

FINANCIALS

TO WRITE LOVE ON HER ARMS 2020 FINANCIAL SUMMARY

INVESTING IN HOPE AND HELP

In 2020, **To Write Love on Her Arms** had one primary goal: to meet people where they were with a message of hope and help. The COVID-19 pandemic was not only a physical health crisis but a mental health crisis. We created space for tough conversations to happen through online live events, and we shared honest stories on our podcast, blog, and social media channels. We also worked to connect people to professional mental health resources using our FIND HELP Tool and to remove financial barriers through our Treatment & Recovery Scholarship Program.



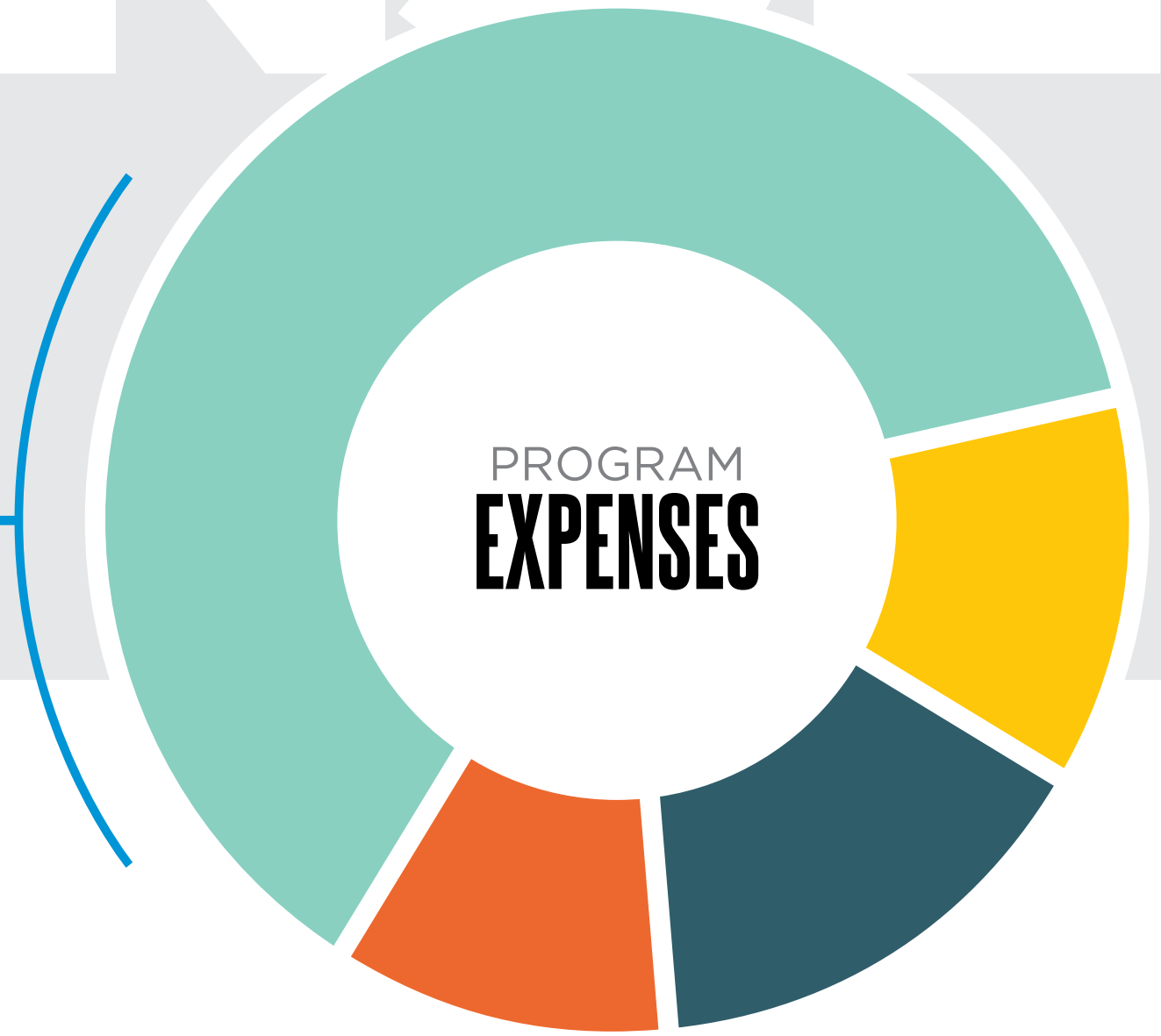
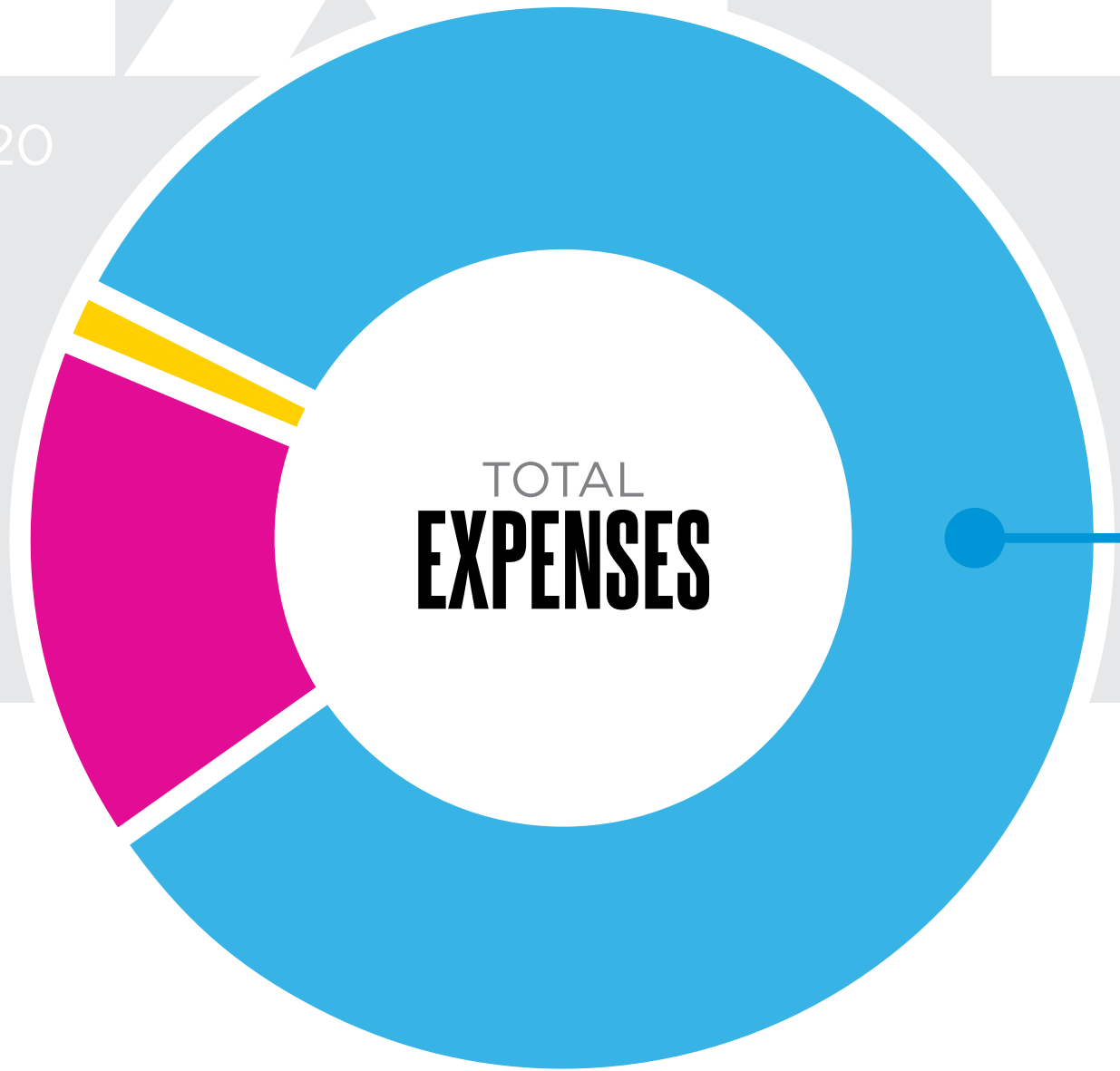
REVENUE BREAKDOWN

