



Project HEAL

15 YEARS
of healing

2023 Annual Report



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A LETTER FROM OUR SENIOR ADVISOR & FORMER CEO

2023 was a year of tremendous momentum for Project HEAL. We increased the number of services delivered by 175% from last year, directly supporting 2,080 people in accessing free eating disorder treatment and support - compared to 756 people in 2022, which at the time was exponentially more than we'd ever served. With an operating budget of a little over \$1M, we were able to deliver nearly \$5.5M in cash value of services delivered to our beneficiaries. This ever-increasing impact would not be possible without the generous support of Project HEAL's volunteers, HEALers Circle partners, and donors. We are proud to have **quadrupled the impact of each dollar** donated by our generous supporters. Thank you, truly, from the bottom of my heart.

It was also a year of landmark strides toward fulfilling Project HEAL's vision of becoming an organization that truly reflects the community we serve. From the moment I took on the role of CEO at Project HEAL in 2020, I was intentionally building an organization that would outgrow me. When I met the Founder and CEO of Body Reborn, Akiera Gilbert, I knew immediately that I was sitting in front of the future of Project HEAL. It is with so much pride and ongoing commitment to Project HEAL that I stepped down from my role as CEO on December 31, 2023 and passed the baton to Akiera, who I know will faithfully and fiercely lead Project HEAL even deeper into our vision that every person with an eating disorder has access to the resources and opportunities they need to heal.

With hope and in solidarity,



Rebecca Eyre

A LETTER FROM OUR CEO

I am filled with immense gratitude, responsibility, and hope as I step into the role of CEO at Project HEAL. My journey to this moment has been deeply personal, marked by my own struggles and eventual healing from an eating disorder. And though my story is a fortunate one, I have lost loved ones to eating disorders they shouldn't have needed to fight alone.

I marvel at the fearless contributions of my predecessor, Rebecca, and all that have contributed to Project HEAL's growth - because of them, we now sit as the national leader in creating access to eating disorder care. Moving forward, we will continue to be bold, passionate, and innovative in an effort to ensure that the millions across the U.S. who have been left without support receive the help they deserve.

Thank you to all of our dedicated HEALers Circle partners, volunteers, beneficiaries, and generous donors. Your belief in our mission and contributions have been instrumental in Project HEAL's journey thus far. I hope you will join in our excitement and optimism about the future we will build together.

With hope and in solidarity,



Akiera Gilbert

OUR MISSION

To break down systemic, healthcare, and financial barriers to eating disorder healing.

OUR VISION

For every person with an eating disorder to have the resources and opportunities they need to heal.

OUR VALUES



**EQUITY
MATTERS**



**HEALING IS
POSSIBLE**



**WE'RE BETTER
TOGETHER**



**YOUR BODY
IS YOURS**

IN THE COMMUNITY



Addressing Weight Stigma in Eating Disorders

Fat activists led a crucial reckoning in eating disorder awareness in 2023. The American Academy of Pediatrics released new clinical guidelines that recommended drastic measures for intentional weight loss in children. In response, Project HEAL stood in opposition alongside other members of the Collaborative of Eating Disorders Organizations. As the eating disorder field unpacks its biases, homogeneity, and barriers to care, Project HEAL remains committed to driving actionable change for those who are harmed by systems of oppression.



Scrutinizing the Rise of Thinness at Any Cost

2023 saw a sharp increase in dialogue about and use of GLP-1 drugs like Ozempic and Wegovy solely for weight loss instead of its intended use for diabetes. Project HEAL continues to be concerned about the implications of wide-spread usage of unregulated and over-the-counter diet and weight loss products will have - and are already having. As such, Project HEAL has dedicated efforts to keep eating disorders included in public discourse about weight loss pharmaceuticals.



Changing the Narrative

With eating disorders gaining national press coverage, Project HEAL facilitated discussions in the news on healing, barriers to care, and the role discrimination plays in the eating disorder diagnosis and treatment. Project HEAL is incredibly thankful to the Staff, Board Members, Volunteers, and community members who shared their time, stories, and expertise in outlets including CNN, Women's Health, Refinery 29, Essence, Glamour, TIME, Well+Good, and Everyday Health.



Advocating for Change

Project HEAL was honored to advocate for bills in State and Federal legislatures regarding eating disorders and weight stigma. In March, CEO Rebecca Eyre met with Dr. Admiral Rachel Levine, Asst. Sec. for the U.S. Dept. of Health and Human Services (HHS). Serena Nangia, our Senior Marketing Manager, testified in the Colorado Senate and House HHS Committees to support legislation curtailing the use of BMI as the singular reason why a person may be approved or denied insurance coverage for eating disorder treatment. 2023 also saw Project HEAL support the push by the National Association to Advance Fat Acceptance for legislation preventing discrimination based on body size in New York City.

