

2008 TO WRITE LOVE ON HER ARMS

REVENUE BREAKDOWN

REVENUE SOURCE:

- DONATIONS: **\$188,679**
- INTERN PROGRAM: **\$21,522**
- SPEAKING ENGAGEMENTS: **\$16,280**
- INVESTMENT INCOME: **\$1,682**
- GROSS MERCHANDISE SALES: **\$2,917,005**
LESS COST OF GOODS SOLD: **\$1,733,522**
MERCHANDISE NET TOTAL: **\$1,183,483**

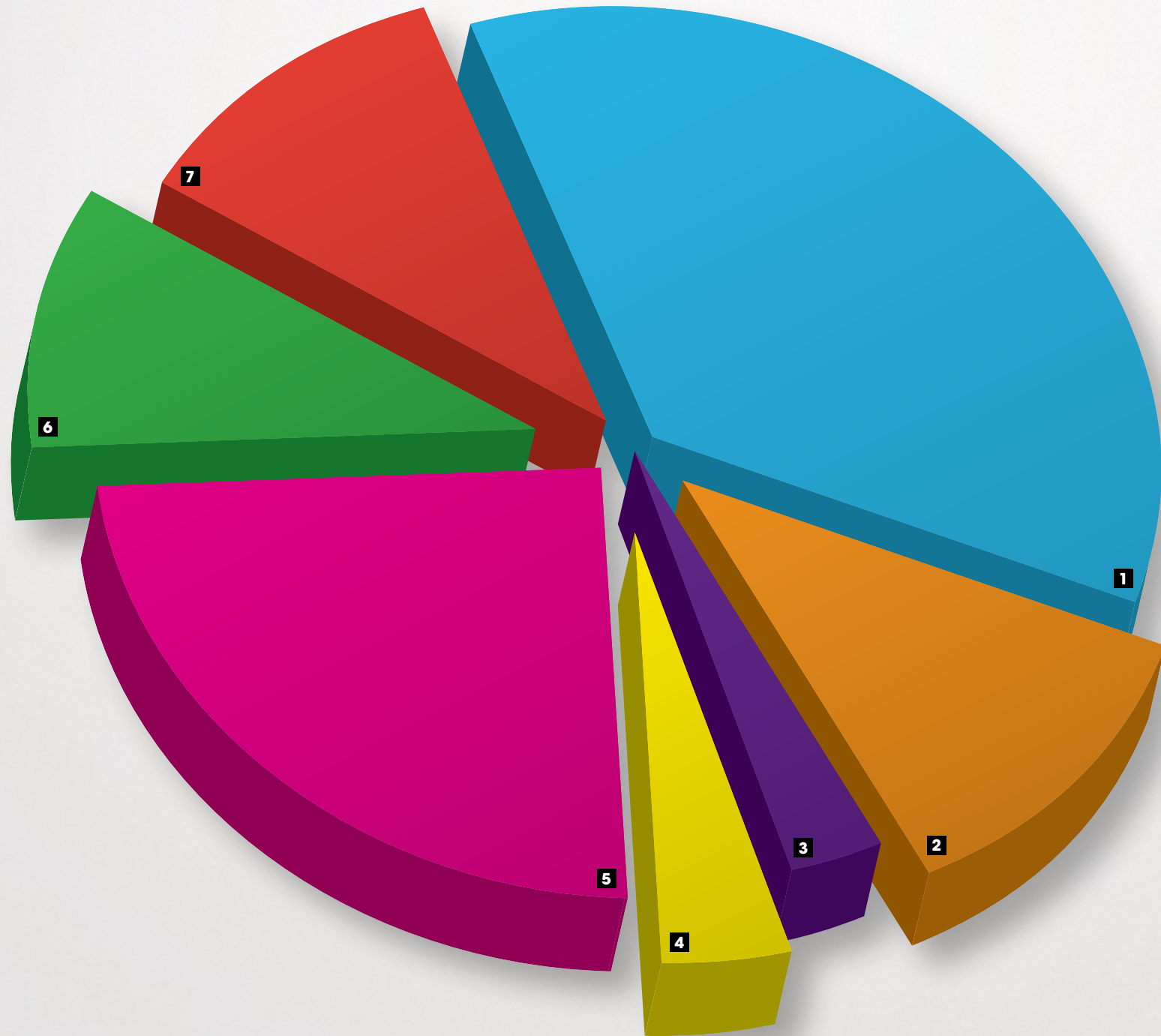
REVENUE: **\$1,411,646**

EXPENSES: **\$969,103**

NET INCOME: **\$442,543**

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EXPENSES BREAKDOWN



1 TREATMENT AND RECOVERY: \$337,806

INDIVIDUAL ASSISTANCE & SCHOLARSHIPS \$57,646
ORGANIZATIONS \$270,160
IM ALIVE! \$10,000

2 AWARENESS AND OUTREACH: \$109,160

EVENT EXPENSES \$92,860
COUNSELORS ON SITE \$16,300

3 PROMOTIONAL TOOLS: \$31,635

STREET TEAM \$6,550
VIDEO \$5,470
PRINT MEDIA \$12,033
WEBSITE EXPENSES \$7,582

4 INTERN PROGRAM \$61,336

5 PROGRAM MANAGEMENT: \$239,178

OFFICERS & STAFF \$232,824
CONTRACTORS \$6,354

6 FUNDRAISING \$90,172

7 ADMINISTRATIVE COSTS \$99,816

TOTAL EXPENSES: \$969,103