



Pls . Find

Reuniting people with who
and what matters most.



draditinerurkar  18w

THIS is what the internet is meant
for 😭😭

10,219 likes Reply



is a new social experiment from Upworthy designed to catalyze online behavior as a force for good. The account helps people reunite with unforgettable individuals and meaningful objects they've lost, prompting communities to rally together to solve what we call **"mysteries of the human heart."**

We started with a straightforward question and a purposeful constraint:

**Can we use social media to catalyze
a collective action rooted in empathy?**

The Ask

We seeded our experiment with a collaboration between Upworthy and Pls.Find's Instagram pages, asking our combined audience of 5M+ people **one simple question:**

Upworthy >



upworthy ✓

Do you have someone from your past that you wish you could get in contact with again, but you have no idea how?

Pls.Find >



Please Find @pls.find

Do you have someone from your past that you wish you could get in contact with, but have no idea how?

Or, an "I can't believe I lost that" item that you've been trying to track down?

DM us your story.



The Response

From this single post, we received **hundreds of responses**. Members of our audience shared some deeply personal stories of gratitude, unfinished connections, and moments that significantly impacted their lives, but ones they never found closure around.



jakob_simmet I have a request!!

8w Reply



gemini_2_times 34w

Jessica & Victoria, they're sisters! Used to live in Germany while our family was stationed there. We played together all the time. That's all the info I have on them



love_beanie 34w

My 4th grade teacher. I can't remember her name but she heard I took 3 buses to get to where I was living and started driving me home.



kurtis.cameron 34w

I lived in South Korea working as an English teacher. While there I met a man, English name Joel, who was kind enough to take me around the country and help me with my Korean. When I came back to the states we lost contact and I'd love to find a way to be able to talk to him again. His wife owned a bakery called "sister's delic" if that helps!



macmillansharleen 34w

I'd love to hear from Donna Politano. We met in Banff Alberta working at the Banff Spings Hotel Probably 1970. I've never forgotten her



youngerandrew 34w

Kimberley Pollock. We were kids less than 10 years old and used to be in the same place in Cape Cod at a little motel with a slide and outdoor pool every summer. We'd rent bikes and ride around. Her family owned the motel. She was from Foxborough if I recall. Always wondered what happened to her and where she is today.



alliseliz 34w

My high school history teacher, Mr. Bogue.



ejminerals I have sent you a request about a music box. Thank you!

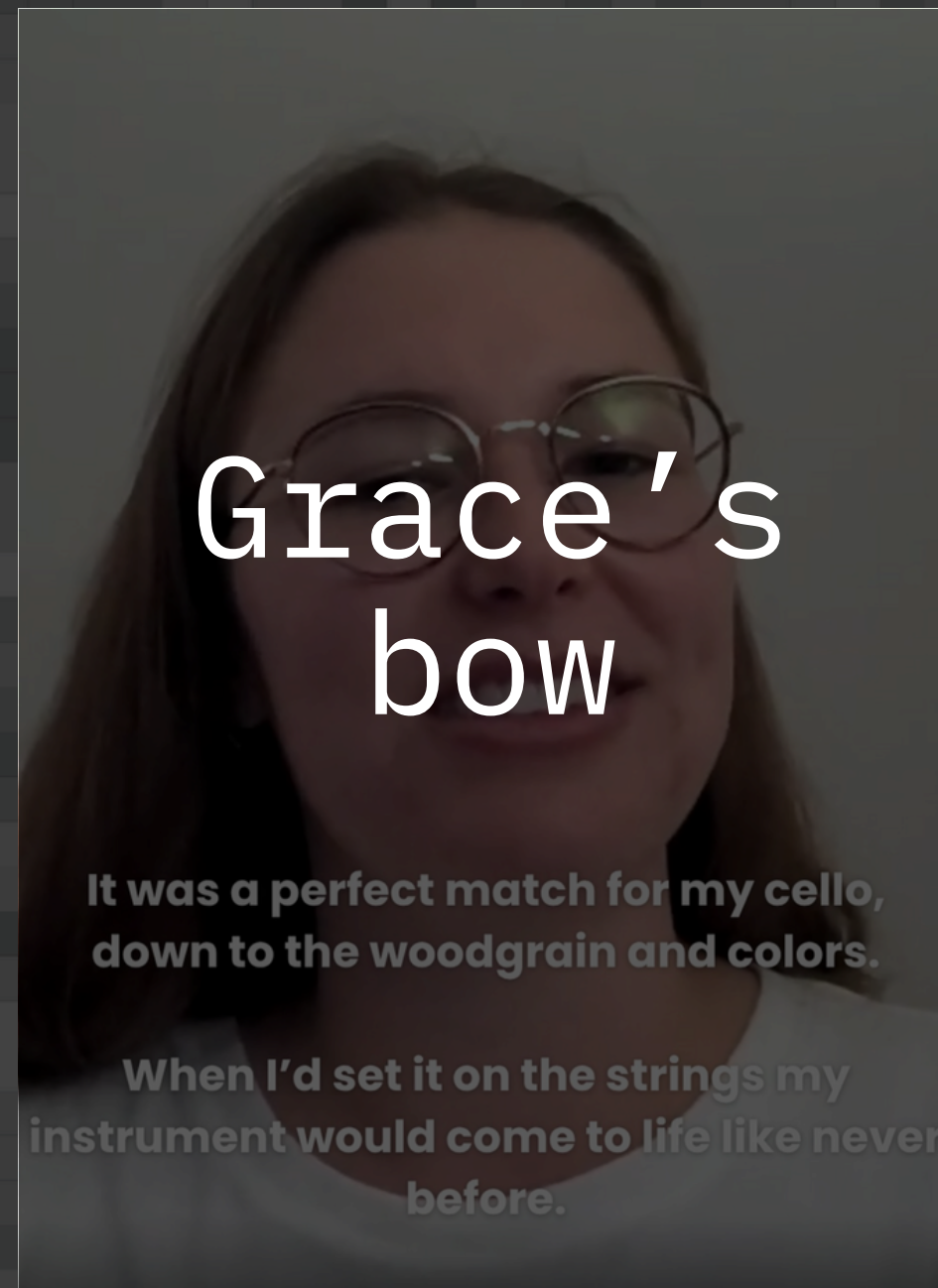


willowbeast 34w

John Fischer - we worked together at Architectural Resources Cambridge in '92/'93. He was kind and funny and smart, and made the job bearable for me. I hope he has had a very happy and successful life!

