

SeekHealing

2022 Impact Report

This report highlights the programming metrics, strategic growth, and community impact in 2022 for SeekHealing, an Asheville, NC-based 501(c)3, whose mission is to make opportunities for meaningful human connection universally accessible in order to improve social health in local communities and reduce deaths of despair.

Our Story

OUR MISSION

We transform lives through authentic human connection, creating a world we all want to live in rather than escape from.



OUR VISION

We envision communities in which each one of us gives and receives care. In this world, a sense of belonging is available for all, because it is provided by all.

"**SeekHealing seriously changed my life.** It helped me learn to trust people again and be vulnerable. I was totally unable to speak in a group or share my true emotions and experiences before. It helped me in so many ways."

- Seeker

Our Community



ETHNICITY

27%

Identify as non-white or mixed race

HOUSING STABILITY

37%

Experience housing instability

SEXUAL ORIENTATION

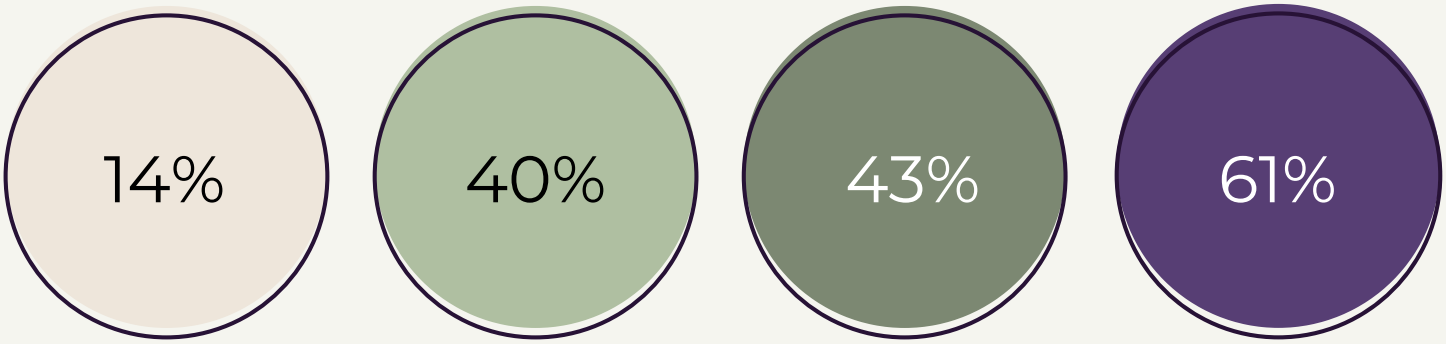
29%

Identify as LGBTQIA+

Our Community

SUBSTANCE USE HISTORY

82% have a substance use history



History with IV drugs

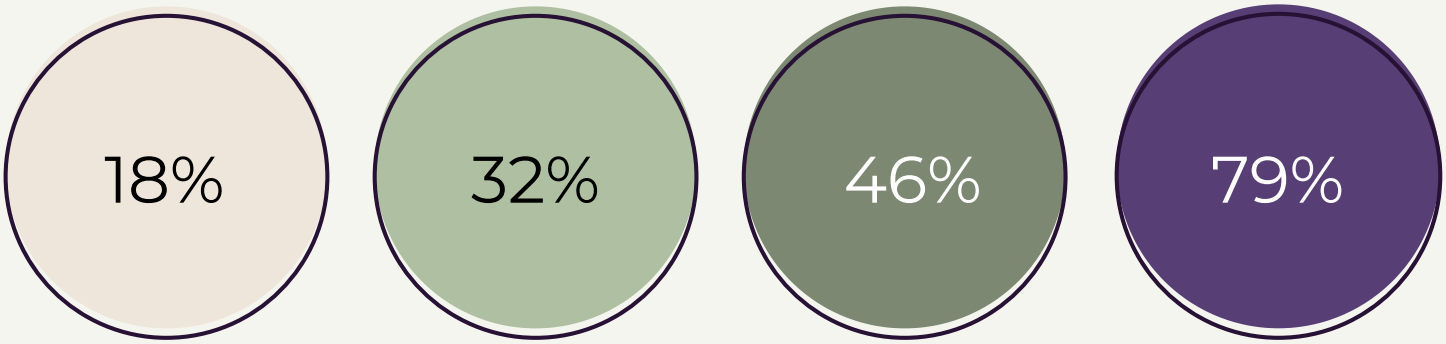
History of sex addiction

History of social media addiction

History of opioid use

MENTAL HEALTH HISTORY

92% have a documented mental health history



Live with bipolar disorder

Live with ADD or ADHD

Live with post-traumatic stress disorder (PTSD)

Live with anxiety

2022 by the Numbers

2,140

Unique individuals served through our various social health initiatives. **1,758 (82%)** were engaged in a meangingful way (3 or more engagement points).



1,128

meetings and events hosted across 3 communities in Buncombe and Haywood counties, as well as our online community.

