

LOST & FOUND™

2022

ANNUAL REPORT

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STUDENT PROGRAMS

RESEARCH & EVALUATION

EDUCATION & ADVOCACY

POSTVENTION

Expanding  
Our Mission

# Finding a way to 'do more' to prevent suicide

**In 2022, I frequently used the words “find a way” to describe how Lost&Found continues to be the difference for youth and young adults in our region.**

Lost&Found has become a fully functional, regionalized nonprofit delivering a wide variety of suicide prevention and postvention programs from Spearfish, SD to Minneapolis, MN. In 2022, we provided training and education to more than 150 young adults who paid it forward to their communities through mentorship, community advocacy projects, and student-led awareness programs. We continued the largest statewide effort in the country to tell the stories of youth and young adults impacted by mental health and suicide—telling 30 stories in 30 days. We merged with our partners at Survivors Joining For Hope to ensure their more than six years of service would not be forgotten and to continue to serve those experiencing suicide loss—approving more than \$17,500 in financial assistance for mostly low-to-moderate income families in just four months' time. We continue to assemble the finest team in the region (and frankly, the country) for the work of youth and young adult suicide prevention and postvention, moving into a new home in downtown Sioux Falls that will host us for years to come. And above all, we continue to hold the line as a trusted provider of prevention and postvention strategies, policies, and programs across more than 12 institutions of higher education.

To say we've made an impact will always be an understatement. Since 2020, we've trained more than 400 student leaders to be advocates and mentors, reached more than 5.1 million people with digital mental health and suicide prevention content, and created some of the most critical and unique tools and resources for community mental health data and suicide loss support in the United States. Knowing that this started from five 18-year-old South Dakotans gives me tremendous pride. This organization rose from the purest place a nonprofit can—a place of need.

But 2022 also brought grief and challenges. We lost the founding President and my dear friend, Dennis John (DJ) Crawley-Smith, too early to brain cancer. We saw how suicide loss deeply impacted some of the campus communities we serve, some more than once. We

continue to see the outsized impact of suicide in South Dakota, the state we call home, which continues to set tragic records. We witnessed how changes in economic conditions created new challenges for meeting the immense and deep needs for our services. Our team worked hard despite experiencing several losses and setbacks outside the walls of Lost&Found.

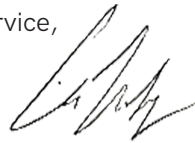
To put it simply: we've never worked harder to make a difference than we did in 2022. Whenever we encountered a challenge, we found a way—because this work matters and is needed now as much as it ever will be. That is the spirit that guided DJ and four audacious

18-year-old South Dakotans to do this work, and we'll approach 2023 with that spirit.

We can't thank you enough for your support, encouragement, and partnership in 2022 to make sure that life-saving programs and services are available in South Dakota and Minnesota. If there is anything we learned in 2022, it is that we cannot do this work alone.

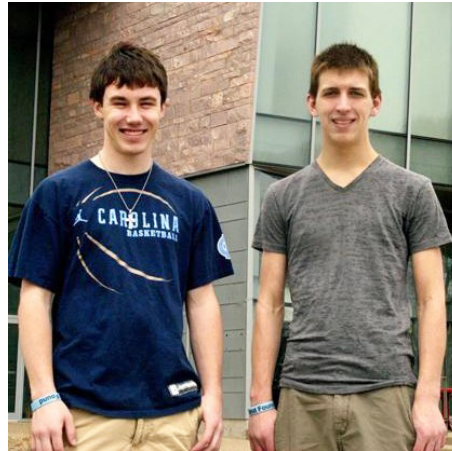
We need you this year, more than ever, to make sure that youth and young adults and their families can access the programs and services that Lost&Found brings to solve one of our region and nation's greatest challenges. We invite you to help us find a way to make a difference in 2023.

In service,



**Erik Muckey**

Executive Director, Lost&Found



*Erik Muckey and DJ Crawley-Smith at the University of South Dakota in 2011.*

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## STAFF MEMBERS



**Erik Muckey**  
Executive Director/  
CEO  
Sioux Falls, SD



**Susan Kroger, PhD**  
Director of Programs/  
COO  
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**Elliott O'Donnell**  
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**Heidi Marttila-Losure**  
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**Gesine Ziebarth, PhD**  
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Senior Prevention  
Specialist  
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**Corey Kennedy**  
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**Joel Kaskinen**  
Community Engagement  
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**Dakota Jordan**  
Prevention Program  
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**Melissa Renes**  
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**Cody Ingle**  
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**Barsha Shah**  
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**Anna Stone**  
SDSU Program  
Associate  
Brookings, SD



**Christina Johnson**  
USD Program  
Associate  
Vermillion, SD

# 2022 Highlights

	BOARD & STAFF	RECOGNITION	STUDENT PROGRAMS
JAN-MAR	<p>Carrie Jorgensen starts as Lost&amp;Found's Peer2Peer Prevention Specialist in January.</p> <p>L&amp;F visionary Dennis John "DJ" Crawley-Smith dies of brain cancer on March 21 at the age of 30.</p>	<p>Lost&amp;Found launches a redesigned website in February reflecting its growth.</p> <p>Stories by Vermillion Plain Talk, KELOLAND, and South Dakota Public Broadcasting honor DJ Crawley-Smith.</p>	<p>Carrie Jorgensen and Alaina Kauffman present at the South Dakota Counseling Association conference about the creation and early implementation of the Peer2Peer Mentorship model.</p>
APR-JUN	<p>Corey Kennedy joins L&amp;F as Senior Prevention Specialist based in the Black Hills in April.</p> <p>Prevention Programming Specialist Melissa Renes starts full-time work with Lost&amp;Found on May 8.</p> <p>Cody Ingle joins Lost&amp;Found as a Research &amp; Evaluation Associate on June 1.</p> <p>Lost&amp;Found's staff gathers for a retreat in Sioux Falls in June.</p> <p>Carrie Jorgensen transitions to a full-time role as Senior Prevention Program Specialist.</p>	<p>Peer2Peer Program Specialist Carrie Jorgensen receives the Howard B. Smith Distinguished Service Award from the South Dakota Mental Health Counseling Association in April.</p> <p>Lost&amp;Found is recognized in an article in the 2021 annual report of the South Dakota Community Foundation.</p> <p>Erik Muckey appears on KELOLAND speaking about South Dakota's record-high suicides in 2021.</p> <p>Executive Director &amp; CEO Erik Muckey speaks about the importance of Lost&amp;Found's work at the Mission: Possible conference in Sioux Falls on June 1.</p>	<p>The Light Up the Darkness Zumba-Thon Event is held in Brookings.</p> <p>A "5K for Mental Health" event in Mitchell on April 9, organized by Dakota Wesleyan students in L&amp;F's Advocates program, draws 49 participants.</p> <p>At a recognition event April 20, participants completing the Advocates program are designated as official Lost&amp;Found Advocates.</p>
JUL-SEP	<p>Joel Kaskinen transitions to the position of Community Engagement Manager on July 1.</p> <p>Barsha Shah joins Lost&amp;Found in July as a Program Associate.</p> <p>Dakotah Jordan begins work as the Survivors Joining for Hope Coordinator in August.</p> <p>Anna Stone joins Lost&amp;Found in August as SDSU's Program Associate.</p> <p>Christina Johnson joins Lost&amp;Found in August as USD's Program Associate.</p>	<p>Lost&amp;Found celebrates the opening of its new office space at 319 N Main Ave., Sioux Falls, on September 8.</p> <p>Lost&amp;Found honors Brad Hearst with the Spirit of Resilience Award and Jennifer Noteboom with the DJ Crawley-Smith Doing More to Prevent Suicide Award. The awards are presented at the Make Your Mark gala in September.</p>	<p>The Advocates program is promoted at seven institutions; five institutions are represented in fall semester cohorts.</p> <p>Survey data shows participants in the Advocates program as well as the Peer2Peer program are very satisfied. Advocates participants say their overall knowledge of mental health increased, as did their confidence in their ability to advocate for mental health issues.</p> <p>Chalk the Walk campaign held at SDSMT, WDT, and BH Rapid Campus.</p>
OCT-DEC	<p>Corey Kennedy sets up a Lost&amp;Found office on the Black Hills State University campus.</p>	<p>Erik Muckey receives an Unleash Your Legacy Alumni Achievement Award from the University of South Dakota in the Public Service category.</p>	<p>About 100 students attend at least one meeting at four existing L&amp;F chapters (Augustana, DWU, SDSU, USD).</p> <p>Conversations about starting chapters are underway at five institutions (LATC, UMNTC, BSHU, SDSMT, and WDT).</p> <p>Game nights bring together mentors and mentees at BHSU and WDT.</p>



