

WithAll 

2024

ANNUAL REPORT





OUR MISSION

Helping young people feel good in their bodies and with food.



OUR SOLUTION

Remove barriers to treatment & equip adult role models with What to Say to transform the environments where eating disorders develop.



OUR GOAL

Reach 1 million people per year with our resources by 2030.



The Problem

Body dissatisfaction contributes to not only eating disorders, but also anxiety, depression, self-harm, tobacco smoking, alcohol misuse and poor mental and physical health-related quality of life.

With You, we're addressing one of the biggest health crises of our generation.

Teenagers on average spend 3.5 hours a day on social media and 46% of adolescents aged 13-17 said it makes them feel worse about their body.

Eating disorders are the second most deadly mental illness, with someone dying every 52 minutes from an eating disorder.

80% of those with an eating disorder cannot access treatment, often due to financial factors.

½ of girls and ⅓ of boys ages 9-14 want to be thinner.

1 in 5 women and 1 in 7 men will develop a clinical eating disorder by the age of 40.

3.3 million healthy life years worldwide are lost because of eating disorders.

75% of young people experience body image distress.



Hope. That is the feeling WithAll's work kindles for me.

That hope serves as a powerful antidote to the despair eating disorders create. I joined WithAll's Board of Directors in 2020 to honor my mother, who died in 2019 from an eating disorder. As I reflect on WithAll's accomplishments over those four years, I cannot think of any greater way to honor her legacy than to continue supporting WithAll, which I now am grateful to do through service as Board Chair.

Together, with your support, we are changing the way kids (and their grown-ups) think, talk, and act about food and body by educating adults on eating disorder prevention. This year, we provided an **unprecedented level of education and support**, giving over a **half-million adults** educational tools—tools that those adults will use to support over **1.2 million kids**. That's more than we've ever reached.

We're poised to continue that exponential growth in FY25, thanks to our work this year. **WithAll worked with the Minnesota legislature to pass an eating disorder prevention law with bipartisan support, the first of its kind in the United States.** This law will support coaches by equipping them with resources on eating disorder prevention through WithAll's What to Say Coaches Program, in partnership with the Minnesota State High School League. Our leadership was further recognized this year when the State of Arizona invited us to present at their summit for educators.

We're also supporting healthcare professionals through our **newly-launched What to Say Healthcare program, a Continuing Medical Education (CME) program that trains healthcare professionals** on best practices to prevent eating disorders in young people. We know what adults say to kids matter and these programs will make a direct impact on the next generation.

Alongside these groundbreaking accomplishments, we've continued to grow our longstanding **Recovery Support Program**, providing financial aid to 196 folks in intensive eating disorder treatment—the **highest number of financial aid recipients we've ever supported in a year.**

Thank you for your support of WithAll. **You are making it possible to hope for a world without eating disorders.** These accomplishments would not have been possible without your support, our talented and inspirational staff, and the trailblazers whose decades of activism laid the foundation for our work. I'm excited to carry on this work with you.

With gratitude and hope,
Derek Waller, WithAll Board Chair



Board of Directors

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Ann Senne



A Milestone Year

2024 was our most impactful year yet, marked by several milestones that brought us closer to our goal of equipping 1 million adults per year to create environments that prevent eating disorders.

UNPRECEDENTED EDUCATION AND SUPPORT

We reached an all-time high of over 500,000 people with our What to Say education initiative, and provided recovery support grants to 196 individuals, more than ever before, directly aiding those in need of intensive treatment.

FIRST-EVER EATING DISORDER PREVENTION LAW IN MN

WithAll spearheaded the passage of Minnesota's first-ever eating disorder prevention law, a groundbreaking achievement and the first of its kind in the United States. Other states are already reaching out for guidance on replicating our success. Next steps include partnering with the MN State High School League to equip coaches with essential resources through the What to Say Coaches program. This marks a significant stride in fostering a healthier environment for young athletes.

NATIONAL RECOGNITION AND PROFESSIONAL TRAINING

We launched What to Say Healthcare, a Continuing Medical Education (CME) program that equips healthcare professionals with practices to prevent eating disorders in young people. Our leadership in the field was further acknowledged when the State of Arizona invited us to present at their summit for educators, establishing WithAll as a national thought leader in eating disorder prevention.

