

# IMPACT REPORT

2024 Review



“Hands down this has been one of the best sites for prevention, education, and parental advice. I cannot recommend this site enough!!!”

— AMANDA, COMMUNITY OUTREACH COORDINATOR

“I have been searching for videos to show teens for years. This is beyond impressive! Keep them coming – you are saving lives! Thank you.”

— MACARENA, PARENT

# A MESSAGE FROM JON SUNDT

---

As I reflect on the past year, I am deeply grateful and filled with hope. Your unwavering support has been at the heart of our mission at Natural High, and I'm excited to share the progress we've made together.

Over 25 years ago, after losing my two younger brothers, Steve and Eric, I started a non-profit to share our story and help others. In those early days, I visited high schools with a slide projector, often joined by a few friends, sharing our stories to school assemblies.

Last year, we reached 2.9 million students across all 50 states—over 10% of the U.S. 6th-12th grade population. This milestone is huge for our small but dedicated team, and we couldn't have done it without you.

Our mission is to provide effective drug prevention education, through Natural High, to every child in the US.

The fentanyl crisis remains a serious challenge. At Natural High, we're empowering young people to make healthy, drug-free choices. Thanks to your support, our program is reaching more kids than ever, giving them the tools to pursue their passions instead of turning to harmful substances.

In April, I spoke to over 600 seniors at Olympian High School in Chula Vista, where students raised \$11,000 for Natural High and educated their community about the dangers of fentanyl. Their commitment shows the powerful impact we can achieve together.

I'm also eager to introduce our new digital course for parents, "Building a Natural High Family." This course will equip parents to have honest conversations about substance use, strengthening family connections and helping keep kids substance-free.

Your support has made all of this possible. Thank you for being a vital part of the Natural High movement. Together, we're changing lives, one child and family at a time, and we're excited to continue reaching even more kids with your ongoing commitment.



**JON SUNDT**

Founder, Chief Visionary Officer



# NATURAL HIGH IS AT THE FOREFRONT OF SUBSTANCE ABUSE PREVENTION

While fentanyl is a serious threat, the 178,000 annual deaths caused by alcohol are equally devastating.

## OPIOIDS



# 81,000

2023 Overdose Deaths  
with a significant portion  
attributed to fentanyl

## ALCOHOL



# 178,000

Annual Deaths  
from excessive drinking

## TACKLING SUBSTANCE USE HEAD-ON

We've built a powerful arsenal of videos, educational tools, and interactive resources to inspire and equip millions of young people to resist substance use. Through engaging storytelling and impactful content, we are making a lasting difference.



Click on a resource below to explore for yourself:

- [50+ Storyteller Videos](#)
- [6-Minute Fentanyl Film](#)
- [Online Kahoot! Quiz](#)
- [3-Part Brain Series](#)
- [Fentapill Lesson](#)
- [YouTube Prevention Ad](#)

# OUR REACH

**34,000**

Teachers, counselors,  
and mentors use us

**2,900,000**

Kids reached this year

**10%**

of 6-12th grade students  
reached (of 26.9M  
students in the U.S.)

## NATURAL HIGH'S PROGRAM IS AMPLIFIED THROUGH PARTNERSHIPS

Content that inspires sharing and spreading the message.



## COMMUNITY PARTNERS HELP SAVE LIVES

Natural High's impact goes far beyond our team, thanks to the support of educators, parents, and coalitions. They help spread our message by using our resources in their own communities.

Our fentanyl prevention collateral are displayed across the country, and community meetings have shared our fentanyl prevention video. Coalitions, sheriff's offices, and local organizations have also helped spread our content on social media and in their areas, saving lives along the way.

We're especially proud to partner with Texas A&M, where our fentanyl prevention video is featured. And thanks to the Amara Rose Foundation, 9,000 drink stickers with QR codes linking to our fentanyl prevention video are being distributed to prevent fentanyl use.

Through these partnerships, our message keeps growing, reaching more people and inspiring action.





# WHAT WE'VE BEEN UP TO

## INSPIRING SENIORS

Jon presented to 600 seniors at Olympian High School in Chula Vista in May. For the 2023-24 school year, the senior leadership committee chose Natural High as the focus of their yearlong fundraising campaign to provide ongoing substance abuse prevention in our nation.



These remarkable young people spent the entire school year explaining the dangers of substance use and fentanyl poisoning in their community.

Their efforts didn't stop there—they also raised an impressive \$11,000 for Natural High. Their commitment and enthusiasm remind us of the powerful impact we can achieve together.



## NEW STORYTELLERS

We are thrilled to introduce Jawann Blanchey, a professional drummer, and Chad Caruso, a YouTuber and skateboarder, as our new storytellers. Their inspiring stories will resonate with our audience, promoting positive life choices.

## RED RIBBON WEEK (OCTOBER 23-31)

For many students, Red Ribbon Week (RRW) is the only time they receive any substance abuse prevention education all year.

We're the top resource for most educators during RRW, and this year, we've crafted an engaging lesson plan that takes students on a meaningful journey.

It begins with Jon's inspiring video, followed by lessons on how their brains work. As the week progresses, they will learn about the dangers of fentanyl poisoning and conclude with a special storyteller chosen just for them.



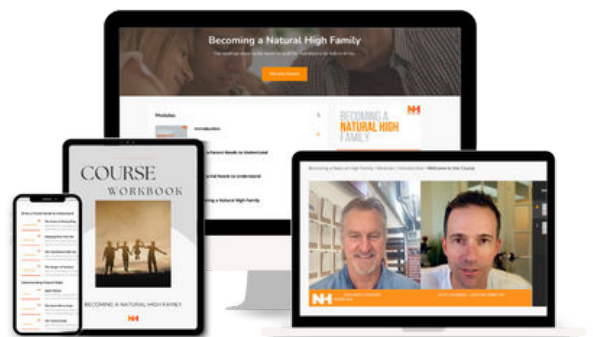
"I have been a school counselor for 11 years. This is **one of the best tools** in my arsenal against drug and alcohol abuse."

— LYNETTE, EDUCATOR

## WHAT'S NEXT

### BECOMING A NATURAL HIGH FAMILY COURSE COMING SOON

We're excited to announce the upcoming launch of "Becoming A Natural High Family," a free course designed to help parents guide their kids toward a thriving, drug-free life. Through engaging modules, you'll learn how to have impactful conversations, set healthy boundaries, and support your teen's passions.



Stay tuned for more info and join us in this journey because all kids deserve to live a fulfilling life, free from substance use.



---

# YOUR GENEROUS SUPPORT MADE ALL OF THIS POSSIBLE

Reflecting on the past year, we are deeply grateful for the unwavering dedication and tireless efforts of our educators, partners, supporters, parents, and staff. Your commitment and passion have profoundly impacted young lives.

Together, we inspire, educate, and empower the next generation to live naturally high and drug-free. Thank you for being such a wonderful friend to our cause.

