



# LOST & FOUND 2021 ANNUAL REPORT

*Doing More*

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# Reconnecting with our roots of 'doing more' to prevent suicide

**W**ithout any doubt, 2021 will go down as Lost&Found's most impactful year yet.

In nearly every sense of the word, we grew our reach, engagement, and capacity for suicide prevention programming in South Dakota. We even launched new programs that took us into Minnesota for the first time.

We added four new full-time and six new part-time staff to our team. We created new digital guides that will help young adults and their immediate support networks better understand and talk about mental health and suicide prevention. We launched a first-of-its-kind storytelling campaign in South Dakota, highlighting 31 people who found hope in the adversity that is a mental health condition or impact from suicide. We created new programs that trained over 85 student advocates and peer mentors and will forever change the landscape of post-secondary mental health in our region. And we built an entirely new program division that provides program evaluation and research services for mental health and suicide prevention programs unlike anything in the country.

We opened an office, cut ribbon, shook hands, hosted our community, and learned to live with the ups and downs of an ongoing global pandemic. And we continued to build an organization that uses data, conversation, and technology to engage individuals and communities about what it means to prevent suicide, reaching over 2.5 million people in the process.

But you know what I'm most proud of? The fact that no matter what new thing we did, we remembered why we're doing what we're doing. We returned to our core, our north star, our guiding force.

We returned to our roots of "doing more" to prevent suicide.

Friends, at a time when suicide death is among its highest in recorded South Dakota (and American) history and suicide risk is even higher, focusing on what we can do well and do more of to help our next generation build healthy, fulfilling lives is what we're here to do. Suicide was a critical challenge to the Northern Plains before the COVID-19 pandemic, and now, the pandemic leaves us with an added challenge, the impact of which will reverberate for years after the immediate crisis has passed. The shortage of mental healthcare professionals is dire, just as the need for mental health services and resources increases dramatically.

**In short: there's never been a more important time to "do more" to prevent suicide. We need you, and each other, to step forward to make a difference.** Get trained, learn about mental health and suicide, contribute to efforts that help us better understand our community needs and take action. And above all, know that you are the best support your friends, family, co-workers, and peers have when struggles arise.

In 2021, we've done everything in our power to steward your support to make an impact in our community, and I'm proud of the growing impact and capacity we have to make a world of difference in suicide prevention. But I remain most proud of our commitment to "do more" to prevent suicide, and I hope you'll join me in that commitment.

For resilience, today.

