



TO
WRITE
LOVE
ON HER
ARMS*

You matter very much.

2013

Annual Report



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TWLOHA, Inc.
Melbourne, FL
twloha.com



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To live
without purpose



To achieve the
extraordinary

“ We believe *this dream is worth fighting for*, and we hope that you will join us. ”

Hello

.....

In 2011, we won a \$1 million grant through the American Giving Awards Presented by Chase. Because of this, we had the opportunity to see one of our dreams come true in 2013. We wanted to create an experience of stories and melodies that would give people permission to believe that hope is real.

*We wanted to create an experience
of stories and melodies that would
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that hope is real.*

With the help of artists like Switchfoot's Jon Foreman, Christina Perri, The Lone Bellow, and spoken word poet Anis Mojgani, we took our flagship event, HEAVY AND LIGHT, on the road.

Over the course of four weeks, we traveled 10,000 miles and lived out that dream. But by the time the tour ended, it was clear that we were watching an entirely different dream come true. We heard from people who told us that being in the room that night made it seem like making it to the next day was possible. We heard from people who found the courage to ask for help and who had stepped into counseling for the first time.

In this year's Annual Report, we hope you will see how we continue to watch this dream become a reality. You'll see it in the launch of our 100th UChapter and in the 158 high schools participating in The Storytellers campaign. You'll see it in each mile conquered by the 599 people who joined us one very early morning in April for our Run For It 5k.

With millions of people suffering from depression, addiction, self-injury, and suicide around the world, we believe this dream is worth fighting for, and we hope you will join us.

With Hope,



LINDSAY KOLSCH

Operations Coordinator

what we know

Each year, we share statistics that reflect the current state of mental health.

But every day we're aware that these numbers represent our brothers and sisters, mothers and fathers, sons and daughters, and friends and colleagues. We're reminded by the people we meet, the messages we receive, and the stories they share. We're reminded that those numbers tell us of lives filled with dreams of a better tomorrow.

We believe the only way to change these numbers is to challenge the lie that says we can't talk about these issues.

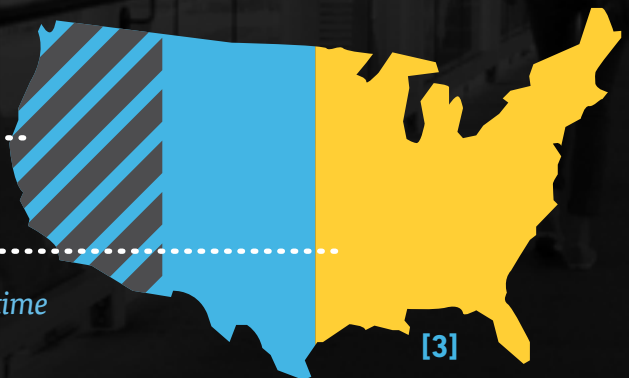
350 MILLION *People Suffer From Depression Worldwide [1]*



2/3 *of People With Depression Do Not Seek Treatment [2]*

25% OF ALL U.S. ADULTS
Have a Mental Illness

NEARLY 50% OF U.S. ADULTS
Will Develop at Least One Mental Illness During Their Lifetime



[1] World Health Organization, "Depression Fact Sheet" [2] National Alliance on Mental Illness, "Women and Depression"
[3] Centers for Disease Control and Prevention, "Mental Illness Surveillance Among Adults in the United States,"

SUICIDE

is the

2ND

Leading Cause of Death Among People Aged 25 – 34 Years

3RD

Among People Aged 15 – 24 Years

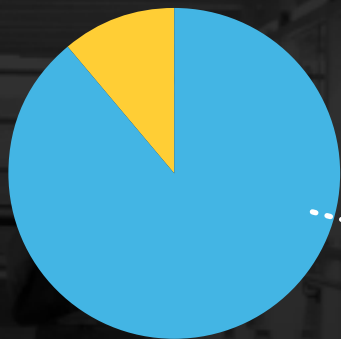
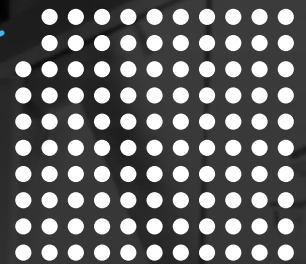
4TH

