

2020 ANNUAL REPORT



We Make Massage Therapy Matter

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Message From the Executive Director

Healwell's 10th year began on a high note with plans for an anniversary celebration and a strategic vision that had us on track to log our most financially successful year in the organization's history. Then, March and the news of COVID came and our momentum was interrupted in ways we never could have imagined.

Nevertheless, we persisted.

The immediate impact of halting all of Healwell's service programs forced us to lay off our team of 12 massage therapists in early spring. We shunted our resources to a small core of leaders who would support our shift from direct, hands-on care to the ability to sustain our work through education offerings, non-service collaborations and virtual community building.

It was a bumpy year and we learned invaluable lessons that brought us closer together. Well-timed PPP funding allowed us to redirect our efforts, focus on education, build new partnerships, and end the year in a healthy financial position. We are deeply grateful for our therapist family, the unwavering support of our donors and our Board of Directors for their calm and pragmatic guidance.

As 2020 came to a close, we had hired back a majority of our therapists and resumed hands-on work with most of our clinical partners. We had also built a robust online, collaborative and interdisciplinary education platform, a new podcast, an email list that tripled in size and earned the love and support of thousands of massage therapists and other clinicians from around the world who had never heard of Healwell before COVID.

Healwell emerged from 2020 smaller on paper, but so much larger in impact. It was easily our most challenging year, but we strengthened and galvanized our mission to transform healthcare in new and truly visionary ways.

I look forward to the adventures that lie ahead in 2021. I know that, with your continued support, we will meet whatever challenges arise with grace, humility and confidence.



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Executive Director
Healwell

Our Mission & Vision

Healwell's mission is to improve quality of life for people affected by acute, chronic, and serious illness through massage therapy, interdisciplinary education, and research.



We create interdisciplinary education opportunities to raise the level of practice of all practitioners who seek to improve outcomes and the experience of illness by bringing humans back to the center of all care in all settings.



We touch humans to reduce their pain, ease their anxiety, and introduce comfort into the experience of illness.



We collaborate with hospitals and other health care facilities to create and conduct research about the feasibility and effect of massage therapy on people living with illness and the value of massage therapists in clinical care.



We bring together compassionate, self-aware health care providers who are actively participating or are interested in participating in interdisciplinary care to have honest, uncomfortable conversations about topics like access, racism, death, ageism, ableism, and equity that address the intersection of being a human being and providing quality care, so that we can expand our impact, confidently navigate new challenges, and together create lasting, sustainable changes in health care.

Our Board of Directors

Healwell's Board brings a variety of critical talent, skills, and industry knowledge to guide our overall direction.



Katherine LaVelle

Board Chair

Managing Director at
Accenture



Mary Ester

Board Vice Chair

Director Of Individual Giving at
Consumer Reports



Michael Reynolds

Treasurer

Principal of Elevation
Financial LLC



Demara Stamler

Secretary

Founder of Life Well Lived Consulting



**Roshni Ghosh, MD,
MPH**

Director

Founder & CEO of Gipht



Cynthia Oden, MBA, MS

Director

Physical Therapist at Sibley Memorial
Hospital



Jamil Rivers

Director

CFO at EducationWorks,
Founder & CEO of
Chrysalis Initiative

Milestones

We're making a meaningful impact.

Healwell's team brings exceptional skill, commitment and innovation to the health care space through collaborations, unparalleled service and cutting edge educational content.

- Promoted two well-deserving employees to the roles of Service Director and Education Director
- Remained in close contact with partners during COVID hiatus
- The first integrative therapies program to be welcomed back by Life With Cancer
- Began new programs with Medstar Washington Hospital Center, Virginia Hospital Center and Medstar Georgetown University Hospital
- Launched online course portal and developed 39 new online courses
- More than 10k students from around the world and 12k enrollments in the online course portal
- Launched two new podcasts ("Massage Therapy Without Borders" and "Interdisciplinary")
- Launched online interdisciplinary community for health care providers
- Partnered with providers across disciplines to develop multiple interdisciplinary courses
- Partnered to create and disseminate educational materials with the Registered Massage Therapists Association of British Columbia, Associated Bodywork and Massage Professionals, and the American Association of Service Coordinators
- Presented at several online conferences including the AASC National Service Coordinator Conference

