

A N N

U A L

R E P

O R T

2012 | **TO WRITE LOVE ON HER ARMS.**



IN MEMORY OF DAVID MCKENNA

08.06.1979 – 12.14.2012

While 2012 was a year of much growth for our team, it also brought tragedy when we lost David McKenna to a fatal car accident on December 14. David was a good friend to many of us, as well as a cornerstone in the foundation of To Write Love on Her Arms. He was the one who took the lead during those first five days spent with Renee, encouraging her and helping her get into treatment. His own life included addiction, which was a powerful factor in his desire to help Renee along a path he had walked himself. The story of those days would eventually be “The TWLOHA Story” with which so many of us connected. During the final years of his life, David also worked tirelessly to bring that story to a new audience, through the film *Day One*. We remember David now—his struggles and triumphs, his compassion and companionship—and we hope that TWLOHA’s work might continue to touch lives like he did. As our founder Jamie shared following David’s death, “This life is short and fragile, but friendship is among the greatest miracles.”

TWLOHA, Inc.
Melbourne, FL
twloha.com

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Designer: Carra Sykes

FOREWORD

by Aaron Moore



It was hard to believe that 2012 marked the sixth anniversary of To Write Love on Her Arms; the “old days” in 2006 often seem like yesterday to me. I have been fortunate enough to be involved with TWLOHA since those early months, and the first time I read the original TWLOHA story, I sensed something powerful was happening.

As a mental health counselor, the struggles mentioned in the original story—addiction, depression, self-injury, and suicide—were not foreign topics to me. They were issues I worked with often in counseling, as well as struggles common among my friends and family. But what struck me anew about TWLOHA was that this story was not being told in hushed conversations or behind closed doors, but out in the open. Since the first posting on Myspace, Renee’s story and so many others have been shared and heard through TWLOHA. The weight and lies of stigma and shame that often accompany these struggles have been fought and lifted, and for many, hope and recovery have taken their place.

In 2012, we saw this effort continue through programs such as University Chapters, MOVE Community Conferences, and the internship program. The team also pushed forward with the development of programs that broke new ground, such as The Storytellers, a campaign driven by high school students striving to make a difference on their campus and in their communities. As always, these programs were accompanied by TWLOHA’s daily work of communicating a message of hope and help to thousands, through multiple venues and mediums, as well as our continued financial support of treatment and recovery options.

The many efforts of TWLOHA throughout the year—from counseling scholarships and Hope Goes Surfing to supporter benefits and booths at music festivals—are all founded on the power of our stories, including yours. We look back on the individuals who sparked the TWLOHA movement, and we know that your role today is no less crucial. TWLOHA’s hope is that you tell your own story honestly and compassionately and hear the stories of those around you in the same way. This is the true work of recovery and prevention, and it is our best pathway toward a society without the devastating effects of stigma and shame.

We invite you to dive in to learn more about what TWLOHA accomplished in 2012—and to please continue forward with us through 2013 and beyond. There is much work left to be done, many conversations waiting to happen, and life-changing stories to be told.

With Hope,

Aaron Moore is a licensed mental health counselor and co-founder of Solace Counseling in Orlando, FL with his wife, Michelle. Since becoming involved with TWLOHA in 2006, Aaron has worked closely with the organization as a speaker and advisor, and he also helps train and educate TWLOHA staff and interns.



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A NOTE FROM OUR DIRECTOR OF OPERATIONS

by Jessica Haley

It's important to reflect. It's important to pause and remember. Days, weeks, and months pass far too quickly, and we don't always stop to acknowledge what we're a part of. Take a second to think about your own life: What did 2012 mean to you? What was your favorite part? The hardest?

As for TWLOHA, when I stop to think about all that we did last year, it brings a huge smile to my face. We are a busy team, filled with full-time employees, part-time staff, interns, and volunteers. Many of us wear multiple hats, so at times it's hard to grasp the value of each moment when we are so used to jumping to the next. We find ourselves saying, "Has it already been a year since we did that?" But our hope is that you'll take these next few moments and pages to stop and reminisce with us—and maybe even learn about parts of TWLOHA with which you were unfamiliar.

When I look back on the year that was 2012, I think of our supporters. I think of the individuals we've been able to help, the second and third chances that were found, and the parts of the world where our message was spread. Sometimes it's tough to convey that in a report; I wish we could show pictures of all those faces, all those stories, all those who are fighting. But I promise you this: As you read this report, those stories and faces are there. They are the ones at the events, the ones we've been emailing, the ones who benefited from counseling scholarships, the ones wearing our T-shirts. They are your friends, your family, and you. And sometimes, they are there in memory alone, a life honored by these many others.

This past year was filled with new programs, such as The Storytellers and Hope Goes Surfing, and new campaigns, including National Suicide Prevention Week and the announcement of our support of USA Cares' Warrior Treatment Today program. Our \$1,000,000 grant from the American Giving Awards allowed us to think outside the box and help people in ways we never thought possible. In whatever community we went to and whichever program served as the foundation for the message, one thing held true—no matter where you live, what you wear, the battles you've faced, whom you love, or what you look like, deep down, we are all the same. We deserve to be loved. We deserve to be cared for. We deserve to be given hope. In 2012, and each and every day moving forward, my team strives to show that to all those we come in contact with.

With Hope,

Jessica Haley

ABOUT US

MISSION STATEMENT

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.

WHAT WE DO



CONNECT TO HELP:

Point to national and local mental health and community resources



PRESENT HOPE:

Provide encouragement and inspiration through creative campaigns, online media, and events



CHALLENGE STIGMA:

Promote education and awareness through merchandise, speaking, tours, social media, and various programs



INVEST IN TREATMENT AND RECOVERY:

Offer grants to organizations, treatment centers, and counseling offices

THE STATE OF MENTAL HEALTH

2012 was a crucial year for mental health awareness and advocacy. It was the year the World Health Organization began reporting that 350 million people worldwide suffer from depression—a drastic increase from their previous report of 150 million. In addition, U.S. military suicides hit a record high in 2012, with an average of one suicide per day and an annual total of 350 suicides across its four branches. These statistics rightfully prompted alarm, as did a rise in suicides supposedly connected to issues like the economic crisis in Europe and cyber bullying. As the year progressed, the extensive coverage of mass shootings, like those in Aurora, CO and Newtown, CT, opened the door for yet another kind of discussion about the extremes of mental illness and how the public should care for and respond to it. Suddenly, and for many reasons, more people were calling for “a conversation on mental health.”

