

# FINANCIALS

## TO WRITE LOVE ON HER ARMS 2016 FINANCIAL SUMMARY

### 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

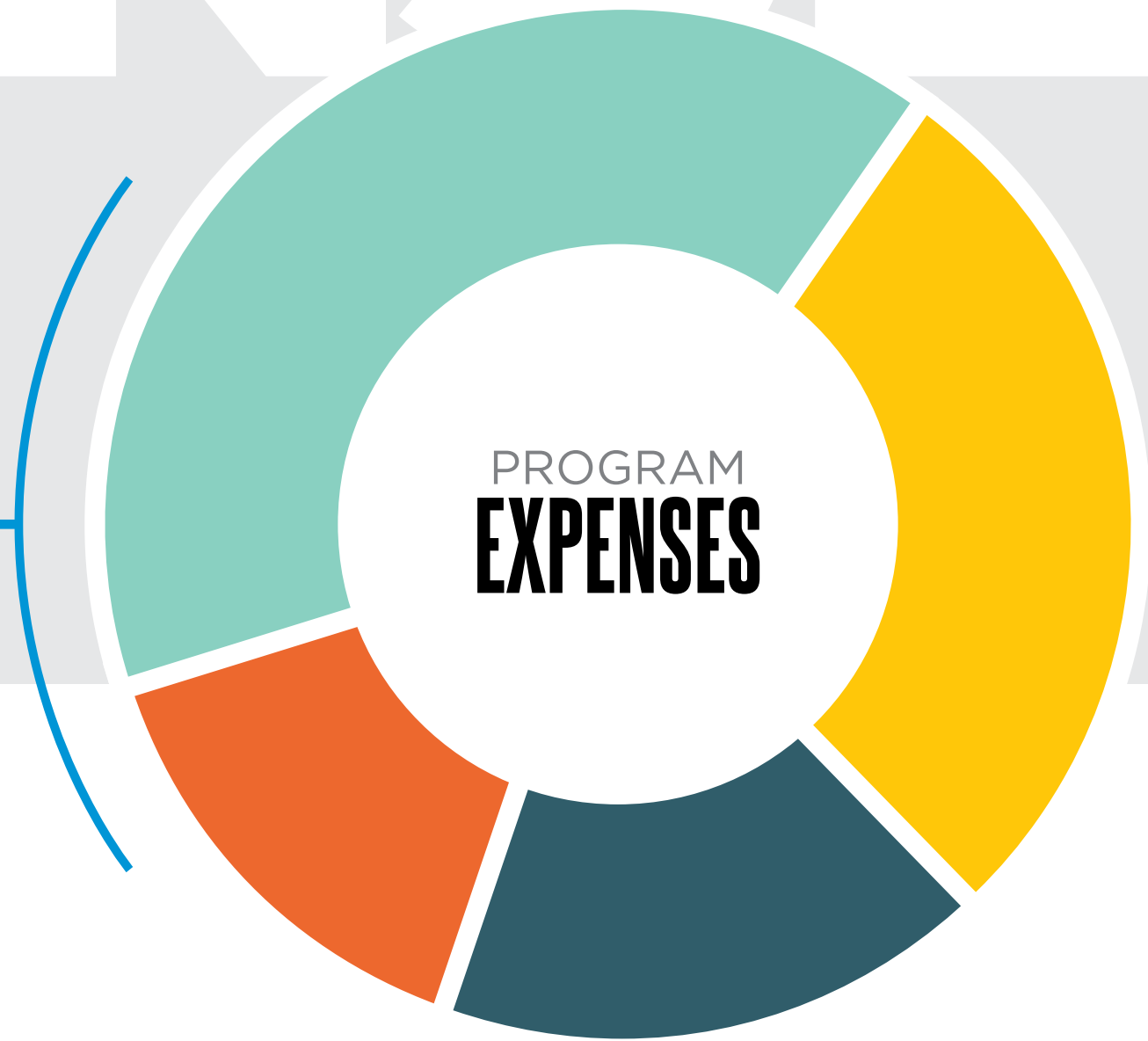
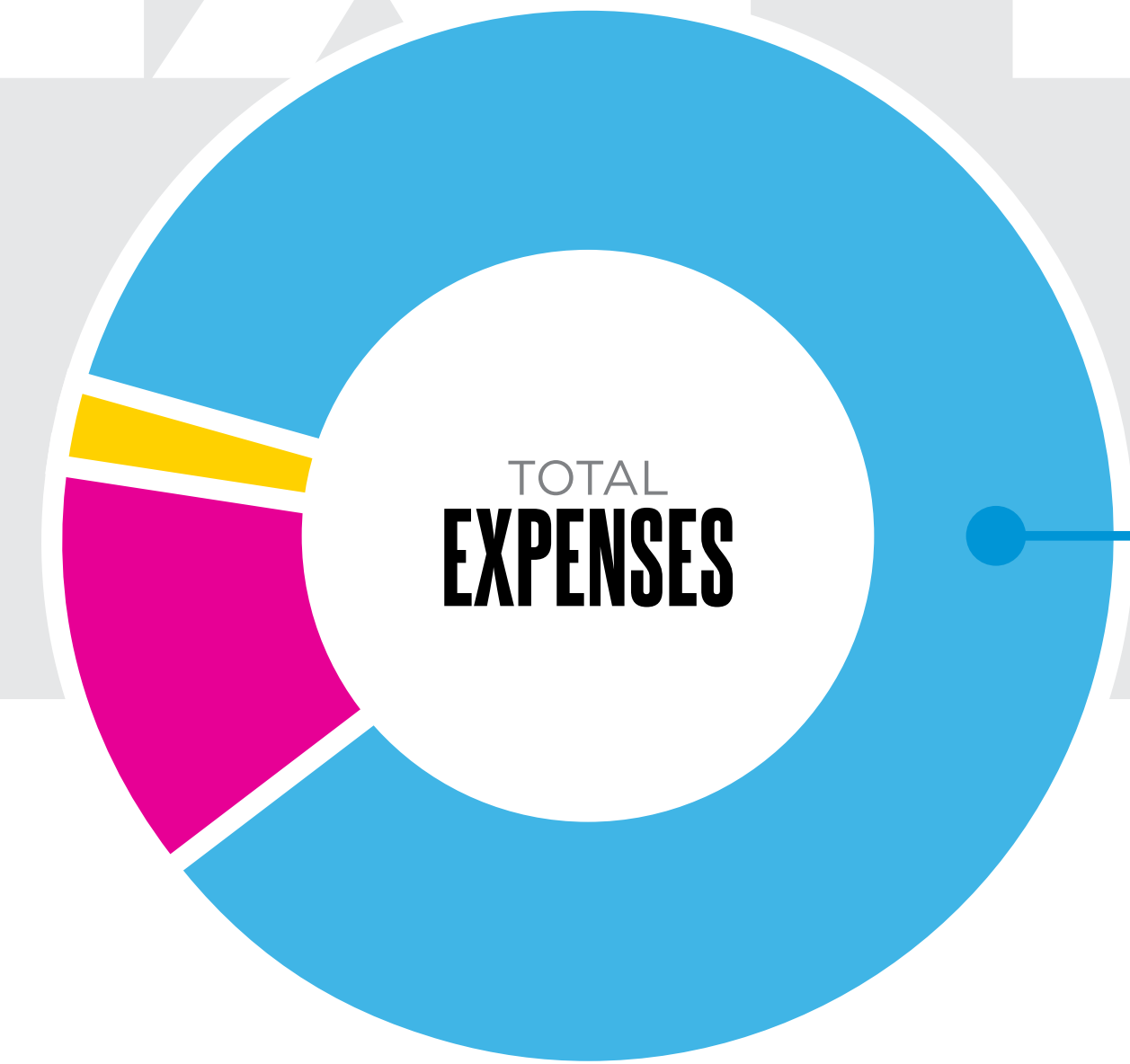
- **DONATIONS: \$642,581**  
*UNRESTRICTED: \$481,429*  
*TEMPORARILY RESTRICTED: \$161,152*
- **SPEAKING HONORARIUMS: \$133,912**
- **MISC INCOME: \$7,530**
- **MERCHANDISE SALES: \$827,699**  
*GROSS SALES: \$1,830,049*  
*COST OF GOODS: -\$1,002,350*
- **FUNDRAISING RUN FOR IT 5K: \$116,448**

