

A background photograph showing the lower bodies and hands of several people standing in a circle, holding hands. They are wearing black wristbands with white text. One person is wearing a white t-shirt and blue jeans. The wristbands have text like 'ONLY 7 SECONDS' and 'BECAUSE YOU MATTER'.

**ONLY 7** SECONDS®

# 2022 IMPACT REPORT



## TABLE OF CONTENTS

FROM THE EXECUTIVE DIRECTOR	2
2022 AT A GLANCE	3
CONNECTION CURRICULUM	5
I KNOW LONELY PROJECT	7
AMBASSADORS	9
ADVOCACY & AWARENESS	10
PARTNERS	12
INTERNAL ACHIEVEMENTS	13
OTHER NOTABLE HIGHLIGHTS	14

### WE VALUE:

RESPECT

EMPOWERMENT

COURAGE

EXCELLENCE

JOY

## A WORLD WITHOUT LONELINESS.

INSPIRING INTENTIONAL CONNECTIONS  
BY EMPOWERING PEOPLE AND EQUIPPING  
PARTNERS THROUGH ESTABLISHED  
PROGRAMS AND RESOURCES.



## A LETTER FROM THE EXECUTIVE DIRECTOR

Dear friend,

What a year it has been! Only7Seconds continues to grow quickly and make an impact locally and globally. In this impact report, you will get to see some of the amazing work we have done. Specifically, I wanted to take a few moments to reflect, share some personal insights, and vision cast.

It was only a few years ago that my wonderful momma had a vision of people taking intentional time (7 seconds!) to check in on, connect with and care for others. Since then we have engaged with thousands of people sharing that exact message. We have created programming that supports the underlying belief that intentional connection is the solution to the loneliness epidemic. We are now in a stage of building firm foundations for a generational organization that has the opportunity to impact millions.

**LONELINESS KNOWS NO BOUNDARIES AND STUDIES CONTINUE TO SHOW DISTRESSING RATES OF LONELINESS. THERE IS SIGNIFICANT WORK TO BE DONE.**

This year I have spent hundreds of hours engaging with individuals, communities and organizations listening about their experiences and sharing the message of Only7Seconds. I have heard countless stories of how our mission and message have helped lives in significant, meaningful ways. I have heard numerous stories of people who feel significantly less lonely as a result of our work. I have heard multiple stories of lives that have been saved.

I have also heard how people are hungry for more solutions to the pains of feeling lonely. Organizations are hungry for creating cultures of connection. Communities are hungry for meaningful ways to engage their constituents. Our message and work are more relevant and critically needed than ever.

As we continue to lean into being a leader in addressing the loneliness space, we look forward to growing the depth and breadth of what we do. Look for 2023 to be a pivotal year as we firmly and boldly establish ourselves as leaders in ending loneliness and inspiring intentional connection.

If you have supported us this year, sincerely, thank you. Our work would not be possible without your generosity supporting us as a start-up non-profit. You make our vision of a world without loneliness possible. When you look through this report, know that your support has helped us achieve this impact.

Sincerely,

*Luke Wall*

Executive Director







# 2022 AT A GLANCE



## ESTABLISHED OFFICE HEADQUARTERS

Located in Chelan, WA



## LAUNCHED I KNOW LONELY PROGRAM

The project harnesses the power of stories to cultivate empathy & understanding, inspire meaningful connection, and help people feel less lonely



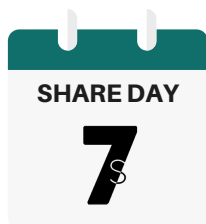
## PUBLIC LAUNCH OF THE CONNECTION CURRICULUM

Open availability for 2022-2023 school year



## LAUNCHED AMBASSADOR PROGRAM

Ambassadors intentionally connect with their people and inspire and activate their communities



## 12 SHARE DAYS

Hundreds of individuals participated by Spreading Hope And Reminding Everyone that they matter on the 7th of each month



