

FINANCIALS

TO WRITE LOVE ON HER ARMS 2019 FINANCIAL SUMMARY

INVESTING IN HOPE AND HELP

To Write Love on Her Arms is a movement fueled by the belief that hope is real, help is real, and your story is important. We are a community of people willing to say the hard things out loud so that others don't feel alone in their pain or their questions. We create life-saving conversations online, through social media, and within in-person spaces where you might least expect it—like at music festivals or large events. Across our podcast, blog, and social media channels, you'll find honest and hopeful stories being shared and told. We also work to connect people to professional mental health resources using our FIND HELP Tool and to remove financial barriers through our Treatment & Recovery Scholarship Program.



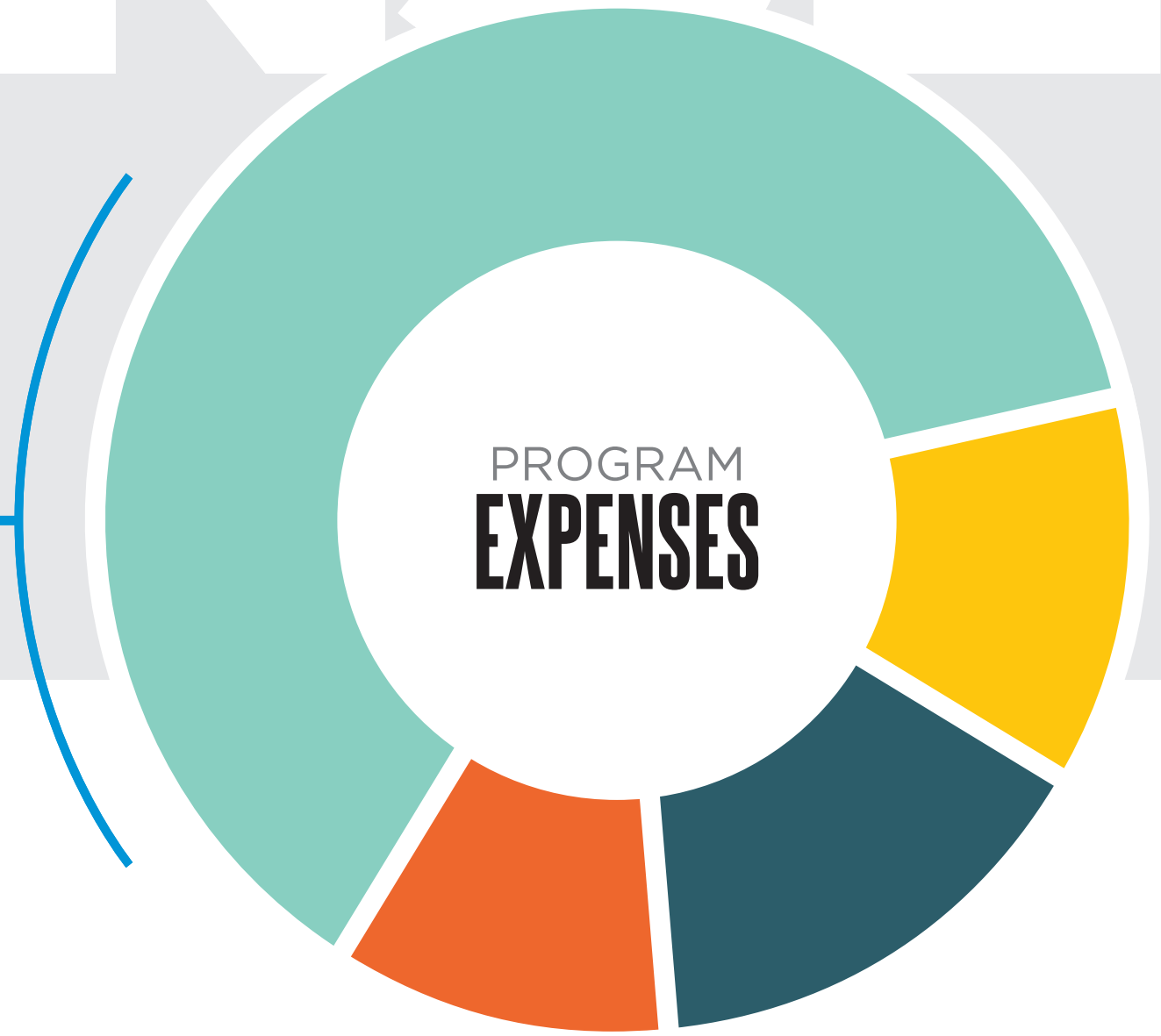
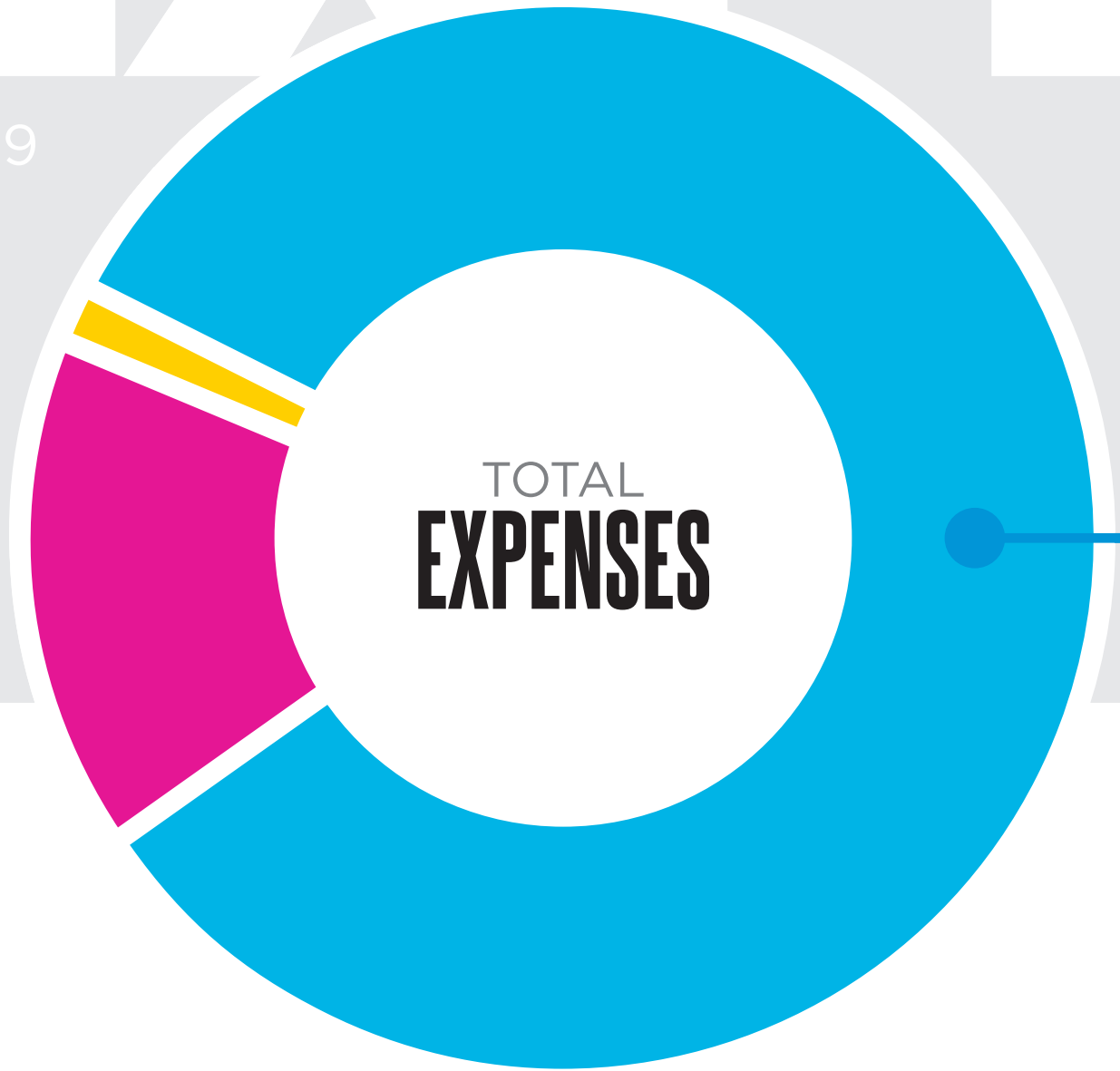
REVENUE BREAKDOWN

