## 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**: $642,581  
  - UNRESTRICTED: $481,429  
  - TEMPORARILY RESTRICTED: $161,152
- **SPEAKING HONORARIA**: $133,912
- **MISC INCOME**: $7,530
- **MERCHANDISE SALES**: $827,699  
  - GROSS SALES: $1,830,049  
  - COST OF GOODS: -$1,002,350
- **FUNDRAISING RUN FOR IT 5K**: $116,448

**REVENUE**: $1,728,170  
**EXPENSES**: $1,876,898  
**NET INCOME**: $-148,728
PROGRAM EXPENSES

- PROGRAM EXPENSES: $1,603,000
- ADMINISTRATIVE EXPENSES: $239,530
- FUNDRAISING EXPENSES: $34,368
- TOTAL EXPENSES: $1,876,898*

EVENTS, TOURS & SPEAKING
- EVENTS, TOURS & SPEAKING: $448,646
  - Conferences
  - Speaking Events
  - Vans Warped Tour
  - Music Festivals • Other

SUPPORTER ENGAGEMENT
- SUPPORTER ENGAGEMENT: $279,303
  - Benefits • Intern Program
  - (Spring, Summer, Fall)
  - Partnerships
  - MOVE Conference (St. State Univ)
  - UChapters
  - (68 College & University Campuses)

TREATMENT & RECOVERY
- TREATMENT & RECOVERY: $240,399
  - Grants to Organizations
  - Memorial Flowers
  - Scholarships for Counseling & Treatment

AWARENESS & EDUCATION
- AWARENESS & EDUCATION: $634,652
  - Design • Online Store
  - Print • Video
  - Websites

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