Among People Aged 35 – 54 Years

[4]

**AN AVERAGE OF 108 LIVES ARE
LOST TO SUICIDE EACH DAY** [5]

That is **1 Life Lost Every 13.3 Minutes.**



22.7 MILLION

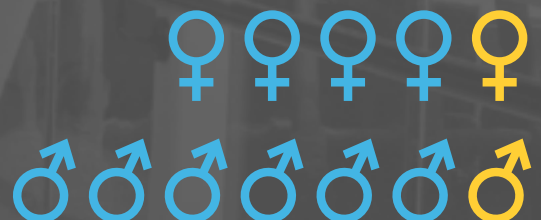
People 12 or Older Needed Treatment for
an Illicit Drug or Alcohol Problem [6]

[6]

20.2 MILLION

of Those People Did Not Receive Treatment

**EACH YEAR, 1 IN 5 FEMALES
AND 1 IN 7 MALES ENGAGE
IN SELF-HARM.** [7]



[4] Centers for Disease Control and Prevention, "Web-based Injury Statistics Query and Reporting System" (2010)

[5] Centers for Disease Control and Prevention, "Suicide Fact Sheet" [6] SAMHSA, "National Survey on Drug Use and Health 2013"

[7] Healthy Place, "Self-Injury, Self-Harm Statistics and Facts"

What We've Done

2006 – 2013

At the end of the year, it's easy to get lost in the excitement of what the future will hold. But, in the midst of looking forward, we also recognize there is immense value in pausing, in looking back. We hope the numbers below will help tell the story of the work we've done to share the message of hope and find help for people struggling.

CONNECT TO HELP

TO
WRITE
LOVE
ON HER
ARMS.

We've responded to **175,000 messages** from supporters in **100 countries**.



We've printed **30,000 FIND HELP pamphlets** and distributed them in **50 cities across the U.S. and Canada**.

FIND
HELP

IN YOUR CITY

TREATMENT + RECOVERY

INVESTED **\$1.4 MILLION** INTO TREATMENT AND RECOVERY



AMONG **57 ORGANIZATIONS AND COUNSELING PRACTICES**

PRESENT HOPE + CHALLENGE STIGMA

THE STORYTELLERS CAMPAIGN

377 HIGH SCHOOLS

UCHAPTERS COLLEGE PROGRAM

100 CHAPTERS

\$197,799

RAISED SINCE 2006

2ND ANNUAL NATIONAL SUICIDE PREVENTION WEEK CAMPAIGN

3,247 SUPPORTER PACKS SOLD

RUN FOR IT 5K:

599 RUNNERS

covered

1,857 MILES

MOVE
COMMUNITY
CONFERENCE

1,053 PEOPLE

have been educated by our
MOVE curriculum since 2006

BLOG:



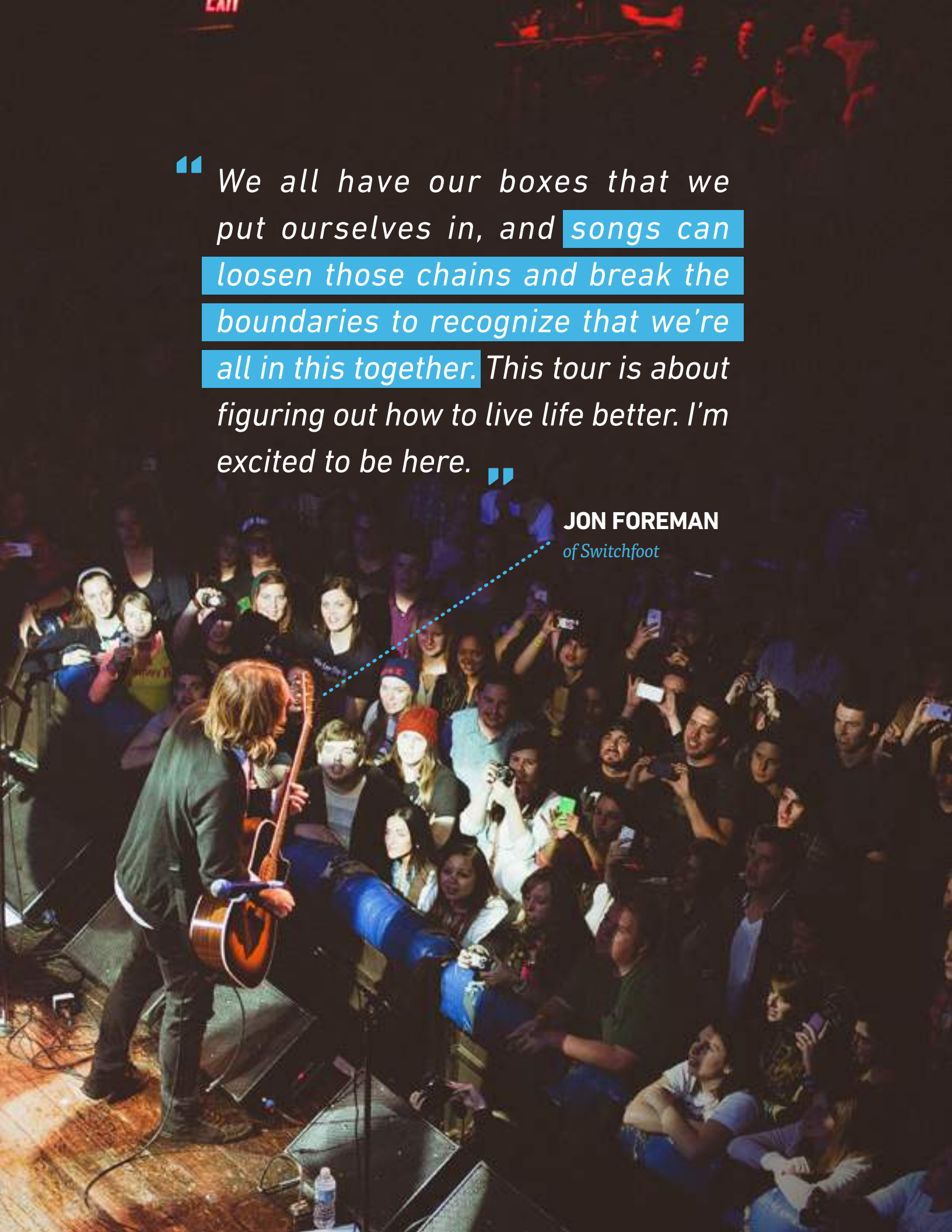
464 POSTS

written since August 2006

SUPPORTER BENEFITS EVENTS IN 2013

73 EVENTS \$43,558.33 RAISED

in 31 states and 3 countries

A photograph of Jon Foreman of the band Switchfoot performing on stage. He is seen from the side, playing an acoustic guitar and singing into a microphone. The stage is lit with warm, orange-toned lights. In the foreground, a large, diverse crowd of fans is gathered, many holding up their smartphones to capture photos or videos of the performance. The background is dark, with some red stage lights visible at the top.

“ We all have our boxes that we put ourselves in, and songs can loosen those chains and break the boundaries to recognize that we’re all in this together. This tour is about figuring out how to live life better. I’m excited to be here. ”

JON FOREMAN
of Switchfoot



HEAVY AND LIGHT

17 cities

.....

In 2008, TWLOHA hosted an evening of songs, conversation, and hope in Orlando, FL. Since then, **HEAVY AND LIGHT** has become a celebrated annual event. We believe experiences like these can be doorways to healing, as well as catalysts for much-needed discussions about mental health. It is something the TWLOHA team looks forward to every year.

