

Transcript for Episode 405: "TWLOHA Turns 15: How It Started, How It's Going"  
*Please note: This transcript has been lightly edited to remove filler words or sounds.*

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**LINDSAY KOLSCH:** You're listening to the To Write Love on Her Arms podcast, a show about mental health and the things that make us human. Each episode we'll be talking about the things that can often feel hard to talk about, like depression, addiction, self-injury, and suicide. We'll be sharing stories and exploring big themes like hope, healing, and recovery.

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**CHAD MOSES:** Today, March 30th, 2021 marks a very special day. Today is TWLOHA's 15th birthday. In 2006, this movement started out just as one person looking to help a friend who was dealing with depression, addiction, and self-injury.

Since its unexpected inception, TWLOHA has become a global non-profit, still run on T-shirts and a heck of a lot of hope, but also incredible fundraising campaigns and word-of-mouth. Over the years, we've had the honor of investing \$2.7 million and counting directly into treatment & recovery for those who otherwise could not afford it and have connected thousands to the help they need and deserve. But the thing is, all of those milestones and investments and achievements would not be even remotely possible without you. Without your support, your willingness to share your story, to seek out hope when things get hard, and to remind others that they are not alone.

So in celebration of today and in celebration of TWLOHA and how this story collides with yours, we're talking to a few guests who can tell us about how this all got started through a Myspace page to where it is now on every platform and corner of the world imaginable. We've also got a special surprise for you—we're launching an app called The Hopeful. It's completely free and it was created with you and your well-being in mind. The app includes daily encouragements, journal prompts, and even mood tracking, all with the purpose of supporting you day-in and day-out as you start or continue your journey of healing and self-care. It'll be available soon so be on the lookout.

But right now, we're about to hear from TWLOHA founder Jamie Tworkowski and TWLOHA's first-ever social media coordinator Chris Youngblood who managed an overflowing inbox and a Myspace page all those years ago from his T-Mobile Sidekick. And in the second half of the episode, you'll hear from two current team members—Katie Mumper and Bianca Mujica—the folks who respond to your comments and texts and DMs.

Please note that this episode contains mature language and direct references to self-injury. We ask that you use your discretion.

And with that, I am your host Chad Moses, and we are so glad you're here. Let's get the festivities started.

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**CHAD:** Hey everybody, it's so good to have you with us today on our birthday, the most joyous of days. To Write Love On Her Arms is now 15 and as a special treat, we wanted to have a conversation with some of the most tenured voices in the organization's history. Here we have with us Chris Youngblood and Jamie Tworkoski. Say hi guys, where are you calling in from?

**CHRIS YOUNGBLOOD:** Hello, I'm in Nashville right now.

**JAMIE TWORKOWSKI:** I am in Indialantic, Florida, a few miles from Mr. Chad Moses.

**CHAD:** Yeah, so good to see you guys. And you know, the hope of this day is to really kind of celebrate what 15 years has looked like. As we were going back through the yearbooks through the scrapbooks through our memories, we figured that you two would probably be our most reliable guides; the guy that started it all and the first ever intern for the organization, the first ever voice behind the screen to communicate to the masses. But let's start in the oldest of those days. Jamie, could you give us a brief oral history of To Write Love On Her Arms and how it got started?

**JAMIE:** It was 15 years ago. I believe I met Renee Yohe, who was a new friend in late February of 2006. And she was denied entry into a local treatment center and ended up spending the next five days with my friends and I at the house that I was renting a room at in Orlando. And I was really moved by the conversations that we had, staying up late five nights in a row talking about sobriety, talking about her life, her story, healing, really heavy things she had been through, the hope for change, the hope for sobriety. And somewhere in the middle of that time just asked her what she thought about the possibility of telling her story. I was moved by these conversations and I wondered if other people could be moved and encouraged by Renee's story, by even part of Renee's story, and would have understood if she said no. And instead she seemed to love the idea. She used a phrase that we've repeated for years, which is that she loved the idea that for all of the hard stuff that she had lived through, that maybe good could come from it. And specifically that maybe another individual could end up getting help, another family could be encouraged to love someone among them who was struggling. And after five days, she checked in to treatment and I sat down and wrote a two and a half page story based on the experience that we had just lived. I kept coming back to a phrase that I wrote in that initial story, which was 'to write love on her arms.' And the night I met Renee, after I met her, she, I think was feeling very conflicted and ended up taking a razor blade to her left forearm and using that blade to write the word fuck up. And so 'to write love on her arms' was very much a goal, it went back to that really awful, painful moment. And it was the idea of believing better for her, believing that maybe she had bought into a lot of lies and a lot of pain, and hoping that she could believe that she was loved and that she was deserving of love and deserving of good things, deserving of the chance to start over. And 2006 was the moment of MySpace, it was the

beginning of social media. But that was kind of the beginning of it becoming mainstream, becoming part of everyday life, especially for young people back then, and I wondered if that could be a way to give the story at home. Then last but not least, I had the idea to maybe do more than tell a story, and so wondered if I could print and sell some T-shirts that said 'to write love on her arms' to do more than encourage and inspire, but also to specifically help pay for Renee's treatment. You know, we knew that her family didn't have much money, she didn't have any money. And so I wondered if a t-shirt could be a fundraiser and that was our surprising beginning.

**CHAD:** I've heard that story now literally thousands of times and every time I kind of get hung up on not really the irony, but really the magic. This began as effectively as a charity case, this was trying not to change this statistics about suicide or addiction or depression or self injury, but it was trying to meet the needs of an individual. It grew pretty quickly, from people saying, look, this isn't just about Renee, but this relates to me, my family, my friends. And I guess to that point, Chris, do you remember the first time that you heard about To Write Love On Her Arms? What was it about the movement, the story, or maybe the T-shirts that really caught your interest?

**CHRIS:** Yeah, it's such a funny memory for me, because I didn't actually have a computer like in my teens. So any chance, I actually got to use somebody else's computer, I would jump on it. My baby niece was being born and so I was staying over at my brother's house, and while everybody was at the hospital, I jumped on and I started messing around my MySpace page. I started seeing a few bands that I was following, To Write Love On Her Arms would be in their top eight. So finding my way to their page that night and coming across the original story, and then everything else, all the other blog posts that were posted on Myspace at a time that resonated with me in a way that finally gave a voice to a lot of things that I never had words for. I grew up surrounded by addiction, it wasn't something that I had struggled with directly, but I saw how it affected so many people in my life. I was affected by people who died by suicide, and I saw the way that depression had essentially infiltrated and affected the people who, you know, were even tasked with raising me, and I never really knew how to process that. I didn't even know that I had the ability to process that. And so reading about what To Write Love On Her Arms was doing and the story of Renee and just this idea that we can actually talk about these things, and that there is a way to talk about them, was just something that was really meaningful to me. And it was the first time that I'd ever been introduced to anything like that.