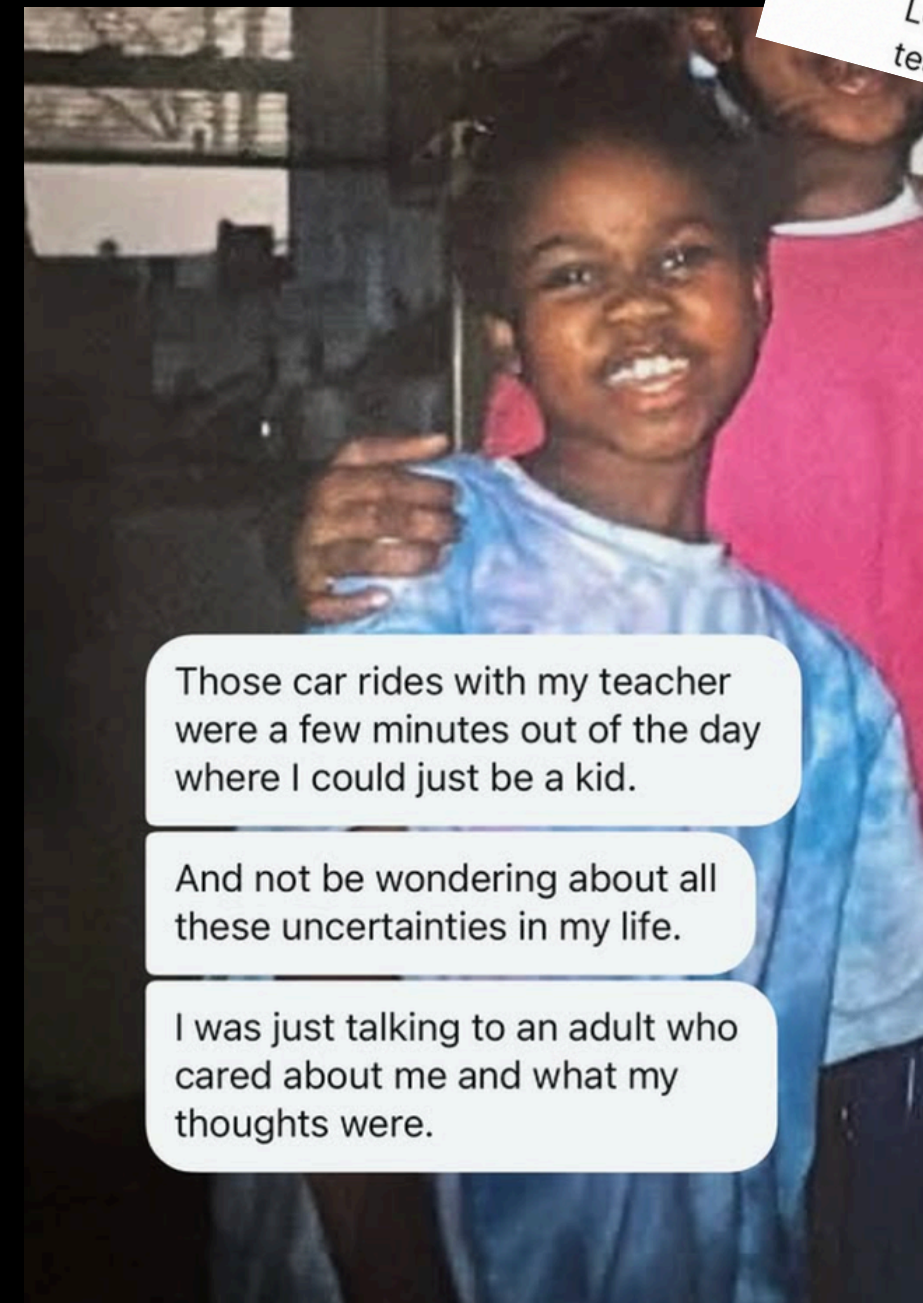
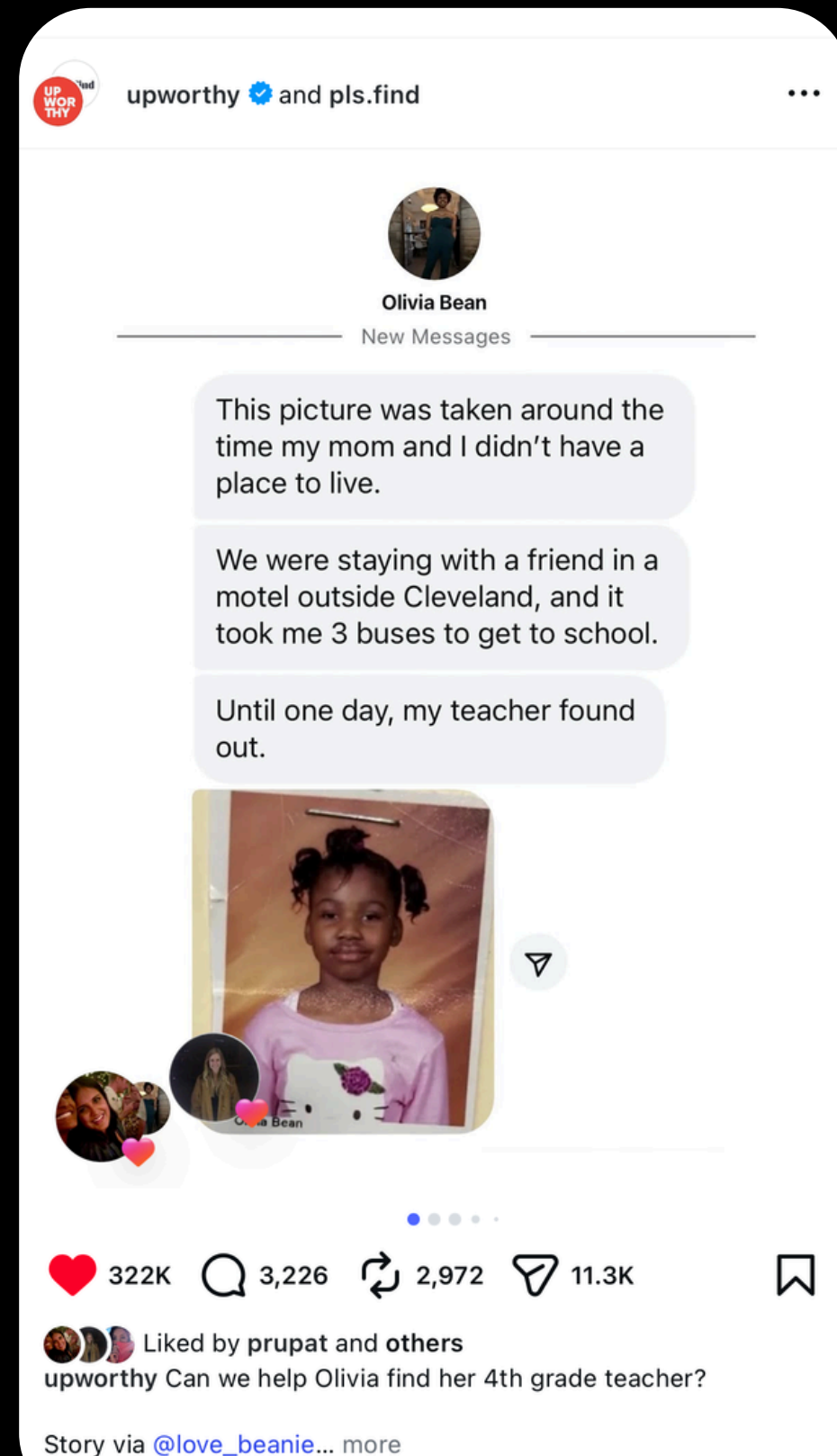
Select Stories

We followed up to comments via DM to understand the context of each story, then moved into interviews to assess what felt potentially solvable. Here are 3.



