The Math Circle at the University of California, Irvine (‘Math CEO’) has dramatically expanded during the years, and evolved from a small program for a selected group of very talented high school students in the Irvine school district to a far broader mathematical enrichment program for students from a low-performing middle school in a nearby largely Hispanic community. In this talk we will discuss the impact of this program on a variety of constituencies. The pupils have demonstrated increased resilience and determination in tacking mathematical challenges; their parents have developed greater awareness about college opportunities for their children; the volunteers have fostered their passion for giving back to the community; and finally, the key educators have learned valuable skills in promoting inquiry-based learning strategies. (Received September 23, 2015)