



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 >



Pls.Find >



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

Hey there!! I'm a music student and lost my super special (to me) cello bow in NYC. Is there any chance you could help me connect with whoever might have it in your platform??



alliseliz 34w

My high school history teacher, Mr. Bogue.



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 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 Forxborough if I recall. Always wondered what happened to her and where she is today.



willowbeast 34w

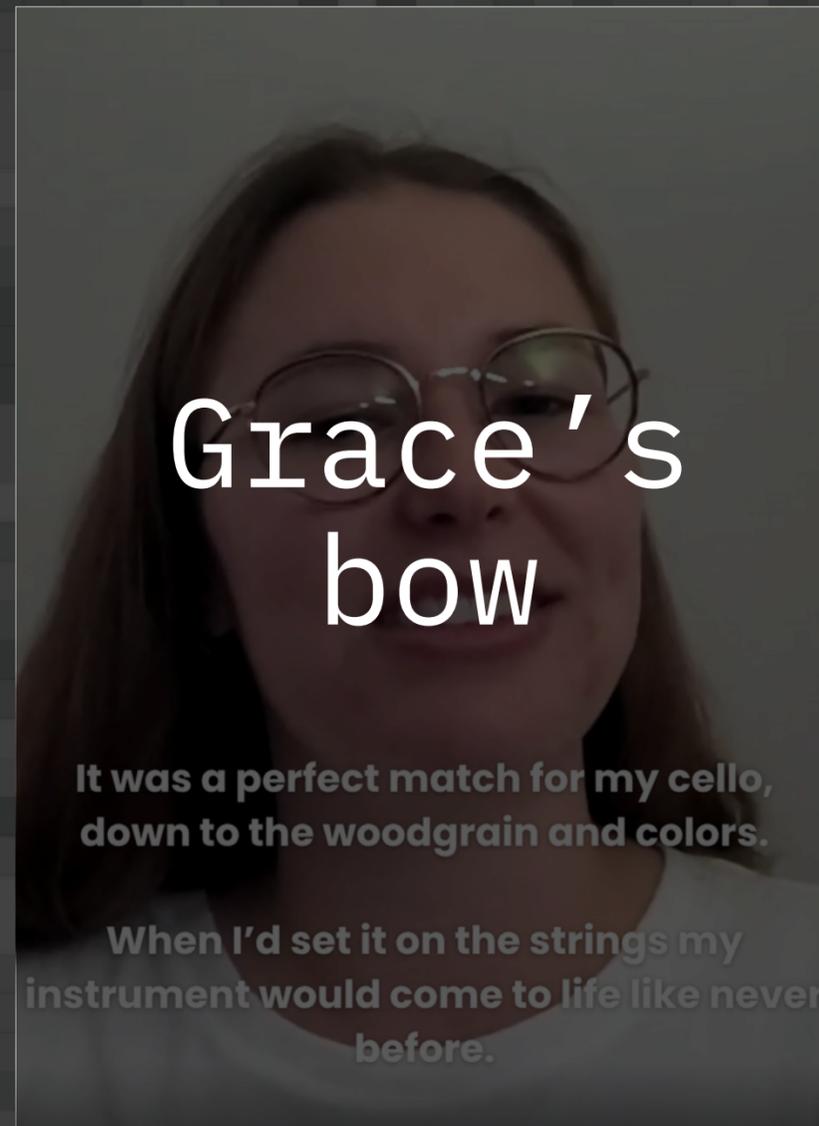
John Fischer - we worked together at Architectural Resources Cambridge in '92/'93. He was kind and funny and smart, and made the job bearable for me. I hope he has had a very happy and successful life!



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

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.

pls.find 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.

upworthy and pls.find

Olivia Bean
New Messages

This picture was taken around the time my mom and I didn't have a place to live.

