

FOR IMMEDIATE RELEASE

Urban Youth Conservation and We Educate Brilliant Minds Formalize Partnership to Expand College Access, Mentoring and Opportunity for Young People

Combining WEBM's HBCU access and college-navigation expertise with UYC's trusted community relationships to create stronger pathways from possibility to enrollment, persistence and opportunity.

MINNEAPOLIS | MN — August 20, 2026: [Urban Youth Conservation](#) (UYC), a Minnesota-headquartered not-for-profit, and [We Educate Brilliant Minds](#) (WEBM), a California not-for-profit, are formalizing a partnership built around a shared goal: helping more young people and families access education, mentorship, college pathways, career exposure and long-term opportunity.

The partnership brings together two organizations with complementary strengths. WEBM has experience helping students and families navigate college options, applications, Historically Black Colleges and Universities (HBCU) opportunities and individualized pathways toward degree completion. UYC brings more than two decades of community-based youth engagement, violence-prevention work, mentoring, intervention, family support and relationship-based programming.

“This partnership makes sense because we are both trying to do the same thing from different sides: make sure young people can see opportunities, reach them and have people around them who will help them stay on the path,” said Ferome Brown, Founder and Executive Director of Urban Youth Conservation. “UYC has always been about relationships and helping people move toward something better. WEBM adds another layer of expertise and access that can help us open even more doors for young people.”

Together, UYC and WEBM intend to build a broader education and opportunity pipeline for young people who may benefit from additional guidance, trusted relationships and direct access to institutions and resources that can help them succeed.

The partnership is expected to expand awareness of opportunities beyond high school, including:

- Helping students and families understand admissions, applications and financial-aid pathways
- Connecting young people with mentors, alumni, educators and professionals
- Increasing college and career exposure for students who may not otherwise have access
- Expanding awareness and access that can help students understand the culture, opportunities and pathways available through HBCUs
- Supporting youth with individualized planning, accountability and long-term guidance
- Creating stronger connections between schools, colleges, community organizations, employers and families

- Developing future programs and experiences that support education, leadership, career readiness and student success

“Our work has always centered on helping students and families understand their options and navigate the path to college,” said Stephen Bernstein, CEO of We Educate Brilliant Minds. “Partnering with UYC gives us an opportunity to reach more young people through trusted community relationships and create a stronger bridge between students, families and higher-education opportunities.”

The organizations see the partnership as a platform for long-term collaboration rather than a single project. UYC and WEBM plan to work together on future education initiatives, student outreach, mentoring, college exposure, HBCU engagement, career development and partnerships with schools and higher-education institutions.

UYC is also continuing to expand its own programs, services and experiences through its new organizational platform and website. The organization’s work now spans youth development, violence prevention, mentorship, family engagement, community support, education and employment pathways, and the development of the SAFE. ALIVE. FREE. INSTITUTE™ for youth and practitioner training.

The UYC-WEBM partnership is also creating a pathway for additional collaboration with colleges and universities, including a higher-education initiative currently in development focused on reentry, research, and expanded educational opportunity. Additional details will be shared when the work is ready to be announced.

About Urban Youth Conservation

[Urban Youth Conservation](https://urbanyouthconservation.org/) works alongside young people and communities through youth development, violence prevention, mentorship, practical pathways to opportunity and community-based support. UYC is expanding its programs, services and experiences while building the SAFE. ALIVE. FREE. INSTITUTE™ for broader youth, professional-training and community impact.

Learn more: <https://urbanyouthconservation.org/>

About We Educate Brilliant Minds

[We Educate Brilliant Minds](https://www.weeducatebrilliantminds.org/) is a nonprofit organization focused on empowering, recruiting, and mentoring high-school students and their parents as they navigate four-year college opportunities, with particular strength in HBCU access and relationships. Through direct guidance, school connections, and individualized planning, WEBM helps families understand options, navigate applications and financial-aid decisions, and build a practical path toward earning a college degree.

Learn more: <https://www.weeducatebrilliantminds.org/>