9,800 miles on the road

This year we took **HEAVY AND LIGHT** on the road, traveling 9,800 miles to meet individuals in 17 cities. We were joined by artists including Switchfoot's Jon Foreman, Christina Perri, spoken word poet Anis Mojgani, Noah Gundersen, The Lone Bellow, and more. Everyone who attended a **HEAVY AND LIGHT** show left with a list of local resources—places where they can get help for issues such as depression, addiction, self-injury, suicide, and other mental health issues.

13,016 tour attendance

18,600 FIND HELP pamphlets

“

I can't even explain the feeling in the room. It's not like anything I've ever felt before. When I walked out on stage the first night, I was overwhelmed with this feeling in my heart. Not to sound cheesy, but it was kind of like a big hug. Like relief. That's unreal. ”

A photograph of Christina Perri performing on stage. She is seated at a white upright piano, smiling and looking towards the right. She has long brown hair and is wearing a dark top and a white skirt. A microphone is positioned in front of her. On top of the piano, there is a large arrangement of red and white flowers and a lit candle. To the left of the piano, a water bottle sits on a small stand. The background is dark with some stage lighting.

CHRISTINA PERRI

TOUR ARTISTS

JON FOREMAN *of Switchfoot* & **FICTION FAMILY**

CHRISTINA PERRI

THE LONE BELLOW

NOW, NOW

WILL ANDERSON *of Parachute*

AARON GILLESPIE *of The Almost*

BRYCE AVARY *of The Rocket Summer*

ANTHONY RANERI *of Bayside*

NOAH GUNDERSEN

SATELLITE

MARTIN JOHNSON *of Boys Like Girls*

RUN RIVER NORTH

FRANK & DEROL

RENEE YOHE *of Bearcat*

Spoken Word Poet **ANIS MOJGANI**

TOURS + FESTIVALS



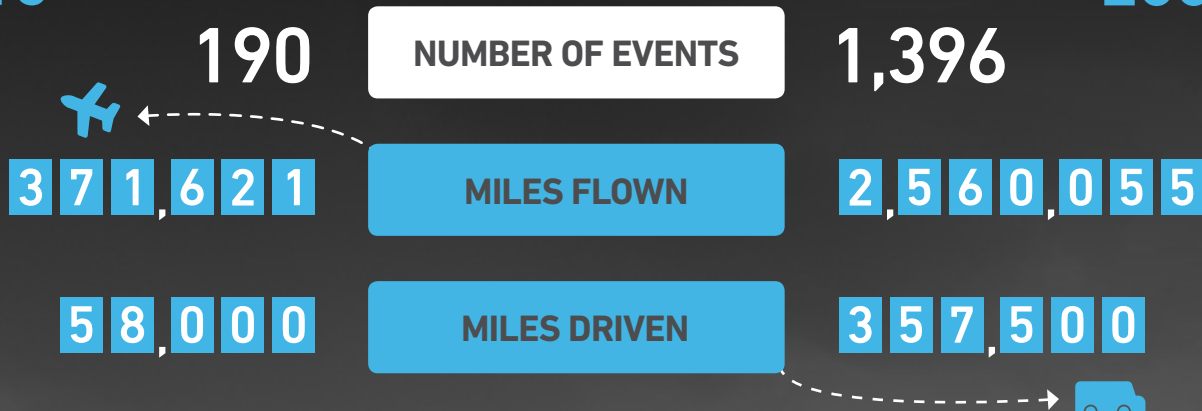
The people we meet and the stories they tell stay with us long after we pack up our tent.

Every year, our team travels hundreds of thousands of miles for one very important reason: to meet people face-to-face. Going on the road means we get to be there to celebrate someone's recovery. We get to be there to hand out local resources to someone who is just starting to think about getting help. We get to listen to people tell their

stories and share their struggles, and we get to stand in front of them and encourage them to believe in better days. The people we meet and the stories they tell stay with us long after we pack up our tent. If you've met us on the Vans Warped Tour or at an event in your community, we're so glad we got to meet you. We hope to see you again soon.