In service,



Erik Muckey



## BOARD MEMBERS



**Dr. Anne Kelly**  
President  
Mitchell, SD



**Nick Maddock**  
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**Dr. Frank Arpan**  
Sisseton, SD

## STAFF MEMBERS



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



**Susan Kroger**  
Director of Programs/  
COO  
Sioux Falls, SD



**Elliott O'Donnell**  
Director of IT/CTO  
Maple Grove, MN



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



**Dr. Gesine Ziebarth**  
Research & Evaluation  
Manager  
Sioux Falls, SD



**Courtney Young**  
Education & Advocacy  
Manager  
Wausau, WI



**Jamie Messerli**  
Senior Research &  
Evaluation Specialist  
Sioux Falls, SD



**Joel Kaskinen**  
Community Engagement  
Coordinator  
Sioux Falls, SD



**Carrie Jorgensen**  
Peer2Peer Program  
Specialist  
Brookings, SD



**Melissa Renes**  
Senior Program  
Associate  
Sioux Falls, SD



**Alaina Kauffman**  
Program Associate  
Brookings, SD



**Shalea Bridges Schloss**  
Program Associate  
Vermillion, SD



**Michaela Ahrenholtz**  
Program Associate  
Vermillion, SD

# 2021 Highlights

	BOARD & STAFF	RECOGNITION	STUDENT PROGRAMS
JAN-MAR	Susan Kroger becomes Director of Programs after three years in a part-time capacity.	Lost&Found student leaders at Augustana—Hailey Nold, Caleb Timmerman, and Courtney Chrystal—are featured in <i>The Augustana Mirror</i> .	USD's Lost&Found chapter plans an AWOL (alternative week of learning) event that is day of learning about the importance of mental health and serving at the Foster Closet in Sioux Falls.
APR-JUN	Gesine Ziebarth joins Lost&Found as a part-time Senior Research & Evaluation Specialist.  Courtney Young is promoted to Education & Advocacy Manager.	Lost&Found's May Day event at Severance Brewing is featured on KELOLAND.  In addition to serving on the South Dakota Suicide Prevention Workgroup, a collection of state-wide critical stakeholders defining and executing the state's 2025 suicide prevention plan, Lost&Found joins the South Dakota Means Safety Suicide Prevention Sub-Group and advises the implementation of the 988 crisis line in South Dakota.	Light Up the Darkness Zumba-Thon Event is held in Brookings.  The 16th Annual Nikki's Virtual 5k Run/Walk is held in Vermillion.  A pilot project of the Peer2Peer Mentorship program is completed at South Dakota State University.
JUL-SEP	University of Minnesota student Catherine Tinh (Nguyen) works with Lost&Found over the summer to complete a new logo and overall brand refresh.  Joel Kaskinen joins Lost&Found as a full-time Community Engagement Coordinator.  Michaela Ahrenholtz works with Lost&Found over the summer and into the school year as a Program Associate.	Erik Muckey and Courtney Young appear on KELOLAND Living to discuss Lost&Found's programs in conjunction with National Suicide Prevention Month.  September 3 is named Lost&Found Day in Sioux Falls for the second year as Lost&Found celebrates its 11th anniversary.  The ribbon is cut on new office space in downtown Sioux Falls, and Lost&Found hosts the September Eastbank Block Party.	Lost&Found's chapter at Dakota Wesleyan University honors World Suicide Prevention Day by observing a day of silence.  Peer2Peer Mentorship program continues at SDSU, and a program is launched at the University of South Dakota.
OCT-DEC	Melissa Renes joins Lost&Found as Senior Program Associate.  Jamie Messerli joins Lost&Found as Senior Research & Evaluations Specialist.  Lost&Found's newly expanded staff gathers for a quarterly retreat in Sioux Falls.  Gesine Ziebarth is promoted to Evaluation & Research Manager.	Erik Muckey is part of a panel speaking at a Sioux Falls Downtown Rotary meeting about the complexities of suicide.  Midco Sports features student athlete Brendan Webb and Lost&Found's work.  Lost&Found's exponential growth featured in Sioux Falls Simplified.	The Lost&Found Advocates program launches at University of South Dakota, South Dakota State University, Dakota Wesleyan University, and University of Minnesota Carlson School of Management.  Susan Kroger shares Peer2Peer Mentorship program progress and successes to a statewide audience of more than 150 community leaders.



# 2021 Highlights

	RESEARCH & EVALUATION SERVICES	EDUCATION & ADVOCACY	FUND DEVELOPMENT
JAN-MAR	<p>Lost&amp;Found's Research &amp; Evaluation Services Department is created.</p>	<p>A conversation on Martin Luther King Day with four mental health leaders from around South Dakota describes how people can be of service by learning to how to respond to others' mental health needs.</p> <p>The "Let's Talk About Mental Health Guide" launches.</p> <p>Twelve Voices of Resilience episodes are broadcast via Facebook Live from January through March.</p>	<p>Bill and Susan Sands commit to giving Lost&amp;Found \$25,000 in 2021.</p> <p>The Sioux Falls Area Community Foundation awards Lost&amp;Found a total of \$25,000 to go toward the Campus Resilience Index.</p>
APR-JUN	<p>An External Evaluation Partnership Rubric is created as a guide to help staff select collaborative work that aligns with Lost&amp;Found's mission and strategy.</p> <p>Lost&amp;Found starts a partnership with the United Way of Vermillion to conduct a mental health needs assessment of their community.</p>	<p>Lost&amp;Found staff and volunteers take part in the 211 Helpline Event as part of Mental Health Month, helping to make mental health more visible by holding signs at intersections in Sioux Falls.</p>	<p>The Mental Health Month Charity Tap Event at Severance Brewing in Sioux Falls raises mental health awareness and funds for Lost&amp;Found.</p> <p>Ken &amp; Pat Duncan, along with the S.D. Humanities Council, provide funding to support #ThisIsWhatResilienceLooksLike.</p>
JUL-SEP	<p>Lost&amp;Found continues to refine the Campus Resilience Index (formerly Campus Mental Health Score) that gauges levels of campus supports linked to student suicide prevention.</p> <p>Staff collaborate with Western Dakota Tech to perform a student mental health needs assessment for their campus, funded through a Vucurevich Foundation grant.</p>	<p>Lost&amp;Found has a booth at Riverfest in downtown Sioux Falls.</p> <p>#ThisIsWhatResilienceLooksLike (also #30Days30Stories): A project features 31 stories of resilience by those affected by mental illness and suicide. Stories and photos are shared on a website and promoted on social media.</p> <p>Lost&amp;Found launches its new podcast, Great Minds with Lost&amp;Found, hosted by Joel Kaskinen. Four episodes and a Facebook Live broadcast are produced in conjunction with the stories of resilience project.</p>	<p>The first annual Ben's Long Ball 22 Classic Golf Tournament is held at Grand Falls Casino &amp; Resort in Larchwood, Iowa, honoring the life of Ben Longley and raising awareness and support for Lost&amp;Found's suicide prevention programs. Avera and First PREMIER Bank/PREMIER Bankcard are primary sponsors for the tournament.</p>
OCT-DEC	<p>Lost&amp;Found begins work on a 5-year contract with Great Plains Tribal Leaders Health Board for the evaluation of their STI &amp; teen pregnancy prevention initiative (STITPPI) grant from the Department of Health and Human Services.</p> <p>Gesine Ziebarth attends the American Evaluation Association's annual conference.</p>	<p>Courtney Young presents on navigating relationships as a college student to all first-year students at Dakota Wesleyan University.</p> <p>Lost&amp;Found participates in the American Federation for Suicide Prevention's Out of the Darkness Walk in Sioux Falls.</p>	<p>A Giving Tuesday campaign, including an intense social media blitz, meets a goal of getting donations from 100 people, garnering a matching gift of \$2,500 from American Bank &amp; Trust. Lost&amp;Found also won a \$1,500 prize from the South Dakota Community Foundation.</p> <p>Lost&amp;Found receives a Sammons Financial Group Companies' Community Impact Challenge award and is given \$5,000.</p>