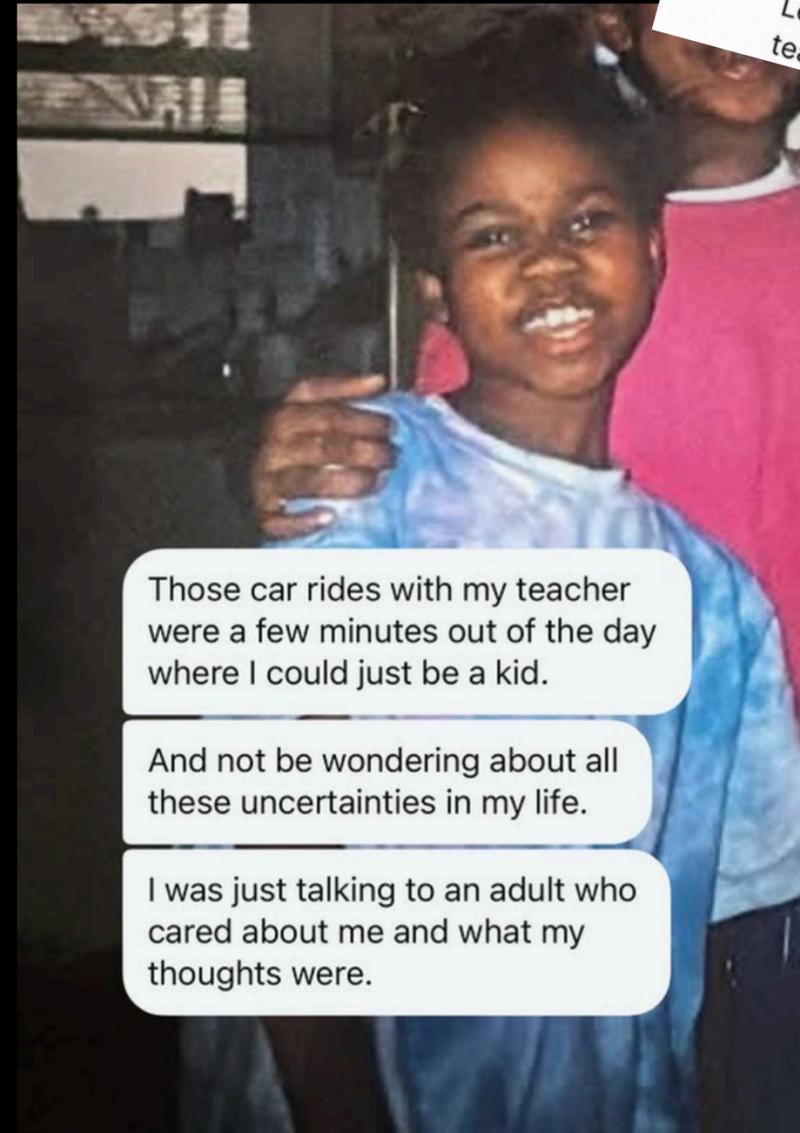
We were staying with a friend in a motel outside Cleveland, and it took me 3 buses to get to school.

Until one day, my teacher found out.

322K 3,226 2,972 11.3K

Liked by prupat and others
upworthy Can we help Olivia find her 4th grade teacher?

Story via @love_beanie... more



#1 Olivia

COMMUNITY RESPONSE

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

323K 3,226

 **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)

 **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)

2.7M
REACH

 **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)

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

2 likes Reply

2.9M
IMPRESSIONS

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

18w 4,212 likes Reply

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

18w 49 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

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 10/7/25
To: Ryan Decker >

Beth Tanner

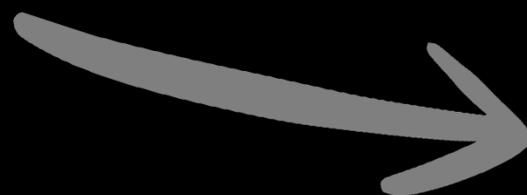
Good afternoon Ryan,
Thanks for reaching out and doing an amazing story on the impact that Beth Tanner has had on her students. **This is in fact the Beth Tanner that you are looking for** and we love to help reunite her with her former student. As you mentioned Beth does have some memory issues but 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

