

**TO  
WRITE  
LOVE  
ON HER  
ARMS★**



*2011 ANNUAL REPORT*



# FOREWORD BY CHRIS HEUERTZ

I first met Jamie Tworkowski in the fall of 2007 and was compelled by his story. The way Renee's and Jamie's lives intersected seemed a clarion call to millions who felt and still feel alone. I was arrested by the genuine compassion with which Jamie communicated the hope of To Write Love on Her Arms to make the world a better place for those who are hurting. I wanted to find out how I could be involved. Eventually, I received an opportunity to play a more official role in the TWLOHA story and began serving on the organization's Board of Directors in 2011.

It's only become more clear to me during my time with TWLOHA—this story cannot be contained.

It has evolved and merged into countless other stories of hope and courage. Out of a young man's response, TWLOHA has matured into an unstoppable movement of new storytellers and champions of hope. Whether they're surfing the web, attending a festival, getting involved in their college, starting a conversation about mental health in their community, or searching for a fresh start, people have found in TWLOHA a place of freedom, acceptance, and possibility.

When one tries to describe their dreams, words often become inadequate. But the vivid, audacious dreams which have fueled this movement give a new language to hope.

Though there is always the longing and the drive to see what lies ahead, we can't help but recognize how far TWLOHA has come. We are thankful for those moments of recognition, which always point back to each and every individual who has played a part along the way. Maybe you wore one of our shirts. Maybe you voted relentlessly for us to win a grant from Chase Bank in the American Giving Awards. Maybe you donated in memory of a loved one. Maybe you attended a MOVE conference, or started a UChapter, or simply placed a sticker on your car. But all of you, involved in your own way, have helped TWLOHA become a new kind

of community—where you are not alone. Where you are not voiceless. Where healing is real.

The year 2011 saw many unique opportunities to nurture and grow that community, as you'll see and read within this report. We look back with gratitude and look forward with expectation.

We're in this together, and we need you now more than we ever have before. Let's continue to breathe life into our dreams and bring our voices to the conversation TWLOHA has started.

— Chris Heuertz



+ Chris Heuertz is a TWLOHA board member, author, activist, and founding partner of Gravity: A Center for Contemplative Activism. He is the former co-director of Word Made Flesh.

HOPE IS REAL.  
HELP IS REAL.

# TABLE OF CONTENTS

## INTRODUCTION

- Letter from the Founder • 7
- About Us • 8-9
- Why This Matters • 10-11
- Milestones • 12-13

## PROGRAMS • 14

- University Chapters • 15
- MOVE Community Conference • 16
- Intern Program • 17
- Investing in Treatment and Recovery • 18-19

## EVENTS & MUSIC • 20

- Speaking Events & Supporter Benefits • 21
- Music Festivals & Tours • 22-23
- Fears vs. Dreams • 24-25

## FINANCES • 26

- Revenue Breakdown • 27
- Expenses Breakdown • 28-29
- Statement of Activities and Change in Net Assets • 30
- Looking Forward • 31

.....

- Special Thanks • 32

**“WE SEE THE MESSAGE OF RECOVERY SPREADING TO  
NEW PLACES AND THROUGH NEW PROGRAMS.”**

# LETTER FROM THE FOUNDER

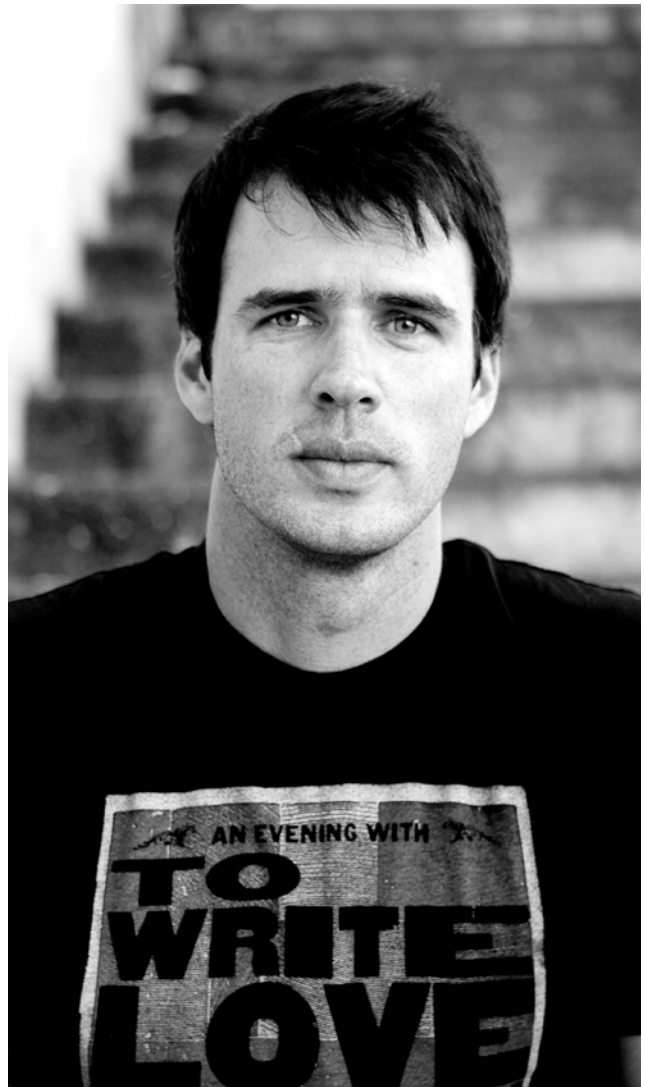
In 2006, I wrote a story called “To Write Love on Her Arms.” It was a true story, and a simple attempt to help a friend in need. I could never have imagined the incredible response as the story made its way around the world, or the surprising doors that would open over time.

Five years later, my 2011 ended on a stage with Bob Costas, accepting a check for \$1 million at the first-ever American Giving Awards. Beyond the money, it was a moment to share our message of hope and help with a national television audience. It was more than an honor to represent the thousands who believe TWLOHA can make a difference for those who struggle with issues such as depression and addiction.