- **DONATIONS: \$2,043,003**
- **MERCHANDISE SALES: \$1,513,549**
 - MERCH SALES: \$1,232,680
 - EVENT SALES: \$280,869
- **FUNDRAISING: \$164,494**
- **SPEAKING HONORARIUMS: \$28,146**
- **GIFTS IN KIND: \$17,613**
- **EVENT SETTLEMENT: \$8,454**
- **INTEREST INCOME: \$7,095**
- **ROYALTIES: \$3,891**
- **MISC INCOME: \$8,905**

REVENUE: \$3,795,150
COST OF GOODS: -\$857,051
EXPENSES: -\$2,621,897

NET INCOME: **\$316,202**

2019



PROGRAM EXPENSES: \$2,866,320	ADMINISTRATIVE EXPENSES: \$550,073	FUNDRAISING EXPENSES: \$62,555	TOTAL EXPENSES: \$3,478,948
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AWARENESS & EDUCATION: \$1,506,261 <ul style="list-style-type: none"> • Social Media • Websites • • Video • Podcast • Design • • World Suicide Prevention Day Campaign • • Online Store • 	EVENTS, TOURS & SPEAKING: \$690,631 <ul style="list-style-type: none"> • Speaking Events • • Music Festivals & Tours • • Other • 	SUPPORTER ENGAGEMENT: \$427,407 <ul style="list-style-type: none"> • High Schools • UChapters • • Intern Program • • Benefits & Partnerships • • Streamers • • MOVE Conferences • 	TREATMENT & RECOVERY: \$242,021 <ul style="list-style-type: none"> • Scholarships for Individual Counseling, Group Therapy, and Higher Levels of Care • • Partner Provider Grants • • Grants to Organizations • • FIND HELP Tool • • Memorial Flowers •
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