# 2022 Highlights

	RESEARCH & EVALUATION SERVICES	EDUCATION & ADVOCACY	POSTVENTION	FUND DEVELOPMENT
JAN-MAR	The first Campus Resilience Index that assesses suicide prevention capacity of college and technical school campuses and their communities is completed for Lake Area Technical College.	Lost&Found partners with Midco Sports Network to raise awareness about the importance of taking care of young adults' mental health with an ad campaign during the Northern Sun Intercollegiate Conference and Summit League basketball tournaments.		In February, Lost&Found is awarded a \$20,000 South Dakota Fund grant from the South Dakota Community Foundation in support of the Campus Resilience Index (CRI).
APR-JUN	<p>Research &amp; Evaluation Manager Gesine Ziebarth and Board President Anne Kelly attend and present at the annual conference of the American Association of Suicidology April 27-30 in Chicago.</p> <p>The department's mission and strategic plan are developed.</p>	<p>Lost&amp;Found develops a mental health curriculum for Dakota Wesleyan University's Learn &amp; Earn students.</p> <p>Education &amp; Advocacy Manager Courtney Young speaks to students about the importance of taking care of their mental health at the state FCCLA conference in Sioux Falls in April.</p> <p>Lost&amp;Found publishes a thought leadership article titled "Suicide as a Public Health Concern."</p> <p>Lost&amp;Found promotes mental health and suicide prevention at Pride events in Sioux Falls and Rapid City.</p>		
JUL-SEP	<p>The mental health needs assessment for the United Way of Vermillion is finalized.</p> <p>The team collaborates with Volunteers of America, Dakotas to evaluate three 21st Century Community Learning Center grants from the S.D. Department of Education.</p> <p>The Campus Resilience Index is applied at Dakota Wesleyan.</p> <p>The team starts to work with the Compass Center to evaluate their Little Navigators program, which supports preschool-age children at risk for abuse and their caregivers.</p>	<p>The "30 Days, 30 Stories: Let's #DoMore to Prevent Suicide" project features stories from 30 South Dakotans. The project has more than 183,000 impressions across all media.</p> <p>Joel Kaskinen hosts nine episodes of the Great Minds with Lost&amp;Found podcast from July through September, including four featuring storytellers from the #30Stories project.</p> <p>An advertising campaign promotes the message "Suicide Is Preventable" as well as the #30Stories project on billboards, in print, and on radio and TV.</p>	The nonprofit organization Survivors Joining for Hope dissolves and passes its assets and its mission to Lost&Found on August 1.	The second annual Ben's Long Ball 22 Classic Golf Tournament is held at Grand Falls Casino & Resort in Larchwood, Iowa, honoring the life of Ben Longley and raising awareness and support for Lost&Found's suicide prevention programs. Singer Blessing Offor is a special guest. The event raises over \$80,000 for peer mentorship and student mental health programs.
OCT-DEC	<p>The second part of the mental health needs assessment of students and staff at Western Dakota Tech is completed.</p> <p>Susan Kroger and Jamie Messerli present posters at the American Evaluation Association's conference in New Orleans.</p> <p>The team partners with Community Action for Veterans to adapt Lost&amp;Found's peer mentorship program for student veterans. The work is funded by a grant from the CDC Foundation.</p>	<p>Joel Kaskinen hosts three episodes of the Great Minds with Lost&amp;Found podcast in November and December.</p> <p>Lost&amp;Found continues its participation in the SD Suicide Prevention Sub-workgroup. It is one of the only community members (not affiliated with the state).</p> <p>Lost&amp;Found staff members do nine presentations on various mental health topics throughout the year.</p> <p>Downloads of the "Let's Talk About Mental Health" guide increase steadily throughout the year.</p>	In the first four months of Lost&Found's Survivors Joining for Hope program, eight families receive financial assistance or other support.	The "Support Our Students" Giving Tuesday campaign, including an intense social media blitz, meets a goal of getting donations from 150 people, garnering a matching gift of \$15,000 from Ken & Pat Duncan. The grand total for fundraising from the event is over \$34,000.

# New postvention work addresses a clear need in South Dakota

After Lost&Found took on the mission of the former Sioux Falls nonprofit Survivors Joining for Hope on August 1, 2022, Lost&Found's staff didn't have to wait long to start this new postvention services work.

Dakotah Jordan was hired as coordinator of Lost&Found's new Survivors Joining for Hope program in September and, in the remaining months of 2023, assisted eight families who had lost a loved one to suicide.

"Once we were able to get the word out about the program, the applications started coming in quicker than we initially expected," Jordan said. "For the next two months, I was actively working on an application or talking to someone who just needed resource support nearly every week."

This fast pace of requests for help from grieving families shows the need for postvention services in South Dakota, which had a record 202 suicides in 2021. "We cannot ignore the fact that we are losing people, and the ripple effect that has on the people and communities left behind," Jordan said.



## A renewed focus on postvention

When Lost&Found was founded in 2010, it first focused on postvention. "The group of young college students who launched the organization committed to raising funds, support, and awareness for those who experienced suicide loss," said Erik Muckey, who was one of those young college students and now serves as Lost&Found's CEO/Executive Director.

Its young leaders soon realized they needed to change their approach, in part because postvention work requires time and capacity that the startup organization could not sustainably provide. And so Lost&Found switched its focus to the suicide prevention work that has become the core of its mission.

The opportunity last year to take on the work of the nonprofit Survivors Joining

for Hope, which had been serving suicide loss survivors for six years, was a way for Lost&Found to return to its initial desire to help those suffering from suicide loss.

This change was also a recognition that postvention isn't a separate kind of work from suicide prevention; it is in fact one method of prevention. One reason for this is that people who lose a loved one to suicide are sometimes the people most motivated to try to prevent suicide in others, and they can become strong advocates for and practitioners of suicide prevention efforts to try to keep others from experiencing the pain they are experiencing. But another reason for seeing postvention work as suicide prevention is that the people left behind after a suicide are at increased risk of suicide themselves. In the midst of shock and grief, they may need resources that they don't have the first idea how to find.

"Lost&Found cannot seek to prevent suicide without recognizing that postvention is prevention," Muckey said. "We must support suicide loss survivors to prevent further loss of life and the immense grief and trauma that follows."

## MERGER: Mission of SJ4H transfers to Lost&Found

Survivors Joining for Hope, a nonprofit that provides financial support to families that have suffered a suicide loss, ceased to be an independent organization on August 1, 2022, but its work and its name continue as a department of the suicide prevention organization Lost&Found.

The board of Survivors Joining for Hope (SJ4H) voted on June 20, 2022, to dissolve the organization and pass its assets, as well as its mission and programming, to Lost&Found.

Board members of SJ4H, which has been run entirely by volunteers, saw the integration with Lost&Found as a

way for SJ4H to have a bigger impact and get closer to reaching its potential.

"Survivors Joining for Hope is tremendously excited at the opportunity to unite with Lost&Found," said SJ4H Founder and Executive Director Brad Hearst. "Alliance of the two organizations brings the opportunity to support a larger audience and grow SJ4H's programming to levels that our present capacity didn't allow. The mental health community and survivors of suicide loss will now have greater support structure throughout South Dakota."

Lost&Found sees the addition of SJ4H's programming as a way to expand its work addressing the scourge of suicide in South Dakota and the surrounding region.

"We have been honored to partner with Brad Hearst and Survivors Joining for Hope (SJ4H) over the past six years to prioritize and support suicide prevention efforts in our community," said Erik Muckey, Executive Director and CEO of Lost&Found. "The Lost&Found team is energized by the opportunity to join forces and continue the impact of SJ4H and its programs and financial assistance for suicide loss survivors for decades to come."