Our hearts continue to break over the tragedies that prompt such widespread questions—but we are also aware of the privilege TWLOHA has to play some role in coming up with the answers. And we are in good company; 2012 also saw nuanced, compassionate portrayals of mental illness in the entertainment and media, the approval of a United States health care plan with the potential to expand and improve mental health coverage, and the development of new committees, research, and legislation to further explore issues like depression, addiction, PTSD, and suicide. Now more than ever, we are committed to spreading the message that hope is real, help is available, and people need other people.

DEPRESSION

- 350 million people suffer from depression worldwide. (1)
- Two-thirds of people with depression do not seek treatment. (2)

SUICIDE

- An estimated 1 million adults reported making a suicide attempt in the past year. (5)
- Among 15 - 24 year olds, suicide accounts for 20 percent of all deaths annually. (5)

ADDICTION

- In 2012, 23.1 million Americans age 12 or older needed treatment for a drug or alcohol problem; only 2.5 million of these received treatment at a specialist facility. (3)
- At least 25 percent of adults with a serious mental illness have a co-occurring substance dependence or abuse disorder. (4)

SELF-INJURY

- 14 - 24 percent of youth and young adults have self-injured at least once. (6)
- 4 percent of adults occasionally self-injure. (6)
- Because of stigma, experts suggest most self-injury still goes unreported.

[1] World Health Organization, “Depression Fact Sheet” [wrt.lv/WHODepressionFactSheet](#) [2] National Alliance on Mental Illness, “Women and Depression” [wrt.lv/NAMIWomenAndDepression](#) [3] SAMSHA, “Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings” [wrt.lv/SAMSHA2012](#) [4] SAMSHA, “Mental Health United States 2010” [wrt.lv/SAMSHA2010](#) [5] CDC, “Suicide Fact Sheet” [wrt.lv/CDCSuicideFactSheet](#) [6] Self-injury Outreach and Support, “General Information” [wrt.lv/SiOSLearn](#)

TWLOHA: A TIMELINE

2006:

- Jamie Tworkowski writes a story about his friend Renee's struggles with depression, addiction, self-injury, and suicide, which goes viral on Myspace. T-shirts are sold to help pay for her treatment.
- Jon Foreman of Switchfoot wears a TWLOHA shirt while performing at a concert. Bands like Anberlin later follow suit.

2007:

- TWLOHA travels with Anberlin and spends its first summer on Vans Warped Tour.
- TWLOHA is awarded the Myspace Impact Award.

2008:

- The first HEAVY AND LIGHT concert, "an evening of songs, conversation, and hope," is held at the House of Blues in Orlando, FL.
- Hot Topic begins selling the Title T-shirt.

2009:

- TWLOHA hosts the first MOVE Community Conference in Cocoa Beach, FL.
- TWLOHA launches the UChapters college program in 14 schools across the U.S.
- Zumiez and Ron Jon Surf Shop begin selling TWLOHA merchandise.

2010:

- TWLOHA places third and wins \$125,000 in the American Giving Awards presented by Chase.
- TWLOHA wins a free full-page ad in *USA Today* through the #USAwants campaign.
- TWLOHA hosts seven MOVE Community Conferences.
- The UChapters Tour covers 28 campuses, 44 days, 18 states, one province, and 10,000 miles.
- The UChapters program expands to include 35 schools.

2011:

- Participant Media grants TWLOHA \$60,000 to host three MOVE Community Conferences in partnership with the movie *The Beaver*.
- TWLOHA assists with production of *Renee* (now called *Day One*), an independent film based on the life of Renee Yohe.
- TWLOHA introduces *The Story of ...* video series with *The Story of Denny Kolsch* and *The Story of Harlee Lowder*.
- TWLOHA wins the top prize of \$1,000,000 in the American Giving Awards presented by Chase.

2012 MILESTONES

1/7:

- Chris Carrabba, David Bazan, William Fitzsimmons, Noah and Abby Gundersen, Mariah McManus, and poet Anis Mojgani join us in Orlando, FL for our fourth HEAVY AND LIGHT show.

2/1:

- The Storytellers high school campaign launches, reaching 139 schools from 36 states and four countries and raising \$67,797.42 in its first term alone.

2/15:

- TWLOHA announces the Hope Goes Surfing campaign, including a sponsorship with professional surfer C.J. Hobgood and a collaboration with Hurley International.

3/30:

- TWLOHA marks the sixth anniversary of TWLOHA's Title T-shirt with the #wearTWLOHA campaign.

6/16 – 8/5

- TWLOHA spends its sixth summer on the road with Vans Warped Tour.

7/7:

- TWLOHA collaborates with USA Cares on a special Title shirt to benefit their Warrior Treatment Today program.

8/14

- *The Story of ...* video series continues by featuring actress and TV personality Keltie Colleen.

9/9 – 9/15

- TWLOHA launches an extensive National Suicide Prevention Week campaign, selling nearly 1,000 special Title shirts and raising \$7,000 in donations.

12/1

- Title shirts and info cards are printed in German, Dutch, and French to accompany TWLOHA on Oh, Sleeper's European tour.

12/6

- *The Story of Rearview Memories* spotlights Levi the Poet, his sister, Bree, and a moving To Speak of Wolves song.

12/31

- Supporters are invited to once again share their hopes for the new year with our #welcometomidnight hashtag.

THUS FAR, TWLOHA HAS:

- Responded to 165,000 messages
- Invested \$1,281,177 into treatment and recovery
- Started 83 University Chapters
- Hosted 19 MOVE Community Conferences
- Engaged 221 high schools in The Storytellers campaign

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TO
WRITE
LOVE
ON HER
ARMS.

