



TO
WRITE
LOVE
ON HER
ARMS*

2014

ANNUAL REPORT

2014

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Your story
is important.

YOU ARE NOT ALONE

"Here's the first thing to know:

*You're not alone. It feels like you're alone.
And it feels like you are carrying around
this secret shame into every conversation*

*— almost like a second backpack that holds
all your heaviest textbooks. And it definitely
feels like no one has ever felt the way you
feel before*

*— like the walls are closing in — and it's
harder to breathe than yesterday, and
you're just so afraid you won't ever get back
to the person you used to be.*

Like I said, you aren't alone."

*— Hannah Brencher,
The Words You Need to Hear*



**MORE THAN
350 MILLION
PEOPLE
SUFFER FROM
DEPRESSION
WORLDWIDE. (A)**

**GLOBALLY,
THERE IS
ONE SUICIDE
ABOUT EVERY
40 SECONDS. (E)**

DEPRESSION

Depression is the leading
cause of disability worldwide.
(A)

ADDICTION

3.8 percent of the population
has a substance use disorder.
(B)

More than 25 percent of adults
with a mental illness have
a co-occurring substance
dependence or abuse. (B)

SELF-INJURY

14-24 percent of youth and
young adults have self-injured
at least once. (C)

Males and females report
similar rates of self-injury. (D)

SUICIDE

Suicide is the 3rd leading
cause of death for Americans
age 15-24. (F)

(A) WHO Depression Fact Sheet

(B) SAMHSA "Mental Health, United States, 2010"

(C) Self-Injury Outreach and Support General Information

(D) Self-Injury Foundation

(E) WHO Suicide Prevention Fact Sheet

(F) CDC Suicide Fact Sheet

YOU MATTER

TWLOHA was born from a story written in 2006. It was one story about one girl, but it showed how powerful a single story could be.

This year, we published 115 blog posts from 80 contributors. They wrote about depression, addiction, self-injury, and suicide. They talked about hope and loss. They asked readers to meet them in their questions.

Because we believe stories are important, we wanted to share some of them with you. Throughout this report, you'll read messages from supporters, emails from our team on the road, quotes from our blog contributors, and more.

If the original TWLOHA story proved anything, it was that stories could help people feel less alone. We hope the stories you read this year did just that. We hope they reminded you that you matter. We hope they reminded you that your story is important.

FROM THE TWLOHA BLOG

ADDICTION

"There are millions of people, all around the world, who daily face the terrible disease of addiction. For some, it's a secret, quiet struggle; for others, a loud and humiliating one. For some, it's defeated in community, in treatment, in time—for others, like Mr. Hoffman, it's a force that eventually and sadly claims their life."

– [Ashlyn Alyce Youngblood](#)

On Philip Seymour Hoffman and Learning From the Unanswered Questions

DEPRESSION

"You see, depression shouts. It hits you with wave after wave of negativity and lies, until that's all you can hear. You start to believe all the lies it tells you; you believe that there is no light at the end of the tunnel and that it will never get better."

– [Sarah Scarisbrick-Rowe](#)

Hope Whispers

SELF-INJURY

"I began self-injuring as a teenager. I thought, somehow, that this was just, that this was all I was worth."

– [Sierra DeMulder](#)

We Made It

SUICIDE

"Three and a half years ago, I almost made the mistake of taking my own life. I was a seventeen-year-old kid, and I was stuck in the middle of a story that seemed more painful than promising. Not only had I been struggling with depression, but I was also questioning whether or not my life mattered. At the time, it didn't matter very much to me at all."

– [Kevin Breel](#)

There Was For Her. There Was For Me.

ANXIETY

"There were a million fears. They cast shadows over every day, grew a thorny cage around my heart, squeezed the air from my lungs, and planted seeds of doubt in my mind."