OUR LIFE-SAVING PROGRAMS



TREATMENT PLACEMENT

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



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. In 2023, we launched our [Insurance Resource Hub](#).



CASH ASSISTANCE

We offer one-time cash assistance to people who are able to demonstrate financial need. In turn, they unlock benefits to pay for tertiary expenses associated with going to treatment, including travel and lodging.



CLINICAL ASSESSMENT

Project HEAL provides free, impartial, and culturally-sensitive diagnostic assessments to anyone in the U.S. who might have an eating disorder.



MEAL SUPPORT

Through our partnership with [Clinician's Incubator](#), Project HEAL now offers free meal support, 4 times per day. These virtual, clinician-facilitated sessions create a safe space for those at an outpatient stage of eating disorder recovery to consume nutrition with extra support. All meal support sessions are led by nutrition practitioners within the Clinician's Incubator training program who are in process of obtaining their CNS certification.

NEW IN 2023!

BY THE NUMBERS

PEOPLE SERVED

2,080 (+ 175%)

HEALERS CIRCLE PARTNERS

365 (+ 72%)

CASH VALUE OF SERVICES DELIVERED

\$5,481,691.77 (+ 56%)

PEOPLE REACHED

4,081,358 (+ 721%)

WHO WE SERVED

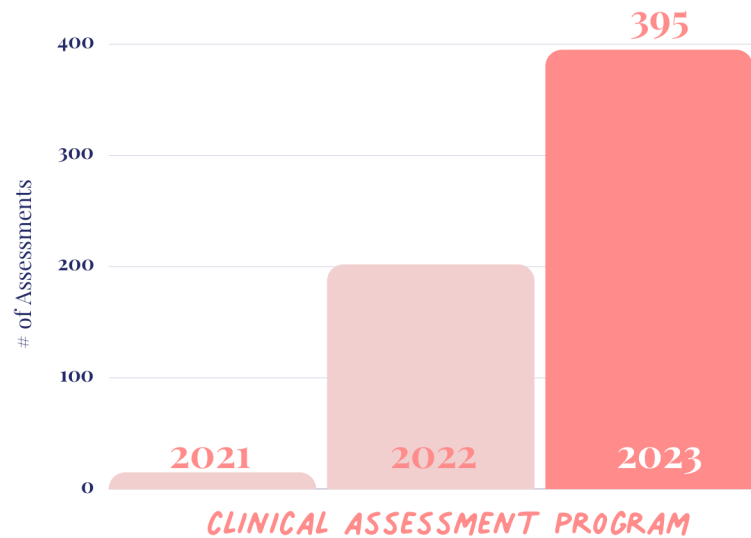
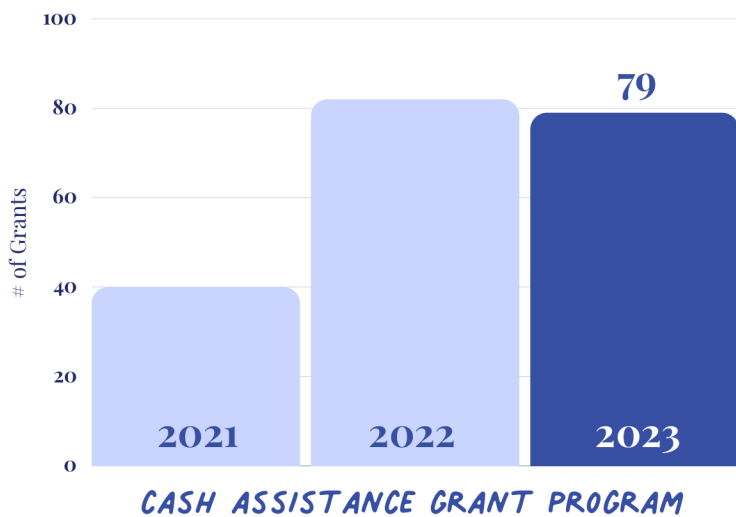
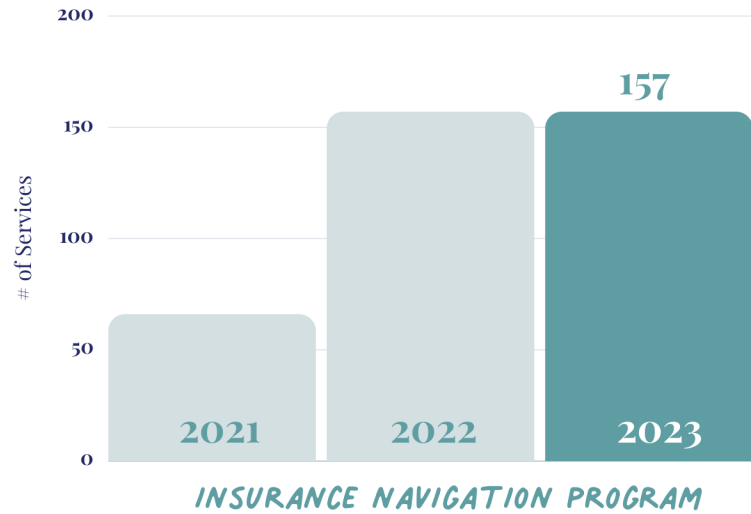
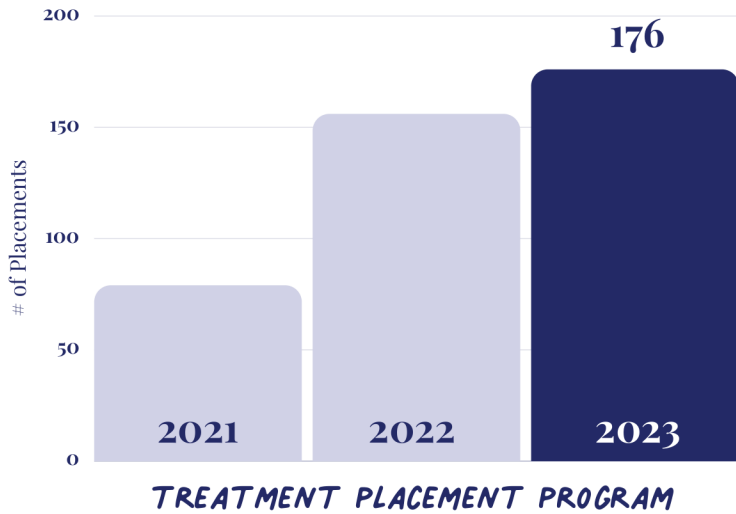
BENEFICIARY DEMOGRAPHICS