#1 Olivia

Olivia always remembered the 4th grade teacher who drove her home from school during a particularly hard time in her childhood. It even inspired her to become a teacher herself. Our community banded together to track her down.



Please Find @pls.find
Olivia's teacher taught 4th grade at Corlett Elementary School in Cleveland, Ohio.
We believe she retired in 2005 and the school was demolished in 2008.
She had light colored hair and drove a Volkswagen Beetle with flowers on the dashboard.
Let's see if we can help Olivia find her teacher.

#1 Olivia

COMMUNITY RESPONSE



ctpalo26 Omg omg omg!!!! I was reading this whole story and I about died when I got to the last slide. I worked at Corlett Elementary as a special education teacher at this time! I worked there from 1999 until 2005 when the school closed. Her teacher's first name was Beth Sterling. She taught 4th grade and drove a VW Bug.

18w 56,067 likes Reply

— View replies (399)



love_beanie Hi again! For the people who said they worked at the school do you happen to remember her husband's name? Might have a lead!

18w 104 likes Reply

— View replies (12)



cayla4492 Would the public library in that city have the yearbooks for that school?

18w 49 likes Reply



aluv_28 I was there during that time. Corlett was my first school that I taught at starting in 1998 until the building closed. Let me think about it and ask around.

18w 633 likes Reply

— View replies (29)



mamagoodness100 18w
Liking sharing commenting all the things I can let's find her teacher!!!!



2 likes Reply



maryelizabethbolt As a teacher who is having a really rough week... thank you 🥹 this will get me through

18w 4,212 likes Reply



double_h_sta I need @upworthy to bring us all back with an update on whether or not the teacher was located!!!! ❤️

18w 654 likes Reply

motor outside Cleveland, and it took me 3 buses to get to school. Until one day, my teacher found out



323K



3,226

2.7M
REACH

2.9M
IMPRESSIONS

352K
INTERACTIONS

#1 Olivia

UPDATE

We have a lead people

ctpalo26 58m

Omg omg omg!!!! I was reading this whole story and I about died when I got to the last slide. I worked at Corlett Elementary as a special education teacher at this time! I worked there from 1999 until 2005 when the school closed. Her teacher's first name was Beth Sterling. She taught 4th grade and drove a VW Bug.

2,080

Reply

View 37 previous replies

pls.find 34m

@ ctpalo26 can you DM us a link, picture or any way we can either identify or contact her? Thank you!

9

Reply

Olivia Bean 3

love_beanie

Posts Photos Reels

Olivia Bean

Just now ·

Still waiting for confirmation but we may have found her!

Also this quote didn't make the video but there are so many more teachers and counselors and principals who did sooooo much for me. I hope they know how deeply appreciated they are.

"I think Cleveland public schools get a bad rap, and I feel like my teacher and a lot of the teachers and counselors and principals I had were excellent and went way above and beyond," she said. "They just did wonderful things in a place where people don't think wonderful things are happening, but they are."

I made the news and we may have found her!

Huge shoutout to @pls.find for making this possible

wkyc.com

'I just want to thank her': Cleveland teacher's act of kindness sparks viral search 20 years later

pls.find UPDATE: I just got off the phone with a Beth Sterling who is in fact a retired teacher still living in Ohio. However she does have some memory issues, so we're waiting to confirm some details with those around her. Follow @pls.find for more updates

17w 5,284 likes Reply

PW Patrice Williams

To: Ryan Decker >

10/7/25

Beth Tanner

Good afternoon Ryan,

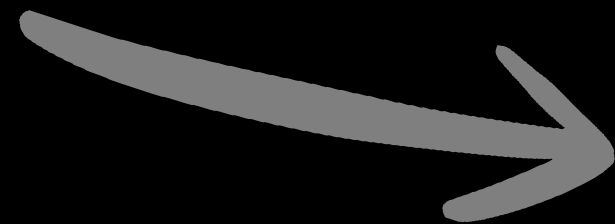
Thanks for reaching out and doing an amazing story on the impact that Beth Tanner has had on her students. This is in fact the Beth Tanner that you are looking for and we love to help reunite her with her former student. As you mentioned Beth does have some memory issues but is well aware of her teaching days. It brings her so much joy to talk about that time in her life. She also remembered speaking with you by phone.

FOUND!

#1 Olivia

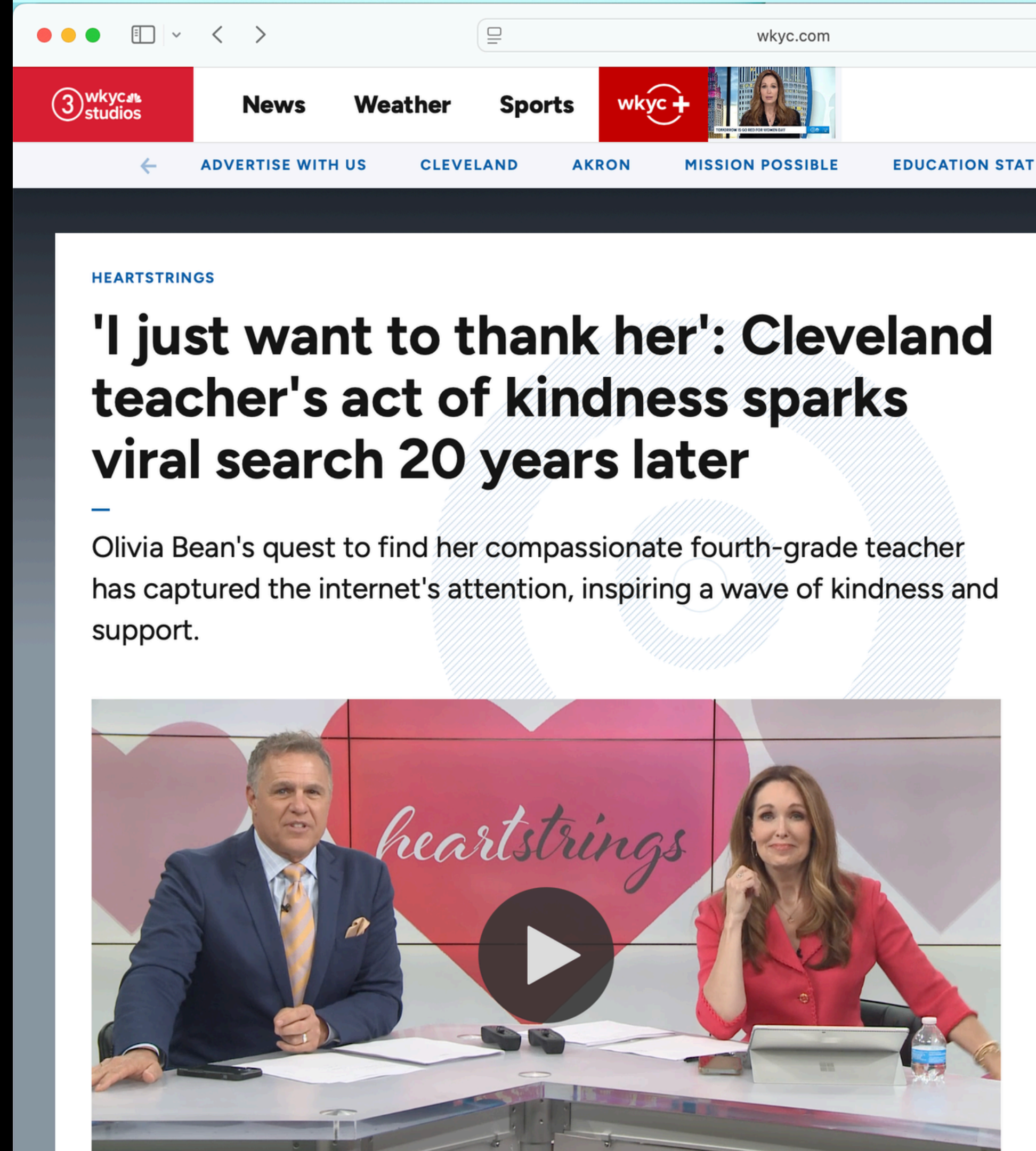
EARNED PRESS

“When Upworthy and Pls.Find shared the post, people stepped up.”