**CHAD:** And when did it switch from, 'This is cool. This is something I see on MySpace. This is giving me some context on how to relate to people in my life and lives around me, to, 'Hey, I think this is something that I could really get behind. This could be something that I can help volunteer with, or affect some sense of change on my own level?'

**CHRIS:** I think you both have known me long enough to know that if I get interested in something I don't really go into it half hearted. So, I saw this, I think within the week I had placed my order for T-shirts. I started just kind of piecing together, like, how can I actually be a part of this? What can I do from 10 hours away from where you are in Florida? I ended up reaching out to the main To Write Love page and then I ended up reaching out to Jamie as well. And this was

back in 2006, and then shortly after spring of '07 was when the Anberlin Cities tour happened. That's when I met Jamie and a few other people who were working with the organization at the time. I have to imagine that there were thousands of people reaching out, but I had sent a photo. The classic To Write Love On Her Arms logo has this design behind the words that is called Stars and Stitches with 'rescue is possible,' and I ended up getting that design tattooed on my side, and I sent it in. And I think I've heard Jamie saying, like, that was like, a reality moment of like, 'Oh, like, this kid is probably serious. Like, he wants to be involved.'

**JAMIE:** We have to not let him down!

**CHRIS:** Right! I think that they saw that like, hey, this kid does believe in what we're doing here.

**CHAD:** Jamie, where we're Chris is kind of leaving the story off, I'd love for you to take it up. So Renee was able to get into the treatment facility. Shirts were able to be printed, bands started wearing the shirt and they started exploding on MySpace. People who had no communication or no context with Renee or the greater Orlando area were starting to reach out to you. Can you talk a little bit about how those first moments of fireworks really felt? What did it look like to open up the page and see cities from far away start to start to chime in?

**JAMIE:** It's wild to look back, and as the two of you know, just to think how much it's changed and how organized we are, and how many systems and people are involved now. And back then there was none of that, you know, there was obviously a time very early on where it was just me having access to this MySpace page. And I always tell people it was a whole range. Like it was definitely a roller coaster because part of it was amazing. I think you used the word magic. It was exciting, it was surprising, but then it was also super heavy and I was in over my head. You know, I didn't have training or experience, I wasn't qualified to answer the questions that people were asking, and so I think there was a tension there of, 'Wow, something's happening. This is amazing.' But also feeling overwhelmed. And usually I just talk about the process of learning, of kind of doing the homework even at a very entry level to learn what resources might exist to begin to have something to offer people who were reaching out, whether they were reaching out for help or asking how to help a loved one. And then third would probably be just people simply asking, 'How can I get involved? How can I be a part of the solution? How can I be part of this conversation?' And I started to learn about treatment centers, support groups, other websites, books that people were recommending, you know, sort of the impetus for what today is our FIND HELP Tool. Just beginning to create a list that we would add to over time to be able to offer people more than a story, more than an encouraging message and hope that just like Renee got help in her local community, that other people could do that and that they could encourage their loved ones who might be struggling to take that step as well.

**CHAD:** You mentioned how much has changed. I mean, clearly you hope that over 15 we'd experienced some change. What are some things that feel constant though? What are some things that are still happening now that feel very familiar from back when this was starting?

**JAMIE:** I love, kind of as your question touched on just how much has remained the same. And specifically, I think that we get to do our best to move people and specifically to move people from hopelessness to hope, from isolation to connection, we get to communicate. I tell people all the time, I think the biggest thing we do, and it's been true since the beginning, is we communicate. And you especially, but we've all gotten a taste of it, we love to communicate in person, you know, pre-pandemic and hopefully post-pandemic. But thankfully, even during this pandemic, we get to show up online, we use our website, we use our blog, we use social media. Fifteen years later, the platforms have changed and evolved over time. But we still use these platforms to tell stories, to share resources, to connect people, to encourage people to share more and more detailed resources. Not just on a broad scale, but even specifically if you live in a small town in Wisconsin, we can now help you find a 12 step meeting, we can help you find a local counselor. So I love that the broad strokes really remained the same where we're trying to bring hope to people, we're trying to encourage people. And I think probably for all three of us it never gets old hearing the comment or even the compliment that 'hey, I'm still alive because of the work that you guys do,' or 'I'm still alive and it can be traced back to a card I picked up at a music festival.' But it's been amazing, I think for all three of us to see the fruit of that and to know that not only are there people walking around with tattoos, Chris being one, but there's people that are literally still here, still breathing and it never gets old hearing that people are still alive and also that lives have been transformed.

**CHAD:** I love that we keep coming back to the term of MySpace kind of as a dating tool, as a way to reliably kind of put where this fell on the timeline. This was all happening before Facebook was open to the widest audience, this was all happening before Twitter even existed, certainly before TikTok, and how many other platforms we utilize today. But Chris, going back to your first days of working in an official capacity for To Write Love On Her Arms. Like you were the originator on kind of message response, you trained me on how to respond to MySpace messages. What was it like being an intern one of one? Opening up the computer, opening up the T-Mobile Sidekick for the first time and seeing this tidal wave of people wanting to relate to what we were doing?

**CHRIS:** It didn't feel real when I got the actual login information for the MySpace page, it was just like this really crazy thing for me. But I logged on, and yeah, there were 16,000 messages in there. The reality of it, of Jamie and one other person prior to me moving down, was that they were the only ones who were responding to these messages and it was not doable. But in a very gung-ho honeymoon stage I was willing to take it on as, you know, as much as possible. So from there, we had another person, Michael, who ended up moving down and he worked on the music side of things. And then we started developing, like, what does it look like to actually invite people down here to down to Florida to be a part of this? How can we utilize that to actually let them engage with other people who are reaching out to us, so that we can actually start responding? Part of our goal was to actually respond to every single message regardless of how big or small that was. And so what we did was we created some language, we worked with a licensed mental health counselor, just to make sure that we were setting those boundaries and we were doing it well. And then we just moved forward, all the way to the back and started working our way through. From that, I can remember so many incredible

conversations that are just even like, 'I appreciate you guys getting back to me,' or, 'honestly, it means a lot that like you would even take the time, I can only imagine how busy you guys are, I'm doing so much better.' And that was a pretty consistent theme. Just knowing that even if we weren't able to get back to people in the moment, they still found what they needed through the words that we're putting out there. So yeah, it was definitely a lot coming down and like trying to figure out how do we how do we actually deliver? How do we actually show up for them? Because they're trusting us. It's a huge responsibility. It's also just a big honor, like that was one of the things that I would always remind myself and try to remind other people, like that is one of the biggest things. Even if it's a stranger, or even if it's your closest friend, like, it's just always an honor that somebody would invite you into that. So yeah, we wanted to do right by the people who were sharing that with us.