**REVENUE: \$1,728,170**  
**EXPENSES: \$1,876,898**

NET INCOME: **-\$148,728**

# TOTAL EXPENSES

# PROGRAM EXPENSES



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|---|--|--|--|
| PROGRAM EXPENSES:<br><b>\$1,603,000</b> | ADMINISTRATIVE EXPENSES:<br><b>\$239,530</b> | FUNDRAISING EXPENSES:<br><b>\$34,368</b> | TOTAL EXPENSES:<br><b>\$1,876,898*</b> |
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| <b>AWARENESS &amp; EDUCATION:<br/>\$634,652</b><br>Design • Online Store<br>Print • Video<br>Websites | <b>EVENTS, TOURS &amp; SPEAKING:<br/>\$448,646</b><br>Conferences<br>Speaking Events<br>Vans Warped Tour<br>Music Festivals • Other | <b>SUPPORTER ENGAGEMENT:<br/>\$279,303</b><br>Benefits • Intern Program<br>(Spring, Summer, Fall)<br>Partnerships<br>MOVE Conference<br>(IL State Univ)<br>UChapters<br>(68 College & University<br>Campuses) | <b>TREATMENT &amp; RECOVERY:<br/>\$240,399</b><br>Grants to Organizations<br>Memorial Flowers<br>Scholarships for<br>Counseling & Treatment |
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