

OF THEM AND WHAT EXPRESSIONS

♥ CREATE

PEACE OF MIND

FEELING SAFE EXPRESSION

FREEDOM HOPE

TO GET MESSY =

FOUNDED "A bit more comfortable"

"IT MADE ME FEEL LIKE WHAT I'M GOING THROUGH WILL BE ALRIGHT."



WHO WE ARE

About PeaceLove

Together we help people create peace of mind.

PeaceLove empowers people to share their mental health stories and create peace of mind through expressive arts. We use creative expression to inspire, heal, and communicate emotions that are often difficult to convey in words.

PeaceLove co-founder Jeff Sparr has battled Obsessive Compulsive Disorder (OCD) much of his life. On a whim, he decided to try his hand at painting and found that it dramatically subdued the symptoms of his OCD. Art provided a creative outlet and a vehicle to share his story with others.

Expressive arts changed Jeff's life, and he wanted to share it with the world. PeaceLove's programs and partnerships are providing tools and opportunities for people throughout the US and internationally to create peace of mind.

Learn more at [PeaceLove.org](https://www.peacelove.org)





EXPRESSIVE ARTS PROGRAM

CREATORS

The CREATORS Program equips frontline professionals to deliver our expressive arts curriculum to their communities.

Facilitators work directly with individuals, families, and groups throughout the country to help them achieve improved mental health and better quality of life through artistic expression.

After receiving training, CREATORS deliver ongoing workshops consisting of visual arts, storytelling, sound, and movement with the purpose of providing new resources and skills to achieve mental wellness.

As of April 2018, we have trained 108 CREATORS who have delivered 4,083 workshops and 56,573 total expressive arts experiences.





PARTNER PROFILE

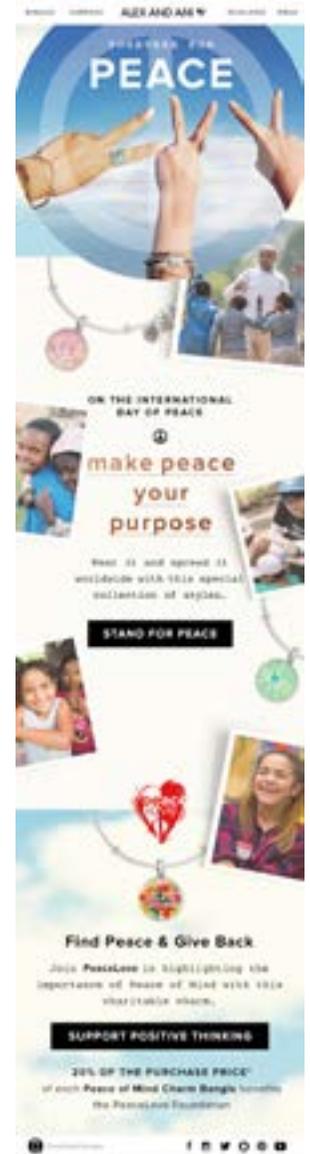
ALEX AND ANI

We teamed up with ALEX AND ANI to create a bangle that changes lives.

In 2014, ALEX AND ANI launched the Peace of Mind bangle with the hope of inspiring people to share their stories and connections to mental health. The response was overwhelming, as people rallied around the bangle to support and create awareness for mental health nationwide.

Over 100,000 Peace of Mind bangles have been purchased, generating over \$3,000,000 in sales and creating positive conversations and awareness for mental health both online and offline. Thanks to ALEX AND ANI, the Peace of Mind bangle has provided nearly \$500,000 in financial support to deliver expressive arts programs to children, teens, and adults in diverse communities and create peace of mind for tens of thousand of individuals across the country.

ALEX AND ANI® | CHARITY®
BY DESIGN





"This will be my next purchase to support my loved ones who live every day with their struggles."



"As someone who lives and battles mental illness every day, this bracelet is especially important to me, and has easily become my most meaningful charm."



ALEX AND ANI, continued

On December 26th 2017 ALEX AND ANI launched the Be Yourself Bangle and Necklace in the spirit of further amplifying the PeaceLove movement by empowering individuals and communities to share their mental health stories and support loved ones. The Be Yourself Necklace is the very first Charity by Design necklace, providing an additional product for consumers to purchase in support of PeaceLove's mission and mental health.



