

# FINANCIALS

## TO WRITE LOVE ON HER ARMS 2015 FINANCIAL SUMMARY

### INVESTING IN **HOPE AND HELP**

Over the years, **To Write Love on Her Arms** has become much more than a blog post and a T-shirt. Through tours and social media, we've spread a message of hope and help to a broader audience than we could have ever anticipated. We've traveled to events around the country and the world, where we've challenged the stigma and stereotypes that have surrounded mental health issues for so long. And we've continued investing into avenues of treatment and recovery, offering financial support to organizations, centers, and those laboring in the priceless work of healing.



### REVENUE **BREAKDOWN**

- **DONATIONS: \$833,374**
  - UNRESTRICTED: \$823,574
  - TEMPORARILY RESTRICTED: \$6,300
  - IN KIND SERVICES: \$3,500\*
- **SPEAKING HONORARIUMS: \$131,541**
- **MISC INCOME: \$19,043**
  - EVENT SETTLEMENT: \$11,792
  - OTHER MISC INCOME: \$7,251
- **MERCHANDISE SALES: \$738,886**
  - GROSS SALES: \$1,722,441
  - COST OF GOODS: -\$983,555
- **FUNDRAISING: \$102,639**
  - DONATIONS & 5K REGISTRATIONS: \$93,393
  - 5K IN-KIND GOODS: \$7,333
  - 5K IN-KIND SERVICES: \$1,913\*

