

YOU
ARE NOT
ALONE

TO
WRITE
LOVE
ON HER
ARMS.

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hello

you matter

WE'RE GLAD YOU'RE HERE

your story is important



LETTER FROM CO-EXECUTIVE DIRECTORS

2018 was an incredible year to work toward bringing the message of hope and help into new and unexpected spaces. When we started 12 years ago, we would never have dreamed of the diverse places we're now invited to bring this conversation to.

This year we saw communities embracing real conversations about mental health that were truly humbling. From yoga festivals to the world of EDM, and into the Twitch universe, we were met by supporters who wanted to fight stigma, encourage others, and make it possible to connect those struggling to the help they deserve.

Among all of the amazing moments you'll read about in this year's Annual Report, perhaps the most significant moment was the launch of our new FIND HELP Tool. The FIND HELP Tool makes it possible to locate free and reduced-cost mental health services in every zip code in the United States. In the first three months, we saw over 20,000 searches made in every state in the US. Although the platform is still expanding and evolving, we're seeing that every four searches results in one person taking the next step by scheduling a session with a counselor or reaching out to a helpline.

We are honored to be a bridge to help for so many people throughout this unprecedented season. We know that hope makes it all possible. Thank you for being part of our story and the stories of those fighting.

Lindsay Kolsch + Jess Haley

Lindsay Kolsch
Jessica Haley



LETTER FROM THE BOARD OF DIRECTORS PRESIDENT

Over the past 25 years, I've worked with or served on the boards of almost three dozen non-profit organizations, so when I say this it's not without context, but what the team at TWLOHA accomplishes year after year is nothing short of remarkable. As a board, they make our jobs easy. There's not much more that makes me prouder than to see TWLOHA gear out there in the wild, worn proudly by our faithful supporters and fellow workers in honor of hope. And I know this team, and the countless supporters and volunteers it includes, has created a healing movement that is changing the world.

As you review our 2018 Impact Summary, know that your contributions as a supporter matter. Your voice is the voice that helps bring this message farther each year. You are the reason we continue to say "yes" to hope every single day.

Thank you for making so much of this possible and for inspiring us to stay true to this shared vision.

We need you and your life matters.

Chris Heuertz

Chris Heuertz

THE ISSUES

Mental health issues like depression, addiction, self-injury, and suicide impact lives and communities regardless of race, religion, gender identity, location, and economic status.

THESE ARE HUMAN ISSUES.

When we address them as such, then we have reason to believe there is hope for better days.

OUR SOURCES

¹WHO, Depression Fact Sheet / ²Anxiety and Depression Association of America / ³SAMHSA "Mental Health, United States, 2010" / ⁴National Institute on Drug Abuse / ⁵NEDA Get the Facts on Eating Disorders / ⁶ANAD Eating Disorder Statistics / ⁷Self-Injury Outreach and Support General Information / ⁸Self-Injury Foundation / ⁹WHO, Suicide Prevention Fact Sheet / ¹⁰Suicidology, Fact Sheet / ¹¹CDC, Fact Sheet / ¹²WHO Fact Sheet / ¹³WHO Fact Sheet / ¹⁴Sidran Institute / ¹⁵U.S. Department of Government Affairs / ¹⁶National Alliance on Mental Health / ¹⁷GLSEN 2015 National School Climate Survey / ¹⁸Suicide Data Report, 2012 / ¹⁹U.S. Department of Veterans Affairs

DEPRESSION + ANXIETY

- ▶ Depression is the leading cause of disability worldwide.¹
- ▶ Anxiety disorders are the most common mental illness in the U.S.²

"My depression is as solid and immovable as concrete, but paradoxically chaotic and ever changing like the most treacherous whitewater rapids imaginable. Sometimes it's loud and aggressive; like hundreds of screeching crows swooping down trying to peck away at my very existence. Other times it's quiet. Deafeningly silent."

– Jessica Strait, "What It's Like to Have a Mental Illness"

ADDICTION

- ▶ 21.5 million Americans ages 12 and older, or 8.1 percent, reported a substance use disorder in the past year.³
- ▶ Every day, more than 115 people in the U.S. die after overdosing on opioids.⁴

"Yes, it's a disease. Not weak will or a product of how I was raised, or a sin or something metaphysical. It's a disease." – Jon Lupin, "The Poetry Bandit: Stealing Back My Love of Writing From Alcoholism"

EATING DISORDERS

- ▶ 20 million women and 10 million men in the U.S. suffer from a clinically significant eating disorder at some time in their lives.⁵
- ▶ Eating disorders have the highest mortality rate of any mental illness.⁶

"It's hard to remember the first time I lied about food or how I felt about myself. When you've been dealing with something for almost 10 years, a lot of things blend together—if you can even remember them at all. But one thing that I do know is that when you struggle with an eating disorder, lies quickly become distorted into your truths." – Kaitlyn Mueller, "Recognizing My Truth"

SELF-INJURY

- ▶ 14-24 percent of youth and young adults have self-injured at least once.⁷
- ▶ Males and females report similar rates of self-injury.⁸

"Self-harm is often rooted in shame and secrecy. I hated myself for what I was doing, but I felt I couldn't tell anyone. The same may be true for you. But what's also true is that you are not the only person to feel this way, and you are not the only person who does these things."