**CHAD:** And I think that's one thing I take a lot of pride in is that the sense of consistent belief in other people is something that started on day one, and is with us 15 years later. Now, Jamie, you often talk about how when this got started, there was no business plan, there was no aspiration to have bands or T-shirts be at the center of all this, and perhaps maybe even no inkling that this would last for more than a couple weeks or a few months or maybe a couple years until Renee kind of got her feet back under her. But at what point did it occur to you that maybe you've stumbled on something much bigger? Maybe this could be in your words, a movement of sorts?

**JAMIE:** I think I felt like I was sort of living this double life because I was a sales rep for Hurley at the time, and I was 22 when they hired me and that was really my dream job at the time. And I ended up leaving four years later to pursue To Write Love. But just, you know, in the months before I left, I was trying to juggle both. I was doing this full time job that was a really good job that had a lot of responsibility, and then there was this thing that we've been talking about that was starting to happen. And I think the way I've shared it over the years is I knew that if I quit my Hurley job, someone else would get it, they would step in, they'd be happy, they do a good job, it would be a good gig for them. And it seemed like it was up to me whether or not this thing kept going. In those very early days the messages kept coming in, they were coming in from every state, they were coming in from other countries. There was the momentum that orders for the T-shirts were coming in, and sales kept going up, and you know, just surprising doors kept opening. We kept hearing from more bands that wanted to be involved, the T-shirts kept showing up in more surprising places. So I was kind of living with the excitement of what was happening and then just needing to get to that place where I was willing to go all in. And I remember it was the summer of 2006, so it was a few months into it, and it was clear that I was passionate about this thing that was happening. It wasn't even an organization yet, but whatever it was it had my attention, and it was starting to compromise my sales job. And I just knew it was coming to a crossroads.

**CHAD:** Do you ever regret coming up with the longest name for an organization ever?

**JAMIE:** It's funny man, at this point, we're all so used to it. But I do step back now and then and just go man, what an unusual name, and how surprising that this thing with an unusual name

was allowed to succeed. And then you know, we've all experienced the conversation or kind of the moment when someone is just so curious because it's an unusual name. That sort of goes back to that magic moment to be feeling where, it's a mouthful, it's an unusual name for a story, it's certainly an unusual name for a 501c3. But we've all seen how that has benefited the organization and it's invited people to be curious. People just walk up like, what is this? What does this mean? And we could have spelled it out. We could have had a really straightforward title, but I'm thankful that it didn't go that way.

**CHAD:** So Chris, going back in time about the T-Mobile Sidekick. Can we just pay homage to that device? And can you elaborate on what was so special about that device to the history of To Write Love On Her Arms?

**CHRIS:** I mean, there are so many butterfly effects things here.

**CHAD:** Literally, it would whip open like a butterfly.

**CHRIS:** Yes, yes. It was truly my only way to communicate with Jamie and the team and the organization before I joined. I didn't have enough money to buy a computer. So it was like, this is all I had, and so it allowed me to stay in touch right from the palm of my hand. I got teased about it so much, just like in general, like having it as like, a 20 something year old person.

**CHAD:** But they were really popular right? I think one thing that a lot of people forget is that besides Blackberries, they were like the only mass produced web ready phone device.

**JAMIE:** As someone who never had one I still remember when people would open it and I thought it was so cool.

**CHRIS:** I feel like y'all are trying to make me feel better.

**CHAD:** No, no, like, I mean, man, like I remember being in the van with you and you would be reformatting our MySpace page and maybe even our website at points, on the T-Mobile Sidekick. It wasn't just how you're talking to Jamie, it wasn't just how you're talking to staff members, it was how the rest of the world was able to stay up to date with To Write Love On Her Arms. Like, I think that's amazing.

**CHRIS:** It's an insane thought now, like just knowing how far technology has come in the past 15 years. Seeing the high quality content that gets uploaded now, versus the unbelievably blurry content that I was trying to post from my Sidekick on behalf of this organization that was reaching millions of people. It made no sense, like, that's not an effective business model. I think marketers across the world would be like this is the worst idea ever, but at that time it was all uncharted territory.

**JAMIE:** I haven't thought about this in years, but I do remember you being so incredibly fast on it. I also think too, like if we were at a festival, there were times at, say, Cornerstone. We were

all at Cornerstone. Like there was no home or home base, like we were all there and all we had was our phones, whatever those were at the time.

**CHAD:** Yeah. I remember when I first started working for To Write Love, I had a Motorola flip phone. Like I was still texting with t-9. You know, there was no keyboard, I just had to hit the same button several times until the right word showed up.

**CHRIS:** You also had a faux-hawk at the time.

**CHAD:** I did. I did but we're talking about technology at the moment.

**CHRIS:** I'm talking about questionable decisions across the board.

**CHAD:** Fair.

**JAMIE:** What's the thing that made our hair straight? That's technology.

**CHAD:** Oh yeah, flat iron.

**JAMIE:** I think we were all part of that.

**CHAD:** We were all part of the flat iron club. So I guess to kick it back to, well, to Jamie or Chris, whoever wants to speak up. What are some memories that are easiest to recall? What pops up in your brain when I say top To Write Love memory? It could be light hearted, it could be something that's heartfelt. But what are some memories over the past 15 years that are brightest in your mind?

**CHRIS:** Jamie and I, with one other person, we had gone to Australia for Soundwave festival. There are smells that, like, will still hit me from that trip of being at the festival grounds and talking to people. I had done Warped Tour, I traveled around the country and all of North America at this point, talking to people, and now I'm on the other side of the world, and I'm speaking with people who speak my same language but sound a little bit different. And just seeing how far that message resonated and knowing the impact of something as small as like, a MySpace post grew into this thing that reached the other side of the world. And I remember Jamie and I were driving along the coast in Perth and it was just this very surreal feeling. We had finished up with the last festival day and we look over, which probably isn't the best, like, gotta keep eyes on the road kind of thing. But you look over and we see dolphins jumping out of the waves as they're breaking. And it's a moment that I think about and I cherish so much because it was just like, you went from the bed that you slept in since you were a kid in Georgia to all the way around the world in a couple of years. And I got to take this message along with me. And so, when I think about To Write Love, not much else beats that moment for me.

**JAMIE:** I totally remember, man, I remember that trip. I remember that day, that drive, and also just the sense of, like, wonder and honor. I think we were the only charity on the tour which is



just baffling. This American charity that had come out of nowhere, and we're literally, it's not like we were one of thirty or of ten. Like, we get to do the whole tour and we're the only charity component.

