



# SeekHealing

## 2021 Impact Report

This report highlights the programming metrics, strategic growth, and community impact in 2021 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.

# 2021 by the Numbers

## 1,167

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

484 in Asheville

21 in Haywood

474 Online

188 Registration-only



## 1,502

Unique individuals connected with and served through our various social health initiatives;

## 801

of whom proceeded to engage in a meaningful way through attending meetings and events, being of service to other community members, pairing up with another individual, or attending a training.

## 2,374

Connection Missions facilitated, helping neighbors give each other intentional acts of kindness like home-delivered meals, ridesharing, social check-ins & phone calls, private naloxone deliveries, and other deeds of empathetic support

# 2021 by the Numbers

2,000

calls recieved on the Listening Line phone system, in addition to hundreds of texts.

4,500

volunteer hours logged from dozens of compassionate community members.

261

Herbal First Aid Kits created and distributed, providing self-care items to people with severe anxiety or certain drug detox symptoms.

1,000

social health & mindfulness workbooks distributed, created by our community partner Realness Project, to inmates at Haywood County Detention Center.

24

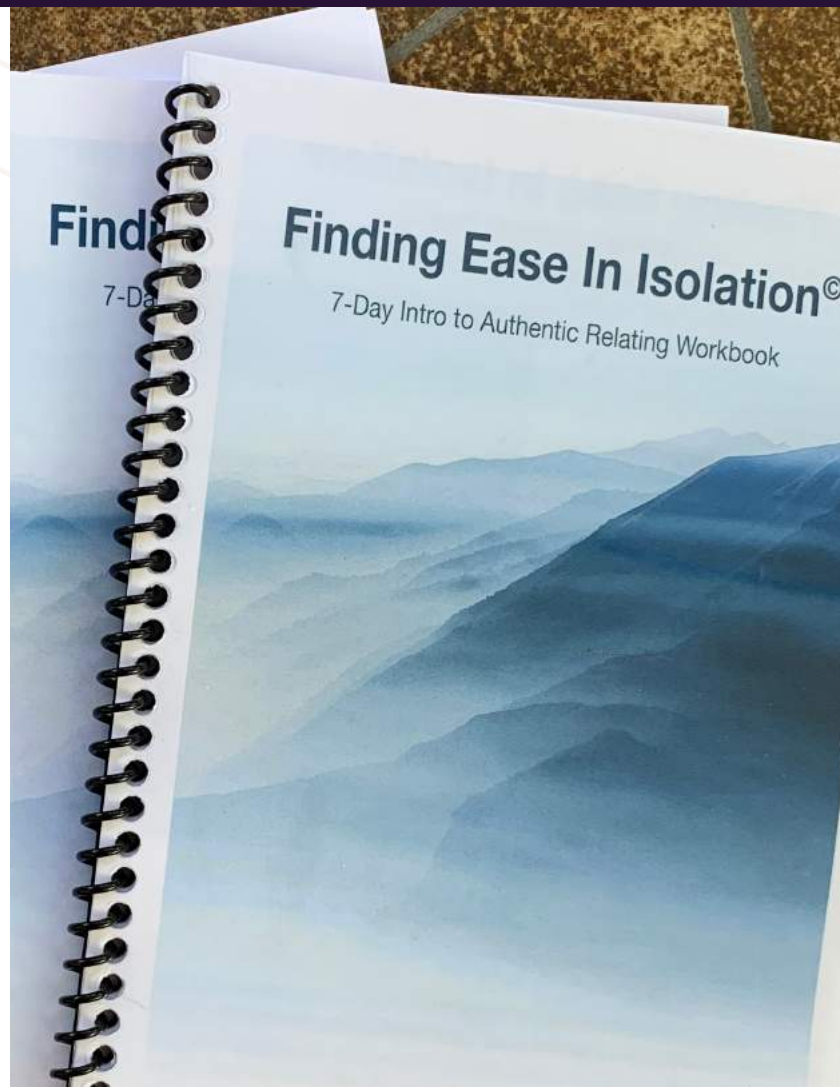
Listening Training courses hosted that reached over 250 people.

136

people matched in 67 "seeker pairs" to practice communication skills

634

people signed into meetings and events 3,119 times.





# Reporting on 2021 Goals Outlined in the 2020 Impact Report

## Listening Training II

An advanced facilitation training, this program activates community members to facilitate human connection professionally and from a trauma-informed perspective. This is a requisite for people to certify as Social Health Professionals in order to facilitate SeekHealing programming such as Connection Practice meetings and Listening Training I. Our first cohort, which started in March 2021, included nearly 30 individuals from across the country. The second cohort which included 25 individuals began in March 2022. This new process for certification has successfully created an internal pipeline for professional development, resourcing SeekHealing programs with facilitators and activating community members with lived experience to step into leadership roles.