– Adanna Brown, "Care to Walk With Me?"

SUICIDE

- ▶ Globally, there is one suicide about every 40 seconds.⁹
- ▶ In the U.S., a suicide occurs every 13.7 minutes.¹⁰
- ▶ Suicide is the second leading cause of death for Americans ages 10-34.¹¹
- ▶ Globally, more than 300 million people of all ages suffer from depression.¹²
- ▶ 800,000 people worldwide die by suicide every year. That's one person every 40 seconds.¹³

"I laid in bed in the dark, trapped inside my own thoughts. Thoughts of loneliness, thoughts of worthlessness, thoughts of hopelessness. Thoughts of wanting to kill myself. This wasn't my first night—it had been weeks, months even."

– Elicia Lee, "I Was a Suicidal Therapist"

TRAUMA

- ▶ An estimated 1 out of 10 women will develop PTSD at some point in their lives.¹⁴
- ▶ About 7 to 8 percent of the U.S. population will develop PTSD.¹⁵

"I was a person in crisis every day, trying to survive a crime that had just happened to me. I remember that time so vividly, and yet I barely remember any of it because I was so traumatized and doing whatever I could to numb myself."

– Alex Dukat, "It's OK to Take a Step Back"

LGBTQ+

- ▶ Between 38–65 percent of transgender individuals experience suicidal ideation.¹⁶
- ▶ 7.6 percent of LGBTQ+ students felt unsafe at school because of their sexual orientation, and 43 percent because of their gender expression.¹⁷

"I was worthy of being loved. I was worthy of loving others—regardless of my sexuality. I was, I am, and I always will be worthy."

Love belongs to you and me.

Love belongs to the people who feel they are not enough.

Love belongs to the kids who grow up wondering why they're different.

Love belongs to the person reading this right now.

Love is for everyone."

– Erin Kingham, "Love is For Everyone"

VETERANS

- ▶ In 2014, an average of 20 Veterans died by suicide each day.¹⁸
- ▶ In 2014, approximately 65 percent of all veterans who died by suicide were age 50 or older.¹⁹

"I noticed my arms and the cheeks of my face would go numb, and I felt as if my throat was swelling shut. There were moments when I felt my heart was going to stop. I was fearful and ashamed to tell anyone on my team because I believed they would think I was weak and I knew I'd be pulled from my job." – Chad Robichaux, "A Veteran's Truth About PTSD"

1,471,672
UNIQUE VISITORS
TO THE BLOG IN 2018

104
BLOGS
PUBLISHED

78
CONTRIBUTORS

FROM THE BLOG

QUOTES FROM CONTRIBUTORS:

"Throughout this past year, it was reading the blogs that helped inspire me to start writing some on my own. You have all helped so many and continue to do so! I am so very grateful." — Rebecca Baker, Blog Contributor

"It was an honor to support an organization I care so much about and serve as a source of hope for others." — Becca Ames, Blog Contributor

WHAT IT'S LIKE TO HAVE A MENTAL ILLNESS

by Jessica Strait

My mental disorder is as solid and immovable as concrete, but paradoxically chaotic and ever changing like the most treacherous whitewater rapids imaginable. Sometimes it's loud and aggressive; like hundreds of screeching crows swooping down trying to peck away at my very existence. Other times it's quiet. Deafeningly silent. Like being stuck in an endless tunnel where the only sound you hear is the faint echo of your own pathetic voice begging for solace.

Sometimes it's akin to being trapped underwater, surrounded by dozens of piranha. Bystanders watch safely from land, offering their best advice for how you can simply rise to the surface and break free from your suffering. They always fail to see the thick layer of frozen ice above your head. They're not privy to the weights tied to your ankles that keep you submerged no matter how hard you fight to get your head above water to take a breath.

Perhaps the worst are the sudden storms that strike from within. Without warning. Faster than lightning. Hitting deep down into your core setting off an internal alarm for all your demons to wake. It's those moments of panic and sheer terror, when all the monsters inside you band together chanting with rage, running circles with their pitchforks threatening the very life they belong to. Trying to convince you there is no way you can survive that level of fear. That there is no hope in fighting against what you can't even see. It's an indescribable feeling; the battle against your own insides.

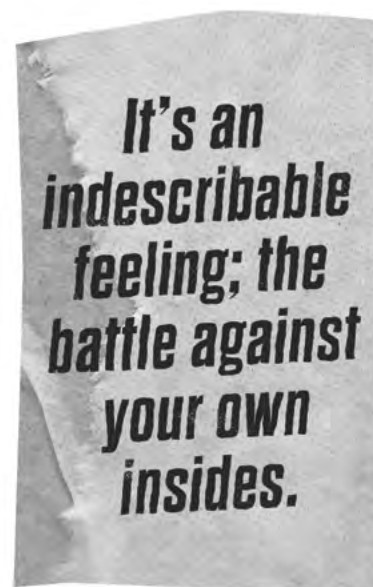
But even when we feel as though we are losing the war against our mental disorders, truth is, we're not. We're actually winning. Every minute we don't give up. Every hour we choose to keep going. Every day that we continue to hold on to hope that the next will be the slightest bit better when we have every reason to believe the contrary...we win.