## STUDENT PROGRAMS

# Lost&Found adds two new program options to support campuses and build students' resilience

**T**his year we launched two post-secondary prevention programs: our Peer2Peer mentoring program and our Advocates training program.

Both programs take an upstream approach to suicide prevention and were developed in collaboration with our partner institutions. The intent of both programs is to give students a support network for navigating college and mental health struggles, connect at-risk students with campus and community based resources to increase resilience and decrease drop-out rates, and support existing partners and programs with curriculum. Both programs have seen high levels of success in 2021, with students and staff providing overwhelmingly positive feedback to Lost&Found. A few outcomes for each program are listed below.



University of South Dakota Lost&Found Chapter President Michaela Ahrenholtz speaks with USD students about the importance of mental health at a screening of "The Perks of Being a Wallflower" at the Muenster University Center in Vermillion, SD.

## 2021 Outcomes

### PEER2PEER MENTORSHIP

- SDSU: 13 mentors trained, 20 mentees served to date
- USD: 15 mentors trained, 12 mentees served to date
- **100% program satisfaction rate** with both mentors and mentees
- **80% of mentees reported increase in resilience** (pre-post scale)
- First mentor/mentee socials held at SDSU and USD with 80% attendance
- **Expansion within USD program:** 26 mentors matched with 15 mentees (most are transfer students)
- **Expansion statewide:** Program to launch West River and potentially at Northern State and University of Minnesota in fall 2022

### L&F ADVOCATES

- **36 students attended at least one session** of the program
- **17 students completed the entire Advocates curriculum** at USD, DWU, and UofMN
- 50 total students at Lake Area Tech and DWU's Learn and Earn program were taught the curriculum as part of their coursework
- **335 total student contact hours** took place as part of this program
- **Several events were planned by student advocates** including a 5K and several educational events
- **Program is being adapted to serve at least 8 additional campuses** next academic year

"We're absolutely thrilled about the success of our inaugural year of direct student programming. We've equipped students with tools and knowledge to help them stay in college and stay safe. We couldn't have done this work without our program partners and donors. Thank you from the bottom of our hearts."

—Susan Kroger, Director of Programs



## STUDENT PROGRAMS

### Lost&Found's program options for students

Students can choose to be part of any or all of these three programs, as long as the school they are attending has partnered with Lost&Found to offer that program.

### CHAPTERS

*Students building resilience through community.*

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.

### PEER2PEER

*Students helping students build resilience.*

The Peer2Peer Mentorship program brings together student mentors, who get guided practice helping others, with mentees, who are students who need a little support navigating college life.

### ADVOCATES

*Mental health training for a more resilient world.*

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.



ABOVE: The South Dakota State University Lost&Found chapter hosts a pumpkin carving and painting event with fellow SDSU students in October 2021 in Brookings, SD.

RIGHT: SDSU Lost&Found Chapter Leadership in the SDSU Student Union sharing mental health resources alongside representatives from the National Alliance on Mental Illness (NAMI) South Dakota chapter.

BOTTOM RIGHT: Our Dakota Wesleyan University Lost&Found chapter leadership proudly displays their booth at a student organization expo event in Mitchell, SD.

BELOW: Students participating in Lost&Found programs can advocate for their peers in a variety of ways, whether through service in a chapter, becoming a trained advocate or peer mentor, or simply offering a smile on campus.





# New department works to develop resilience curriculum

In 2021, our Lost&Found team grew rapidly, and we decided we needed to create another department in addition to Student Programs. This new department is our Education & Advocacy branch that focuses on educating and advocating for better mental health and improved resilience, ultimately leading to decreased suicide rates.