## Racial Equity and Inclusion

Addressing the systemic barriers of empowerment and access that many racialized communities disproportionately experience within the mental health realm is critical. We acknowledge our participation in racist systems and are continuing to address these barriers by providing training scholarships; engaging non-white and People of the Global Majority (PGM) community members to provide input and paid consulting services; engaging local Justice Equity Diversity Inclusion (JEDI) nonprofits to create equity targets and internal policies; and promoting community engagement and social health programming within historically black neighborhoods. These initiatives also include hosting PGM-only events to provide holistic wellness services and social health programs to community members free of charge. We will continue to listen and elevate non-white voices while working towards the equity goals identified by our JEDI partners.



# Reporting on 2021 Goals Outlined in the 2020 Impact Report



## **Program expansion into Haywood County**

Thanks to partnership with the Evergreen Foundation, SeekHealing has successfully launched programming within rural Haywood County and opened an office in downtown Waynesville. In addition to the 1,000+ social health & mindfulness workbooks we distributed to inmates at the Haywood County detention center, we are now offering Listening Training I workshops and Connection Practice meetings on a regular basis at our office location on Depot Street, as well as at community partner venues in the area.



## **Continued and evolving collaborations**

Our strong working relationships with area institutions including Dogwood Health Trust, VAYA Health, CFWNC, NCCE, WNCAP, Sunrise Community for Recovery and Wellness, Buncombe County HHS, 12 Baskets & Asheville Poverty Initiative, October Road, RHA Neil Dobbins & C3-356, Land of Sky INSPIRE Initiative, AHOPE & Homeward Bound, YMCA of WNC, Matone Counseling, Givens Estate, The Center for Creative Thought, and many more incredible organizations are what make our community efforts and outreach possible. Mutual and equitable support for our community comes from a place of trust and accessibility, which SeekHealing has been cultivating with our community partners all while navigating the challenges of the COVID-19 pandemic.



# Programmatic & Organizational Milestones

In partnership with Dogwood Health Trust, we successfully relaunched **the Listening Line**, a community-sourced emotional support phone system, linking people who call or text with peers to **create mutual connection with each other**. Volunteers who staff the line can also refer people to local resources available including harm reduction, substance use treatment facilities, crisis centers, food banks, and other human services available in Buncombe and Haywood County.



**Not OK? That's OK.**  
Emotional support, no judgment.


WNC Listening Line  
📞 828-547-4547 • [WNCLL.org](https://WNCLL.org)

The partnership with Dogwood Health Trust also catalyzed **the Overdose Spike Alert**, an encrypted text-to-subscribe system which provides users with PSA information and harm reduction resources regarding toxic drug supplies in Buncombe County. This community-level intervention program **meets people where they are, and informs the community at large of tainted drugs to reduce overdoses**.

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.



# Programmatic & Organizational Milestones

We revamped our organizational structure to create critical backend functions in Development (fundraising) and Business Operations (administration). These departments have created momentum leading to a **significant increase in participation rates** year-over-year from 2020, nearly 200%, and allowed for **strategic projects to become activated** including the Haywood County community, the Listening Line and Overdose Spike Alert systems, and our Community Aftercare Program.

As global pandemic restrictions continued to perpetuate social isolation, we solidified our **online programming** to provide consistent Listening Training courses and Connection Practice meetings via Zoom, now reaching lonely people across the globe. These professionally facilitated offerings create psychologically safe social containers **for people to be seen and heard, without judgment or shame**; while the communication and emotional regulation skills practiced help to address the basic need for human connection all people must navigate.



# Gratitude From the Community

*My life has been changed by the practices taught by SeekHealing that are genuinely lived in the community. **It has changed the way I relate with myself, my family, the way I work, the way I look at other humans.** The connection practices continually evolve me into who I am, who I am becoming and how I show up in the world.*  
– Jen