“People putting in all this legwork about something that’s not just them is really really sweet.” – Olivia

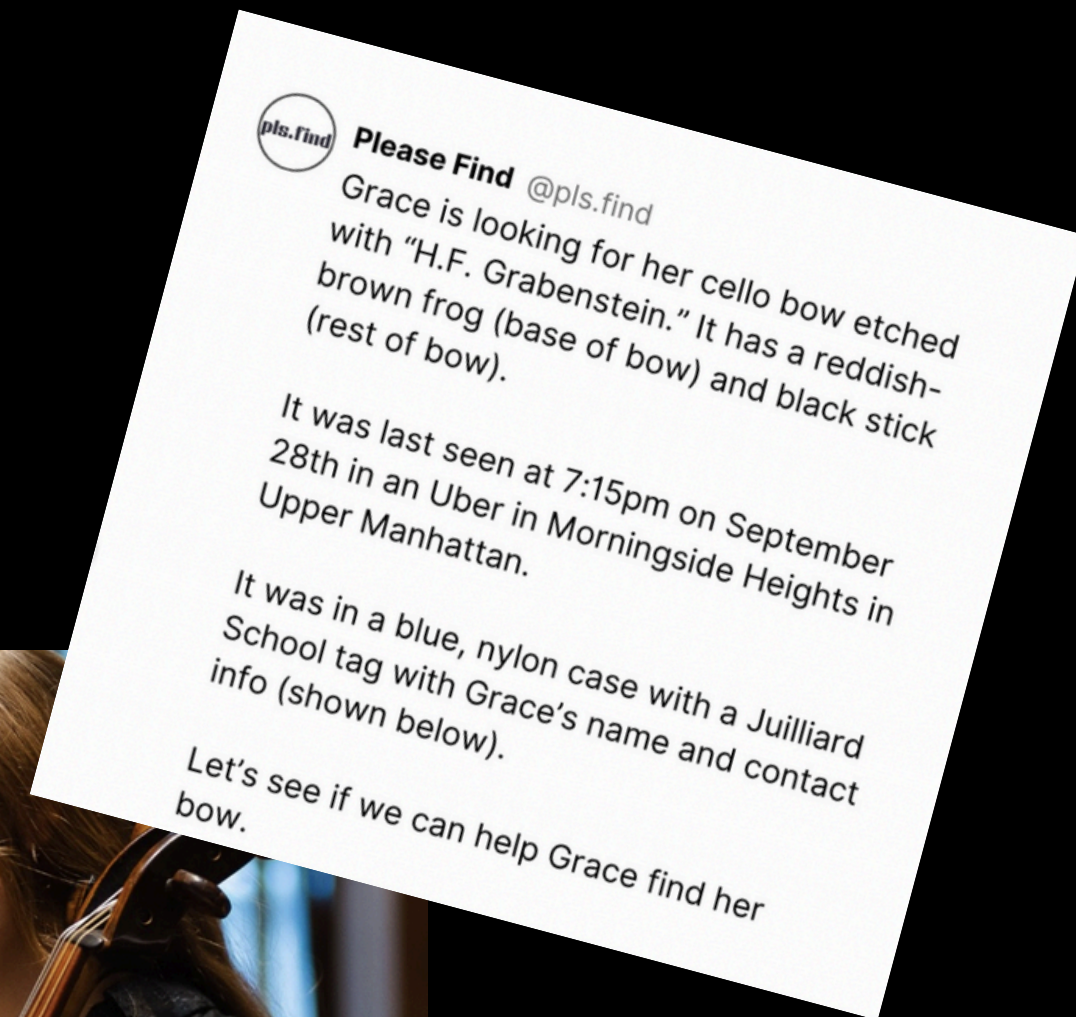
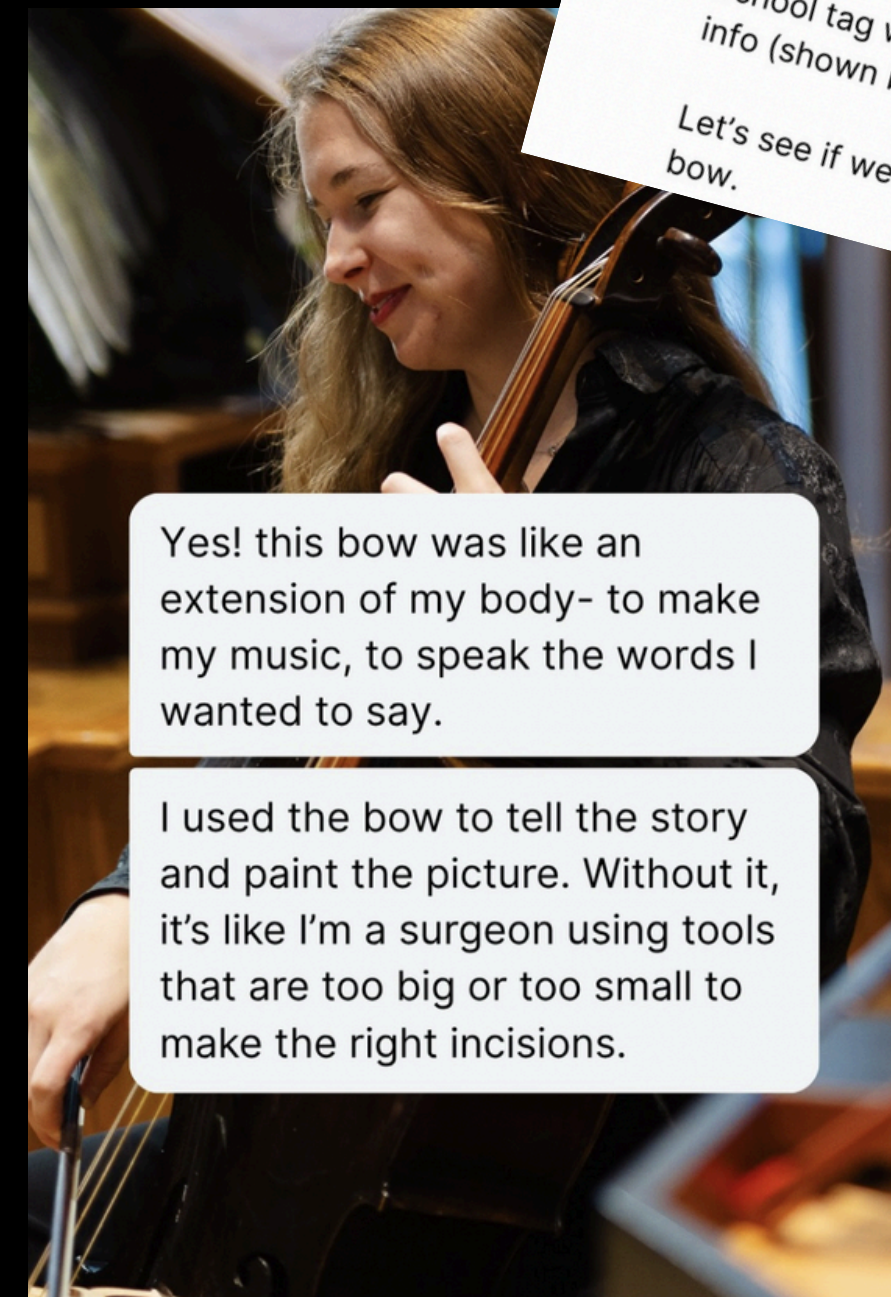
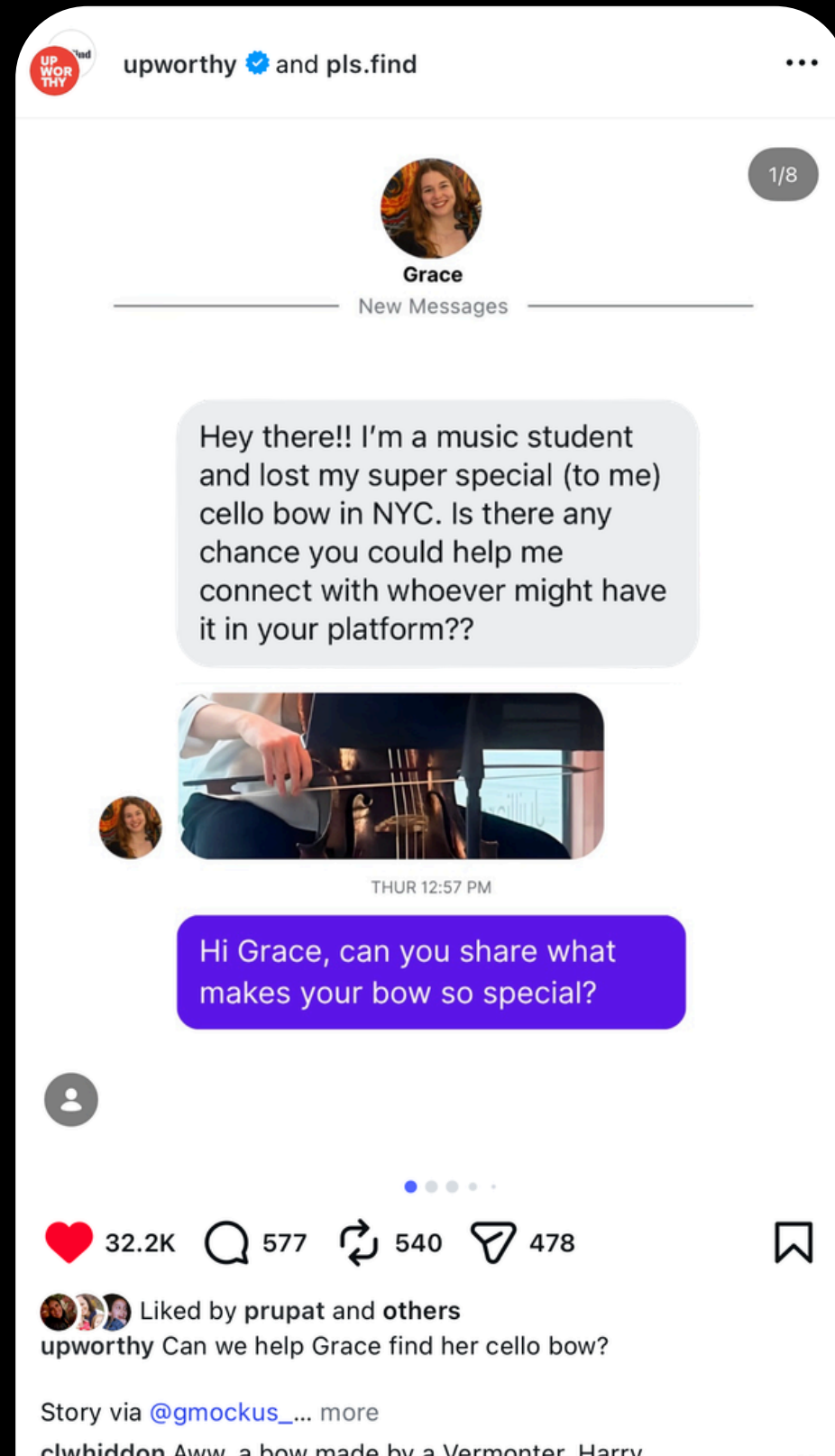
Additional media inquiries from Fox, NPR and Washington Post