As we look ahead, we see new opportunities to invest in treatment. We see evenings of songs, conversation, and hope. We see the message of recovery spreading to new places and through new programs.

Somewhere along the way, “To Write Love on Her Arms” the blog became “To Write Love on Her Arms” the organization, and this report serves to let you know what we’ve been up to and what we’re working on. Reports like these also invite us to re-examine the TWLOHA story, and whenever we do, we again realize that it’s a story made of many other stories: stories of people leaning on other people, sitting across from counselors, stepping into treatment, for the first time or maybe for the tenth time. These are people asking honest questions, of themselves and of those they love, even when it’s awkward, even when it’s uncomfortable. There’s no way to chronicle second chances, no chart that adequately illustrates people finding hope. But these are the stories we hope you find among the facts and the figures presented here, and these are the stories we continue to fight for.

Peace to you.  
— jamie



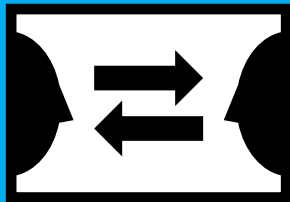
+ TWLOHA Founder, Jamie Tworkowski

# MISSION STATEMENT

---

To Write Love on Her Arms is a non-profit movement dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury, and suicide. TWLOHA exists to encourage, inform, inspire, and also to invest directly into treatment and recovery.

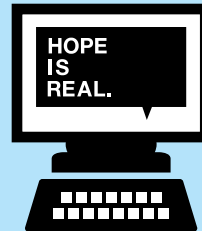
## WHAT WE DO



### CONNECT TO HELP

---

- + Point to national and local mental health and community resources



### PRESENT HOPE

---

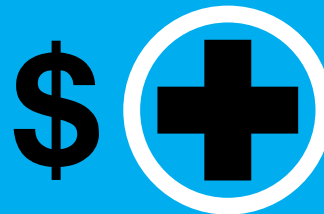
- + Provide encouragement and inspiration through creative campaigns, online media, and events



### CHALLENGE STIGMA

---

- + Promote education and awareness through merchandise, speaking, tours, social media, and various programs



### INVEST IN TREATMENT & RECOVERY

---

- + Offer grants to organizations and treatment centers and support counseling through scholarship funds



## TWLOHA, THEN & NOW

This began in the spring of 2006, when To Write Love on Her Arms founder Jamie Tworkowski wrote a story about a friend struggling with depression, addiction, and self-injury. The words and the life it represented shed light on the reality of contrast—pain and peace, addiction and sobriety, regret and freedom. The title, “To Write Love on Her Arms,” also represented a goal—to believe that a better life was possible. A MySpace page was created to give the story a home, and T-shirts were sold to pay for the friend’s treatment.

As the days passed and the blog was shared, it became clear that this story was not just about one person. We heard from people longing to lift the heavy weight of depression, to be free from addiction or self-injury, to stay alive and live fully. We also heard from people mourning those they’d lost to such struggles, asking what they could do to bring hope to their communities. It seemed we had stumbled into a bigger story, a conversation that needed to be had. These are issues of humanity, problems of pain that affect millions of people around the world, regardless of age, race, gender, religious belief, orientation, and background.

Over the years, TWLOHA has become much more than a blog and a T-shirt. Through musician support, tours, and social media, the message of hope and help has reached an audience broader than we could have ever anticipated. We’ve expanded from a computer screen to conferences, campuses, programs, and events around the country and the world, where we challenge the stigma and stereotypes that have surrounded mental health issues for so long. And we’re investing into treatment and recovery, offering financial support to organizations, centers, and individuals laboring in the priceless work of healing.

TWLOHA is honored to be a part of this continuing story, to invite people into the conversation, and to be a bridge to the better life we continue to believe is possible.

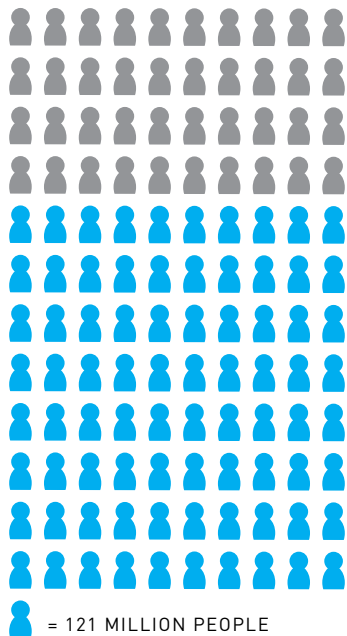
# WHY THIS MATTERS

---

You might remember 2011 for the tragic earthquake in Japan or the tornadoes that ravaged Joplin, Missouri. Perhaps it brings to mind the shootings in Tuscon, Arizona and Oslo, Norway. It was a year that saw the fall of Osama Bin Laden, the rise of the Arab Spring, the introduction of Occupy Wall Street. Natural disasters, celebrity news, politics, world events... There was no shortage of public controversy or tragedy in the year that was 2011. But each day, in homes, schools, and offices around the world, there occurred other life-altering and significant stories that would never see a front page. News of depression, addiction, self-injury, and suicide remain under-reported, but ever more serious. We see it reflected now in the numbers—in alarming military suicide rates, in the increase of student bullying, in the millions who continue to face depression—but for the most part, these are struggles lived off the record. These are personal battles, meant to be won in community, but often surrendered in silence. There is still work to be done.

---

## DEPRESSION ON A GLOBAL SCALE




+ 121 million people suffer from depression worldwide. (WHO, 2010)

+ 2/3 of people suffering with depression never seek treatment.

.....

 = 1 MILLION PEOPLE

 = PEOPLE WHO DO NOT SEEK TREATMENT

# FACTS

---

These are some statistics about the state of mental health issues for the year of 2011. Our goal is that these issues might be brought into the light, that these stories can be shared—and changed for the better.

