



THE LETTER PROJECT ANNUAL REPORT 2021

YOU ARE SO LOVED!
I am writing to encourage you.
you to know that no matter the circumstances you are in, that GOD has your life in His hands.
you to be



FROM THE EXECUTIVE DIRECTOR



I am so blessed to have joined the Letter Project as the Executive Director in October. Every day I am in awe of our amazing community of women and girls and the love that each of you offer in your heartfelt letters. Mail is being sent around the world through this community, offering support to girls who are being bullied, neglected or hurt; women who are suffering from a miscarriage, divorce, abuse, cancer or other health concerns; and words of encouragement are being offered to those feeling sad, overwhelmed, exhausted or alone. Mothers, friends, neighbors, teachers, cousins, and daughters are nominating those in their life who they believe need encouragement. Through our letters we become friends. We remember that we are not alone and that words change lives. Thank you for your time, donations, support, and most importantly, your words.

WARMLY,

Elizabeth Kumbhari

CONTACT HER AT:

ELIZABETH@THELETTERPROJECT.ORG

OUR MISSION

The Letter Project is a faith-based 501(c)3 non-profit organization. We are dedicated to empowering women and girls through handwritten letters.

Our goal is to ensure that girls everywhere feel seen, heard, and understood.

Our mission is to invite women into a community that builds each other up and encourages them. We believe that we're all in this big, beautiful world together.



OUR VISION

To inspire and embolden
girls & women through
handwritten
encouragement.



OUR CORE BELIEFS



Every girl matters, no matter her history, circumstances, or background.

Every girl is good enough and deserves to feel heard, seen, and understood.

ENTER: THE LETTER PROJECT

THE PROBLEM



Studies show that as many as 7 in 10 girls believe they are not good enough.

THE SOLUTION

The Letter Project empowers & supports girls with a simple message: we believe in you. We do this through written letter bundles. We send each recipient 15-20 handwritten letters each with our simple message:

we're rooting for you.

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During a hard time in my life, one of my family members got me a stack of the letters from The Letter Project in hopes of brightening up my day. When I read through the many letters I received, it made me feel hopeful and confident in myself. The words said in the letters seemed genuine and they were overall just filled with love. It truly meant so much to me to receive these letters.

2021 MILESTONES

8,329 WRITERS

352 BUNDLES SENT

9,000+ LETTERS SENT

7,260 WRITE NIGHT ATTENDEES

300+ WRITE NIGHTS

“

I felt so inspired when I opened and read through the letters. People shared such kind things with my friend and really made sure it was personal to her. Seeing how everyone decorated the letters as well and spent so much time on them meant the world.

OUR TEAM



PAIGE THOMPSON
EXECUTIVE DIRECTOR
(THROUGH SEPT. 2021)



ELIZABETH KUMBHARI
EXECUTIVE DIRECTOR



HOLLY ENOWSKI
BRAND CURATOR
& STORYTELLER



LEAH BECHTOLD
SOCIAL MEDIA INTERN
(SUMMER & FALL 2021)

OUR BOARD OF DIRECTORS



**WHITNEY
SAXON**

BOARD PRESIDENT
& FOUNDER OF TLP



**ELIZABETH
LEVINE**

BOARD
VICE PRESIDENT



**GRACE
JARRETT**

BOARD
TREASURER



**PAIGE
THOMPSON**

BOARD
SECRETARY



**EMILY
WINTER**

BOARD
MEMBER



OUR BOARD OF DIRECTORS (CONT.)



**KARI
JOHNSON**

BOARD
MEMBER



**JENNIFER
O.**

BOARD
MEMBER



**CHRISTINE
FREDERICK**

BOARD
MEMBER



**BREA
NERI**

BOARD
MEMBER



2021 REVENUE

\$15,528	Private donations as monthly gifts, one-time donations, or to cover letter bundle costs
\$2,700	Foundations and grants
\$700	Facebook donations, where our supporters kindly asked their love ones to donate to TLP
\$325	AmazonSmile donations

*Together, we raised \$10,000 in 10 days for our revamped Day of the Girl fundraising campaign. This funded one thousand letter bundles that will be sent in 2021 and 2022.

2021 EXPENSES

\$11,827 Staffing (includes two part-time employees with monthly stipends)

\$1,714 Supplies (including stamps, postage, PO Box, envelopes, paper, and postcards)

\$2,246 Technology (including Squarespace, Dreamhost, Mailchimp, Formsite)

\$339 Operating Expenses (including CPA, graphic design, interns, banking, etc.)

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It was very
encouraging. I
didn't expect it at
all and so it was a
surprise blessing.

“
It was really
heartwarming to see
all these strangers who
were on my side and
wishing me the best :)

PARTNERS & COLLABORATIONS

2021 brought us in partnership with well over 80 companies - many of them local and/or women-owned and led. In the spring, \$5 from every Tenth and Spruce jacket was donated to TLP and we curated a special pop-up shop for National Letter Writing Month with creatives, makers, and female entrepreneurs.

Our partnerships included a #DoSomething trivia night and working with "The Peachy Poet," a TLP letter writer who creates poetry inspired by our letters. We partnered with many of our donors for a successful \$10K IN 10 DAYS Day of the Girl fundraising campaign where we funded 1,000 bundles to be distributed in 2022.

With heartfelt appreciation, we thank each and every one of them for their contributions to The Letter Project mission.



2021 HIGHLIGHTS

We focused on extending The Letter Project's mission to new audiences, primarily online. Our letter writers and letter recipients are the heart behind what we do and our communications reflect an increased emphasis on their contributions, their stories, and their experience with TLP. In addition, we partnered with organizations like the Miss America Organization, Outspoken, and local women's groups to host Write Nights.

In 2021, we streamlined internal procedures, including our intake process for accepting letter requests, and worked to improve accessibility for individuals to interact with and participate in The Letter Project.

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"There can never be enough encouragement and love for other women. Everyone is going through their own battles that they may not want to talk about, but being able to be praised by girls from anywhere and everywhere is a total uplifting feeling. Making others wanting to do the same. It's a great platform for embracing young women!"

Since inception:

20,800 letters sent

7,625 letter writers

100 countries



THANK YOU,
The Letter Project



TLP

CONTACT US AT:

HELLO@TOLOVEOURSELVES.COM