THE STORYTELLERS • HOPE GOES SURFING

MOVE COMMUNITY CONFERENCE • UNIVERSITY CHAPTERS

INTERN PROGRAM • TREATMENT AND RECOVERY



FROM THE STORYTELLERS:

"By participating in The Storytellers, I feel that I left behind something important at my school."

"I loved that the Storytellers allowed for dialogue to begin opening up in the classroom. Many high school students think that the ideas that TWLOHA stands for are too taboo, but once discussions were started, people realized how much we had in common."

"My favorite part was actually educating the students in our school and getting an emotional response from them."

"I felt like I was in a position where I could help save lives, make them better, and spread awareness."

THE STORYTELLERS

High school can be a challenging time for anyone, and the statistics regarding mental health in adolescents and teenagers are evidence of this. One in five teens have experienced depression, suicide is the third leading cause of death among adolescents, and 14 - 24 percent of young adults have self-injured at least once.

TWLOHA launched The Storytellers in the spring of 2012 as an initiative to open a conversation about mental health and community in high schools. Our goal is to change the numbers by reaching high school students in their everyday environment and engaging their student bodies as a whole.

The Storytellers operates as a two-month campaign allowing students to work with a faculty advisor on behalf of their high school. Together they create awareness about mental health issues, bring the TWLOHA message to their school, and foster community, while also raising funds for TWLOHA. Through The Storytellers, we hope to see a movement rise up to declare love and acceptance, hold stories above stereotypes, and make conversations about hard issues more common among our world's youth.

IN 2012, THE STORYTELLERS CAMPAIGN:

- WAS ACTIVE IN **221 HIGH SCHOOLS**
- REACHED **44 STATES & 7 COUNTRIES**
- RAISED **\$100,000 FOR TWLOHA**

HOPE GOES SURFING

In 2012, TWLOHA embraced an opportunity to bring our mission to a group close to our hearts (and our Florida headquarters): the surfing community. Through focused merchandise, inspiring content, an increased presence at surf shops and competitions, and a partnership with our friend and championship-winning surfer C.J. Hobgood, we built a unique campaign that challenged stigma among surfers and encouraged them to pursue purpose and community—on the waves, on the beaches, and in their daily lives.

A highpoint of the campaign was a collaboration with Hurley International, one of the largest and most respected brands in the surfing industry. Together, we created an exclusive version of their award-winning Phantom Boardshorts to benefit TWLOHA and Hope Goes Surfing.



These are a few of the brands and publications which featured or supported Hope Goes Surfing in 2012:

- SURFING Magazine • Transworld SURF
- SURFER Magazine • Eastern Surf Magazine
- Surfline • WRV Surfboards • Smith Optics
- Switchfoot Bro-Am • Christian Surfers
- Sun Bum • Stance Socks • Boardstix
- Quiet Flight Surfboards • Catalyst Surf Shop
- Western Atlantic Surf Series • Vestal
- FCS Surfboard Fins • Globe • Skullcandy
- Quiksilver



THE WORD ON HOPE GOES SURFING:

“With TWLOHA, we’re trying to do something that feels really different and really important. We believe we have the chance to build something pretty special.”

— C.J. Hobgood, Hope Goes Surfing Ambassador, ASP World Champion

“This is a whole new formula and way to bring a support mechanism for a sponsored athlete and raise awareness about a charity and its outreach.”

— Kelly Slater, 11-time ASP World Champion

“Just like any other community, there is depression, suicide, self-injury, and addiction in the surf community. It felt right to bring TWLOHA into it. People embraced it.”

— Phillip Watters, Hope Goes Surfing Campaign Coordinator, Former Professional Surfer

“TWLOHA addresses issues that a lot of people face on a daily basis. The more we can help empower and inspire the next generation, the better all of our futures will be.”

— Ryan Hurley, Hurley’s Creative Director

MOVE COMMUNITY CONFERENCE



ATTENDEE VOICES:

MOVE: PHILADELPHIA

10.19.12 – 10.20.12

“The reality/compassion balance is practical and necessary and easy to apply to real life situations.”

“I learned you don't have to have the answers to help someone who is struggling.”

MOVE: SEATTLE

11.09.12 – 11.10.12

“It was heavy. It was moving. It was eye-opening and insightful.”

“I really enjoyed how it enabled a lot of honest conversation, but also a lot of learning and receiving the basic info about each of the topics.”

The MOVE Community Conference is a two-day, in-depth workshop led by professional counselors and is designed to begin a conversation about issues often left in the dark. MOVE is our way of equipping and educating communities about the topics we address at *To Write Love on Her Arms*: depression, addiction, anxiety, eating disorders, self-injury, suicide, and the role a trusted community plays in bringing hope to those who feel broken. In 2012, TWLOHA hosted MOVE conferences in Philadelphia, PA and Seattle, WA. Alongside attendees from across the country, we explored what drives these struggles, what recovery looks like, and how we can make a difference.

Here, a licensed mental health counselor and one of our MOVE speakers, Michelle Moore, shares about the experience:

“The MOVE Conferences are truly a unique opportunity to engage the topics of mental health with attendees who are passionate about seeing stigma and stereotypes eliminated. It is amazing to see how much is learned from the dialogue when everyone is honest and compassionate about the issues being discussed. One of my favorite aspects of the conference is being able to see attendees feel empowered to create change in their communities and impact the lives of those around them. There is confidence that comes from gaining a deeper understanding of difficult topics like addiction and self-injury. Doing so in MOVE's discussion format helps take away the fear of engaging these conversations back in our own communities.”

UNIVERSITY CHAPTERS

“Our chapters remind students that the story they lead, on campus and beyond, is important and worthwhile.” —Holly Hallum, TWLOHA UChapters Program Director

Since 2009, University Chapters have been representing the vision of To Write Love on Her Arms on campuses across the United States and internationally. We know that students often struggle in silence—30 percent of college students report feeling “so depressed that it was difficult to function” at some point, and more than 6 percent say they have seriously considered suicide. But our UChapters present hope and resources and offer their communities the promise of a better tomorrow.