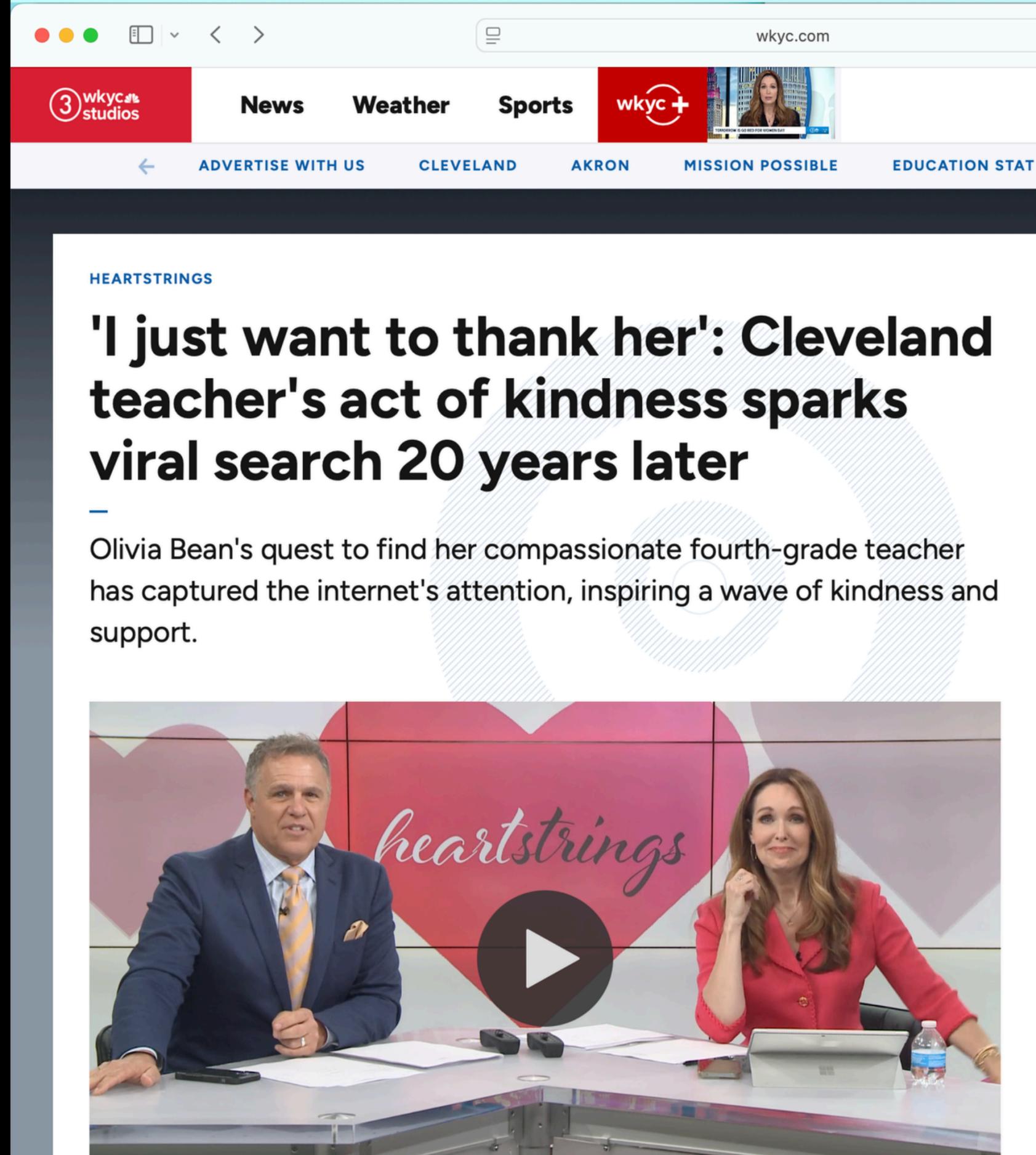
EARNED PRESS

“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

