

# FINANCIALS

## TO WRITE LOVE ON HER ARMS 2018 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: \$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**

# TOTAL EXPENSES

# PROGRAM EXPENSES



PROGRAM EXPENSES:  
**\$2,453,304**

ADMINISTRATIVE EXPENSES:  
**\$424,595**

FUNDRAISING EXPENSES:  
**\$46,551**

TOTAL EXPENSES:  
**\$2,924,450**

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)  
UChapters  
(65 College & University  
Campuses)

TREATMENT & RECOVERY:  
**\$163,545**

Grants to Organizations  
Memorial Flowers  
Scholarships for  
Counseling & Treatment