



The Ripple Effect

2023 IMPACT REPORT

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85 W Snow King Ave
PO Box 4717
Jackson, Wyoming 83001
307.734.1322



Board member Dan Baker and friends, hiking at Jackson Hole Mountain Resort as part of the Becoming Jackson Whole TRYathlon: Fitness for Body & Mind. Photo credit: Lina Collado Garcia

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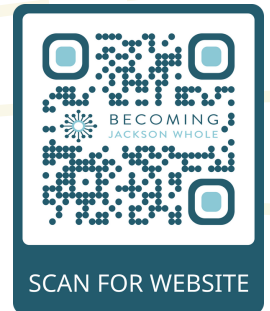
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Our Mission

We're on a mission to make mindfulness second nature in Jackson Hole. By tapping into the transformative power of mindfulness to reduce stress, increase resilience, and facilitate more compassionate dialogue, we can create positive change on a community-wide scale.

Our Team

Sara Flitner, president
Deb Barracato, operations and programming
Cindy Bartz, engagement and fundraising
Kristine Kopperud, digital content and marketing
Sue Mason, training and fundraising
Deidre Norman, marketing and partnerships
Mindfulness Trainers: Laura Callari, Mackenzie Cole, Kirsten Corbett, Sara Flitner, Thom Kinney, Sue Mason



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Message from the President with a little inspiration from Socrates

Since our inception in 2020, we have lived through global disruption, witnessed conflict, and felt our society unraveling, and yet, together as a community, we have touched thousands of lives with measurable impact.

Thanks to the support and participation of so many in Jackson Hole and beyond, we have in just four years held **five community trainings**, including one for new trainers; executed **three TRYathlons for body and mind**, hosted **a world-class neuroscience and resilience Summit**; and **partnered with the Jackson Police Department** to bring mindfulness and resilience training and coaching into their workday. With respect for your leadership and gratitude for your support, please enjoy this summary of what our community accomplished in 2023 through Becoming Jackson Whole. Since our launch, we've made steady, measurable progress towards mindful culture change:

- From a police officer on stage at the Summit: **"What I learned from BJW reminded me to lean into my tools."** With a few deep breaths to access his best decision-making capacities in the middle of a tense situation, this officer prevented his own gut reaction and successfully disarmed a suspect without using his weapon. And now leaders from Town of Jackson and Teton County Public Works, the National Park Service, local nonprofits, and our schools have requested immersion training like our JPD cornerstone project.
- Local mental health providers have reported that their **patients are increasingly entering therapy equipped with a baseline understanding of mindfulness practice**, commonly referencing BJW.
- Registration for our two-day **Power of Awareness training in 2023 reached capacity** in just a few days, with an increasingly broad representation of community leaders from business, education, healthcare, human services, government, and advocacy.
- **We attracted some of the country's best and brightest innovators and thought leaders** to our June Summit: Giving Rise to a Mindful Community.
- **We hosted another "full house"** at Jackson Hole Mountain Resort for the 3rd annual TRYathlon in August!

We're on track to actively engage – through training, digital content, and community events – **5,000 people (25% of our community)** by the end of 2024. Our initial metric was that within a generation, a majority of the community would incorporate mindfulness practices into their daily lives. **We'll be halfway to that target after just five years of operation!**



Sara Flitner, founder and president



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“The secret of change is to focus all of your energy not on fighting the old, but on building the new. - Socrates

Programming Highlights:

Community TRAINING

...because “an unexamined life is not worth living.”

-Socrates, again

The Power of Awareness

Becoming Jackson Whole's 8-hour in-person training and four-week coaching follow-up supports daily integration of a “minimum effective dose” of specific mindfulness practices. In February 2023 we conducted a Power of Awareness course at the National Museum of Wildlife Art with Brad Marshall, a master trainer and part of the original Mindfulness-Based Attention Training team with Dr. Amishi Jha and Scott Rogers. We focused on first responders, mental health professionals, and frontline workers in healthcare and human services, welcoming nearly 80 participants to the cohort.

Speaker Series

As part of this Community Foundation of Jackson Hole-supported program, Becoming Jackson Whole trainers introduced mindfulness exercises to Teton County law enforcement agencies, Teton County and Town of Jackson public works departments, Voices JH, the National Park Service, the Governor’s Mental Health Summit, Teton County School District, Shooting Star, the Kiwanis Club, the Senior Center, and the Community Foundation of Jackson Hole.