Demographic	Number of Beneficiaries	Percentage of Beneficiaries
BIPOC	407	31.7%
LGBTQ+	599	46.7%
Trans, Non-binary, Intersex	225	17.5%
Older than 24 years old	995	77.6%
Disability or Neurodivergent	327	41.6%
Men (Cis or Trans)	76	5.9%
Not Underweight	462	58.9%



ANNUAL PROGRAM GROWTH

2021 → 2023



CELEBRATING 15 YEARS

In 2023, Project HEAL celebrated its 15th anniversary with a gala in New York City, marking a key leadership transition.

We expressed gratitude to Rebecca Eyre for her transformative leadership and welcomed Akiera Gilbert as our new CEO. The event also honored Dr. Sabrina Strings, Tess Holliday, and Admiral Rachel Levine for their contributions to our field. Reflecting on 15 years of progress, we look forward to a future of continued impact and growth.



HEALERS CIRCLE

THANK YOU TO OUR HEALERS CIRCLE PARTNERS WHO PROVIDE PRO-BONO CARE FOR INDIVIDUALS ACROSS THE UNITED STATES.

Treatment Program Partners

Alsana	Eating Recovery Center	Koru Spring	The Renfrew Center
Arise	Equip	Monte Nido & Affiliates	UC San Diego Eating Disorders Center
Avalon Hills	Esperanza	Nourish in Recovery	Veritas Collaborative
BALANCE	Farrington Specialty Centers	Nutrition Hive	VERY
Center for Change	Galen Hope	Opal Food + Body Wisdom	Within Health
Center for Discovery	Gaudiani Clinic	Skyway Behavioral Health	
Columbia University	GenPsych	Sunhol Hills	