345 in Asheville

276 in Haywood

413 online

94 registration only

11,400

Volunteer hours logged

108

People matched in **54** "Seeker Pairs" to practice communication skills

908

People signed in to events **3,860 times**

3,700

Calls received on the Listening Line phone systems from **975 unique callers**

"**I've used the Listening Line a handful of times.** I call when I am feeling down and out. It's a one-on-one listening session that feels personal and connective. It is so good to have someone there when I need it."

- Seeker

20

Listening Training courses hosted that reached over **234 people**



61

Facilitators trained through **SHFT (Social Health Facilitation Training)**



34

Facilitators received 100-hour **Social Health Professional certification**

15

Clinicians trained through **Listening Training for Professionals**



25

Teenagers impacted through Social Influencer Connection Practice Meetings and a Youth Listening Training **(thanks to partnership with 4.0 Schools)**

2022: A Year of Change

SeekHealing held over 1,100 events in 2022 despite operating entirely by volunteers for nearly six months due to revenue limitations. Since then, we've doubled down on our focus on revenue growth, increased our income from grants and donations, and turned a profit for the first time on our fee-for-service facilitation training program. At the same time, we've maintained our Asheville and online programs and grown our program in Haywood County, NC. The future is bright!



Programmatic + Organizational Milestones

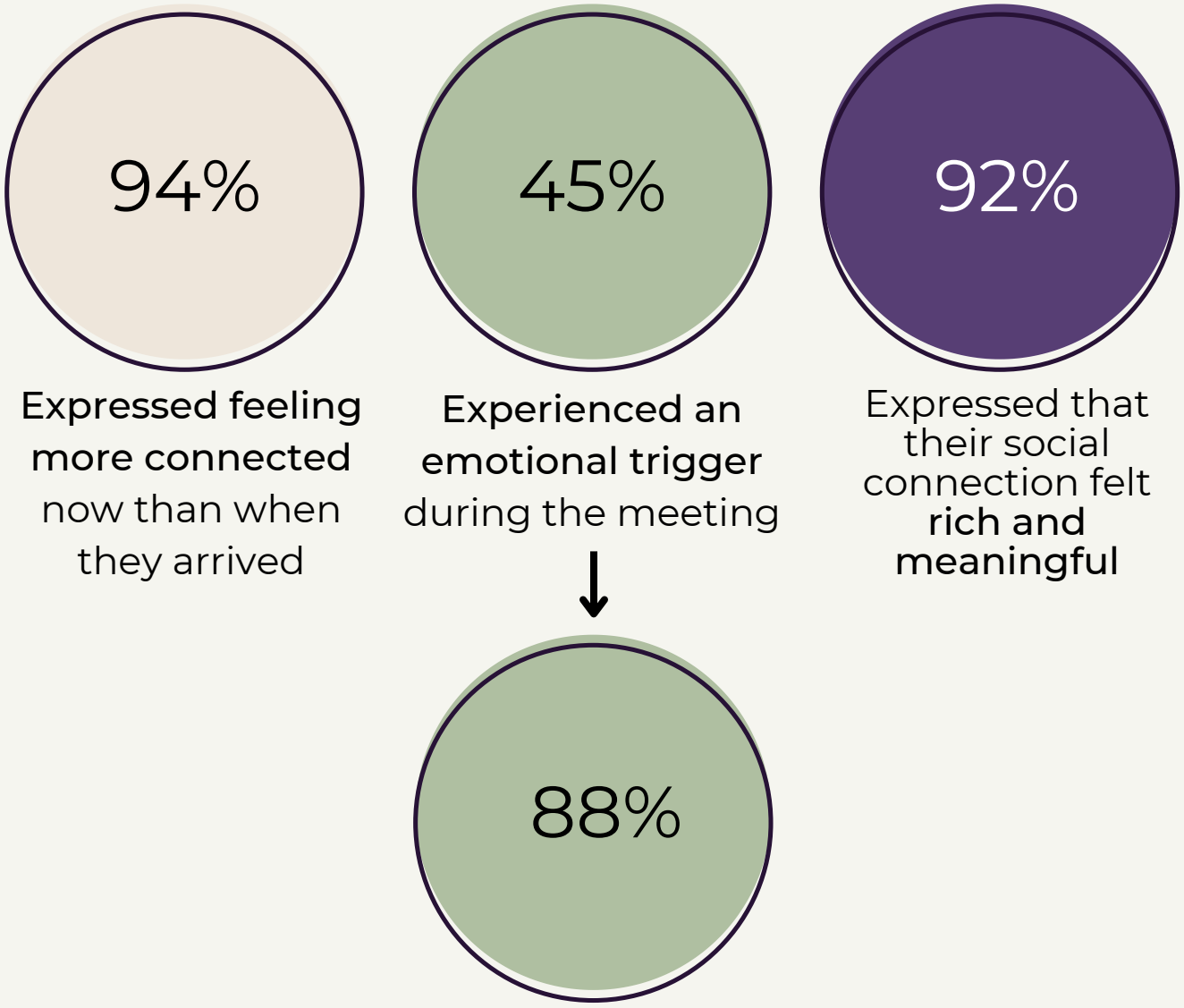


Held Listening Training sessions in **Watauga County, NC** and **San Francisco, CA**.

