



TO WRITE LOVE ON HER ARMS

2024 Annual Report

PEOPLE NEED OTHER PEOPLE.

2024



table OF *contents*



TABLE OF CONTENTS

01 INTRODUCTION
+ A LETTER FROM LINDSAY

03 BIG MOMENTS

06 STORIES OF HEALING

08 FINANCES

INFORMATION



INTRODUCTION



Dear friends,

As I look back on 2024, I am filled with deep gratitude and awe at what our community accomplished together. At the heart of everything we do is the belief that mental health is health—and this year, that truth was displayed in more ways than ever before. Together, we launched new resources, expanded critical programs, and continued to meet people in their most vulnerable moments with hope, help, and healing. From digital toolkits to therapy scholarships, from classrooms to music festivals, this movement showed up.

Because of your support, we reached millions of people through our 2024 Suicide Prevention Campaign, raised over \$213,000 to fund therapy scholarships, and equipped more than 2,500 individuals with tools to speak up about mental health. We launched the Mental Health Toolkit that's already being used by thousands to care for themselves, and we brought life-saving conversations to over 52,000 students across 127 schools in the US. Whether through attending 30 events that had our team traveling 21,000 miles, the mental health trainings we held, or the tens of thousands of searches that happened through our FIND HELP Tool, our message was loud and clear: hope exists, help is real, and no one has to do this alone.

Beyond the numbers, what inspires me most is the actual people behind every single moment we want to highlight. Every story shared, festival attended, donation given, and mile walked or run for this movement represents someone choosing to believe that recovery is possible and better days aren't just wishful thinking. We made so much possible together: nearly 4,000 therapy sessions covered, TWLOHA merch delivered to 43 different countries, and millions of people met with a safe and compassionate space to exist with both their pain and their joy. This matters.

As we look ahead to 2025, we carry with us the momentum and the mission that have guided us since day one. The needs are still great, but so is the things can and will get better when we show up for ourselves and others.

With hope,

A handwritten signature in black ink, reading "Lindsay Kolsch".

Lindsay Kolsch
CEO

big moments

of 2024

AT THE HEART OF OUR MISSION is a simple yet powerful truth: mental health is health. Over the past year, we have deepened our commitment to providing accessible, compassionate, and life-saving support to individuals and communities navigating mental health challenges. In a world continuously feeling the ripple effects of social disconnection and societal changes, our work is as critical as ever.

Thanks to the unwavering support of our partners and donors, and the dedication of our staff and volunteers, this year marked continued progress in expanding services, reducing stigma, and advocating for systemic change. Here are three of our biggest moments of 2024.

Suicide Prevention

For the last 13 years, we've been raising a banner of hope during a pivotal moment on the calendar in September. We spent over six weeks raising money to cover the cost of people's therapy and educating our community on how we, as individuals and as a collective, can help prevent suicide. It's a time that means so much to our team and community, and this year was no different. Although this campaign spans a single month, its impact is felt year-round in the ways it educates, opens the door for deeper conversations, and funds the programs that allow us to connect those struggling to the professional care they need and deserve.



OVER 2,500 PEOPLE GOT INVOLVED

by fundraising, donating, or purchasing a suicide prevention pack. That's 2,500 people learning about and talking about suicide prevention, and working to create a world where those struggling reach for hope, help, and healing in their darkest moments.

1.1 MILLION ENGAGEMENTS

across social media. A very big number that represents individual people who saw, read, shared, and reposted our messages that provided hope, words of encouragement, and challenged the stigma that surrounds suicide.