**CHAD:** I love it when the stories collide, when you both can say 'yeah, that's my favorite, too.' That keeps the questions way shorter. So, very efficient of y'all. Taking it back to conversation, to storytelling, to technology. In terms of, you know, that sense of communication and connection, what do you think has changed the most in how we tell our story organizationally, or maybe just even as a society these days, since you began this journey 15 years ago?

**CHRIS:** There was such an innocence around social media. I mean, think about, like, one of the biggest news stories at one point was like 'can this pickle fan button Facebook page get more likes than a Nickelback song?' Like it was the most insane thing, which even that to potentially younger listeners might sound absolutely ridiculous, but like that's what it was. And so I think about that and then I think about the voice that To Write Love has had that grew in a time of such, I would say turmoil online. And so how does To Write Love actually keep giving this message of hope? You know, 10, 15 years later, through all of that, through how we've all kind of grown up into what the Internet has become, what social media has become. And I think one of the things that I love most still being now on the outside and looking in is that since day one, like even to now, that message of hope, that consistency has just remained there through no matter what. And so, yeah, if I think about like, the greatness of what To Write Love is, it has been that consistency over the last 15 years.

**JAMIE:** I love what Chris touched on where there was an innocence in those early days because it was unknown. Like, you know, today, every major brand, you know, probably doesn't just have a social media person, they have a social media team, right? Like everyone is organized, everyone is thinking about these things. I mean, you can study these things in college and when we started 15 years ago, we kind of felt like pioneers, you know. Like there weren't other people, especially in the mental health nonprofit space that were using these platforms. Yet at the same time, I think I'm thankful that it felt like we were introducing the conversation in those early years. We were inviting people, we were even teaching people at times about these issues. And I do feel like there's so much more awareness now, there's still clearly so much work to be done, there's numbers, statistics that are disheartening. But everywhere we look from within pop culture, athletes, actors, music, there's so many leaders, there's so many people comfortable talking about mental health now. And I think that's been a really cool thing to see the context change. And then for us, I think as an organization, it's just so amazing to see the volume that we're able to share, the amount of stories that we can tell through our blog, just what a well oiled machine it feels like now. Obviously we all know there's so many people involved in making that happen from you know, from the blog, to this podcast, to social media, even the way we now respond to individuals on social media. So, you know, early days, it's like, alright, if I don't write a blog this week, there's not a blog this week. Now you fast forward and there's so many people contributing their voices. Our friend Becky, helping people refine these blogs, helping edit these blogs. Really, you know, more than anything, I just

love that we're able to provide encouragement and tell so many different stories, again with that initial goal of moving people.

**CHAD:** I remember vividly, this was probably back in 2009, going out to lunch with the leader of a global nonprofit, someone that has done it by the book, just part of decades and decades of global service. And sitting down with him at lunch and just trying to pick his brain, just learn whatever I can. He starts a conversation by saying, 'You know, y'all do everything wrong.' Like, wait, what do you mean? It's like, 'Your name is too long, and you're funded by T-shirts, and no one knows where your office is. You're just based online? Like, what does that even mean?' Like, yeah, I mean, you're not wrong. And he goes, 'But it works for you. So don't change it.' And that was really, for me, kind of a resetting the frame of conversation that we were part of this odd youth movement of nonprofits. Like you had a bunch of nonprofits that have been around for generations and then you had Keep A Breast, Invisible Children, us, Charity Water all popping up within like, a handful of years with each other. Like you mentioned, Jamie, like, there weren't any Social Media Communications degrees to be had, that there was no strategy book to refer to on how to make sure we're making the biggest impact getting the most impressions. So, we've hit on MySpace, we've talked about how Facebook and Twitter and Instagram have become the places that we do a lot of our conversation now. And on our birthday, we decided that we want to give a gift to people. That gift is our brand new app that we call The Hopeful. So it's there for consistent mood tracking, for journaling, for daily encouragements. When we talk about this language of an app, we kind of brushed by it, but you know, we had phones that were incapable of using apps when this all got started. What does it sound like to you? What does it mean to you to hear that we now have a new vehicle for storytelling? That an app is now something that exists in the world of To Write Love On Her Arms?

**CHRS:** For as long as I can even remember we've always had the conversation of 'do we need an app?' One of the biggest benefits that I always would advocate for would be that it gives you the ability to connect with people where you can put it in their hands, versus them having to come to you or seek it out. And so when I think about what To Write Love can do with an app, and it's a very non exciting statement to say that I am just genuinely excited to hear that like, this is going to be something that is going to be accessible to so many people. I think the evolution of everything that we talked about does kind of culminate into like an app being an incredible next step.

**CHAD:** Jamie, did you ever in your wildest dreams, expect to hear this sentence that TWLOHA now has an app?

**JAMIE:** As Chris said, it is something we've kicked around, and I like that we took our time. I like that we waited and didn't jump right in. It's also exciting that we're marking this 15 year milestone with not only looking back, but with celebrating something brand new. I've always said that we want to show up in the places where people are. And we do that online, we do that on various platforms, we pre and post pandemic love to do that face to face. But I think as Chris said, this is such an exciting way to connect with people individually in a format that works for them day after day. For the people who choose this, we can be a consistent part of not only their

life, but their mental health, maybe their recovery; that we can continue to bring tools, resources, hope, encouragement, stories to people day after day. So it's a really exciting next step for the organization.

[music playing]

**CHAD:** Things like T-shirts and merchandise might not seem like a big deal, but to TWLOHA they're often what fuels this work. And for those who wear TWLOHA, it often serves an even bigger purpose. A shirt or a jacket or a hat is a conversation starter, it's a way to introduce those around you to this movement of hope or to remind yourself and others that our mental health is not something we should be ashamed to talk or care about.

And right now through Wednesday, March 31st, there's a sale happening in the TWLOHA Online Store. Simply go to [store.twloha.com](http://store.twloha.com), pick out your favorite items, and use the code TWLOHABDAY at checkout to receive 25% off your entire order. Again, that code is TWLOHABDAY for 25% off. We can't thank you enough for supporting us by bringing hope home.

[music playing]

**CHAD:** So here we are chapter two of our birthday saga. So, we just finished speaking with Chris and Jamie about the earliest days of To Write Love On Her Arms and what it looked like to use technology, use social media, and use a platform that was made for connecting people, to connect people on a deeper level. So right now we have Bianca and Katie who work very intimately with our Social Media and Communications, speaking directly to so many people that interact with To Write Love On Her Arms through a screen, through social media, through different varieties of technology. So it's my honor to introduce you to my friends who you may have met before. Let's start here, Katie, who are you? Where are you from? What role do you serve in the organization? And then we'll move over to Bianca.