HIGHLIGHTS OF 2012:



- At the end of 2012, there were **83 Active TWLOHA University Chapters** in the United States, Canada, and New Zealand, with an **increase of 23 chapters** since 2011. We also welcomed our first chapter in New Zealand at the University of Canterbury.
- TWLOHA UChapters introduced its **first program T-shirt, with the slogan “Together We Will Stand,”** as an exclusive item to unite chapters.
- Through events, benefits, donations, fundraisers, and merchandise sales, **the UChapters program brought in over \$20,000.** Funds go toward growing the program, investing in treatment and recovery, and supporting TWLOHA’s mission.

THE UCHAPTERS SUMMER CONFERENCE

In the summer of 2012, 68 student leaders attended the first UChapters-only training conference held in Melbourne, FL. The students came to learn about the issues TWLOHA addresses, as well as how to lead meetings, recruit members, host fundraisers, and build relationships with their members. Student leaders were also given the opportunity to screen the movie *Day One*, based on the life of Renee Yohe, with producer David McKenna. As a result of the conference, we gained 13 new active chapters on college campuses in the United States and Canada.

UCHAPTERS SUMMER CONFERENCE FEEDBACK:

“I absolutely loved this conference! The sessions were amazingly informative ... I wish I could go back!”

“I thought everything was fantastic. The hotel was beautiful, and I loved that we had activities to get to know everyone there.”

“It was a phenomenal experience, and just telling my friends back home about all that I learned from those four days got them excited to get involved with TWLOHA.”



INTERN VOICES:

"Perhaps the thing that most subtly impacted me was living and working with people who are so committed to this cause. The unwavering love they have for each other and TWLOHA reminds me each day that there is a place for us all to help those who might be suffering."

— Sharon Lum, Fall 2012

"I am still learning from my [TWLOHA] experiences. If I had to give you the short version, I would say one of the biggest lessons would be that our past is not the prison we think it is."

— Anthony Sandoval-Junio, Fall 2012

"I really enjoyed being able to connect with supporters and being a part of The Storytellers. I really believe in The Storytellers and being able to connect with high school students."

— Krista Stetler, Spring 2012

"It's easy to do work when you can honestly say you stand behind it with your whole heart."

— Aaron Baccash, Fall 2012

INTERN PROGRAM

Each term of the TWLOHA internship program benefits not only the interns, but also the organization as a whole. Our interns gain a thorough understanding of the issues TWLOHA addresses, including depression, addiction, self-injury, suicide, eating disorders, anxiety, and other mental health issues. They also get firsthand experience in assisting staff members in various departments and programs: event planning, administrative tasks, merchandise maintenance and management, social media, finances, design, and more. And perhaps most importantly, TWLOHA interns invest many hours each week to read messages from supporters. In 2012 alone, TWLOHA interns responded to about 3,500 messages.

2012 INTERNS, AN ABBREVIATED HISTORY:

• COUNTRIES REPRESENTED BY OUR INTERNS: United States, Ireland, Australia

• BEST PRESENT GIVEN BY AN INTERN AT A GIFT EXCHANGE: A framed rat tail (We mean hair, people!)

• SONG LISTENED TO MORE TIMES THAN WE CAN COUNT DURING THE 2012 TERMS: Nicki Minaj's "Super Bass"

• MOST POPULAR ATTRACTION WHILE INTERNING IN FLORIDA: The Wizarding World of Harry Potter

• THE INTERNS' FAVORITE TWLOHA CO-WORKER: Olivia Wilde Kolsch, the office mascot



TREATMENT & RECOVERY

The road of recovery looks different for every person, but we believe it is possible for people to get the help they deserve. By making counseling accessible and affordable, continuing to invest into life-saving crisis services, and offering emotional support to families through memorial flowers and other individual assistance, this has become a core component of TWLOHA's vision.

TWLOHA takes great care in selecting the resources we provide to our supporters. We believe in building long-lasting, sustainable relationships with the organizations, counselors, treatment centers, and individuals we provide grants to. Here, a psychologist whose practice has been a recipient of our counseling scholarships writes about what it's like to be on the other side of one of these valued relationships:

"For the past several years, our team of therapists at New Hope Counseling Center has been increasingly concerned as to how we could make services available to our community members who were unable to receive therapy due to financial challenges and hardships. So many young individuals and families were in this predicament. In 2009, this serious situation prompted the development of our separate non-profit component, New Hope for Families. This organization is structured to seek additional outside funding resources for those with limited income.

Having been in practice for over 30 years, I realize there are times in each of our lives when just one little spark of hope during a difficult time can reverse the pendulum of grief and sadness toward the joy of recovery we all have within us. Because of the counseling scholarships TWLOHA has offered, those who would not have been able to obtain the help they need are now able to. Through TWLOHA's affiliation with our center and their generous giving, we have been able to continue reaching out and serving multiple young adults and families. In many cases, we have not only been privileged to help with their recovery, but to save their lives."

Kirk W. Heimlich, Ph.D.
Licensed Psychologist
Satellite Beach, FL

ORGANIZATIONS TWLOHA SUPPORTS:

- American Foundation for Suicide Prevention
 - Kristin Brooks Hope Center/ IMALive
 - USA Cares
 - Suicide Prevention International
 - Self Injury Foundation
- National Eating Disorder Association (NEDA)
 - Solace Counseling*
 - New Hope Counseling Center*
 - Christopher Counseling Group*
 - Florida Counseling Center*

*Counseling Scholarships

FUNDS DONATED IN 2012:

Organizations = **\$108,260.00**

Counseling + Treatment = **\$67,727.40**

Other = **\$11,008.83**

Memorial Flowers, Site Visits, Miscellaneous

Counselors at Speaking Events = **\$6,700**

TOTAL = \$193,696.33

E V E
N T S
& M U
S I C

HEAVY AND LIGHT • SPEAKING & BENEFITS

MUSIC, FESTIVALS, & TOURS

HEAVY AND LIGHT

Orlando, FL • 01.07.2012



In 2008, TWLOHA hosted “an evening of songs, conversation, and hope” in Orlando, FL, and we called it HEAVY AND LIGHT. Since then, HEAVY AND LIGHT has become a celebrated annual event. We think of it more as a community than a performance—a special night for some of our favorite artists and friends to gather on the common ground of stories and music. Experiences like these can be doorways to healing, as well as catalysts for much-needed discussions about mental health, and it’s something the TWLOHA team looks forward to every year.



