

1. Introduction

To Write Love On Her Arms (TWLOHA) is a nonprofit organization developed to provide assistance and support to individuals struggling with mental illness, self-harm, and addiction. Jamie Tworkowski, the founder of TWLOHA had no intentions of starting a nonprofit until he was placed in a position to help an individual find peace and hope after a long battle with addiction, self-harm, and depression. Tworkowski spent five days with Renee before entering a rehabilitation center. After dropping her off he wrote a piece recounting the time he spent with her, entitled, "To Write Love On Her Arms" and posted it to MySpace, and to his surprise, he began receiving countless messages from individuals who wanted to help Renee and from individuals who were dealing with similar issues as Renee. Jamie and friends began selling t-shirts to help pay for Renee's treatment, but he knew he had to somehow help those who were hurting, just as Renee was. This was the birth of To Write Love On Her Arms, and since 2006 this nonprofit organization has traveled 3.8 million miles to meet people in their community, responded to 210,000 messages asking for help, and has donated \$2.6 million to treatment and recovery centers. They have accomplished each philanthropic goal with this mission in mind, "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 in treatment and recovery." I chose to focus my project on To Write Love On Her Arms because I have seen many of my close family members battle with addiction and mental health issues, my mother being one of them. I have not seen my mother in seven years now due to her ongoing battle with drug addiction. Seeing addiction firsthand it is obvious why hope is so easily lost, but TWLOHA is working to change that narrative and it is truly inspiring. Voices of those struggling with these issues are often shunned, yet TWLOHA works to highlight their voices, giving every person the chance to write their own story. The mission and vision of this organization can have an impact on nearly any person, and I am very excited to continue to explore their efforts and contributions.

2. Needs-Centered Orientation Analysis

To Write Love On Her Arms has a cause and offers orientation. While TWLOHA also relies on its fundraising efforts to support its mission, the primary mission of the nonprofit is to highlight the needs of those struggling with their mental health or addiction, as well as find those individuals the help they need. With this in mind, TWLOHA believes that everyone should understand the importance and severity of mental health issues, as those with addiction and mental health issues are often undermined and ignored. TWLOHA offers important and necessary services to those in need, therefore its target public will support and utilize the offer due to the overwhelming need for rehabilitation for those battling mental illness and addiction. This nonprofit has a main focus on its offers as informing, inspiring, and investing directly into treatment and recovery are all offered that work toward successfully addressing the needs of the consuming public.

3. Managerial Analysis

TWLOHA's objectives are truly centered around its mission to "present hope and find help for those struggling with depression, addiction, self-injury, and suicide" which shapes the managerial structure of the nonprofit. To accomplish this mission, its objectives include encouraging, informing, inspiring, and investing directly in treatment and recovery. The organization is run by the two Co-Executive directors, Jessica Haley and Lindsay Kolsch. Both directors have a passion for finding help and inspiring those who are in need, highlighting TWLOHA's mission. Under the two executive directors, multiple managers and employees make up the marketing, communications, outreach, and customer service departments as demonstrated through the organizational chart. Through analyzing the responsibilities of each person that makes up the TWLOHA team it appears that they are a very connected organization, all of which equally rely on each other to produce quality work and assist the various organization's publics. Each of the manager's personal connections to the nonprofit's mission statement reaffirms its success in its marketing strategies.

4. Board Analysis

The board of TWLOHA works to "deliver a message of hope to people who are struggling." The board is led by its President, Stephan Monteserin. Monteserin is a licensed mental health counselor, solidifying his position as the President of To Write Love On Her Arm's board. Monteserin's credibility as a mental health professional allows him to provide informative and effective insight into how TWLOHA can appropriately address those dealing with mental health issues. Morgan Harper Nichols is the Vice President of the Board and is a professional writer. TWLOHA began with an inspiring story of an individual struggling and persevering through her struggles. With that foundation, TWLOHA has built itself on sharing and highlighting the stories of those in need, and Nichols, with her expertise, can guide the organization to fulfill its mission by highlighting the needs of those with issues regarding mental health and addiction. Other members include Cindy Parr as the treasurer, Joel Daniels, Tianna Soto, and the Co-executive directors (Jessica Haley and Lindsay). The Board of TWLOHA is made up of health care professionals and experienced writers, all of which work together to fulfill the nonprofit's mission of finding help for those in need, as well as highlighting their needs through personal tellings and writings.

