

PROJECT 11 CONTINUES TO GROW.



Lisa Byfluglien with Win-E-Mac Science Teacher Brad Hubred. Brad uses prep hour to teach Mental Health using Project 11.

The Max Foundation is thrilled to welcome Lisa Byfluglien as the new Project 11 Coordinator. With nearly 30 years of experience as a preschool educator as well as the founder of the Smart Start Learning Center, Lisa is no stranger to empowering young minds. Her rich background in education, coupled with her passion for mental health advocacy, makes her a natural fit for this role.

Lisa's journey to the Max Foundation is rooted in a personal connection. Her family has long been close to the foundation's founders, and after learning about Project 11—a mental health initiative designed for schools—she felt a strong pull to contribute. "Mental health is such a critical issue today," Lisa shares. "It touches everyone, and I knew I wanted to help in some way."

Project 11 equips educators with tools to address mental health challenges in their classrooms, offering accessible lesson plans and a supportive philosophy. Lisa was drawn to the initiative's inclusive approach, emphasizing that mental health knows no

boundaries—it impacts individuals of all ages, backgrounds, and circumstances.

In her new role, Lisa focuses on increasing awareness and adoption of Project 11 across Minnesota and North Dakota. Networking plays a central role in her strategy. From connecting with local educators to engaging state education boards, Lisa works to build bridges and spread the foundation's mission. One of Lisa's latest wins has been collaboration with the school district in Win-E-Mac, Minnesota, where she partnered with educators to introduce Project 11, drawing local media attention and community interest.

Lisa is also exploring a partnership with Smiles for Jake, a mental health organization in the Brainerd Lakes area. This partnership aims to merge efforts and expand Project 11's reach. "Working together is key," Lisa explains. "When
...continued on page 3



Since 2019, facilitated P11 training to 571 teachers.

Those teachers represent 24 schools.



Impacting 16,000 students.

OUR MISSION

"To raise funds to support charitable programs, projects and activities that facilitate mental wellness amongst our youth"

Welcome

In 2019 when we established the Max Foundation we embraced “to do nothing was not an option”...we were committed then and remain committed today to do all that we can to help our children be mentally healthy and live a fulfilling, productive and happy life. As we reflect on the past 5 years, we are happy with the accomplishments that we have achieved.... and we accept the fact that there is still lots of work to be done.

We are confident that the Max Foundation is positioned to continue to fulfill our mission in 2025 and we are committed to doing all that we can to make a difference in our children's lives.

Our mission is direct “To raise funds to support charitable programs, projects and activities that facilitate mental wellness amongst our youth”. In this newsletter you will read about some of the projects that we have undertaken in the



past 12 months, and it is important to recognize that none of these projects would have been possible without your support. If you have given to the Max Foundation in the past we thank you for your support....if you are new to the Max Foundation and our mission we encourage you to go to our website (www.maxmarvinfoundation.org) to learn more about our work.

BECOME PART OF THE RIPPLE EFFECT ON MENTAL ILLNESS:

If you have donated to our foundation, thank you for your support and know that we are humbled by your generosity and are committed to invest your contribution wisely. If you are new to the Max Foundation and our mission, we encourage you to check out our website (<https://maxmarvinfoundation.org/>). If you are interested in donating you can do that by clicking on the donate now tab or simply send a check payable to the Max Foundation, PO Box 49, Warroad MN 56763.

We are making progress and understand that there is still much to be done....

we are committed to making a difference in the lives of todays youth.

Need help? Call 800-950-6264,
text “helpline” to 62640, or chat online.
In a crisis, call or text 988 (24/7)



Tanya and Justin Ferguson of Cyrus Resort
Thank you for supporting the Max Foundation!

Take a peak

<https://fb.watch/wprrt37hYMv/>

HDM, alongside Bally Sports, the Wild, and the Warroad Hockey Day MN committee, created a powerful video showcasing the Max Foundation's mission and history. This heartfelt story has been well-received and greatly benefited the foundation.

...continued from page 1



Project 11 introduced to Win-E-Mac school district.

communities come together to prioritize mental health, the possibilities are endless.”

Despite her excitement, Lisa acknowledges the challenges ahead. Time management is a hurdle as she balances outreach efforts with the busy schedules of communicating with educators. Streamlining the communication process is one of the challenges.