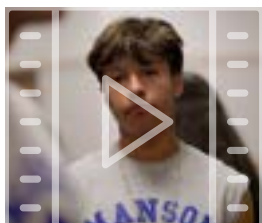
## PUBLISHED A PUBLIC RESOURCE LIBRARY

From Only7Seconds resources to additional recommended resources such as videos, educational articles, books, and helplines, our resource hub is accessible to everyone



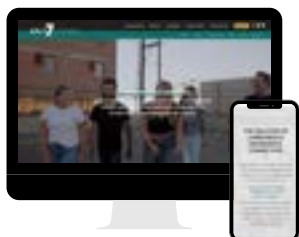
## 10K+ VOLUNTEER HOURS

Volunteering at events, organizing merchandise, participating in SHARE Day activities, and SO much more- we couldn't do it without our volunteers



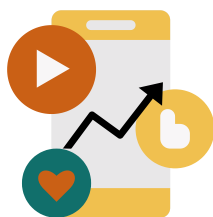
## LONELINESS AWARENESS WEEK

Participated in Global Loneliness Awareness Week including producing a short video titled, "This Is Loneliness" which gained over 17k views



## RELAUNCHED WEBSITE

With more resources, information, and ways to get involved: [www.only7seconds.com](http://www.only7seconds.com)



## INCREASED DIGITAL PRESENCE

Through highly engaged users on social media, our web presence has continued to grow organically



## I KNOW LONELY GUIDE RELEASE

With over 250 downloads, this is a free resource for those experiencing loneliness to begin living a more connected life

## INTERNATIONAL REACH

Mission engagement in Austria, Australia, Canada, England, the Middle East, and the United States



32 STATES IN  
THE U.S.





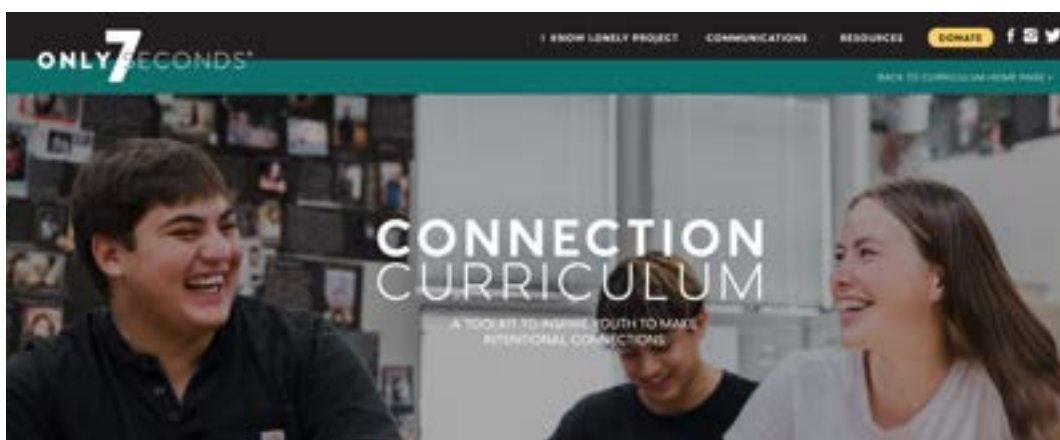
ONLY **7** SECONDS®

# CONNECTION CURRICULUM

piloted in 9 schools & youth organizations in Washington, Arizona, the UK, and Austria and publicly launched in Fall 2022



Connection Curriculum



# CONNECTION CURRICULUM



Through this curriculum, we feature stories from individuals with unique and diverse experiences, challenges and successes. These stories will both inspire individuals to connect with others and encourage those that feel lonely in shared experiences. We believe through the power of connection and our Connection Curriculum, we can provide tools to create a culture that supports students when they feel lonely.