We win by fighting the little battles, one at a time, moment by moment, day by day. It's those small, daily victories that amount to something bigger. Something better. That's how we win the war against ourselves. Not by how those around us believe we can somehow miraculously overcome our illnesses, but by us choosing to stay when it feels like the absolute hardest option.

We are soldiers in an invisible war few people can even begin to comprehend. We are warriors fighting countless battles each and every day. And even when it feels as if we're losing, we keep going. We push

through. We don't give up. We approach the next little battle with the thought, *I can do this. I can keep fighting. I know what it takes to win the war. My continuous effort to not give up or give in.* Think about that next time you feel like succumbing to it all. Remember how many little battles you've won. I know it feels impossible, but you've already proven that it is not. You have persevered.

There is nothing braver than fighting an invisible war within yourself. If we can survive those moments when the monsters grow exponentially and the pain feels insurmountable and the fear is more real than your own reflection, we can win. We will win.



RUN FOR IT 5K

Physical health is integral to mental health; you can't separate the two. We see the Run For It 5k as an opportunity to present the message of hope and help in a new way. It's a chance to move for something that matters. People all over the world joined us on April 13, 2018 for the 6th Annual Run For It 5k.

1,568 VIRTUAL RUNNERS

798 LOCAL RUNNERS

7,335 MILES COVERED IN TOTAL

50 STATES

16 COUNTRIES

\$75,947 RAISED FOR HOPE + HELP

QUOTES FROM #RUNFORIT5K PARTICIPANTS:

"I am running for my dear friend Richard, who was loved by so many and taken from us too soon. I am running so that the loss of our dear friend is not in vain. I am running to encourage intentional, authentic, and transparent dialogue around mental health." — Drew

"Somehow there is still a stigma associated with mental health. TWLOHA is working to break down walls, start life-saving conversations, and show people that they're not alone in their struggles."

— Scott

#INTO19

The funds raised during this campaign make it possible for TWLOHA to reach new communities, share more stories, and connect thousands of people to the help they need and deserve. It allows this message of hope and help to continue being shared with millions around the globe in the new year.

HOPE IS WHAT KEEPS US AFLOAT IN THE STORM.

HELP IS WHAT BRINGS US BACK TO THE SHORE.

\$146,721 RAISED

600+ DONORS

REASONS WHY PEOPLE DONATED TO #INTO19 FOR HOPE + HELP:

"I have struggled for many years with self-worth and depression. TWLOHA was always there for me and I hope they can help so many others in the future. Tomorrow needs us." — Tyler

"For all the times TWLOHA kept me from giving up on myself and gave me hope that my story wasn't over and was worth telling. For the ones who lost their battle and for the ones who, like me, still often struggle to keep fighting their own. For everyone who's ever thought they were not worthy of help, or love, or hope, or anything. You are. Always." — Sasha

"I donated because I've lost a friend to suicide and have friends who have lost people. Remember, there's always someone who will listen." — Terrace

WORLD SUICIDE PREVENTION DAY

Every year TWLOHA works to inspire, create, and engage in vital conversations about mental health and suicide prevention in honor of World Suicide Prevention Day (WSPD) and National Suicide Prevention Week (NSPW). All funds raised during TWLOHA's annual campaign are invested directly into treatment and recovery. These funds provide scholarships for more than 2,000 counseling sessions each year. In 2018, we rallied together to say: Your friends and family need you. The world needs you. Tomorrow needs you.

We asked Taylor Robertson why she decided to fundraise for our #TomorrowNeedsYou campaign. Here's what she said: "Therapy has changed my life and kept me alive. Doing the work in the room should be the hard part. Getting there, or not being able to get there, because of finances, shouldn't be."

QUOTES FROM TWLOHA SCHOLARSHIP RECIPIENTS:

"There came a time I could not continue to pay for my daughter's treatment. When we received help from TWLOHA I was beside myself that someone else cared and would help." — Anonymous

Without the help of TWLOHA I would have been lost and could not have afforded to continue treatment, I may not even be alive if it were not for the scholarship." — Anonymous

\$207,993.82
FOR TREATMENT + RECOVERY

4,500
PACKS
PURCHASED

356
FUNDRAISERS

1,820
DONORS



FIND HELP ➔

In September, we were really excited to launch the FIND HELP Tool. A large part of our mission is to make sure that people who need help receive it. For so many people, there are not only financial barriers, but barriers like proximity. Over the years, we built our FIND HELP page through connecting with providers in the cities we would visit or host events in. As a way to expand this work we launched the FIND HELP Tool.

This tool now makes it possible to simply select the level of care you need and enter your zip code and it will provide results for free or reduced-cost mental health services in every zip code in the US. In the first few months of the launch, we saw 25,000 searches! This is huge because for every four searches, someone will connect with a counselor to make an appointment or reach out to a helpline. The top issues people were searching for was counseling, support groups, and residential treatment.

ENTER ZIP
CODE to find help
in your area.

FIND HELP
TOOL



help is real.

TREATMENT & RECOVERY PROGRAM

2/3 of people who experience a mental illness will never seek help.¹

TWLOHA is committed to not only changing the conversation surrounding mental health, but also investing in treatment and connecting people to places of help. We've seen the power of counseling and professional help. It's a privilege to provide people with an opportunity to sit across from a counselor, many for the first time.