– [Johanna S.](#)

The Garden of Your Mind

OUR 2014 CAMPAIGNS

RUN FOR IT 5K

Physical health is integral to mental health; you can't separate the two. We see the Run For It 5k as an opportunity to present the message of hope and help in a new way. It's a chance to move for something that matters: your story. People all over the world joined us on April 18 for the 3rd annual Run For It 5k.

RUN FOR IT NUMBERS:

- 620 RUNNERS
- 900 VIRTUAL RUNNERS FROM 48 STATES AND 8 COUNTRIES
- 4,712 MILES WALKED/RAN IN 2014
- 140 FUNDRAISERS
- 501 DONORS
- FUNDS RAISED: \$17,794.00

NATIONAL SUICIDE PREVENTION WEEK

Every year TWLOHA engages in vital conversations about mental health and suicide prevention on World Suicide Prevention Day (WSPD) and during National Suicide Prevention Week (NSPW). All funds raised during TWLOHA's annual campaign are invested directly into treatment and recovery.

OUR 2014 MESSAGE: "NO ONE ELSE CAN PLAY YOUR PART"

- 3,624 PACKS PURCHASED
- FUNDS RAISED FOR TREATMENT & RECOVERY: \$57,273
- 326 FUNDRAISERS
- 1,136 DONORS

"I'm in Los Angeles, CA, at an Extended Stay America. I've been here for about two weeks for a work trip. 19 years old and 3000 miles away from home for the first time.

My phone rings. It's my Dad. He tells me that he doesn't know how to say it but that my Mom, his wife of 30 years, is gone. She overdosed from a combination of prescription anti-depressants and alcohol.

That trip home was the longest and hardest day of my life.

Both of my parents struggled with alcoholism throughout their lives. My Father has been sober since 1997, but my Mother continued to struggle off and on with anxiety, depression, and addiction until her death.

To be clear, I had a great childhood. My parents were hard working middle class Americans that lived paycheck to paycheck but still made sure I never missed out on much. They taught me that being selfless is a virtue and that helping others whenever you're able is something we are each responsible for. They also taught me that people can vanquish their demons and make a difference through hard work, commitment, and with the support of their family and friends.

It's okay to be honest and it's okay to ask for help. It's possible to start over and it's possible to change. I run in memory of my Mother and for my Father's commitment to sobriety over the last 17 years."

– Andrew Vemette
Top Run For It 5k Fundraiser

"I've witnessed the devastating effects that suicide has on a community of loved ones, friends, and strangers alike. I've felt the pain that comes with the unwarranted guilt and unanswerable questions by those who love people who leave this earth far too soon due to a struggle that is often out of their control. What TWLOHA does is so important if we desire a world where those who are struggling with mental illness do not see suicide as their only way out of the pain and suffering... Supporting TWLOHA is a way that I can help be part of that movement."

– Cassidy Gallegos
Run For It 5k Virtual Participant

STORY OF THE SUMMER

"Lisa and Hank, a mother and son, came by the booth purely out of curiosity and stayed long enough to share that they are currently on a recovery journey together. She has been sober for 12 years and he for 2 years. It's interesting to juxtapose their story of a shared journey with the countless emails we receive where people say, 'I can't ever let my parents know...' What an amazing shift in their relationship, where they can use a shadowy past to mutually encourage one another toward another day. The phrase 'one day at a time' has replaced 'have a great day at school.'"

— **Chad Moses**
TWLOHA, Music & Events

EVENTS BY THE NUMBERS

VISITED 13 STATES ON THE HOPE
REVOLUTION TOUR FEAT. HAWTHORNE
HEIGHTS & RED JUMPSUIT APPARATUS

OF COUNTRIES VISITED: 4

- New Zealand
- Australia
- Canada
- USA

8TH YEAR ON VANS WARPED TOUR COVERED:

- 28 States
- + Canada

SPEAKING EVENTS:

- 14 States
- + 3 Countries

146
EVENTS

183
DAYS ON
THE ROAD

296,957
MILES FLOWN

45,500
MILES DRIVEN

35
STATES VISITED

HEAVY & LIGHT

HEAVY AND LIGHT is an evening of songs, conversation, and hope. It's our flagship event and favorite night of the year.