## DEPRESSION

- 121 million people suffer from depression worldwide. (World Health Organization, 2010)
- 2/3 of people suffering with depression never seek treatment.
- Depression is among the most treatable of psychiatric illnesses. (National Center for Health Statistics, 2010)
- Untreated depression is the number one cause of suicide, and suicide is the third leading cause of death among adolescents. (National Institute of Mental Health)

## ADDICTION

- In 2010, an estimated 23.1 million Americans needed treatment for a problem related to drugs or alcohol, but only about 2.6 million people received treatment at a specialist facility. (Substance Abuse and Mental Health Services Administration, 2010)

## SUICIDE

- 1 million people die by suicide every year internationally. (WHO)
- 90 percent of people who die by suicide have a diagnosable and treatable psychiatric disorder at their time of death. (Centers for Disease Control, 2010)

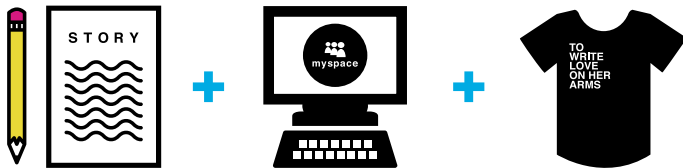
## SELF-INJURY

- Experts estimate that 4 percent of the population struggles with self-injury, but in general, self-injury is largely under reported.
- 17 percent of college students report they have self-injured. However, fewer than 7 percent of the students studied had ever sought medical help for their self-inflicted physical injuries. (Cornell Research Program on Self-Injurious Behaviors, 2006)

# TWLOHA IN REVIEW

## 2006

- + Jamie Tworkowski writes a story about an attempt to help a friend until she could be admitted to treatment, which quickly spreads via MySpace. T-shirts are then created to support her recovery.
- + Jon Foreman of Switchfoot wears a TWLOHA shirt onstage, and Anberlin follows suit later that year.



## 2007



- + TWLOHA hits the road with Anberlin, and we spend our first summer on Vans Warped Tour.
- + TWLOHA is awarded the MySpace Impact Award.

## 2008

### HEAVY AND LIGHT

- + TWLOHA debuts Heavy & Light, an evening of songs, conversation, and hope.
- + The Title T-shirt hits Hot Topic shelves.



## 2009

- + TWLOHA's first MOVE Community Conference is hosted in Cocoa Beach, FL.
- + TWLOHA launches the University Chapters program with 14 chapters across the U.S.
- + Zumiez and Ron Jon Surf Shops begin selling TWLOHA merchandise.

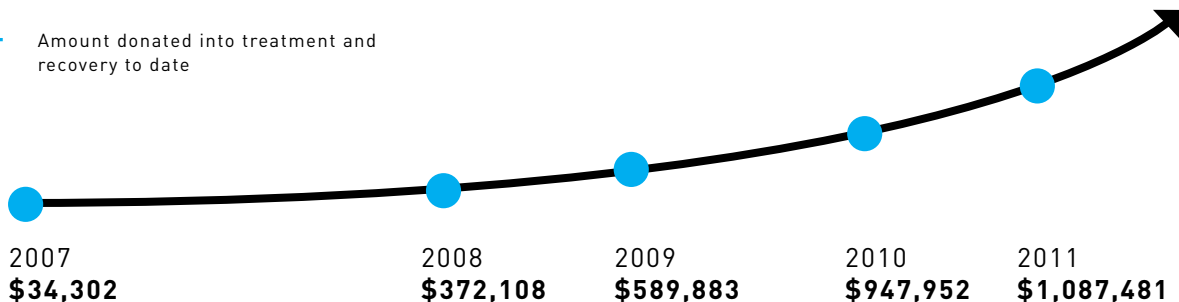
## 2010

- + TWLOHA finishes 3rd in the American Giving Awards presented by Chase, winning \$125,000. TWLOHA also wins a free full-page ad in USA Today through the #USAwants campaign.
- + TWLOHA hosts 7 MOVE Conferences.
- + The UChapters Tour hosts 28 events over 44 days in 18 states and 1 province, covering 10,000 miles.
- + UChapters expands to include 35 schools.



## INVESTING INTO TREATMENT OVER THE YEARS

- + Amount donated into treatment and recovery to date



## TWLOHA IN 2011



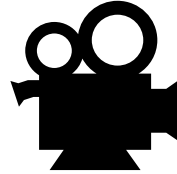
**A**



**B**



**C**



**D**



**E**

**60+**

**F**



**G**



**H**



**I**



**J**

**A** TWLOHA hosts six MOVE conferences reaching over 300 attendees, bringing the total number of conferences to 16.

**B** TWLOHA launches Fears vs. Dreams, a collaborative social project generating more than 15,000 responses.

**C** Participant Media grants TWLOHA \$60,000 in partnership with the movie *The Beaver* to host three MOVE conferences.

**D** TWLOHA assists on the set of *Renee*, an independently produced film based on the life of Renee Yohe.

**E** TWLOHA introduces *The Story of* video series with *The Story of Denny Kolsch* and *The Story of Harlee Lowder*.

**F** TWLOHA speaks at more than 60 events at colleges, high schools, churches, and conferences.

**G** Pro surfer CJ Hobgood introduces TWLOHA on the 2011 ASP World Tour.

**H** TWLOHA participates in its fifth Vans Warped Tour.

**I** The number of UChapters climbs to 60.

**J** TWLOHA wins \$1,000,000 in the American Giving Awards presented by Chase.

Since 2006, we've invested \$1,087,481 into treatment and recovery and responded to over 160,000 messages.

# PROGRAMS

---

A multi-faceted mission requires a multi-faceted approach. At TWLOHA, our programs address mental health issues on a number of levels, from engaging college students and hosting educational conferences to offering internships and investing directly into treatment and recovery. Our programs are the heart of TWLOHA and how we bring the organization's vision to life.