## The work of Survivors Joining for Hope

Lost&Found's Survivors Joining for Hope (SJ4H) program prioritizes providing financial assistance to those who fit in Lost&Found's target age demographics (10-34) in South Dakota, Minnesota, and Iowa, but all applications are considered. The people who have sought assistance from the program in recent months have had some things in common, Jordan said: "They are predominantly low-income families who have lost a male family member to suicide that need help paying off funeral expenses for their loved ones."

Families can request up to \$2,500 in assistance. While funeral expenses are the most common need for funding, families can also apply to the SJ4H program for help with other burial expenses, the cost of therapeutic and supportive services, biohazard cleanup, and other expenses related to a suicide loss.

"In addition to financial assistance, we seek to provide emotional support to anyone who has experienced a suicide loss," Jordan said. "We talk with individuals and families about support groups, therapy options, peer support, and more that are available in their area. Our program isn't just about financial support—it's also about connection and making sure that these individuals don't feel as isolated after a devastating loss."

Eight families so far have asked for financial assistance. This pace of helping families will require more resources.

"As we continue to build this program, we are looking to host fundraisers in 2023 that will specifically provide funding for our financial assistance account," Jordan said. "We will need to build relationships with donors that are passionate about supporting these families in need to continue to cash flow these needs moving forward. As we continue to get the word out about this program, we anticipate that the requests for assistance will only increase."

## Postvention policy services

The SJ4H program is one part of Lost&Found's new Postvention services department. Lost&Found's staff also assist college campuses with developing postvention policies and suicide response plans.

"When I was hired, we already knew that the region needed more support for policy development and suicide response plans on college campuses," Jordan said. "Since August, our team has been researching and actively supporting one campus in South Dakota in developing a comprehensive suicide response plan and complimentary prevention and postvention policy. This work includes gathering resources and supportive services for faculty, staff, and students, as well as supporting them in all logistical planning such as protocols on how to communicate suicide loss to the campus community."

"Unfortunately, this type of policy development becomes a priority after a tragedy has occurred," Jordan said. "As we build out this supportive service in our organization, we hope to proactively support our college campuses in their prevention and postvention policy development in order to save more lives across our region. Campus postvention work will be a priority for our department in 2023."

Jordan said Lost&Found can also provide postvention policy assistance to other entities, such as communities or workplaces.



*Dakota Jordan, a Prevention Program Specialist, is Lost&Found's Survivors Joining for Hope program coordinator.*

## Support during a tragedy

For a variety of reasons, losing someone to suicide can make survivors feel very isolated. This feeling can make a terrible situation even worse, Jordan said.

"Often suicide brings up emotions like complicated grief, shame, anger, sadness, and more," she said. "Postvention provides support so that people don't have to go through those complicated emotions alone. People who are exposed to suicide are at a higher risk for suicide, so it is important that we provide support to them."

It's in this support that postvention becomes suicide prevention.

"The more that we can be open to conversations about suicide and the emotions that surround it, clear up misunderstandings, and prevent isolation, we can prevent future suicides from happening," Jordan said. "While we at Lost&Found are trying to create more of that open conversation all of the time, the reality is that some of those conversations happen after a tragedy has occurred, and it is an opportunity to reach a new level of resilience and create a positive impact even when someone was lost."

Learn more about Lost&Found's Postvention department or fill out a request for assistance at <https://resilienttoday.org/programs/postvention/>.



## STUDENT PROGRAMS

# Revamped programs expand to reach more students



The Peer2Peer Mentorship program brings together student mentors, who get guided practice helping others, with student mentees, who receive support navigating college life.

**L**ost&Found's Peer2Peer Mentorship program is gaining traction in its second year.

The program expanded from participation at two universities—South Dakota State University and the University of South Dakota—during the 2021-22 school year to five universities (adding Western Dakota Tech, Black Hills State University, and South Dakota School of Mines & Technology) for the fall 2022 semester. Three additional universities have committed to beginning the program in coming months. Participation at the two established universities nearly doubled to 49 mentees participating.

Feedback from students has been exemplary. Mentees rated overall satisfaction with their mentor as



*Lost&Found's mentors in the Peer2Peer Mentorship program at Black Hills State University and L&F's Corey Kennedy (left) gathered on Nov. 21 for a game night. Three mentors, two potential mentors who are interested in the program, and two support staff members attended.*

"Satisfied" or "Very Satisfied" and said their mentor helped them set and achieve personal goals. Most mentees also stated that they would likely recommend the program to a friend and return to the program next semester.

Mentors had similar responses in satisfaction with the program and their desire to return in the next semester. Suggestions for improvement from both mentors and mentees included adding more events to the program.



Lost&Found campus chapters are recognized student organization affiliates where student leaders support peers, create connections, and partner with local leaders to prioritize mental health and suicide prevention in their campus communities.

**A**s of the end of the fall 2022 semester, seven post-secondary institutions have Lost&Found campus chapters either established or in the works.

Programs are up and running at South Dakota State University, the University of South Dakota, Augustana University, and Dakota Wesleyan University. New chapters were set to launch in the spring semester at Lake Area Technical College, Black Hills State University, and University of Minnesota-Twin Cities.

Expansion conversations were also held with the S.D. School of Mines and Technology and Western Dakota Tech.

The existing chapters took part in a planning process at the beginning of the fall semester, and three chapters welcomed new advisers. Within the four existing chapters, 100 students have attended at least one meeting. Also, 10 campus-wide events have been held within the different institutions.



*The SDSU Lost&Found chapter danced for resilience at their annual Zumbathon fundraiser on April 30. Proceeds benefited the SDSU Lost&Found chapter and its student mental health programs.*





The L&F Advocates program trains students to better understand and care for their own mental health, equips students with tools for resilience and advocacy, and reduces the stigma of mental health in their campus communities.

About 75 students participated in Lost&Found's Advocates program during the 2021-22 school year.

The program took a different shape depending on the needs of the students. For students at Dakota Wesleyan, University of South Dakota, and Carlson School of Management at the University of Minnesota, the program involved five mental health training sessions and an optional advocacy project.

At Lake Area Technical College, the program was presented in person in three sessions. Students in Dakota Wesleyan University's Learn & Earn program took part in five mental health training sessions facilitated virtually.

According to the students' evaluations, their overall knowledge of mental health and their confidence in their ability to advocate on mental health issues both improved. The program was described as empowering, informative, and a great experience.

For the fall 2022 semester, two more universities had participants—Augustana University and South Dakota State University. The sessions were condensed from six sessions to four so they could be completed in one semester.



A "5K for Mental Health" event in Mitchell on April 9 drew 49 participants. The event was the final project of Adaya Plastow, a student who had gone through the Lost&Found Advocates program at Dakota Wesleyan University this year. "This project was really dear to me because I had a friend who recently passed away from suicide," Plastow said in a Facebook video. "This was my way of doing a dedication to him and a way of helping raise awareness that mental health is real, and suicide is real, and we're all in this together and we can help each other out through whatever we're going through." The Facebook video was put together by Shealay Smith, Miss Teen South Dakota International 2022, who also wants to advocate for mental health through her platform. DWU Advocates students Isabella Veffredo, Mckinnely Mull, Elisabeth Ortis, and Morgan Oedekoven were part of the team putting on the event. Photo by Pam Plastow

**"I really enjoyed the ability to talk to people who knew more about this topic than I did."**

**"It felt like a safe space to talk about your experience and connect it to the curriculum and learn to help others and speak on hard issues."**

**—Advocates participants**



**LEFT:** Students who completed the Advocates program at the University of South Dakota were recognized at an event April 20. A number of Lost&Found staff attended, including Shalea Bridges Schloss (pictured at right).

## Students in nontraditional program become L&F Advocates

In spring 2022, students who are part of Dakota Wesleyan University's Learn & Earn Program learned from a mental health curriculum developed by Lost&Found.

Education & Advocacy Manager Courtney Young (who has since left Lost&Found) wrote the curriculum and presented it to the students over five monthly sessions via videoconferencing link.

"It (was) rewarding to engage with the Learn & Earn students," Young said. "We know the

transition to college and adulthood can be stressful, but together we can help students learn to navigate their own mental health."