1.2 million
kids impacted



582,500 adults reached
with What to Say education



196 received financial aid for
intensive eating disorder treatment





WithAll Offerings



WHAT TO SAY PARENTS

Learn the three simple things you can do to prevent body dissatisfaction in kids through our What to Say Video.

Then join the What to Say community for monthly resources to help you live it out.



WHAT TO SAY COACHES

Learn the five phrases you can use with young athletes to prevent body dissatisfaction through our Coaches Challenge.

Then join the What to Say community for seasonal resources to help you live it out.



WHAT TO SAY HEALTHCARE

Learn the latest evidence-based strategies for fostering constructive conversations about weight, BMI, and food relationships with children and their families through our 2.0 credit CME course.



WHAT TO SAY WHEN CONCERNED

Learn warning signs, what to do when concerned a loved one has an eating disorder and access recommended resources to get help.



RECOVERY SUPPORT PROGRAM

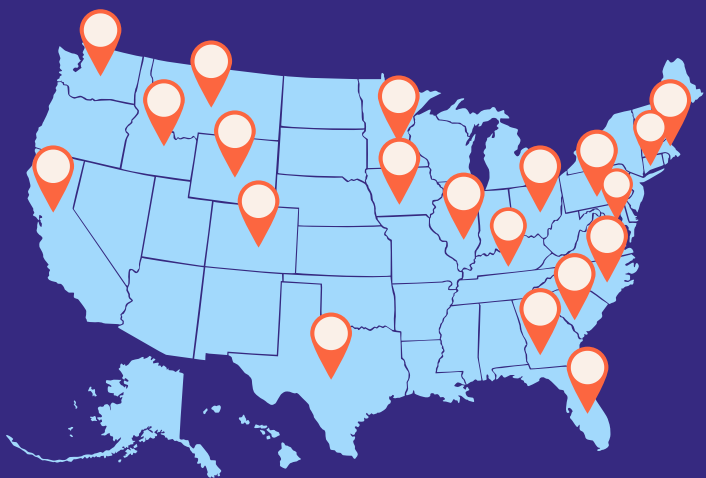
Apply for a grant to cover living-expenses like groceries, and rent/mortgage if facing financial barriers to intensive eating disorder treatment.

BIPOC individuals receive priority support through our Recovery for All Fund.

Our Impact



What to Say reached adult role models in 171 countries.



Recovery Support Program awarded grants in 20 states.

91% of WTS users said the resources impacted their behavior with kids in their life.

"I work as a nurse in an adolescent medicine clinic with patients with eating disorders and What to Say's resources are excellent for sharing with parents and families. I have even shared them with my own family in hopes we can change the way we talk about our bodies and food with each other!"

- Melissa

100% of RSP recipients said it helped them pursue recovery.

"My biggest goal at the time of applying for a grant in my recovery was challenging myself with fear foods, and expanding my palate. I don't think I would be doing as well at accomplishing this if I hadn't received the grant from WithAll!"

- Bret

Nurturing Recovery

Before receiving a Recovery Support grant from WithAll, Charlotte faced early discharge from her intensive treatment program due to financial strain.

“The stress of balancing treatment expenses with part-time work was overwhelming,” she recalls. “But receiving the grant was a game-changer. It provided a crucial lifeline, enabling me to continue my journey toward recovery without financial barriers. It allowed me to stay in my program for another month, fostering invaluable growth and learning,” she shares. “Now, as I prepare to transition to a lower level of treatment, I feel more stable and grounded in my recovery than ever before.”

Charlotte’s aspirations extend far beyond her eating disorder journey. Inspired by her experiences in treatment, she embarked on a path toward a career in healthcare, starting with a CNA certification class. “I envision a future in pediatric or psychiatric nursing,” she reveals. “My ultimate goal is to make a meaningful difference in the lives of others, leveraging my journey toward healing as a source of empathy and understanding.”

Beyond her professional aspirations, Charlotte radiates a vibrant zest for life. Described by friends as compassionate and creative, she finds joy in languages, creative projects, yoga, and community engagement.

