

ANNUAL REPORT 2023



WithAll

A Letter From Our Co-Chairs

Dear WithAll Family,

This has been a big year of change and growth for the organization, and we begin our 2024 financial year springboarding off a wonderful 2023. First and foremost, we want to thank you for your support last year, and throughout all the years. Eating disorders thrive on secrets, loneliness, and solitude. You, through your support--your awareness, care, and your financial support to help us grow awareness--are shining light to stop the secrets and loneliness so eating disorders cannot grow. THANK YOU!

WithAll's mission has never been more important: help young people feel good in their bodies and with food and make recovery possible for all. We know firsthand through our experiences how quickly life and value can be diminished to a number on a scale. This clarity of purpose drives us ever forward with WithAll so that all young people know their value has nothing to do with that number.

Our reach this year has grown substantially. We pivoted our yearly fundraising event and were able to reach new audiences with our WithAll Fore All Golf Tournament. Thank you for those who were able to attend and help raise \$148,000. With your support, our programs have reached more people than ever before! We've equipped nearly 84,000 adult role models to kids (impacting 170,000 kids!) and provided grants to 167 individuals seeking intensive treatment for a life-threatening eating disorder.

In 2024, we look forward to expanding this reach. Our goal is ambitious, but these times call for ambitious efforts around mental health. With your support, we know it's possible. With you, we will make over half a million adults aware of what they can do to protect and support young people related to body image and food relationships. Happy, healthy kids, adolescents, and teens mean fewer eating disorders--and this is a vision all adults can get behind.

Finally, What to Say Healthcare is launching in 2024! This incredible initiative will help healthcare professionals use their big influence to model and teach kids and parents to focus on health, not weight related to food and bodies. This means that caregivers will have another strong influence in their kids' lives, helping reinforce that healthy bodies come in all shapes, weights, and sizes. We cannot wait for you to see the first of these offerings.

Thank you again for all your support whether 2023 was your first year with us, or your 10th, we are honored that you take the time and resources to support a world of healthy kids at any size.

WithAll Board Co-Chairs

Jessica McVay & Jordan Rudolph



Jessica McVay, Co-Chair



Jordan Rudolph, Co-Chair



Our Mission

We exist to help all young people feel good in their bodies and with food.



Create a cultural shift of focusing on health and well-being instead of weight and appearance so all can feel good in their bodies and at peace with food.

Our Vision



2023 Key Highlights



2023 was a record-breaking year for WithAll and those we serve thanks to you.



We provided financial assistance to **167 individuals** fighting a life-threatening eating disorder – the most ever in our history. Of those 167, **65 were individuals of color** through our Recovery for All program.

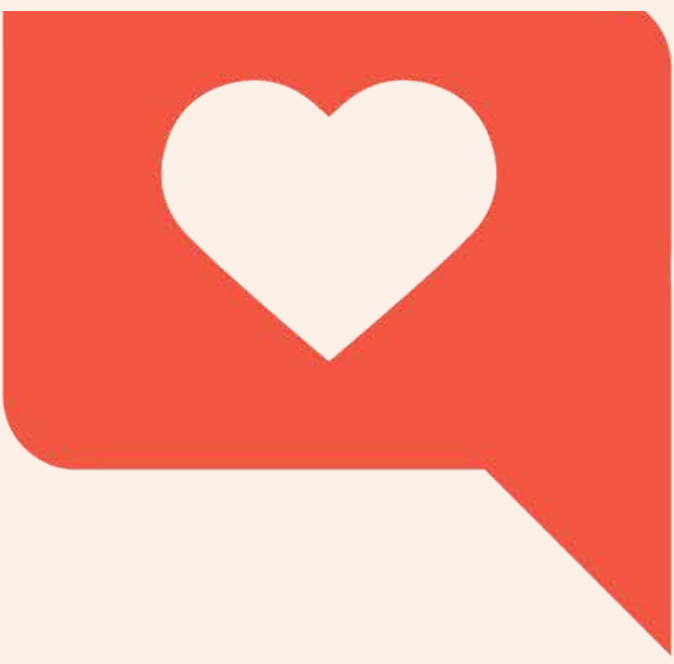


We reached **307,261 adult role models** with the health-focused principles of What to Say and equipped over **43,132 adult role models** with our eating disorder prevention resources. Together these initiatives of our What to Say program impacted **over 700,000 kids!**



