

Believe in the power of *community*.



2019 ANNUAL REPORT



Fighting suicide with a focus on resilience

Dear friends,

Today's college experience in South Dakota looks far different than it did even 20 years ago. More than 1 in 4 South Dakota college students will report a mental health condition (e.g., depression) while on campus. An estimated 40-70% of these students won't seek help.

Campus counseling centers in South Dakota are overrun by staggering increases in demand for services. Normally, this would be considered a good thing, suggesting students are more willing to seek help. Unfortunately, counseling centers don't have the financial resources or staffing to serve the rising demand.

Students and administrators on college campuses may not be able to easily navigate a complex, fragmented mental health ecosystem that is focused almost exclusively on crisis support.

Where does this lead? Unfortunately, suicide. Suicide is the second leading cause of death for teens and college-aged and working adults (ages 15-34) in South Dakota. Suicide has become a crisis for South Dakota, as the rate of suicide, in total, increased by more than 44% between 1999 and 2016. More than half of young adults who die by suicide are not diagnosed with a mental health condition.

The economic impact of suicide in South Dakota is over \$1.3 million for each life lost, but the devastating impact of suicide is felt most by families, friends, peers, and communities for years to follow. While suicide disproportionately affects tribal and rural communities in South Dakota, suicide risk is also an increasingly prevalent issue for our institutions of higher education.

This complicated problem has the potential to wreak havoc on our communities now and for generations to come.

That's where Lost&Found comes into the picture.

Formed in 2010, Lost&Found set out to address what still serves as the organization's ultimate vision: ending suicide for young adults. At the time, six incoming college students sought to raise awareness of suicide's growing impact on college campuses, launching campus movements at the University of South Dakota, South Dakota State University, and Dakota State University. Lost&Found's humble beginnings have grown into a five-chapter footprint in South Dakota, research contracts for student mental health, and a team of four part-time staff serving over 150 student leaders.

Through nearly 10 years of experience, significant research, and hours of on-campus programming, Lost&Found has discovered three strategies for addressing one of the greatest challenges facing our region and our nation:

- **Student Engagement:** Lost&Found oversees campus organizations, supported by local advisers and campus administrators, that provide opportunities for students to train their peers, advocate for mental health policy improvements, and become mentors in their campus communities.
- **Campus Research Initiatives:** Lost&Found partners with campus leaders to assess student mental health needs in ways never seen before. By providing consistent, annual mental health data that goes beyond counseling centers—unprecedented on campuses nationwide—administrators can more quickly respond to shifting needs and partner with campus leaders to meaningfully engage their student bodies.
- **Ecosystem Building:** Mental health systems are highly fragmented. By leveraging Lost&Found's relationships with local, regional, and national mental health resources, students and administrators are far more likely to connect with the resources they need to support those who need help.

The work Lost&Found does is timely, effective, and needed for years to come. If you want to address the rising rates of mental illness and suicide in our region and around the country, you have to be proactive and address the problem head on. Lost&Found does. I am proud to be part of an energetic, committed team ready to fulfill Lost&Found's vision: a world without suicide.



Erik Muckey, Executive Director



2019 Highlights | January–June

	BOARD & STAFF	CHAPTERS	RESEARCH	FINANCES
JANUARY	<p>New Board Chair installed (Dr. Anne Kelly)</p> <p>4: Number of new board members</p> <p>Erik Muckey transitions to part-time Executive Director and CEO</p>			<p>\$5,000: Amount of Bill and Susan Sands Family Social Venturing Fellowship awarded to explore chapter program innovation, potential expansion into Minnesota</p>
FEBRUARY			<p>Engaged new program pilots at University of Sioux Falls and Dakota Wesleyan University</p> <p>15: Number of student interviews conducted on South Dakota campuses to inform chapter program needs, improvements, and opportunities</p>	
MARCH			<p>1,154: Number of South Dakota State University students who received Boynton Health's College Student Health Survey (CSHS) to assess campus-wide mental health needs</p>	
APRIL		<p>Began piloting new resilience programming framework with three core areas: Resilience for Self, Resilience for Others, and Resilience for Community. Evidence-based practice is designed to focus on learned resilience skills and willingness to recommend programs to others.</p>		<p>\$5,000: Continuation of Sands Fellowship funding announced</p>
MAY		<p>2 + 2 = 4: New officers installed at existing chapters (USD, SDSU) and new chapters (USF, DWU)</p>		<p>\$2,500: Grant received from the Sioux Falls Area Community Foundation to launch a new USF chapter</p>
JUNE		<p>First of 3 Summer Leadership Training Town Halls held virtually for chapter leaders, explaining Lost&Found methodology and process and expectations for the fall semester.</p>		<p>\$5,000: Lost&Found participates in Kicks for a Cause for the second year to support the launch of a new DWU chapter (\$2,500) and support ongoing research efforts (\$2,500).</p>

