ANNUAL REPORT 2023



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.

With All 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







1023 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.



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

100%

responding said the grant helped them on their recovery journey

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!

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 Ship

WHAT to SAY



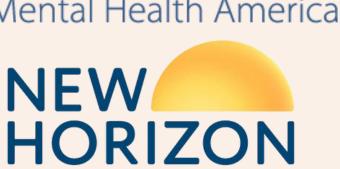
where health and well-being are the priority-leaving diet culture and body ideals behind, to prevent eating disorders and for the benefit of the young people who look up to you.

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 <u>Halloween</u> & <u>Holiday</u> Guides.

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



NEW



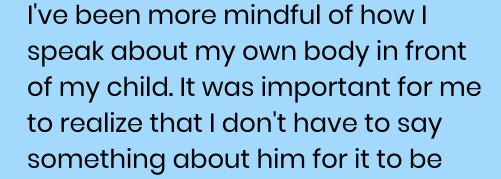








"Part of my mission is to empower children (and adults) with radical self-acceptance." Sarah's expert advice on helping kids avoid food and body shame is featured in our What to Say Halloween Guide. Although, her advice is applicable to any setting involving food.



problematic. - What to Say User

ACADEMY



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



91%

responding said their behavior changed because of a What to Say resource

What to Say in 2024









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. dieticians 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



"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."



Mithall'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!



THANK YOU TO OUR SPONSORS















KITTY & MARK WESTIN



HUNTER STREET

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JONES

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The Emily Program















NEW HORIZON





























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 he I)ae!

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





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

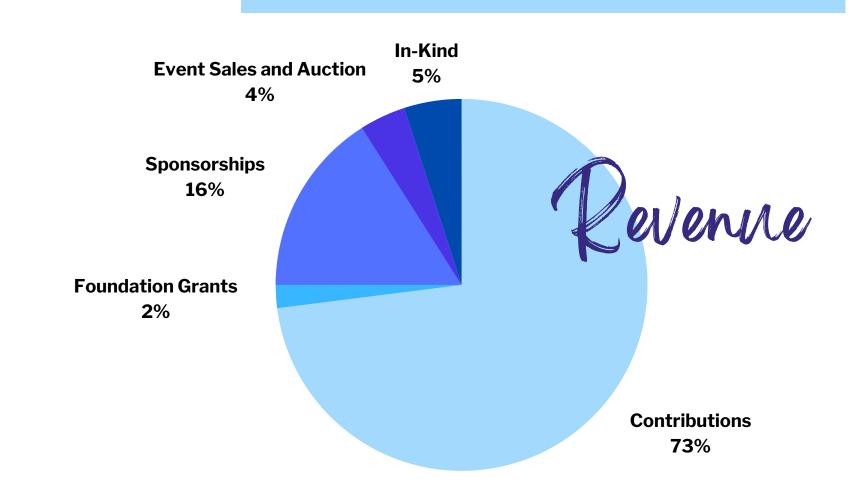
Levenne July 1, 2022 -June 30, 2023 Contributions \$ 664,201 (Individuals, Corporations, Foundations) **Foundation Grants** \$17,750 Sponsorships \$150.088 **Event Sales and Auction** \$ 36,392 \$3,089 Interest **In-Kind Contributions** \$40,789 Gain/Loss on Investment \$1,376 **Total Revenue** \$ 913, 685

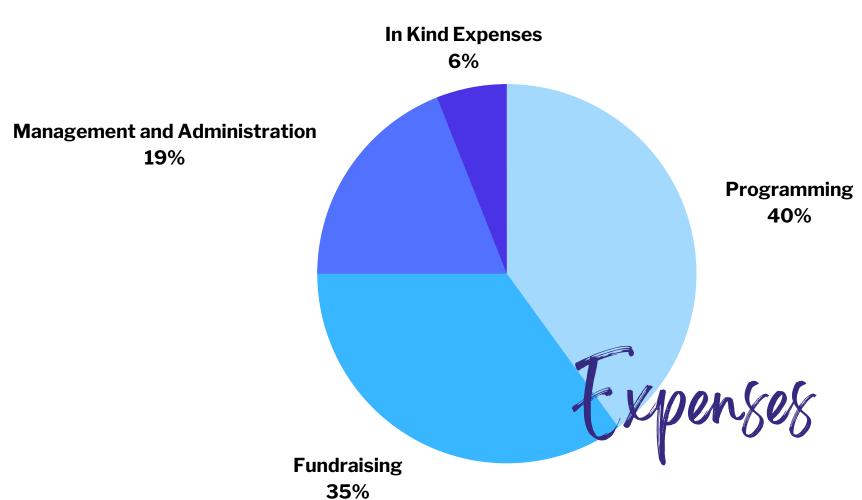
Expenses	July 1, 2022 - June 30, 2023
<u>Programming</u>	
Prevention	\$ 129,429
Support	\$ 149,298
Total Programming Expenses	\$ 278,727
- Fundraising	
Development	\$ 134,344
Event	\$ 104,726
Total Fundraising Expenses	\$ 239,070
Management and Administration	\$ 132,109
n-Kind Expenses	\$40,789
Total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