We developed a first-of-its kind course for healthcare practitioners to support centering health behaviors rather than weight and BMI in conversations with pediatric patients and their parents. Launching in **early 2024**, this American Academy of Family Medicine–certified program will inform on weight stigma, adolescent body image issues, and disordered eating and eating disorders.





WithAll RECOVERY SUPPORT PROGRAM

Making Treatment and Recovery Possible

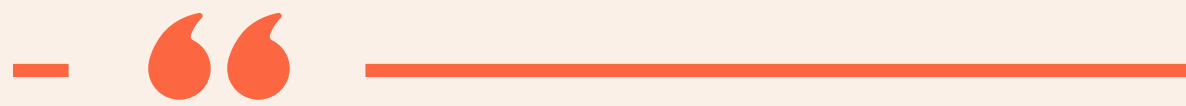
Providing funds for necessary living-expenses not covered by insurance to those seeking intensive treatment for a life-threatening eating disorder. We're here to help those in treatment know they are not alone in their efforts to recover their self and their life from an eating disorder.



Before treatment, my life was seemingly hopeless. I was truly a shell of a human who saw no light at the end of the tunnel. Coming to treatment was the hardest decision I've ever had to make. More than anything, this grant helped me realize that people truly care out there. It made me feel like people really understand the struggles we face with eating disorders and I was really grateful for that.

After receiving the grant money, I was able to buy groceries for five weeks without any stress whatsoever. My treatment has taken a financial toll on my family and this grant was a huge relief to all of us. I think the grant has allowed me to stay in treatment for the time I've needed.

I just registered to start my sophomore year at college in January. I have been able to get in touch with my inner child and take care of her. - Gabby, RSP Recipient