RAISED \$213,207

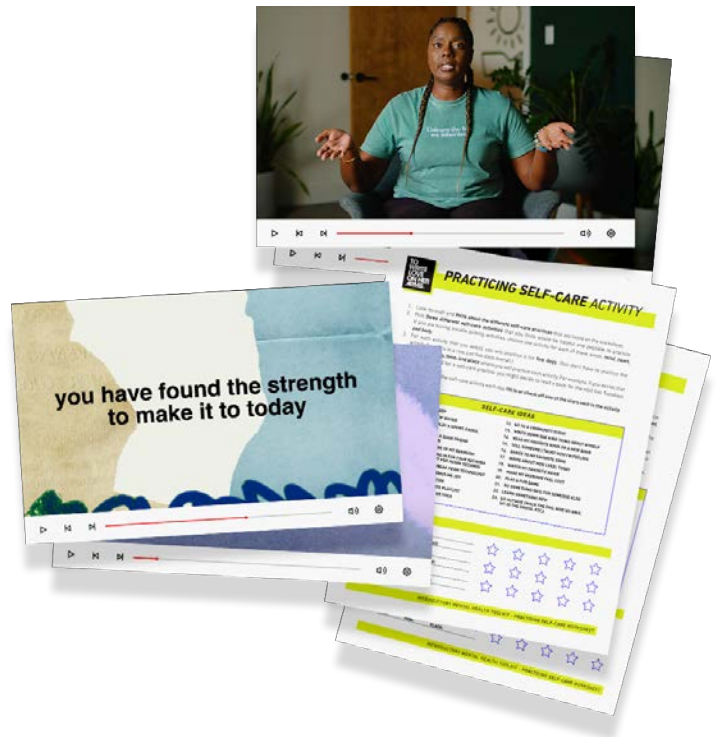
for our Treatment & Recovery Scholarship Program that covers the cost of therapy for those seeking help but unable to afford it, making healing possible for more and more people.

Launched a Digital Mental Health Toolkit

This was the year we launched our Mental Health Toolkit, a free and comprehensive collection of accessible practices that could help improve someone's mental well-being in as little as five to 20 minutes. The online toolkit features guided worksheets, therapist-led practices, curated playlists, affirmations, and more. The hope is to give people the tools to care for themselves when they're experiencing subtle challenges or are in the interim of professional care.

131,000+ PAGE VISITS

28,000 DOWNLOADS



Mental Health Resources in the Classroom

We believe mental health conversations can and should begin early. Our kids are not immune to these experiences, and when we start talking to them about these topics in safe and compassionate ways, we allow them to better understand their emotions and reach out for support when they are struggling, sad, or scared. Our Between the Bells Program continues to be a critical resource for high school students, bringing dialogues and activities centered on mental health awareness into the classroom.

127 SCHOOL REGISTERED

83 TITLE 1 SCHOOLS

52,490 STUDENTS

Suicide Prevention & MHFA Trainings

This year, members of our team hosted two different types of training for our community to participate in: Mental Health First Aid (MHFA) and Question, Persuade, and Refer (QPR). MHFA is an international education program that teaches how to recognize and respond to signs and symptoms of mental health and substance-use challenges. QPR focuses on helping people recognize the warning signs of a suicidal crisis and how to question, persuade, and refer someone to help. Following the completion of either training, attendees walk away feeling empowered, aware, and ready to assist.

QPR	11 TRAININGS 110 ATTENDEES 34 STATES 2 COUNTRIES
MHFA	2 TRAININGS 35 ATTENDEES 17 STATES 2 COUNTRIES



Pride Month & BIPOC Mental Health Month

We believe people deserve to be honored, celebrated, and heard. Pride Month in June and BIPOC Mental Health Month in July are important moments to us because they create intentional space for people from these communities to share about their unique experiences where identity and mental health intersect. Our mental health is not separate from who we are or where our roots stem from. There is healing and acceptance to be found through creating spaces where our pain can be halved and our joy can be doubled. Online and through special merch collections, we held compassionate conversations and raised funds to support the healing opportunities for these specific communities.



Making Help Real

We've been busy, year in and year out, since 2006, building and maintaining a bridge that connects those struggling with their mental health to professional care. We do this through many avenues, but especially through our Treatment & Recovery Scholarship Program and our FIND HELP Tool. As the world changes, we've seen the stigma around mental health shift for the better, while the access to and need for care grows more and more complex. Being a bridge to help remains one of our greatest reasons for existing. Showing up with hope in one hand and help in the other matters.