**KATIE MUMPER:** My name is Katie Mumper, I am officially the Social Media and Communications Manager here at To Write Love on Her Arms. And I grew up in Pennsylvania, spent most of my life there. I lived in Atlanta for about six years before coming to Florida. I've been here for about two and a half years and have spent the last one of those years working from my dining room in Melbourne, Florida.

**CHAD:** Very relatable.

**BIANCA MUJICA:** Hi, I'm Bianca Mujica, I am born and raised in Texas. I am from deep south Texas, but currently living in Dallas. I was an intern at To Write Love on Her Arms in the spring of 2019, and then I started doing part time work. Now I am the Community Care and Social Media Coordinator, which sometimes I have trouble remembering that whole title. Basically, Katie and I just work together a lot connecting with our supporters on the different platforms we have, and getting our message out, and making sure that people feel seen and heard and cared for.

**CHAD:** Well, let's start there, all the places that people feel seen and heard and cared for. So when we use this blanket term of social media, Katie, what all goes into that? What are all the platforms, what are all the venues that we are carrying forward the conversation of hope and help into?

**KATIE:** So currently, that is Instagram and Instagram stories, as well as Instagram TV, aka doing live streams on Instagram, Facebook, which also includes doing live streams, sometimes. That is Twitter, as well, and sometimes we do Twitter chats. And then we have very recently, I believe, November of last year, we added TikTok to our social media toolbox, I guess. So we're starting to venture into what it looks like to create videos, to share hope and to talk about the message of To Write Love there as well. And then we also actually, in August of last year, when we launched our World Suicide Prevention Day campaign, we also launched our community text platform, which is a way for people to stay in touch with us via text messages. So I think those are all of the main ways that we are interacting with people digitally, besides then also our emails, which is kind of a whole other part of communication world.

**CHAD:** Yeah, several of those that you listed did not exist when you began to do this job. And I think that's like such a unique thing about our experience as people that grew up with computers, that grew up with internet access, that grew up with this idea of social media. I mean, Bianca, that's made up more of your life than it has Katie and myself. But to kick it over to you, Bianca, what role has To Write Love On Her Arms played and shaping how you personally discuss mental health?

**BIANCA:** It has probably had the biggest role out of anything else in my life. I discovered To Write Love when I was about 14. So I was in middle school and mental health was still very new to me, not only, like, as a concept, but the language surrounding it and understanding how to talk to people about it. So when I discovered To Write Love, it spoke to me because it was so poetic, and very, very empathizing in a way that other organizations were not. There was a lot of facts and like, 'suicide is the second leading cause of death,' but with To Write Love On Her Arms, it was like, 'suicide may feel like it's the only option for you right now. But your life matters,' and that was something that I wasn't hearing anywhere else. When that's the first thing that really speaks to you, that just paves the way for every conversation you have going forward. So, I was really lucky that I was able to have a UChapter in college and that was where I really started to hone in on how to talk about mental health. And having spent like, all my spare time on the website and reading blogs, and basically, like absorbing every piece of TWLOHA content I could, I had a pretty good grasp on what sort of messages resonate with people and what kind of phrases really speak to the hope and the help that gets people to continue living their stories. And so now what that looks like, is, when I see a comment, or I see a new platform, I think, what do I know about this person? What do I know about their interactions with us? And how can I tailor a message to them? So if we're talking about eating disorders, for example, I'll think about, like, maybe they just need to hear that they're enough, or that they deserve the space they occupy, or that they don't have to change who they are to deserve to live on this planet. And without To Write Love I wouldn't have the same knowledge and the experience to be

able to connect with people in a way that I could be sure really, really speaks to who they are and what they're struggling with.

**CHAD:** I think that's really interesting that, you know, there's a number of ways to communicate this idea that you're not alone. And it takes way more intensive research to come up with the numbers, to come up with the impact metrics, but it takes another sense of energy to talk about one person that you may be talking about. Like, it's one thing to say, yeah, I'm one of x, hundreds of thousands or millions of people that live with this mental health challenge. But am I just getting lost in that number? What does it look like to feel seen, to be heard, to feel understood on an individual level? Now, Bianca, you said that you learned about us when you were 14. Do you remember, was that through a screen? Was that through a phone or a computer? And what year was that?

**BIANCA:** So that was 2010, I believe, and I had a friend who told me to listen to the song To Write Love On Her Arms. I found two on YouTube, and one of them kind of was called To Write Love On Her Arms, it was like some weird bootleg version that somebody had uploaded. But basically, at the end of both of these songs, there was the little like, 'your story's important hope and hope is real.' I thought that was really interesting. And I was also really confused because people in the comments were talking about 'this is an organization and I love it so much.' And I was like, wait, whoa, what is happening? Why is there a song and also an organization? So I googled it, and that's how I found it.

**CHAD:** Now, Katie, same question, but also want to add a caveat. So the first question is what role has TWLOHA played in shaping how you discuss mental health? And to take it a step further, has working for To Write Love changed how you communicate or just view the world around you? Maybe by just scope or maybe by just how you frame conversations as a whole.

**KATIE:** So I believe I was finding To Write Love around the same time that Bianca was. I was not 14 and not in middle school, I would have been out of college for years at that point in time, so I'm not going to do the math and figure out how old I was. But y'all can just go with that. So I, at the time, was a volunteer youth leader at my church and I had students who were coming to me and sharing things that they were struggling with, and one in particular, who struggled with self injury. And this was, like, the third church I had been attending through college and had been a volunteer at, and had never received any kind of training about how to have conversations around mental health with middle schoolers and high schoolers. Let alone talking about my own story and experience. So I, again, had seen the name various places and finally got around to being like, let me just google this and find out what the heck this is. Found the website, and I am a writer, so I've always believed in the power of story and stories to help us to understand and connect with each other. And so just reading through the blog was incredible for me, and that sense of, okay, like, I don't understand this student in particular, who is struggling with self injury. But there are other people out there who this is also part of their story. And so this is a space for me to be able to direct them to be able to go and hear from other people who are experiencing that. It gave me questions to ask and just a better understanding of how to have those conversations and to really just be a person to sit and listen as they were sharing

whatever it was that they felt comfortable sharing with me. So going off what Bianca was saying about having it be more than just numbers and making those individual connections, I think the stories on To Write Love's website and being able to put that into practice in my own life of making those one on one connections with people, being able to have those words of encouragement to say to them, and then also just starting to have some words and beginnings of understanding for my own story. So I think over time, as I've continued to follow To Write Love on various social media platforms, that helped me to start to understand better how to have conversations with people, how to share my own story, how to create that space for others to say 'that's me too,' and how can we help each other to get through whatever that is and to know that there's hope that this isn't the end of the story and that there's more to come.