5. Sustainable Differential Advantage

Good: TWLOHA offers merchandise and promotional materials that spread the word about their work. The nonprofit's decision to offer physical merchandise, specifically clothing apparel, provides a credible source of revenue for TWLOHA's donations to recovery and rehabilitation centers. Along with this effective source of revenue, the merchandise also works to increase the overall donations to the foundation by spreading awareness of the brand and its mission. Each time someone wears TWLOHA merchandise they are outsourcing potential consumers and educating those around them about the importance of helping those in need.

Service: TWLOHA offers mental health services and support to those dealing with addiction, mental illness, and self-harm through their find help page. One of the organization's main

services is ensuring their consuming public that they are not alone. Through the blog page of their website, users can read personal testimonies of those struggling with similar issues that they are facing. These stories and personal connections work to provide support to those in need and ensure that while they are not alone, help is also available to them. Further, TWLOHA supplies a plethora of Help Hotlines that are open and available to consumers 24 hours a day to those who require immediate help. Their find help tool allows for individuals to access location-specific free or reduced counseling and other mental health resources. These features separate them from other nonprofits by allowing any individual to access mental health resources anywhere and anytime, expanding their target market and consuming the public regionally. These services ensure the organization's long term value as they can assist and highlight the voices of those in need at any point in time and in any part of the world.

Social marketing program: TWLOHA utilizes social media platforms to spread awareness by informing and inspiring. Their social media promotes all of their various offers including mental health resources, merchandise, and personal testimonies of those impacted by mental health or addiction. TWLOHA's social media presence allows for them to increase outreach to all four publics, as well as spread the mission of their organization. Social marketing allows nonprofits to build relationships with consumers and conduct outreach on a much larger scale. With social media continuing to have a greater influence on organizations, it is extremely beneficial that TWLOHA already has a solidified position on various social media platforms with a large following, showing their current support and potential for growing support.

6. Demand Analysis

Consuming Publics:

- Individuals struggling with suicide, mental illness, addiction, and recovery.
- Families and friends of those struggling
- Doctors and other mental health professionals (therapists, counselors, nurses, social workers)

The Consuming Publics of TWLOHA is made up of individuals struggling with suicide, mental illness, addiction, and recovery, as well as families and friends of those struggling and doctors. Regarding the consuming publics of the organization, they would have the most demand for the offered services. Individuals struggling with such personal issues would go to TWLOHA to gain help by locating mental health resources and facilities or coming in contact with those who have experienced similar issues to receive emotional support. Those who care about those who are struggling, like friends or family members, are also concerned with these available services as they are hoping for the recovery of their loved ones. The consuming public will be concerned with the quality and effectiveness of the services offered by the organization. Another offer they may be concerned with is the physical goods offered. Families and friends, and even individuals who were able to recover from the services offered will be interested in the merchandise offered to represent the brand and spread the mission of the organization to other people.

Partner Publics:

- RockBox Fitness
- Nothing More (Band)

- Festivals (WonderBus Music festival, Furnace fest, Aftershock Festival, etc.)
- Therapists, counselors, rehabilitation centers, detox centers

Partner publics will be most concerned with the social marketing program and services offered by the organization. Partner publics of TWLOHA like RockBox Fitness and various festivals will be most concerned with the social marketing program since they will be partnering with the organization to spread awareness regarding the mission of the nonprofit. Therapists, counselors, rehabilitation centers, and detox centers will be most concerned with the services offered since they will be collaborating with the nonprofit to provide those in need with the necessary services.

Input publics:

- Donors
- Suppliers
- Regulatory officials
- Helplines

Input publics will be concerned with each of the offers provided by the nonprofit, as the input public will be providing the nonprofit with necessary resources and funds to effectively distribute the various offers. For example, the donors will be donating funds that will support various program expenses that fulfill the needs of the consuming public.