This curriculum is an alternative way of presenting content from the Lost&Found Advocates program. Topics include defining mental health and resilience, understanding coping skills and self-care, reflecting on relationships and ways to set healthy boundaries, and how to find help or help others to improve mental health.

Learn & Earn is a 16-month program in Pierre that allows DWU students to earn an associate's degree with the option to complete a bachelor's. It consists of hands-on learning experiences, real-world simulations, and individual and group projects. This program does not require testing or traditional grading scales, making it appealing to students who don't thrive in the traditional learning environment.



# Lost&Found educates and advocates through many methods in 2022

Education and advocacy is woven throughout nearly all of Lost&Found's work. Here are a few ways in which those efforts took shape in 2022.

- Lost&Found continues its participation in the SD Suicide Prevention Sub-workgroup. The group puts together strategic plans for suicide prevention in the state and works with partners to implement them. Lost&Found's work in post-secondary education, postvention services, and the economic-related programs fits into these state priorities. Lost&Found is one of the only workgroup members not affiliated with the state.
- Downloads of the Let's Talk About Mental Health guide, which was compiled by Lost&Found in 2021, increased steadily, with more than 40 downloads in 2022 (complete numbers unavailable). Many print copies have also been distributed.
- Lost&Found staff members have presented nine times on various topics to groups/conferences outside of their student programming work.
- Lost&Found staff members have done public outreach with a booth or table at 10 events. They have also done 15 presentations about Lost&Found.



*Lost&Found Senior Prevention Specialist Corey Kennedy led a communication training for Working Against Violence Inc of Rapid City on Nov. 2. Their staff of 30 was in attendance. The group discussed boundaries, active listening, and crucial conversations.*

- Lost&Found continued the work it had started during the COVID-19 pandemic of educating on mental health, suicide prevention, and resilience through social media. One series of posts was tagged #ChangeYourMindToday, featuring ideas on how to improve mental health as well as challenging conventional wisdom on mental health topics.
- Major efforts included the 30 Stories project, the "Suicide Is Preventable" advertising campaign, and the Great Minds with Lost&Found podcast, described on this and the following page.

Lost&Found's training offerings are being revamped to reach new audiences in 2023.

## SUICIDE IS PREVENTABLE.

Actions you take today can save lives.

September is National Suicide Prevention Month. Go to [30stories.org](https://30stories.org) every day in September to hear a new story of resilience from a South Dakotan who has faced challenges related to mental health or suicide, and learn what helped them find a path forward.

**You can do more to prevent suicide today.**

**30STORIES.ORG**

**LOST & FOUND**



If you are in crisis, or you know someone who is, call or text 988 now for the National Suicide Lifeline.

*An ad campaign featuring the message "Suicide Is Preventable" was part of Lost&Found's work during National Suicide Prevention Month in September. Ads could be found on billboards in Sioux Falls, in the Argus Leader, in Etc. for Her magazine, on several radio stations, and on several cable channels. Pictured here is Jake Danielson, who shared his story for the 30 Stories project.*



## L&F podcast tells stories, reimagines systems

Twelve episodes of the Great Minds with Lost&Found podcast were sent out into the world in 2022, inviting listeners to join in an exploration of the mental health system through storytelling and conversation. As host Joel Kaskinen says in the show's description, "We strive to ask hard questions of experts and ultimately end suicide by reimagining the current landscape of mental health and establishing strong communities of resilience."

Four of these episodes featured storytellers who were part of the 30 stories project: Cherokee McAlpine (pictured at left), Gabe Dannenbring, Jake Danielson, and Billie and Kelsea Sutton. Other episode topics included reimagining systems of prevention, suicide in the LGBTQ+ community, the economic cost of suicide, support for historically at-risk populations, suicide prevention and gun safety, strengthening systems of care, the implementation of the 988 crisis line, and improving mental health care for veterans.

You can find these episodes at [resilienttoday.org/category/podcast](https://resilienttoday.org/category/podcast) or on most major podcast platforms.

# 30 Stories project now in its second year

The second year of the “30 Days, 30 Stories project had the theme of “Let’s #DoMore to Prevent Suicide.” As part of that, the 30 storytellers sharing their tales of resilience in the face of mental health challenges and/or suicide were asked to give more detail about the resources they found helpful. Those resources were gathered onto a separate page for easier access. The project itself was also promoted statewide with an advertising campaign featuring the message “Suicide Is Preventable.”

Here, Lost&Found’s staff reflects on what we learned from the project in 2022.

## 1. Finding storytellers was easier than it was in our first year, but challenges remain.

Our initial list of storytellers this year had 50 names. “People are waiting to tell their stories; we just have to ask them to do so,” said L&F Community Engagement Manager Joel Kaskinen. “In our second year of this campaign, I found it easier to find people to share their stories, which tells me our communities are more open to sharing and the stigma around mental illness and suicide is decreasing.”

While getting stories, photos, and videos from about 20 storytellers from our list of potential storytellers was fairly straightforward, finding the last 10 was more difficult. Some potential storytellers didn’t feel it was the right time to tell their stories. Five people submitted stories, but we were unable to follow up to schedule photos with them.

## 2. We made improvements in recruiting stories that represent the diversity in our communities.

“I think the attempt to find diverse stories helped show that we were inclusive, and that mental health does not discriminate,” said Melissa Renes, Program Manager of Education & Operations. “It put faces to the work we are doing.”

One significant improvement was telling more stories from the LGBTQIA2S+ community. More than 30 percent of storytellers indicated they are something other than heterosexual (including “prefer not to disclose”). This is important, because surveys (such as this one from the Trevor Project) indicate that LGBTQIA2S+ individuals are at higher risk for suicide. Telling these stories empowers the storytellers and helps to foster empathy and understanding in the rest of society.

Work remains: Our storyteller demographics in terms of race were not yet representative of the state as a whole or of the demographics of suicide in South Dakota. Native Americans make up 8.5 percent of South Dakota residents, and 20 percent of suicides in South Dakota (2012-21) were of Native Americans; just one, or 3 percent, of our storytellers was Native.

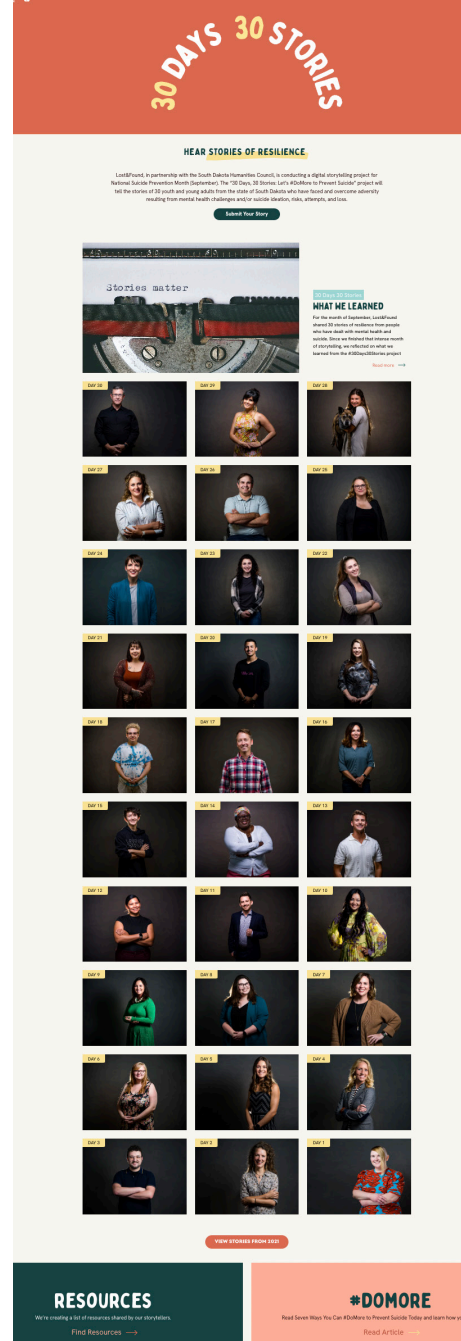
## 3. Storytellers gave a wide variety of resources that helped them find resilience.