**CHAD:** So when you first started getting onto social media, when you first started finding this as a form to express, was there a go to one? Because for a long time, like, the playing field was not level. Like, you had MySpace that was kind of the wild west, and then you had Facebook, which was perhaps a bit wilder of the west. But then you also had Twitter that was just starting and that was very micro in its storytelling, right? It was 140 characters at its onset. So the language was kind of different for a bit. Do you recall which social media platform you gravitated to the most with TWLOHA in those early days of your social media use?

**BIANCA:** I think the first one that I really spent the most time on was Twitter. I don't remember exactly what was being posted. I just remember seeing the little logo, and just scrolling through. But even with social media, I spent most of my time on the blog. And I think one of the first blogs that I actually really connected with and that I saved was, I think it was called 'Seven Billion and Growing,' which I do believe is a Chad Moses blog. I think it might still be bookmarked on my phone.

**CHAD:** Oh, wow. That's incredibly flattering. Incredible. Katie, same to you. What did you go to in order to keep tabs on what TWLOHA was up to?

**KATIE:** Twitter was also for me, at that point in time, very much where I was spending most of my time. So that was where I was following a lot of people. Because I am a writer, the whole trying to create a complete thought in 140 characters was intriguing and frustrating to me. So being able to do that, but then also just it felt really easy to be able to share things from people like Jamie or from the organization and be able to, you know, all you need to do is hit retweet. There you go, other people get to see what you're seeing as well. Again, appreciating the blog and kind of the longer form of Facebook for that aspect of things. But Twitter was just kind of like this constant stream of consciousness, which is sometimes how I write anyway. So being able to be a part of that and interacting with a lot of different people. I always have a hard time, like, pinpointing exactly when I made the discovery, or finally googled what To Write Love was, but I vividly remember retweeting as much as I could for the Chase Giving million dollars. And then just being on Twitter that night, like just trying to keep up with what was going on and seeing all we're gonna win.

**BIANCA:** On the Chase Giving, I wasn't allowed to have a Facebook at the time, but I knew it was happening. So I was texting every person in my phone, and I was like, 'hey, do you have a Facebook?' And if they said yes, I would say, 'cool. Here's the link, go vote here, do this, do that.' But I just remember spending like afternoon after afternoon, texting friends that I didn't even see anymore and just asking them like, please vote for this on Facebook.

**CHAD:** I remember I was in Texas, I was in Dallas Fort Worth, when we found out that we won. Yeah, that was wild. That was a cool feeling. But let's not live too far past here. Moving from there, and again, I love getting these little nuggets from Bianca about being a younger person and not having the parental say so that social media was okay. Like, you had to really be judicious in how you would find ways to interact with us. Maybe that was texting friends to tell them to use their social media prowess. And I love that grassroots feeling that if I can't do it directly, then maybe I can be a voice for advocacy and change within my community and getting creative on how to accomplish those things. But as it pertains specifically to conversations of mental health, and we'll start with Bianca, how have you seen conversations online regarding mental health evolve and change over the course of your social media career?

**BIANCA:** When I first started on social media, as a high schooler on Twitter and Facebook, it was a lot of angsty teens not really knowing how to express themselves. I was very much an emo kid. So, you know, that's how my friends and I would express ourselves, like with the eyeliner and My Chemical Romance. And so sometimes the way that we would talk about how we're struggling is by sharing lyrics, or by posting selfies with, like, a band shirt or really anything we could do to tell people, 'hey, like, we relate to this for a reason,' without really saying it because it was still taboo. And even when I was telling people, 'hey, go vote for TWLOHA,' or, 'hey, there's this really good organization for mental health,' I still had trouble telling people, like I'm struggling with depression, or I'm struggling with an eating disorder. And I didn't know that there were other people who were going through that. And for a long time, when I would see a counselor or a doctor, they wouldn't say those words. They wouldn't tell me that's what it was, for whatever reason. And so, now that I see people who have accounts that are specifically, like, to share their mental health journey and to encourage other people, that's really inspiring, because that's always what I wanted to do, but I never really knew how to. So there's definitely been a lot of change in what people are more willing to open up about, and how they do it, and how directly they speak about what they're struggling with. But I think we're coming into an era where it's just commonplace, and if you want to find a mental health corner of the internet, there is a space to do that on every single platform. There is no shortage. There are accounts for everything from OCD, to ADHD, to Dissociative Identity Disorder, like anything you can think of. So I'm really, really grateful to see that it has evolved from selfies with an emo band to actually saying the words out loud, and letting people know that it's okay to do the same.

**CHAD:** Yeah, that's really interesting how we've seen kind of an ebb and flow, like a tidal shift around how people portray themselves, portray their lives on social media, and not that it's ever going to be, you know, that the society is all going to be just positive and just hear the best parts of my life. But I remember that being, like, such an unhealthy season of the internet. Our friend Tiana Soto calls it duck syndrome. Like it looks like you're gliding across a pond pretty smoothly,

but no one's seeing how violently you're flipping your feet in order to just stay afloat. So often the conversation was, you know, social media, that's just where people show the best parts of their life. And then you get this comparative joy versus competitive grief. Like, well, my life doesn't look like that, why not? But I feel like recently, there's been this sense of honesty, like people talking about not having the best day. Katie, from your perspective as someone that spent a good portion of your professional life in Mass Communications and the likes, how have you seen and how do you remember conversations on mental health? You know, growing, evolving, maybe taking some steps backwards?

**KATIE:** I would echo a lot of what Bianca said, using the song lyrics to be able to express the things that we don't have the words for.

**CHAD:** Look, Les Mis is emo, okay?

**KATIE:** That's a good point. But for me, again, having social media be a way for me to connect with people without having the actual, like, face to face connection that can sometimes be draining for me as an introvert. I do agree, I think, especially at the beginning, especially with what Facebook was originally created for. The idea of presenting your best self in whatever you decided that that should be, which was probably based on what the world told you that that should be. That was the thing, and that's kind of where we started with all of it. I think it almost feels too, as I started to be able to talk more about my story and to share more openly, I was starting to find other people who were also experiencing that same freedom in the world of social media. Because people talk a lot about how it's easier to be honest with strangers than it is to be with people that you know, because there isn't this, like, I'm going to disappoint them, or I'm going to prove that I'm not meeting their expectations, because they're strangers and they don't know me, they have no expectations. And so I think social media created the space for us to experiment, I guess, a little bit, with being more open and being more vulnerable, being more honest about what really is happening. And then also, to go back to the power of stories, you know, seeing other people talk about it starts to help you have the words to be able to say, you know, if I'm struggling with depression in some capacity and hearing someone talk about what depression actually looks like for them, what it is that they're experiencing. And then you kind of go, oh, wait, that's, that describes me, too. Am I struggling with depression? Should I go talk to a counselor? You know, there are a lot of organizations who do spend a lot of time on the research and the numbers. And all of that is very important, it's helpful to know those things to be able to figure out prevention strategies, and good treatments, and all of those sorts of things. But I think in with all of that, there still needs to be these stories that ultimately give people permission and the words to be able to talk about what it is that they are experiencing. And I think we're seeing that more and more as people, celebrities, opening up about their own stories makes it easier for the rest of us to say we are too. I think particularly with mental health, because there is such this idea of, 'why would you be depressed because your life is perfect, you have all of these things,' or whatever. And it's easy for us normal people to have that idea about each other, and then we look at someone who supposedly has it all with their money and their mansions and their fame. And they're saying, I'm not okay. And it's like, oh, well, if it's okay for them to not be okay, then maybe it's okay for me to not be okay. Social media makes it a lot