It is not a benefit show. It is not about raising awareness. It is an attempt to move people.

Everyone who attends the event leaves with a list of local resources, places where they can find professional help in their community.

TWO NIGHTS:

Los Angeles, CA - 1/11

Orlando, FL - 1/19

ARTISTS & POETS:

Jon Foreman
of Switchfoot

The Summer Set

Mary Lambert

Anis Mojgani
Spoken Word Poet

Kevin Breel
Speaker & Author

Amanda De Cadenet
TV Show Host & Personality

"I had hit rock bottom. I couldn't get out of bed in the mornings. I quit playing my collegiate sport due to my depression and fear of others seeing my scars. I was self medicating in so many unhealthy ways. I felt broken, so helpless and alone that for the first time in a long time, I genuinely contemplated suicide. I had the bottle of pills and the razor. I was sure that I was going to end it this week, but I was reminded of H&L (HEAVY AND LIGHT) this weekend and reluctantly decided to wait until later.

Last night was a whirlwind of emotions. There is something special about these events. Maybe it's crying with a group of people you don't know because Mary Lambert is on stage pouring her heart out in the most honest and relatable spoken word poem you have heard. Perhaps it's the moment of getting goosebumps when you are singing "Dare You to Move" with Jon Foreman and a crowded venue. Or maybe it was when Anis Mojgani caused all of us to feel something with "Shake the Dust". These are the moments worth living for. And last night I realized that truthfully, for the very first time.

Tomorrow I will step foot into a counselor's office for the first time in nearly 2 years. It's a small step, but recovery must start somewhere. I'm not letting this take me. It's all because of the work that you do. Heavy & Light changed everything. I can never thank any of you enough for it but I hope that you understand just how much of an impact this organization has. Last night was nothing short of incredible. It literally saved my life.

— Allisa, Heavy and Light Attendee

We spent two days with Ryan Anderson in New Orleans. He was incredibly open about the loss of his girlfriend, Gia Allemand, who died by suicide in 2013. In a short video, Ryan talked about the people he leaned on, the importance of counseling, and his hope for the future.

STORY OF RYAN ANDERSON

"Much of the media coverage of suicides, especially of high-profile figures such as Robin Williams, focuses on the act itself. But every suicide is not just a story of death but also the stories of the lives that go on. For each person who dies by suicide, there are an estimated six survivors, people who cared deeply for the deceased and are left grappling with what occurred. Many survivors are plagued by guilt, anger and shame that persists for years and often lifetimes. Ryan's story is their story. It's one framed by persistent challenges. How do you move forward without resolution? How do you celebrate the life of someone who chose to end her own?"

— Chris Ballard
Describing the power of Ryan Anderson's story in Sports Illustrated

CARRYING THE MESSAGE OF HOPE & HELP

MERCH

Often, we hear the question, “Why shirts?” In the beginning, before TWLOHA was a nonprofit, there was only one shirt, and it served the purpose of helping to pay for one person’s treatment. In early 2006, there was no plan to start an organization or create a movement. But as TWLOHA began to grow, we continued to use merchandise as a way to fund our work. While we do receive additional income from programs, supporter donations, and speaking honorariums, we have always been unique in that our primary source of revenue is the sale of our merchandise, rather than private donations or government grants. But the products we sell aren’t only about long-term financial stability for the organization. Every piece of merchandise has a much bigger purpose. It’s a conversation starter. It’s something that ties supporters together as a community. It spreads the TWLOHA message to someone who might not have found out about us otherwise.