QUOTES FROM SCHOLARSHIP RECIPIENTS:

"It has been the difference of life and death for me and has allowed me to continue my story."

— Anonymous

"Without the help of TWLOHA, I would have been lost and could not have afforded to continue treatment, I may not even be alive if it weren't for the scholarship."

— Anonymous

"It means everything to me to be able to receive help. I was feeling so hopeless and being in such a dark suicidal mindset for so long knowing I needed help but couldn't afford it. TWLOHA has literally been a lifesaver for me and allowed me to work with my counselor and seek freedom and share my story with others who are struggling."

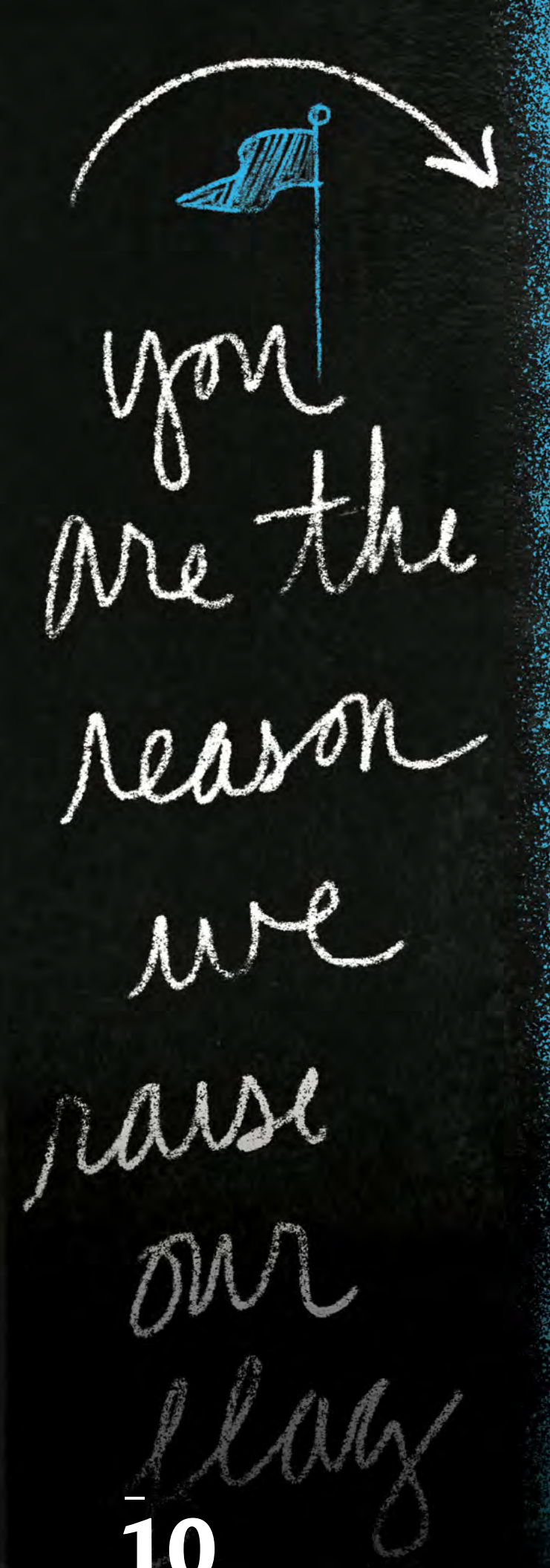
— Anonymous

\$143,000
INVESTED INTO
TREATMENT
AND RECOVERY
SCHOLARSHIPS

2,800
COUNSELING
SESSIONS
SPONSORED

\$15,000
GRANTED IN
SCHOLARSHIPS
FOR IN-PATIENT
TREATMENT OR
OTHER HIGHER
LEVELS OF CARE

¹World Health Organization



REASONS WE RAISE THE TWLOHA FLAG EACH DAY

Our hope is that you will find the TWLOHA tent and make it a point to stop by. Because it's the opportunity to talk to you that makes the months of travel and long days spent under the summer sun worth it. You're the reason we show up. You're the reason we raise the TWLOHA flag each day. And when you come to the TWLOHA tent, we want you to remember: The mental health resources on the table, they are for you. The merch we bring with us, it was designed with you in mind. And the people behind the booth? They want to be a safe space for you to share your struggles.

STORY OF THE SUMMER

Chad Moses' (Director of Outreach + Experience)
Experience at the Firefly Festival in Dover, DE

"I would like to tell you about Samantha. Meeting her was one of the most fully human interactions I've felt recently. She walked up calmly and asked if I worked for the organization. Before I could finish uttering a simple 'yes,' I was caught up in an embrace. She said, 'thank you' and squeezed harder. 'I'm so glad you guys are here.' Her grip clenched tighter. 'I lost my boyfriend to suicide last fall. People don't get it. Suicide isn't a joke. Life and death is not something to be nonchalant about. But you guys are here. You're showing up and you're caring.' In that moment, everything we did came to a head where we could acknowledge the weight of the problem, honor the memory of a loved one, lean into a moment when grace and honesty were synonymous, and encourage one another in the work that is left to be done."