Charlotte’s Journey

Recovery Support Program Recipient



Charlotte offers a poignant message to donors and supporters of individuals with eating disorders. **“Your gift means more than words can express. It is a beacon of hope, a reminder that no one walks alone on the path to recovery. Thank you for your generosity and belief in our journeys.”**



With Gratitude

2024 WAS A RECORD-SETTING YEAR
THANKS TO THE UNWAVERING SUPPORT AND
DEDICATION OF OUR INCREDIBLE COMMUNITY

- Our partners, Sophie Szew, Christine D'Ercole, Live Brave Founders Alice Halvorson & Jeff Burkhart, Mental Health America, and The Family Nutritionist. These people and organizations played a vital role in helping us educate and reach parents online, impacting thousands of kids.
- Our Board of Directors not only provided exceptional governance but also led our golf event, raising the funds needed to make this our most impactful year ever.
- To our amazing volunteers who generously give their time and skills, helping us change outcomes for kids and those affected by eating disorders.
- And to our generous donors and business sponsors—without you none of this would be possible. Thank you for giving generously and inviting others to join this important work.

Get
Involved!



Save the Date!

3rd Annual WithAll ForeAll

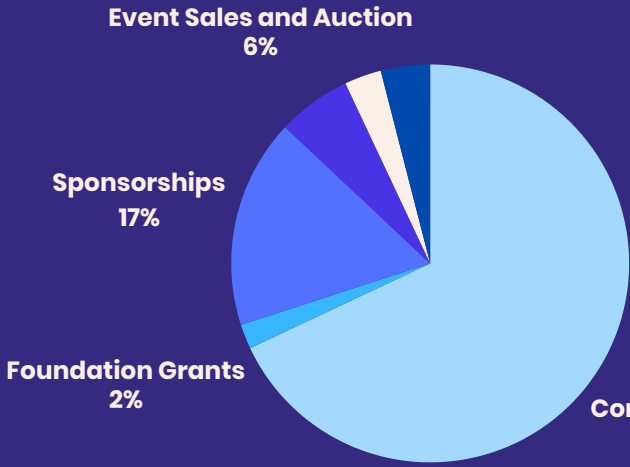
June 16th, 2025

Town & Country Club

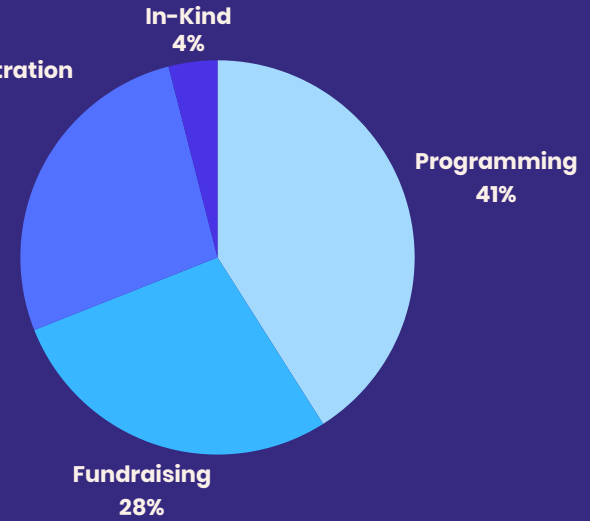
St. Paul, MN



Financials



Management and Administration
27%



Revenue	
July 1, 2023 - June 30, 2024	
Contributions (Individuals, Corporations, Foundations)	\$ 543,321
Foundation Grants	\$ 16,000
Sponsorships	\$132,189
Event Sales and Auction	\$ 49,067
Earned Revenue	\$ 358
Interest	\$ 7,248
In-Kind Contributions	\$ 30,245
Gain/Loss on Investment	\$ 15,798
Total Revenue	\$ 794,226

Expenses	
July 1, 2023 - June 30, 2024	
<u>Programming</u>	
Prevention	\$ 147,259
Support	\$ 161,563
Total Programming Expenses	\$ 308,822
<u>Fundraising</u>	
Development	\$ 119,673
Event	\$ 96,376
Total Fundraising Expenses	\$ 216,049
Management and Administration	\$ 207,002
In-Kind Expenses	\$ 30,245
Total Expenses	\$ 762,118

Financial Position	
June 30, 2024	
<u>Assets</u>	
Total Cash	\$ 894,361
Other Receivables	\$ 2,650
Prepaid Expenses	\$34,562
Total Assets	\$ 931,573
<u>Liabilities and Equity</u>	
Total Liabilities	\$ 15,113
Equity	\$ 916,460
Total Liabilities and Equity	\$ 931,573

Looking Ahead

2025

We're excited for what's possible in the coming year, all thanks to your ongoing support!