Community EVENTS

The Summit 2023: Giving Rise to a Mindful Community

The 2023 Summit took place June 13-15 at Center for the Arts. Our impressive speaker roster of nationally recognized leaders in the mindfulness arena – academics, journalists, media executives, and community-based change-makers – is a humbling demonstration that our mission to make mindfulness second nature here has attracted the attention of leading experts on community wellness and mental health. They came to meet the local leaders guiding our movement and to share the latest research, tools, and practical applications with us. In the weeks following The Summit, we hosted Dr. David Creswell for a follow-up Q&A on Zoom and the “A Team” from Holistic Life Foundation for a community mindfulness practice during a weekday lunch hour.

3rd Annual TRYathlon: Fitness for Body & Mind

On August 19, we welcomed a near-capacity crowd of families, business leaders, and wellness practitioners to our 3rd annual TRYathlon, a free event with mindfulness practice, yoga, and hiking at Jackson Hole Mountain Resort’s beautiful Solitude Station. JHMR principal and BJW board member Connie Kemmerer and her team provided the gorgeous facilities for our use as a donation to support BJW and community wellness.

“I especially enjoyed all the local speakers who shared how **mindfulness is part of their lives/work**. The guest speakers were equally **informative**.”

-2023 Summit Participant



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Programming Highlights:

Community OUTREACH & ENGAGEMENT

Mindfulness Works

In partnership with Teton County Library, we launched a year-long schedule of monthly gatherings, facilitated by BJW trainers, that will provide opportunities to practice together, share tools and experiences, and support one another in our efforts to bring mindfulness into our homes and workplaces. We know from experience that habits stick better when we learn together, and these gatherings, which take place on the second Tuesday of every month from 9 - 10 a.m. and will continue through August 2024, will help us build stronger relationships within the BJW community.

21-Day Challenge

In 2023 this annual outreach drew 1,100 participants who spent nearly 2 million minutes practicing over the course of three weeks in January; we then set up this popular program as a self-guided option available year-round. The 21-Day Challenge attracts hundreds of new audience members and gives them a taste of daily mindfulness practice.

10-Minute Guided Practices (Fridays on Zoom)

We launched these 10-minute practices during the pandemic when we couldn't gather in person, and our dedicated group is still growing! Each Zoom practice begins at 8am Friday and is led by a Becoming Jackson Whole mindfulness trainer or Jackson meditation teacher. A calendar of upcoming sessions appears at becomingjacksonwhole.org/events, along with the Zoom link.

Daily Acts E-mail Micro-Practices and Friday Newsletter/Blog

Our Daily Acts emails are our flagship "micro-practice" outreach, a simple, direct prompt readers can perform in a minute or two each day. In addition, our Friday newsletter and blog offer a deeper dive into mindfulness science and the art of building a daily practice. Nearly 1,600 people see both our daily and weekly content.

I love these in my inbox. Finally, something that gets me to take a minute before I start every day. Thanks! -Daily Acts reader

Social Media: Instagram, Facebook, and YouTube

Our growing presence on [Instagram](#) and [Facebook](#), as well as our [YouTube](#) channel, creates visibility for our events and creates an archive of micro-practices. Social media also allows us to support our network of mindfulness colleagues across the country, introducing our readers to their work and resources.

Jackson Hole News&Guide Column

Beginning in 2022, BJW's Sara Flitner began publishing a regular column, "Here and Now," for Jackson Hole News&Guide. We have heard a great deal of positive response to the column, and this blog-style outreach has increased visibility of BJW products and services, in the context of local issues and concerns.



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Community PARTNERS

“I know that I know nothing.” Yes, it’s Socrates again.

“That’s why we love working with local partners and supporters.” (That’s us!)

At its core, Becoming Jackson Whole is a collaborative model. We are building on existing efforts and launching new mindfulness programs within sectors in dire need of stress relief.