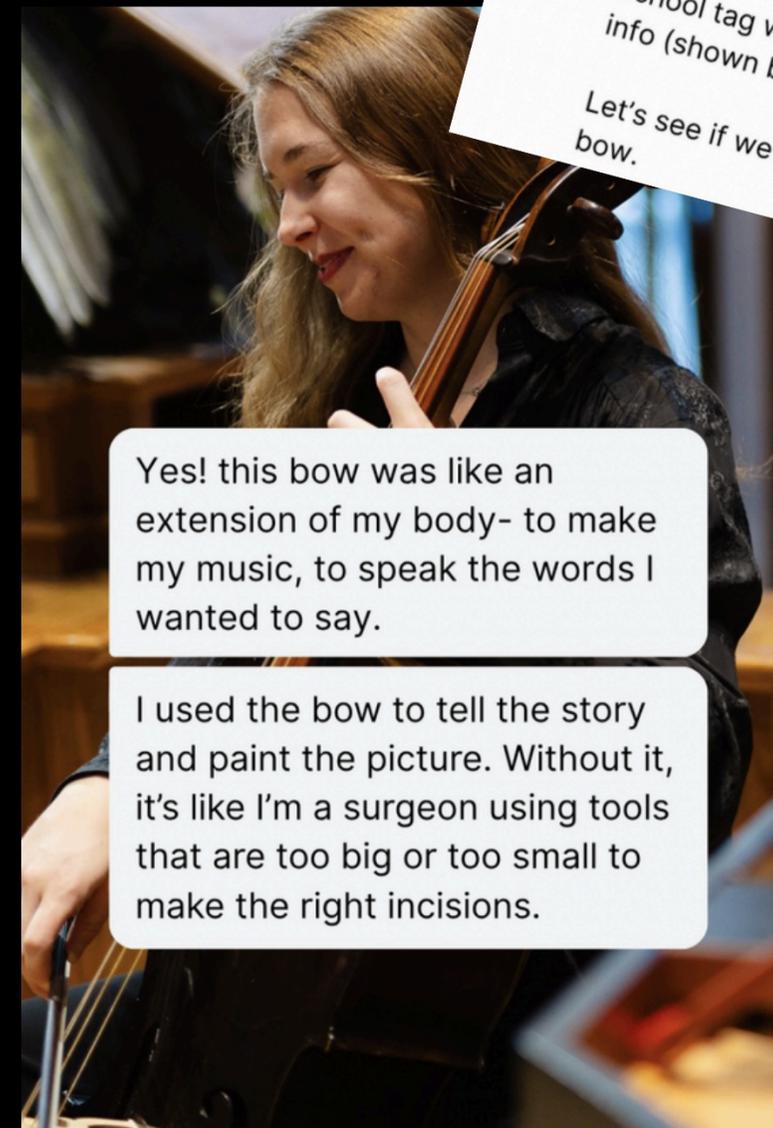
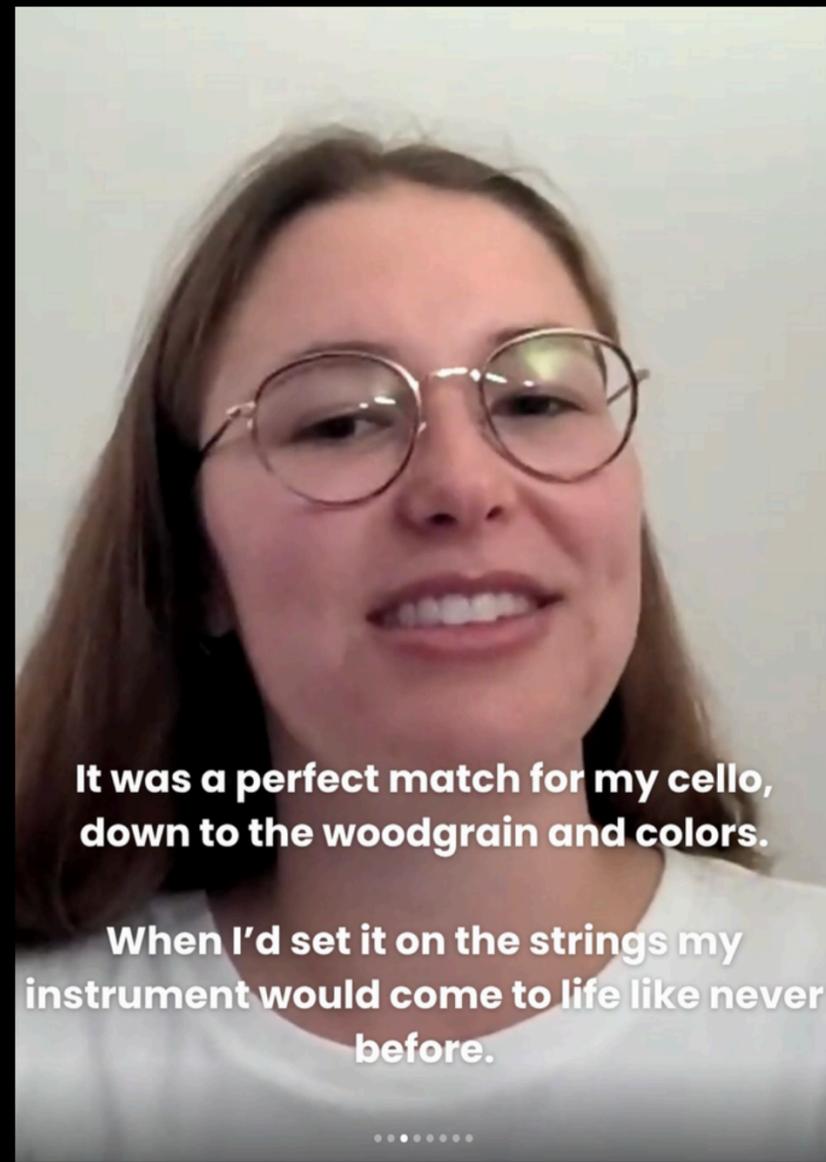
