

FINANCIALS

TO WRITE LOVE ON HER ARMS 2022 FINANCIAL SUMMARY

INVESTING IN **HOPE AND HELP**

In 2022, we continued to see the mental health effects of the Covid pandemic and other world events play out. To carry out our mission of connecting people to hope and help, **To Write Love on Her Arms** got back on the road so we could meet people face to face. We continued sharing honest stories on our podcast, blog, and social media channels. We also worked to connect people to professional mental health resources using our FIND HELP Tool and to remove financial barriers through our Treatment & Recovery Scholarship Program.



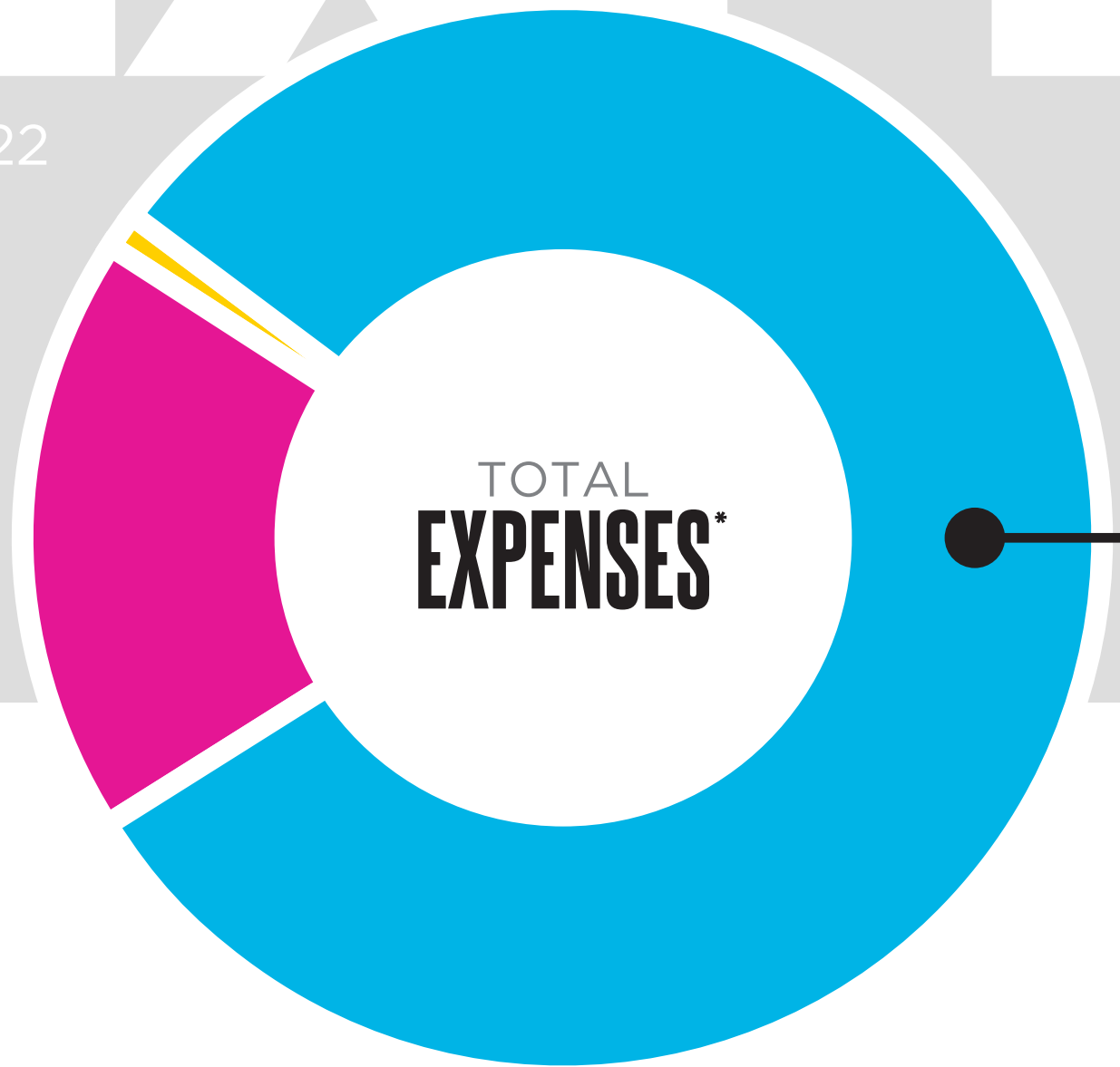
REVENUE **BREAKDOWN**

- **DONATIONS: \$2,279,075**
- **GIFTS IN KIND: \$20,689**
- **MERCHANDISE SALES: \$1,305,720**
- **FUNDRAISING 5K: \$193,069**
- **SPEAKING HONORARIUMS: \$11,666**
- **OTHER INCOME: \$15,636**
- **INTEREST INCOME: \$1,558**
- **SALES OF ASSETS: \$280**

REVENUE: \$3,827,693
COST OF GOODS: -\$890,329
EXPENSES: -\$3,751,582

NET INCOME: -\$814,218

2022



PROGRAM EXPENSES: \$3,743,286	ADMINISTRATIVE EXPENSES: \$864,145	FUNDRAISING EXPENSES: \$24,378	TOTAL EXPENSES: \$4,631,809
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*Expenses include Cost of Goods sold

AWARENESS & EDUCATION: \$2,058,554	EVENTS, TOURS & SPEAKING: \$736,729	SUPPORTER ENGAGEMENT: \$567,522	TREATMENT & RECOVERY: \$380,481
<ul style="list-style-type: none"> • Social Media • Websites • • Video • Podcast • Design • • World Suicide Prevention Day Campaign • • Online Store • 	<ul style="list-style-type: none"> • Music Festivals • • Speaking Events • 	<ul style="list-style-type: none"> • High Schools • • Intern Program • • Benefits & Partnerships • • Streamers • 	<ul style="list-style-type: none"> • Scholarships for Individual Counseling, Group Therapy, and Higher Levels of Care • • Partner Provider Grants • • Grants to Organizations • • FIND HELP Tool • • Memorial Flowers •