“The resources showcased emphasized that when looking at recovery and maintaining positive mental health, there is not a one-size-fits-all approach,” Renes said. The categories of resources suggested were professional mental health care (31 percent), family and friends (20 percent), other strategies (20 percent), support groups (14 percent), educational resources (10 percent) and crisis resources (4 percent). (Most storytellers cited more than one resource.)

## 4. Storytellers shared a message of hope: It is possible to improve mental health.

The path from a dark place to a better place varies greatly from person to person, but it often starts with communication. This communication can come from person struggling, but storytellers often welcomed the care of a friend or family member to start the conversation, and they wished more people had voiced their care and concern. “A theme I noticed throughout stories was that people wished more had talked to them, or they would have liked to know more resources were there,” Renes said.

Read the stories at [30stories.org](https://30stories.org).



## 30 DAYS, 30 STORIES SOCIAL MEDIA STATS

		Posts	Impressions	New Followers
Facebook	2021	40	52,359	109
	2022	38	41,485	149
Instagram	2021	36	92,605	35
	2022	31	91,052	42
Twitter	2021	49	51,360	27
	2022	35	34,985	27
LinkedIn	2021	2	661	40
	2022	8	3,509	14
Website	2022	31	8,499	
Podcast	2021	4	86	
	2022	4	78	



## Department begins projects with broad reach in 2022

The mission of the Research & Evaluation division is to bridge the gap between research and implementation to improve student wellness in our region.

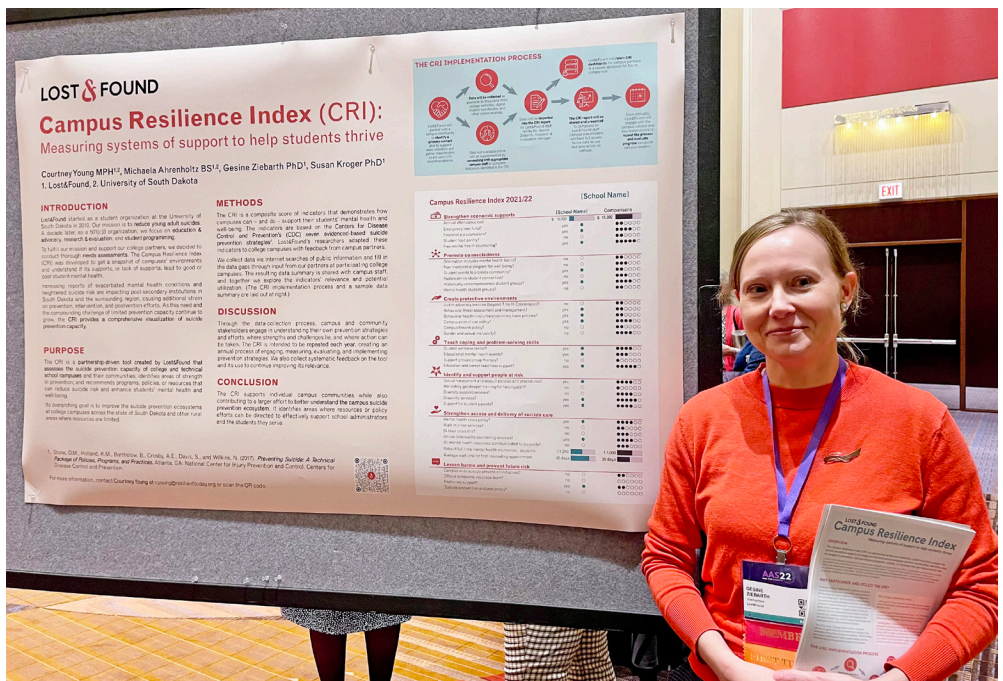
In 2022, we continued the expansion of our Research & Evaluation division with the hiring of another full-time staff member, the continuation of existing work, and the procurement of new outside contracts. We completed the planning for the evaluation of the Sexually Transmitted Infection and Teen Pregnancy Prevention Initiative (STITPPI), a five-year Tribal PREP grant awarded to Great Plains Tribal Leaders Health Board by the Department of Health and Human Services; it is now in the implementation phase. We applied the refined Campus Resilience Index, a partnership-driven tool we created that assesses the suicide prevention capacity of college and technical school campuses, at two institutions and are working through the process with several other colleges.

Cody Ingle started his work as Research & Evaluation Associate in June. He has been an integral part of the STITPPI evaluation project, and manages three new evaluation contracts of 21st Century grants awarded to Volunteers of America, Dakotas.

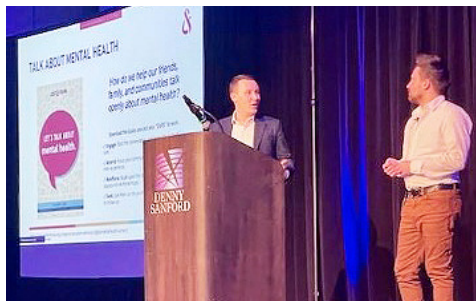
"I was excited for the opportunity to join the Lost&Found team in June of 2022 and immediately begin working with the Great Plains Tribal Leaders' Health Board on their STI and Teen Pregnancy Prevention Initiative, a program that they have worked extremely hard to begin implementing in multiple communities across the Great Plains region," Ingle said. "I love working with research and data to help visualize how people and programs are affecting change in their communities."

Cody has also shared his deep knowledge of LGBTQ+ and Two-Spirit issues as they relate to mental health and wellbeing with a variety of stakeholders. He has recently been promoted to Research & Evaluation Specialist.

Some of the team's accomplishments in 2022 include:



**ABOVE:** Research & Evaluation Manager Gesine Ziebarth presents a poster on the Campus Resilience Index at the conference of the American Association for Suicidology in April in Chicago.



**LEFT:** Erik Muckey and Cody Ingle present on the impact of suicide on LGBTQ+ South Dakotans to community members in Sioux Falls.








- Developing our department's mission and strategic plan.
- Continuing work on the STITPPI: obtaining approvals for data collection from three institutional review boards, completing a needs assessment, finalizing a comprehensive evaluation plan, and developing data collection systems.
- Facilitating the national Healthy Minds survey at Western Dakota Technical College – the first one done at a South Dakota college campus. This completed the mental health needs assessment for the school that also included interviews. The work was supported by a grant from the Vucurevich Foundation.
- Initiating new evaluation partnerships with the Compass Center, Volunteers of America, Dakotas, and Community Action for Veterans.

- Refining our Campus Resilience Index tool and applying it at two campuses in close collaboration with their administrators. We are working through the process with several other colleges.

Our goals for 2023 are to continue with or complete the work started last year, develop new strategic partnerships for research and evaluation support, bring the Campus Resilience Index to several more campuses, attend and present at regional and national conferences, and keep advancing our skills.

We also strive to continue our work in becoming a regionally recognized source of actionable, evidence-based mental health and prevention information for the population facing the most risks for suicide (ages 10-34).

# LOST & FOUND 2022 SOCIAL MEDIA STATS

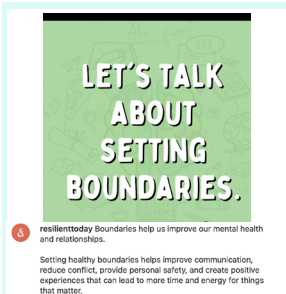
		Posts		Impressions		Engagements		Followers	
Facebook 	2021	151	<div><div></div></div>	147,746	<div><div></div></div>	28,321	<div><div></div></div>	4,377	<div><div></div></div>
	2022	149	<div><div></div></div>	149,688	<div><div></div></div>	28,328	<div><div></div></div>	4,826	<div><div></div></div>
Instagram 	2021	299	<div><div></div></div>	2,029,659	<div><div></div></div>	1,739,436	<div><div></div></div>	3,393	<div><div></div></div>
	2022	125	<div><div></div></div>	2,600,000	<div><div></div></div>	1,870,000	<div><div></div></div>	4,422	<div><div></div></div>
Twitter 	2021	192	<div><div></div></div>	129,559	<div><div></div></div>	2,034	<div><div></div></div>	366	<div><div></div></div>
	2022	146	<div><div></div></div>	112,146	<div><div></div></div>	2,468	<div><div></div></div>	464	<div><div></div></div>
LinkedIn 	2021	24	<div><div></div></div>	11,300	<div><div></div></div>	292	<div><div></div></div>	893	<div><div></div></div>
	2022	50	<div><div></div></div>	30,634	<div><div></div></div>	2,728	<div><div></div></div>	1,310	<div><div></div></div>
		Episodes		Plays		All-Time Plays			
Podcast 	2021	4	<div><div></div></div>	148	<div><div></div></div>	-			
	2022	12	<div><div></div></div>	283	<div><div></div></div>	431	<div><div></div></div>		
		Videos		Views		Impressions		Subscribers	
YouTube 	2021	9	<div><div></div></div>	453	<div><div></div></div>	3,781	<div><div></div></div>	37	<div><div></div></div>
	2022	49	<div><div></div></div>	2,350	<div><div></div></div>	20,778	<div><div></div></div>	67	<div><div></div></div>
		Letters Sent		Deliveries		Views		Subscribers	
Newsletter 	2021	4	<div><div></div></div>	1,978	<div><div></div></div>	909	<div><div></div></div>	397	<div><div></div></div>
	2022	7	<div><div></div></div>	4,198	<div><div></div></div>	2396	<div><div></div></div>	924	<div><div></div></div>