The department's work includes collaborative curriculum development, public presentations, conference submissions, internal trainings, digital guide creation, and education through our social platforms. It also includes fostering connections to improve access and reduce harm related to mental illness and suicide prevention.

The department works closely with campuses including DWU, LATC, and SDSU and has plans to continue support all of our partnering schools. We believe that through education and advocacy, negative stigmas surrounding mental health and suicide will be decreased. When we reduce negative stigmas, we can have more helpful conversations and get more people connected to the right resources.

Our wins for the year have included setting department goals and strategies, campus visits including Education & Advocacy Manager Courtney Young's visit to DWU in Mitchell, South Dakota, and the creation and dissemination of our digital guide 'Let's Talk About Mental Health' at multiple schools. We cannot wait to see what 2022 has in store! We will continue to educate on and advocate for all things suicide prevention.



University of South Dakota students traveled to Sioux Falls to meet with community mental health leaders and learn more about the ways they can advocate. Included in the picture are local mental health advocates: Katrina Yde, owner of Forward Counseling LLC and Wendy Mamer, Assistant Director of Admissions at Augustana University and current adviser of the Augustana Lost&Found chapter.



Lost&Found Education and Advocacy Manager Courtney Young speaks to the first-year student cohort at Dakota Wesleyan University about mental health as part of DWU's first-year experience course. Curriculum was developed by Lost&Found for DWU after a partnership was developed in 2018 following the awarding of a SDCF Community Innovation Grant.



## Guide helps people start conversations about mental health

Talking about our own and others' mental health can be a first step to a mentally healthier life. But knowing what to say can be hard.

Lost&Found's Let's Talk About Mental Health Guide provides a comprehensive and easy-to-digest set of tools, questions, and conversation starters for understanding mental health, proven actions we can take to help ourselves

and each other with the struggles we face, and resources for future use.

Lost&Found's staff put this guide together in early 2021 (revised in January 2022) to help people navigate some of the hardest questions about mental health. It's available for download at <https://resilienttoday.org> — select "Digital Mental Health Content" from the menu.



# Project powerfully shows 'This Is What Resilience Looks Like'

In September 2021, Lost&Found shared 31 stories of resilience from people who have dealt with mental health challenges and suicide. After that intense month of storytelling, Lost&Found's staff reflected on what we learned from the #30Days30Stories project. A summary of that reflection follows.

## 1. Storytelling is suicide prevention.

- Talking about mental health is the first step to improving it.
- We must talk about our emotions and mental health to reduce the stigma.
- Storytelling is important in part because much of Lost&Found's work is identity- and relationship-based.
- Stories and statistics work together to paint the full picture of mental illness in our communities.
- Storytelling can help us heal.

## 2. Some stories are more likely to be told than others.

- Men are still reluctant to share their emotions. Only six of the 31 stories that we shared were from men or male-presenting people.
- We can do more to elevate Native American, rural, and LGBTQ2S+ stories in our state. Although the #30Days30Stories covered a breadth of experiences and mental health conditions, the stories came from people who were overwhelmingly White and mostly female, in terms of gender identity.
- It was significantly easier to find people with prior experience telling their story or those with a connection to our work to share their story.

## 3. Improving mental health is possible.

- Many instances of suicidal ideation are related to trauma. However, there is hope: Trauma can be part of your story, but it doesn't need to write your story. Knowing this helps people in their lifelong journey of resilience.

- Doctors, medication, and therapies can and do help.
- Resilient communities do in fact prevent suicide. Many of the storytellers found their strength and support through friends and family.

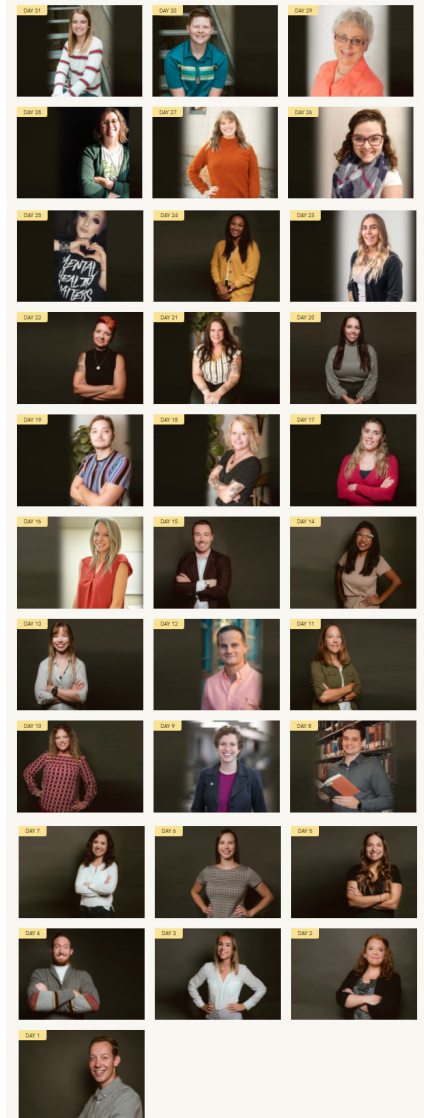
## 4. Having a greater impact on the mental health system is possible, both with this project and beyond it.