**UNIVERSITY CHAPTERS**

**MOVE COMMUNITY CONFERENCES**

**INTERN PROGRAM**

**INVESTING IN TREATMENT AND RECOVERY**

# UNIVERSITY CHAPTERS

*Our greatest reward this year was definitely the community that we've built. We've become a family... we're very glad to have made such an impact on campus. – TWLOHA-USF*

---

University Chapters is a network of student organizations which embodies the mission and vision of To Write Love on Her Arms on college and university campuses. Through organized meetings and events, each chapter serves as a voice of hope, inspiration, and support for students and their surrounding communities.

In America, 19.1 million students enrolled in colleges and universities for the 2010-2011 school year. It is estimated that 1,100 students will be lost to suicide each year. One in 12 students have created a suicide plan. More than 10 percent of college students have been diagnosed with a depression disorder, the majority of whom don't seek treatment.

---

Our UChapters are challenging these numbers by meeting students where they are, loving them, and reminding them of their importance. They are breaking stigma, starting conversations, and bursting through a silence others are afraid to confront. They are letting people know they are not alone in their struggles, that they have a friend and ally who will stand with them as they face a dark unknown. They are holding the hands of their peers and walking through that unknown with them, introducing friends and strangers alike to the concepts of community, hope, compassion, treatment, and recovery.



UChapters became instrumental in Fears vs. Dreams and the Living Your Story event, to remind their campus that their story is important and worth fighting for.



UChapters expanded to 60 Chapters across the U.S. and in Canada.



UChapters raised over \$18,000 to put toward growing the program and supporting TWLOHA's mission and vision. Collectively, the UChapters raised \$3,122 to invest into IMALive, an online crisis network.

# MOVE COMMUNITY CONFERENCES

**2011**

**AUSTIN**

**LOS ANGELES**

**NEW YORK CITY**

**ST. AUGUSTINE**

**CHICAGO**

## THE CONFERENCE

The MOVE Community Conference is a two-day, in-depth, engaging workshop led by professional counselors and designed to begin a conversation about issues often left in the dark. MOVE is our way of equipping and educating communities about the topics we address at To Write Love on Her Arms: depression, addiction, self-injury, suicide, and the role a trusted community plays in bringing hope to those who feel broken. We explore what is behind these struggles, what drives them, what recovery looks like, and how we can make a difference. MOVE's aim is to battle stigma and shame with honesty and compassion, and the hope is that attendees will leave encouraged, inspired, and informed.

.....

*I loved that it is a place for open, free conversations about these issues of mental health that people somewhere along the line decided are supposed to be quiet issues. – MOVE CHICAGO ATTENDEE*

*The conference helped ease some of my hesitations and made me really realize how crucial it is to discuss these issues openly. – MOVE NEW YORK CITY ATTENDEE*

.....

## MOVE HIGHLIGHTS

- TWLOHA hosted its largest MOVE conferences to date in NYC and Chicago.
- The Austin, LA, and NYC conferences were sponsored by Participant Media and *The Beaver*, a film starring Jodie Foster and Mel Gibson. Participant provided \$60,000, which allowed for larger conferences, additional speakers, and new printed materials.





# INTERN PROGRAM

## THE PROGRAM

Early on in the TWLOHA story, we recognized we desperately needed more help to manage this growing movement. So we invited a small group of people from all over the U.S. to join us. From day one, our interns were charged with carrying out the heart of TWLOHA, especially in responding to the many messages we receive from people sharing stories of struggle and pain. They spend hours each day offering hope, providing encouragement, and directing people to resources to find help. In 2011 alone, our interns responded to over 5,000 messages from supporters.

TWLOHA interns have also become vital in assisting our small staff with the many programs that make up our mission. Whether managing our Street Team, growing our University Chapters and MOVE conferences, developing new campaigns like The Storytellers, or connecting with supporters through messages, social media, and events, TWLOHA interns can develop their passion and skill and help others in a variety of areas.

## INTERN VOICES

*The people would have to be my favorite part. Having the privilege to live and work with the other interns, even in hard times, was an experience I will never forget. It helped me grow in so many ways. I felt so humbled and honored to be let into so many people's stories.*

– Alyssa T., Canada, Spring 2011

*I really loved working with UChapters and Letters of Encouragement. I loved learning about them and having the freedom to expand and contribute to both programs.*

– Amanda G., Idaho, Spring 2011

*My favorite aspect of the internship would have to be the lessons and activities we had on community and how to build it, because it taught me how to love and have compassion for people as a whole.*

– Abi B., United Kingdom, Fall 2011

---

*I love the staff and work environment. Easily, my favorite part about working with TWLOHA is the opportunity to work events, share with strangers and talk to supporters. I also enjoyed being able to share my writing with an audience.*

