

Project HEAL

2022 Annual Report

**DEEPENING
OUR IMPACT**



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A LETTER FROM THE CEO

As I look back on the last three years of my tenure as CEO, I see 2020 as a year of clarification, 2021 as a year of stabilization, and 2022 as a year of **deepening our impact** (hence the deep sea theme of this year's annual report!). It's astonishing to see all of our hard work paying off in significant increases across the gamut - *more* treatment partners to increase access to care, *more* incredible staff and board to carry out our urgent mission, *more* revenue to make our work possible, *more* people seeking Project HEAL's support, and most importantly - ***more people served*** by our programs than ever before.

As we head into 2023, which I hope will be a year of expansion, I want to say **thank you**. Thank you for listening to the data, which clearly shows both the seriousness of the eating disorder crisis in the U.S. as well as the profound barriers that far too many people face when they seek care. Thank you for believing in and supporting Project HEAL in our unique, bold efforts to break down these barriers and make healing possible for *everyone*. Project HEAL is needed more than ever, and we couldn't do it without you.



Rebecca Eyre, MA, LMHC
Chief Executive Officer
Project HEAL

A LETTER FROM THE BOARD CHAIR

I first joined Project HEAL in 2020 at a time when our world was completely disrupted by the pandemic and confronted with the ever-present realities within a broken and inequitable health care system. I was convicted to **join an organization that was aligned with my personal and professional values** - an organization that is committed to breaking down barriers to eating disorder treatment and to *advocating for individuals with eating disorders who are often neglected and disproportionately underserved*.

Remaining true to its core mission and vision, Project HEAL has been able to deepen its impact in 2022 by providing access to free clinical assessments and quality treatment, *making it possible for individuals with eating disorders to embark and persist through their healing journeys*. With the support of our donors, volunteers, staff, allies, and Board Directors, **Project HEAL has and continues to be at the forefront of creating access to care for those who so desperately need and deserve healing from their eating disorders**. It is an honor and a privilege to serve as Project HEAL's Board Chair and to work alongside so many devoted individuals who are *actualizing our vision*. While we still have so much work to do, I am hopeful and excited to see all that we are able to accomplish together in the year to come.



Erikka Dzirasa, MD, MPH, DFAACAP
Chair of Board of Directors
Project HEAL

OUR MISSION

IS TO BREAK DOWN SYSTEMIC, HEALTHCARE, AND FINANCIAL BARRIERS TO EATING DISORDER HEALING.

OUR VISION

IS FOR EVERY PERSON WITH AN EATING DISORDER TO HAVE THE RESOURCES AND OPPORTUNITIES THEY NEED TO HEAL.



OUR VALUES

Equity Matters

We believe that equity is a restorative process, not an event. In contrast to equality, equity is aimed at a just distribution of resources that acknowledges inherent inequity in our existing systems. We intentionally prioritize those who have been excluded from or harmed by the eating disorder field due to biases like racism, weight discrimination, transphobia, homophobia, ableism, healthism, and classism.

Healing is Possible

We believe that healing from an eating disorder is possible with access to resources and opportunities. Project HEAL has intentionally chosen to use the word “healing” rather than “recovery” because recovery implies a regaining of something that was lost. We acknowledge that far too many do not have access to the resources, support, or safety that are required to heal - and even when they do, healing is nonlinear and unique to each individual.

Your Body is Yours

We are committed to taking actions that push back against systems that make it less safe for some people to be fully embodied than others. Beyond body positivity, Project HEAL aligns with body acceptance and body liberation movements. We are actively working to unlearn and resist value systems rooted in white supremacy, fatphobia, gender binaries, diet culture, and perfectionism.

We're Better Together

Eating disorders thrive in isolation, and we believe that the true healing of ourselves, our bodies, the eating disorder field, and our society at large can only happen in the context of connection and community. With the support of our community, Project HEAL can more effectively achieve our vision of a world where every person with an eating disorder has the resources and opportunities they need to heal.

