AREACH understand how growth relates to participation and dosage.

Immediate Change Within a Session

88%**High Calm****75%****High Focus****74%****Improved Regulation**

Same-session check-in/check-out records show measurable shifts in calm, focus and overall regulation by the end of Brain Fit sessions.

FOCUS EXAMPLE

52% → 75% HIGH FOCUS

553 valid paired focus records

What this means

The same participants' valid check-in and check-out records were compared within a session. The result describes immediate session change—not long-term persistence or a unique-youth outcome.

Stories of Growth



CARRYING THE PRACTICE FORWARD

"I learned that even in times where I feel like the world is on my shoulders, it is okay to step away and recollect myself."

"A-REACH gave me a safe place... I will carry all of it with me."



FROM REACTION TO CHOICE

"Before the AREACH program, I would just be angry every day. But now I wake up... breathe, do meditation."

"Now I know what to do before I make an action towards something and make a real decision."



SELF-AWARENESS IN REAL LIFE

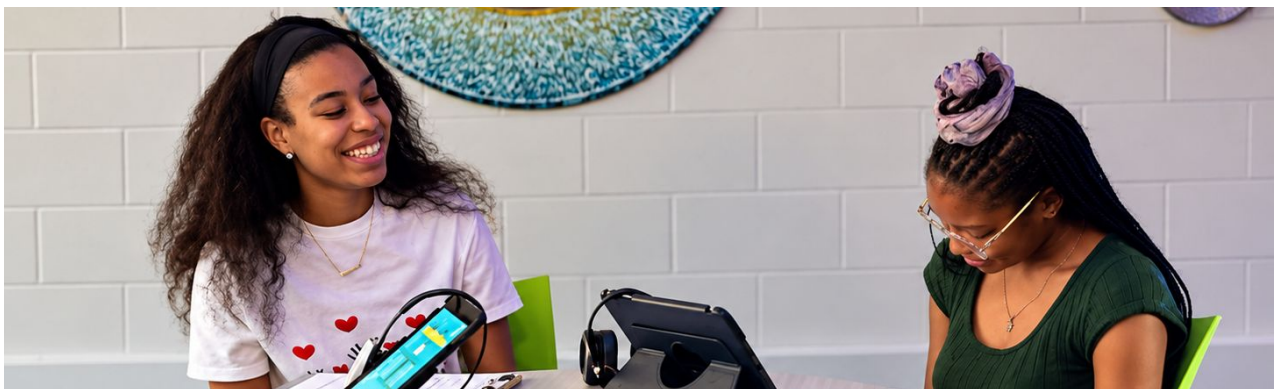
"I learned about how my body responds to certain things, and I should listen when my body tries to communicate to me."

Participant reflections are qualitative accounts of their experiences; they are not presented as causal outcome evidence.

What We Learned

The 2024–2026 period strengthened both Brain Fit delivery and AREACH’s understanding of what must be measured next. These lessons guide program improvement without claiming more than the current evidence can support.

- 01** Immediate change and growth across participation answer different questions. Both matter—and should remain separate in reporting.
- 02** Dosage matters as an evaluation question. Attendance and number of sessions completed need to be examined alongside outcomes before drawing conclusions about repeated participation.
- 03** Reflection is not an add-on. Participant accounts repeatedly describe noticing emotions, body signals, triggers and choices—supporting reflection as a core part of Brain Fit practice.
- 04** Transfer beyond the session is visible in participant voice, but long-term persistence is not yet established. Following skills into school, home and future settings is a next research priority.
- 05** Strong implementation and strong measurement have to grow together. Clear data standards, consistent delivery and better longitudinal follow-up are essential as AREACH scales.



Building the Institution

From 2024 to 2026, AREACH strengthened the systems behind Brain Fit to support consistent delivery, responsible measurement and growth beyond dependence on the founder.

THE SYSTEM BEHIND THE PRACTICE

01 PROGRAM QUALITY

Curriculum & Program Model
Program Operations
Staffing & Training

02 EVIDENCE & ACCOUNTABILITY

Research, Monitoring,
Evaluation & Learning
Governance
Legal, Compliance &
Institutional Identity

03 SUSTAINABILITY & GROWTH

Finance
Development & Partnerships
Marketing & Communications

04 DELIVERY INFRASTRUCTURE

Technology
Volunteer Infrastructure
Events & Community Activations

**Consistent delivery. Responsible measurement.
Sustainable growth.**

Looking Ahead

VISION 2031

AREACH is building toward becoming Georgia’s premier institution for youth mental wellness, resilience and future readiness.

TODAY

Strengthen the Foundation

Deepen Brain Fit delivery, staff capacity, evaluation systems and the infrastructure needed for consistent quality.

NEXT

Expand Access Responsibly

Grow through schools, youth-serving organizations and community partnerships while protecting program quality and measurement.

FUTURE

Learn What Lasts

Build longitudinal evidence to understand whether skills practiced through Brain Fit carry into school, home, work and future life.

Vision 2031 represents AREACH’s strategic direction for growth—not a claim of outcomes not yet measured.

Building This Together

This work is built together. Across 2024–2026, partners made room for Brain Fit—creating access to real sessions, repeated practice and opportunities to learn what works.

WITH GRATITUDE TO OUR PARTNERS



Selected partners shown. AREACH's work has been made possible by many schools, agencies, community organizations, funders and supporters.

Thank You

To the young people who practiced with us—and to the families, educators, Brain Trainers, staff, board members, volunteers, partners and supporters who made that practice possible—thank you.



Keep Building Mental Wealth

areach.org

Bring Brain Fit to your school or community • Partner with AREACH •
Support youth access





**Brain Fit is the practice.
Mental Wealth is what young
people carry forward.**