"One of the best presents I have ever received. Mental illness is a subject close to my heart. I can't think of anything else I would want to support more."



"I suffer from severe depression and anxiety, and I'm proud to wear this bracelet and bring awareness!"

When you have the courage to be yourself, you'll feel a freedom like no other. The right people will love the real, beautiful, and creative soul that you are - quirks and all. Take a stand for authenticity and openness. Believe in yourself. To be yourself is to be free.



PARTNER PROFILE

Hanky Panky

This lingerie company empowered its devoted fans to support mental health in a beautiful way.

When an elementary school art teacher joined one of our expressive art workshops, she never could have guessed where her painting would end up. The carefree brushstrokes and vibrant colors adorning this lingerie set appeared years ago on a canvas at a PeaceLove workshop in Providence Rhode Island. Workshop participants were prompted to paint what gives them peace of mind, and years later this collaboration is bringing peace of mind to thousands through our partnership with Hanky Panky.

Hanky Panky is known for their amazingly comfortable pieces and loyal customers, selling an average of one panty per second. They are passionate about supporting mental health, and through this collaboration have provided \$35,000 to fund expressive arts workshops for individuals across the country.





PARTNER PROFILE

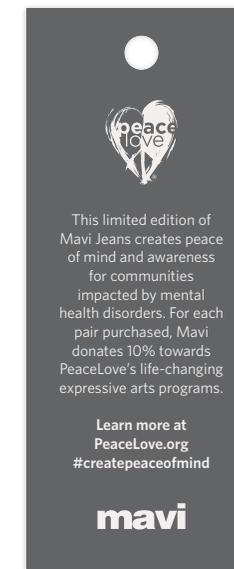
Mavi Jeans

In partnership with Zappos.com, Mavi Jeans gives a deeper meaning to three of their best styles.

International apparel brand Mavi Jeans embraced the opportunity to support mental health by giving three of their best-selling jeans a new purpose. Through a partnership with Zappos.com, Mavi is donating 10% of each Zappos sale of 3 designs to support PeaceLove's work.

Each of the PeaceLove partnership jeans are emblazoned with a unique paint splattered hangtag describing our purpose and Mavi's contribution. We provided dozens of yards of custom splattered canvas to add a special touch to the hangtag. Otherwise, the jeans remain unchanged, enabling Mavi to support PeaceLove and bring our message to market without having to create something new.

mavi





PARTNER PROFILE

Michaels Stores

Art supplies that fuel creativity and storytelling

In 2015, Michaels Stores joined us as the official art supply partner of PeaceLove. High quality art supplies are essential to our expressive arts programs, and Michaels is a dream partner to support our growing needs. To help kickstart CREATORS, Michaels has provided hundreds of art supply kits to equip CREATORS with all of the art supplies they need to facilitate ongoing programs and create peace of mind in their communities. Thanks to Michaels, we are on track to help over 100,000 children, teenagers, and adults achieve improved mental health and better quality of life through artistic expression by 2020.