## 2022'S TOP CONTENT



Top FB post of the year:  
March 23, 2022

14,188 Impressions  
13,551 Reach  
192 Reactions • 131 Likes  
5 Comments  
73 Shares  
881 Clicks



Top IG post of the year:  
February 27, 2022

2,108 Impressions  
1,875 Reach  
558 Engagements  
350 Likes • 2 Comments  
206 Saves



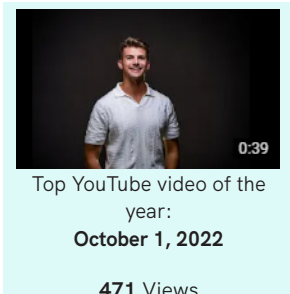
Top tweet of the year:  
September 37, 2022

X Impressions •  
X Engagements  
39 Likes • 0 Replies  
9 Retweets



Top LinkedIn post of the year:  
October 1, 2022

127 Reactions  
2 Comments



471 Views  
10 Likes  
1 Comment



## Noteboom and Hearst are 2022 award recipients

In 2020, Lost&Found presented its first Spirit of Resilience Award, an honor that was created to recognize someone who had shown a commitment to improving resilience in our community. In 2022, Lost&Found established another award, called the DJ Crawley-Smith Doing More to Prevent Suicide Award, to honor someone who, like Lost&Found co-founder Crawley-Smith, works to prevent suicide among college students.

For 2022, Brad Hearst of Sioux Falls, S.D., received the Spirit of Resilience Award, and Jennifer Noteboom of Pickstown, S.D., was given the DJ Crawley-Smith Doing More to Prevent Suicide Award. The awards were presented at the Make Your Mark event in September. Here is what Lost&Found's CEO Erik Muckey said at the event:

### DJ Crawley-Smith "Doing More to Prevent Suicide" Award – Jennifer Noteboom, Honoree

As many of you know, this year Lost&Found tragically lost one of its founding members. DJ Smith, a former student at USD and a dear friend of mine, lost his life to brain cancer earlier this year. He was incredibly important in helping to create a vision for Lost&Found 12 years ago and facilitate that vision for several years. He is missed dearly, and we at Lost&Found, along with DJ's family, have chosen to establish an annual award in his honor.

The DJ Crawley-Smith Doing More to Prevent Suicide Award is an honor that will be given to a campus partner and volunteer who has gone above and beyond to help to keep students safe and to promote Lost&Found's vision of "no more suicide."

The recipient of the award this year is Jennifer Noteboom, a former campus counselor at Dakota Wesleyan University.



Jennifer, who hails from Pickstown, SD, tragically lost her own son to suicide eight years ago while he was a student at South Dakota State University. His tragic death led Jennifer and her family to look at how they could pay support forward to others so they didn't experience the same tragedy—and found

Lost&Found in the process. From the proceeds of Connor's memorial fund, Jennifer and her family supported the launch of the South Dakota State University Lost&Found chapter. Since that time, Jennifer has been steadfast in her support of Lost&Found. Through her work as a DWU campus counselor, Jennifer helped Lost&Found build a thriving chapter at Dakota Wesleyan University that has reached hundreds of students over the years. Her kindness and tenacity has helped to keep countless students safe. She's unable to join us this evening but she did send a note that I will read now:

*I recently took the Myers Briggs personality test for the first time in 25 years and discovered I had become an INFJ, an advocate. When I first saw what I'd been classified as I thought, "No way—that can't be right. Advocates do big things that affect large*

*numbers of people, like, oh, I don't know, starting a nonprofit that has impacted thousands of young adults. The more I sat with it, though, the more I came to realize that doing small things for a long time can also make a difference. Advocates with a capital A, I am in awe of you and your passion and energy will change the world. If you're a little advocate like me, remember that you, too, are making a difference, one caring action at a time. I'm disappointed that I never got the chance to meet DJ—I have the feeling that I would've really liked him. I have had the chance to see how much he meant to those of you who knew him and how much of an impact his little project has had on the world. I am incredibly honored to have been chosen as the first recipient of the DJ Crawley-Smith Doing More to Prevent Suicide award. I will strive, in my little way, to live up to DJ's legacy.*

### 3rd Annual Spirit of Resilience Award – Brad Hearst, Honoree

I'm extremely honored tonight to present the 2022 Spirit of Resilience Award to Brad Hearst. I consider Brad a friend and a mentor, and I couldn't be more pleased to present him with his award. After Brad lost his brother to suicide several years ago, he started an organization to help people who were going through a similar loss. Brad founded Survivors Joining 4 Hope with the goal of alleviating the stress finances can have on families that are going through the most difficult time in their lives. Instead of worrying about funeral costs, families could spend time grieving. Over the years, Brad has created impenetrable ties with dozens of families who have



lost loved ones. He has spent thousands of hours meeting with families, counseling them, and supporting them through their grief. He remains in contact with many of these families to

this day. This impact on our community is immeasurable, and we're so lucky to have his generous spirit working on this important issue. Brad, thank you for everything you've done for me and for our community. Please join me in honoring Brad Hearst as our 2022 Spirit of Resilience award winner.

*Brad shared this message on Facebook following the event:*

*On Friday I had the privilege of being presented with the Spirit of Resilience Award by Lost&Found. I am usually an individual who enjoys public speaking but in the moment I got choked up as my good friend Erik presented me the award. It is truly an honor to be*

*recognized for my contributions to community resilience. After my brothers passing I felt confused and lost. Helping individuals through their own grief has helped me address my own grief with his passing. So I really need to thank all the families that have trusted in myself, Survivors Joining For Hope, our board and our volunteers! Please spread the word that organizations like L&F are here to make a difference in the mental health space and support both suicide prevention and postvention care. If you have time please check out their website at resilienttoday.org and share their info with a friend! #Honored #ThankYou #ResilientToday*



# 2022 Longball22 Classic is a success

The second-annual Longball22 Classic, held July 22 at Grand Falls Casino & Resort in Larchwood, Iowa, was another successful, meaningful gathering to raise awareness and funds for student mental health. This event honors Ben Longley, a college student who died by suicide in 2020.

This year, 37 teams of four competed in the tournament, more than 250 guests were in attendance, and together, we raised over \$80,000 for peer-led student mental health and suicide prevention programming. Thanks to an anonymous match partway through the evening, we surpassed our fundraising goal and are able to make a major impact in our communities.

With over 100 silent auction items donated from local businesses and individuals, a live performance by Nashville singer/songwriter Blessing Offor, and a sold-out tournament of 150 golfers, the outpouring of community, love, and resilience was certainly felt at this year's Classic.

Ben's sister Kirsty Longley introduces Nashville singer/songwriter Blessing Offor before he performs.



Ben's family and friends gather before the start of the tournament.



Erik Muckey speaks during the program.



Leigh Longley, Ben's mother, speaks about Ben during the program.



Ben's father, Paul Longley, speaks at the conclusion of the program.



A long line of golf carts departs at the start of the tournament.





## 2022 DONORS

We deeply appreciate the more than 570 generous donors and organizations who supported Lost&Found in 2022.