Internal publics:

- Executive directors: Jessica Haley and Lindsay Kolsch
- Board Members
- Team Members (employees)
- Interns
- Volunteers

The internal publics of the organization would be concerned equally with each offer provided by the organization since that is what fuels the organization and allows for the organization to continue to assist those in need.

7. Market Segmentation

The primary target market of TWLOHA is those who are currently struggling with mental health issues, self-harm, and substance abuse. To access other publics besides the consuming publics, it is important to target individuals and other companies and organizations that are also passionate about assisting those in need who are battling mental health issues or addiction. Further, the message spread by TWLOHA should also reach individuals who are susceptible to the various issues that the organization works to address. In terms of age demographic regarding TWLOHA's target market, they market toward the ages ranging from 15 to 30 years of age. They accomplish this through their various offers. For example, TWLOHA spreads awareness of its mission and works through partnerships with music festivals and popular bands. This is a perfect promotional strategy to reach their target market as music festivals cater toward similar young demographics.

8. Consumer or Buyer Behavior by Segment: Beyond Scope of Project

9. Individual or Organizational Decision Process by Segment: Beyond Scope of Project (9)

10. Marketing Mix Analysis

Product: TWLOHA provides a plethora of offers, with each one working to give those struggling with mental illnesses, self-harm, or addiction a voice and the representation needed to find help and hope for recovery. The goods offered by the nonprofit includes the merchandise and promotional items offered through the store link through the nonprofit's webpage. Selling merchandise allows for the nonprofit to create a relationship with the consuming public, spread awareness about mental illness and addiction recovery, while also raising funds for various program expenses. The service includes the FIND HELP tool, Help Hotlines, blog posts page, and reha and counseling services. All of these services work to give direct help to the consuming public. Lastly, the social marketing program is TWLOHA's mission to inform and inspire the public. They accomplish this through the selling of merchandise, sharing impactful stories of those who have recovered from mental illness or addiction on their blog page, partnerships with festivals, and as well as through their education programs. TWLOHA hosts seminars that work to educate individuals on the reality of struggling with mental illness or addiction, and the necessary steps needed to be taken in order to recover. The nonprofit also leads a program called, Between the Bells. This program is a one-week interactive high school program that works to have the youth have open conversations regarding mental health and addiction, educating them about various mental illnesses, as well as the resources available to them to make change for themselves and their community. It is also important to mention that TWLOHA has a significant following on social media, specifically Instagram. It is extremely beneficial for the growth of the nonprofit as the nonprofit targets a younger age demographic, and social media platforms help the nonprofit to inform and inspire individuals on a global scale.

Place: While TWLOHA is based in Florida, USA, its offers spread nationally with international services offered as well. For example, the merchandise, blog posts, FIND HELP tool, and Help Hotlines can be accessed at any time through the website. The FIND HELP tool allows for the consuming public to input their zip code and the specific need they want to address, to which the user is then shown various rehabilitation facilities and other services that cater specifically toward the desired need of the user and their location. There is also an international link offered on the FIND HELP tool page which offers those struggling with mental illness or addiction outside of the United States to find the help they need. The merchandise offered through TWLOHA which works to spread awareness is sold through the website which can be accessed and purchased within the United States. Merchandise is also sold in-person at pop-up tents when partnering with various music festivals throughout the states. Unlimited access is also granted to consumers utilizing the blog post page and the Help Hotlines. Individuals are able to post and read other people's stories regarding mental illness and addiction at any time, reassuring those in need that they are not alone and help is in sight. Finally, the Help Hotlines are also offered to users 24 hours a day. There are many Help Hotline numbers provided all of which cater to various needs or emergencies that may be experienced.

Price: Many of the services offered by TWLOHA are free to access including the FIND HELP tool, blog posts page, and the 24-hour Help Hotlines. In regards to treatment and recovery, while they do invest in treatment and recovery programs they do not offer free treatment, instead, they

allow for those in need to apply for need-based scholarships. While scholarship amounts vary depending on the person and need, the scholarships offered through TWLOHA significantly decrease the cost of rehabilitation or mental illness treatment. In regards to the price of the merchandise offered through the nonprofit's webpage the prices of items range from \$5 to \$75. Items include pop sockets, jewelry, shirts, hats, hoodies, and more.