2

**CONTRACT STAFF  
WITH 60+ YEARS OF  
COMBINED  
EXPERIENCE IN  
EDUCATION**

3K

**STUDENTS AND  
STAFF IN SCHOOL  
PILOT PROGRAM**

2

**2022 SCHOOL  
ASSEMBLIES**



**RESEARCH OPPORTUNITY  
PARTNERSHIP TO BECOME AN  
EVIDENCE-BASED PROGRAM**

Only7Seconds has partnered with the Foundation for Social Connection as part of their innovation accelerator.

"During my 37 years in education, I have witnessed my share of loneliness. The type of loneliness that causes kids to believe there is no hope. Only7Seconds is the first program that I have seen that makes sense for use in both education and our own lives. Reaching out to family, friends, and loved ones to express care and concern- this should be a way of life for all of us. Only7Seconds is that constant reminder that we can and should stay connected."

— Eric Driessen, education professional

## WHAT STUDENTS ARE SAYING:



"I learned how to find peace within myself and manage stress better."

– HIGH SCHOOL STUDENT



"I enjoyed the communication I was able to initiate and it improved my day."

– HIGH SCHOOL STUDENT



"I learned how to be more compassionate and socially aware."

– HIGH SCHOOL STUDENT



"It made me think about my friends I could help."

– HIGH SCHOOL STUDENT



# I KNOW LONELY

## PROJECT LAUNCH

The I Know Lonely Project harnesses the power of stories to cultivate empathy & understanding, inspire meaningful connections, and help people feel less lonely. The project is a set of stories produced by Only7Seconds. Each month different individuals sharing their life experiences, because stories have the power to remind us that we are not as alone as we may feel.



**SEPTEMBER**

*Kealani Yamamoto*



**OCTOBER**

*Mario Gonzalez*



**NOVEMBER**

*Vik Chopra*



**DECEMBER**

*Mac & Hailey Potts*



**JANUARY**

*Danny Rigsby*



**FEBRUARY**

*Mariah Paz*



**MARCH**

*Ethan Wall*



**APRIL**

*Izzy Boring*



**MAY**

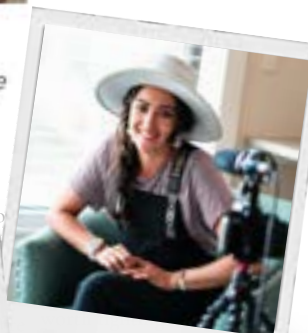
*Lyndsey Sprinkle*

Those stories connection and stir us to Murphy says "Empathy has together people who would c It has the power to teach us and to reach us in moments of isolation when we think nobody understands. Empathy is choosing to see ourselves in another despite our differences. It's recognizing that the same humanity - the same desire for meaning, fulfillment and security - exists in each of us, even if it's expressed uniquely."

**"Connection is the glue that makes us feel we all truly belong."** There are more words

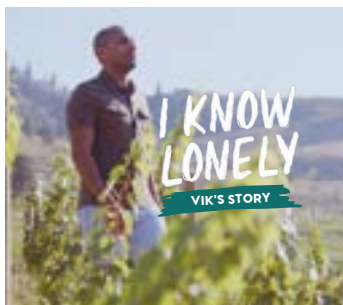
need our relationships – not only for our happiness but also for our health. Our social connections are our lifeline. In the face of alarmingly high levels of loneliness across the age span, now is the time for us to rebuild our connections and build a truly people-centered life," said U.S. Surgeon General Dr. Vivek Murthy, on June 15, 2022. The pandemic has reminded us how much we need our

No one can argue Your story is yours whether you believe story is worth telling. One tell the story of how you overcome what you are going through right now. It will become part of someone else's survival



overcome what 7. It will become part of someone else's survival There are more words to be written your story. Because your story





# THE STORIES

**29,723** VIEWS SINCE SEPTEMBER 2022

"Hearing Kea's story quite literally saved my life and changed the trajectory of my children's lives. I was on a path of continued suicide attempts until I heard Kea's story and was able to come to a place of acceptance of my own Bi-Polar order diagnosis and not feel alone in my story." — listener's story

# THE PODCAST

LISTEN TO THE PODCAST:



**9** EPISODES SINCE SEPTEMBER 2022

**347** MINUTES OF CONTENT

**2,503** LISTENS ON APPLE PODCASTS & SPOTIFY

**12** COUNTRIES WITH LISTENERSHIP

"Thank you so much for sharing your story. My family experienced a very challenging time due to mental health struggles, and it has helped us a lot to open up about those experiences and to know that maybe we can help others who might feel the same way. Sometimes just knowing we aren't the only ones feeling a certain way is all we need to start healing." — listener's story



# MERCH

launched the I Know Lonely collection with a full apparel line, stickers, and resources

# AMBASSADOR PROGRAM

Launched in March 2022, the ambassador program is to equip and train people who are passionate about starting conversations that matter. Ambassadors intentionally connect with their people and inspire and activate their communities.



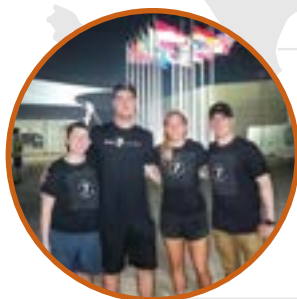
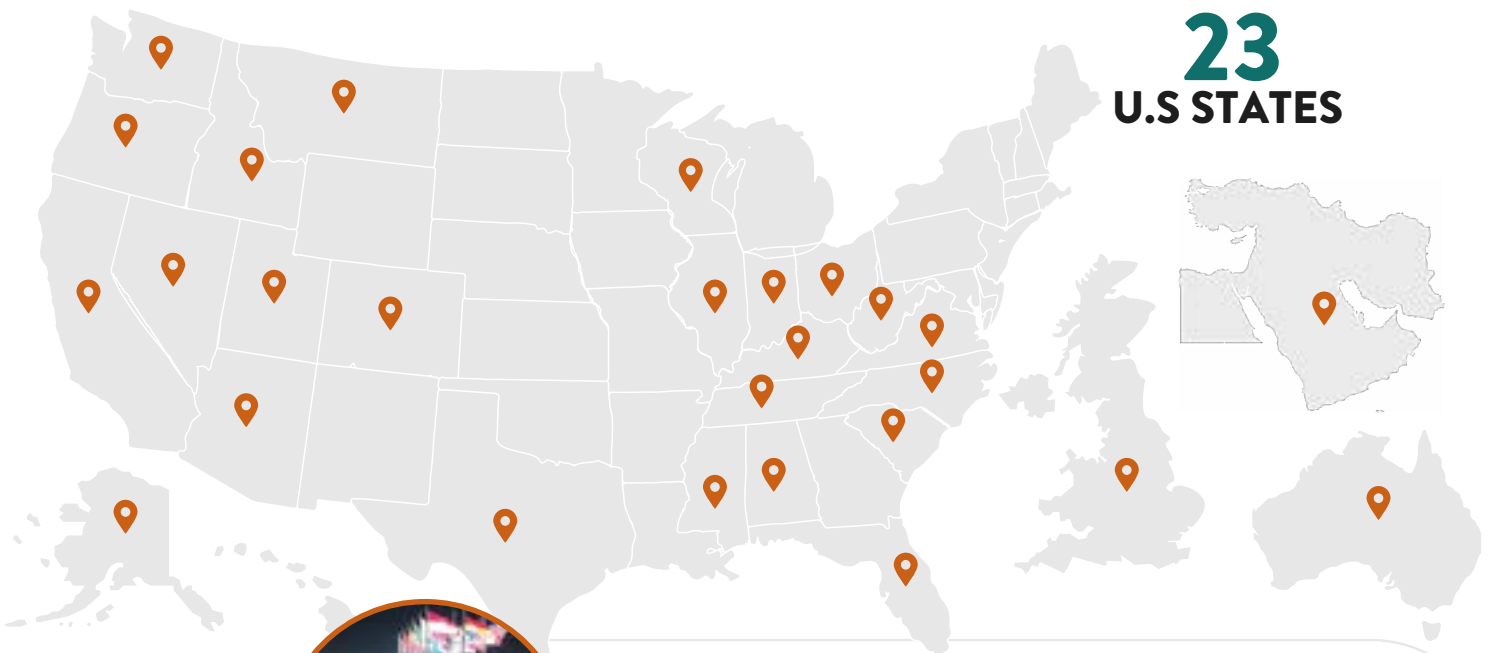
"Honored to be an ambassador. Giving and reaching out to my 7 and beyond has had a profound effect on my own struggles and loneliness. This movement is changing lives daily and sometimes it's our own life that is enriched along the way."  
— ambassador in WA