#2 Grace

Julliard student and cellist Grace lost her deeply meaningful cello bow— possibly in an Uber— in New York City...

We rallied our community to help her get it back.



#2 Grace

COMMUNITY RESPONSE

❤️ 32.2K 💬 577

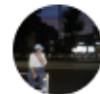
732K
REACH

862K
IMPRESSIONS

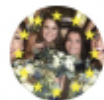
34K
INTERACTIONS



thehappymusician Hey @cmellocello can you have your cello friends help Grace find her bow? Gonna text some musicians I know in NY. Screen shot the photos and ask around



mochacovfefe Just called, it was not picked up by Columbia University's lost and found. If somebody at Juillard could try that would be awesome!



stephaniem210 In the Harlem area if you need any help looking ❤️



sabrina_fields 🌟 Just like a wand chooses the wizard, a bow chooses its instrument (and musician!) ❤️ I hope it comes back to you soon, Grace!



bakesweetlove 10w @thebanjowitch thought your musician community could help spread the word! It take a village to find a bow ❤️



lankygygee Hey! Can we all chip in and buy her a new bow???



roxymoron Commenting to boost the algos. Come on, folks! Let's get Grace her bow back! 💙



1957monk If this gets found maybe the internet isn't so bad after all 🙌🙌🙌🙌🙌



tenilleclarke1 🌟 this is SO cool. Humans are pretty awesome sometimes. 🥹❤️



sam_lucarelli_ 10w @nickplayspiano just in case you have any connections. I know it's been a few months now but 🙌

#2 Grace

UPDATE

Uber

In an amazing twist of events, Uber saw the story on @pls.find and offered to pay Grace for a brand new bow!!