easier for people to see that and to share that and to access that information in a more democratized way, then, otherwise, I only get to know that if I have enough money to buy the magazine off the rack in the grocery store, if they decided to print that story. Or to hear that story on the nightly news if I have enough money to have a TV in my house, and again, if they decide to tell that story. And so social media, in a lot of ways, has gotten rid of the gatekeepers to not have the focus always be on the good shiny stories, but here's the messy part of everything as well. And that makes it okay for everybody else to share their messiness, too.

**CHAD:** Yeah, when I think of Twitter, I often see this pop up every so often on a retweet or quote tweet of people saying, hey, reminder, this is a free website. You know, just kind of taking away some of the barriers that keep us from seeing the real life moments from people that it's hard for us to imagine them being real. That could be because of celebrity status, or could be just because they are a literal world away, but we're seeing this kind of shrinking happen, especially by my estimation in the world of mental health. So Bianca, what do you think is something that sets To Write Love apart? What do we do that feels unique, as far as hosting these conversations and curating these conversations about mental health on social media?

**BIANCA:** What sets it apart is what spoke to me from the very beginning. It's the focus on the fact that your story matters, and that you are enough as you are, and that you can struggle. And that's okay and you're not alone. What always was interesting to me was how TWLOHA has always been very clear about not being the medical professionals, but the bridge to those professionals. And I think in a way that gave me a sense of comfort, because I felt like not only are these people telling stories about experiences that are similar to mine, but they're not doctors, they're probably people just like me, they probably were a kid struggling in middle school, just like I am. And so the fact that it's all focused on the community sharing their experiences, and being there for each other and fostering those relationships, I think that is extremely unique. And a lot of other organizations have that as part of their work, but I think that is what TWLOHA has founded on, and that makes all the difference. I think people know that from the very beginning. And I think that's why we have people that are so willing to share their stories, whether it's in an Instagram DM, or an email, or a blog, because they know that this is the place where stories get shared. This is a place where stories continue, and where stories are encouraged to keep going, even if they were really close to ending. So as a young kid who didn't have access to a lot of social media websites, the fact that I was struggling on a daily basis and always thinking about it. TWLOHA had a big enough impact on me that I went through the effort of searching up the website every day. And I think that speaks to how much the blog, which was the bulk of the content at the time, resonated with the things I was going through. Even if it was something that I wasn't struggling with specifically, knowing that people were able to speak about their pain in a way that I wasn't and that the whole point of the organization was to do that, was to share people's experiences so that I could feel less alone.

**CHAD:** Now, Katie, as someone that is not only managing our social media, but is constantly researching how to do that a little bit better, you have a very unique view on the philosophy of social media. Social media has always been a piece that is really the backbone of the organization. Why that? Why not some other avenue to reaching people?

**KATIE:** Honestly, this last year has been evidence of why and it's because sometimes we can't meet people physically face to face. And, you know, events in the music world, like that has obviously been a part of all of this from the very beginning, and we love getting to be able to go out and interact with people. Moments of interacting with someone face to face and having that opportunity to be physically present in their lives is really important. But there are 7 billion plus people on the planet and one hundred and some different countries, and we can't get everywhere physically. But we can get everywhere, for the most part, through social media, through the internet. And the power of that is just sometimes, it's a little overwhelming, to be completely honest. But again, it's this space to be able to connect with people from all over the world, whatever their stories are, whatever their experiences are, and to be able to share hope, to be able to be that bridge to help, again, without the barriers of having to get a passport and get on a plane and cross borders, and all of that. And we can do that in an instant with social media, which is pretty incredible. It creates a community space for other people as well. We post what we call Late Night Encouragements on Facebook and Twitter every night, and they're just some words from us to remind people to keep going in some way, to remind them that they matter. And the reactions to those, sometimes, even through just the words on a page feel visceral to us. And we understand that somebody might read that and just have this reaction of either relief, or it brings up something and it's like, I want to believe that but I don't know that I can. But it creates a space for them to write a comment and to say, I want to believe this, or I don't feel like this is true. We don't have the capacity to be online 24/7 responding to people, but by the time we get into the office in the mornings, there are very often already three or four other people, or sometimes even more than that, in the TWLOHA community who have already seen that comment from that person and jumped in and said, I see you, I hear you, I have this experience, too, I have a hard time believing it. This is what has been helpful for me. And you know, by the time we get around to commenting, it's like, well, just what everybody else just said, that's basically what we were gonna say anyway. And that's been amazing, too. And I think in the beginning, you know, it started with the idea of email and being able to respond to all of those email messages, and we still do that as well, but social media has become even more of a place for us to be able to do that. And the amount of comments on things and replies to tweets has just increased even in the two years that I've been here. Now we've been able to put together a team, especially over the last year, as we have been doing more interacting and trying to get more intentional about that because online space has been the only place to meet with people. And so you know, we have people who are taking the time to read through every comment, respond to the ones that need encouragement, have a little fun with the people who are, you know, excited about a new merch release or the 5k launch and those sorts of things. But just being able to really, truly give people a moment. A lot of times social media can feel a little bit like you're just screaming into the void. And so we have been very intentional about our space in that void to not be a void, and to have it be a place where you can be open and honest and share what it is that you're feeling. For you to know that you are heard and that you are seen, and that someone is going to take time to stop and read what you wrote, and figure out how to respond to it in a way that's going to give you hope, specifically you, and it's not just let me copy and paste this. It's not a bot that we've set up, it's not an auto response. But it's an

opportunity for us to really have that human element of you are a person and you matter and you are an individual. And we want to take the time to acknowledge that.

**CHAD:** I love that part about, you know, social media, doing two things. It enables a conversation to continue. You can like it, you can add a smiley face, you can add some sense of care and emotion, you can comment, you can pass it on to other people within your community. And that's the second part that it makes a sense of community. Community now, in very recent years, recent months for us has an entirely new definition. We are part of a text platform called Community. If you aren't familiar with it, we have the ability for you to text our team directly you can engage with us. Bianca, I know that that's a place that you have put a lot of your time in. Can you just give us a brief overview of what it looks like to engage with To Write Love On Her Arms on our Community text number?