Finding the time in educators' already busy schedules is another hurdle she is striving to overcome. She's exploring innovative ways to make the program even more accessible, such as advocating for continuing education credits for teachers who participate in Project 11 training.

Closing the gaps will help Project 11 effectively make the process easier to implement within the school systems.

Her long-term vision includes taking Project 11 beyond state lines. During an upcoming visit to Montana, Lisa plans to introduce the program to a charter school founded by her cousin, underscoring the initiative's potential for national impact.

“Mental health affects everyone,” Lisa emphasizes. “If we can help schools create supportive environments for their students, we’re doing something incredibly valuable.”

With Lisa Byfuglien at the helm, Project 11 is set to make a lasting impact on student mental health. Through her dedication and the Max Foundation’s vision, the initiative is poised to transform classrooms into spaces where every student can thrive emotionally and academically.

Stay connected with the Max Foundation to follow Lisa’s progress and learn how Project 11 is making a difference in schools near you.



Growth in 2024

The Coaches Care Project is a program that provides coaches with training on how to talk about mental health with their student athletes. The purpose is to build awareness around “upstream suicide prevention,” by building a culture that reduces isolation for all students, improves the wellbeing – both emotional and physical – of all students, and providing a more pro-social context in which students can live and thrive. The Max Foundation is exploring more avenues in collaboration with MSHSL to expand the mental health programs.



MODULES
COMPLETED

28,000

VIEWS

I have been a coach for 15 + years and have coached JV/Varsity Girls Basketball for 8 years. I have completed the MSHSL trainings and have to say the new video additions on mental health, provided by the efforts of the Coaches Care Project, were wonderful! To have some sort of training on how to approach mental health in our athletes is so important. I feel that the videos have given me tools to make sure myself and our team can take action in the appropriate way when mental health arises.

Katie Pieper, Lake of the Woods JV/Varsity Coach

THIS YEAR'S WINS!

MAX
FOUNDATION

2nd Annual Max Multi Species Fishing Derby: A Community Effort

Labor Day Weekend 2024

The Northwest Angle came alive during Labor Day weekend with the second annual Multi-Species Fishing Tournament, an event born from a casual conversation among friends and a desire to create something unique for the community. Spearheaded by Lisa Marvin and her collaborators, this tournament combines friendly competition and community spirit, showcasing the Angle's renowned musky and walleye fishing.

The Max Foundation played a pivotal role in the tournament's success, not only as a sponsor but also as a partner in fostering a sense of togetherness. Their contributions included custom bump boards and other essential materials, which made the event possible. While the tournament initially wasn't designed as a fundraiser, it has evolved into a platform for supporting community causes, with donations pouring in from local resorts, fishing guides, and residents.

The event has also become a way to honor Max, whose love for the Northwest Angle and its traditions continues to inspire those involved. "It's a celebration of the Angle," said Marvin, "where locals and visitors come together for a fun, meaningful weekend before the summer ends." As the tournament grows in popularity, organizers are mindful of maintaining its intimate and



community-focused atmosphere while considering future expansions.

The collaboration between the Max Foundation and the community underscores the spirit of giving back, making the tournament more than just a fishing event—it's a celebration of unity, and the joy of shared experiences.

L.I.G.H.T. Retreat

March 27th & 28th 2024



On March 27th and 28th, 6th, 7th, and 8th graders participated in the second annual event called L.I.G.H.T. retreat, which stands for leader, integrity, grateful, hardworking, teammate. The L.I.G.H.T. retreat conducted at the Warroad High School was funded and sponsored by the MAX foundation. This year's retreat's theme, B.E.L.O.N.G., was lead by the Character Challenge Course out of Park Rapids. The two day focus was on Believe, Encourage, Live, Overcome, Navigate and Grit. After students completed fun activities, they reflected on the character qualities of be the L.I.G.H.T. and we all B.E.L.O.N.G. The L.I.G.H.T. retreat would not have been possible without Warroad High School student leaders; student

council members, national honor society and team epic. These groups were able to participate in the training program prior to the 6th, 7th and 8th graders, allowing them to help lead the middle school students through the activities. Hip hop singer and dancer Ron Wilson (aka Kaboose) and his sidekick Nate also entertained and shared their story with students on the 28th.