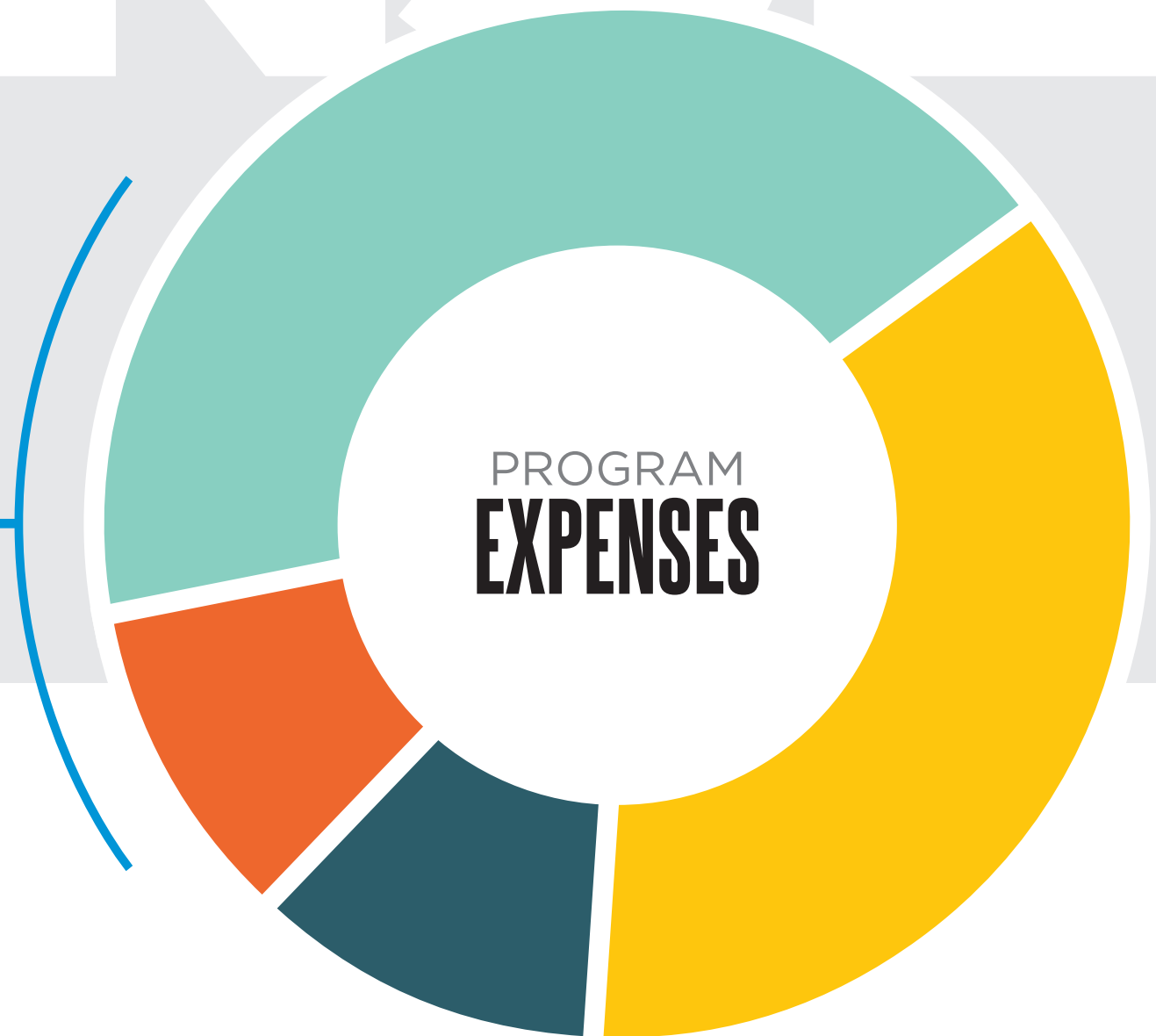
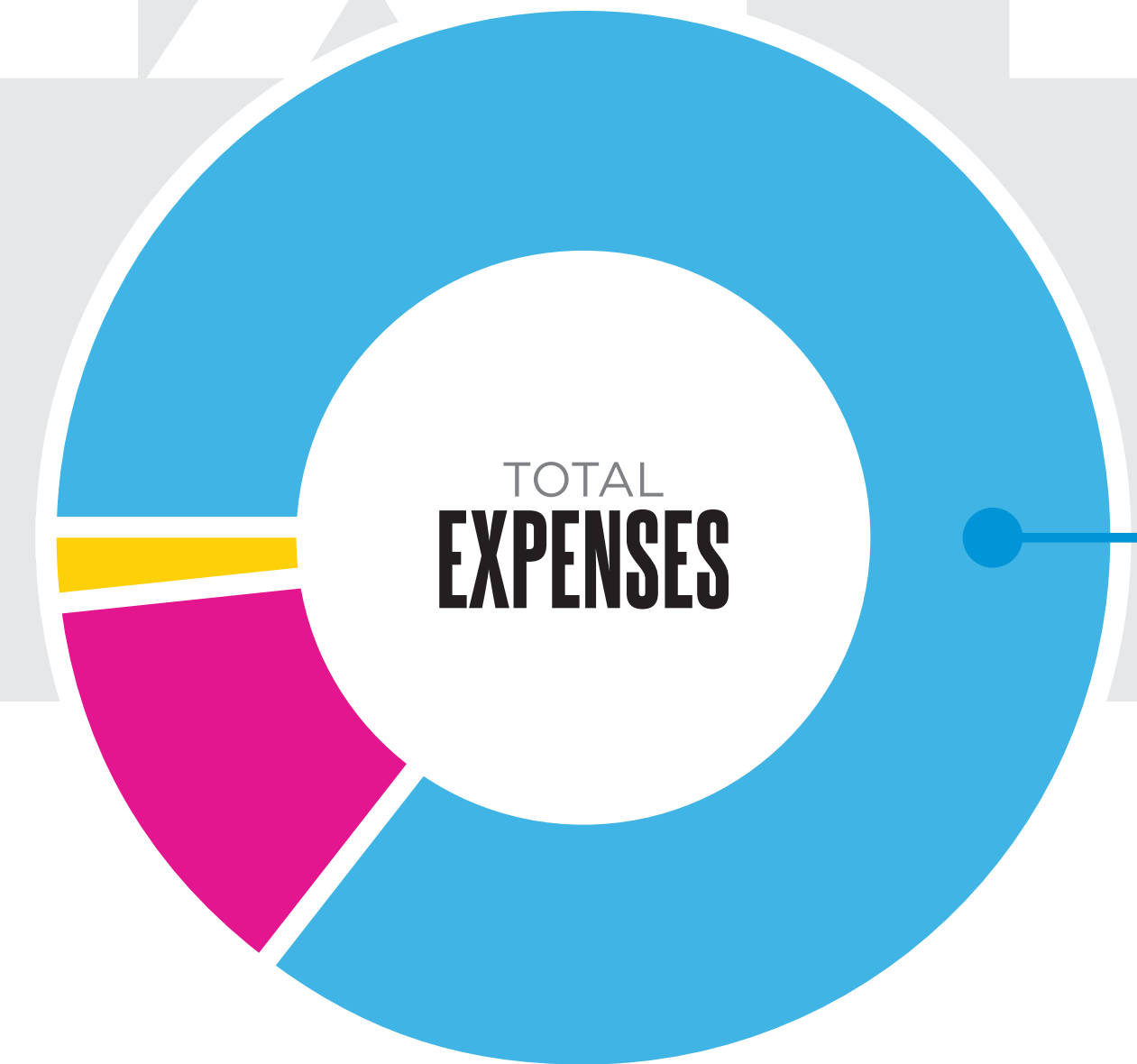
**REVENUE: \$1,825,483**  
**EXPENSES: \$1,681,826**

**NET INCOME: \$143,657**

\*Per IRS regulations, in-kind services are not reported on form 990, but the value of those services are shown as reconciling items on the 990.

# TOTAL EXPENSES

# PROGRAM EXPENSES



PROGRAM EXPENSES:  
**\$1,442,905**

ADMINISTRATIVE EXPENSES:  
**\$213,738**

FUNDRAISING EXPENSES:  
**\$25,183**

TOTAL EXPENSES:  
**\$1,681,826\***

AWARENESS & EDUCATION:  
**\$623,125**

EVENTS, TOURS & SPEAKING:  
**\$520,270**

SUPPORTER ENGAGEMENT:  
**\$162,934**

TREATMENT & RECOVERY:  
**\$136,576**

Design • Online Store  
Print • Photo • Street Team  
Video • Websites

Conferences  
Speaking Events  
Vans Warped Tour  
Music Festivals • Other

Benefits • Intern Program  
(Spring, Summer, Fall)  
Partnerships  
MOVE Conference  
(IL State Univ)  
UChapters  
(98 College & University Campuses)

Grants to Organizations  
Memorial Flowers  
Scholarships for  
Counseling & Treatment

\*INCLUDES IN-KIND SERVICES: \$5,413

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