- The project's reach was surprising. We reached thousands of people online (see below).
- People relate to their friends, family, and colleagues' stories of experience with mental health and suicide much more readily than to an organization's general message.
- There is still work to be done. The stories, statistics, and response to this project collectively show that many people in our state and country can't feel comfortable right now because they sense there is something more impactful that they could be doing with their time. We at Lost&Found can use that restlessness to do more to move people to take actions that save lives.

Read the stories and the full article about our what we learned from the stories at <https://30stories.resilienttoday.org/>.

### HEAR STORIES OF RESILIENCE

During the month of September, we will be sharing 30 stories over 30 days. Young adults and families from South Dakota and beyond who have been impacted by suicide and mental health challenges share their stories and how they have discovered what resilience looks like in their life.



30 DAYS 30 STORIES

## SOCIAL MEDIA STATS

### FACEBOOK

Posts  
**40**  
Post Impressions  
**52,359**  
Daily average impressions  
**1,745**  
Daily average engagements  
**251**  
Engaged Users  
**4,806**  
Reactions  
**3,133**  
New Fans  
**109**

### INSTAGRAM

Posts  
**36**  
Post Impressions  
**92,605**  
Daily average impressions  
**3,087**  
Stories  
**30**  
Story Impressions  
**2,093**  
Likes  
**1,272**  
New Followers  
**35**

### TWITTER

Tweets  
**49**  
Impressions  
**51,360**  
Average impressions per tweet  
**1,048**  
Engagements  
**755**  
New Followers  
**27**

### LINKEDIN

Posts  
**2**  
Impressions  
**661**  
Average Impressions Per Post  
**330.5**  
New Followers  
**40**

### PODCASTS

Podcasts produced  
**4**  
Total number of podcast plays  
**86**

Total impressions across all media: **199,164**

These are the statistics for Lost&Found's "This Is What Resilience Looks Like" project, which featured 31 stories over 31 days, from September 1 - October 1, 2021.