Stand Tall Steve

Stand Tall Steve presented to Roseau School District staff on August 26th, 2024 and provided inspiring messaging as well as straightforward strategies to improve the culture and climate within our school community and the classrooms which our students attend. The presentation reinforced the importance of recognizing all students and the necessity that all students and staff must feel valued, important and loved and appreciated within our school. Without the support of the Max Foundation, the presentation as well as the two break out sessions for staff provided by Steve would not have happened. On behalf of our staff, students and district:

Thank You for your ongoing support and all that you are doing to "Make A Difference" in the lives of our students and staff. The mission of the Max Foundation is so important and your efforts to support our students and staff matters and is making a difference.

Stay Great,
Tom Jerome, Superintendent
Roseau School District

Emma Benoit shares her compelling story

LifeCare Medical Center, hosted a series of impactful presentations by mental health advocate Emma Benoit. These events, which took place in the communities of Roseau, Greenbush, Badger, and Grygla, underscored the importance of mental health awareness and suicide prevention. Benoit's compelling personal story and advocacy for open conversations about mental well-being left a profound mark on students, educators, and community members alike. Paula Hedlund, who helped in the planning efforts, highlighted how Benoit's presentation was supported by a network of local organizations, including The Max Foundation, public health agencies and schools, illustrating a united effort to bring this vital message to the rural communities.

Emma's heartfelt narrative and interactive sessions captivated the audience, particularly students from grades 7-12. According to Hedlund, "Students were very moved by her presentation. Even typically disengaged groups were attentive and reflective." The presentations also provided a safe space for students to seek help, with Sanford Crisis staff on-site to assist those who needed immediate support. Notably,



school staff reported identifying students in need of assistance who might not have otherwise come forward, thanks to the awareness sparked by the event.

The community's response to Benoit's visit has reinforced the importance of ongoing dialogue around mental health. Hedlund emphasized the need for continuous education and accessible resources, including follow-up initiatives such as distributing mental health toolkits to schools. She also encouraged local organizations to utilize mini-grants offered by the Max Foundation to support similar initiatives.

The collaborative efforts between Life Care Medical Center, local sponsors and the Max Foundation is a testament to what can be achieved when communities come together to prioritize mental health, ensuring that no one feels alone in their struggles.

MAX RIVALRY GAMES



Max Rivalry Games showcased an exciting doubleheader with the Warriors and Rams for its 2nd annual face-off that took place in Roseau on Jan 9th, 2024. These two exceptional teams unite for a common cause – dedicating the night to mental health awareness and a powerful message: affirming that unity makes us stronger.



IT'S EASY TO DONATE WE APPRECIATE YOU.

MAX FOUNDATION SUPPORTS WARROAD IN HOCKEY DAY MINNESOTA 2024



Hockey Day Minnesota generously donated \$5,000 to the Max Foundation during the event held in Warroad from January 25th to 27th. The Max Foundation also hosted a booth to promote awareness about mental health and suicide prevention, emphasizing the importance of these issues. Their ongoing efforts have had a profound and far-reaching impact.



MAX FOUNDATION BOOSTS STUDENT WELL-BEING WITH FINANCIAL SUPPORT FOR MENTAL HEALTH SERVICES

Mental health is an essential component of student success, and the Max Foundation is proud to support programs that provide crucial mental health services in schools. Through its generous funding, the Foundation is helping students thrive by offering access to on-site mental health professionals.

Rachel Bartz, LICSW, MSW, has been a trusted presence in the Warroad School District since 2022, offering counseling and support to students. This fall, in collaboration with LifeCare Medical Center, the program expanded with the addition of a skills based mental health worker who meets with students one-on-one, equipping them with practical tools and coping strategies identified by the mental health professionals.

Together, these services are empowering students with the skills they need to navigate challenges and succeed academically and emotionally.

NEW PICNIC TABLES

Max loved L.O.W. and the relationship that he had with the guides in the area. The guides from the NW Angle area wanted to recognize and honor Max and the Max Foundation by placing 5 new picnic table on the lake for the public to use. Each picnic table has a Max Foundation logo prominently displayed.

LET'S GET SOCIAL!

Our social media efforts continue to grow touching our followers with positive mental health messages and encouraging them to live a healthy balanced life! Learn more with the qr codes to the right:



PO BOX 49
WARROAD, MN 56763



IT'S EASY TO DONATE

WE APPRECIATE YOU.



GET IN TOUCH

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