IN THE COMMUNITY



White House Conference on Hunger, Nutrition, and Health

On September 28, 2022, Project HEAL CEO Rebecca Eyre attended the White House Conference on Hunger, Nutrition, and Health. This was the first White House Conference on Hunger, Nutrition, and Health in over 50 years. Project HEAL & Rebecca Eyre were one of few people or organizations focused on eating disorders who were invited to attend. Of note, eating disorders were hardly mentioned, bringing a need to advocate in the Executive Branch on the issue.



#ReadytoHEAL for Eating Disorders Awareness Week

The Executive Office of the United States officially proclaimed February 21 through February 27, 2022 as National Eating Disorders Awareness Week – the first acknowledgement of its kind from The White House in 3 decades. Project HEAL discussed with community members and celebrities alike what their journeys looked like when they were *ready to heal* but couldn't access treatment for their eating disorders.



Ambassadors Get Involved

Project HEAL Ambassadors spent 2022 engaging with their communities to raise awareness around eating disorders, celebrate recovery, and share the ways Project HEAL is supporting folks who are facing barriers to HEALing. They sponsored yoga practices, presented at the Michigan Mental Health Summit, and hosted an annual Project HEAL Gala fundraiser at The Ohio State University. In October, Ambassador Tiffany Ramirez bravely [shared her story](#) as a college student with lived experience on CBS Philadelphia. Lastly, Ambassador Jessica Korobkin hosted a musical workshop at her school theater to raise awareness to and bring an end to the stigma surrounding eating disorders.



Eating Disorder Informed Education

Project HEAL's field leadership went beyond our direct-service programs this year with discussions about "Eating Disorder Informed Workplaces," diet culture, insurance denials, and weight stigma. Many of our staff members publicly shared their wisdom and lived experience to raise awareness and help people access care.

OUR LIFE-SAVING PROGRAMS



TREATMENT PLACEMENT

Project HEAL offers our beneficiaries free treatment through our HEALers Circle members, the largest network of facilities and providers at every level of care. Through these partnerships, we are the only major nonprofit in the U.S. providing access to free treatment to individuals with eating disorders who are uninsured or underinsured.



INSURANCE NAVIGATION

Project HEAL's insurance navigation specialists and resource guides help individuals understand their often confusing insurance benefits and advocate on their behalf to get their treatment covered.



CASH ASSISTANCE

We offer one-time cash assistance to individuals who are able to demonstrate financial need so that they can unlock their benefits and pay for other tertiary expenses associated with going to treatment.

NEW IN 2022!

CLINICAL ASSESSMENT



In April 2022, Project HEAL officially launched its Clinical Assessment Program, providing free, impartial, culturally-competent, and compassionate 1-hour phone assessments to anyone in the U.S. who might have an eating disorder. A thorough, formal, and free diagnosis can open the door to starting some types of treatment more quickly, and point people toward the specific resources they need.

The Clinical Assessment Program operates on several foundational principles that uniquely highlight our ability to support mental health in marginalized communities: accessibility, harm reduction, and cultural competency and humility.