– Christopher B., Illinois, Fall 2011

# INVESTING IN TREATMENT & RECOVERY

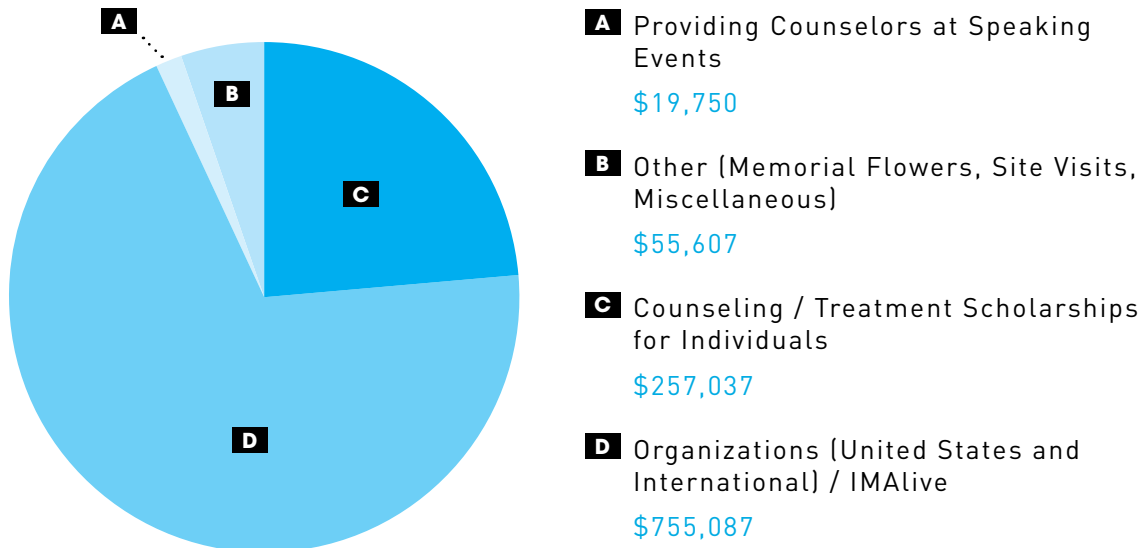
---

Investing in treatment and recovery is a core component of TWLOHA's mission and vision. We value what counseling and the services of trained mental health professionals can mean for people, whether someone is getting help for the first time or the tenth. We also provide support, such as counseling scholarships and memorial flowers, for families who have lost a loved one to the kinds of struggles TWLOHA addresses.

TWLOHA takes great care in selecting the resources we provide to our supporters. We believe in building long-lasting, sustainable relationships with the organizations, counselors, treatment centers, and individuals we provide grants to. Treatment and recovery may look different for each person, so we choose to invest in a variety of organizations to reflect those needs.

To date, TWLOHA has invested over \$1,000,000 into treatment and recovery.

## TREATMENT & RECOVERY BY THE NUMBERS



Since 2006, we've invested **\$1,087,481** into treatment and recovery.

# WHO WE'VE SUPPORTED

Below are the organizations and counseling centers we provided support grants to in 2011. To learn more about the important work they do, please visit their websites.

---

+ **American Foundation for Suicide Prevention (AFSP)**

[www.afsp.org](http://www.afsp.org)

The American Foundation for Suicide Prevention is a national non-profit organization exclusively dedicated to understanding and preventing suicide through research, education, and advocacy and to reaching out to people with mental disorders and those impacted by suicide.

+ **The Kristin Brooks Hope Center (National Hopeline Network/1-800-SUICIDE)**

[www.hopeline.com](http://www.hopeline.com)

Kristin Brooks Hope Center/The National Hopeline is a non-profit organization that fights suicide at the front lines. Their toll-free call line is available 24 hours a day, 7 days a week and links the caller to the nearest crisis hotline in their area. To date, they have received over 2 million calls from individuals struggling with thoughts of suicide.

+ **Self Injury Foundation**

[www.selfinjuryfoundation.org](http://www.selfinjuryfoundation.org)

The Self Injury Foundation provides funding for research, advocacy support, and education for self-injurers, their loved ones, and the professionals who work with them. They seek to provide the most up to date information and resources available on self-injury.

+ **National Eating Disorder Association (NEDA)**

[www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org)

NEDA supports individuals and families affected by eating disorders. They campaign for prevention, improved access to quality treatment, and increased research funding to better understand and treat eating disorders. They work with partners and volunteers to develop programs and tools to help everyone who seeks assistance.

+ **Kids Help Line / 1-800-55-1800 (Australia)**

<http://www.kidshelp.au/>

Offers free, confidential, anonymous 24-hour phone and online counseling for young people (ages 5-25) in Australia.

+ **InTheRooms.com**

[www.intherooms.com](http://www.intherooms.com)

InTheRooms.com is an online global recovery community for people who are seeking help or in recovery, as well as friends and family of those in recovery. InTheRooms.com offers a free database of anonymous 12-step meetings available all over the world.

## COUNSELING SCHOLARSHIPS IN CENTRAL FLORIDA

+ **Solace Counseling**

[www.solacecounseling.org](http://www.solacecounseling.org)

+ **Florida Counseling Centers**

<http://www.floridacounselingcenters.com>

# EVENTS & MUSIC

---

SPEAKING EVENTS & SUPPORTER BENEFITS

FEARS vs. DREAMS

MUSIC FESTIVALS & TOURS



## SPEAKING EVENTS

Every year, TWLOHA receives invitations to meet people where they are to host events and speak in communities around the United States and the world. Colleges, high schools, churches, and community centers book members of the TWLOHA team to share our story and contribute to the conversation about mental health issues in their area. At these unique events, TWLOHA staff, as well as musical guests, hope to offer support for those who need it and, through stories and songs, increase understanding of issues often left in the dark.

### 2011 SPEAKING BY THE NUMBERS

**49**

Colleges/Universities  
in the U.S. and Canada

**6**

Conferences

**5**

Churches

**3**

International speaking events  
(two in Canada and one in the  
United Arab Emirates)

## SUPPORTER BENEFITS

TWLOHA supporters often ask if they can organize events on behalf of the organization to raise awareness or funds for our cause. From 5K walks to open mic nights, the themes and venues of these special events are as varied as the supporters who host them. TWLOHA is grateful for the individuals and groups who share our message in places and ways we might not be able to ourselves.

### 2011 BENEFITS BY THE NUMBERS

**44**

Benefits held in:

**18**

States

**4**

Countries  
(USA, Canada,  
England, Germany)

**\$45,433.49**

Total money raised  
by supporters

# MUSIC FESTIVALS & TOURS

In many ways, it is impossible to think of To Write Love on Her Arms without also thinking about music. Even in the blog that began this movement, music was woven throughout. We speak of music's power often—how it reminds us of things that are true, things that deserve to be sung, screamed, and shared with others. It is a place where many run to make sense of life, to search for solace and community. We tour and attend music festivals because we hope to be there when they find it. Music has granted us the unique opportunity to find a home all over the globe, from our backyard in Florida, up to Canada, and even to Australia.