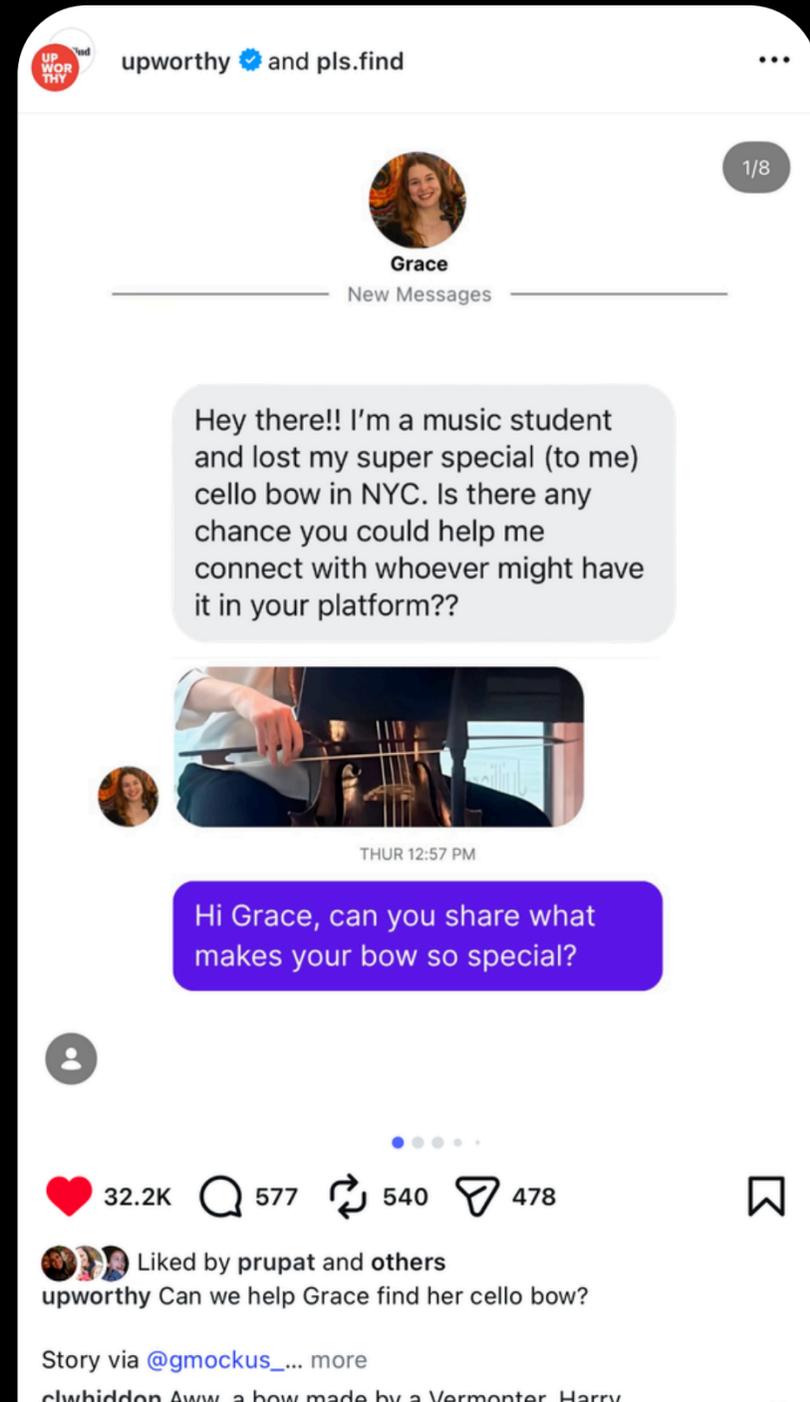
Additional media inquiries from Fox, NPR and Washington Post



