2011 TO WRITE LOVE ON HER ARMS

REVENUE BREAKDOWN

REVENUE SOURCE:

• DONATIONS: $371,936
  UNRESTRICTED: $278,806
  TEMPORARILY RESTRICTED: $93,130
  INTERN PROGRAM: $11,570
  MOVE CONFERENCES: $78,592
  SPEAKING EVENTS: $2,500
  TREATMENT & RECOVERY:
    SUPPORT: $130
    IMALIVE: $338

• SPEAKING HONORARIUMS: $319,846

• INVESTMENT INCOME: $642

• MERCHANDISE SALES:
  GROSS SALES: $1,803,073
  LESS COST OF GOODS: $877,688
  NET MERCH SALES: $925,385

REVENUE: $1,617,809
EXPENSES: $1,637,800

NET INCOME: -$19,991
2011 TO WRITE LOVE ON HER ARMS

EXPENSES BREAKDOWN

PROGRAM EXPENSES: $1,398,482

- Awareness and Education: $336,469
  - Print/Photo/Design/Street Team
  - Video/Documentary/Websites

- Events/Tours/Speaking: $590,495
  - Benefits/Memorials/Conferences/Speaking Events
  - Vans Warped Tour/Heavy and Light
  - Music Festivals/Band Tours/Other Events

- Intern Program: $113,491

- Move Conferences: $120,156
  - Austin TX/Los Angeles CA/New York City NY
  - St Augustine FL/Chicago IL

- The Storytellers: $37,787
  - Launching High School Program 2012

- Treatment and Recovery: $139,529
  - Grants to Organizations/Scholarship Funds
  - Counseling & Treatment Grants/Event Counselors

- Chapters: $60,555
  - 63 College and University Campuses

ADMINISTRATIVE EXPENSES: $189,379

FUNDRAISING EXPENSES: $49,939

TOTAL EXPENSES: $1,637,800
## STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

FOR THE YEAR ENDED DECEMBER 31, 2011

<table>
<thead>
<tr>
<th></th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUPPORT &amp; REVENUE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Donations</td>
<td>$ 278,806</td>
<td>$ -</td>
<td>$ 278,806</td>
</tr>
<tr>
<td>Intern Program</td>
<td>$ -</td>
<td>$ 11,570</td>
<td>$ 11,570</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$ 642</td>
<td>-</td>
<td>$ 642</td>
</tr>
<tr>
<td>Merchandise Sales</td>
<td>$ 925,385</td>
<td>$ -</td>
<td>$ 925,385</td>
</tr>
<tr>
<td>MOVE Conferences</td>
<td>$ -</td>
<td>$ 78,592</td>
<td>$ 78,592</td>
</tr>
<tr>
<td>Speaking Events</td>
<td>$ 318,846</td>
<td>$ 2,500</td>
<td>$ 321,346</td>
</tr>
<tr>
<td>Treatment &amp; Recovery</td>
<td>$ -</td>
<td>$ 468</td>
<td>$ 468</td>
</tr>
<tr>
<td>Funds Released from Restriction</td>
<td>$ 93,130</td>
<td>$ (93,130)</td>
<td>$ -</td>
</tr>
<tr>
<td><strong>NET ASSETS-BEGINNING OF YEAR</strong></td>
<td>$ 635,772</td>
<td>$ -</td>
<td>$ 635,772</td>
</tr>
<tr>
<td><strong>PROGRAM (85%)</strong></td>
<td>$ 1,398,482</td>
<td>$ -</td>
<td>$ 1,398,482</td>
</tr>
<tr>
<td><strong>ADMINISTRATIVE (12%)</strong></td>
<td>$ 189,379</td>
<td>$ -</td>
<td>$ 189,379</td>
</tr>
<tr>
<td><strong>FUNDRAISING (3%)</strong></td>
<td>$ 49,939</td>
<td>$ -</td>
<td>$ 49,939</td>
</tr>
<tr>
<td><strong>NET ASSETS-END OF YEAR</strong></td>
<td>$ 615,781</td>
<td>$ 0</td>
<td>$ 615,781</td>
</tr>
</tbody>
</table>

**CHANGE IN NET ASSETS**

$ (19,991)

**NET ASSETS-END OF YEAR**

$ 615,781

**VALUES IN THOUSANDS**