**IN 2014, TWLOHA SENT MERCH TO
80 COUNTRIES**

MOVE CONFERENCE

MOVE is how we educate others about the topics we address at To Write Love on Her Arms: depression, addiction, self-injury, suicide, anxiety, eating disorders, and the role a trusted community plays in bringing hope to those who feel broken. In a one- or two-day workshop led by professional counselors, we explore what is behind these struggles, what recovery looks like, and how we can make a difference in the lives of those who are struggling.

**214 PEOPLE COMPLETED THE MOVE
CURRICULUM IN:**

**COCOA BEACH, FL
BERKELEY, CA
GEORGETOWN, DE**

“There were so many powerful moments on Saturday, and all the attendees were very engaged in the dialogue. I think the most awesome thing about the event, compared to anything else my group has ever done, was the range of people there. There were people from many different fields of work... One mother shared a particular moving story about her son that had attempted suicide. I was also able to engage and exchange contact info with a student from UC Santa Cruz and an alumni of UC Davis about how best to serve the mental health needs of students. I left feeling so inspired because I know that the conversation will continue!”

- Abi Johal
Student Organizer
University of California Berkeley

THE STORYTELLERS

High school students participate in The Storytellers campaign to bring a message of hope and help to their campuses. These students are responsible for helping shape the culture of our high schools by letting others know it's okay to ask for help.

**134 HIGH SCHOOLS PARTICIPATED IN 34
STATES AND 6 COUNTRIES**

UCHAPTERS

Our UChapters program consists of a network of student organizations on college and university campuses. These organizations exist to embody the mission and vision of TWLOHA. Through on-campus events, programming, and fundraising initiatives, each chapter serves as a voice of inspiration and education for their peers.

**UCHAPTERS ON 96 CAMPUSES IN 37 STATES
AND 2 COUNTRIES**

STORY OF SIERRA DEMULDER

"To anyone who has ever found solace in my poem, to anyone who has ever felt numb or like they were drowning, to anyone who has ever questioned their worth, who has felt the need to punish themselves for existing, for those who have seen the dark nights and broken mornings — all of you, I wrote this poem for you. You are exactly where you are supposed to be. We made it, to this very moment.

Here. Today. Amen."

– **Sierra DeMulder**
We Made It

OUR INBOX

After we published Sierra's blog post, we received the following message from a reader:

"Thank you so very much for your kind words and thoughts, and also for taking the time to share those blog posts and links. I read and shared them with my sister. She especially loved 'We Made It' by Sierra DeMulder. She was in awe that so many other people are fighting the same fight as her and are breaking the cycle of self-injury. Reading them together helped open a line of communication between us, and I was able to tell her how much her and her story mean to me, and that no matter how dark things may seem to get that I will never leave her side. I'm hoping that between that and the resources you shared that I might eventually be able to help her along the path to recovery."

HERE'S HOW WE INVESTED FUNDS IN 2014

TOTAL: \$110,915

TWLOHA is committed to not only changing the conversation surrounding mental health and challenging stigma, but also to investing into avenues of treatment and connecting people to places of help. We've seen the power of counseling and professional help and how it can bring healing to those struggling. It's a privilege that we get to take the extra step to provide people with an opportunity to sit across from a counselor, some for the very first time.

Invested \$93,417 into counseling scholarships.

■ 1, 671 counseling sessions covered

Granted \$5,000 to Crisis Text Line.

Crisis Text Line offers free, 24/7 support for those in crisis. This grant will provide training for ten volunteers that will go on to help 3,000 young people in the course of their first year as a responder.

Granted \$7,978 in scholarships for in-patient treatment and individual assistance.

Distributed 18,000 FIND HELP pamphlets in cities across the country.

Offered support to 70 families grieving the loss of a loved one.