2019 Highlights | July–December

	BOARD & STAFF	CHAPTERS	RESEARCH	FINANCES
JULY	Nathan Hofer joins Lost&Found team as Regional Director , overseeing chapter operations and providing guidance to both student leaders and advisers.			
AUGUST	Susan Kroger joins Lost&Found team as Director of Research Initiatives , continuing her work to advance the mental health needs assessment frameworks she had co-created with Lost&Found over the previous year.			\$5,000: Bill and Susan Sands provide continued commitment to Lost&Found
SEPTEMBER		500%: Membership interest growth year-over-year as chapter engagement reaches all-time highs.		\$10,000: Grant from South Dakota Community Foundation to expand L&F's research efforts to USD, DWU, and USF after successful pilot initiative at SDSU (delivery of CSHS surveys in March 2019).
OCTOBER		Chapters host series of successful launch events and fundraisers to raise awareness during National Mental Health Week.	5: Number of years of Lost&Found's first agreement for mental health needs assessment efforts at Dakota Wesleyan University, setting stage to continue growth in mental health research heading into 2020.	
NOVEMBER	Nick Maddock joins Board of Directors as new at-large member (now Vice President).	5: Number of L&F student chapters after Augustana University joins Lost&Found family.		
DECEMBER	Lost&Found team prepares for eventful 2020 and additional staffing power needed to sustain growth.			\$5,000: Lost&Found receives matching gift from the Ken Duncan family to match all gifts during Giving Tuesday and the remainder of 2019.

BOARD MEMBERS

**Anne Kelly
Mitchell, SD**

**Anna Hyronimus
Columbus, GA**

**Nick Maddock
Washington, DC**

**Tom Parker
Sioux Falls, SD**

**Kimberly Grieve
Vermillion, SD**

**Sandra Melstad
Sioux Falls, SD**

**Kacey McCarthy
Sioux Falls, SD**

**Jocelyn Rousey
St. Paul, MN**

STAFF MEMBERS



**Erik Muckey,
Executive Director (CEO)**

Erik leads the Lost&Found team as the last remaining co-founder from the organization's inception in 2010. His background is as varied as it gets, having spent time in politics as a student body president at his alma mater, the University of South Dakota; spending 3 years as a partnership and project manager in credit and prepaid cards with Citi Financial Group and MetaBank; and launching his own rural economic development consulting firm, PASQ. Erik is in the final stretch of finishing a full-time Master of Public Policy and Master of Business Administration program at the University of Minnesota, where he has built a reputation as an effective social change leader, researcher, and instructor.

"Lost&Found helped me navigate one of the toughest periods of my life, and when given the choice to help others discover their own tools for improving mental health, it was a no-brainer. Lost&Found has the chance to make a difference in ways we can't begin to understand, and I'm so proud to be a part of this team of energetic, passionate leaders."



**Nathan Hofer,
Director of Campus
Operations**

Nathan focuses on the operational aspects of Lost&Found's chapters, overseeing all five of our current university chapters in a part-time capacity. He comes to Lost&Found after working in higher education within the state of South Dakota over the last 10 years, and holds a Master's degree in counseling which fits in well with the mission and vision of Lost&Found. During his time in higher education he has led several initiatives that have focused on community building and student support which is very helpful in his work with all of our student chapters. Nathan is centrally located for our current chapters, living in Sioux Falls with his wife and two daughters.

"Lost&Found fills a gap that is desperately needed for students in higher education; promoting resiliency and creating a network of support within each of these communities. The need of young adults in the realm of mental health have never been higher and we intend to create a lifelong change for a generation through our actions."