Promotion: This nonprofit organization utilizes its social media presence to promote its various offers, including merchandise and mental health services and support. Each post highlighting merchandise provides direct links to the products making it extremely convenient for the consumer to contribute to the organization. TWLOHA's partnership with music festivals and bands is another promotion strategy implemented by the organization. By partnering with music festivals TWLOHA effectively reaches their target market while allowing for an influx in fundraising services and merchandise sales, all of which support TWLOHA to provide support and resources to those in need. As aforementioned, TWLOHA also hosts seminars and educational programs that promote the nonprofit's mission and spreads awareness.

People: The people of a nonprofit marketing mix are the volunteers. Volunteers at TWLOHA assist individuals to find the help they need to overcome any issue regarding rehabilitation for those suffering from mental health issues or addiction.

Policy: Addiction and mental health issues have never been a topic of open or comfortable conversation, which makes expressing needs regarding these issues extremely difficult. TWLOHA is aware of these societal issues and their impact on those who are in search of help in guidance, therefore TWLOHA has created a blog in which individuals can have a safe space to share their experiences and needs. Through this platform, individuals can find comfort in others and build a sense of community, in that they are truly not alone. Further, this organization provides a safe outlet for individuals to access hotlines and rehabilitation resources to safely and effectively address their needs. Through these implementations TWLOHA is working to end the stigma against those who are struggling with mental illness while making treatment and recovery more accessible and affordable for everyone.

11. New Offer Development Process Analysis

Upon research, it appears that there is no new offer development in place.

12. Positioning Analysis

All competitors and TWLOHA are all working to spread awareness about mental health and addiction. TWLOHA has a differentiating element of their organization in which they provide a platform (blog) for users to share their experience and find support from other people who shared similar experiences, this allows for people to find help at no cost, while also ending the stigma against those struggling with mental health conditions or addiction. The other three competitors, defined in the Competitive Analysis, all take part in conducting and investing in research that works to provide effective resources to those with mental health conditions and addiction. TWLOHA has not provided any information on conducting or investing in research, rather they just donate to treatment facilities. This poses both a threat and opportunity to TWLOHA, as individuals may prefer to donate to other facilities due to their participation in investing in treatment research. The nonprofit may take this difference as an opportunity to implement a

separate program expense and fundraising program to raise money specifically for treatment and recovery research. The other competitors' connection to medical treatment may also grant people access to more effective and affordable resources and treatment centers through competitors. Overall, TWLOHA's main strength that separates itself from other competing nonprofits is its ability to build relationships with its clients, and create a sense of community for their consuming public.

13. Competitive Analysis

Anxiety and Depression Association of America	National Alliance on Mental Health	Shatter Proof
Mission: "ADAA works to prevent, treat, and cure anxiety disorders and depression."	Mission: "provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives."	Mission: "Building a national movement to treat addiction like the chronic disease it is and offering evidence-based resources for prevention, treatment, recovery."
<p>Improving the education of health care professionals to properly treat those in need</p> <p>Makes a statement about the importance of diversity and inclusion of their members, staff, and volunteers</p> <p>Diversity and inclusiveness as a core value</p> <p>Scientific research to provide necessary help to people</p> <p>Treatment based</p> <p>Minimal social media presence- hard to connect to users and other public</p> <p>Does not sell merchandise</p>	<p>Provide education programs</p> <p>Believe in change in public policy to improve treatments, increase access to services and better outcomes for people with mental health conditions</p> <p>Accessible treatment</p> <p>People dealing with mental health conditions deserve support</p> <p>Incarcerated individuals also deserve treatment and support</p> <p>Promote awareness</p> <p>Improve justice systems</p> <p>No social media presence</p> <p>Does not sell merchandise- limits spread of awareness and relationships with consumers</p>	<p>Conducting and investing in medical research</p> <p>Spreading awareness about addiction</p> <p>Changing public policy around addiction</p> <p>Revolutionizing addiction treatment</p> <p>Ending the stigma of addiction</p> <p>Educating and empowering communities</p> <p>Does have social media platform: not as much of a following as TWLOHA</p> <p>Does not sell merchandise on their page</p>