TREATMENT AND RECOVERY SCHOLARSHIP

Just because someone can't afford to pay for therapy does not mean they don't need or deserve it. We've been busy, year in and year out, since 2006, building. That's where our scholarship comes in, as it covers the cost of three to six months of professional therapy for someone who cannot afford it.

\$321,624.68

INVESTED IN TREATMENT & RECOVERY

\$264,172

SCHOLARSHIPS AND DIRECT
SERVICE GRANTS

3,974

COUNSELING SESSIONS SPONSORED

379

PEOPLE ASSISTED



FIND HELP TOOL

This tool continues to be a simple way for people to locate free and reduced-cost professional mental health resources in their immediate area. By entering their zip code and the type of care they're seeking—whether that's counseling, housing, or financial assistance—the tool shows what's in reach and available to them.

21,500 SEARCHES MADE

"Your assistance literally saved my life."

"This scholarship has changed the trajectory of my life forever."

sharing stories of hope

WE BELIEVE IN THE POWER OF STORYTELLING.

Top 3 Blogs of 2024

TWLOHA began as a story. A story written in hopes of supporting a friend in need while letting others struggling know they were not alone. From our humble beginnings, TWLOHA has stayed true to sharing stories. In 2024, we **published 48 blogs** about individual mental health experiences from **44 different contributors**. These words matter, these stories are important.

"I want you to know I am holding hope for you.

I don't know your specific pain, but I do know you belong here. I know you matter. I know we need you. I know, as dark as it seems, there is hope. There is light. There is a reason to stay. And those aren't just some nice words on a page, those statements are the truth. And if you can't believe that right now, that's OK. I'll believe it for you until you can."

"HOLDING HOPE" BY GENEVIEVE D.

"Let's get real about healing: it's not a neat, linear process.

It's a beautifully complex journey that deserves our patience and kindness. So, here's to the messy, imperfect, yet profoundly transformative path of emotional healing, where the struggle and the beauty coexist, reminding us that every step forward, no matter how small, is a victory worth celebrating."

"THE MESSINESS OF EMOTIONAL HEALING" BY AMY BARTLETT

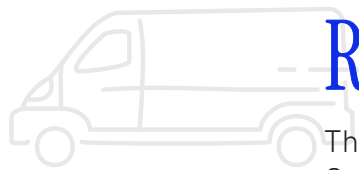
"Self-injury is a pathway I have rewired, but the remnants and residuals have not been completely covered up with new growth. One day, maybe my paths will appear like an old-growth forest. Blanketed in moss, cloaked by trees, and lined with a creek full of frogs and other signs of life sprouting and thriving. And yet, even with the new growth, the original pathway nearly invisible, it remains just as much a part of me as the rest. For I am not ashamed of my survival."

"I AM NOT ASHAMED OF MY SURVIVAL" BY JENNY CHAPMAN

Sparking Conversations

From the beginning, wearing a TWLOHA shirt was an act of radical hopefulness. It was investing in the belief that everyone deserves access to mental health care. Our merch and every piece we release is designed to serve a tangible purpose as a reminder that hope is real. Hope is what happens when we share our stories, reach out to a friend who's hurting, or ask for support amidst a difficult season.

In 2024, we fulfilled 20,568 orders to over 43 countries.



Raising a Banner of Hope

The main reason TWLOHA goes to any event is in the hopes of meeting you. Our roots have been nurtured by the unrehearsed interactions, tattoo stories, high-fives, and silent reflective moments that we find uniquely at events. This is where our team receives people's smiles after relaying how far they've come since their darkest days, and countless layers of harmonies from them saying, "thank you for helping keep my sister alive," or "y'all kept me sober," or "you provided me ground to reconnect with my son." Nothing much compares—and this is why we pack our bags and hit the road.

