

ONLY **7** SECONDS®

BECAUSE
YOU(TH)
MATTER

2025 IMPACT REPORT

A LETTER FROM THE EXECUTIVE DIRECTOR

OUR VISION:

A World
Without
Loneliness.

OUR MISSION:

Inspiring
intentional,
meaningful
connections.

As we head into our 7th year of inspiring, intentional, meaningful connection, I want to personally thank you and share about your impact! Your support of Only7Seconds' work has helped launch a movement that is transforming lives of youth in your community and others' communities.

When you first supported us, you likely weren't sure if what we were doing could actually work. You didn't know if our solution would actually make a difference. You didn't know if this movement could actually change lives or create a less lonely world. Yet, you believed. You believed that there was a loneliness problem. You believed that our team would find solutions and change lives. You believed in me to lead this organization. Thank you. That belief has paid off.

I am so proud to say today that because of your support, students are walking into classrooms feeling seen. Because of your support, fewer youth lack companionship. Because of your support, fewer youth find it difficult to make friends. Because of your support, youth isolation and feelings of being withdrawn have decreased. Because of your support, more youth feel understood, know who they can turn to for support, and are no longer waiting for others to initiate connection.

Because of your support, youth lives have been transformed at an unprecedented time. The ripple effect of your early belief in our work still grows today. Thank you.

I will end with this: we are not slowing down. In fact, we're aiming bigger than ever before. We want more youth to build strong, healthy connections to themselves and others. We know that our solutions work. We know that because the youth loneliness epidemic has only continued to grow, more youth need the message of Only7Seconds.

To that end, we are pushing hard after our goal for 250,000 youth to experience meaningful, intentional connection by 2027. Whether you have been with us since the first campaigns in 2019 or recently joined us in the mission of a less lonely world, your belief and support means everything. We could not do this without you. Thank you for helping make the world a more connected place.

With deep gratitude,

Luke Wall

Executive Director



2025 AT A GLANCE



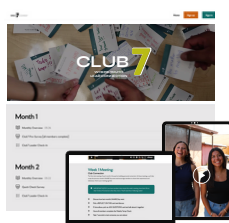
LAUNCHED YOUTH ADVISORY BOARD

Headquarters established in Chelan, WA



COHOSTED YOUTH LEADERSHIP EVENT

800+ youth engaged with an Only7Seconds and helped lead a youth leadership event



LAUNCH OF CLUB7

Club7 locations now exist across five counties and two states.



COMPLETED I KNOW LONELY PROJECT SEASON 3

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



HOSTED OUR FIRST YOUTH SUMMIT

Physical merchandise such as apparel, wristbands, stickers, hope notes, + more have been distributed across the nation



LED OR PARTICIPATED IN 25+ EVENTS

Whether it's \$5 or \$5,000, each of donors have stood behind our mission in some way financially

58,000 YOUTH

experienced intentional, meaningful connection
through our awareness, education, and agency work.

OUR 2025 UPDATE

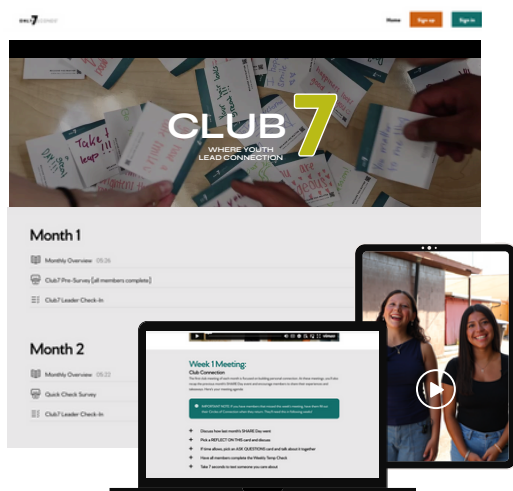
This year, we were excited to welcome some new additions to the Programs team of Only7Seconds. In May, we welcomed Melissa Hosten as our VP of Programs. Melissa has worked in volunteerism, community mobilization, outreach, and education for more than 25 years. In October, we had another exciting addition to our team, Susan Desautel, our Connections Specialist for Indigenous Communities & North Central Washington. She comes to us from working with tribes and outreach efforts through the Confederated Tribes of the Colville Reservation.



MELISSA HOSTEN



SUSAN DESAUTEL



The programs team worked hard alongside the Youth Advisory Board, youth interns, the Scientific Advisory Board, and focus groups to learn from the O7S pilot clubs, revising and improving to develop a comprehensive youth-led club program designed for any spaces where youth gather. Club7 launched in September 2025, and it is exciting to see it spread to sites across Washington and beyond. And we are currently developing collaborations with organizations to host sites across most of Washington state.