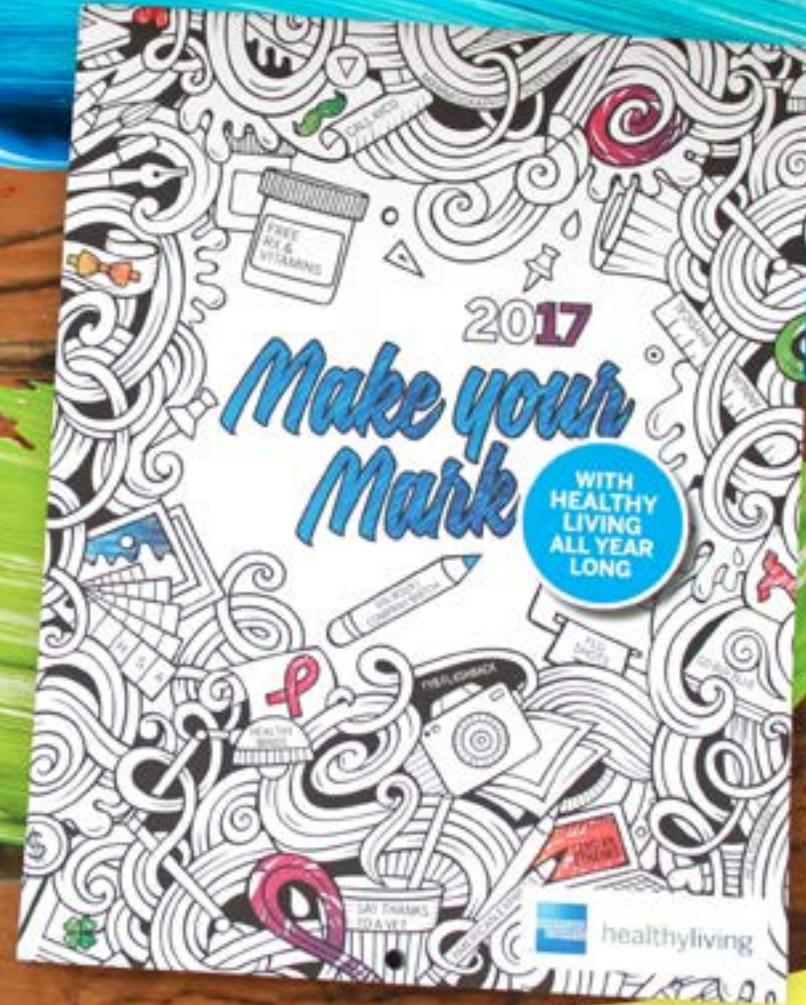
PARTNER PROFILE

Guitar Center

Musical Instruments that fuel creativity and storytelling

In 2016, Guitar Center joined us as the official music supply partner of PeaceLove. High quality musical instruments are essential to our expressive arts programs, and Guitar Center literally helps us rock! Guitar Center has provided over 100 musical instruments kits to equip CREATORS with all of the music supplies they need to facilitate ongoing programs and create peace of mind in their communities.





PARTNER PROFILE

American Express

Raising awareness and stamping out the stigma associated with mental health issues in the workplace and beyond

In 2017, American Express dedicated their "Make Your Mark" calendar to PeaceLove. In dedicating their calendar to PeaceLove American Express made a donation to PeaceLove in honor of each and every American Express employee, 20,000 strong, in the U.S. They also distributed the calendar to all 20,000 employees' homes featuring our mission and work.



"PeaceLove is an organization that aims to change how people think about mental health by providing expressive arts programming to help individuals and communities create peace of mind. Their mission parallels our Health Minds program, where we strive to raise awareness and stamp out the stigma associated with mental health issues."

- Charles Lattarulo, PhD, Global Director of the Healthy Minds Program for American Express



ANNUAL EVENT

Peace of Mind Storytellers

Our annual Peace of Mind Storytellers event inspires conversations of acceptance, understanding, and hope.

We bring together leaders and newcomers in the mental wellness space to share their mental health stories and the work they are doing to help create peace of mind in the world. The stories are authentic, vulnerable, and inspiring, intermixed with musical and comedic performances. It's not what you'd expect to find at a mental health event, and the healthcare professionals, students, artists, parents, etc. in the audience welcome this hopeful and positive approach to mental health.

Pictured here is Storyteller Neil Hilborn, a bestselling author and, with over 150 million views to his credit, he is the most-watched poet ever. Neil is a mental health champion using his own battle and struggles with mental illness to inspire others that they are not alone.





RESTORED
A SENSE OF
HOPE



healing



GOOD

changed
my life



OPEN THE DOOR
to some of the most
LOCKED AWAY
thoughts & emotions



LOVING, SAFE
& VALIDATING



he forgot
he had OCD



REAL



CONNECTED

M + HAPPY EVERYONE WAS VERY NICE



"I PAINTED, IT MADE ME FEEL BETTER, I THOUGHT IT COULD HELP OTHERS."

COMMUNITY IT WAS AN ABSOLUTE JOY

MY MIND IS FREE 

IT UPLIFTED MY SPIRIT *extremely calming!*

CONNECTING WITH OTHERS FUN