In 2012, HEAVY AND LIGHT pulled together powerful and intimate acoustic performances from Chris Carrabba of Dashboard Confessional, David Bazan, William Fitzsimmons, Mariah McManus, and Noah and Abby Gundersen. Spoken word performer Anis Mojgani also took to the stage (and the balconies) with some of his moving poetry. Founder Jamie Tworkowski and other TWLOHA representatives spoke candidly with the crowd about the issues TWLOHA addresses, and our friend and actress Sophia Bush stopped by to greet supporters. We were also honored to have Renee Yohe and producer David McKenna give an update about and show a preview of the film *Day One*.



The evening may have ended with a stirring encore performance of Bob Dylan’s “I Shall Be Released,” but the impact of HEAVY AND LIGHT extends far beyond those few hours spent in the Orlando House of Blues. In 2013, TWLOHA will take HEAVY AND LIGHT on the road, hosting this unique event in cities across the nation. Every year, the goal is that HEAVY AND LIGHT would move people to stay alive and get the help they deserve—that, as Anis declares in his poem “Come Closer,” they would leave knowing it’s OK to say, “Walk through this with me.”

SPEAKING EVENTS

In 2012, TWLOHA hosted a total of **43 speaking events**. Below, Denny Kolsch, a TWLOHA speaker with a M.A. in Mental Health Counseling and a powerful story of overcoming addiction, talks about the influence of an evening with TWLOHA.

"For the past five years, I have witnessed the powerful role speaking events play in accomplishing the TWLOHA mission. In colleges, high schools, conferences, festivals, or religious settings, I have seen how conversations and stories can inspire and change communities.

TWLOHA speaking events vary in format, but generally include two parts: monologue and dialogue, or a "talk" and "conversation." In my experience, the talk portion is the place for me to share TWLOHA's unique story, as well as my own. This serves the purpose of educating people about mental health issues, while at the same time inspiring them to reach out. We want to give them the permission to both struggle and find help.

The second part of the event (and probably my favorite) is the Q&A or "conversation" that follows the talk. This is a time when the monologue turns into dialogue, and people have an opportunity to respond to anything that may have caught their attention. I have found the Q&A to be especially important in settings where professional help is present or near. For example, places such as colleges usually have counseling services free of charge, yet students are often unaware or dismissive of these services and continue to struggle in silence. The Q&A offers an immediate opportunity to bridge the gap between resources and those seeking them.

As a whole, speaking events represent the heart of TWLOHA's mission. By talking about these issues, people feel less ashamed of their struggles, which in turn frees them to seek help."

BENEFITS

We often hear from supporters who want to bring a message of hope and help to their city. Through events entirely organized by these supporters, they present the TWLOHA message and bring people together in communities around the world, from Melbourne, FL to Queensland, Australia. We are continually inspired by these supporters, who hosted a **total of 59 benefits and raised \$48,838** for TWLOHA in 2012.

MANY THANKS TO THESE AMAZING FUNDRAISERS:

• Daniel H. - Greenfield, IN • Madeline Z. - Kinnelon, NJ • Trudie G. - Maynooth, Kildare, Ireland • Nicole A. - St. Marys, OH • Scott M. - Honolulu, HI • LSPCA Speech & Debate Club - Port Arthur, TX • Adam S. - Bath, UK • TWLOHA-Bradley - Peoria, IL • Steven Z. - Denver, CO • Lane A. - Shippensburg, PA • Meghan T. - Melbourne, FL • Mary L. - Cincinnati, OH • Tommy B. - Orlando, FL • Steven T. - New Milford, CT • Emily A. - Merritt Island, FL • Kimberly A. - Luton, Bedfordshire, UK • TWLOHA-UF - Gainesville, FL • Kristy E. - Tulsa, OK • Chuck H. - Ispwich, MA • Kristen T. - Center Valley, PA • Erica R. - West Chester, PA • Taylor C. - Wilmington, NC • TWLOHA-BU - Bloomsburg, PA • Leslie H. - Azusa, CA • Jessica S. - Fort Defiance, VA • Emily G. - Woodland Hills, CA • The Modified Dolls - Various cities • Philip M. - Wilmette, IL • Carly B. - Herkimer, IL • Keenan H. - Lethbridge, AB, Canada • Eric N. - Dallas, TX • Michael L. - Plaistow, NH • Jeremy L. - Joliet, IL • Kristen S. - Coventry, RI • Karyn L. - Port Elgin, ON, Canada • Brian C. - Virginia Beach, VA • Keith M. - Bronx, NY • Leah B. - Hamden, CT • Dani F. - Sebring, FL • Sara R. - Papillion, NE • Tabitha C. - Upper Arlington, OH • Fallon S. - Marion Center, PA • Devand M. - New York, NY • Mark F. - Springfield, VA • Lauren P. - Staten Island, NY • Alyson E. - Vienna, VA • Rachel B. - Philadelphia, PA • Erik H. - Mesa, AZ • Adam B. - Astoria, OR • Douglas J. - Jackson, MI • Edward C. - Philadelphia, PA • Jennifer K. - Orlando, FL • Kate B. - Maleny, Queensland, Australia • Stephanie H. - Grants, NM • James B. - New Bedford, MA • Kara K. - Winter Springs, FL • Danielle S. - East Brunswick, NJ • Lucy C. - Vail, CO



TOUR STATISTICS:

- Highest temperature at a festival:
116°F
- Number of TWLOHA volunteers
for Vans Warped Tour:
82
- Longest trip | Seattle, WA to Melbourne, FL:
52 HOURS and 43 MINUTES
- Miles traveled in summer 2012:
29,600

MUSIC, FESTIVALS, & TOURS

Through events built around music, To Write Love on Her Arms is given a unique platform for our message in the midst of shared moments and melodies. We're honored to be able to connect with thousands of supporters, old and new, in this way. In 2012, we did so at more than 20 music festivals, on three continents, and on two national tours.

