



EMBODYLOVEMOVEMENT

ANNUAL REPORT 2017

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*Our mission is to empower girls and women to celebrate their inner beauty, commit to kindness towards themselves and others, and contribute to meaningful change in the world. Our vision is to create a world of unconditional love in action.*

[www.embodylovemovement.org](http://www.embodylovemovement.org)

# The year in review.

*a message from your Executive Director*

2017 was one of immense growth and radical shift for Embody Love Movement. In January, we were honored by National Geographic magazine with a story that featured our movement. The author, Tina Rosenberg, interviewed several of the founding facilitators of Embody Love Movement and shared with the world how their small therapy group I led in Dallas led to a world-wide movement to prevent negative body image and engender empowerment. The honor was not only significant, it was a game-changer.

We held our first Reel Love event, chaired by past Executive Director, Dr. Lara Pence, and it was a smashing success. Dr. Pence brought in Elena Rossini, the director of The Illusionists, and held a panel discussion for the audience with she and I after the screening. We ended the year with our fifth annual One Love Fits All event at NorthPark in Dallas, along with 4 satellite events across the country, and raised a total of over \$60,000 through these efforts.

2017 was the first year that our trained trainers spread the revolution. 18 women served as facilitator trainers across the country and in the UK and Australia and trained a record 167 new facilitators. We served 3,108 girls and women this year, bringing our total numbers served to over 10,000! Our second leadership summit allowed 40 of our facilitator family to be upleveled in leadership and in personal growth. Kerri Kelly, founder of CTZN WELL, Suzanne Sterling, Co-Founder of Off the Mat, Into the World, and I served as faculty for the long weekend that ignited and engaged everyone in attendance at our Arizona ranch.

The fall included a radical shift in our organization-a decentralization of our administration and operations to the women whose boots are on the ground. Through the capable hands of past Executive Director Holly Lynch, we slashed our budget and frontloaded resources to our facilitators, which will allow us to serve more girls and women with less administrative lift. I am so grateful for Holly's steadfastness and wisdom. I am also in awe of the trainers, facilitators, and board members, who remained dedicated and passionate during this transition. The capacity to reach so many takes a village, and I am certainly thankful for the one that surrounds me and this work, every day. With love, we can do anything, including change the culture of enoughness in our world.



Melody Moore, Ph.D., RYT

Executive Director, 2018

# Staff

Founder/Board President

*Dr. Melody Moore*

Executive Director

*Dr. Lara Pence*  
*Jan-July*

*Holly Lynch*  
*Aug-Dec*

Creative Director

*Ashley Carter*

Program Coordinator

*Christi Jiannino*



## BOARD OF DIRECTORS

President - Melody Moore, PhD  
Secretary - Caroline Brasch  
Vice President-Wayne Goodwin  
Paula Larsen  
Stephanie Setliff, MD  
Dana Labat, PhD  
Brandy Whitmire  
Angela Betasso



# EMBODY LOVE WORKSHOP™

Our workshops and programs were delivered to 3,108 girls and women in 2017. We have now served a total of 10,617 girls and women!

Our mission grew further into 32 US states, 152 cities, and 12 countries!