**4**  
**CONTINENTS**

**153**  
**AMBASSADORS**

**23**  
**U.S STATES**



This group of ambassadors on a U.S Airforce Base in the Middle East hosted a resiliency training. Together, they shared the mission of Only7Seconds, talked about the importance of mental health for military personnel, and their own stories about the power of taking 7 seconds to reach out to someone.



# ADVOCACY & AWARENESS

Only7Seconds seeks to be the leading advocate for ending loneliness worldwide. To help make this happen, we make it a priority that our products and resources are accessible to every person.



## 9,000+

**FREE RESOURCES  
DISTRIBUTED**

Resources include hope notes, yard signs, t-shirts, wristbands, care packages and general printed materials

## 50+

**COMMUNITY ENGAGEMENT  
& SPEAKING EVENTS**

Events include partner collaborations, local community events, SHARE Day events, presentations, and more



“My family was on vacation in and we were getting ice cream from Lone Pine Fruit & Espresso Fruit Stand. Only7Seconds had a Because You Matter sign outside with a QR code and I was like, ‘What’s that?’ The sign itself said mental health to me... and I had to know. I started to dig in to Only7Seconds and I found out that family and friends were actually connected to the organization. So, it was the mission and relationships that were connected, and I pursued Only7Seconds.”

—Colleen Hilton, mental health professional



# CELEBRATED 3 YEARS

We celebrated by distributing 1,700+ signs free of charge across Washington State.



 **LAKE CHELAN CHAMBER**  
CHELAN, WASHINGTON

 **CULINARY APPLE**  
CHELAN, WASHINGTON

 **HANK'S HARVEST FOODS**  
TWISP, WASHINGTON

 **THE BARN**  
CHELAN, WASHINGTON

 **THE LOOKOUT**  
CHELAN, WASHINGTON

 **CASO'S COUNTRY FOODS**  
OKANOGAN, WASHINGTON

 **LAKEVIEW DRIVE-IN**  
CHELAN, WASHINGTON

 **LONE PINE**  
ORONDO, WASHINGTON

 **AG SUPPLY**  
WENATCHEE, WASHINGTON

 **THE VOGUE**  
CHELAN, WASHINGTON

 **SKAGIT CELLARS**  
MANSON, WASHINGTON

 **URBAN IN CASHMERE**  
CASHMERE, WASHINGTON

 **NORTH CASCADES  
FAMILY CHIROPRACTIC**  
CHELAN, WASHINGTON

 **SWEETRIVER BAKERY**  
PATEROS, WASHINGTON

 **KITTIAS COUNTY PUBLIC  
HEALTH DEPARTMENT**  
ELLENSBURG, WASHINGTON

 **WILD PINES COFFEE CO**  
RAYMOND, WASHINGTON

 **ACE HARDWARE**  
BREWSTER, WASHINGTON

 **DONUT PARADE**  
SPOKANE, WASHINGTON

 **KOOP WORKSPACE**  
ARLINGTON, WASHINGTON

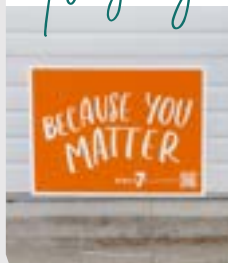
 **JL SCOTT REALTY**  
STANWOOD, WASHINGTON

 **RENEW: GRANT  
BEHAVIOUR HEALTH  
& WELLNESS**  
GRAND COULEE, WASHINGTON

*Thank you for amplifying our message!*



We are so grateful for the 21 program partners who rallied behind our May 7th campaign by distributing signs across WA state. Thank you for helping us distribute this year!