FESTIVALS:

Parachute Music Festival • Rock Out For A Cause
• Florida Film Festival (Screening of *Day One*)
• Runaway Country • AtlantaFest • Switchfoot
Bro-Am • Alive • Ichthus • 80/35 • Sonshine •
Lifest • Creation Northwest • Country Thunder •
SoulFest • Kingdom Bound • Unity Fest • Lifelight
• Uprise • Next Big Thing • Sasquatch! • The
Bamboozle • Soundwave (Australia) • SXSW and
the Vanguard/Sugar Hill Records Showcase •
Cornerstone • DeLuna

TOURS:

Vans Warped Tour • Gravity Tour (Australia)
• Oh, Sleeper's Children of Fire European Tour
(Netherlands, Germany, Belgium, Luxembourg, the
U.K., Switzerland, and Germany) • Enter Shikari •
The Cab/The Summer Set

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NSPW • #WEARTWLOHA
THE STORY OF ... • USA CARES

P A R T

N E R S

H I P S

NATIONAL SUICIDE PREVENTION WEEK

Suicide prevention is one of the daily aspects of the TWLOHA mission, and every September, we highlight it for National Suicide Prevention Week and World Suicide Prevention Day. For NSPW 2012, we knew we wanted to do something special to honor this important time and call our supporters to action. A color often used for NSPW and WSPD is orange, so we made special orange items available, including a Title T-shirt and info cards. We encouraged our supporters to create awareness by passing out these cards, which share some significant statistics. On WSPD, September 10, we asked our supporters to wear their orange Title shirts and show solidarity by changing their social media images to the orange logo. Many supporters also filled out a five-question survey touching upon the themes of prevention, stigma, community, loss, and hope, and we were able to share their moving answers throughout the week of September 9 - 15. The response to this NSPW/WSPD campaign was incredible: We sold 1,000 WSPD shirts, saw social media turn orange in support of awareness, and raised \$16,000 for suicide prevention efforts. And, as 100 percent of specific NSPW donations through StayClassy went directly to suicide prevention, the momentum continued long after the week was over.

#wearTWLOHA

The first TWLOHA T-shirt was famously worn by Jon Foreman at a Switchfoot concert on March 30, 2006. In 2012, we decided to mark the sixth anniversary of this first TWLOHA shirt in a big way. We introduced an annual campaign—#wearTWLOHA. Not only does TWLOHA merchandise remain a primary source of funding for the work of the organization, but the shirts consistently give supporters an opportunity to tell others about the story and these issues. #wearTWLOHA invited people to post on social media about how they had seen TWLOHA shirts start conversations and change lives. By using the #wearTWLOHA hashtag, we were able to gather and share the stories of supporters, some who have been with us from the beginning. And on March 30, 2012, we asked them to put on a TWLOHA shirt and celebrate six years of wearing and sharing a message of hope.

Thank you to everyone who participated in this campaign and continues to offer their support by purchasing and wearing TWLOHA shirts.

WHY DO YOU #wearTWLOHA?

"I wear my @TWLOHA bracelet to remind myself and others that I'm not alone. #wearTWLOHA"

— @rorodb123

"I wear @TWLOHA because it's the reason I'm alive and the reason I will fight for my story. #wearTWLOHA"

— @lizzie9867

"I wear my TWLOHA in remembrance of a loved one lost to suicide. #wearTWLOHA"

— @in_transit8687





THE STORY OF ...

In 2012, we expanded our *The Story of...* film series to feature television personality and dancer Keltie Colleen and spoken word performer Levi the Poet.

Levi the Poet, on the experience and influence of *The Story of Rearview Memories*:

"When my friend Gage of the band To Speak Of Wolves told me he wanted to write a song about his perspective on my dad's suicide and was talking to To Write Love on Her Arms about it, I didn't know what to think. Would they take him up on it? If they did, would my friend portray my father in an accurate light? Would my mom and sister be OK with putting our family on display like that? I had been sharing my story as "Levi the Poet" for years—but it was a different thing knowing my family's deepest, personal pain would be that much more visible.

I don't know how to describe TWLOHA's attitude toward our circumstance or their dedication to ensuring the story was told through our perspective with any word other than "compassionate." It is a compassion I value, not only because of the appreciation I felt as a recipient, but because I know how easily compassion can slip away. It is truly a gift to be able to maintain love and care for others without completely hardening your heart for fear of breaking it.

I can't tell you how many people—old fans, new fans, and just people who like words and relate to them—have reached out to thank my family for the transparency and hope in the song and video. Though we suffer, we do not suffer alone. It was such an honor to play a part in serving others with the same organization that had served my friends and me in the years before."

USA CARES

It has always been a priority for TWLOHA to help those serving our country, as well as their families. As military suicides have seen a dramatic increase, with an estimated one suicide per day in 2012, we decided to partner with USA Cares, a non-profit which provides financial and advocacy assistance to post-9/11 active duty U.S. military service personnel, veterans, and their families. They assist all branches of service, all ranks and components, and never charge fees or accept repayment.

In July of 2012, we introduced a USA Cares Title T-shirt that would allow us to invest financially in military treatment and recovery by donating a portion of the proceeds from the sale of each shirt to USA Cares' Warrior Treatment Today program. In 2012, the sale of these shirts raised \$1,290 for this important cause. We also created a military-specific info card to address the stigma surrounding mental health. With military suicide deaths outnumbering combat deaths in 2010 and 2011, it's never been more important for Americans to be informed and supportive. There aren't enough words to convey our gratitude to those who have dedicated their lives in service of our country; this is our attempt to serve them in return.