**BIANCA:** Yeah, I think this is one of my favorite ways to engage with our supporters because it's very personal. I mean, we do schedule texts that go out to everybody. But the responses are just me on my couch, typing, responding to whoever's texting back. What I really like about it is that you can make groups, or you can just send to everybody, or you can send to one person, but you always know that that's going to real people, and that when they respond, they're going to have a real person on the other end. And so it's been really cool to interact with supporters on a very personal level. There have been times where I respond and people are like, 'whoa, I didn't expect a real person to get back to me.' There was one time I was working in the evening, so I responded at around six or seven, and somebody was like, 'Hey, don't even worry about responding to me. Stop working and go get some rest.' So it's been really cool to see that people not only know that there's a real person on the other side, but like, actively engage and ask questions and tell jokes or share. We have people who send in photos of like, an ornament that they made with the worth living for logo, or like taking their dog on a run for the Miles for Meeting challenge. I mean, people are sending in messages just on a regular basis about things that they're doing, and they may not be sharing them on social media, they may be. But they're sending it to us specifically because they know that not only is it going to mean something to us, but that it's going to continue to create that bond and that community, and build that supportive relationship that not only do we care about so much, but that keeps us going.

**CHAD:** So if you live in the United States or Canada, you can be a part of our Community. All you have to do is send a text to 321-204-0578. Now, full disclaimer, the first couple messages you get will be robots just making sure that you get the information you need to be onboarded. But then everything after that is coming from a real life TWLOHA human being.

**KATIE:** So one of my favorite parts of Community is you get to add your birthday to your profile whenever you start on Community, and so then it lets us know when people's birthdays are happening and we get to text them and interact and celebrate their birthdays with them. Which I think is pretty awesome, especially since we've been very much all about birthdays, and just seeing those as a time to remind people that they matter and that we're glad that they exist in the world. And so yeah, that's just been fun to be able to log in and be like, oh, it's two people's birthdays today, send them a little birthday message.

**CHAD:** That's actually a great segue because we're having this conversation for our birthday. And it's really cool, you know, when you have an opportunity to get a really awesome gift, and Katie, I'm wondering if you would like to take the wheel here and introduce what this brand new gift is that we're giving the entire world.

**KATIE:** So for all of you who have been asking, because we have seen your comments and your DMS, there is now a To Write Love On Her Arms app. So the app is called The Hopeful. And so the idea is that it can be literally a little bit of hope in your phone, which is probably in your pocket or very close by you, right now, in this moment. Yeah, so it's just a space for us to be able to directly connect with you. I think, working in social media, we understand that every social media platform has its own algorithm and how they decide what content you actually get to see and experience. And so I know for me, a lot of times I have to go searching for someone in particular to see their content on a particular day. So this is a very easy way for you to be able to do that. So the app includes a daily quote, as soon as you open it up, there is a quote, an image that will show up in your app with some encouragement for you for your day, whenever it is that you happen to open it up. And you can come back and read it again later in the day if you need to. There is a space for you to indicate what your mood is in that moment as you're in the app, and then also to journal. We have journal prompts that we have written so we kind of can help guide your thoughts a little bit if you need that, or you can just write whatever it is that's in your head, and that you need to kind of get out into the open in that moment. And then you'll be able to actually go back and track your mood and your journaling over the course of the last however long you have had the app to be able to see, you know, oh, I've had a whole week in a row of really good days, and maybe even check into your journal entries and see if there's some information to help you see why maybe you were having a week of good days. And hopefully, that can help you as you continue to care for yourself moving forward. In addition to all of that, there will also be blog content and podcast content from To Write Love On Her Arms, as well as periodically we'll share news about things like when we launch campaigns, like our 5K or World Suicide Prevention Day. You know, thinking about this, as Bianca was talking about googling the website every day to be able to go and find a new blog post to read. And so this, you don't have to do that anymore! They'll be right here in the app, open it up, there will be new blog content there, there will be new podcast content there. You can even bookmark things in the app and be able to save them and come back to them later. And then you'll also be able to access things like our FIND HELP Tool, which is really super important to be able to get connected to those resources, especially when you're having a not so great day. So we want to make sure that you can easily get connected to those resources, whether it's the Find Help page, or the Self Care page that we've created as well that has some different activities and things that you can do kind of in the moment to continue caring for yourself.

**CHAD:** So the Cliff's notes are, it is an app, it is called The Hopeful, and the three pillars are mood tracking, journaling and encouragement. So this is just another exciting way to use technology as a storytelling device. And again, the whole theme, the whole hope of everything we've done from day one on through day one of our 15th year, is that you could feel seen, that you could feel heard and valued, that you could feel like you are in good company. And I want to

say thank you to Chris and Jamie for setting the stage, and thank you to Katie and Bianca for leading the charge, and for everyone on the team for giving so much of your heart and effort and grit to this, all in an effort to connect with you, the listener. You, the hopefully current app downloader. But thank you for spending this afternoon or morning or night whenever you're watching and listening. Thank you for spending that time with us. We cannot wait to spend more days in your presence.

[music playing]

**LINDSAY:** We hope this episode has been a reminder that your story is important, you matter, and you're not alone.

If you're struggling right now, know that it is okay to reach out and that there are people who want to help. Part of our mission is to connect people to the help they need and deserve. You can find local mental health resources on our website, [twloha.com](http://twloha.com). That's T-W-L-O-H-A.com. And Click FIND HELP at the top of the page.

Or, if you need to talk to someone right now, you can always text our friends at Crisis Text Line. Simply text the word TWLOHA—that's T W L O H A—to 741741. And you'll be connected to a crisis counselor. It's free, confidential, and available 24/7.

Finally, if you've enjoyed this episode and you want to hear more, we really hope you'll subscribe on iTunes or wherever you get this podcast. And if you can do us a favor, we'd really like for you to write us a review.

It'll help more people find this podcast and the mission of TWLOHA. If you have any feedback or questions, please send us an email to [podcast@twloha.com](mailto:podcast@twloha.com).

A big thank you to our friends at Copeland for the original music on this episode. The To Write Love on Her Arms podcast is produced by Lindsay Kolsch, with editorial support by Rebecca Ebert. Music assistance was provided by James Likeness and Ben Tichenor.

I'm Lindsay Kolsch, thank you so much for listening.

To Write Love on Her Arms is a non-profit movement dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury, and suicide. TWLOHA exists to encourage, inform, inspire, and also to invest directly into treatment and recovery.