# PARTNERSHIPS

Only7Seconds partners are critical to the success of our mission. By supporting us financially or through collaborative outreach efforts, it increases our impact on communities and individuals and allow us to deliver our mission.

## 180+

**BUSINESSES & ORGANIZATIONS**

participated with Only7Seconds in 2022



## A SPECIAL THANK YOU TO OUR 2022 ANNUAL PARTNERS:

PURA VIDA FOUNDATION 

 **REVELATION**  
WELLNESS

 **COMMUNITY HEALTH PLAN**  
of Washington™  
The power of community

 **MOLINA**  
HEALTHCARE

 **Eating**  
Recovery  
Center

 **Pathlight**  
Mood &  
Anxiety  
Center

**TREE TOP**  
Grower Owned Since 1960

lagriōth+   
WINERY

**RealLife**

  
**SEATTLE**  
**SEAHAWKS**

 **CARTER**  
ON THE ROAD TO  
**CarbonNEUTRAL**

 **ACURA**

 **SUBARU**

 **Volkswagen**

LYNNWOOD • SHORELINE • BALLARD

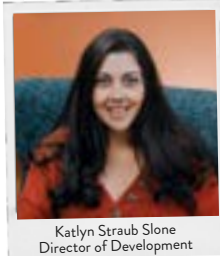
 **BONNEVILLE**  
SEATTLE

Interested in becoming a 2023 Annual Partner? Connect with Katlyn: [katlyn@only7seconds.com](mailto:katlyn@only7seconds.com)

# INTERNAL ACHIEVEMENTS



Luke Wall  
Executive Director



Katlyn Straub Slone  
Director of Development



Marcia Mullett  
Director of Programs

## HIRED 3 FULL TIME STAFF

Luke Wall & Marcia Mullett started full time in January of 2022 and Katlyn Slone joined us in November of 2022

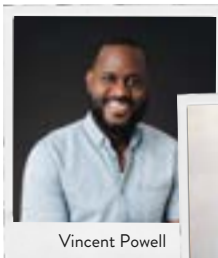


## 1 SUMMER INTERNSHIP

Mario Gonzalez, a senior at Whitworth University, completed a 2022 summer internship in the office as a content and communications position