134 EVENTS BY THE NUMBERS

31 STATES **195 DAYS**
+ WASHINGTON, DC THAT THE TWLOHA
+ ONTARIO, CANADA BOOTH WAS SET UP

110,000
MILES TRAVELED
IN 2018

VANS WARPED TOUR BY THE NUMBERS

1 OUT OF 11
NONPROFITS ON TOUR

12,955
MILES DRIVEN
FOR THE VANS
WARPED TOUR

11TH
(AND FINAL) YEAR
ON THE VANS
WARPED TOUR

FINAL SUMMER ON WARPED

by Jamie Tworowski

We've had the privilege of being part of every summer of Warped since 2007. Those hundreds of sunny summer days have allowed us to introduce our mission and our message to tens of thousands of people.

For the last 20 years, people have been coming to Warped Tour to see their favorite bands, to sing and scream words that feel true, and to feel less alone. It's been the perfect setting to invite folks into the possibility that it's okay to be honest. It's been the perfect place to start a conversation about mental health.

We hear from so many folks who say that Warped Tour is where they found out about TWLOHA. They saw their favorite artist wearing a shirt. They noticed the TWLOHA tent and wondered about our name. They picked up an info card. They bought their first TWLOHA shirt. They had a conversation with someone from our team.

We are forever grateful to Kevin Lyman and his team for their generosity. Along with other nonprofits, we've been invited to Warped Tour and have been asked for nothing in return. For more than a decade now, they've simply welcomed and included us.

We'll say that epic farewell to Warped Tour on August 5th in West Palm Beach. Right now, we're excited to say hello, to hit the road one last time and to do our best to bring hope and help to folks at the 38 stops along the way.

Every donation helps

REASONS WHY I BECAME A TWLOHA BLUE MEMBER:

"Without TWLOHA, I wouldn't have made it nearly as far as I have. I've been in recovery for almost three years. I still struggle every day with my depression, but thanks to the support of the TWLOHA community, I do not face the struggle alone anymore." — Felicia McEachern

"I want these resources, these blogs, these posts to be available for years to come. It might be only \$5 or \$10 a month but I know that each month I am helping to reach another person that just needs one moment of hope." — Kelly Maxwell

"I love being able to help TWLOHA continue their amazing work, even if it's just in a small way. And I love that there is an online community of people who are all passionate about mental health and the work TWLOHA is doing." — Jordan Galewski

Thank you



TWLOHA BLUE MONTHLY DONOR PROGRAM

From the blue stitches on the first TWLOHA T-shirt, the color our team calls "TWLOHA Blue" has become a powerful reminder to stay true to our mission, knowing what's at stake. It represents our core belief that there is value in every conversation that speaks the message of hope and points to help. After 1.5 million miles traveled and 1,800 events, we know that meeting people where they are matters.



OUR PRESENCE IS A PLEDGE TO
THOSE HURTING:

**YOU ARE
NOT ALONE.**

HOPE IS REAL.

HELP IS REAL.

OUR TWLOHA BLUE MEMBERS GIVE
MONTHLY TO HELP THIS MESSAGE
GO FURTHER.

\$110,273
RAISED FOR
HOPE + HELP

465
ACTIVE
MEMBERS
EACH MONTH

CARRYING THE MESSAGE

OF HOPE + HELP

hold on



SUPPORTERS SHARE HOW WEARING TWLOHA HAS IMPACTED THEM:

"We wear TWLOHA to remind friends and strangers alike that hope is real and help is real."

— Amanda Osowski

"I've had many conversations with others while wearing TWLOHA, too many to count but all important and full of hope. I think the most memorable one was when I was wearing the Alive shirt and a girl told me she needed to see that."

— Aspenglerrr

"The conversations I have had with friends, family, and complete strangers have been awesome and shown people that they are worth this life. My fiance bought me the maroon rain jacket and I get more compliments and conversations from that jacket more than anything else. I have had complete strangers come up to me and say 'thank you, your jacket gives me hope.'"

— Sarah Elizabeth Kelly

MERCH

This message of hope + help found its way to thousands of people across the globe in all 50 states and 67 different countries through the 24,000 orders that were fulfilled in 2018.

Since 2006, we've designed and sold T-shirts as a way to fund our efforts of bridging the gap between people needing help and receiving it. When supporters purchase one of our designs, they're not only keeping the TWLOHA movement growing, they're inviting others to learn about who we are and what we do.

We often hear that introductions to and conversations about To Write Love on Her Arms happened because of a T-shirt someone was wearing. It created a connection or a curiosity that inspired them to visit our site, message us, or stop by the booth at an event. It's in those moments that their support, just by wearing our merch, opens another person up to the possibility of healing and recovery.

2018 SUPPORTER-FAVORITE DESIGNS

STORM RAIN JACKET BLK

HOLD ON SHIRT

PERENNIAL SHIRT

STILL SHIRT BLK

VERY MUCH

The storm will pass

MOVE PROGRAM

MOVE is how we educate others about the topics we address at To Write Love on Her Arms: depression, addiction, self-injury, suicide, anxiety, eating disorders, and the role a trusted community plays in bringing hope to those who feel broken. In a one- or two-day workshop led by professional counselors, we explore what is behind these struggles, what recovery looks like, and how we can make a difference in the lives of those who are struggling.