### FOUNDATION & NONPROFIT GRANTS

- **3M Foundation**, St. Paul, MN
- **Black Hills Area Community Foundation**, Rapid City, SD
- **Dave and Barb Ohme Charitable Fund of the Sioux Falls Area Community Foundation**, Sioux Falls, SD
- **John T. Vucurevich Foundation**, Rapid City, SD
- **Medica Foundation**, Minneapolis, MN
- **MLAEA Charitable Fund of Sioux Falls Community Foundation**, Sioux Falls, SD
- **Sercl Family Fund of the Sioux Falls Area Community Foundation**, Mendota Heights, MN
- **Sioux Falls Area Community Foundation**, Sioux Falls, SD
- **South Dakota Humanities Council**, Brookings, SD

### GOVERNMENT GRANTS

- **Great Plains Tribal Leaders' Health Board**
- **National Endowment for the Arts**
- **S.D. Department of Health**

### MAJOR GIFTS (\$5,000 or more)

- **Avera Health**, Sioux Falls, SD
- **Buckeye Corrugated Inc.**, Fairlawn, OH
- **Lorna & James Beukelman**, Maple Grove, MN
- **Ken & Mary Pat Duncan**, Luck, WI
- **First Bank & Trust**, Brookings, SD
- **First Interstate Bank**, Sioux Falls, SD
- **First PREMIER Bank/PREMIER Bankcard**, Sioux Falls, SD
- **Globus Medical**, Audubon, PA
- **Midland National Life Insurance**, Sioux Falls, SD
- **Scott & Sheryl Muckey**, Corsica, SD
- **Phoenix School Counseling**, Minneapolis, MN
- **Bill & Susan Sands**, Falcon Heights, MN
- **T. Denny Sanford**, Sioux Falls, SD
- **Jon & Gesine Ziebarth**, Sioux Falls, SD

### BUILDER GIFTS (\$1,001-\$5,000)

- **Dakota State University Foundation**, Madison, SD
- **Teresa Erickson**, Sioux Falls, SD
- **Interstate Office Products**, Sioux Falls, SD
- **Johnson Feed, Inc.**, Canton, SD
- **Angeline Lavin**, Sioux Falls, SD
- **Lenae Design, LLC**, Sioux Falls, SD
- **Lloyd Companies**, Sioux Falls, SD
- **Marsh & McLennan Agency**, Sioux Falls, SD
- **Erik Muckey**, Sioux Falls, SD
- **Tom Parker**, Sioux Falls, SD
- **Plains Commerce Bank**, Sioux Falls, SD
- **Service First Credit Union**, Sioux Falls, SD
- **Sioux Falls Pride**, Sioux Falls, SD
- **Dale Swier**, Sioux Falls, SD
- **Ron Wulfschuhle**, Sioux Falls, SD

### FOUNDERS CLUB MEMBERS

These donors make annual \$100 - \$1,000 donation to Lost&Found.

- **Nancy Alderton**, Storm Lake, IA
- **George Allen**, Pierre, SD
- **American Bank & Trust**, Sioux Falls, SD
- **Renae Amman**
- **Cindy Andersen**
- **Steven Angerhofer**, Sioux Falls, SD
- **Matt Aronsonk**, Gunnison, CO
- **At Your Service**, Sioux Falls, SD
- **Tama Backlund**, Mitchell, SD
- **Jon Ballou**, Rapid City, SD
- **Sun Basi**, Mahwah, NJ
- **Brenden Bassing**, Sioux Falls, SD
- **Diane Bauch**, Sioux Falls, SD
- **Lisa Beacom**, Sioux Falls, SD
- **Douglas & Geri Beck**, Mitchell, SD
- **Michael Bell**, Sioux Falls, SD
- **Noah Bell**, Sioux Falls, SD
- **Sadie Bell**, Sioux Falls, SD
- **Paula Bennett**, Sioux City, IA
- **Kelsey Berberovic**, Sioux Falls, SD
- **Rusty Bergstrom**
- **Lynda Billars**, Sioux Falls, SD
- **Brooke Blalid**
- **Jana Boocock**
- **Zack Boone**, Brooklyn NY
- **Dana Brekhush**
- **Randall & Debora Briggs**, Mitchell, SD
- **Tom Brinker**, Minneapolis, MN
- **Luke Buffington**, Oak Creek WI
- **Carriernet**, Sioux Falls, SD
- **Antonio Casiello**, Sioux Falls, SD
- **Anshu Chandra**, Sioux Falls, SD
- **Cimarron Label**, Sioux Falls, SD
- **Steven & Lois R. Clark**, Spirit Lake, IA
- **Classic Corner Convenience Store**, Madison, SD
- **Jerry Cook**, Brandon, SD
- **Amy Crissinger**
- **Curley Immigration Law PC LLO**, Omaha NE
- **Kevin Curley**, Sioux Falls, SD
- **Dan Scholten - State Farm**, Sioux Falls, SD
- **Greg Daniel**, Sioux Falls, SD
- **Doug & Shawn DeGroot**, Sioux Falls, SD

Thanks to all these supporters of suicide prevention!  
We couldn't do our work without them.

## FOUNDers CLUB MEMBERS (continued)

- **The Diamond Room by Spektor**, Sioux Falls, SD
- **Susan Domeyer**, Sioux Falls, SD
- **Angela Drake**, Tea, SD
- **Scott Erickson**, Sioux Falls, SD
- **Jason & Holly Evans**, Sioux Falls, SD
- **The Event Company**, Sioux Falls, SD
- **Joel Farmer**, Sioux Falls, SD
- **Brett & Leann Farnham**, Mitchell, SD
- **First National Bank Sioux Falls**, Sioux Falls, SD
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- **Ethan French**, Sioux Falls, SD
- **Cameryn Friesz**, Sioux Falls, SD
- **Jeremy Fugleberg**, Sioux Falls, SD
- **Gabe Nelson Financial, Inc.**, Sioux Falls, SD
- **Breanna Garbers**, Canton, SD
- **Garry Private Wealth Resources**, Sioux Falls, SD
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- **Kimberly Grieve**, Vermillion, SD
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- **Rohan Karmarkar**, Brooklyn Park, MN
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- **Nick Maddock**, O Fallon MO
- **Maggie Fitzgibbons - Edward Jones**, Sioux Falls, SD
- **Tori Mandel**, Dell Rapids, SD
- **Ryan Martin**, Sioux Falls, SD
- **Heidi Marttila-Losure**, Frederick, SD
- **Maximizing Excellence, LLC**, Sioux Falls, SD
- **Emmy McCalley**, Denver, CO
- **Kacey McCarthy**, Sioux Falls, SD
- **Jamie McDowell**, Sioux Falls, SD
- **McGinnis & Company, PC**, Sioux Falls, SD
- **Steve Mix**, Sioux Falls, SD
- **Kirby Muilenburg**, Sioux Falls, SD
- **Nicole Muilenburg**, Sioux Falls, SD
- **Kristine Muko**, Sioux Falls, SD
- **Sheri Messler**, Sioux Falls, SD
- **Morgan Theeler LLP**, Mitchell, SD
- **Kameron Nelson**, Sioux Falls, SD
- **Janice Nicolay**, Sioux Falls, SD
- **Tyler Nimocks**, Fayetteville NC
- **Rachelle Norberg**, Burke, SD
- **Tobin Nord**, Eden Prairie, MN
- **North Central Insurance**, Sioux Falls, SD
- **Karen O'Brien**, Walker MI
- **Elliott O'Donnell**, Osseo, MN
- **Kim Olson**, Pierre, SD
- **Jacob Otta**, Sioux Falls, SD
- **Theresa Parish**, Sioux Falls, SD
- **Ujjaval Patel**, Skokie, IL
- **Pathward**, Sioux Falls, SD
- **Kimberly Patrick**, Hudson MA
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- **Curtis Peery**, Sioux Falls, SD
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- **Harvey & Peggy Pfannenstiel**, Windsor, CO
- **Michelle Piazza**, Nashville, TN
- **Doug Powers**, Mitchell, SD
- **Wayne & Mary Puetz**, Mitchell, SD
- **Rapidrehab, LLC**, Sioux Falls, SD
- **Curt Reinschmidt**, Brandon, SD
- **Melissa Renes**, Sioux Falls, SD
- **Michael & Laura Roche**, Vermillion, SD
- **Shelly Roth**, Sioux Falls, SD
- **Erica Sabers**, Sioux Falls, SD
- **Darin Schaap**, Brandon, SD
- **Severance Brewing Co.**, Brandon, SD
- **The Sharp Firm, Prof. LLC**, Emery, SD
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- **Sidewalk Technologies**, Sioux Falls, SD
- **Nicholas Skajewski**, Sioux Falls, SD
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- **Jason Spicer**, Mitchell, SD
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- **Eric & Emily Thomas**, Sioux Falls, SD
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- **Bill Townsend**, Sioux Falls, SD
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- **Tyler Vogel**, Minneapolis, MN
- **Ty Vuong**, Sioux Falls, SD
- **Gopal Vyas**, Mitchell, SD
- **Annie Walker**, Denver CO
- **Ericka Waterman**, Hopkins, MN
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- **Wendy White**, Sioux Falls, SD
- **Frederick & Elizabeth Winters**, Somerset, NJ
- **Mason Wren**, Omaha NE
- **Margie Wulfskuhle**, Sioux Falls, SD
- **Katrina Kirsti Yde**, Sioux Falls, SD
- **Steve & Kathy Ziebarth**, Harrisburg, SD
- **DantuClan Yoffe**, Conroe, TX
- **Sami Zoss**, Madison, SD