TREATMENT & RECOVERY

"I wasn't sure who to send this to, but I wanted to say thank you. Every year since my sister died by suicide, your organization sends flowers to my parents. I'm sure you already know, but if you don't, that small act of kindness and acknowledgement of how hard that day is in particular means so incredibly much to my family and I. It's been 4 years and I wish I could say it gets easier. My sister, struggled with symptoms of her Bipolar Depression diagnosis. She loved your organization. She even has a picture with Jamie from a visit he made to the University at Buffalo. She was in her second year of her Masters program for social work and I was in my second year of my Masters program for School Psychology when she passed. My family and I continue to support your organization because what you do is so important. I am a school psychologist for grades 7-12 in a rural school district in New York. I have your posters in my office and often put quotes from your site on my

whiteboard outside my office. I'm always shocked by what my students and their families go through. Some days it's hard to take on everyone else's problems, but your organization's dedication and hard work inspires me to persevere and not only take care of others, but myself. So thank you for helping create a positive way to address the complexity of mental illness and for giving my family and I comfort and hope. I look forward to seeing you guys continue to grow and plan on helping donate to make sure that happens."

– [Melissa S.](#)
TWLOHA Supporter & School Psychologist

2014

TWLOHA FINANCIALS

REVENUE BREAKDOWN

REVENUE SOURCE:

DONATIONS (INCLUDING IN-KIND): \$444,414

UNRESTRICTED: \$428,865

TEMPORARILY RESTRICTED FOR INTERN PROGRAM: \$15,729

SPEAKING HONORARIUMS: \$139,176

MISC INCOME: \$255,599

EVENT SETTLEMENT: \$14,219

LEGAL SETTLEMENT: \$40,000

OTHER MISC INCOME: \$1,380

SONY PICTURES TWLOHA MOVIE: \$200,000

MERCHANDISE SALES:

GROSS SALES: \$1,707,321

LESS COST OF GOODS: \$872,051

NET MERCH SALES: \$835,270

FUNDRAISING: \$106,542

DONATIONS: \$111,995

UNRESTRICTED: \$56,521

TEMPORARILY RESTRICTED FOR TREATMENT AND RECOVERY: \$55,474

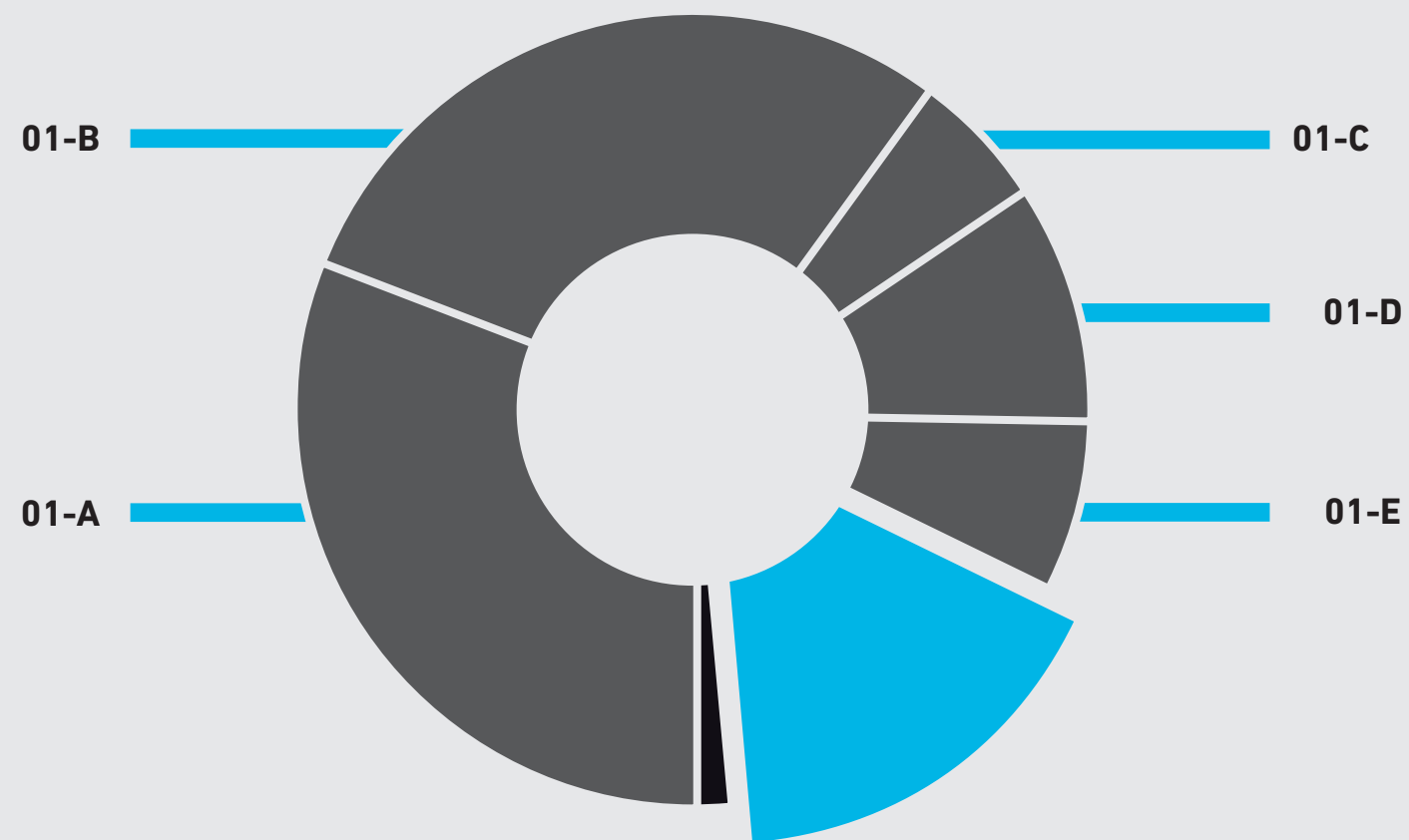
MERCHANDISE SALES: \$2,542

DIRECT EXPENSES FOR 5K: - \$7,995

REVENUE SOURCE: \$1,781,001

EXPENSES SOURCE: \$1,589,010

NET INCOME: \$191,991



EXPENSES BREAKDOWN

PROGRAM EXPENSES: \$1,308,727

[01-A] AWARENESS AND EDUCATION: \$491,958

PRINT / PHOTO / DESIGN / STREET TEAM

VIDEO / DOCUMENTARY / WEBSITES / ONLINE STORE

[01-B] EVENTS / TOURS / SPEAKING: \$463,430

BENEFITS / CONFERENCES / SPEAKING EVENTS

VANS WARPED TOUR / MUSIC FESTIVALS / OTHER

[01-C] INTERN PROGRAM: \$90,975

[01-D] SUPPORTER ENGAGEMENT: \$151,449

MOVE CONFERENCES:

BERKELEY, CA / GEORGETOWN, DE

COCOA BEACH, FL

THE STORYTELLERS:

134 PARTICIPATING HIGH SCHOOLS

UCHAPTERS:

96 COLLEGE AND UNIVERSITY CAMPUSES

[01-E]

TREATMENT AND RECOVERY: \$110,915

GRANTS TO ORGANIZATIONS / MEMORIAL FLOWERS

SCHOLARSHIPS FOR COUNSELING AND TREATMENT

ADMINISTRATIVE EXPENSES: \$261,997

FUNDRAISING EXPENSES: \$18,286

TOTAL EXPENSES: \$1,589,010

THERE IS STILL SOME TIME

"There is still some time to be surprised.

There is still some time to ask for help.

There is still some time to start again.

There is still some time for love to find you.

It's not too late.

You're not alone.

It's okay – whatever you need and however long it takes– it's okay.

It's okay.

If you feel too much, there's still a place for you here.

If you feel too much, don't go.

There is still some time."