14. Financial Analysis (2020)

REVENUE BREAKDOWN

Donations	\$2,309,195
Merchandise Sales	\$1,446,332
SBA Payroll Protection	\$226,695
Fundraising	\$197,869
Gifts in Kind	\$13,382
Sales of Assets	\$5,500
Interest Income	\$4,098
Royalties	\$1,756
Speaking Honorariums	\$1,000
Misc. Income	\$5,683
Total	\$4,211,510

COST BREAK DOWN

Revenue	\$3,941,510
Cost of Goods	-\$839,762
Expenses	\$2,288,665
Net Income	\$2,388,665

PROGRAM EXPENSES

Program Expense Title	Description	Amount	Expense Ratio
Awareness and Education	Social media, websites, videos, podcasts, design, world suicide prevention day campaign, online stores	\$1,669,159	62.57%
Supporter Engagement	High schools, Chapters, intern programs, benefits and partnerships, streamers, MOVE conferences	\$393,681	14.76%
Treatment and Recovery	Scholarships for individual counseling, group therapy, partner provider grants, grants to organizations, FIND HELP tool, memorial flowers	\$279,015	10.46%
Events, Tours, and Speaking	Online live events, speaking events, musical festivals, other	\$326,012	12.22%
	Total:	\$2,667,867	

(TWLOHA, 2020)

In order to compete with other competitors, it may be beneficial to invest more money into treatment and recovery. While awareness and education help to end the stigma against those with mental health conditions and addiction, it can be argued by other competitor nonprofits that investing in treatments and recovery resources is the most effective way in accomplishing their mission. Providing and seeking treatment for people is a large part of their mission, and in order to accomplish that mission and stand alongside other nonprofits is to make treatment and recovery a priority when distributing funds. As of the 2020 Financial Annual Report, treatment and recovery is the lowest funded program expense of only 10.46, with awareness and education being the highest at 62.57%. While TWLOHA's fundraising efforts have proven to be successful, they may acquire more donations if they promise to invest more into Treatment and Recovery.

15. Client needs assessment

While mental illness and addiction impacts the lives of countless individuals worldwide, for the scope of this project I will be basing the client needs assessment on TWLOHA's United States clients. The clients are those who make up the consuming public, specifically those personally suffering with mental illness or addiction, and those who know someone who is suffering and is seeking out help for them. As mentioned, conversations regarding mental illness and addiction are often ignored, therefore displacing those suffering from society and making it extremely difficult for them to reach out for help, or even know where to look for that help. As of 2020 one in five U.S adults have a mental illness, or 52.9 million total (National Institute of Mental Health, n.d.). Further, "according to the National Survey on Drug Use and Health, 19.7 million American adults (aged 12 and older) battled a substance use disorder in 2017... and 8.5 million americans suffered from both a mental health disorder and substance use disorder (American Addiction Centers, 2022). Based on these statistics it is obvious that there is an overwhelming need for support, informing, and resources for those who have a mental health disorder or substance abuse disorder. TWLOHA works to accomplish each of these needs through many of their offerings. For example, the nonprofit offers blog page posts in order to end the stigma against those suffering with various disorders to create a sense of community and inspiration for those seeking help. It also gives those impacted by these various disorders a voice and platform to share their story, when it is likely that they would not have that voice without TWLOHA. Mental health and substance abuse are national problems, therefore it is necessary for the nonprofit to effectively reach and address all of their client's needs. TWLOHA's FIND HELP tool allows for clients to find location specific treatment services by just inputting their address or zip code, and the blog page posts and 24-hour Help Hotlines are accessible by anyone at any time or place. There are even international resources and services offered through the nonprofit's website. Another significant need of TWLOHA's clients is for treatment and recovery. While TWLOHA supplied their clients with resources to access these facilities, a major hurdle to these services is the cost. TWLOHA does offer a scholarship program to individuals who need financial assistance, but this does not address the needs of every client as treatment centers have proven to be the most effective when treating mental illness and substance abuse disorders. The average cost of depression treatment for 8.4 days is \$6,990, \$4,591 for 5.2 days of drug use disorder treatment, and \$5,908 for 6.2 days of alcohol abuse treatment (Grazier, 2012). In order to address the financial needs of their clients it would be beneficial to lobby for a decrease in the cost of treatment, while also working to provide more financial relief to their clients.