DIVING DEEP INTO OUR IMPACT

DIRECT SERVICES PROVIDED

1,249

PEOPLE SERVED

756

CASH VALUE OF SERVICES

\$3,519,022

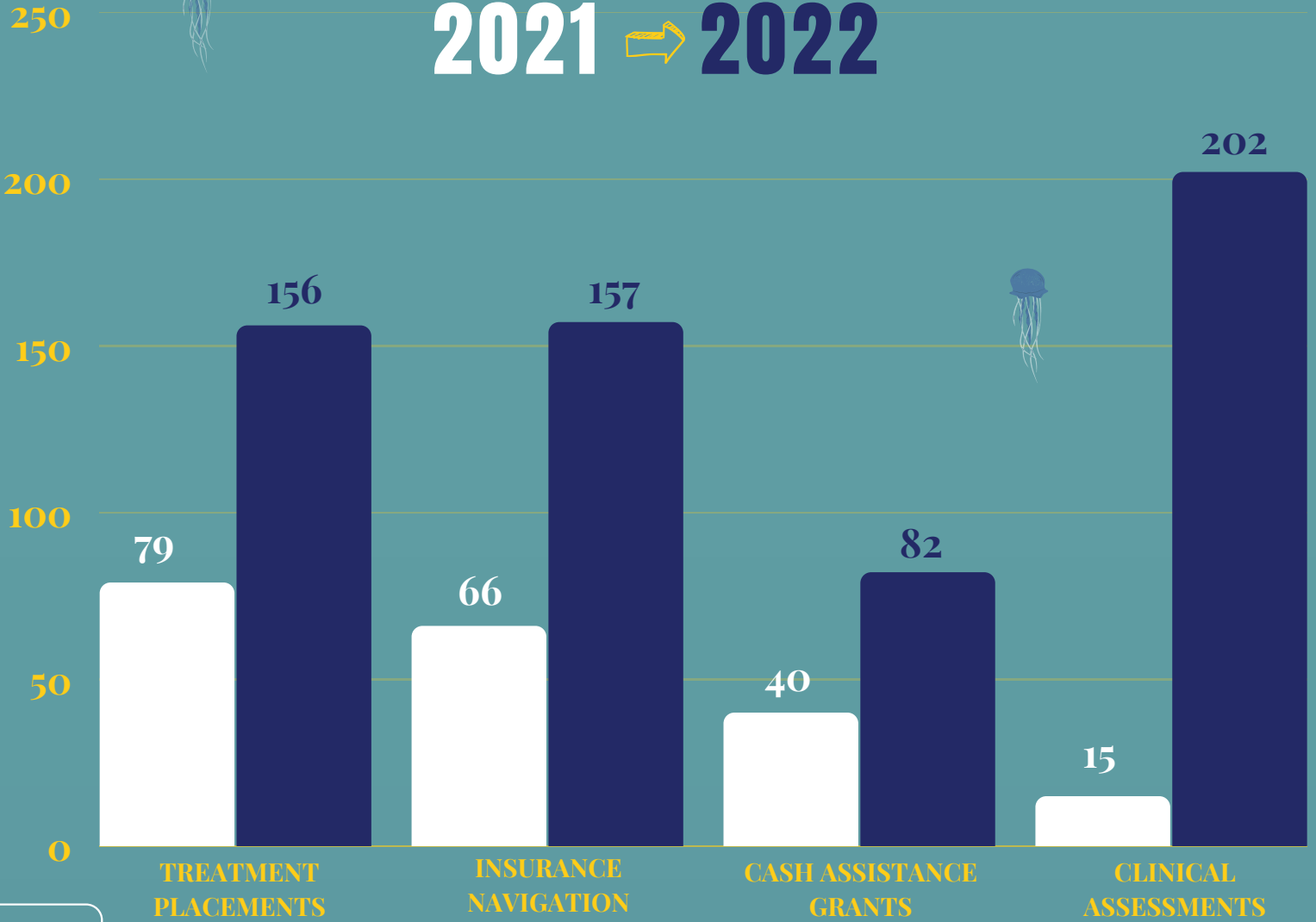
TREATMENT PARTNERS

212



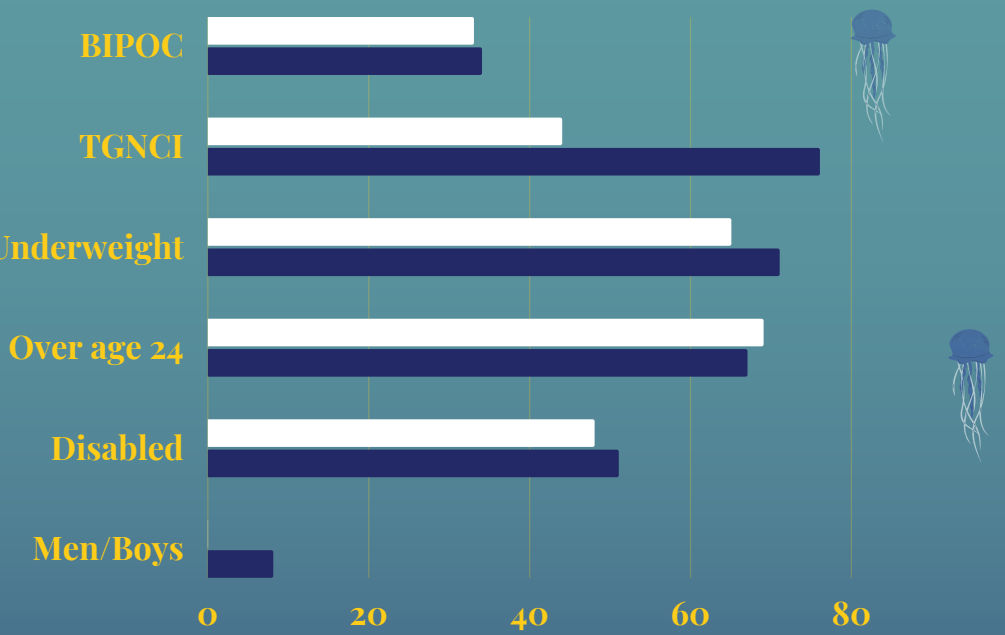
PROGRAM REPORT

2021 → 2022



KEY

- 2021
- 2022



IMPACTING OUR COMMUNITY

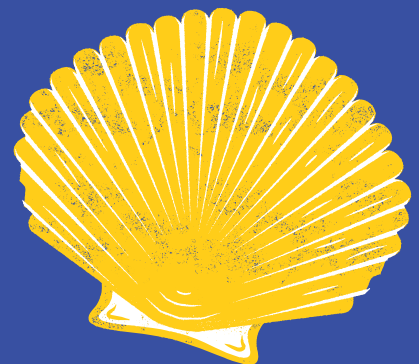
let's talk about who we do it for

"I recover for the chance to build a future. I recover loudly for those who aren't ready to even put their struggle into words. I do it for the young, queer person I was who had to figure it out on their own, so that fewer people are alone in the uphill climb out of hell. I do it for this found community which strives for equitable access to healing and uplifts each other along the way. I do it for my dreams and yours. I do it for everyone who thinks they can't and everyone who knows deep down that they can." - Ava



"I do it for those who have been body shamed, placed on diets against their will, struggled with eating disorders, single mothers, the teen moms, the working moms, the Black women who have been overlooked, ignored, not taken seriously, disrespected and not given options for healing. I do it for those who are hurting, disgusted, tired of fighting, who won't give up, who can't give up. I do it for those who struggle with mental health, live in chronic mental, physical and emotional pain, have or currently experience financial and food insecurity and for those who have no voice and do not know their options. I do it for those who will come after me and have come before me. I heal and share my journey, my story, my truth to promote and celebrate healing for all." - Sara