Our 2023 PARTNERS included:

- Jackson Police Department
- Voices JH
- National Park Service
- Teton County Search & Rescue
- St. John’s Health
- Teton County School District
- Teton County Sheriff’s Department
- Community Foundation of Jackson Hole
- Jackson Hole Mountain Resort
- Teton County Public Health



2023 Summit panel including Jackson Police Sergeants Jeromie Traphagan and Jeremiah Peery, with Chief of Police Michelle Weber, moderated by Rev. Jimmy Bartz

We couldn’t do it without our SPONSORS...

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Flitner Strategies
Teton Village Association
Teton Science Schools
Central Wyoming College
Great Northern Coffee
St. John’s Episcopal Church
Amangani
Häagen-Dazs
Vertical Harvest Farms
Community Foundation of Jackson Hole

...or our VOLUNTEERS!

Kate Balog	Jane Ellen Dixon	Erika Pearsall
Jade Bartz	Sheryl Lund	Jeff Rice
Lane Brazell	Tanya Mark	Michelle Rooks
Sheila Brazell	Sonnie Mason	Jeromie Traphagan
Shannon Brooks Hamby	Blanca Moye	Charlie Webb
Mackenzie Cole	Angel Orton	Robin Wells
Kirsten Corbett	Patty Pappas	
Libby Crews Wood	Nola Peacock	

THANK YOU to all our community champions for your support!



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LOOKING FORWARD to 2024

We're developing an agenda for our 2024 programming to capture the wide span of mindfulness applications and expand involvement to a broader base of community members. Please tell us what you'd like to see more of and where you see our work helping people develop focus, compassion, and resilience. Starting with YOU! Here's how you can connect with us:

- [Subscribe](#) to our digital content and follow us on social media.
- Join us on Friday mornings for a **10-minute guided practice on Zoom**. Visit our website (becomingjacksonwhole.org/practice-with-us) for the link or email programs@becomingjacksonwhole.org to receive a weekly invitation.
- Mark your calendar for our **4th Annual 21-Day Challenge** beginning the second week in January – this is both a great introduction to mindfulness practice and a helpful resource for anyone who wants to strengthen an existing practice or simply benefits from the daily nudge.
- Gather with us for **Mindfulness Works** on the second Tuesday of every month from 9 – 10 a.m. in the Ordway Auditorium at Teton County Library. This free community wellness series will continue through August 2024.
- Watch for news about a mid-winter **community training** for anyone who could benefit from mindfulness practice. (So everyone in Jackson Hole!)
- Get ready for our **4th Annual TRYathlon**; we're reimagining the event structure to unify the contemplative practices with a more intentional social gathering.
- And plan ahead to attend **The Summit: Giving Rise to a Mindful Community**. We're moving it to October in an effort to identify a time that might be more convenient for educators and generally less busy for the majority of the community. We'll entice you with details as our planning develops!



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PLEASE JOIN US AND BE THE RIPPLE!

Mindfulness practice has a ripple effect. Every deep breath, every pause, every moment of focused attention is like a pebble dropped in a pond, sending ripples of transformation through one person and out into the community. With your financial support, we can deliver these tools to more and more people in Jackson Hole, working together to build a civic foundation that matches the strength and beauty of our mountains.

Become a member of the **Catalyst Circle** with a 3-year commitment of support. Details at becomingjacksonwhole.org/catalystcircle.

Donate in any amount online now or through Old Bill's Fun Run in summer/fall 2024.

Talk with founder Sara Flitner about how you'd like to support Becoming Jackson Whole. Email programs@becomingjacksonwhole.org.

THANK YOU to our founding **Catalyst Circle members**. Your vision and support allow this work to reach deep into our community.

Dan and Pat Baker
Jean Barash
Kathleen Brown
Katharine Conover-Keller & Fred Keller
Jodie Pond & Bill Field
Carrie Kirkpatrick

Sue Kroeger
Sue and Tim Mason
Sheila and Brian McMillan
Noa and Ted Staryk
Hannah Swett
Karen Terra



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Thank you, DONORS! Your generous support makes this work possible.

Debra Wuersch & Robert Ablondi
Lynn Albers
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Kathleen Wolf
Meredith Woodford
Sue Woodford
Rebecca & Stan Zaist

We're in this together

Close your eyes and just breathe.

Relax into the sensation of breathing in and out, in and out. In and out.

For you and for all who surround you—past, present and future—the same simple breath is the bridge to the present moment, to life, to each other.

Breathe in. Breathe out.



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