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: $2,258,425
- SPEAKING HONORARIUMS: $40,476
- MISC INCOME: $6,801
- MERCHANDISE SALES: $622,944
  - MERCH SALES: $1,140,490
  - EVENT SALES: $320,317
  - TOTAL SALES: $1,460,807
  - COST OF GOODS: -$837,863
- FUNDRAISING: $138,237
- EVENT SETTLEMENT: $11,238

REVENUE: $3,078,121
EXPENSES: $2,086,589

NET INCOME: $991,532
PROGRAM EXPENSES

- AWARENESS & EDUCATION: $1,411,501
  Design • Online Store • Print • Video • Websites

- EVENTS, TOURS & SPEAKING: $559,696
  Conferences • Speaking Events • Vans Warped Tour • Music Festivals • Other

- SUPPORTER ENGAGEMENT: $318,562
  Benefits • Intern Program (Spring, Summer, Fall) • Partnerships • High Schools MOVE Conferences (Deland FL, 2 in Orlando FL, Indianapolis IN) • UC Chapters (65 College & University Campuses)

- TREATMENT & RECOVERY: $163,545
  Grants to Organizations • Memorial Flowers • Scholarships for Counseling & Treatment

TOTAL EXPENSES: $2,924,450

EXPENSES

- PROGRAM EXPENSES: $2,453,304
- ADMINISTRATIVE EXPENSES: $424,595
- FUNDRAISING EXPENSES: $46,551