**Susan Kroger,
Director of Research
Initiatives**

Susan Kroger has 15 years of nonprofit experience and has served in leadership positions in several organizations in South Dakota. She holds a master's degree in Mental Health Counseling from the University of Northern Iowa and is finishing up her PhD in Rural Sociology at SDSU with an emphasis in gender and policy. Her research interests include the use of social media within social movements and barriers to social movement participation. She's a Co-Founder of LEAD South Dakota, an organization that has helped thousands of new South Dakotans become involved in politics since its inception in 2016. She's also employed full time as a research director with Sanford Research where she consults on over 20 evaluation metrics projects as a data scientist. Susan enjoys helping nonprofits establish sustainable data processes and has consulted with several local organizations on development and strategic planning. She lives in Sioux Falls with her 9-year-old daughter and 8-year-old son.



**Heidi Marttila-Losure,
Director of
Communications**

Heidi guides Lost&Found's marketing and public relations strategies in a part-time role. She comes to this work from a background in journalism, working at daily newspapers in North Carolina and Iowa before moving back home to South Dakota, where she led an innovative rural journalism project called Dakotafire for five years. Since 2017, she's been providing editing and graphic design services to clients across the country from her family farm near Frederick, S.D., where she lives with her husband and two children.

"I believe Lost&Found's focus on resilience is addressing a vital need—for us individually, for our communities, and for our connection with the wider world."

Chapters create community for those who need it most

The Lost&Found Association is committed to building resilient communities and people on college campuses throughout the United States. Today, we are proud to serve the students of the University of South Dakota, South Dakota State University, University of Sioux Falls, Dakota Wesleyan University, and Augustana University. Student leaders, campus professionals, and community members partner together to impact the lives of young adults in their campus communities.

COMMUNITY-BUILDING AT SDSU

This fall the SDSU L&F chapter brought in new student leadership, which has renewed energy and direction for the organization. We are very excited to see them implement an independently organized 5K this year.



Chapter members continue to build community with events that encourage caring for themselves and others.

The chapter followed its December meeting with a pre-finals stress-relieving craft project: Participants made tied-edge blankets for the Brookings Domestic Abuse Shelter.



The SDSU chapter's February meeting helped to share the love with a conversation about members' favorite self-care tips.

Photos from L&F chapters' social media channels

LOST&FOUND COMES HOME: DAKOTA WESLEYAN JOINS THE FOLD

Reaching Dakota Wesleyan is a natural fit for Lost&Found, as L&F emphasizes many of the DWU's values, including the need for innovative approaches to complex problems facing rural communities, which includes mental health and suicide prevention. The new DWU L&F chapter launched this fall with a team of five students, led by Chapter President Maryssa Nohr. Jenny Noteboom, Director of Counseling at DWU, serves as their adviser.



"In my opinion, the most crucial role of the Lost&Found chapter at DWU will be developing a peer mentor program to assist our students," says John Kippes, Director of Student Life. Kippes and Prevention Education and Training Coordinator Katie Salden played a critical role in bringing DWU Lost&Found to campus. The DWU L&F chapter is collaborating with student affairs and prevention education services as part of its on-campus efforts.

The chapter has already seen successes in programming and fundraising, of which the Haunted House was an incredible highlight.

PROMOTING RESILIENCE AT USD

The USD L&F chapter remains a strong, consistent campus presence and staple of the L&F community. One way the chapter has served the USD community this fall is by encouraging resilient thinking and practices through its Instagram account. The chapter is also planning for its annual Nikki's Run 5K.



"Reach out to a friend you haven't seen in a while, get a good night's rest, or eat a healthy meal. Write down the changes you want to see in your life and let's work at making them into goals. We are working to build resilience, and that all starts by looking at what we want to see in our lives and what we are surrounding ourselves by." —wearehereUSD Instagram

AUGUSTANA STARTS CHAPTER, BRINGING TOTAL TO FIVE IN S.D.

Augustana launched a brand new chapter this January and has kicked off 2020 with programming and a deep vigor and passion for Lost&Found within their community. The chapter's membership list already has over 130 members.





The USF chapter celebrated their launch in spring 2019.

UNIVERSITY OF SIOUX FALLS JOINS LOST&FOUND CHAPTER NETWORK

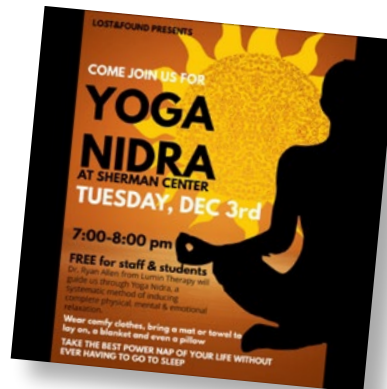
In spring 2019, a coalition of student affairs leadership and campus counselors championed efforts to start a chapter at the University of Sioux Falls. The newly-founded USF chapter includes a team of 11 students and a new adviser, Brooke Murphy.



