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Jesiah Brock will never forget his first lesson in how to transform a life.

He was in his 20s, leading a YMCA program at a Cincinnati high school. A student had been accepted into college but was making no plans to attend. "Miss Victoria," he said, "We've got to get you going. We've got to apply for some funding. Let's do this!"

But she had other things on her mind. As sole provider for her mom and siblings, she was focused on waiting tables after school, not college.

"That blew my mind, and it broke my heart," Jesiah says. "My perspective was off. She wasn't fighting for shiny things in her future; she was fighting for her life and her family's life, right then and there."

He helped Victoria get a scholarship and enlisted community organizations to assist the family. She was able to stop working and go to college that fall.

"That day I learned the difference between impacting a life and really transforming a life," Jesiah says.

Today he continues his journey as executive director of Community Services for the [YMCA of Greater Cincinnati](#) and the Melrose YMCA. During Black History Month, U.S. Bank is recognizing organizations like his that are planting [#SeedsOfPossibility](#) in their communities. Read more about the transformations they're leading: <https://usb.link/dhsfl>