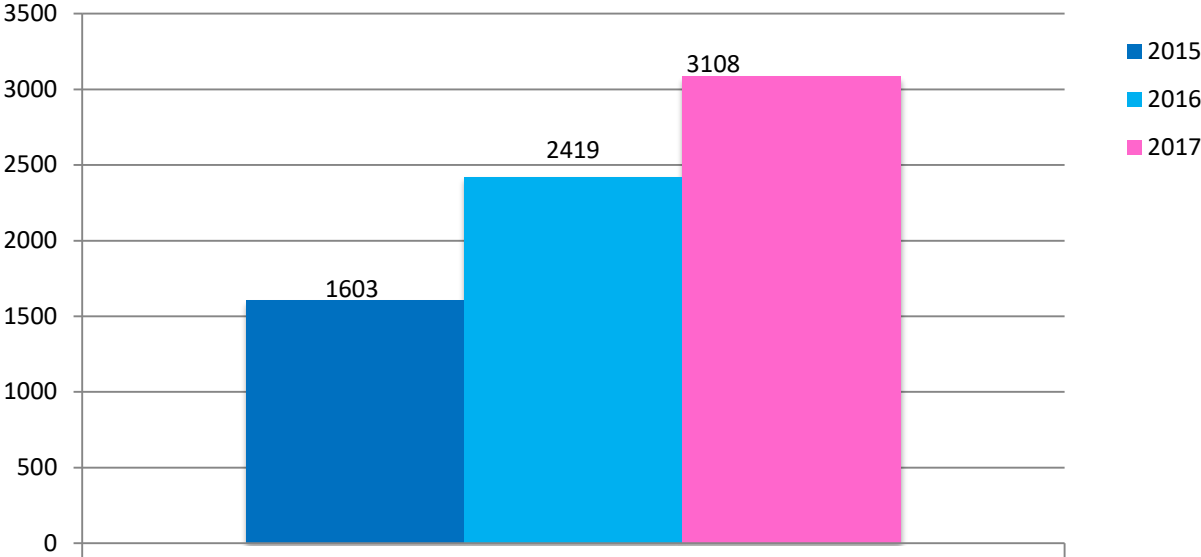
## FACILITATOR TRAINING

We trained 176 new Facilitators in 2017 to further our movement and empower a new group of Revolutionaries.

These new Certified Facilitators represent 32 US States and 12 countries.

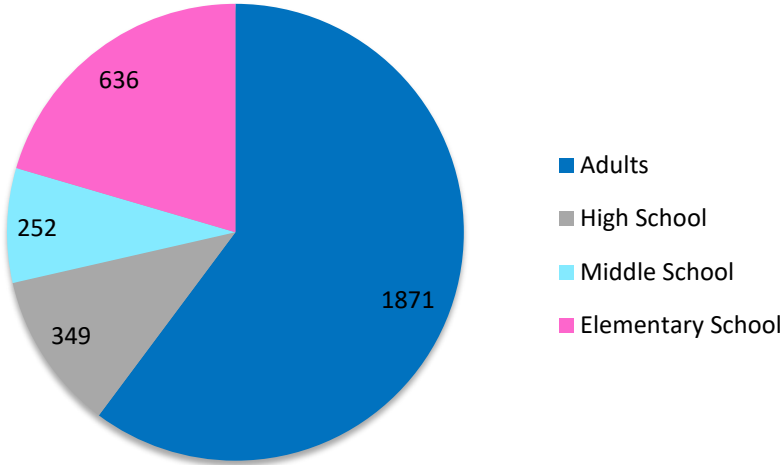


# Workshops



Girls/Women Served by ELM Workshops

## Workshop Participants by Age



# Our LOVE grows



Our camp program grew this year when Certified Facilitator, Karen Gilmour, trained other facilitators for **Embody Love Camp** for girls ages 7 to 12. This year, we held 6 camps and served a total of 58 girls!



## 2017 LEADERSHIP SUMMIT

At our second annual leadership summit, we focused on being essential in this movement. In late September, 36 of our facilitators gathered to share best practices and strategically plan our role in the broader movement to empower girls and women.



# Our LOVE grows

## TRAIN THE TRAINERS in ACTION

2017 was the first year that multiple facilitator trainers led trainings throughout the country. Together, these empowering women held 18 trainings across the US, UK, and Australia and trained 176 new facilitators!





ONE LOVE FITS ALL™  
 FUNDRAISER BENEFITING EMBODY LOVE MOVEMENT®

THANK YOU: DALLAS, TEXAS SPONSORS



\$23,375  
 profit

The 6th annual ONE LOVE FITS ALL™ event was held on October 14<sup>th</sup> at North Park Center in Dallas, TX. Over 90 participants were led through a mindful, body positive yoga practice as the Bhakti House Band played live music.

\$23,988  
 Profit

Our first film fundraiser, REEL LOVE, organized and produced by board member Lara Pence, PsyD was a smashing success.



# Donors

## FUNDRAISING

### \$10,000 +

Brandy Whitmire

### \$5,000 +

Kelli Herd

### \$2,500 +

Lauren DeFlores

Debbie Valois

### \$1,000 +

Carolynn Moore

Debbie Valois

Lara Pence, Psy.D., MBA

Goranson Bain, PLLC

Jenny Watts

Photography

Eating Recovery Center

Brian & Beth Rusk

Ophelia's Place

Melody Moore, Ph.D.

Rik Tatum Salon

Stephanie Setliff, M.D.