"For those who deserve to see colors again, to be present, and so they may live instead of survive. Every one of you deserves a life without an ED, for freedom, love, and to BE ALIVE! So that they can receive treatment because we see them suffering in silence, and there is no such thing as "sick enough". Because there is an injustice in treatment for this sickness, because it is NOT a physical one but an internal, mental, life-shattering disease. NO ONE deserves to suffer." - Laila



CELEBRATING GROWTH AT PROJECT HEAL'S 2022 GALA



Author and Abolitionist Da'Shaun Harrison accepts the Inspire Award.



The FEDUP Collective accept the Social Impact Award for their work in the LGBTQ+ community.

At the 2022 Project HEAL Gala in New York City, Project HEAL's CEO Rebecca Eyre announced a staggering 3216% increase in services delivered since the pandemic began, which includes helping 1,394 people get into eating disorder treatment for free over the past three years, the cash value of which is \$6,444,415. For reference, in the entire first twelve years of operating, Project HEAL helped 128 people get into treatment. Eyre also announced that since 2020, Project HEAL has reached over seven million people with education on eating disorders, treatment, and the inequities that plague the field. After a three-year in-person hiatus due to the pandemic, it was an especially memorable night of healing as notable activists and industry experts came together to honor the great strides made in eating disorder care and advocacy.



Board Members Wednesdae Reim Ifrach and Ben O'Keefe present the awards.



BIPOC ED Conference Founders Whitney Trotter and Angela Goens accept the Vision Award.

HEALERS CIRCLE

THANK YOU TO OUR HEALERS CIRCLE PARTNERS WHO
MAKE HEALING POSSIBLE FOR SO MANY PEOPLE.