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TO
WRITE
LOVE
ON HER
ARMS*

REVENUE BREAKDOWN • EXPENSES BREAKDOWN

2012 REVENUE BREAKDOWN

REVENUE SOURCE:

- **DONATIONS & GRANTS: \$1,402,384**
UNRESTRICTED: \$374,395
TEMPORARILY RESTRICTED: \$1,027,989
 - CHASE GRANT - PROGRAMS: \$1,000,000
 - GOOD GRANT - *THE STORY OF ...* VIDEOS: \$3,000
 - INTERN PROGRAM: \$8,670
 - MOVE COMMUNITY CONFERENCES: \$8,721
 - TREATMENT & RECOVERY: \$7,598
- **SPEAKING HONORARIUMS: \$196,508**
- **INVESTMENT INCOME: \$2,085**
- **EVENT SETTLEMENT: \$10,219**
- **MERCHANDISE SALES:**
GROSS SALES: \$1,539,584
LESS COST OF GOODS: \$898,292
NET MERCH SALES: \$641,292

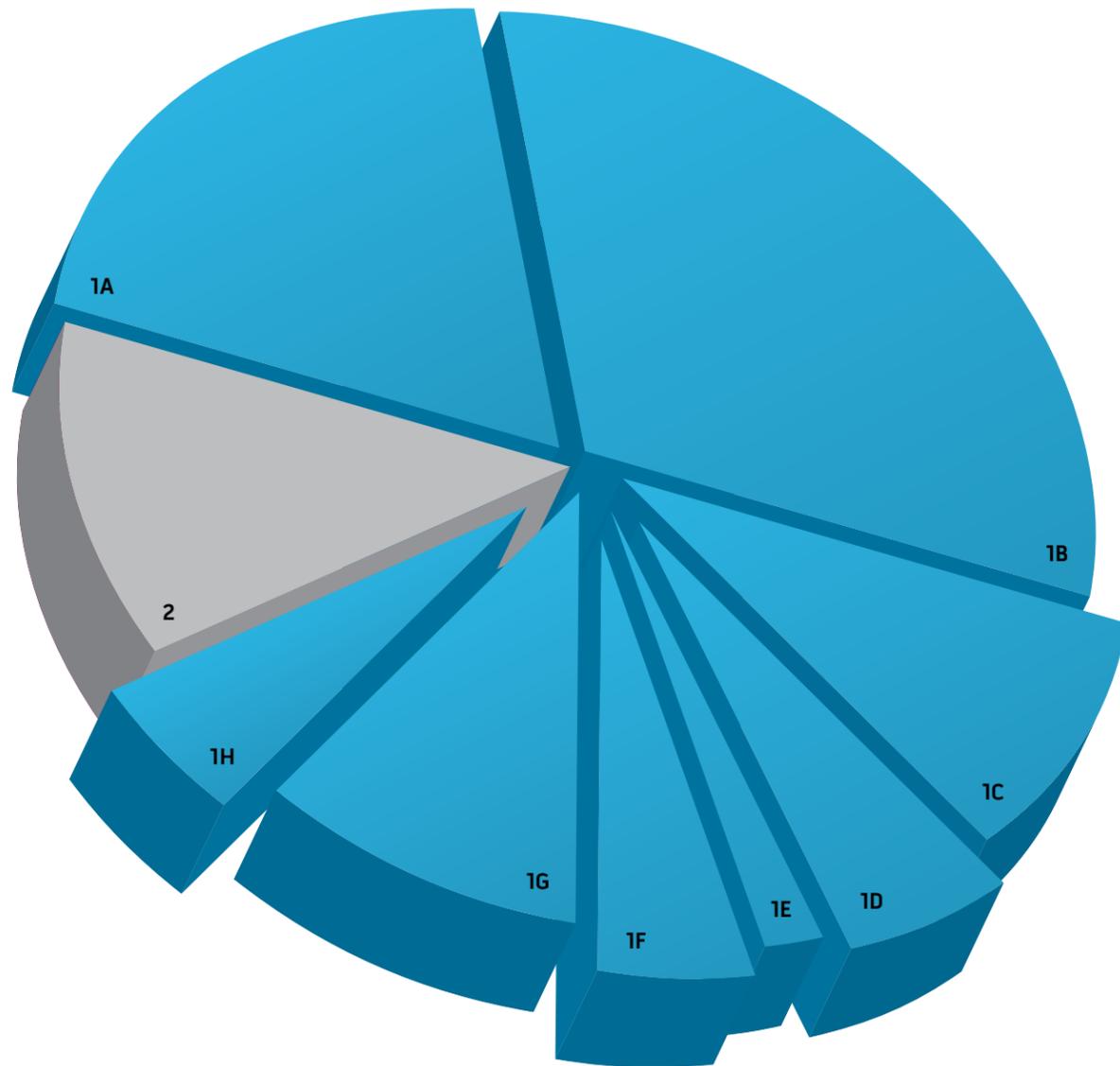
REVENUE: \$2,252,488

EXPENSES: \$1,881,135

NET INCOME: \$371,353

EXPENSES BREAKDOWN

To Write Love on Her Arms 2012



1 PROGRAM EXPENSES: \$1,647,392

1A AWARENESS AND EDUCATION: \$370,408

PRINT / PHOTO / DESIGN / STREET TEAM
VIDEO / DOCUMENTARY / WEBSITES

1B EVENTS / TOURS / SPEAKING: \$567,291

BENEFITS / MEMORIALS / CONFERENCES / SPEAKING EVENTS
VANS WARPED TOUR / HEAVY AND LIGHT
MUSIC FESTIVALS / BAND TOURS / OTHER EVENTS

1C HOPE GOES SURFING: \$182,566

1D INTERN PROGRAM: \$108,766

1E MOVE COMMUNITY CONFERENCES: \$39,081

PHILADELPHIA, PA / SEATTLE, WA

1F THE STORYTELLERS: \$92,117

221 PARTICIPATING HIGH SCHOOLS

1G TREATMENT AND RECOVERY: \$193,696

GRANTS TO ORGANIZATIONS / SCHOLARSHIP FUNDS
COUNSELING & TREATMENT GRANTS / EVENT COUNSELORS

1H UCHAPTERS: \$93,467

83 COLLEGE AND UNIVERSITY CAMPUSES

2 ADMINISTRATIVE EXPENSES: \$233,743

3 FUNDRAISING EXPENSES: \$0

TWLOHA HAD NO FUNDRAISING CAMPAIGNS IN 2012, THANKS TO
GRANTS, DONATIONS, AND MERCHANDISE SALES.