"We want our students to live fully engaged lives while at USF and beyond," said Murphy, who is also an assistant professor of education at USF. "L&F provides opportunities for students to learn and grow in what that means for them as individuals and as members of a community."

Student Hannah DeHoogh-Kliwer, who leads the chapter as its president, says starting a Lost&Found chapter makes a statement about the kind of community USF wants to be. "The University is taking a progressive step in addressing the importance of resiliency and mental health on a college campus," DeHoogh-Kliwer said. "As President, I hope to help form a community that more openly engages in conversation about the joys and hardships of life and how we can navigate this stage [of life] together."

The USF chapter reached 100+ members within the first month and continues to provide well-rounded, quality programming for the campus at large.



Stuffy meetings these aren't! Lost&Found members find many unique ways to bring people together as they work to build resilient communities.

Where is the need? How best can we help? Research initiatives aim to find out

One of Lost&Found's key program areas is its focus on research.

We're working with university administrators, student leaders, and stakeholders across the region to identify pressing mental health needs of students so that all those who work to improve students' mental health have the information they need to have the greatest impact.

A key part of this work is the development of a Campus Mental Health Score that will serve as a diagnostic tool for universities. This needs assessment will identify opportunities to expand or strengthen existing services, evaluate current programming, and inform policies. The data will help to develop educational tools and programs that maximize resiliency in college students and make sure they're getting the support they need from their university communities.

This data-gathering effort also reframes the conversation about suicide from a hidden, isolating experience to a public health problem that can be addressed through community partnerships—a significant stigma-reducing step in itself in this effort to save lives by reducing suicides.

Lost&Found completed a pilot project at South Dakota State University in 2019. A five-year research initiative is beginning at Dakota Wesleyan University in 2020, and conversations with other universities are in process—paving the way for decisions informed by campus-specific data about how to address increasing mental health needs on many South Dakota college campuses.

"As administrators in both student affairs and counseling services at the University of South Dakota, we understand that currently available data suggests student mental health demands are shifting higher at an unprecedented rate. A campus-wide, student mental health needs assessment, including an environmental scan, would inform us of gaps in services or programming. Multiple campus stakeholders will be able to use the information obtained through this project to identify, pilot, and implement changes to our services and/or programming that will better meet student mental health needs on campus."

—Dr. Kimberly Grieve, Vice President of Student Affairs, and Debra Robertson, Student Counseling Center, both at the University of South Dakota, writing in support of Lost&Found's research work

	Dec. 31, 2019	Dec. 31, 2018	Dec. 31, 2017
ASSETS			
Current Assets			
Checking/Savings	13,875	10,416	2,811
Accounts Receivable	869	525	
Other Current Assets	1,371	3,952	
Total Current Assets	16,114	14,893	2,811
TOTAL ASSETS	16,114	14,893	2,811
LIABILITIES & NET ASSETS			
Liabilities			
Current Liabilities			
Accounts Payable	1,210	0	350
Other Current Liabilities	1,795	67	0
Total Current Liabilities	3,005	67	350
Total Liabilities	3,005	67	350
Net Assets	13,109	14,826	4,299
TOTAL LIABILITIES & EQUITY	16,114	14,893	2,811
	Jan–Dec 19	Jan–Dec 18	Jan–Dec 17
Income/Expense			
Revenues			
Direct Public Support	36,120	16,616	3,507
Indirect Public Support	20,037	10,011	19
Total Revenues	56,157	26,627	3,526
Expense			
Salaries & Benefits	17,595		
Contract Services	20,291	11,160	2,993
Non-personnel Expenses	4,879	2,553	20
Travel and Meetings	7,478	280	315
Other Expenses	2,629	269	2,037
Payments to Affiliates	5,000		
Total Expense	57,872	14,262	5,365
Change in Net Assets	–1,715	12,365	–1,838

2019 DONORS

Without the support of generous, engaged donors throughout the Northern Plains, Lost&Found would not be able to change the way we think about or address mental health for young adults in our communities.