---

## FESTIVALS



**TWLOHA was on the road in 2011 more than in any other year since its inception. Twenty-eight diverse festivals welcomed us to their grounds, several of which are listed below:**

- + Sasquatch!
- + The Bamboozle
- + Soundwave (Australia)
- + SXSW and the Vanguard/Sugar Hill Records Showcase
- + Cornerstone
- + Runaway Country
- + Boardmasters Surf / Music Festival (UK)
- + DeLuna Festival
- + Parachute Music Festival (New Zealand)



## TOURS

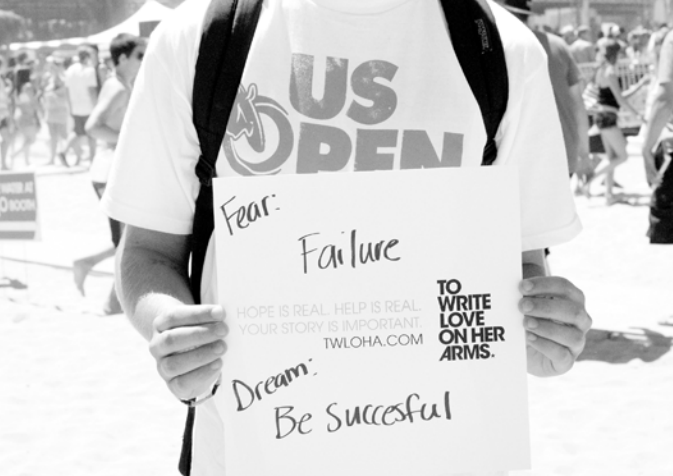


Thanks to the bands and friends below, TWLOHA was able to tour throughout the U.S., Canada, and Europe, investing miles and hours into meeting people on the common ground of music.

- + TWLOHA Presents Jarrod Gorbel
- + The Nocturnal Alliance Tour - MyChildren MyBride (U.S. / Canada)
- + Children of Fire Tour - Oh, Sleeper
- + The Gravity Tour (Australia)
- + Europe Meet & Greet Tour (Belgium / Netherlands / Germany / Austria) - Crown Jewel Defense
- + Vans Warped: The summer of 2011 marked TWLOHA's fifth year with the Vans Warped Tour, which visited 44 cities and was attended by approximately 500,000 people, allowing us to share our mission with thousands.

**We also benefited greatly from the support of the following artists on the Vans Warped Tour:**

- + Against Me!
- + August Burns Red
- + Gym Class Heroes
- + Enter Shikari
- + We Came As Romans
- + Woe Is Me
- + Moving Mountains
- + The Dangerous Summer
- + The Narrative
- + Veara
- + Patent Pending





## FEARS vs. DREAMS

WHAT'S YOUR BIGGEST FEAR?

---

WHAT'S YOUR GREATEST DREAM?

In the summer of 2011, To Write Love on Her Arms began asking these two big questions of our supporters. This campaign was called Fears vs. Dreams, and it was birthed out of a desire to remind people that they are living a story—and they should not give up on it. On the surface, it seemed such a small thing—just a few scribbles of a dry erase marker and a quick snapshot. But we knew the answers and photos we were gathering were about something much greater. We took Fears vs. Dreams on a road trip from Nashville to Los Angeles. Then our questions began spreading, to the dusty fields of music festivals, in the crowded hallways at TWLOHA events, on our Twitter timeline and Facebook feed. By the end of 2011, thousands had participated in Fears vs. Dreams, and this simple campaign had grown to become a concept that permeates our other programs and events.

# FINANCES



Often, we hear the question, “**Why T-shirts?**” In the beginning, before TWLOHA was a non-profit, there was only one shirt, and it served the purpose of helping to pay for one person’s treatment. In early 2006, there was no plan to start an organization or create a movement. But as TWLOHA began to grow, we continued to use merchandise as a way to fund our work. While we do receive additional income from programs, supporter donations, and speaking honorariums, we have always been unique in that our primary source of income is the sale of our merchandise, rather than large private donors or government grants.

But the shirts, hoodies, bracelets, and hats aren’t only about long-term financial stability for the organization. Every piece of merchandise has a much bigger purpose. They’re a conversation starter. They’re something that ties supporters together as a community. They spread the TWLOHA message to someone who might not have found out about us otherwise.

REVENUE BREAKDOWN

EXPENSES BREAKDOWN

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

LOOKING FORWARD

The following pages represent summaries of TWLOHA’s finances for the 2011 fiscal year, January 1 - December 31, 2011.