Club7 locations now exist across five counties and two states.



In the spring, we wrapped up the release of season 3 of the I Know Lonely Project. The project now holds a total of 27 powerful short story videos. Each one a testament to resilience, vulnerability, hope, and the power of connection. Over the three seasons, these videos have been viewed over 155,000 times and continue to live on in our resource library on social media and only7seconds.com.

NEW! Only7Seconds Data Snapshot:

***More youth feel understood, know who they can turn to, and are no longer waiting for others to initiate connection.**

Youth isolation and feelings of being withdrawn decreased.

Fewer youth lack companionship, feel starved for company, and find it difficult to make friends.

40,000+ youth engaged with the mission of Only7Seconds from 2024-2025.

*Indicates a statistically significant change $p < .05$



RILEY'S VOICE:

How a teenager's courage and persistence became an unstoppable force for connection and change

At just 13 years old, Riley Ayling moved from Chelan to the small, close-knit community near Lake Roosevelt. The transition wasn't easy, but she carried with her something powerful: a belief in the mission of Only7Seconds, a movement she had experienced in Chelan that focused on ending loneliness through building connection and social wellness.

When Riley arrived at her new school, she quickly noticed something troubling. Despite the clear need for emotional support among students, the system was resistant to change. With many new leaders and a top-down structure where adults made decisions for youth, there was little room for youth-led initiatives.

But Riley saw what others didn't—or wouldn't. Her peers were struggling, and she knew Only7Seconds could help.

She began talking to other students, encouraging them to consider how the program could support their mental health. Many had already encountered Only7Seconds through sports and were open to the idea. But the school administration wasn't. The new superintendent, wary of bringing in an outside organization, dismissed the need for the program. The adults believed the students were fine. Then tragedy struck.

In February, a fellow classmate died by suicide. The loss sent shockwaves through the 7–12 school. In response, the district brought in support services... for just two days. Riley watched her classmates continue to struggle, unable to process their grief or find meaningful support. She knew two days wasn't enough.

Now a high school junior, Riley took her concerns to the school counselors. She spoke with clarity and courage, pointing out the lack of mental health resources in the area. The only available services were intervention focused services at the local hospital. What students needed, she said, was prevention. They needed tools to support one another before crisis hit. Again, she felt like her words fell on deaf ears.

Again, she felt like her words fell on deaf ears.

The following August, another student died. Riley who was now class president, enlisted the help of her vice president, Lola Yazzie.

Together the two youth stood before the school board. Their voices carried even more urgency. In a school of just 200 students, losing two classmates in the same grade should have been a wake-up call. “Will it take a third tragedy before we act?” she asked. Still, nothing changed.

Feeling alone but undeterred, Riley reached out to her Aunt Raye, who connected her with the Only7Seconds team. Riley then introduced them to Tammy Norris, the school secretary and ASB Advisor. By now, Riley held a seat on the school board, as ASB President. She had earned the trust of her peers and, slowly, was earning the trust of the adults. With the additional support of Ashley Atkins, the Indian Education Director, Riley returned to the school board once more. Speaking alongside Ashley, Riley once again requested the school invest in the wellness of the students by bringing in Only7Seconds.

There was still some resistance and some hurdles. There were questions about logistics, funding, and implementation, but Riley and her adult allies had answers. When the school learned that Only7Seconds had secured a grant to cover most of the costs, the last barrier fell.

By October, the program launched at Riley’s school. What followed was a transformation. Students wore Only7Seconds t-shirts in memory of those they had lost. Monthly Connection Challenges on SHARE Days brought students together.

In assemblies, where students were usually distracted, Riley noticed something different. Students were leaning in.

The students were engaged, attentive, and connected. “All of the students seemed to be tracking the whole time,” she said.



Riley and her classmates with Tammy Norris, their ASB advisor

As her senior year came to a close, Riley didn’t have to worry about who would carry the torch. Tammy Norris had been by her side the entire time and was ready to guide the next student leader and the next ASB Advisor. Riley had built something lasting.

Now, a freshman at Central Washington University in Ellensburg, Washington, Riley continues to carry the mission with her. This fall, she joined as a member of our Youth Advisory Board and in early November, cohosted our first hybrid Youth Summit. She says she hopes to start a Club7 on campus, continuing the work she began as a teenager who refused to stay silent.



Students from Lake Roosevelt Jr/Sr High, participating on SHARE Day

Thank you to our committed funders who made it possible for Riley: the Names Family Foundation, Paul Lauzier Foundation and Carelton Behavioral Health.



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