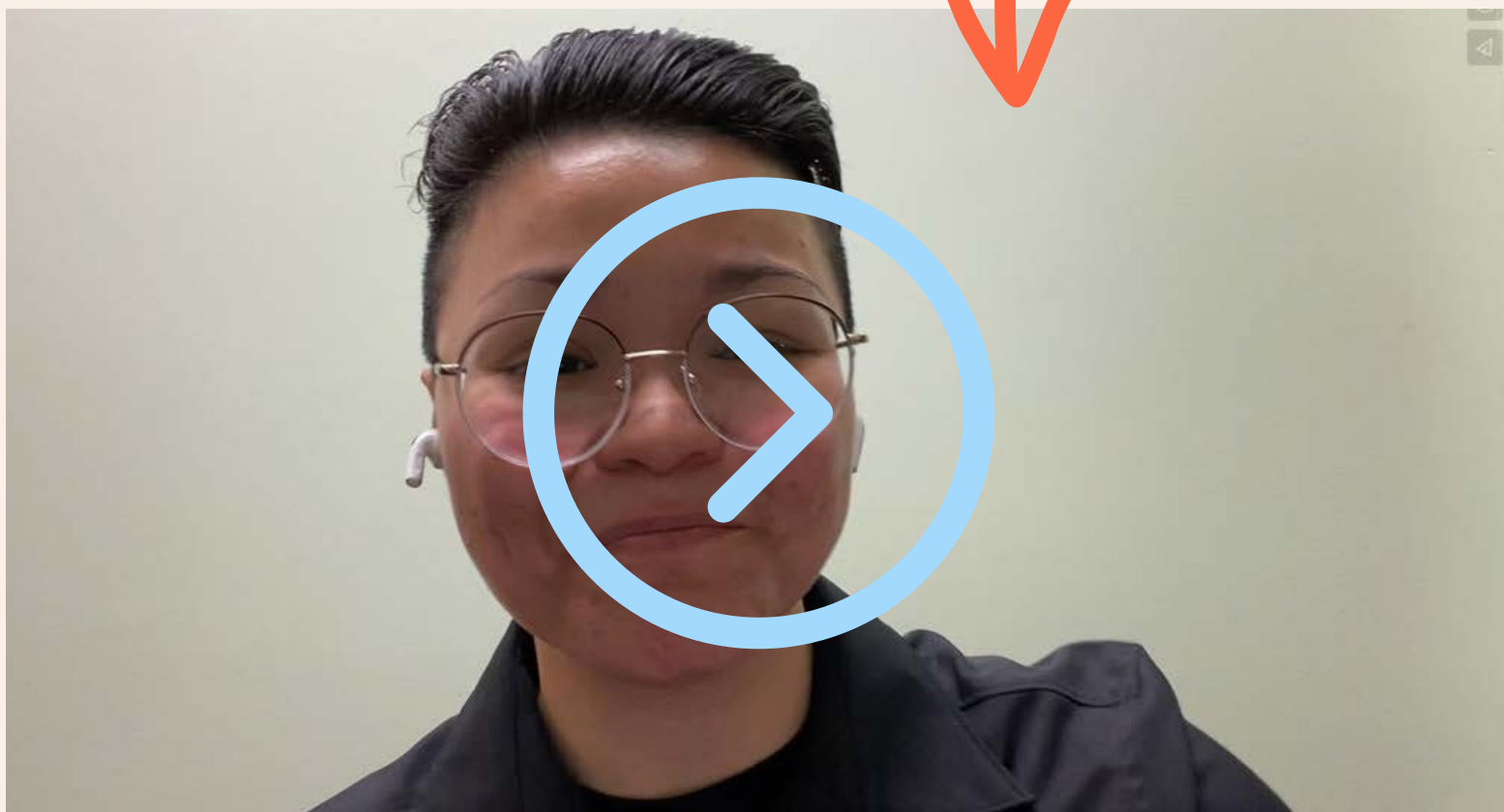
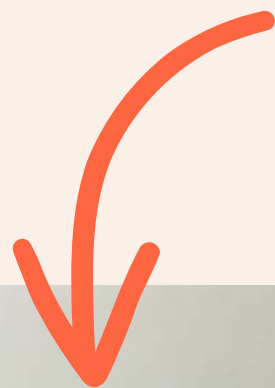


In the past I have cut corners when purchasing groceries and the grant has allowed me to purchase a variety of food that is needed as part of my recovery meal plans- RSP Recipient



Click Here!

Listen to hear why Narelys, an RSP Recipient, thinks this program is so important!



100%
responding said the grant helped them on their recovery journey

96%
responding said the grant helped relieve stress and anxiety

RSP in 2024
With you, WithAll will provide living-expense grants to at least **195** individuals seeking intensive treatment.

Join Our Mission to Drive A Cultural Shift

WHAT to SAY

WithAll 

where health and well-being are the priority—leaving diet culture and body ideals behind, to prevent eating disorders and for the benefit of the young people who look up to you.

In Fiscal Year 2023, we doubled down on our marketing and partnership efforts to reach adult role models with our digital resources and awareness campaigns. These efforts doubled the number served over last year and we're just getting started. In addition, we created many new resources to better serve the adult role models we serve including our [Halloween](#) & [Holiday](#) Guides.

We reached over 350,000 adults this year thanks to our many partners, including:



"Part of my mission is to empower children (and adults) with radical self-acceptance." Sarah's expert advice on helping kids avoid food and body shame is featured in our What to Say Halloween Guide. Although, her advice is applicable to any setting involving food.