– **Jamie Tworkowski**
There Is Still Some Time

LOOKING FORWARD



THE TWLOHA MOVIE

Based on the original TWLOHA story, the movie presents a story filled with hope, healing, and the possibility of redemption. The movie features Kat Dennings as Renee Yohe and Chad Michael Murray as TWLOHA founder Jamie Tworkowski. Rupert Friend and Corbin Bleu also star.



TWLOHA.COM GETS A NEW LOOK

As an organization we are constantly striving to meet people where they are: be it at music festivals, coffee shop meet-ups, or online. It is our hope that people will be able to interact in a more dynamic way with the TWLOHA message and story. Whether you're visiting us for the first time or the hundredth time, we wanted to create an informative, inviting space where we can all come together to present hope and find help for those in need.



"IF YOU FEEL TOO MUCH"

A collection of writing from the past 10 years of Jamie's life, "If You Feel Too Much" will include his stories of personal struggles and offer encouragement to those who find themselves living in places of pain and hopelessness. He hopes the book will lead people to choosing to believe that help is real, and even making the choice to stay alive.

We graciously acknowledge these amazing individuals, organizations, companies, groups, and supporters who helped **TWLOHA** in innumerable ways.

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

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

TO THOSE WHO CARRIED OUR BANNER IN UNEXPECTED PLACES & WAYS

Jon Foreman, Christina Perri, Fiction Family, Switchfoot, Underoath, Oh, Sleeper, Noah and Abby Gundersen, Anis Mojgani, Denny Kolsch, Steven McMorran of Satellite, Mary Lambert, the U.S. Women’s National Soccer Team, Anthony Raneri, Bryce Avary, Andy Barron, Will Anderson, Josh Moore, Tyler Knott Gregson, Jim Storey, Melody Hansen, Chris Hess, Taylor Armstrong, Josh Scully, Joel Taylor, Craig Sansbury, Sophia Bush, Kevin Breel, Eric James, Hawthorne Heights, The Red Jumpsuit Apparatus, Carlos Navarro, Levi Weaver, Wolves at the Gate, 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), The Lone Bellow, Go Radio, We Are The In Crowd, The Life is Beautiful team, Ayla Zelles, Devon and Megan Dennis, Brendan Newcomb, and all of the booth volunteers from the 2014 festivals, events, and tours.

TO THE ORGANIZATIONS AND COMPANIES THAT SHOWED CONTINUED SUPPORT IN 2014

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

THANK YOU

TO OUR 2014 INTERNS, WE ARE FOREVER GRATEFUL FOR YOUR COMMITMENT TO HELP AND HOPE

Christina Weiberg, Elizabeth Breen, Jonathan Clodfelter, Kayla Imrisek, Tamika Gilbert, Ty Johnson, Alicia Morris, Catie McRoskey, Erin Cogan, Jeniffer Abdullah, Joe Napier, Phil Clancy, Ryan Smith, Allie Dearie, Chris Pahler, Kenneth Westphall, Lydia Baskakov, Laura Lewis, Molly Walter, Rachel Tilley

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 THE DONORS WHO GENEROUSLY SUPPORTED OUR WORK

Foundation to Decrease World Suck
Penguin Group (USA) LLC
Sevenly
Paypal Giving Fund
Kenny’s Kids
Dale Foundation/BNY Mellon
Lowell General Hospital
Jacob & April Betzner
Sullivan School District
Give Back Foundation
Kester
Verano Fund/National Advisors Trust
Holy Trinity Episcopal Academy
Academy of the New Church
Give With Liberty
Brooks HS
Redmond HS Drama Booster
Amy Clover
West Liberty Foods
Eastern Connecticut State University
Stone Bridge HS
Timshel, Inc
William Henry Harrison HS
Dan and Jenny Coelho Family Foundation
Faith Presbyterian Church
M&K Properties LLC
Grace Roberti Foundation
Hunterdon Central Regional HS
Palmer & Dodge
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