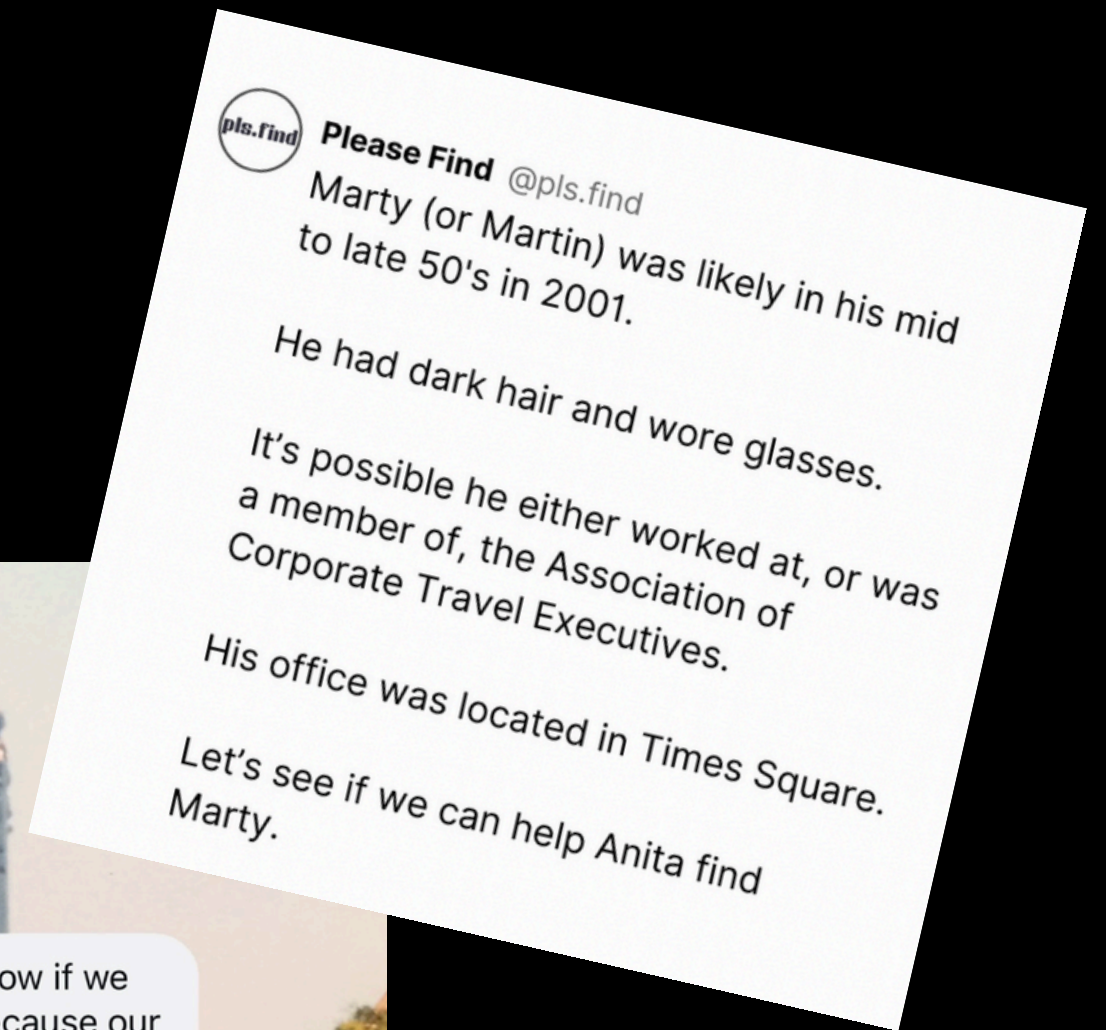
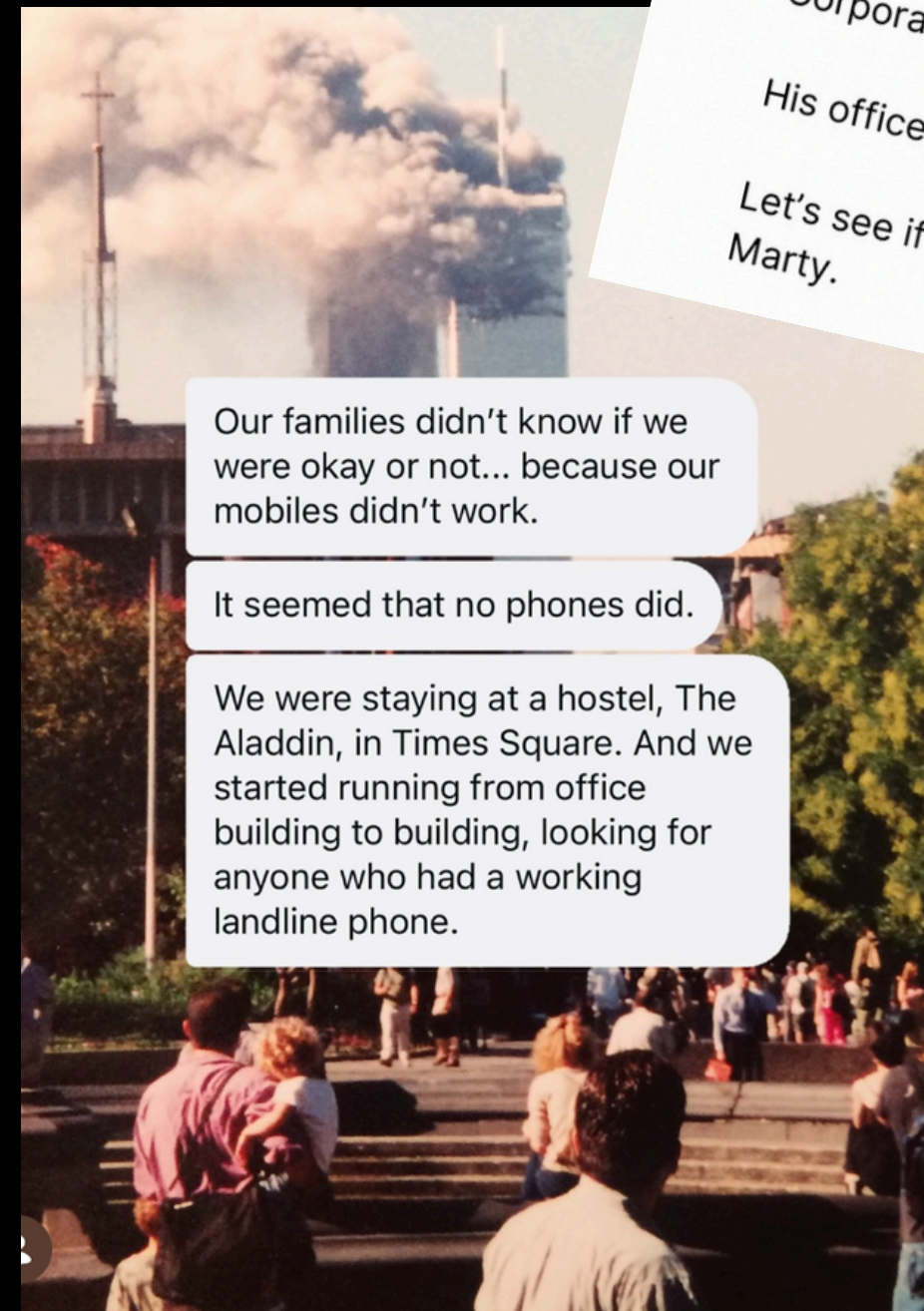
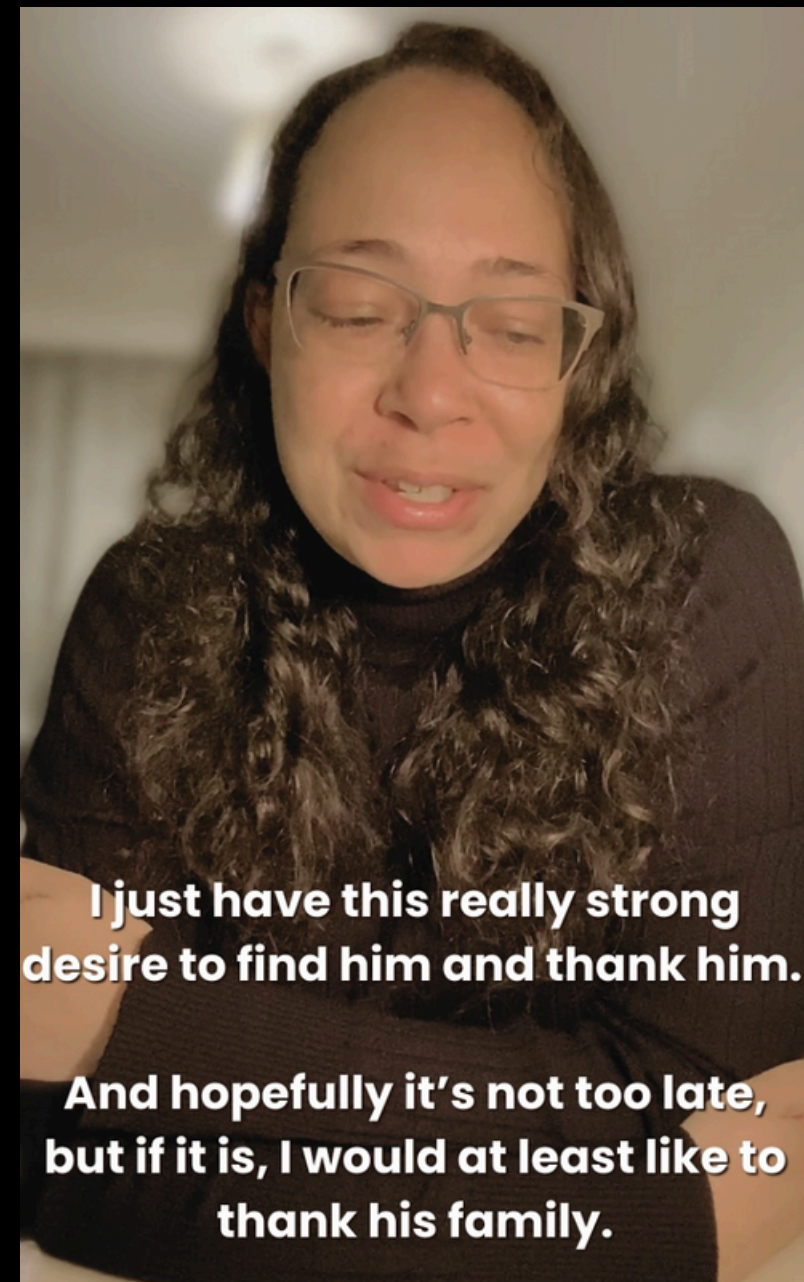
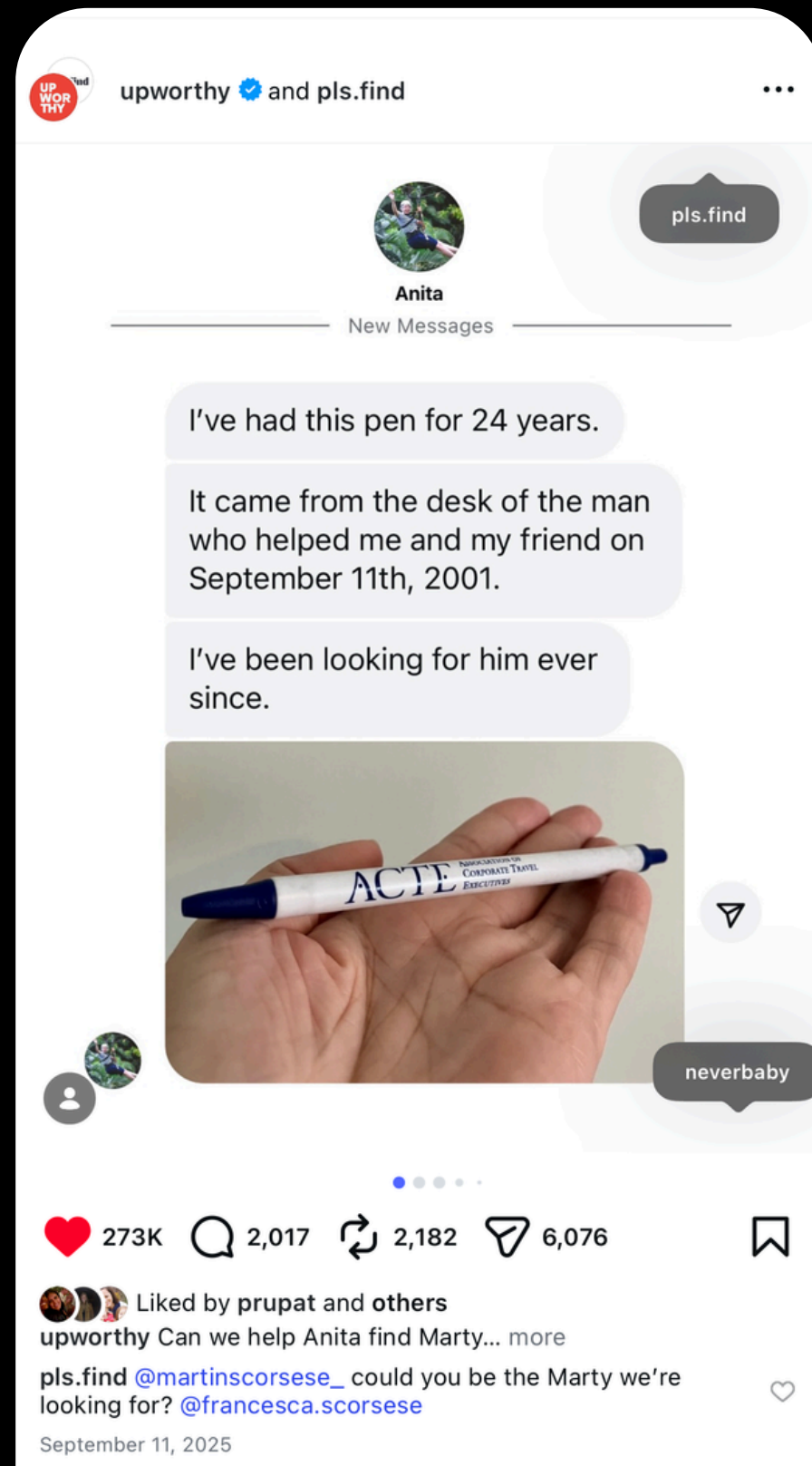
 gmockus_ Just got a call from @uber - sounds like they're interested in replacing my bow for me!! So grateful they've reached out and want to help- will keep you all updated!