CELEBRATING OUR NEW 2022 PARTNERS

Aaron Flores, RDN, Certified Body Trust Provider
Accanto Health (Veritas & The Emily Program)
Ailm Therapy
Alex Forsythe Coaching
Alexis Audigier Coaching
All Voices Nutrition
AZ Therapy Quest
Balanced Nutrition LLC
Beyond Beautiful PLLC
Beyond Nutrition Therapy
Body-Positive Therapy NYC
Candlemine Psychotherapy + Gentle Nutrition
Coaching Recovery Bodies
Colomba DiFillipo Coaching
Columbus Park Eating Disorder Experts
Dani's Garden
Devoted Recovery
Eating Disorder Recovery Specialists
Eliza Heberlein, RDN
Ellie Kelsey Nutrition
Emily Wolf Coaching
Empowered Recovery Coaching
Everhart Therapy
Feeding Your Soul Nutrition
Food Relations Nutrition Counseling
Forward Nutrition Co.
Free Method Nutrition
Freedom Recovery Coach
Fulfilled Nutrition Therapy
Gatewell Therapy Center
Genpsych Eating Disorder Programs
Giva Wilkerson (Yoga, Recovery, Support)
Grace Bialka LLC
Heart Space Psychotherapy
Hilltop Behavioral Health
Hull House Institute
Hull House Recovery Peer Support
Ilene V. Fishman Psychotherapy
Inclusive Nutrition Counseling PLLC
James Kane, MA, AMFT

Jamie Kuttenkuler Wellness
Janet Lydecker, Ph.D.
Jenny Cearfoss Coaching
Kat Maysent Coaching
Kayla King LLC
Lam Nutrition, LLC
Laura Cohen Coaching
Lavender Hope Recovery
Liz Cazares MS, RD
Looking Glass Coaching
Lucia Gaviria Coaching
Lucie Waldman Coaching
Luminary Nutrition
Lutz, Alexander, and Associates Nutrition
Mackenzie Woolwich Coaching
Mariana Prutton, MFT
Melissa Daum LMFT
Mending Ground Nutrition & Yoga
Molly Robson LCSW
New Beginnings Therapy
Nicola Coleman Coaching
Nourish Body & Mind
Nourish in Recovery- Banyan Eating Disorder Program
Nourished Roots Nutrition
Nutrition Hive with Clinician's Incubator
Opal: Food + Body Wisdom
Pinney Davenport Nutrition
Rachel Naar Nutrition
Radiance Nutrition Therapy & Yoga
Rebekah Paster, LSW
Recovered Connections
Rocky Mountain Nutrition
Rooted Nutrition and Counseling
Rooted Nutrition Therapy
Run Whole Nutrition
Sage Nutrition
Sasha Millice Nutrition
Seeds Nutrition Counseling
Seye Akinyemi Coaching
Shandrey Krone Coaching

Shelby Santin Nutrition Counseling
Sierra Center for Wellness
Silvina Cox, MPH, RDN
Skyway Behavioral Health
SonderSelf Recovery
Stefanie Boone, MS, RDN, CEDRD
Stephanie Hawthorne Coaching
Sukey Hendrix Coaching
Sunol Hills
Taking Shape Coaching LLC
Tamsin Goldsmith Therapy
The Gaudiani Clinic
Thrope Therapy
Unpolished Journey
Victoria Lambert, MS, RD
Wendy Robitaille Coaching
Wildflower Recovery
Wind Over Water
Within Health