#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.



pls.find Please Find @pls.find
Grace is looking for her cello bow etched with "H.F. Grabenstein." It has a reddish-brown frog (base of bow) and black stick (rest of bow).
It was last seen at 7:15pm on September 28th in an Uber in Morningside Heights in Upper Manhattan.
It was in a blue, nylon case with a Juilliard School tag with Grace's name and contact info (shown below).
Let's see if we can help Grace find her bow.

#2 Grace

COMMUNITY RESPONSE

32.2K 577

 **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 🙌

732K
REACH

862K
IMPRESSIONS

34K
INTERACTIONS

#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!!

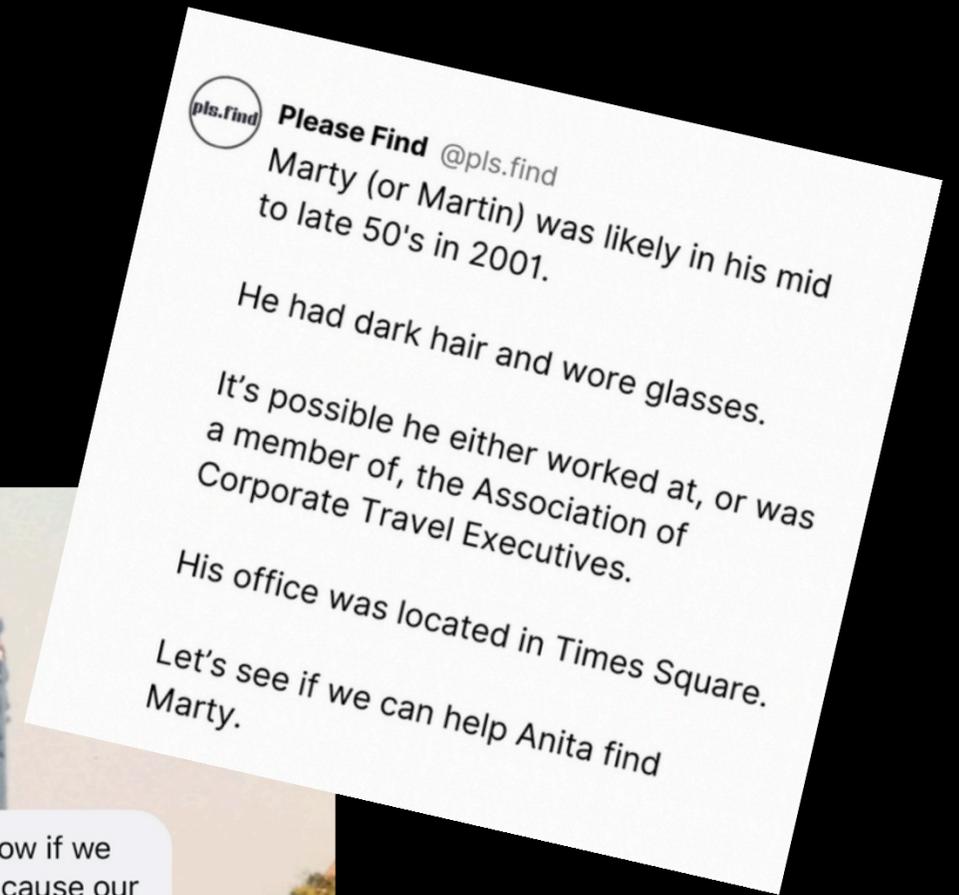
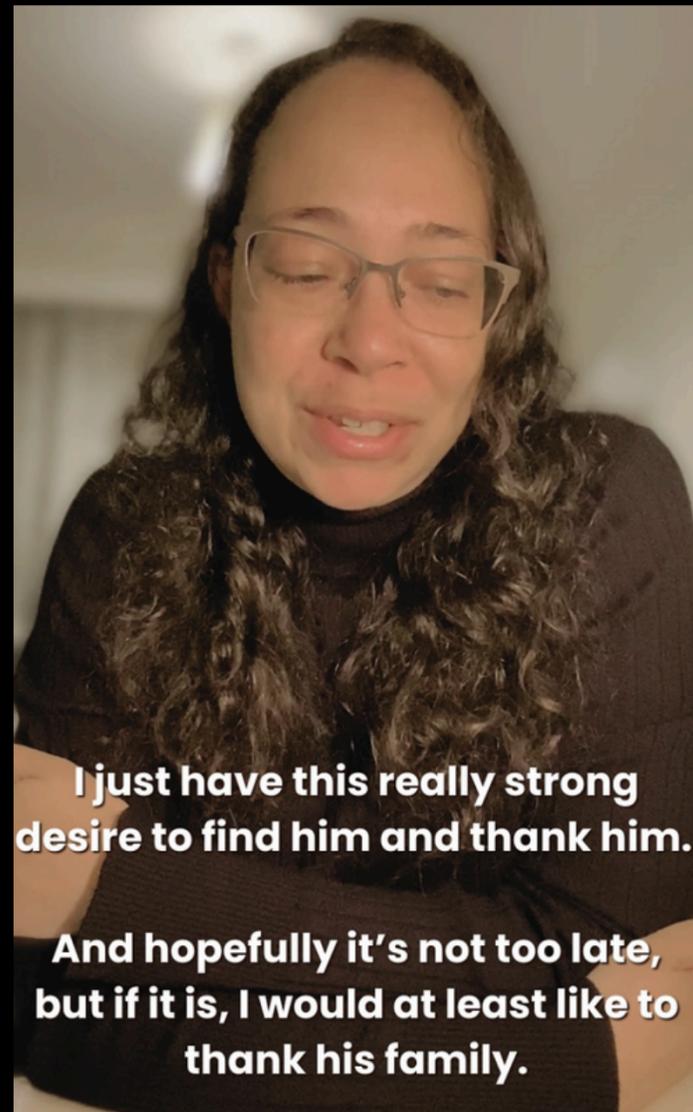
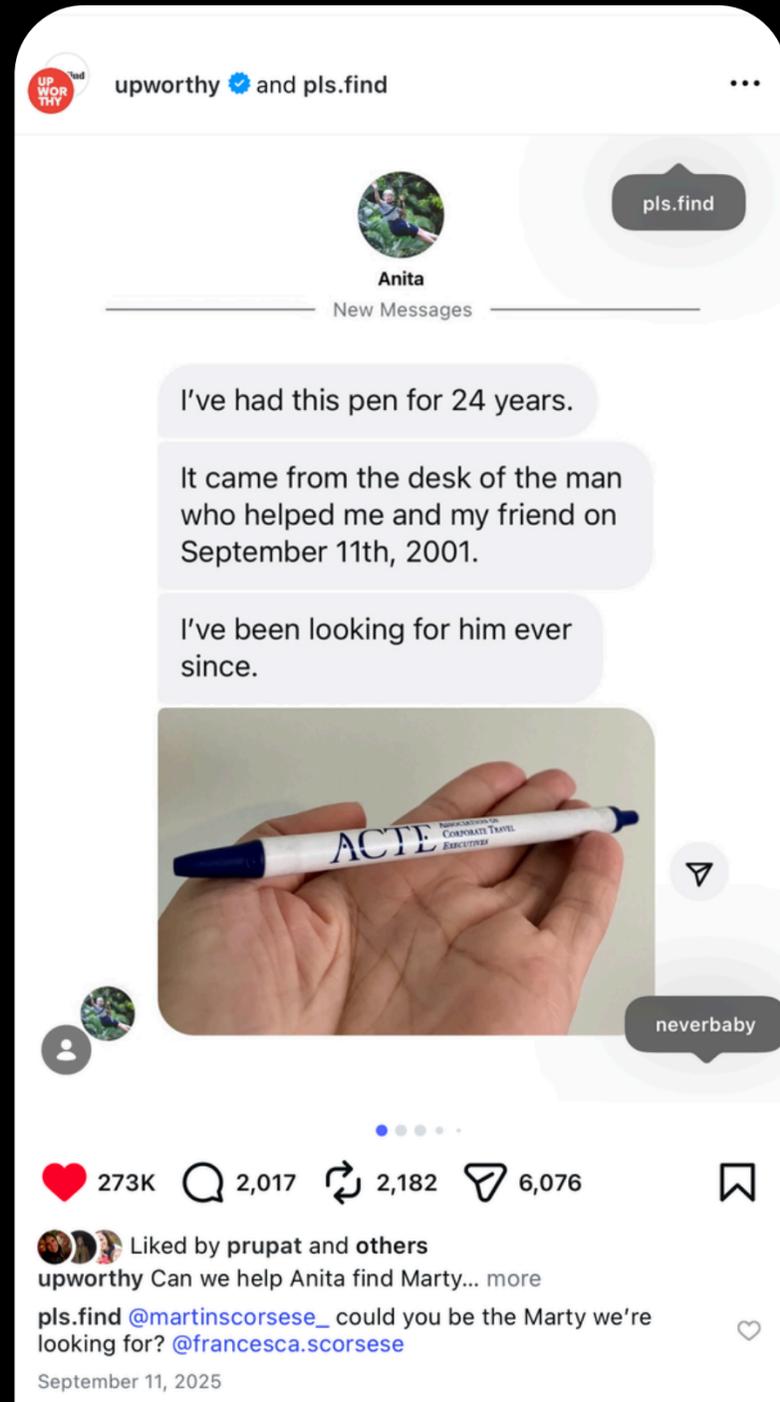
 gmockus_ Just got a call from @uber - sounds like they're interested in replacing my bow for me!! So grateful they've reached out and want to help- will keep you all updated!


