

FINANCIALS

TO WRITE LOVE ON HER ARMS 2022 FINANCIAL SUMMARY

INVESTING IN HOPE AND HELP

In 2022, we continued to see the mental health effects of the Covid pandemic and other world events play out. To carry out our mission of connecting people to hope and help, **To Write Love on Her Arms** got back on the road so we could meet people face to face. We continued sharing 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

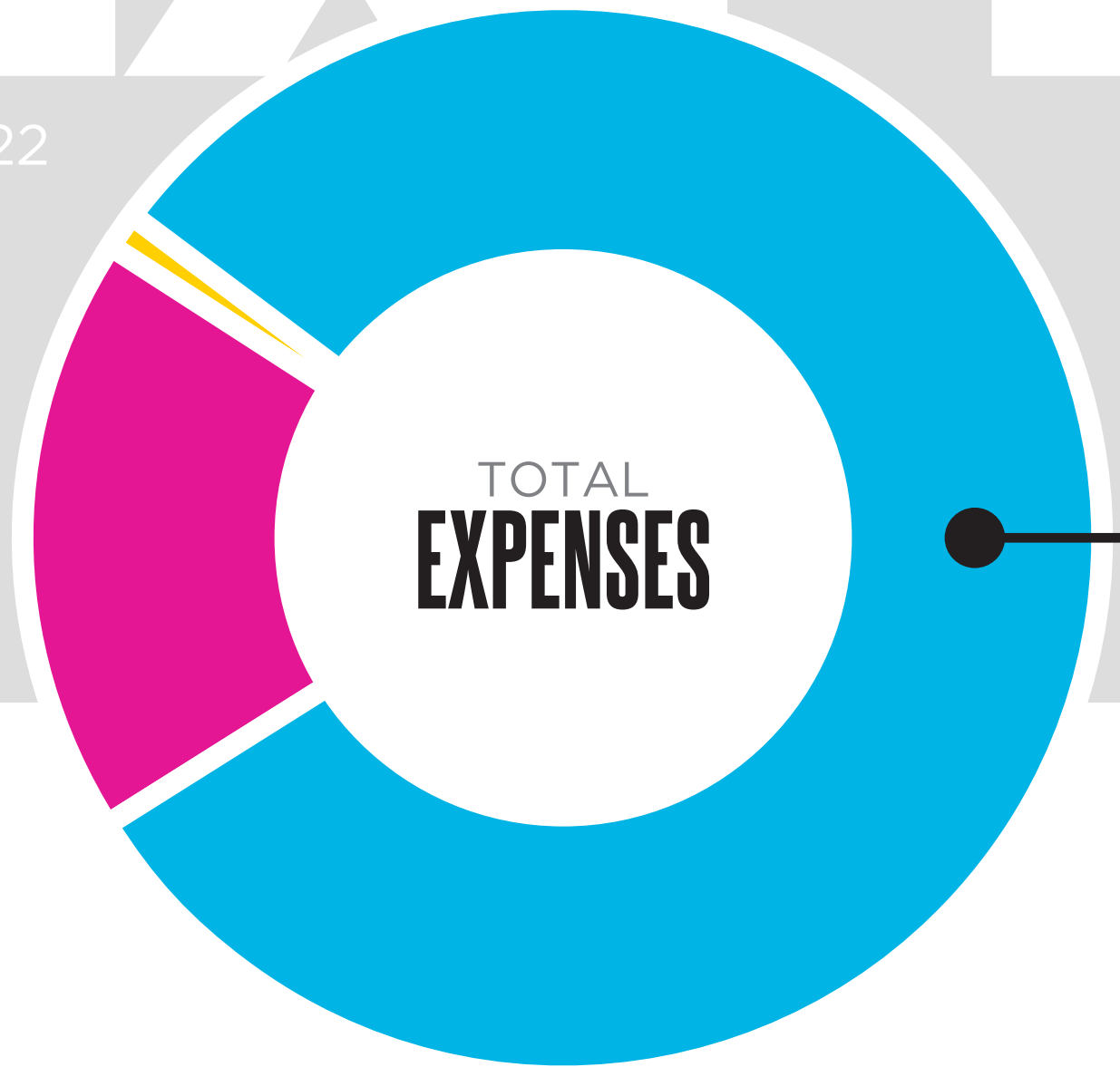
- **DONATIONS: \$2,279,075**
- **MERCHANDISE SALES: \$1,305,720**
 - **COST OF GOODS SOLD: -\$890,329**
- **FUNDRAISING 5K: \$193,069**
- **ROYALTIES: \$10,266**
- **OTHER INCOME: \$15,636**
- **INTEREST INCOME: \$1,558**
- **SPEAKING HONORARIUMS: \$1,400**
- **SALES OF ASSETS: \$280**

TOTAL REVENUE: \$2,916,675
TOTAL EXPENSES: -\$3,702,791

NET INCOME: -\$786,116

Per IRS 2022 990

2022



PROGRAM EXPENSES: \$2,863,287	ADMINISTRATIVE EXPENSES: \$825,228	FUNDRAISING EXPENSES: \$14,276	TOTAL EXPENSES: \$3,702,791
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Per IRS 2022 990

AWARENESS & EDUCATION: \$1,309,189 <ul style="list-style-type: none"> • Social Media • Websites • • Video • Podcast • Design • • World Suicide Prevention Day Campaign • • Online Store • 	EVENTS, TOURS & SPEAKING: \$605,867 <ul style="list-style-type: none"> • Music Festivals • • Speaking Events • 	SUPPORTER ENGAGEMENT: \$567,522 <ul style="list-style-type: none"> • High Schools • • Intern Program • • Benefits & Partnerships • • Streamers • 	TREATMENT & RECOVERY: \$380,709 <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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