RESULT!



#3 Anita

Marty changed the course of Anita's life when he let her call her parents from a hotel phone on September 11th, 2001. She's never forgotten him and has always wanted to thank him. Our community is on the case. Stay tuned...



#3 Anita

COMMUNITY RESPONSE

273K 2,017



iamvanputten I've searched on the old ACTE website and found that a Marty Pfinsgraff attended an event in 2006. Could this be him?:
<https://www.americanbanker.com/author/martin-pfinsgraff>



jenbialek I worked for ACTE 2004-2013! We gave those pens to our members, he must have been a member who worked in the travel industry. Unfortunately ACTE closed their doors in 2020 so we wouldn't be able to look at a member list in that area. I'll shared with some former colleagues.

19w 5,218 likes Reply ...



hollysmomx2 There was someone named Marty Pfinsgraff who worked for iJET/WorldAware and had connections to ACTE. He has written about being in NY on 9/11! He's the right age range - born in 1955, making him in his 70s now. He currently lives in MD.

19w 1,811 likes Reply



carol.rangel.121 It's so beautiful to see everyone here trying to help them 🥰



puppies_and_pearls There is a Martin (Marty) Balogh who is a retired executive from thst company on LinkedIn

19w 4,582 likes Reply



samiammoxiemama I am emailing a link to this post to their executive director

19w 2,677 likes Reply



wasabilime Anita hardwood is that you? This is Diana, we went to All saints secondary school together. I hope you are doing well. ❤️

19w 831 likes Reply



lgar.1993 21w
I think I have found him, I've sent Anita a message request to share links to his profiles 🙌

20 likes Reply ...

4.6M
REACH

5M
IMPRESSIONS

305K
INTERACTIONS

#3 Anita

UPDATE

Stay Tuned



daniellegarofalo  20w

Please like so I can come check in when Marty is found by tomorrow!
—>

39 likes Reply



teteruiz22  I wish this has a beautiful reunion 🥺🥺🥺 can't wait!!

19w 352 likes Reply



ruchielicious 21w

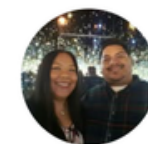
Pls help like this comment. I'd really love to continue to get an update

754 likes Reply



natashalop 18w

[@upworthy](#) please do a follow up if they find each other !



edelacruz9 20w

Omg I wanna know! Sending it out in to the universe!! Mmmarrtty. 🙌🙌🙌

Media inquiries from BBC, Daily Mail and NBC

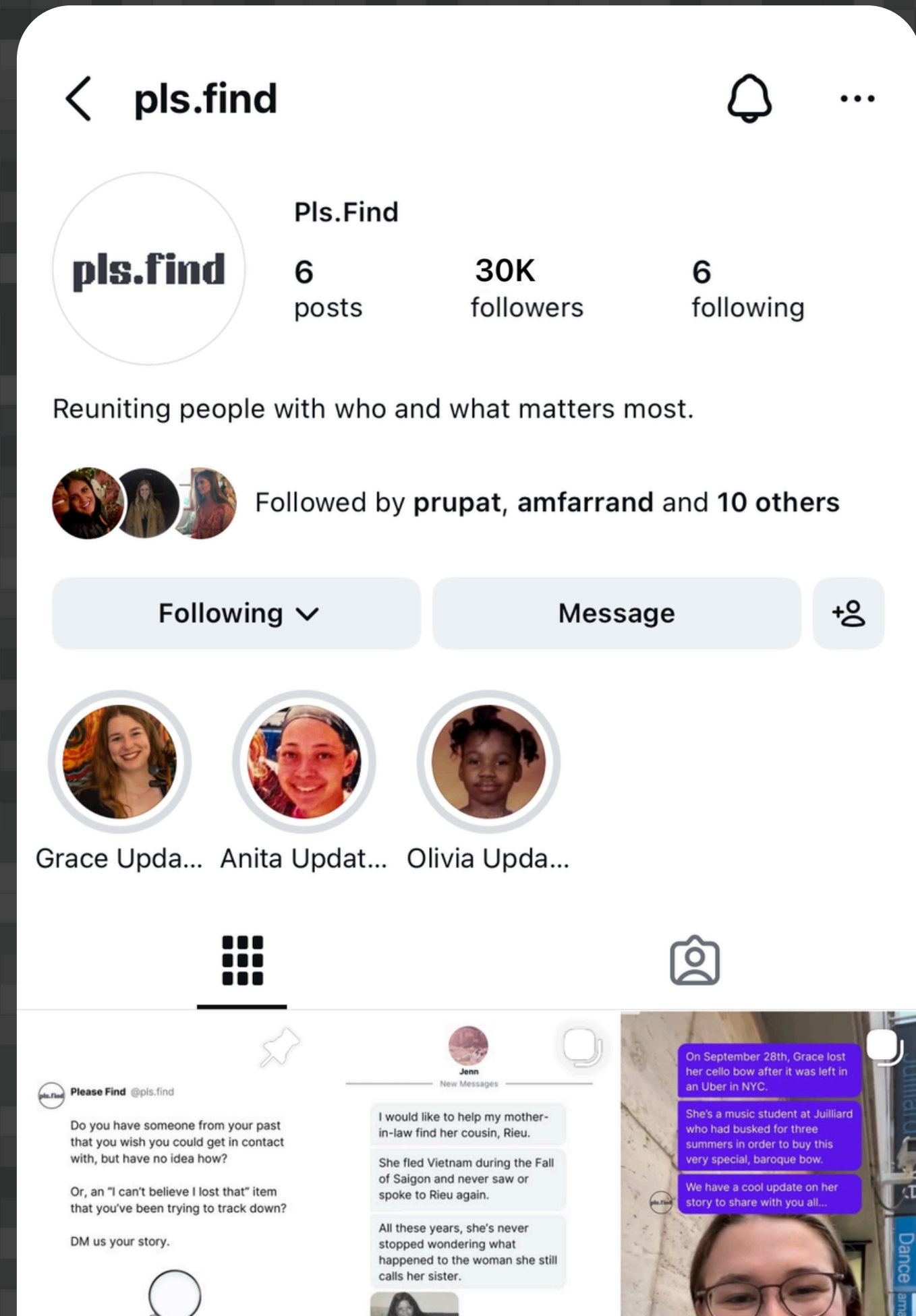
pls.find

Performance

Pls Find has grown to **30K followers**, with an average of **~150K engagements** and **~2M impressions** per post.

All organic. No paid.

Our engagement continues to get more robust with every new story.





Pls.Find is a living expression of Upworthy's mission of sharing the best of humanity with the world, now manifested as a proactive communal experience.

It gives people a place to see deeply human expressions of gratitude, appreciation, and thanks for moments that never left them, no matter how small or large.

The project proves that when social media is designed around human values instead of attention alone, it can still deliver on its original promise: **real connection.**



tenilleclarke1  this is SO cool. Humans are pretty awesome sometimes.  



carol.rangel.121 It's so beautiful to see everyone here trying to help them 



daysohappy This is an excellent project. Even just reading the comments is uplifting, as people (random strangers!) do their best detective work to help. Does my heart so much good.



1957monk If this gets found maybe the internet isn't so bad after all     