## Giving Tuesday achieves goal

Lost&Found had set an ambitious goal for Giving Tuesday 2022: Receive donations from 150 donors to unlock a \$15,000 challenge gift from Lost&Found supporters Ken & Pat Duncan. That goal was achieved on November 29 with donations from 157 donors, and included more than 60 new donors to Lost&Found. The grand total for fundraising from the event, including the challenge match, was over \$34,000.

The campaign was called Support Our Students and provided funding for Lost&Found's three student programs on college campuses in South Dakota and Minnesota. These programs equip young adults with the tools and knowledge they need to address and advocate for their own mental health needs, provide support to others, and change systems that treat mental health.

Giving Tuesday includes an intense day of social media activity, giving nonprofits such as Lost&Found the chance to reach hundreds of people in one day.

The South Dakota Day of Giving organizes challenges throughout the day that give nonprofits a chance at prizes. This inspired posts with photos such as the one above about breakfast, featuring L&F staff members Melissa Renes and Dakotah Jordan.



## FINANCIALS

Dec. 31, 2022 Dec. 31, 2021 Dec. 31, 2020 Dec. 31, 2019 Dec. 31, 2018

### ASSETS

<b>Current Assets</b>					
Checking/Savings	30,359	70,628	75,960	13,875	10,416
Accounts Receivable	233,116	50,910	481	869	525
Other Current Assets	-101,090	6,116	1977	1,371	3,952
<b>Total Current Assets</b>	<b>162,385</b>	<b>127,653</b>	<b>78,419</b>	<b>16,114</b>	<b>14,893</b>
<b>Total Fixed Assets</b>	<b>62,353</b>	<b>17,932</b>			
<b>TOTAL ASSETS</b>	<b>240,320</b>	<b>145,585</b>	<b>78,419</b>	<b>16,114</b>	<b>14,893</b>

### LIABILITIES & EQUITY

<b>Liabilities</b>					
<b>Current Liabilities</b>					
Accounts Payable	6,523	4,627	2,808	1,210	0
Total Credit Cards	4,863	4,946			
Other Current Liabilities	72,173	23,302	5,242	1,795	67
Total Current Liabilities	83,559	32,875	8,050	3,005	67
Long-Term Liabilities (PPP loan)	0	0	12,300		
<b>Total Liabilities</b>	<b>83,559</b>	<b>32,875</b>	<b>20,350</b>	<b>3,005</b>	<b>67</b>
<b>Equity</b>					
Net Assets	93,257	88,534	58,069	13,109	14,826
Net Income	173,244	24,176			
<b>Total Equity</b>	<b>156,760</b>	<b>112,710</b>			
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>240,320</b>	<b>145,585</b>	<b>78,419</b>	<b>16,114</b>	<b>14,893</b>

Jan-Dec 22 Jan-Dec 21 Jan-Dec 20 Jan-Dec 19 Jan-Dec 18

### INCOME/EXPENSE

<b>Revenues</b>					
Direct Public Support	523,424	232,300	180,560	36,120	16,616
Non-Government Grant Income	174,272	92,169	87,500		
Indirect Public Support	87	33	60	20,037	10,011
Government Grant Income	453,064	181,121			
Revenue from Gov't Agencies		8,000			
Program Service Fees	26,740	10,618	500		
Investments	20	22	33		
<b>Total Revenues</b>	<b>1,177,968</b>	<b>524,263</b>	<b>268,653</b>	<b>56,157</b>	<b>26,627</b>
<b>Expenses</b>					
Salaries & Benefits	719,580	343,291	149,997	17,595	
Contract Services	121,739	52,849	36,955	20,291	11,160
Non-personnel Expenses	42,127	11,028	6,845	4,879	2,553
Facilities & Equipment	36,840	13,041			
Travel and Meetings	26,316	13,501	8,591	7,478	280
Other Expenses	65,132	31,422	15,644	2,629	269
Payments to Affiliates		4,208	5,660	5,000	
<b>Total Expenses</b>	<b>1,022,067</b>	<b>469,540</b>	<b>223,692</b>	<b>57,872</b>	<b>14,262</b>
<b>Change in Net Assets</b>	<b>155,900</b>	<b>54,641</b>	<b>44,961</b>	<b>-1,715</b>	<b>12,365</b>

Totals may not add up exactly due to rounding.

# Responding to the times with a focus on effectiveness and sustainability

**N**ever in my time as Executive Director of Lost&Found has our organization faced so many headwinds. Aside from the record levels of suicide death and impact on youth and young adults in our region, we are also operating in a challenging landscape where the combination of heightened inflation and expiring COVID investments places pressure on our ability to serve. We can't stop serving our community, especially knowing how much our services are needed, and we also must address challenges that are largely out of our control.

That is why 2023 is a year of focus—a year when we prioritize the programs and services that will maximize the impact and support of the communities we serve. A year when we focus on the long-run ability of Lost&Found to address the problem of suicide in our region. A year when we take on growth and change that will help us meet the mission of youth and young adult suicide prevention and postvention in the most unique and effective ways possible.

It isn't that our work hasn't been focused before. What makes Lost&Found—and your support of our work—valuable is that Lost&Found takes a proactive and community-centered approach to suicide prevention and postvention. We create programs or services that are rooted in community needs expressed through data. We don't duplicate efforts, and we seek to build partnerships wherever they make sense. And, trust me, there are so many ways in which suicide prevention and postvention supports anyone and everyone in our community.

What makes us different in 2023 is that we're prioritizing longevity of impact, knowing that there will never be a time when suicide isn't a problem worth addressing. We are also starting to see the after-effects of the pandemic in ways we might not have predicted. Unfortunately, suicide is a problem that will affect us at a heightened level for years to come.

With all of that in mind, here are my predictions for 2023:

- Lost&Found programs will return to serving high schools in South Dakota and the surrounding region—through an evidence-based program that has years of track record in rural regions and tribal nations of the United States—and bring our signature data tools to support communities large and small.
- The first known endowment for suicide loss survivor economic assistance in the country will be established in South Dakota through Lost&Found's Survivors Joining for Hope program, paving the way for enhanced efforts to support and coordinate with existing postvention services, as well as helping schools and colleges implement suicide loss response policies.
- Lost&Found will begin providing training and mental health data services to employers in South Dakota and the surrounding region—providing new ways to achieve community resilience and provide sustainable funding sources that match Lost&Found's current, multi-year fundraising efforts.

The outlook that we're going to do more to prevent suicide than ever before will always be true when I write about our outlook for the future. We're also using 2023 to focus on where the need is—and how we can sustain necessary and critical suicide prevention and suicide loss support programs for years to come.

Stewarding the support and trust placed in our organization is my top priority. That's where we'll focus in 2023.

—EWM

# LOST & FOUND™

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