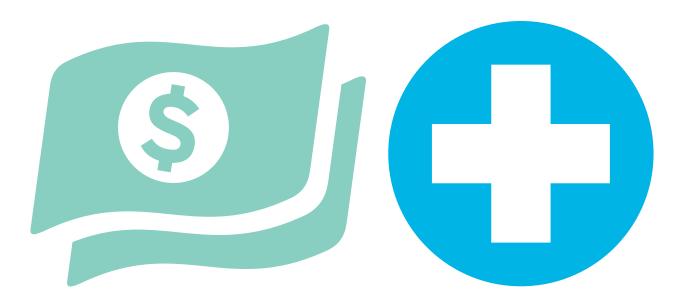
INVESTING IN HOPE AND HELP

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

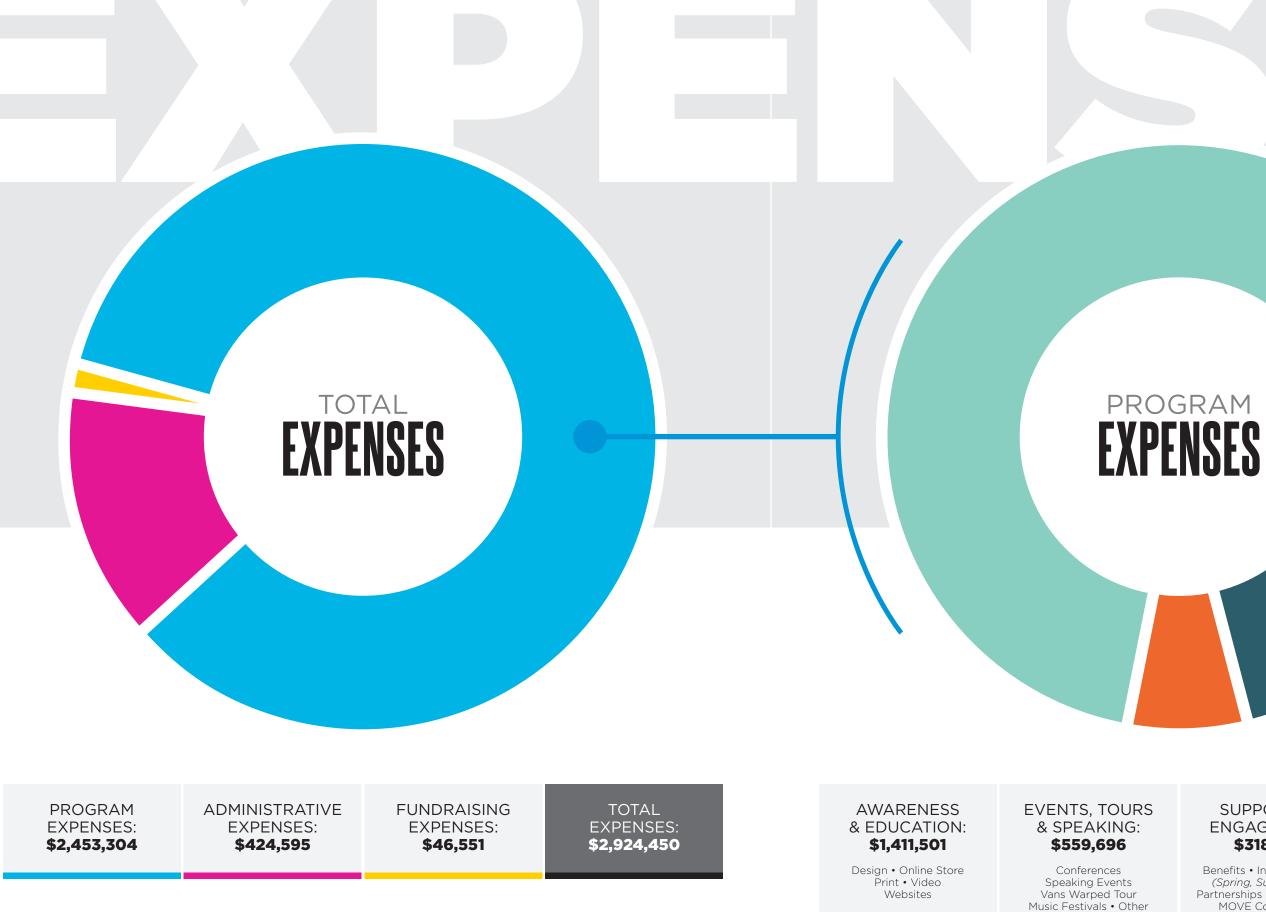
- DONATIONS: \$2,258,425
- MISC INCOME: \$6,801
 - MERCH SALES: \$1,140,490 EVENT SALES: \$320,317 TOTAL SALES: \$1,460,807 COST OF GOODS: -\$837,863
- FUNDRAISING: \$138,237 • EVENT SETTLEMENT: \$11,238

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

NET INCOME: **\$991,532**



• SPEAKING HONORARIUMS: \$40,476 MERCHANDISE SALES: \$622,944



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)



Grants to Organizations Memorial Flowers Scholarships for Counseling & Treatment