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. 🙌🙌

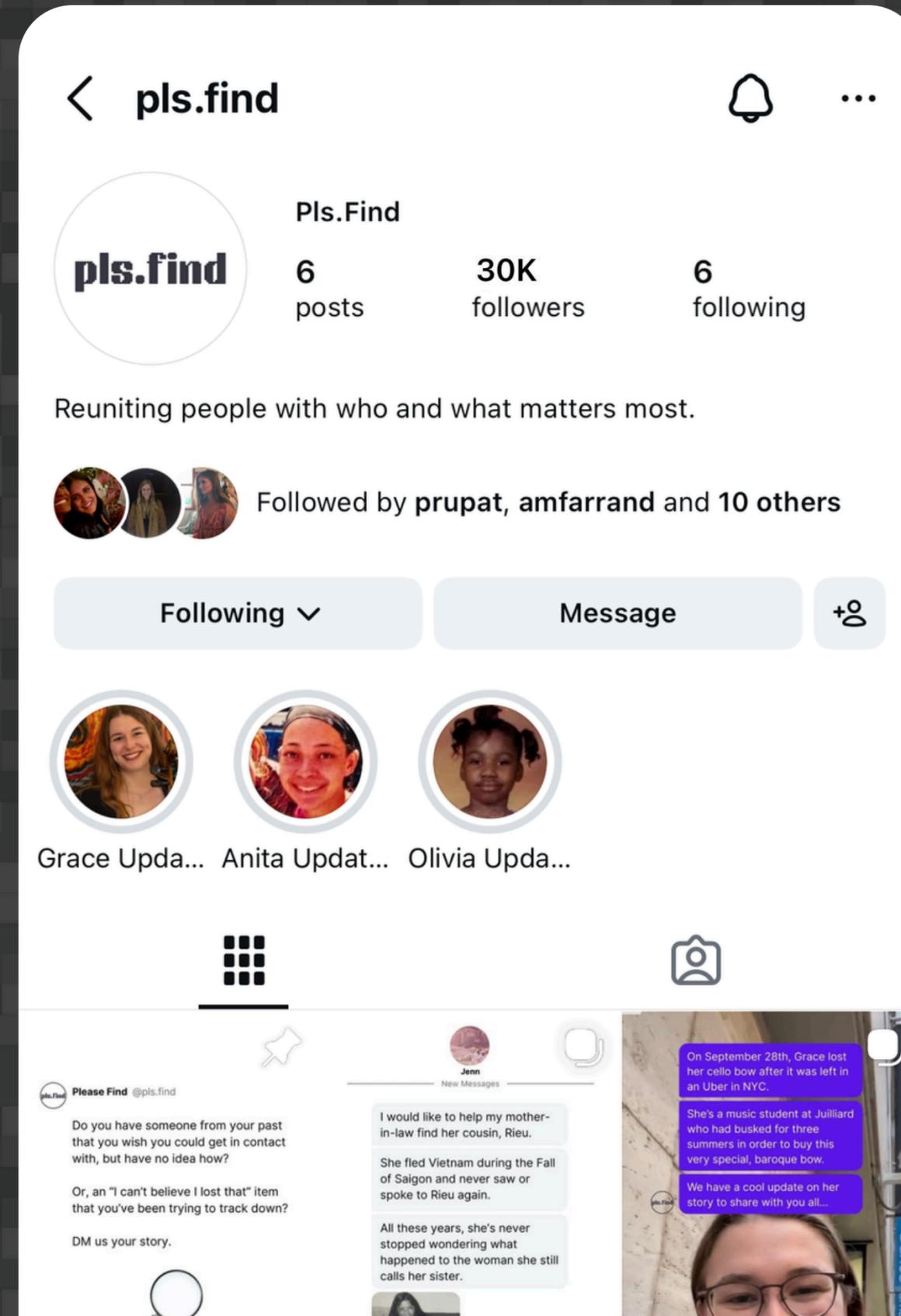


Performance

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     

pls.find