in
2013

since
2006



7 YEARS ON **WARPED TOUR**

Presenting 7 Facts From 2013

Hottest Day on Warped!
117°

4 Serious Weather Systems Encountered

11
Days on Tour Without a Day Off
Longest Stretch

14,988
of Miles Driven on Warped Tour

10 DAYS OFF out of **60** DAYS ON the Road

80
Times We Loaded & Unloaded Our Gear

1 of
200 Nonprofits on Tour

TREATMENT + RECOVERY


Part of TWLOHA's mission is to connect people with the help they need and deserve. Too often we hear from people who want to walk the road to recovery and healing, but they don't know where to turn or lack the financial ability to take that step. By making counseling accessible and affordable, continuing to invest in life-saving crisis services, connecting people to sources of help in their communities, and offering emotional support to families through memorial flowers and other types of individual assistance, we hope to see more people realize that hope and help are real.

As of this year, TWLOHA has invested \$1.4 million into treatment and recovery, supporting 57 unique organizations and counseling practices.

In 2013, TWLOHA continued to build long-lasting, sustainable relationships by providing \$121,000 in grants to 14 organizations, counselors, and treatment centers. We also sent 51 bouquets of flowers to grieving families and distributed more than 30,000 FIND HELP resource pamphlets in 50 cities across the U.S. and Canada.

ORGANIZATIONS TWLOHA SUPPORTS

- American Foundation for Suicide Prevention
- USA Cares
- New Hope C.O.R.P.S
- Pacific Northwest Behavioral
- Behavioral Health Counseling
- Pamper Your Mind
- New Hope Counseling
- Florida Counseling Centers
- Solace Counseling
- Fish Family and Associates
- Richard Fryer, LMHC
- Miller-Harsin, LMHP
- Dawn Kendall, LMHC/NBCC
- Jodie Scott Rivera, Ph.D.



“ It would be hard to overestimate how helpful *To Write Love on Her Arms* has been to our organization and the clients we serve. It is because of TWLOHA's generous concern for our community that we have been able to provide services to individuals who typically would not have access to quality mental health care. TWLOHA's investment has allowed us to see young men and women find freedom from addictions, families restored, and people of all walks of life find hope and healing. ”

DR. MIKE RONSISVALLE
of Florida Counseling Centers

FINANCES



2013 EXPENSES BREAKDOWN

REVENUE SOURCE:

- **DONATIONS (INCLUDING IN-KIND): \$425,941**

Unrestricted: \$406,837

Temporarily Restricted: \$19,104

Intern Program: \$14,032

MOVE Conference: \$2,695

Treatment & Recovery: \$2,377

- **SPEAKING HONORARIUMS: \$162,487**

- **EVENT SETTLEMENT: \$77,488**

- **MISC. INCOME: \$6,583**

Investment Income: \$6,635

Disposal of Assets: -\$570

Other Misc Income: \$518

- **FUNDRAISING 5K RUN: \$16,916**

- **MERCHANDISE SALES:**

Gross Sales: \$1,472,092

Less Cost of Goods: \$862,704

Net Merch Sales: \$609,388

REVENUE: \$1,298,803

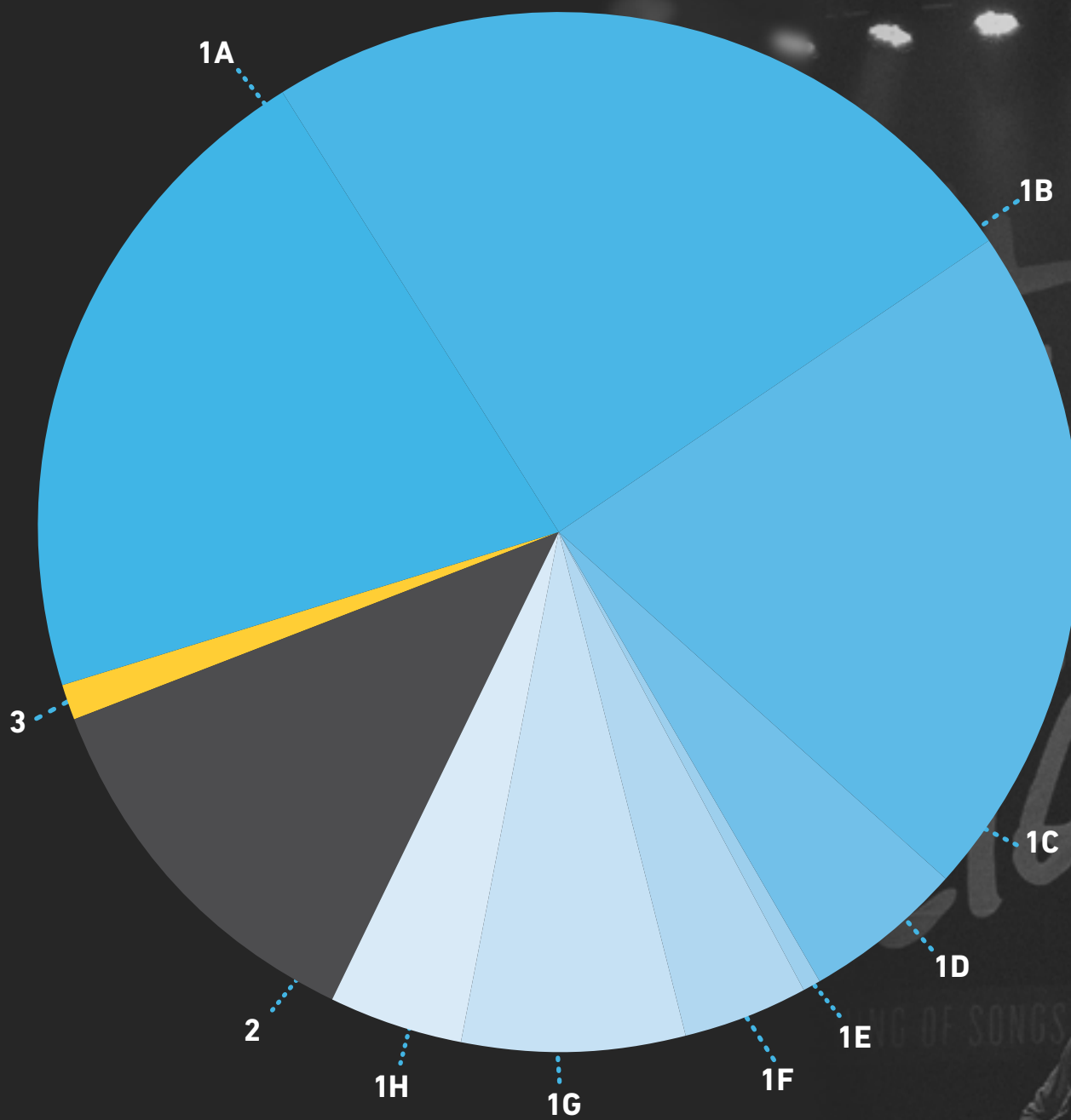
EXPENSES: \$1,841,723

NET INCOME: -\$542,920

Revenue Carried Over From 2012 Chase Grant: \$535,070

Net Income With Chase Grant Funds: -\$7,850

2013 EXPENSES BREAKDOWN



1 PROGRAM EXPENSES: \$1,601,227

1A AWARENESS AND EDUCATION: \$381,392

Print / Photo / Design / Street Team

Video / Documentary / Websites / Online Store

1B EVENTS / TOURS / SPEAKING: \$451,587

Benefits / Conferences / Speaking Events

Vans Warped Tour / Music Festivals

Band Tours / Other Events

1C HEAVY AND LIGHT ROAD TOUR: \$391,107

1D INTERN PROGRAM: \$97,413

1E MOVE CONFERENCES: \$7,767

Newtown, CT

Cocoa Beach, FL

1F THE STORYTELLERS: \$70,741

158 Participating High Schools

1G TREATMENT AND RECOVERY: \$131,093

Grants To Organizations / Scholarship Funds

Counseling & Treatment Grants

1H UCHAPTERS: \$70,127

100 College And University Campuses

2 ADMINISTRATIVE EXPENSES: \$227,074

3 FUNDRAISING EXPENSES: \$13,422

TOTAL EXPENSES: \$1,841,723





LOOKING FORWARD

THE RUN FOR IT 5K

In 2014, we'll invite people to run for whatever matters most to them by hosting our Run For It 5k in Satellite Beach, FL. Next year's run will include a virtual component, allowing people from all over the globe to join in no matter where they live.