Angela Betasso

### \$500 +

Gretchen & Reiner

Brasch

Alex Gandy

Christi Jianinno

Yogees4Kids

Renfrew Center

### \$500 +

Sallie Groves

Laurie Gibbons

Chris Connelly

Renfrew Center

Holly Lynch

Tiffani Mauldin

Arizona Restorative

Psychiatry

### \$250 +

Tiffany Denny

Betty Spomer

Stella Pence

Jessica Burrow

Anne Pillon

Julie Fischer

Marshall Gandy

India Benedetto

Kristie & Mike George

Anna Guest-Jelly

Stephanie Waitt, LPC

Doorways LLC

Rosewood

Michelle Collins

Jamie Hanson

Cheryl Donnelly

Michelle Howard

Paula Larsen

Melanie Butz

Minta Allred

Kristen Williams

Caroline Brasch

Wayne Goodwin

### \$100 +

Judy McClelland

Brenda Rodriguez

Doug & Teri Whitney

Emily Horton

Tom Cunningham

Lucie Deuel

Julie Goodell

Peggy Floyd

Robyn Baker

Maggie Howell

Barrett Hopper

Casey Collins

Karen Kasenoff

Nadine Wolff

Kati Atkins

Cici Weinmann

Nora Kramer

Jana Kyriakou

Emily Weitekamp

Lindy Berkley

Jaime Martin

Tai Tipton

Carolyn Collins

Lindy Berkley

Cherie Holderness

Marta Gruntmane

Automotive

Performance and Repair

Jeanne Phillips

Jeanette Bjorklund

Kristie McCourt

Heather & Kay Hopper

Jerry & Rene Hawthorne

Marissa Knox

Sarah Bogle

Nighean Hardie

Kristie McCourt

# 2017 Income

Programs	\$68,324.73
One Love Fits All	\$23,375.92
North Texas Giving Day	\$1,399.40
One Time Gifts	\$538.94
Store	\$2,688
Giving Tuesday	\$2,276.85
Reel Love	\$23,988.45
Recurring Monthly Gifts	\$2,945.86
Other Donations	\$16,508.03
TOTAL	\$143,604.39

Financials were prepared by James Earl Estes, CPA.

# 2017 Expenses

Operating	\$144,028.35
Programs	\$48,730.28
Fundraising	\$10,270.05
Workshops	\$3,718.82
Store & Clubs	\$1,111.81
<b>TOTAL</b>	<b>\$207,859.31</b>



# 2017 Balance Sheet

**EMBODY LOVE MOVEMENT FOUNDATION**  
**Balance Sheet**  
**at**  
**December 31, 2017**

**ASSETS**

**CURRENT ASSETS**

Cash	(627.37)
Total Current Assets	<u>(627.37)</u>

**OTHER ASSETS**

Inventory	6,463.62
Total Other Assets	<u>6,463.62</u>

<b>TOTAL ASSETS</b>	<b><u>5,836.25</u></b>
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**LIABILITY AND EQUITY**

**CURRENT LIABILITIES**

Payroll Tax Payable	0.00
Total Current Liabilities	<u>0.00</u>

**EQUITY**

Opening Balance	70,091.17
Net Income	<u>(64,254.92)</u>
Total Equity	<u>5,836.25</u>

<b>TOTAL LIABILITY AND EQUITY</b>	<b><u>5,836.25</u></b>
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# Practicing Gratitude...

We at Embody Love Movement are so grateful for your support. Your heart, your generosity, your willingness to open yourself up to possibility – that is why we are here. There is no way that you can see purpose in us without seeing purpose in yourself. It's true.

So thank you for taking this journey with us and we hope that you will continue to grow with us as we grow with you.



# Be with us. Join the revolution.

- LOVE from within. Your self love is contagious.
- Spread LOVE through moving conversations from comparison to contribution and from competition to kindness
- Become a Certified-Facilitator and offer workshops
- Become a Revolutionary through participation in one of our workshops
- Volunteer your time for one of our projects or office management
- Donate space to host an Embody Love Movement workshop or fundraising event
- Start a Club at your school or mentor a student in starting their own
- Contribute financially through a monthly giving circle, a one time gift, employer match, or sponsorships at one of our fundraisers



To join us on this miraculous  
journey visit us at:

[embodylovemovement.org](http://embodylovemovement.org)





# EMBODYLOVEMOVEMENT™

Melody Moore, Ph.D., RYT  
*Executive Director*

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[embodylovemovement.org](http://embodylovemovement.org)