**2011 TO WRITE LOVE ON HER ARMS**  
REVENUE BREAKDOWN

**REVENUE SOURCE:**

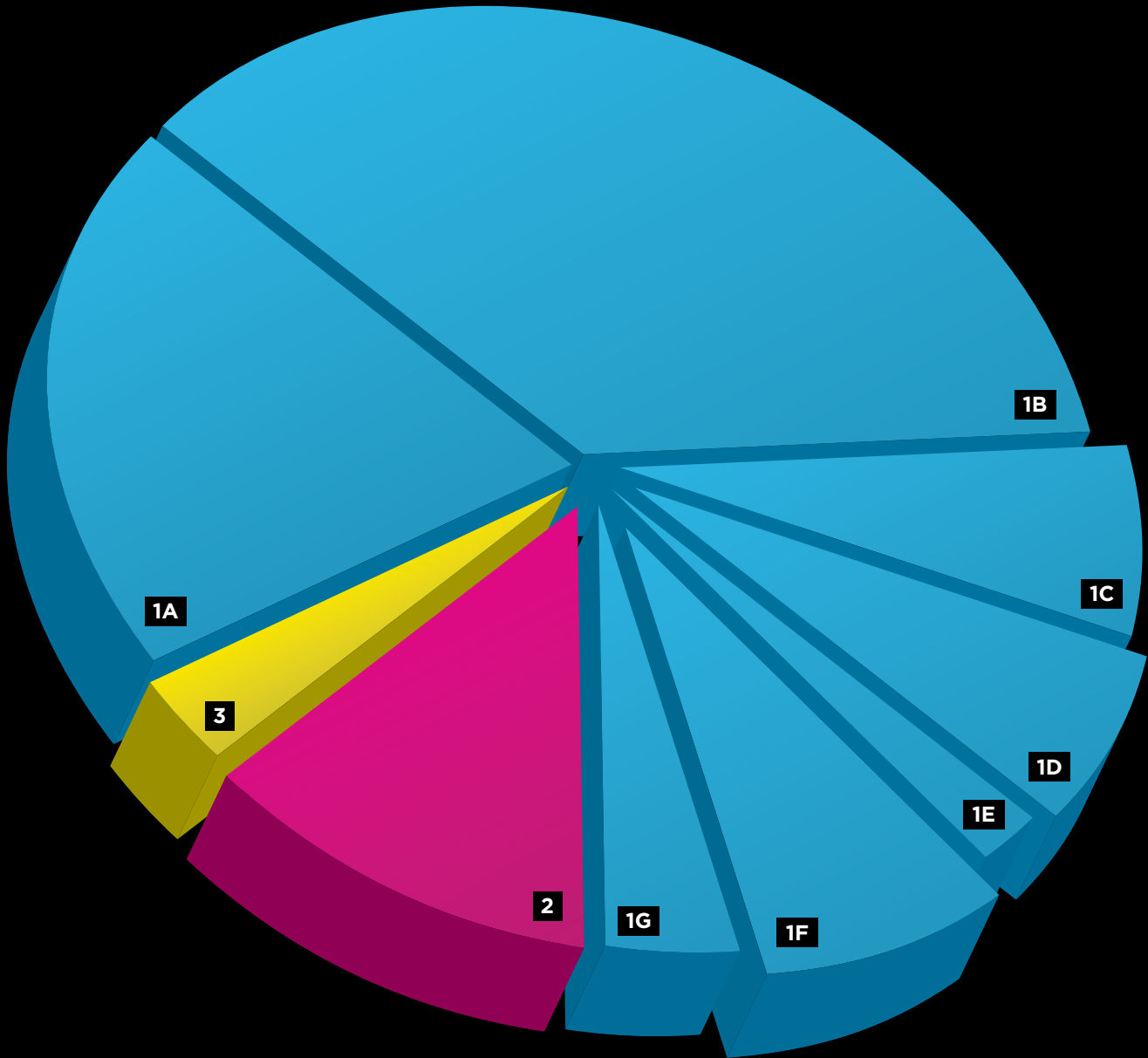
- **DONATIONS: \$371,936**
  - UNRESTRICTED: \$278,806
  - TEMPORARILY RESTRICTED: \$93,130
    - INTERN PROGRAM: \$11,570
    - MOVE CONFERENCES: \$78,592
    - SPEAKING EVENTS: \$2,500
    - TREATMENT & RECOVERY:
      - SUPPORT: \$130
      - IMALIVE: \$338
- **SPEAKING HONORARIUMS: \$319,846**
- **INVESTMENT INCOME: \$642**
- **MERCHANDISE SALES:**
  - GROSS SALES: \$1,803,073
  - LESS COST OF GOODS: \$877,688
  - NET MERCH SALES: \$925,385

**REVENUE: \$1,617,809**

**EXPENSES: \$1,637,800**

**NET INCOME: -\$19,991**

**2011 TO WRITE LOVE ON HER ARMS**  
EXPENSES BREAKDOWN



## **1 PROGRAM EXPENSES: \$1,398,482**

### **1A AWARENESS AND EDUCATION: \$336,469**

PRINT / PHOTO / DESIGN / STREET TEAM  
VIDEO / DOCUMENTARY / WEBSITES

### **1B EVENTS / TOURS / SPEAKING: \$590,495**

BENEFITS / MEMORIALS / CONFERENCES / SPEAKING EVENTS  
VANS WARPED TOUR / HEAVY AND LIGHT  
MUSIC FESTIVALS / BAND TOURS / OTHER EVENTS

### **1C INTERN PROGRAM: \$113,491**

### **1D MOVE CONFERENCES: \$120,156**

AUSTIN TX // LOS ANGELES CA // NEW YORK CITY NY  
ST AUGUSTINE FL // CHICAGO IL

### **1E THE STORYTELLERS: \$37,787**

LAUNCHING HIGH SCHOOL PROGRAM 2012

### **1F TREATMENT AND RECOVERY: \$139,529**

GRANTS TO ORGANIZATIONS / SCHOLARSHIP FUNDS  
COUNSELING & TREATMENT GRANTS / EVENT COUNSELORS

### **1G UCHAPTERS: \$60,555**

63 COLLEGE AND UNIVERSITY CAMPUSES

## **2 ADMINISTRATIVE EXPENSES: \$189,379**

## **3 FUNDRAISING EXPENSES: \$49,939**

**TOTAL EXPENSES: \$1,637,800**

**FOR THE YEAR ENDED DECEMBER 31, 2011**

# STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
<b>SUPPORT &amp; REVENUE</b>			
General Donations	\$ 278,806	\$ -	\$ 278,806
Intern Program	\$ -	\$ 11,570	\$ 11,570
Investment Income	\$ 642	\$ -	\$ 642
Merchandise Sales	\$ 925,385	\$ -	\$ 925,385
MOVE Conferences	\$ -	\$ 78,592	\$ 78,592
Speaking Events	\$ 318,846	\$ 2,500	\$ 322,346
Treatment & Recovery	\$ -	\$ 468	\$ 468
Funds Released from Restriction	\$ 93,130	\$ (93,130)	\$ -
	\$ 1,617,809	\$ -	\$ 1,617,809
<b>FUNCTIONAL ALLOCATION OF EXPENSES</b>			
Program (85%)	\$ 1,398,482		\$ 1,398,482
Administrative (12%)	\$ 189,379		\$ 189,379
Fundraising (3%)	\$ 49,939		\$ 49,939
	\$ 1,637,800	\$ -	\$ 1,637,800
<b>CHANGE IN NET ASSETS</b>			
	\$ (19,991)	\$ -	\$ (19,991)
<b>NET ASSETS-BEGINNING OF YEAR</b>			
	\$ 635,772	\$ -	\$ 635,772
<b>NET ASSETS-END OF YEAR</b>			
	\$ 615,781	\$ 0	\$ 615,781



## LOOKING FORWARD

2011 was a great year for TWLOHA—and it took an even greater turn at its close. In December, thousands of supporters committed to eight days of online voting, ultimately winning a \$1 million grant for TWLOHA at the American Giving Awards, presented by Chase Bank. This award became the highlight of our 2011, but it also set the stage for a very different and very optimistic 2012. We ended the year in a flurry of confetti and celebration, knowing we could begin the next with new focus and funds for projects which have been in the works for quite some time.