TOTAL EXPENSES: \$1,881,135

LOOKING FORWARD

When working for a non-profit organization, there are a lot of behind-the-scenes routines. At To Write Love on Our Arms, there are weekly, monthly, and seasonal patterns to our to-do lists, whether we're keeping in touch with supporters, promoting campaigns, or participating in awareness holidays. But each year and every day is also incredibly unique, an opportunity to creatively and effectively accomplish our goals. Whatever changes may come and however our programs may evolve, those basic goals remain the same: to fight mental health stigma, to tell people they are not alone, and to invest in treatment and recovery.

Next year, in 2013, we'll move forward with much of what TWLOHA is known for, and we'll also introduce the following new projects as we expand and improve our efforts to point to help.

THE HEAVY AND LIGHT TOUR

TWLOHA ended 2012 by wrapping up plans for the long-awaited, multi-city tour of HEAVY AND LIGHT, "an evening of songs, conversation, and hope." In January and February of 2013, TWLOHA speakers and artists like Jon Foreman, Fiction Family, Christina Perri, The Lone Bellow, Now Now, The Rocket Summer, Aaron Gillespie, and Noah Gundersen will carry music and messages of hope across the country.

A NEW ONLINE PRESENCE

In 2013, TWLOHA will launch several redesigned web properties, including TWLOHA.com, TWLOHA's Online Store, and FearsVsDreams.com. As an organization that was founded on internet support, we're excited to bring a fresh look to our original message and reach our online supporters in more engaging, accessible ways.

THE RUN FOR IT 5K

Research shows that physical activity not only improves energy and fitness levels, but also has a positive impact on mental health. In the spring of 2013, we'll celebrate that fact by hosting our first official TWLOHA 5k in Satellite Beach, FL. Participants will be invited to run for whatever matters most to them, and together we'll highlight the collective and personal benefits of choosing a healthy lifestyle.

VANS WARPED TOUR EUROPE & AUSTRALIA

We have spent several summers making our way across North America on the Vans Warped Tour, and it's become a vital part of TWLOHA's story and supporter base—which is why we are thrilled to be a part of Warped's very first European and Australian tours. We look forward to seeing new faces and places in 2013.

LOCAL RESOURCE PAMPHLETS

A key part of TWLOHA's work is connecting people to mental health resources in their area, whether they are looking for a counselor, a support group, a hotline, or a treatment center. In 2013, we'll take that project a step further by putting together lists of local resources specific to each community TWLOHA visits, making them available both in person at events and online.



SPECIAL THANKS

We'd like to acknowledge the following groups, individuals, and organizations who devoted their time, energy, talent, funds, and support to TWLOHA in 2012. We could not do this without you, and your work helps not only our team, but also people around the world. Thank you ...

To our amazing 2012 interns and summer apprentices:

Caitlin, Hannah, Robert, Jesse, Savannah, Krista, Lindsey, Carolyn, Rachel, Aaron, Sharon, Anthony

To those who have provided much guidance, friendship, and inspiration since the beginning:

Jim Hoyle, Chris Heuertz, Michelle and Aaron Moore, Alison Gullion, Donald Miller, Kyle and Klayton Korver, David McKenna, Renee Yohe

To the groups and individuals who make us look good and help us make things happen:

Shanna Stuhmer and StayClassy, Big Picture Media (Dayna Ghiraldi and Rachel Miller), Kyle Griner and Arson Media Group, Dustin Miller of Flesh Profits Nothing, C.J. Hobgood, James Likeness, Keppler Speakers (Sean Lawton and Rachel Keeling), Stephanie Hopson and Vanguard Records, Carra Sykes, Lynn and Heather of Sasquatch! Festival, Chris O'Brien of Soundwave Festival, our friends at Vans Warped Tour (Kevin Lyman, Kate Truscott, Allison Skiff, and Sarah Baer)

To the team at MerchMo, especially:

Bruce Fitzhugh, Sara Smith, Michelle Gwaltney

To those who carried our banner in unexpected places and ways:

Christina Perri, Chris Carrabba, William Fitzsimmons, David Bazan, Noah and Abby Gundersen, Mariah McManus, Anis Mojgani, Anberlin, Switchfoot, Bayside, Sleeping At Last, Oh, Sleeper, Carlos Navarro, MyChildren MyBride, Martin Johnson of Boys Like Girls, Eric James, Steven McMorran of Satellite, Andy Zipf, Adley Stump, Andy Adamson, Anthony Raneri, Steven McMorran, Flatfoot 56, Joel Taylor and The Gravity Tour, Taylor Armstrong, Sophia Bush, Ryan Downey, Brandon Day, Bryan Kemper, Christina Fisher, Courier, To Speak of Wolves, A Friend in London, Tonight Alive, Thomas Drayton, Matt Novesky and Blue October, Greeley Estates, Aliens Ate My Setlist, Dan and Jon from Serenity Drums, Enter Shikari, Letlive, The Summer Set, The Cab, Dylan Joel, For This Cause, The Calling of Levi, Reilly, We Are The Ocean, Kris Orłowski, Nick Macedo, Taylor Carson, Daphne Willis, all of the booth volunteers from 2012 festivals, events, and tours

To the organizations and companies that showed continued support in 2012:

Active Minds, American Foundation for Suicide Prevention, charity: water, Hurley, Invisible Children, In The Rooms, *RELEVANT*, The Self-Injury Foundation, Suicide Prevention International, The Trevor Project, SoulPancake, *Florida Today*, USA Cares, J's Everyday Fashion, Swisspers, GOOD, MTV Act, Penny Royal, Seventy

To those who helped spread hope and help on campuses:

The 83 colleges that led UChapters and 221 high schools that joined The Storytellers in 2012

To the retailers who help give us the means to continue:

Ron Jon Surf Shop, Zumiez, Standard Collective, Sweetwater Surf Shop, Sunrise Surf Shop, Surf Station, Sun Diego

To those who let us share their story:

Keltie Colleen, Levi the Poet, Bree Macallister, all the guest bloggers who lend their voice to TWLOHA.com

**TO
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