“ I've been more mindful of how I speak about my own body in front of my child. It was important for me to realize that I don't have to say something about him for it to be problematic. - What to Say User ”

“ I never knew the way I approached eating (and what not to eat) was so destructive and how much of how I look at food has impacted my daughter. It will take time to adjust how we look at what we eat but I'm glad we can start now so she can live a better life - What to Say User ”

What to Say in 2024

We plan to reach **500,000** adults with the message of What to Say and equip **80,000** adult role models with our resources, nearly doubling our reach over FY23.



Coming Soon...

WHAT to SAY

WithAll 

What to Say Healthcare

You and donors like you helped WithAll create a first-of-its-kind training course for healthcare practitioners. Developed with Ph.D. dietitians Drs Katie Loth & Laura Hooper (University of Minnesota) and Dr. Lesley Williams M.D.(Mayo Clinic), What to Say Healthcare gives pediatric providers research-supported tips and techniques to communicate with young people to advance positive health outcomes without focusing on weight and BMI (which research shows contributes to shame, poor self-concept, and negative or neutral health outcomes.)

Launching in early 2024, this American Academy of Family Medicine-certified program will inform on weight stigma, adolescent body image issues, and disordered eating and eating disorders.

Support this program to help reach pediatric providers across the United States!
To learn how, please [contact us](#)

Kelly Fradin, MD



"It's so important that parents know that pediatricians think words matter. The way in which we communicate with children about their bodies is important. In the long run we all want health and raising a child requires us to talk to them about making good choices with what we eat and how we move our bodies. Another vital part of health is having a positive relationship with food, a love of and comfort with our bodies and understanding that bodies come in all shapes and sizes. By being thoughtful we can choose the words to maximize our positive impact on children's wellbeing."



WithAll's Community

WithAll is thankful for each and every one of our amazing partners, sponsors and volunteers. Whether you volunteer your time helping with mailings, sharing What to Say resources with your circles, hosting fundraisers and events, sit on our Board of Directors, or any other activities that our volunteers help with - we could not do it without you!



In 2023, we had our first golf tournament that took place at Minikahda Club in Minneapolis. Thank you to all the amazing participants and sponsors!

Save the Date!

Our second annual golf tournament is scheduled for **June 3, 2024.**



THANK YOU TO OUR SPONSORS



Supporter Spotlight: Ingrid



I've sought eating disorder treatment myself, so I knew I wanted to organize donations from my community for National Eating Disorder Awareness week! I posted educational videos every single day, resources, TED Talks, etc. to get people talking and thinking, then held a raffle for prizes and auctioned off a blanket I crocheted.