"I'm am almost a six-year survivor of suicide. I speak and educate others in a variety of settings by sharing my story. This year I decided to host a conference for my church community. These individuals came for the training because each and every one of them has been personally touched by these topics. A lot of them were nervous and apprehensive to come to the training, but I am happy to say it was a huge success to have a safe space to learn and grow together."

— Amanda Horton

5

MOVE CONFERENCES

160 ATTENDEES

RECEIVING EDUCATION ABOUT MENTAL ILLNESSES LIKE DEPRESSION, ADDICTION, SELF-INJURY, AND SUICIDE

UCHAPTER PROGRAM

Our UChapters program consists of a network of student organizations on college and university campuses. These organizations exist to embody the mission and vision of TWLOHA. Through on-campus events, programming, and fundraising initiatives, each chapter serves as a voice of inspiration and education for their peers. The chapters play an active role in suicide prevention awareness on their campuses and create a safe space to have this conversation and remind others that they are not alone.

"I think that TWLOHA has always been a place where people from underrepresented groups feel a lot of belonging. An international student who learned about TWLOHA at an electronic music festival decided to host a UChapter on his campus. TWLOHA was such a huge thing for him because in the country that he was from, he had never experienced people having this kind of conversation."

— Aaron Baccash

320

STUDENT LEADERS

64

UNIVERSITY AND COLLEGE CAMPUSES LEADING A CONVERSATION ABOUT MENTAL HEALTH

First episode launched Oct 8, 2018!

11 EPISODES
IN SEASON ONE

52,000
DOWNLOADS

reviews!

Interviews with ↓

JAMIE TWORKOWSKI
AMY CLOVER
NAJWA ZEBIAN
WHITNEY FENIMORE
INDHIRA ROJAS
LEVI MACALLISTER
KELLY JENSEN
JOEL L. DANIELS
HANNAH BRENCHEA
DENNY KOLSCH
CHRIS SULLIVAN

"The content of the podcast is so inspiring and I love the deep and thorough look into lives of those who have overcome mental health struggles. You feel less alone listening to these incredible stories. Keep up the amazing work, I always look forward to each podcast!" - BRee_K

"Not only did this podcast offer such a wonderful conversation of mental health which is so very important to hear, but it has done it in the most beautiful way. I have been a fan of TWLOHA for 10 years, but this podcast may be the best thing yet."

- gillianhope

NOTEWORTHY PARTNERSHIPS

We collaborated with multiple organizations, businesses, and celebrities such as musician Hunter Hayes, Spotify, Fabletics, iHeart Radio, actor Chris Sullivan, members of the United States Women's National Team, La Cle', and DJ Kygo in 2018. These names alone have helped raise an additional \$150,000 for TWLOHA, not to mention the number of people they introduced the organization to for the first time.

SPOTIFY

In July of 2018, Spotify's global dance and electronic playlist, mint, hit 5 million followers. To celebrate, Spotify created the playlist's first-ever merchandise line including a T-shirt, tank top, rain jacket, and a fanny pack. Inspired by and to honor the late Avicii, all proceeds from this limited collection were donated to TWLOHA. The campaign raised over \$18,000 and through social media alone reached 64,907,442 people. The campaign was translated into 22 languages, seen in 39 countries, and received by 3.3 million fans. We received support from folks all over the world, many of whom had never heard of TWLOHA, as well as support from artists such as Kygo and articles published by Billboard.

HUNTER HAYES

During the fall of 2018, country music artist Hunter Hayes and his team reached out to us regarding his new single "Dear God." The message of the song tied in greatly with our message and the partnership outgrew anything we could've hoped for. With Hunter Hayes' birthday being on September 9th and World Suicide Prevention Day on September 10th, Hunter hosted a Facebook Live event and created a Facebook fundraising page to share his new single and his support of TWLOHA. His heart and his understanding of our organization quickly shined through. His initial goal was to raise \$5,000, but the end result was \$23,415! Additionally, Hunter was featured in our WSPD campaign video and became one of TWLOHA's first country music artists to use their platform on our behalf.



KYGO

After the Spotify/mint partnership, we stayed connected with DJ Kygo. Along with posting about TWLOHA on his birthday and on WSPD 2018, he donated \$30,000 to our organization. It was the largest, single-donor donation TWLOHA has received to date. Kygo has since given us approval to use his images on info cards, posters, and other promotional items.

LA CLE'

With the help of actress Chyler Leigh and her husband Nathan West, we created a "refocus band" with the slogan, "I will not give up" printed on the inside for La Cle's Unlocked Project. The purpose of the band is to flip it inside out when you need to read the message, giving you a chance to "refocus" your day. The bracelets come in packs of two, allowing people to keep one and give the other to someone who may need those words as well. Over \$10,000 has been raised since the bracelets launched, and we continue to sell them in our Online Store and at events throughout the year.

FABLETICS

Fabletics, the active lifestyle brand by actress Kate Hudson, donated \$10,000 from the sales of their September Collection to TWLOHA. It was during the purchase process that customers were given information about TWLOHA and notified that a portion of their purchase would be donated to us. Aside from this, it was a quiet partnership, one where they wanted little to no promotion or spotlight attention.