NATIONAL SUICIDE PREVENTION WEEK

National Suicide Prevention Week is a chance to encourage honest conversations about suicide and mental illness. In 2014, we will share the message that "No One Else Can Play Your Part." We will also work to raise funds for treatment and recovery while encouraging people to take action in their own communities.

COLLABORATIONS

In 2014, we will work with poet and photographer Tyler Knott Gregson to promote his new book of poetry. Other collaborations will include work with Christina Perri and Noah Gundersen.

#TWLOHAMOVIE

We're looking forward to sharing more information regarding the "To Write Love on Her Arms" movie and its March 2015 release.

A SPECIAL THANKS

We graciously acknowledge these amazing individuals and organizations who helped TWLOHA in innumerable ways.



TO THOSE WHO HAVE PROVIDED MUCH GUIDANCE, FRIENDSHIP, AND INSPIRATION SINCE THE BEGINNING:

Chris Heuertz, Craig Gross, Aaron and Michelle Moore, Donald Miller, Kyle and Klayton Korver, Renee Yohe, and Jim Hoyle.

TO THE GROUPS AND INDIVIDUALS WHO MAKE US LOOK GOOD AND HELP US MAKE THINGS HAPPEN:

Big Picture Media (Dayna Ghiraldi and Rachel Miller), Kyle Griner, Reid McMullian and Arson Media Group, Dustin Miller of Flesh Profits Nothing, Keppler Speakers (Sean Lawton and Rachel Keeling), Lynn and Heather of Sasquatch! Festival, Chris O'Brien of Soundwave Festival, and our friends at Vans Warped Tour (Kevin Lyman, Kate Truscott, Allison Skiff, Sarah Baer, and Jesse Owens).

TO THOSE WHO CARRIED OUR BANNER IN UNEXPECTED PLACES AND WAYS:

C.J. Hobgood, Christina Perri, Jon Foreman, Fiction Family, Switchfoot, Underoath, Oh, Sleeper, Noah and Abby Gundersen, Anis Mojgani, Denny Kolsch, Steven McMorran of Satellite, Andy Zipf, the U.S. Women's National Soccer Team, Andy Adamson, Ethan Luck, Anthony Raneri, Bryce Avari, Andy Barron, Will Anderson, Josh Moore, Jim Storey, Alexandra Nelson, Chris Hess, Taylor Armstrong, Josh Scully, Joel Taylor, Craig Sansbury, Sophia Bush, Ben Howard and the "I Will Become..." campaign, Kevin Breel, Julia Jones, Eric James, Carlos Navarro, Levi Weaver, Wolves at the Gate, Now, Now, Aaron Gillespie, We Came As Romans, Memphis May Fire, Parkway Drive, Mark Walker (Kilimanjaro Live), The Summer Set crew (Mike Kaminsky, Amanda Yim, tour manager Alex Kosub, and Connor "Bear" Montgomery), Adley Stump, The Lone Bellow, Go Radio, We Are The In Crowd, The Life is Beautiful team, and all of the booth volunteers from the 2013 festivals, events, and tours.

TO THE ORGANIZATIONS AND COMPANIES THAT SHOWED CONTINUED SUPPORT IN 2013:

American Foundation for Suicide Prevention, Active Minds, charity: water, Hurley, Invisible Children, RELEVANT, SoulPancake, Florida Today, USA Cares, MTV Act, Sevenly, and TEDx Malibu.

TO OUR AMAZING 2013 INTERNS:

Marie, Jamie, Matthew, Jacob, Emily, Clair, Samantha, Conn, Rachel, Shannon, Joe, Rebecca, Jessica C., Alicia, Brandi, Jessica M., and Andrea.



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TWLOHA.COM