Launched marketing campaign for the **Listening Line,** a non-crisis community phone line for citizens to support each other

Delivered **two Social Health Facilitation Training (SHFT)** courses and certified **10 new facilitators** in 100 hour training program.

In **118 Connection Practice Meetings** that served over **1,000 attendees***, attendees' survey responses reported the following:



Expressed feeling more connected now than when they arrived

Experienced an emotional trigger during the meeting

Expressed that their social connection felt **rich and meaningful**

Of those 45% of attendees who experienced an emotional trigger felt accepted, heard, and got what they needed from the group, even though being triggered was hard

* Sample size doubled from 2021. Data were derived from the UCLA Loneliness Scale and is the best measure of SeekHealing's impact, as it correlates to better physical and mental health outcomes in peer-reviewed scientific studies.

Spring Gala









Community Partners

dogwood health trust

Making SeekHealing's programs in Asheville, NC possible, empowering the organization to stabilize its business operations and build capacity to expand program reach and delivery in WNC.

cfwnc
the community foundation of western north carolina

Partnering with SeekHealing to provide support for fundraising and capacity building in 2023.

Evergreen Foundation

Making SeekHealing's programs in Haywood County, NC possible.

Delacour Foundation

Made it possible for SeekHealing to continue programming during the summer of 2022 amidst a cash-flow crisis and layoffs.

The Stand Together Foundation Catalyst Program



The Stand Together Foundation Catalyst Program represents a transformational opportunity for SeekHealing. Stand Together seeks out innovative programs that fill unmet needs, and they have chosen us. Their goal is to skill develop SeekHealing executives to catalyze our vision into reality with consultants around financial operation, fundraising, communications, marketing, board operation, and legal. This type of funding for emerging nonprofits can be game changing. It is a revolutionary model for how foundations can help nonprofits.

Overdose Awareness Day









Overdose Spike Alert System

In February 2022, Buncombe County, NC officials had seen a continued spike in fentanyl and opioid overdoses in the community. In response, SeekHealing's overdose spike alert system issued a spike alert.

Around the same time that the spike alert was issued, six people at the Grove Park Inn in Asheville, NC were taken to the hospital for suspected overdose.

The Grove Park Inn incident and the spike alert system's accuracy illustrate why people should sign up to receive alerts.

"I know that when people have this information in their hands they're more likely to be cautious and to take additional safety measures to ensure that the substances they're using are safe."

- Jennifer Nicolaisen

Spike Alert System: Overdoses & Bad Batches

Text START to

828-33-ALERT

(828-332-5378)



Stay informed. Test your substances.
Take care of your friends.

NEW HIRES + PROFESSIONAL VOLUNTEERS

Melisa Gonzalez
Business Operations Manager

Stuart Jeckel
Chief Operating Officer

Amy DeCamp
Marketing Coordinator

Raphael Schwartzman
Marketing Consultant

Tayni Traynor
Seeker Pair Program Coordinator

Janie Gabbett
Chief Editor

James Lowens
Content Curator

Joanie Terrizi
Content Curator



"**After 5 years of struggling in the system** to try to find a better life and not seeing any improvements I was introduced to SeekHealing, a realistic path to a better life and the connection to my authentic self and now for the first time in my life I can see a light at the end of the tunnel and it's real f****** bright!"

- Seeker

NEW CERTIFIED FACILITATORS

KayJay Jablonski
Raphael Schwartzman
Lauren Tevelow
Tawni Traynor
Nate Berner-Tobin
Giles Carwyn
Dakota Block
Tony Stokes
Naomi Veak
Sydney McGary
Adrian Engstrom von Alten

FACILITATOR SPOTLIGHT: CAM PAYNE

Cam Payne is a SeekHealing facilitator who donated facilitation for over 45 Connection Practice Meetings during the cash flow crisis. *Thank you, Cam!*



"**I was diagnosed with ADHD at age 5.** I was a hyper-sensitive person, unable to properly process my emotions. I came into SeekHealing as a "Seeker", looking to heal a life of traumas, co-dependency, addictions and self-sabotaging ways. I was greeted with love and acceptance. Thanks to SeekHealing and all the other fellow "Seekers", I was given direction and purpose to help others along with their healing journeys. I now am giving to what was so freely given to me. I am grateful for the opportunity to be able to express my healing journey and to support SeekHealing!"

We are the Medicine



We thank you for your continued support in our programs!

SeekHealing
50 S. French Broad Avenue
#300
Asheville, NC 28801
(828) 222-5029
www.seekhealing.org