2,430
MESSAGES
RECEIVED FROM
35 COUNTRIES
SHARING STORIES
AND SEARCHING
FOR HELP WERE
RESPONDED TO
BY OUR TEAM
OF INTERNS

18
INTERNS JOINED
OUR TEAM IN
2018 FROM 13
DIFFERENT STATES
+ 2 CANADIAN
PROVINCES

ALABAMA, ARKANSAS, FLORIDA,
IOWA, MINNESOTA, MISSOURI, NEW
JERSEY, NORTH CAROLINA, OHIO,
PENNSYLVANIA, TEXAS, VIRGINIA,
WISCONSIN, ONTARIO, + MANITOBA

INTERN PROGRAM

by Bex Wilkinson, Intern Program Director

Our interns make it possible for our team to reach out and provide hope and share resources with so many more supporters. Often they are the first point of contact people have with our organization. Each month our interns get to encourage and support people who are looking to share their stories and get more involved with the organization.

It is hard to quantify the impact our interns have on the work we do, but they are truly involved in every aspect. They work events, process mail, read blog submissions, ship Online Store orders, thank donors, and so much more.



HOW DID THE TWLOHA INTERNSHIP IMPACT YOUR LIFE?

"The internship impacted my life in so many ways. And probably in ways that I still don't know about yet. It taught me about mental health, how to interact with people who are different from me, how to live on my own in a new place, and how to love well. It also allowed me to grow in who I was and who I'm meant to be. It also gave me life-long friendships and memories!"

— Nick Behrends

"It really gave me a reminder on the importance of mental health education. Mental illness has a way of isolating and convincing people they are alone. The truth is a lot of people struggle and it's okay to ask for help. The internship solidified that I want to work in mental health and become a therapist."

— Brittany Twitty

"I learned how to talk about the heavy things I'm working through with my friends. My summer with TWLOHA taught me the importance of being honest and talking about what's going on with people who love me."

— Nell Sundra

★ House of Blues Orlando, FL

STORY FROM HEAVY & LIGHT

by Josh Guerra, Heavy & Light Attendee

A year after graduating high school, I found myself at Heavy and Light 2018. I went with my older brother and my two best friends—who I also call my brothers—hoping to finally see my living legend in person. The one who wrote the songs that gave me hope; the songs that kept me from ending my story short.

As Jon Foreman walked onto the stage that night, my mouth opened on its own accord and I yelled, "Jon, I love you!"

I silently hoped he hadn't heard it, but he was quick to respond with, "I love you too, sir. What's your name?" My outburst of adoration led to an exchange of pleasantries. I couldn't wait to tell my friends at church that Jon Foreman knew my name.

A few songs into his set, a couple in the crowd requested that Jon play 'When We Collide.' He confessed to having trouble remembering how the song went, or what key it was in, so I spoke up again, "It's in G!"

Much to my excitement, Jon saw this as an opportunity to embrace the chaos of the night and invited me on stage.

As I sang through the nerves, it felt like the room was on fire with love and joy.

Getting to play with the artist that helped me find hope and purpose felt like a collective achievement, as though I was representing something bigger than myself, bigger than just that moment. It was about witnessing tangible proof that things do get better.

That's why I'm sharing my story.

I've come to see that every struggle in life is mysteriously full of wonder, depth, and sometimes beauty. There's a reason behind the pain, and you owe it to yourself to find the answer.

Hope wants you to keep going. It wants to pull you forward, long enough so that you can someday take a look back at your story and finally see where the dots connected.

Eventually, you will gain a new perspective. You will realize that struggling is an inherent component of our stories. Then, you may find yourself in my position: sharing the story of how you came to see the dots in your timeline connect. And you will hope that it will inspire others to hold on for a little longer so they too can live to witness the dots in their story finally, connect.

*It was about
witnessing
tangible proof
that things do
get better.*

*Jon Foreman
of SWITCHFOOT*

*Dustin Kensrue
of THREE*

Propaganda

NEKOKAT

Tonya Ingram



*THE
LINEUP*



march 10, 2018

*840
tickets
sold*

FINANCES

INVESTING IN HOPE + 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, and 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