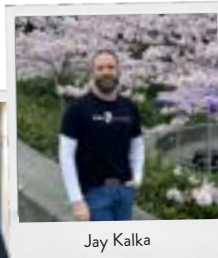
Mario Gonzalez, Intern



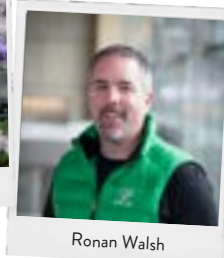
Vincent Powell



Kerry McGhie



Jay Kalka



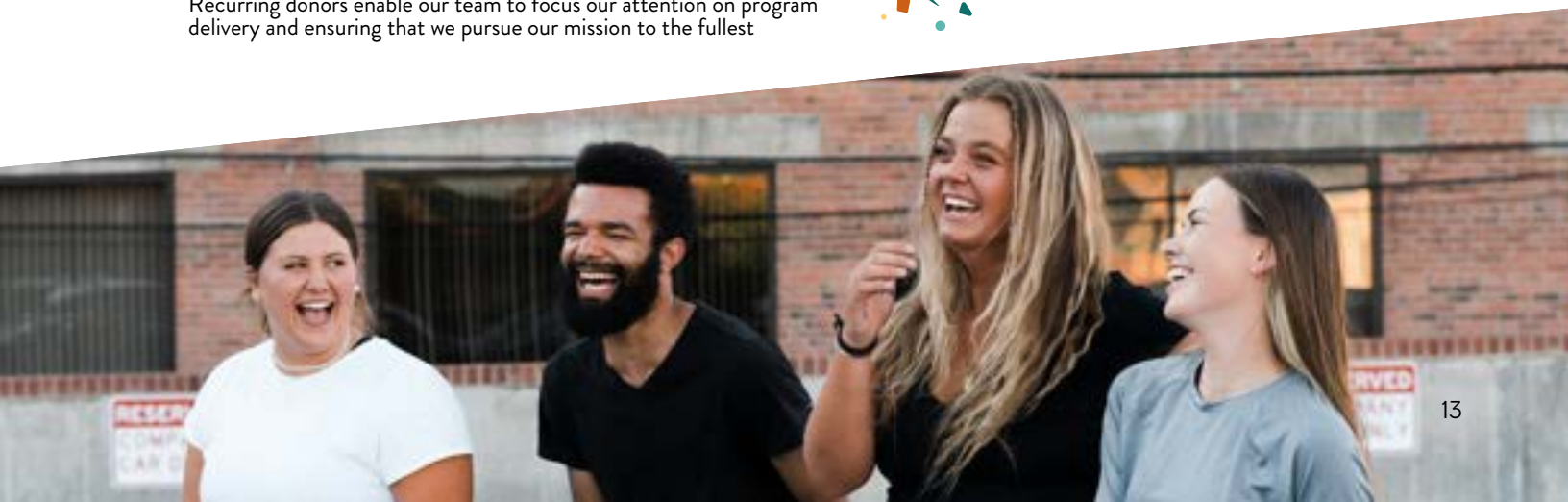
Ronan Walsh

## ADDED 4 NEW BOARD MEMBERS

Board members met in December for a 1.5 day strategic planning retreat

## LAUNCHED MONTHLY GIVING PROGRAM

Recurring donors enable our team to focus our attention on program delivery and ensuring that we pursue our mission to the fullest





# OTHER NOTABLE HIGHLIGHTS

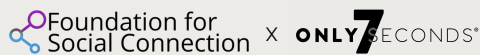
## ONLY7SECONDS®

SELECTED AS MAY 2022 CHARITY OF THE MONTH BY:



### EP 07. BEN HIGGINS: HOW OUR PAIN AND LONELINESS CAN BRIDGE THE GAP TO DEEPER CONNECTIONS

As a bonus episode, we sat down to chat with Ben Higgins. Ben is best known from season 20 of *The Bachelor*, but also an author, and founder of Generous International. In this episode, Ben shares his lived experience with loneliness and what inspired him to write his story in his book, *Alone in Plain Sight*.



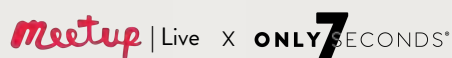
### END SOCIAL ISOLATION & LONELINESS ACTION FORUM PANEL

As partners in the Evidence + Innovation accelerator for the Connection Curriculum, we sat down to chat with a few other creators at the forefront of groundbreaking innovations during the annual action forum hosted by the Foundation For Social Connection.



### REVELATION WELLNESS PARTNERSHIP

We were honored to be selected by Revelation Wellness as a nonprofit partner for their fall challenge: Project Stress Relief. As a result of the generosity of their participants, 20% of donations raised- totaling \$13,825 - went directly to Only7Seconds. Thank you, RevWell team and members for supporting us!



### CRITICAL CONVERSATIONS FOR MENTAL HEALTH WITH ABRAHAM SCULLEY & LUKE WALL

In this collaborative event with Meetup Live, Luke Wall and Abraham Sculley discussed the intersection of loneliness and suicide along with some practical advice on spotting suicide warning signs and how you can appropriately intervene.



### END SOCIAL ISOLATION & LONELINESS ACTION FORUM PANEL

Throughout 2022, we have collaborated with Pathlight Behavioral Health in various ways. From special podcast guests, QPR trainings, and more- Pathlight has championed the work of Only7Seconds and the I Know Lonely Project by allowed our storytellers to continue sharing their stories in various spaces.