MAJOR DONORS

Financial support from key major donors in 2019 provided the opportunity for Lost&Found to take its work to previously unprecedented levels:

- **Bill & Susan Sands** – \$15,000 (supported CEO Erik Muckey via Sands Fellowship)
- **Ken Duncan** – \$5,000 (matched all #GivingTuesday fundraising)
- **First Bank & Trust** – \$4,500 (general operating)
- **American Bank & Trust** – \$2,500 (launched Dakota Wesleyan University chapter)
- **Interstates Construction Services, Inc. & Interstates Foundation** – \$1,315 for training
- **To Be Announced in 2020** – A donor committed \$100,000/year through 2022

CONTINUING FOUNDATION SUPPORT

Foundations in our region continue to provide the resources Lost&Found needs to test and build its programs, as well as create the stability necessary to move forward long-term.

- **South Dakota Community Foundation** – \$10,000 to expand research initiatives to USD, USF, and DWU
- **Astrup Family Foundation** – \$10,000 to match FOUNDers club donations in 2020
- **Sioux Falls Area Community Foundation** – \$2,500 to launch University of Sioux Falls chapter
- **University of Minnesota** – \$10,000

FOUNDers CLUB

Through the FOUNDers Club, supporters are supporting Lost&Found in much the same way that an actual “founder” would: providing the ultimate commitment to the cause through their own funding. FOUNDers Club members contribute over \$10/month in recurring donations to Lost&Found to support staffing, training, and program innovation necessary to make Lost&Found’s vision a reality.

- **Tom Brinker**, Minneapolis, MN
- **Kim Grieve**, Vermillion, SD
- **Treye Harrison**, St. Paul, MN
- **Nathan Hofer**, Sioux Falls, SD
- **Clay Hoffman**, Brookings, SD
- **AJ Housh**, Minneapolis, MN
- **Jeff Juul**, Minneapolis, MN
- **Rohan Karmarkar**, Brooklyn Park, MN
- **Anne Kelly**, Mitchell, SD
- **Kameron Lee**, Sioux Falls, SD
- **Nick Maddock**, O’Fallon, MO
- **Kacey McCarthy**, Sioux Falls, SD
- **Dylan McMahon**, Minneapolis, MN
- **Erik Muckey**, St. Paul, MN
- **Tom & Lisa Parker**, Sioux Falls, SD
- **Adam Rao**, Minneapolis, MN
- **Katherine Svitavsky**, Minneapolis, MN
- **Annie Walker**, Sioux Falls, SD
- **Sami Zoss**, Oxford, OH

ADDITIONAL DONORS

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Anna Eidem	Kathryn Kocer	Mark Payne	Ashley Wynia
	Nick Kontz	Jeremy Peters	Derek Zomer

LOST&FOUND'S CURRENT LOCATIONS



WHERE LOST&FOUND IS HEADED

Lost&Found has found its niche in more than a few ways. The core of what Lost&Found is—a peer-to-peer mental health organization—remains the primary focus. At the same time, what makes Lost&Found uniquely strong in the mental health world is its commitment to research and unifying seemingly unrelated mental health resources for the good of young adults of any circumstance.

So, where is Lost&Found headed in the next 3 years?

1. **Increase our research footprint.** It shouldn't come as a surprise that many organizations seek to provide data on suicide. Lost&Found takes an entirely unique approach. If we aren't addressing the challenges facing students most at-risk for suicide—those who haven't sought help—how are we really addressing our ultimate vision? As we grow our standard and custom research services, Lost&Found anticipates taking on a greater role in shaping the mental health ecosystem not just on college campuses, but for all young adults.
2. **Build systems that support a new age of mental health.** In layman's terms: Lost&Found is seeking apps and technologies that help young adults, regardless of circumstance, discover what mental health looks like for them. It may not be easy right now to understand what that looks like, but in an ideal world, young adults around the country should be able to understand their own mental health needs and address them. It's that simple, and Lost&Found seeks to be at the forefront of that work.
3. **Expand out of state!** Starting in 2020, Lost&Found will expand its three-pronged model of student engagement, campus research initiatives, and ecosystem building to Minnesota, Iowa, and North Dakota. While the final number of campuses is still to be determined, interest in Lost&Found goes beyond its home base in South Dakota. This is for good reason—the challenges facing South Dakota are not unique, and Lost&Found has the chance to increase its impact across state lines.

We're on the forefront of mental health for young adults in the United States, and we're not far from catching "lightning in a bottle," as they say. In the end: our strength is our collaboration, and Lost&Found is well-positioned to be a change agent in mental health for young adults ages 14-35.