

FINANCIALS

TO WRITE LOVE ON HER ARMS 2021 FINANCIAL SUMMARY

INVESTING IN HOPE AND HELP

In 2021, **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: \$3,021,099**
- **MERCHANDISE SALES: \$1,118,394**
- **SBA PAYROLL PROTECTION: \$244,507**
- **FUNDRAISING: \$292,371**
- **INTEREST INCOME: \$750**
- **ROYALTIES: \$16,103**
- **SPEAKING HONORARIUMS: \$4,280**
- **MISC INCOME: \$9,252**

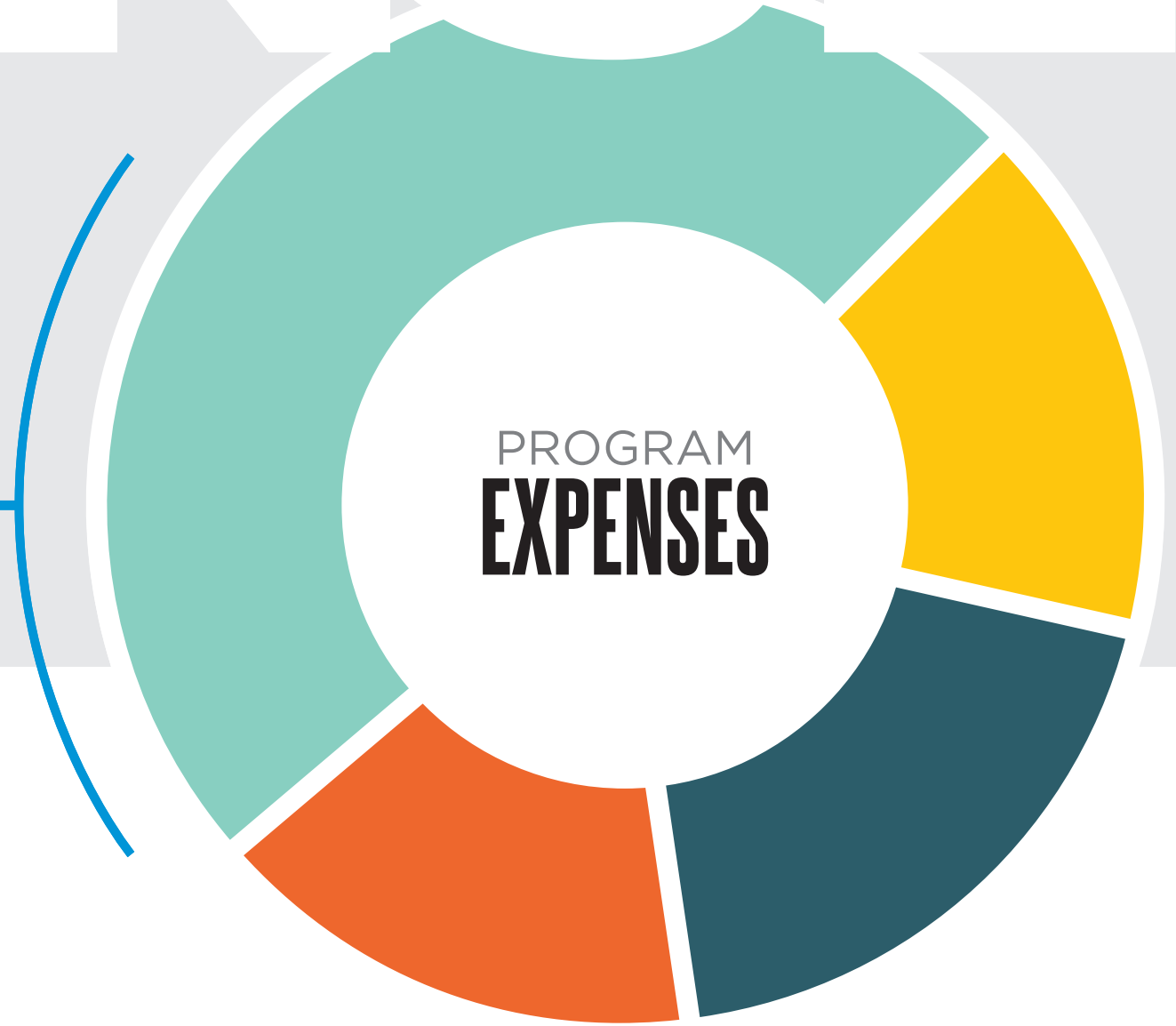
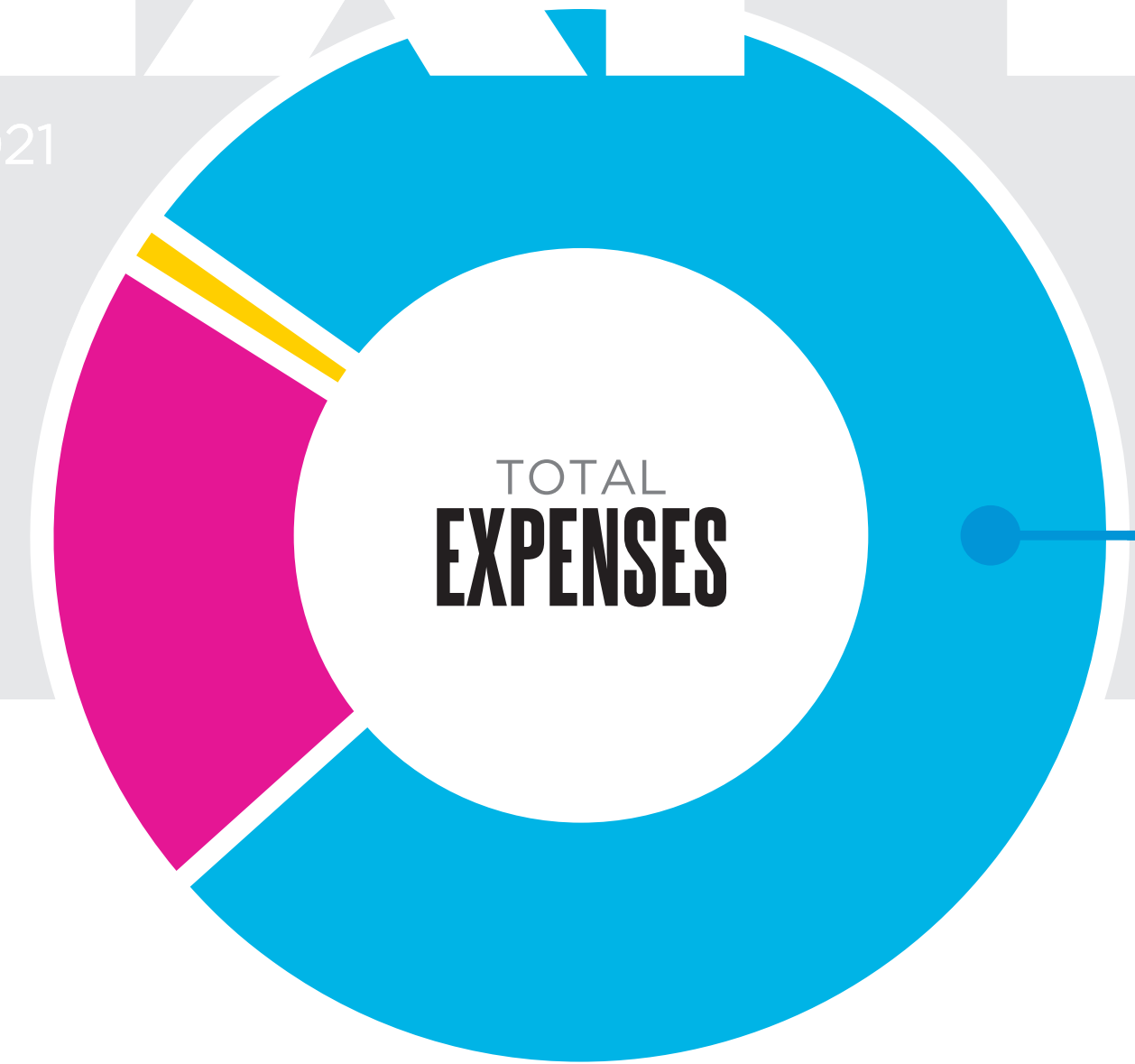
REVENUE: \$4,706,756
COST OF GOODS: -\$785,492
EXPENSES: \$-3,023,904

NET INCOME: \$897,360

2021

TOTAL EXPENSES

PROGRAM EXPENSES



PROGRAM EXPENSES: **\$2,377,159**

ADMINISTRATIVE EXPENSES: **\$625,020**

FUNDRAISING EXPENSES: **\$21,725**

TOTAL EXPENSES: **\$3,023,904**

AWARENESS & EDUCATION: **\$1,161,154**

EVENTS, TOURS & SPEAKING: **\$383,419**

SUPPORTER ENGAGEMENT: **\$449,964**

TREATMENT & RECOVERY: **\$382,622**

- Social Media • Websites • Video • Podcast • Design • World Suicide Prevention Day Campaign • Online Store •

- Online Live Events • Speaking Events • Music Festivals • Other •

- High Schools • UChapters • Intern Program • Benefits & Partnerships • Streamers • MOVE Conferences •

- Scholarships for Individual Counseling, Group Therapy, and Higher Levels of Care • Partner Provider Grants • Grants to Organizations • FIND HELP Tool • Memorial Flowers •