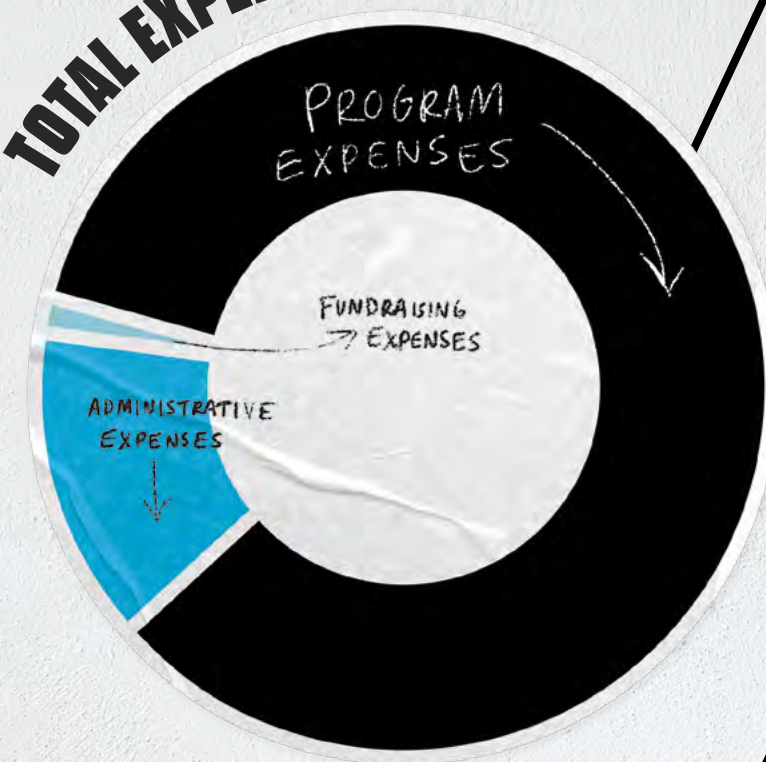
EVENT SETTLEMENT: \$11,238

REVENUE: \$3,078,121

EXPENSES: \$2,086,589

NET INCOME: \$991,532

TOTAL EXPENSES



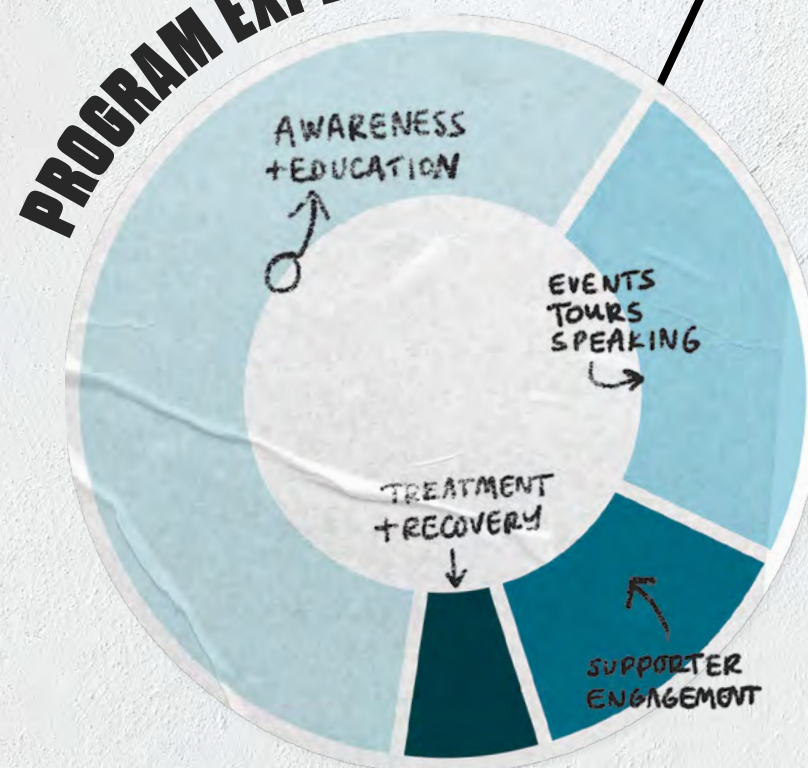
TOTAL EXPENSES
\$2,924,450

PROGRAM EXPENSES:
\$2,453,304

ADMINISTRATIVE EXPENSES:
\$424,595

FUNDRAISING EXPENSES:
\$46,551

PROGRAM EXPENSES



TOTAL PROGRAM EXPENSES:
\$2,453,304

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

**WE GRACIOUSLY
ACKNOWLEDGE THESE
AMAZING INDIVIDUALS,
ORGANIZATIONS,
COMPANIES, GROUPS,
AND SUPPORTERS WHO
HELPED TWLOHA IN
INNUMERABLE WAYS.**



SPECIAL THANKS

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TO OUR 2018 INTERNS, WE ARE FOREVER GRATEFUL FOR YOUR COMMITMENT TO HELP AND HOPE:

Lori Ahuja, Hannah Coleman, Alex Fila, Emily Pedreira, Kaitlyn Skelly, Montana Wood, Nick Behrends, Aneva Jefferson, Erin Kingham, Jack Koskinen, Kayla Meeler, Delaina Peek, Nell Sundra, Rose Lang, Jonathan Martinez, Maggie Ratley, Kimberly Ricklefs, and Brittany Twitty.

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Big Picture Media, Hart & Vine, Kyle Griner, Claire Biggs, Chad Michael Snavelly, and James Inks.

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IN MEMORY OF THOSE WE HAVE LOST TOO SOON:

Branden Wallace, Alex Franklin, Nicholas Cooke, Peter Bartlett, Frank (Francis) Winger Jr., Logan Planty, Mary W Smith, Cameron Fletcher Ennis, Audrey Bevin Arcaro, Jeffrey Imhoff, Andrew Newton, Calvin Ferguson, Kathy Clodfelter, Jenna Lamparski, Douglas "Scott" Updike, Caitlin McMurray, and Nikolas Pieknik.

Thank you!



Learn more at [TWLOHA.COM](https://www.twloha.com)