30 EVENTS

21,000 MILES

58 DAYS OF HAVING THE TWLOHA BOOTH SET UP

1.4 MILLION ATTENDEES AT FESTIVALS

8,100 TRANSACTIONS

10,000 FIND HELP PAMPLETS DISTRIBUTED

investing in hope

2024 WAS A YEAR WHERE HOPE AND CONNECTION TOOK ROOT IN NEW WAYS.

TWLOHA reached more people than ever through our Mental Health Toolkit, our therapy scholarships, and meaningful partnerships that helped us share the message You Are Not Alone. We connected with communities at more than **30 music festivals** across the country. Our Between the Bells program reached **over 83 schools** nationwide. None of this would have been possible without every person who wore TWLOHA merch, sustained this movement with a monthly gift, or helped raise critical funds to make care possible.

Revenue Breakdown

(Per IRS 2023 990)

• DONATIONS: \$2,440,669

- FOUNDATION GRANTS: \$281,950
- INDIVIDUAL GIFTS: \$644,155
- MONTHLY DONORS: \$137,859
- CORPORATE GIFTS: \$328,377
- SUICIDE PREVENTION MONTH: \$191,078
- ENDURANCE EVENTS: \$77,140
- DIY FUNDRAISERS: \$80,562
- FUNDRAISING INCOME & MOVE FOR IT 5K: \$111,135
- INKIND GIFTS: \$115,592

• MERCHANDISE SALES: \$1,372,848

- COST OF GOODS SOLD: -\$817,872

• OTHER INCOME: \$18,899

• SPEAKING HONORARIUMS: \$1,942

• INTEREST INCOME: \$21,463

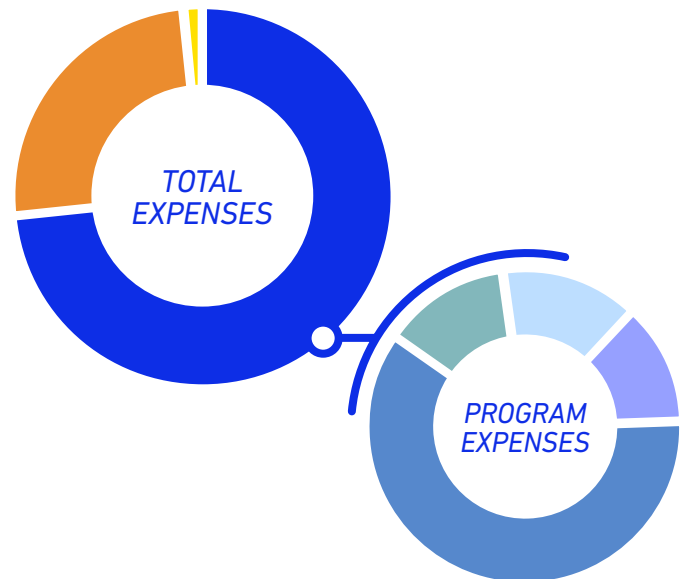
TOTAL REVENUE: \$3,854,070

TOTAL EXPENSES: -\$4,532,365

NET INCOME: -\$678,295

Total Expenses

(Per IRS 2023 990)



• FUNDRAISING EXPENSES: \$68,259

• ADMINISTRATIVE EXPENSES: \$1,144,351

• PROGRAM EXPENSES: \$3,356,483

- AWARENESS & EDUCATION: \$2,026,163
- EVENTS, TOURS, & SPEAKING: \$450,616
- SUPPORTER ENGAGEMENT: \$473,088
- TREATMENT & RECOVERY: \$406,616

TOTAL EXPENSES: \$4,569,093

Thank you to our
generous 2024 partners:

Lemonade GOZNEY°

REKBOX **FATFACE**
FITNESS

 **Skullcandy**

THE BUSYHEAD PROJECT
SPLAT HAIR COLOR
POPPY & POUT

TO
WRITE
LOVE
ON HER
ARMS.