BOARD OF DIRECTORS



Carolyn Costin



Amanda Crew



Shashi Deb



Erikka Dzirasa



Ilene V. Fishman



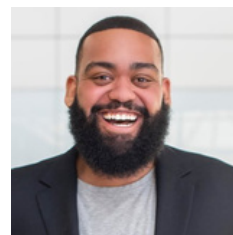
**Bonita Jackson
Turner**



Craig Kramer



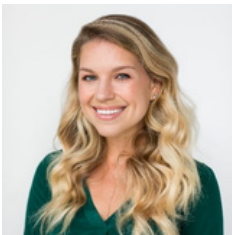
Paraag Marathe



Ben O'Keefe



**Wednesdae Reim
Ifrach**



Kristina Saffran



Whitney Trotter



Susan Vibbert



Cooper Zelnick



Joan Zhang

STAFF

Rebecca Eyre, *Chief Executive Officer*
Eunice Feng, *Program Manager*
Patricia Geesaman, *Operations Director*
Alexa Grayson, *Insurance Navigation Program Manager*
Ashlee Knight, *Chief Program Officer*
Safiya McHale, *Clinical Assessment Program Manager*
Serena Nangia, *Marketing & Communications Manager*
Fynn Rorris-Crow, *Development Director*
David Schulte, *Finance Manager*

NATIONAL VOLUNTEERS

Haana Ali, *National HEALers Circle Chair*
Ayanna Bates, *Ambassador Program Co-Manager*
Tara Criscuolo, *Blog Manager*
Maryam Faisal, *Content Creator*
Cam Herrera, *Content Creator*
Ella Kirksey, *Content Creator*
Sophia Parker, *Ambassador Program Co-Manager*
Rebekah Paster, *Program Volunteer*
Addy Schneider, *HEALers Circle Network Steward*
Lia Van Steeter, *Operations Support*
Colleen Werner, *Social Media*

PROGRAM COMMITTEE - COMMUNITY ADVOCATES

Haana Ali
Neatherly Falchuk

Hayden Kapalka
Bee Norris

Lieb Swartz-Brownstein
Syd Yang

2022 FINANCIALS

Revenue

Foundations	\$378,488.16
Corporations	\$236,914.17
Individuals	\$238,086.93
Other	\$162,792.30
Total Revenue	\$1,016,281.56

Expenses

Program Services	\$788,685.46
Management & General	\$158,931.60
Fundraising	\$98,827.31
Total Expenses	\$1,046,444.37
Operating Net Revenue	\$(30,162.81)
Non-Operating Income	\$1,197.80
Change in net assets for the year	\$(28,965.01)
Net assets at beginning of year	\$1,189,883.91
Net assets at end of year	\$1,160,918.90

Revenue up by 48% from 2021
Number of Donors in 2022: 1,361

**You can view Project HEAL's most recent IRS-released form 990, as well as prior years, [here](#).*

2023: EXPANDING OUR IMPACT

LEAVING THE OFFICE, BUILDING COMMUNITY

As Project HEAL grows, the importance of building in-person community grows with it. We will bring events celebrating eating disorder healing and raising funds for Project HEAL to six US cities, with the support of our leading sponsor Equip. Join us as we share stories and support Project HEAL in the process.

CULTURALLY COMPETENT CLINICAL TRAINING

As eating disorder rates skyrocket and our understanding of how disordered eating shows up in marginalized communities expands, the scarcity and homogeneity of ED providers becomes more problematic. We're excited to be developing a new clinical training under the leadership of Dr. Kelli Rugless.

LEADING THE FIELD WITH NEW RESEARCH

In 2021, EAT Lab and Project HEAL began the first-ever study to quantify barriers to eating disorder treatment in the United States. In 2023, we will finally be publishing our results, which we believe will be the basis for healthcare reform efforts across the eating disorder field for years to come.

EATING DISORDER EQUITY TASK FORCE

Building on our Barriers to Treatment Access Study and to-be-published report, Project HEAL will be building a motivated coalition of stakeholders across the eating disorder field and mental health landscape to begin tackling the larger systemic barriers in both private and public sectors.

SPREADING THE WORD, CHANGING MINDS

Project HEAL team members are honored to continue to share their expertise on disordered eating, cultural factors, and the treatment landscape with the media.

COMMUNITY EDUCATION IN THE REAL WORLD

Leveraging our expertise in the field, Project HEAL further expanded our community education offerings through workshops and trainings for healthcare providers, employers, and more - expanding community knowledge on eating disorders, diet culture, weight stigma, insurance, and equitable clinical practices.

2022 NATIONAL OUTLET HIGHLIGHTS

Forbes



INSIDER

verywellhealth

SHAPE

PBS
NEWS
HOUR