Together, we will achieve big things.



SUPPORTING MORE PEOPLE SEEKING RECOVERY

Next year, we aim to support 215 people with our Recovery Support Program applicants—the largest annual number so far—to provide vital resources to those in need as they work to recover from life-threatening eating disorders.

LAUNCHING A NEW PUBLIC AWARENESS CAMPAIGN

We're gearing up to launch a powerful campaign designed to equip parents with tools to combat body dissatisfaction in children, a key factor in preventing eating disorders.

EXPANDING OUR IMPACT

By partnering with state and federal health departments, physician organizations, and coaches' leagues, we will amplify the reach of our What to Say program, impacting millions of kids worldwide.

With your continued support, we will drive these initiatives forward and make a lasting difference in the lives of countless children and families.

Thank you!

Without donors like you – individuals, businesses, corporations, and foundations – our success would not be possible. The following donors made gifts to WithAll of \$50 or more in FY24 (July 1, 2023 – June 30, 2024).

\$50,000–99,999

McVay Foundation
Paddock Family Foundation

\$25,000–49,999

Katie and Bill Miller
Kitty and Mark Westin
Linda and Jesse Singh
RBC Wealth Management
Todd and Christine McVay

\$20,000–24,999

Ann and Jay Senne
Terri and Mike Uline
The Polaris Foundation

\$15,000–19,999

Mike and Melinda Jones
Minnwest Bank
The AZEK Cares Foundation

\$10,000–14,999

Amanda Lorenz
CliftonLarsonAllen LLP
Danielle Omgig and David Jagodzinske
Debby and John Christakos
Jennifer Cramer-Miller and Dirk Miller

Live Brave 5K
Sand Hill Foundation

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\$5,000–9,999

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\$1,000–1,499

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Derek Waller

Eric and Susan Melbye

Ethan Allen

Horizon Therapeutics

Jaime Stilson Maiz

Jamie Otte

Jana Rittgers

Jane Telleen and Richard Urban

Janna and Brad Holmgren

Jill and Steven Anseth

Thank you!

Without donors like you – individuals, businesses, corporations, and foundations our success would not be possible. The following donors made gifts to WithAll of \$50 or more in FY24 (July 1, 2023 – June 30, 2024).

Joan Ericksen
Jodi and David Annis
John Boudry
Julia Virkus
Julie and David Burton
Katie and Matt Loth
Laura Lidberg
Mary Westin Buckley and William Buckley
Mike Karlsrud
Minuteman Press Edina
Ravi Rakkulchon
Richard and Gina King
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Chilson Subaru
F. Matthew Ralph
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Mark Arend
Mark Pihlstrom
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Sarah and Tyson Paape
Sue and Tom Telander

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Anonymous
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Susan Stryker
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The Minneapolis Foundation
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Tom and Maria Johnson
Tom Erickson
Vanessa Johansson
Zach Bogosian
Zachary Crain
\$50-99
Adam Laberda
Adam Letson
Alex Lavalle
Alex Schmidt
Alexandra Wigley
Amy Fluet
Andy Tylka
Anonymous



Thank you!

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Charlie Soule
Chris Tietz
Craig Flom
Dan Ward
David Balcer
David Hahn
Dawn Dick
Derek Boeve

Doug Eggenberger
Edward L Yanisch
Emily Laudenbach Egan
Jane Pennington
Jason Frankman
Jed Cheney
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Kelly Robbins
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Lindsay and Aaron Crye

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Tara and Grant Schlosser

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Tim Howard
Timothy Finne
William Benjamin

In Honor and in Memory of

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Barbara Waller
Brooke Dunning
Clare Humphrey
Drew and Molly
Evan Hall
Jessica McVay
Jessie Diggins
Joan Caillier
Julie Woltzen
Kayla Murphy
Larry Espel
Lisa Radzak
Maria

Rebecca Westafer Herzog
Ruth Atkinson
The WithAll Board
The WithAll Team

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

WithAll 

www.withall.org

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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.