---

### **Hope Goes Surfing**

2012 will officially introduce TWLOHA to a world already familiar to our team—surfing. When professional surfer CJ Hobgood was without a major sponsor, he reached out to TWLOHA about bringing our message to the surf community. CJ's support provides a platform for our new campaign, Hope Goes Surfing, and opens many doors in the surfing industry.

### **The Storytellers**

A TWLOHA high school campaign has long been in the planning stages, and in October of 2011, it became a reality when we invited students across the country to apply to The Storytellers. The campaign aims to provide high school students a way to share the TWLOHA message while also fundraising for the organization. We look forward to starting a conversation about depression, addiction, self-injury, and suicide in high schools in 2012.

### **TWLOHA.com**

Another goal for 2012 is to begin work on a redesigned TWLOHA web site, providing simpler (and better looking) access to resources, merchandise, and information.

### ***The Story of***

TWLOHA will be expanding our confessional video series, *The Story of*, producing powerful short films that tell of both struggle and recovery.

### **HEAVY AND LIGHT**

Next year, we'll begin plans to take our annual evening of conversation, songs, and hope, HEAVY AND LIGHT, on a nationwide tour. This allows us to share music and highlight local resources in communities across the country.

As usual, TWLOHA will continue to invest into treatment and recovery and develop our existing campaigns and programs in the coming year. We look forward to seeing where 2012 will take us, and we hope to see you there.

# SPECIAL THANKS

2011 was an exciting year for our team, and we've done our best to capture the fullness of its months between the pages of this report. We are quick to recognize we could not undertake all we do without the help of so many. TWLOHA continues to exist, evolve, and grow because of the people who have come alongside us, generously giving of their talents, voices, and resources. We can't express our gratitude enough—but we'll at least try with this list.

---

- + We will always be indebted to our amazing interns Brendan, Alyssa, Kelsey, Amanda, Joe, Kevin, "Scully," Jimmy, Angela, "Marz," Patrick, Raquel, Abi, Jeung-Hwa, "Barry," Joel, and Lindsey.
- + To those who have provided much guidance, wisdom, and inspiration: Jim Hoyle, Chris Heuertz, Mike McCoy, Michelle and Aaron Moore, Alison Gullion, Reese Butler and Hopeline, Dayna Ghiraldi and Big Picture Media, Kyle Griner and Arson Media Group, Amy and Josh Hartzler, Dustin Miller, C.J. Hobgood, Donald Miller, Anis Mojgani, Jered Scott, Keltie Colleen, Kyle and Klayton Korver, Sean Lawton and Rachel Keeling at Keppler Speakers, Christina Lindstrom and Participant Media, Stephanie Hopson and Vanguard Records, Lynn and Heather of Sasquatch! Festival, Chris O'Brien of Soundwave Festival, Kevin Lyman, Kate Truscott, Allison Skiff, and Sarah Baer of Vans Warped Tour. Enormous thanks to Bruce Fitzhugh, Mike Lewis, Bill Power, Bryan Kemp, Sara Smith, and everyone at Zamboie.
- + Thanks to the following makers of music: Amy Lee of Evanescence, Christina Perri, Anberlin, Switchfoot, Martin Johnson and Boys Like Girls, Bayside, Jonathan Cook of Forever the Sickest Kids, JD Perry of Valencia, Zach Williams, Sleeping At Last, Sing It Loud, Brandi Cyrus, Sam Hancock of Luminare, Brian Nagan of Four Letter Lie, Jarrod Gorbel, Mansions, Atlantic/Pacific, Oh, Sleeper, Greeley Estates, Carlos Navarro, MyChildren MyBride, Stephen Kellogg & the Sixers, Eric James, Steven McMorran of Satellite, Noah Gundersen, Andy Zipf, Dustin Kensrue, Ryan O'Neal, Damion Suomi, Peter Voith, Daphne Willis, and Matt Nathanson
- + To the organizations and companies that lend continued support: Active Minds, American Foundation for Suicide Prevention, Catalyst, Charity:Water, Florida Counseling Center, Hurley, Invisible Children, InTheRooms, Kids Helpline, Paste Magazine, *RELEVANT* Magazine, The Self-Injury Foundation, *SPIN* Magazine, Suicide Prevention International, Solace Counseling, The Trevor Project, Volcom, and YourCause
- + To the road trippers who asked "What is your greatest fear?" and "What is your greatest dream?": Jeremy Cowart, Caitlin Crosby, Laura Bell Bundy, Andy Davis, Alek Parker, and Cale Glendening
- + To those who let us share their story: Denny Kolsch and Harlee Lowder
- + To those who helped bring hope and help to your campus: Our 300 UChapter leaders and faculty advisors
- + To the retailers who have given us the means to continue: Hot Topic, Zumiez, Ron Jon Surf Shop, Standard Collective, and Sweetwater Surf Shop
- + And finally, to the thousands of people who voted for TWLOHA to win \$1 million

Thank you.



**TO  
WRITE  
LOVE  
ON HER  
ARMS\***

[twloha.com](http://twloha.com)

TWLOHA, Inc.  
P.O. Box 2203  
Melbourne, FL 32902