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: $956,487
• SPEAKING HONORARIA: $61,371
• MISC INCOME: $15,128
• MERCHANDISE SALES: $680,124
  MERCH SALES: $1,241,900
  EVENT SALES: $265,439
  TOTAL SALES: $1,507,339
  COST OF GOODS: -$827,215
• FUNDRAISING: $126,057

REVENUE: $1,839,167
EXPENSES: $1,811,335

NET INCOME: $27,832
PROGRAM EXPENSES: $1,449,778
ADMINISTRATIVE EXPENSES: $316,732
FUNDRAISING EXPENSES: $44,825
TOTAL EXPENSES: $1,811,335

AWARENESS & EDUCATION: $595,791
- Design • Online Store
- Print • Video
- Websites

EVENTS, TOURS & SPEAKING: $425,944
- Conferences
- Speaking Events
- Vans Warped Tour
- Music Festivals • Other

SUPPORTER ENGAGEMENT: $278,669
- Benefits • Intern Program
- (Spring, Summer, Fall)
- Partnerships • High Schools
- MOVE Conferences
- (Tampa, FL & Univ Pittsburgh at Bradford PA)
- UChapters
- (71 College & University Campuses)

TREATMENT & RECOVERY: $149,374
- Grants to Organizations
- Memorial Flowers
- Scholarships for Counseling & Treatment

UChapters (71 College & University Campuses)