# LOST & FOUND 2021 SOCIAL MEDIA STATS

## FACEBOOK

Posts  
**151**

Reach  
**116,748**

Engaged Users  
**21,397**

Post Impressions  
**147,746**

Page & Post Engagements  
**28,321**

Daily Average Engagements  
**80**

Reactions  
**6,881**

Link Clicks  
**11,330**

Comments  
**223**

Shares  
**387**

New Fans  
**373**

Followers as of 12/31/21  
**4,377**

## INSTAGRAM

Posts  
**299**

Posts Paid  
**16**

Post Impressions  
**2,029,659**

Impressions Paid  
**397,467**

Daily average impressions  
**6,245**

Reach  
**1,739,436**

Reach Paid  
**388,804**

Likes  
**15,168**

Likes Paid  
**1,670**

Comments  
**347**

New Followers  
**1,544**

Followers as of 12/19/21  
**3,393**

## TWITTER

Tweets  
**192**

Retweets  
**284**

Impressions  
**129,559**

Average impressions per tweet  
**675**

Engagements  
**2,034**

Replies  
**51**

Clicks  
**161**

New Followers  
**112**

Followers as of 12/19/21  
**366**

## LINKEDIN

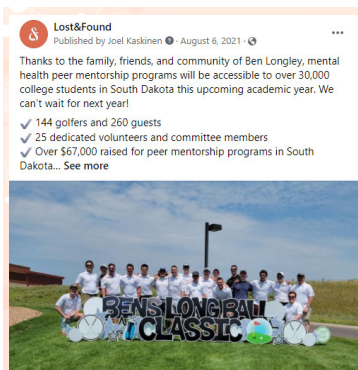
Posts  
**24**

Impressions  
**11,300**

Clicks  
**292**

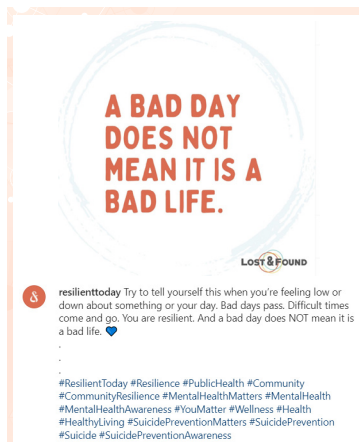
New Followers  
**336**

Followers as of 12/31/21  
**893**



Top post of the year:  
**August 6, 2021**

**5,653 Impressions**  
**5,428 Reach • 32 Reactions**  
**26 Likes • 5 Comments**  
**15 Shares**



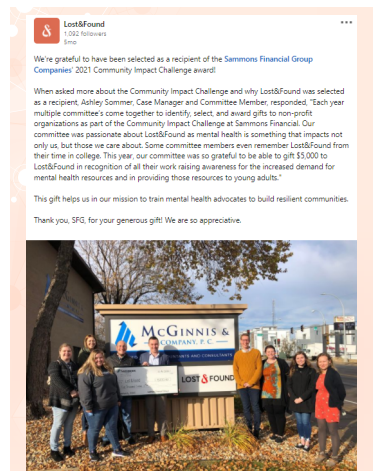
Top post of the year:  
**August 14, 2021**

**94,266 Impressions**  
**71,446 Reach**  
**79 Engagements • 459 Likes**  
**1 Comment • 11 Shares**



Top tweet of the year:  
**November 10, 2021**

**6,708 Impressions •**  
**14 Engagements**  
**9 Favorites • 0 Replies**  
**3 Retweets**



Top post of the year:  
**November 1, 2021**

**53 Reactions**  
**3 Shares**



# New evaluation staff members hit the ground running with internal, external assessment projects

Last year Lost&Found significantly expanded its Research and Evaluation division with the hiring of two full-time staff and the procurement of several external contracts, while we continued to refine the Campus Resilience Index (formerly Campus Mental Health Score) and internally evaluate our work.

Gesine Ziebarth started her work as Senior Research and Evaluation Specialist in April. In November, she was promoted to Research and Evaluation Manager, and Jamie Messerli was hired to fill the Senior Research and Evaluation Specialist role.

Some of the projects that the department worked on in 2021 include:

- creating an External Evaluation Partnership Rubric as a guide to help Lost&Found select collaborative work that aligns with the organization's mission and strategy.
- starting a partnership with the United Way of Vermillion to conduct a mental health needs assessment of their community.
- collaborating with Western Dakota Tech to perform a student mental health needs assessment for their campus, funded through a Vucurevich Foundation grant.
- beginning work on a 5-year contract with Great Plains Tribal Leaders Health Board began for the evaluation of their STI



Gesine Ziebarth and Jamie Messerli

& teen pregnancy prevention initiative (STITPPI) grant from the Department of Health and Human Services.

- continuing to refine our Campus Resilience Index that gauges levels of campus supports linked to student suicide prevention.
- exploring bringing tools to campuses that measure student mental health (Healthy Minds survey and others).

The department's goals for 2022 are to proceed with or wrap up the work started last year, secure new strategic partnerships, bring the Campus Resilience Index to several campuses, attend and present at regional and national conferences and keep advancing our skills. Jamie will also continue her collaboration with Dr. Jerome Freeman at the Sanford USD School of Medicine to explore kindness in medicine.

"I was thrilled to join the team in April of 2021 and jump right into the work of helping campus administrators and community leaders understand their members' needs, as well as existing barriers and opportunities. I love discovering new and maybe surprising information and sharing and discussing it with our partners to support them in achieving their mission."

—Dr. Gesine Ziebarth, Research and Evaluation Manager

## Campus Resilience Index takes shape in 2021

The Campus Resilience Index (CRI) is a partnership-driven tool created by Lost&Found that assesses the suicide prevention capacity of college and technical school campuses and their communities; identifies areas of strength in prevention; and recommends programs, policies, or resources that can reduce suicide risk.

It has been in the works for several years at Lost&Found under its previous working name, the Campus Mental Health Score. The new name came as part of the iterative development process.

Lost&Found's staff started working with the first institution to implement the CRI in 2021. A number of other post-secondary institutions are expected to go through the CRI process in 2022.

The CRI was developed based on the seven evidence-based suicide prevention strategies that the Centers for Disease Control and Prevention (CDC) have identified:

- Strengthening economic support
- Promoting connectedness
- Creating protective environments
- Teaching coping and problem-solving skills
- Identifying and supporting students at risk
- Strengthening access and delivery of suicide care
- Lessening harms and preventing future risk

Indicators relevant to student success were designed to match each strategy and provide a comprehensive view of how campuses can address each strategy.

Learn more and about the implementation process and see a sample report at [resilienttoday.org](https://resilienttoday.org).



## 2021 DONORS



Friends of Ben Longley pose with signs at the first Long Ball 22 Classic Golf Tournament.

## First Long Ball 22 Classic is a success

The first annual Ben's Long Ball 22 Classic drew over 144 golfers, 260 guests, and 25 dedicated volunteers and committee members, raising more than \$67,000 for peer mentorship programs in South Dakota.