- **DONATIONS: \$2,039,195**
- **MERCHANDISE SALES: \$1,446,332**
MERCH SALES: \$1,427,350
EVENT SALES: \$18,982
- **SBA PAYROLL PROTECTION: \$226,695**
- **FUNDRAISING: \$197,869**
- **GIFTS IN KIND: \$13,382**
- **SALE OF ASSETS: \$5,500**
- **INTEREST INCOME: \$4,098**
- **ROYALTIES: \$1,756**
- **SPEAKING HONORARIUMS: \$1,000**
- **MISC INCOME: \$5,683**

REVENUE: \$3,941,510
COST OF GOODS: -\$839,762
EXPENSES: \$2,388,665

NET INCOME: \$713,083

2020



PROGRAM EXPENSES: \$2,667,867	ADMINISTRATIVE EXPENSES: \$521,134	FUNDRAISING EXPENSES: \$39,426	TOTAL EXPENSES: \$3,228,427
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AWARENESS & EDUCATION: \$1,669,159 <ul style="list-style-type: none"> • Social Media • Websites • • Video • Podcast • Design • • World Suicide Prevention Day Campaign • • Online Store • 	EVENTS, TOURS & SPEAKING: \$326,012 <ul style="list-style-type: none"> • Online Live Events • • Speaking Events • • Music Festivals • Other • 	SUPPORTER ENGAGEMENT: \$393,681 <ul style="list-style-type: none"> • High Schools • UChapters • • Intern Program • • Benefits & Partnerships • • Streamers • • MOVE Conferences • 	TREATMENT & RECOVERY: \$279,015 <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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