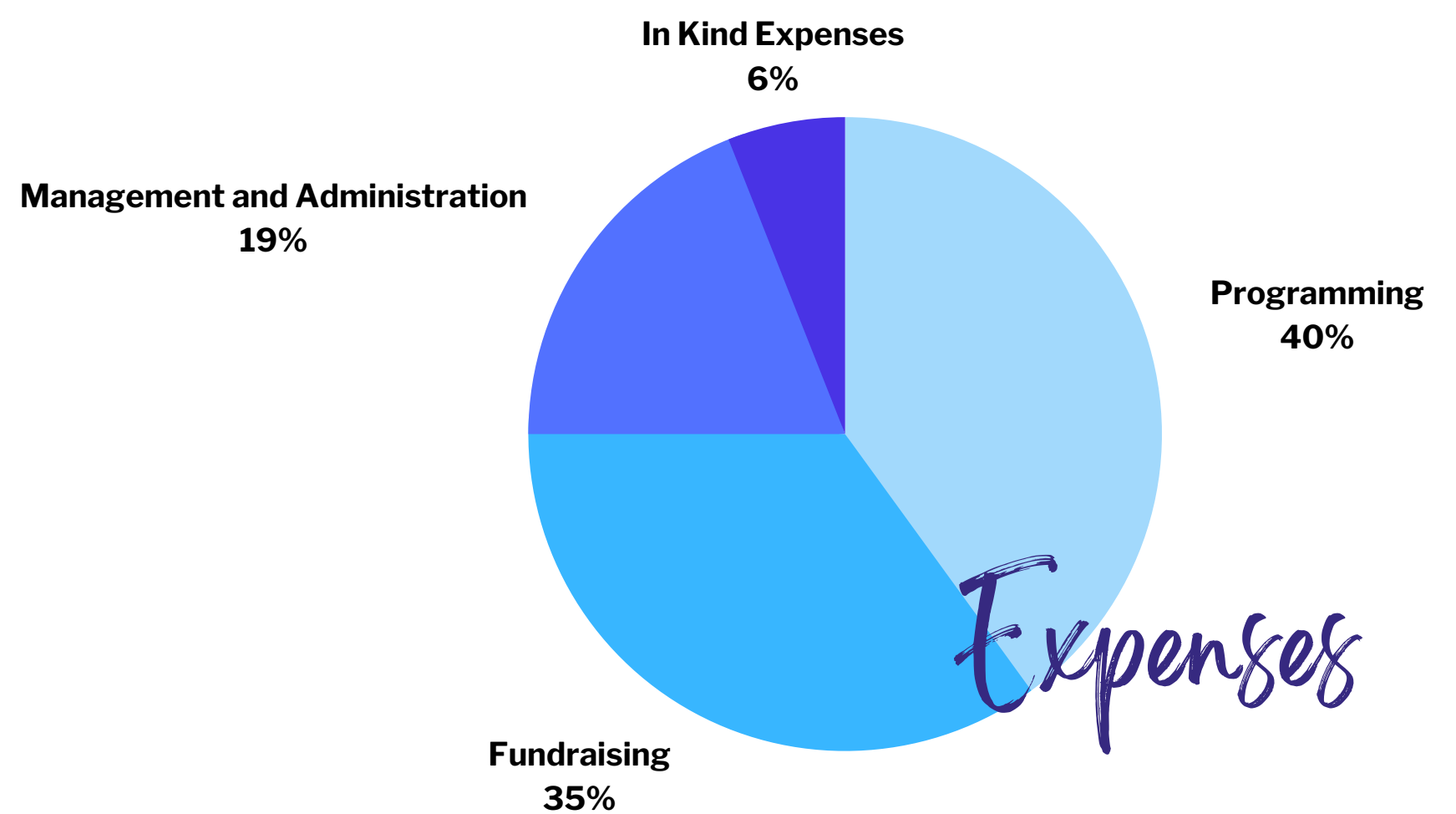
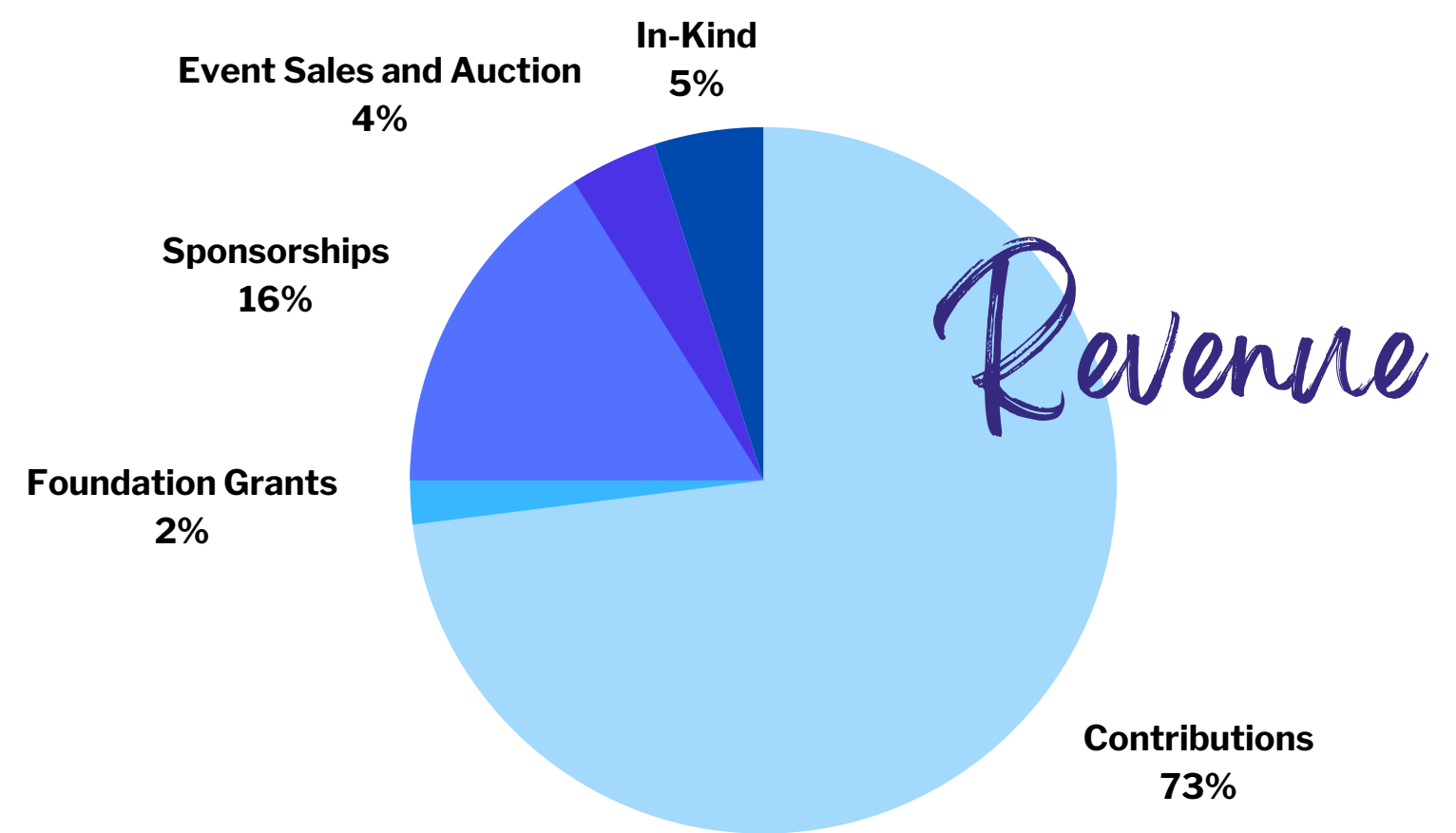
By the end, the community of Chippewa Falls, WI (and a few outliers) raised over \$1,200!