16. Environmental analysis/scanning

Within this section I will be discussing how prospective environments pose risks and opportunities for the success of TWLOHA. One risk for TWLOHA is current laws regarding drug use, to which many people agree that drug based laws should be less strict. Countless individuals have been incarcerated due to drug use or possession, "with more than 46 percent of all incarcerations in America resulting from drug-related crimes." This is restricting individuals from accessing the resources they need to overcome addiction while also reinforcing a negative perception of those suffering from substance abuse. Another risk regarding strict drug laws is that people who have a criminal record will struggle to rehabilitate into normal society, will be less likely to acquire a job post-lockup, making it extremely difficult for them to access rehabilitation treatment, while also making individuals with a criminal history more susceptible

to becoming addicted again once they are released (American Addiction Centers, 2022). But, there are some opportunities in making change regarding the strict drug laws in the United States as the American Addiction Center released a survey to 1,000 Democrats and 1,000 Republicans, and 200 Independents regarding current drug laws and “a majority of respondents agreed current drug laws should be less strict” (American Addiction Centers, 2022). This poses hope to TWLOHA and those suffering from substance abuse. Another environmental risk to the nonprofit, as mentioned previously, is the cost of mental health and substance abuse treatment. The cost decreases accessibility and recovery rates substantially. While the nonprofit offers scholarships to individuals which provides, “on average three to six months of mental health care,” these necessary services cannot be given to everyone in need. There needs to be change made within the Medical industry to decrease the cost of treatment to improve overall recovery rates (*Scholarship Application – TWLOHA*, n.d.).

17. Offer Life Cycling

To Write Love On Her Arms is in the maturity stage, but they are still growing. The maturity stage is characterized by the organization being run by an executive leader while gaining support from an established board of directors, to which the managerial and board analysis proves the nonprofit's position. To Write Love On Her Arms has been active since 2006, and for the last 16 years, TWLOHA has made notable contributions toward ending the stigma against mental health disorders and substance abuse, while also creating valuable partnerships to provide those in need with the necessary resources to begin their recovery journey. Covid-19 has taken its toll on nearly everything, especially the mental health of individuals. This increase in mental health issues among individuals has increased the need for mental health resources, to which TWLOHA has been a significant contributor. While people were experiencing the emotional and mental impacts of isolation, illness, and loss caused by Covid-19, TWLOHA created a sense of community and support for those in need. The number of those experiencing mental health issues and substance abuse continues to rise, which only highlights the need for TWLOHA and the need for them to grow and expand available resources.

18. SWOT Analysis

<p>Strengths: Strong online presence promotes the spread of awareness while also creating a relationship with current and potential consumers --Highlight stories shared through their website</p> <p>Line of merchandise and apparel promotes awareness of mission and brand --Creates relationship with consumers --Outreach source --Provides additional source of funds for fundraising efforts</p> <p>Provides a sense of community for those in need with their blog feature --Highlights the voices and stories of those suffering with mental health and addiction</p> <p>Easy and accessible help through the FIND HELP tool --Can find help based on personal condition and location (access a larger consumer public) --24 hour help available through the hotline page</p>	<p>Weaknesses: Does not invest in research medical/professional research for mental health and addiction recovery resources and practices</p> <p>Based on their revenue, treatment and recovery is not the number one priority for their target publics</p> <p>Much of the partner publics are festivals, limited during pandemic and other global crises</p> <p>According to the Revenue Breakdown, fundraising through partnerships with Music Festivals could be improved; increase marketing strategies at pop-up tents to incentivize purchases</p> <p>Skewed age demographic; can work to be more inclusive to older individuals suffering from mental illness or substance abuse</p>
<p>Opportunities: Now that Covid-19 impacts have subsided they will be able to conduct more in person seminars, festivals, educational programs to spread awareness</p> <p>Hire more mental health professions to provide in house assistance to consuming publics</p> <p>Invest in mental health and addiction recovery research</p> <p>Form relationships with more medical facilities</p> <p>Invest and take part in clean needle exchanges</p> <p>Playing a larger role in influencing public policy regarding the nonprofits mission</p>	<p>Threats: Individuals or entities that do not believe mental health conditions or addiction deserves recognition or support</p> <p>Individuals who do not believe in mental health conditions/disorders</p> <p>People finding other nonprofit competitors more useful in receiving help/treatment</p> <p>Increase of cost for Treatment services</p> <p>Criminalization of drug use and possession</p>