Thanks to the family, friends, and community of Ben Longley, Lost&Found's mental health Peer2Peer Mentorship program will be accessible to over 30,000 college students in South Dakota this upcoming academic year.

The tournament honors the life of Ben Longley, who died by suicide in July

2020. Ben loved to play golf with his friends, according to his mother, Leigh Longley, and his friends came up with the name for the tournament. "He could hit the ball a long, long way," she said. "And he was 22 when he passed."

Paul and Leigh Longley talked about Ben's life and mental health struggles in a story that can be read here:

<https://bit.ly/3INQb1p> or by going to the blog on Lost&Found's website, [resilienttoday.org](https://resilienttoday.org).

Learn more about the golf tournament and register for the 2022 event (to be held July 22) here: <https://resilienttoday.org/longball-challenge/>



Several of Lost&Found's board and staff members attended the event.

Many generous donors and organizations supported Lost&Found in 2021.

## FOUNDATION & NONPROFIT GRANTS

- **John T. Vucurevich Foundation**, Rapid City, SD - \$25,000
- **South Dakota Community Foundation**, Sioux Falls, SD - \$20,000
- **Beacom Family Foundation**, Sioux Falls, SD - \$13,550
- **Beacom Family Fund of the Sioux Falls Area Community Foundation**, Sioux Falls, SD - \$14,000
- **Astrup Family Foundation**, Rochester, MN - \$10,000
- **Sioux Falls Area Community Foundation**, Sioux Falls, SD - \$10,000
- **Kathleen A. and Dusty Rick Miller Endowment of the Sioux Falls Area Community Foundation**, Sioux Falls, SD - \$10,000
- **South Dakota Humanities Council**, Brookings, SD - \$9,369
- **Black Hills Area Community Foundation**, Rapid City, SD - \$5,000
- **LCM Endowment of the Sioux Falls Area Community Foundation**, Sioux Falls, SD - \$5,000
- **Sercl Family Fund of the Sioux Falls Area Community Foundation**, Mendota Heights, MN - \$5,000
- **RBC Foundation**, Minneapolis, MN - \$2,000
- **SD Gives**, Rapid City, SD - \$1,500

## GOVERNMENT GRANTS

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





## MAJOR GIFTS

- **T. Denny Sanford**, Sioux Falls, SD – \$100,000 (annual installment 2 of 3)
- **Bill & Susan Sands**, Falcon Heights, MN – \$25,000
- **Ken and Pat Duncan**, St. Paul, MN – \$15,000
- **Gesine & Jon Ziebarth**, Sioux Falls, SD – \$3,500
- **Erik Muckey**, Sioux Falls, SD – \$2,486
- **Tom & Lisa Parker**, Sioux Falls, SD – \$1,500
- **Doug Tribble**, Sioux Falls, SD – \$1,250

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- **First PREMIER Bank / PREMIER Bankcard**, \$5,000
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- **Howes Oil Company**, \$1,000
- **CNA Surety**, \$1,000
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- **CK Design**, \$500
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- **Blue Silo Pheasants LLC**, \$500
- **Two Men and a Truck**, \$500
- **Jorgensen Farms**, \$500
- **Maggie Fitzgibbons - Edward Jones**, \$500
- **Plains Commerce Bank**, \$500
- **Thornton Flooring**, \$500
- **First National Bank Sioux Falls**, \$500
- **Sanford Health**, \$500
- **Severance Brewing**, \$289
- **The Event Company**, \$250
- **R Wine Bar**, \$250

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We are thankful for these donors making an annual \$100 – \$1,000 commitment to Lost&Found.

- |   |  |   |  |
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## FINANCIALS

Dec. 31, 2021 Dec. 31, 2020 Dec. 31, 2019 Dec. 31, 2018 Dec. 31, 2017

### ASSETS

#### Current Assets

Checking/Savings	70,628	75,960	13,875	10,416	2,811
Accounts Receivable	50,910	481	869	525	
Other Current Assets	6,116	1,977	1,371	3,952	

#### Total Current Assets

127,653	78,419	16,114	14,893	2,811
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#### Total Fixed Assets

17,932
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#### TOTAL ASSETS

145,585	78,419	16,114	14,893	2,811
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### LIABILITIES & EQUITY

#### Liabilities

#### Current Liabilities

Accounts Payable	4,627	2,808	1,210	0	350
Total Credit Cards	4,946				
Other Current Liabilities	23,302	5,242	1,795	67	0
Total Current Liabilities	32,875	8,050	3,005	67	350
Long-Term Liabilities (PPP loan)	0	12,300			

#### Total Liabilities

32,875	20,350	3,005	67	350
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#### Equity

Net Assets	88,534	58,069	13,109	14,826	4,299
Net Income	24,176				

#### Total Equity

112,710
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#### TOTAL LIABILITIES & EQUITY