At A Glance



39
new online courses
created



1,991
patients and caregivers
touched



2
new podcasts
launched



3
new programs
launched



12,000+
online course
enrollments



100+
online Community
members



6,000+
new newsletter
subscribers



Pivoted
To online education and
virtual community



Remained
Connected to all our
clinical partners
during COVID hiatus

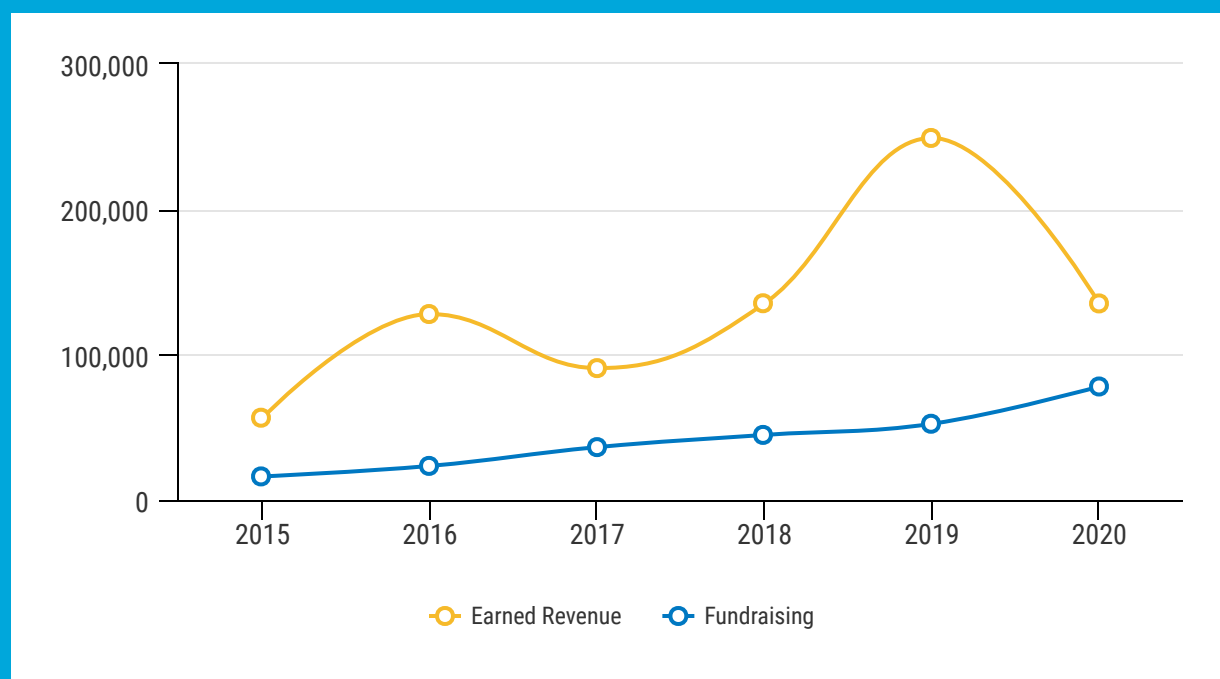


Survived
The professional,
economic, and personal
challenges of a global
pandemic.

2015 - 2020

Financial Statements

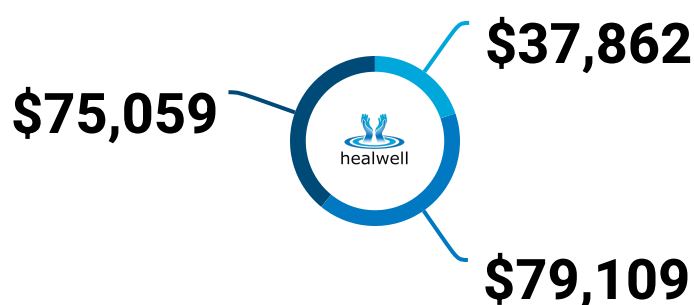
Earned Revenue and Fundraising 2015-2020



2020

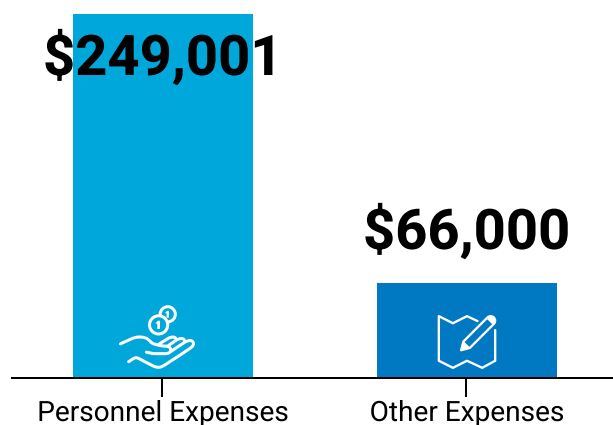
Financial Statements

Program Revenue and Operating Expenses

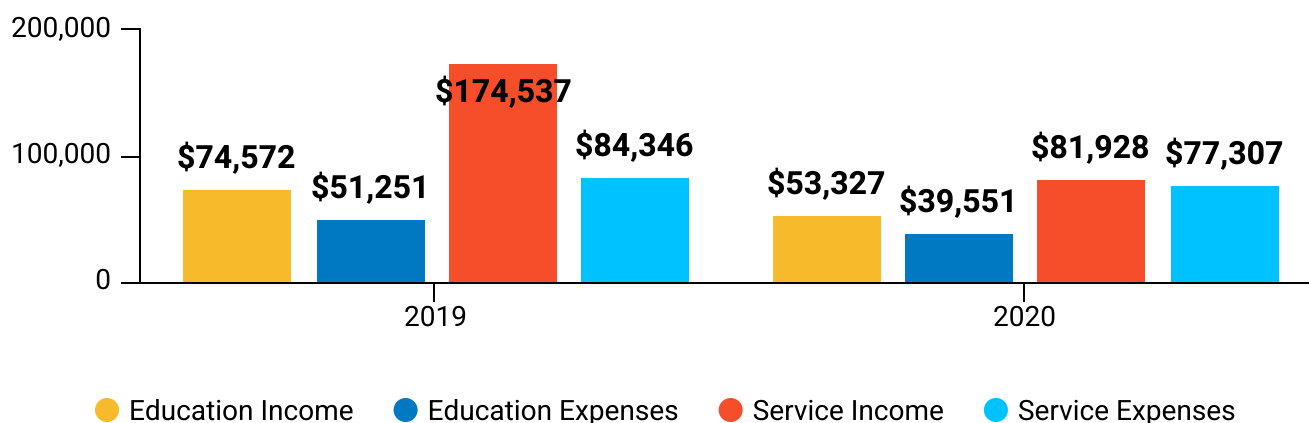


● Education Revenue ● Service Revenue
● Fundraising

Total Program Revenue = **\$192,030**



Total Operating Expenses = **\$315,001**



● Education Income ● Education Expenses ● Service Income ● Service Expenses

Contact Us



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