Total Revenue: \$ 913,685

Total Expense: \$ 690,695

Total Net Assests: \$ 222,990





inancial 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

Mithall Lendership and Slabb

Board of Directors

Jessica McVay Board Co-Chair

Jordan Rudolph Board Co-Chair

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Derek Waller Governance Chair

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Mary Buckley
Jennifer Cramer-Miller
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Jason Luedtke
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Riw Rakkulchon
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Larry Espel Jillian Lampert

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Mary Mathiowetz
Dan Mehls
Carol Peterson
Frank Schlick

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!

WithAll's Staff

Lisa Radzak
Executive Director

Lindsay Crye
Associate Director

Shannon Edelbrock

Development & Operations

Manager

Mary Jo Bellinger Donor and Sponsor Relations Associate

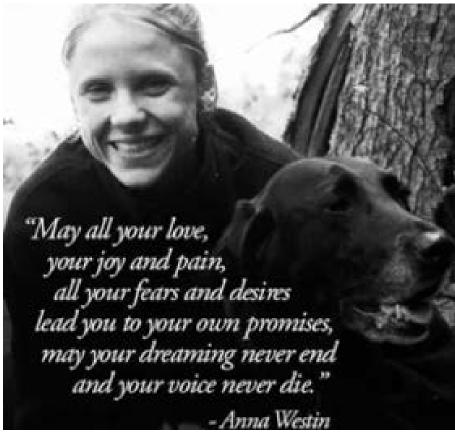
Kelly Robbins
Content Creator Manager

from our reliving Co-founder, Kitly Meslin:



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

Anna Westin Foundation
The Emily Program Foundation
WithAll



"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 family, to travel, and to focus on my other passions."

()ur ()onors

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.*



\$50,000-\$99,999

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McVay Foundation Paddock Family Foundation

\$25,000-\$49,999

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Stephanie Lallensack

Steve Conley Susan Schnabel

Trisha Adamson

Tom Erickson Tom O'Neill and Anni ONeill

*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.

Mark Woll.

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

Evan Hall

Holly Vanselow

Ira Adelman

Jacquie

Jessie Diggins

Joan Caillier

Joanie Krebsbach

Julie Johnson

Kayla Murphy Larry Espel

Larry Esper

Lawrence & Joyce Woltzen, and Julie

Lindsay Haddock

Mike Healy

Mira

Savannah Reimers

WithAll Team

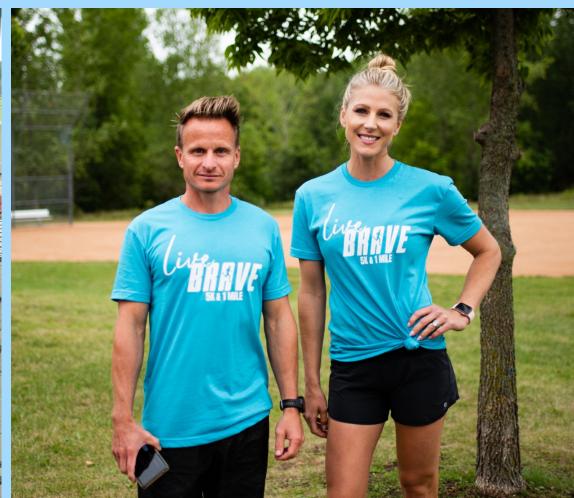












A huge thank you to all those involved with the Live Brave 5K and 1K - 2022 (lower right), the annual Kayla Murphy Bean Bag Tournament (upper right), AllTroo and the many others who hosted fundraisers with proceeds benefitting WithAll this past year!

address

5354 Parkdale Drive St. Louis Park, MN 55416





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