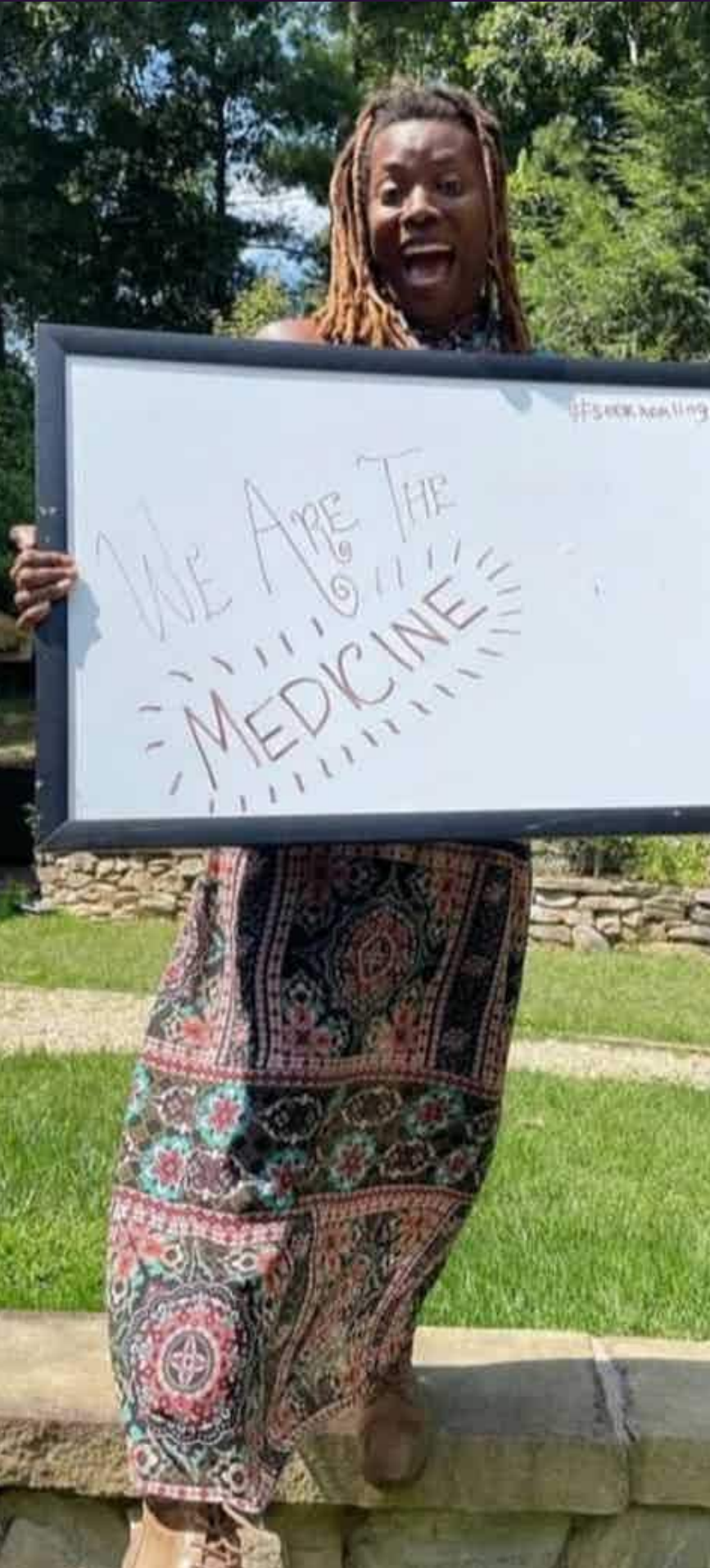
*I feel fulfilled when volunteering for SeekHealing. There is such a variety in volunteer positions that whatever you enjoy doing there is almost always a place for. And for whatever you need there is someone willing to serve you right back. **I love what this organization is doing for the world and I love that I get to witness first hand the impact it has on people.***  
– Anastasia



***I am thankful for SeekHealing,** as it has given me a safe space to go to where I can feel accepted in my authenticity and understood. Thank you!*  
– Anonymous



# Gratitude From the Community



SeekHealing is pioneering a groundbreaking approach to the mental health epidemic. **They give people training and opportunities for connecting with other humans in an authentic and safe way.** When I went through the Listening Training course, I immediately saw big improvements in the quality of my relationships with my family, friends, and colleagues.  
– Terren

**This nonprofit and its programs are transformational, life-changing, and so so healing.** This is what humans are meant to be about. Living from the heart and sharing with one another in this way.  
– Anonymous

**They're an organization worth interacting with on all levels: as a volunteer, as a participant, as a donor, and as a curious member of the public.** You can't walk away from SeekHealing without wondering: how is each of us managing to survive under this paucity of connection?  
– Anonymous

# What the Future Holds

**Our vision for 2022 centers on the stabilization of our place-based communities in Buncombe and Haywood Counties, the expansion of outreach via online programming and training, and the strengthening of our organizational capacity in order to ensure sustainability.**

- Implement curriculum evolution of the Listening Line program to empower volunteers more intentionally and encourage greater reciprocity through community mental health principles.
- Implement new curriculum and public health offerings to address the disconnection that stems from technology addiction and information overwhelm.
- Expand our online programming, reaching more people in need of meaningful human connection. By creating an informed and mutually supportive community with people from around the world, we can make social health resources accessible and available online for people who struggle most with isolation and connecting in person.
- Catalyze community leadership with stakeholders in new locations (including Boone, NC, Austin, TX and San Francisco, CA) by offering Listening Training as a free public health resource for those struggling with disconnection in the local community. Igniting individuals as social health navigators and voices of SeekHealing's presence and impact is the first step to establishing hyperlocal, place-based communities.
- Engage more people to complete Listening Training II to become Social Health Professionals, bringing trauma-informed principles of harm reduction and social connection into their communities at large.

***Together, we can create a world all people want to be part of,  
rather than escape from.***

