INVESTING IN
HOPE AND HELP

Over the years, To Write Love on Her Arms has become much more than a blog post and a T-shirt. Through tours and social media, we’ve spread a message of hope and help to a broader audience than we could have ever anticipated. We’ve traveled to events around the country and the world, where we’ve challenged the stigma and stereotypes that have surrounded mental health issues for so long. And we’ve continued investing into avenues of treatment and recovery, offering financial support to organizations, centers, and those laboring in the priceless work of healing.

REVENUE BREAKDOWN

- DONATIONS: $833,374
  UNRESTRICTED: $823,574
  TEMPORARILY RESTRICTED: $6,300
  IN KIND SERVICES: $3,500*
- SPEAKING HONORARIONS: $131,541
- MISC INCOME: $19,043
  EVENT SETTLEMENT: $11,792
  OTHER MISC INCOME: $7,251
- MERCHANDISE SALES: $738,886
  GROSS SALES: $1,722,441
  COST OF GOODS: -$983,555
- FUNDRAISING: $102,639
  DONATIONS & 5K REGISTRATIONS: $93,393
  5K IN-KIND GOODS: $7,333
  5K IN-KIND SERVICES: $1,913*

REVENUE: $1,825,483
EXPENSES: $1,681,826

NET INCOME: $143,657

*Per IRS regulations, in-kind services are not reported on form 990, but the value of those services are shown as reconciling items on the 990.
EXPENSES

**PROGRAM EXPENSES**

- **PROGRAM EXPENSES:** $1,442,905
- **ADMINISTRATIVE EXPENSES:** $213,738
- **FUNDRAISING EXPENSES:** $25,183

**TOTAL EXPENSES:** $1,681,826*

*INCLUDES IN-KIND SERVICES: $5,413

Per IRS regulations, in-kind services are not reported on form 990, but the value of those services are shown as reconciling items on the 990.

**EVENTS, TOURS & SPEAKING:** $520,270
- Conferences
- Speaking Events
- Vans Warped Tour
- Music Festivals
- Other

**AWARENESS & EDUCATION:** $623,125
- Design
- Online Store
- Print
- Photo
- Street Team
- Video
- Websites

**SUPPORTER ENGAGEMENT:** $162,934
- Benefits
- Intern Program (Spring, Summer, Fall)
- Partnerships
- MOVE Conference (IL State Univ)
- UChapters (98 College & University Campuses)

**TREATMENT & RECOVERY:** $136,576
- Grants to Organizations
- Memorial Flowers
- Scholarships for Counseling & Treatment

**TOTAL EXPENSES:** $1,681,826*