19. Problem Definition

According to the TWLOHA's 2020 Financial Annual Report Treatment and Recovery has the smallest program expense ratio of 10.22%, as discussed in the nonprofit's financial analysis. In order to effectively address the mission and stand alongside other mental illness and addiction recovery based nonprofits it would be of best interest for TWLOHA to increase funding of Treatment and Recovery programs. While the nonprofit does offer scholarship applications to those in need of financial support, this limits the nonprofit's ability to address the financial needs of all of their clients. This becomes a more prevalent issue when faced with the reality of how expensive treatment and recovery programs are, highlighting the importance of increasing productivity toward raising funds specifically for treatment and recovery. While TWLOHA has made notable strides among the nonprofit community, and has since gained global attention for their philanthropic efforts, by acknowledging the financial need of the consuming public TWLOHA will continue to set itself apart from other comparable nonprofit organizations.

20. Conclusion

Since TWLOHA's birth in 2006, after Jamie Tworkowski realized the overwhelming need to highlight the voices of those suffering with mental illness, self-harm, or substance abuse, the nonprofit has excelled in reaching and providing help to millions of people. TWLOHA's need and offer based orientation works to highlight the needs of their consuming public; those suffering from mental illness or addiction, and those seeking help for others with its plethora of notable offerings. For example, the consuming public has access to many free resources including the FIND HELP tool, blog page, and 24-hour Help Hotlines that provide need-based assistance that is available at any time, anyplace, and for anyone. As stated in the nonprofit's mission, one of the main offerings is informing and inspiring the public. As of 2020, TWLOHA invested \$1,669,159 to their Awareness and Education program, which includes their educational programs, seminars, and mentor programs. Each of these programs invest time and resources to give younger individuals the necessary resources to address their needs regarding mental health, while also making it a topic of conversation to ensure that individuals are comfortable asking for help if ever necessary. This nonprofit was extremely inspiring to me as I have watched many people close to me struggle with mental illness and substance abuse, and after discovering all of the work that TWLOHA has accomplished with the last sixteen years I wish I had known about the nonprofit sooner to be able to use it as a resource. TWLOHA's sense of community is one of the nonprofit's greatest strengths, and I can't wait to see everything else that they will accomplish in the years to follow.

References

American Addiction Centers. (2022, February 9). *Political Parties on Drug Use*.

DrugAbuse.com. Retrieved June 1, 2022, from

<https://drugabuse.com/featured/political-parties-on-drug-use/>

American Addiction Centers. (2022, March 11). *Drug & Substance Abuse Addiction Statistics*.

American Addiction Centers. Retrieved June 1, 2022, from

<https://americanaddictioncenters.org/rehab-guide/addiction-statistics>

Grazier, K. L. (2012). *An examination of costs, charges, and payments for inpatient psychiatric treatment in community hospitals*. PubMed. Retrieved June 1, 2022, fro

<https://pubmed.ncbi.nlm.nih.gov/22588167/>

National Institute of Mental Health. (n.d.). *NIMH » Mental Illness*. National Institute of Mental Health. Retrieved June 1, 2022, from

<https://www.nimh.nih.gov/health/statistics/mental-illness>

Scholarship Application – TWLOHA. (n.d.). To Write Love On Her Arms. Retrieved June 1, 2022, from <https://twloha.com/find-help/apply/>

TWLOHA. (2020). *HOPE AND HELP BREAKDOWN*. To Write Love On Her Arms. Retrieved June 1, 2022, from <https://cdn1.twloha.com/content/files/2020Financials-FINAL.pdf>