145,585	78,419	16,114	14,893	2,811
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Jan-Dec 21 Jan-Dec 20 Jan-Dec 19 Jan-Dec 18 Jan-Dec 17

### INCOME/EXPENSE

#### Revenues

Direct Public Support	232,300	180,560	36,120	16,616	3,507
Non-Government Grant Income	92,169	87,500			
Indirect Public Support	33	60	20,037	10,011	19
Government Grant Income	181,121				
Revenue from Gov't Agencies	8,000				
Program Service Fees	10,618	500			
Investments	22	33			

#### Total Revenues

524,263	268,653	56,157	26,627	3,526
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#### Expenses

Salaries & Benefits	343,291	149,997	17,595		
Contract Services	52,849	36,955	20,291	11,160	2,993
Non-personnel Expenses	11,028	6,845	4,879	2,553	20
Facilities & Equipment	13,041				
Travel and Meetings	13,501	8,591	7,478	280	315
Other Expenses	31,422	15,644	2,629	269	2,037
Payments to Affiliates	4,208	5,660	5,000		
Advertising Expenses	200				

#### Total Expenses

469,540	223,692	57,872	14,262	5,365
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#### Change in Net Assets

54,641	44,961	-1,715	12,365	-1,838
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Totals may not add up exactly due to rounding.



## 2022 will bring expanded reach and impact for Lost&Found

2022 will be a unique year for Lost&Found. It isn't just about growing our impact through new programs, funded with new support and supported by new staff. The year ahead will be a critical year to make the leap to new geographies, add to our program footprint, and add data and policy to the prevention toolkit.

Most importantly, Lost&Found is focusing on meeting its commitment to serving youth and young adults (ages 15-34) and their support networks. New program divisions have been created to build upon Lost&Found's longtime commitment to serving higher education institutions, but experiences and needs are pulling Lost&Found in new directions. It is time for our team to adapt its efforts to serve a broader audience than ever before.

It's a bit of an understatement to say our organization has grown over the past 5 years. It's skyrocketed and looks nothing like it did in 2017, when we rethought the model for Lost&Found programs and services, starting with the idea of "resilience." But that momentum continues to build each year we build relationships, continue to deliver high-quality prevention programs, and gather more actionable data.

This year, I predict three things will happen:

- Lost&Found campus programs will spread beyond South Dakota to Minnesota, Iowa, and North Dakota—as well as the tribal nations with whom these states share borders.
- The Campus Resilience Index (CRI), designed by Lost&Found's Evaluation & Research Services team in line with Center for Disease Control and Prevention (CDC) suicide prevention guidelines, will fundamentally change community understanding of what suicide prevention looks like—and open up more investment in mental health programs, policies, and personnel.
- Lost&Found will grow its program, data, and policy reach by integrating with a longtime nonprofit partner, launching a mobile app, and converting its technical knowledge into training for audiences never before reached by our team.

We have so much to look forward to in 2022. But we also have so much to work on. Suicide risk isn't going away anytime soon, and we continue to see indicators that major risk factors for suicide among youth and young adults remain at historic highs. We must be diligent yet bold, cautious yet courageous, and data-driven yet connected to stories to live up to our mission to the fullest.

Our team is producing groundbreaking research, programs, policy outcomes, and coalitions to put an end to young adult suicide in our region and the United States. We're ready for what's coming this year, and I can say with certainty—we're going to do even more to prevent suicide than ever before.

That will be the outlook every year. And as long as we're focused on that, this work will matter.

—Erik Muckey, Executive Director/CEO



## New branding reflects a new era

Eleven years ago, a team of audacious college students decided to do more to prevent suicide among young adults. The organization they formed, Lost&Found, has evolved into a force capable of changing mental health systems for good. Through data, program evaluation, policy, and partnership, Lost&Found has grown into a trusted leader in young adult suicide prevention in our region.

We've grown. We've changed. And we've become more connected.

What we value is stronger than ever. Lost&Found has and always will be committed to connecting young adults with the skills and community needed for lifelong resilience. With compassion, inclusion, and responsiveness, we will continue to build resilient communities.

Now, we move into a new era as an organization, built on the connectedness of our work. And with that comes a change in our brand.

### Introducing: the Ampersand.

The ampersand is the heart of our logo and our mission. It represents the short distance between feeling lost and reaching the hope found in the community. This is how we make our mark in the world.

The initials of "lost" and "found" work together to form our unique ampersand.



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**Our new branding reflects the connection we create and the comprehensive nature of our work. In the future, this new branding will help Lost&Found continue to strengthen and boost the mental health resources available to young adults in our region and throughout the country. We are here, as a trusted leader and partner, to ensure that our communities are resilient today.**