I absolutely love everything WithAll stands for and does, and I'm excited to say that my yoga teacher training cohort is going to be hosting classes from April to June with proceeds benefitting WithAll!

Our Financials

Total Revenue: \$ 913,685
 Total Expense: \$ 690,695
 Total Net Assets: \$ 222,990

Revenue	July 1, 2022 - June 30, 2023
Contributions (Individuals, Corporations, Foundations)	\$ 664,201
Foundation Grants	\$ 17,750
Sponsorships	\$ 150,088
Event Sales and Auction	\$ 36,392
Interest	\$ 3,089
In-Kind Contributions	\$ 40,789
Gain/Loss on Investment	\$ 1,376
Total Revenue	\$ 913,685



Expenses	July 1, 2022 - June 30, 2023
<u>Programming</u>	
Prevention	\$ 129,429
Support	\$ 149,298
Total Programming Expenses	\$ 278,727
<u>Fundraising</u>	
Development	\$ 134,344
Event	\$ 104,726
Total Fundraising Expenses	\$ 239,070
Management and Administration	\$ 132,109
In-Kind Expenses	\$ 40,789
Total Expenses	\$ 690,695

Financial Position	June 30, 2023
Assets	
Total Cash	\$ 864,586
Other Receivables	\$ 13,212
Prepaid Expenses	\$ 9,723
Total Assets	\$ 887,522
Liabilities and Equity	
Total Liabilities	\$ 26,316
Equity	\$ 861,206
Total Liabilities and Equity	\$ 887,522



WithAll Leadership and Staff

Board of Directors

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Board Co-Chair

Jordan Rudolph
Board Co-Chair

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Derek Waller
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Mary Mathiowetz
Dan Mehls
Carol Peterson
Frank Schlick

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Lindsay Crye
Associate Director

Shannon Edelbrock
Development & Operations
Manager

Mary Jo Bellinger
Donor and Sponsor
Relations Associate

Kelly Robbins
Content Creator Manager

Thank you!

to our three retiring board members: **Laura Donahue, Linda Singh and Kitty Westin.**

We appreciate your ongoing support to help all young people feel good in their bodies and with food and help those on their recovery journey!

A few words from our retiring Co-Founder, Kitty Westin:



Kitty Westin
Co-Founder & Member of Board of Directors
2000-2023



*"May all your love,
your joy and pain,
all your fears and desires
lead you to your own promises,
may your dreaming never end
and your voice never die."
- Anna Westin*

"Now feels like the perfect time to step down from the board but, rest assured, I am NOT stepping away from the organization. I'm a firm believer in making room for new, fresh ideas and leadership. I'm 100% confident that withAll is in good, no GREAT, hands with our wonderful staff and Board of Directors. After 23 years, this feels like the right time for me to step back. I'm looking forward to having more time to focus on my 4 wonderful grandkids and families, to travel, and to focus on my other passions."

Anna Westin Foundation
The Emily Program Foundation
WithAll

Our Donors

With YOU – individuals, corporations, and foundations – we made major leaps in prevention programming and support for recovery in FY23. The following donors made gifts to WithAll of \$50 or more in FY23 (July 1, 2022–June 30, 2023) or an honorarium donation.*

Thank you for your very generous support.

\$50,000-\$99,999

Ira Adelman
McVay Foundation
Paddock Family Foundation

\$25,000-\$49,999

Kitty and Mark Westin
Linda and Jesse Singh
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Terri and Mike Uline
Todd and Christine McVay

\$15,000-\$24,999

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Our Donors

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Robert Schug
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Tanya Adelman and Jay Elhardt
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\$50-\$99

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*Every attempt has been made to be accurate. If you discover an omission, misspelling, or other error, please accept our sincere apologies and alert us of the error by contacting us at hello@withall.org.



Thank you!

TRIBUTE & MEMORIAL GIFTS

Anna Westin
Anne Amundson
Annie Carter
Barb Waller
Bethany Farchione
Brooke Dunning
Carl Johnson
Clare Susan Humphrey
Dirk Miller and Jennifer Cramer-Miller
Donnie Renfrow
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Holly Vanselow
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Jessie Diggins
Joan Caillier
Joanie Krebsbach
Julie Johnson
Kayla Murphy
Larry Espel
Lawrence & Joyce Woltzen, and Julie
Lindsay Haddock
Mike Healy
Mira
Savannah Reimers
WithAll Team



*....and every brave individual
going through their own
journey*

A huge thank you to all those involved with the Live Brave 5K and 1K - 2022 (lower right), the annual Kayla Murphy Bean Bag Tournament (upper right), AllTroom and the many others who hosted fundraisers with proceeds benefiting WithAll this past year!

address

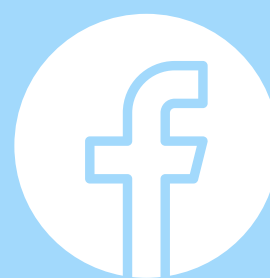
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