Outpatient Partners

Alaina Klause LPC, LLC	Food Foundations	Nourish Dietitian Services
Alexis Hart, PLLC	GR Nutrition Groupo	Nourished Nutrition
AM Nutrition LLC	Greene Health	Nurture Family Counseling
Amelia Painter Nutrition Counseling	Grounded Art Therapy	Nutrition Braved, LLC
Amy Kayda Therapy, LLC	Guided Growth Therapy	Our Nourished Body
Anchoring Connections, LLC	Healing from the Couch	Pamela St. Clair Coaching, CCI
As You Are Nutrition	HeartCore Coaching, CCI	Peninsula Child and Family Services
Ashley Munro Nutrition LLC	Homeward Bound Nutrition	Pinney Davenport Nutrition
Ava Conrad Nutrition	Houston Family Nutrition	Preserve Nutrition, LLC
be Strong (CCI)	Inspird Nutrition	RD Emily & Team
Beautifully You Counseling	IntersectED Nutrition	Rebecca J. Therapy
Bethany RD Nutrition	Jessica Sprengle, LPC	Reclaiming Beauty
Brave Embers Wellness	Julia Thompson, LCSW	Resilience DBT & Recovery Counseling
CALM Counseling	Karin Lewis Eating Disorder Center	Restore Ease Dietetics
Cathy Volpe-Paul Coaching, CCI	Kelsi Helterbrand Counseling, LLC	Samantha Bauer Nutrition Therapy, LLC
Carolyn Costin Institute (CCI)	Kind Heart Counseling, LLC	Sandi James Coaching, CCI
Chelsea Levy Nutrition	Kristen Haglund Foundation	Serenity Nutrition Therapy
Claire St John, MPH RDN CEDRD-S	Virtual Transitional Living Program	Simply You Nutrition
COEO, LLC	Liberated Plate Nutrition Therapy, LLC	Sonia Grafos Coaching, CCI
Collective Healing, LLC	Madeline Brown Nutrition Counseling	Taylor Aasan Nutrition
Creative Healing Philly	Main Line Center for Eating Disorders	Tifani Coyot Coaching, CCI
Delta Counseling	Melinda Staehling Nutrition	Umbrella Psychotherapy
Diana Drew Coaching, CCI	Mentha Nutrition Counseling, LLC	Vara Nutrition
Dr. Lauren Muhlheim	Mia Donley Nutrition	VERY & Dr. Erin Knopf
Eat for Success	Momentum Counseling and Coaching	What We Eat
Eleanor B. McAuliffe, LPC-S, CEDS-S	Monarch Wellness & Psychotherapy	Wholesome Chick Nutrition
Emily Bown Nutrition	Mortensen Counseling	Wildflower Therapy
Emily Yates Coaching, CCI	Nikki Pagano, LCSW	Yes to Therapy
	Nourish & Glow Nutrition	

For a full list of our treatment partners, please go to www.theprojectheal.org/healers-circle

BOARD OF DIRECTORS



Angel Austin



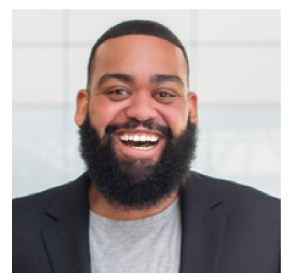
**Bonita Jackson
Turner**



Craig Kramer



Paraag Marathe



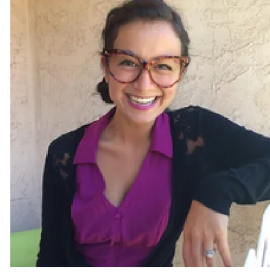
Ben O'Keefe



Erikka D. Taylor



Naomi Tapia



Jennie Wang-Hall



Joan Zhang

STAFF

Stephanie Albers, PhD
Clinical Assessment Program Manager

Rebecca Eyre, LMHC
Senior Advisor & Former CEO

Eunice Feng
Program Manager

Patricia Geesaman
Operations Director

Akiera Gilbert
Chief Executive Officer

Alexa Grayson
Insurance Navigation Program Manager

Leslie Jordan-Garcia
Community Care Facilitator

Serena Nangia
Sr. Marketing & Communications Manager

Serena Pao
Community Care Facilitator

Kelli Rugless, PsyD
Chief Clinical Officer

David Schulte
Finance Manager

Suzette Williams
Operations & Development Coordinator

NATIONAL VOLUNTEERS

Haana Ali, *National HEALers Circle Chair*

Ayanna Bates, *Ambassador Program Co-Manager*

Tara Criscuolo, *Blog Manager*

Maryam Faisal, *Content Creator*

Cam Herrera, *Spanish Language Translator*

Ella Kirksey, *Content Creator*

Sophia Parker, *Ambassador Program Co-Manager*

Rebekah Paster, *Program Volunteer*

Jessica Thiefels, *Strategic Marketing & Communications Advisor*

Colleen Werner, *Content Creator*

PROGRAM COMMITTEE - COMMUNITY ADVOCATES

Haana Ali

Netherly Falchuk

Hayden Kapalka

Bee Norris

Lieb Swartz-Brownstein

Syd Yang

2023 FINANCIALS

Revenue

Foundations	\$285,632.55
Corporations	\$126,260
Individuals	\$608,964.29
Other	\$179,348.47
Total Revenue	\$1,200,205.31

Expenses

Program Services	\$938,897.29
Management & General	\$188,201.73
Fundraising	\$199,483.11
Total Expenses	\$1,326,582.13
Operating Net Revenue	\$(126,376.82)
Non-Operating Income	\$39,261.34
Change in Net Assets	\$(87,115.48)
Net Assets (Start of Year)	\$1,155,467.74
Net Assets (End of Year)	\$1,068,352.26

Revenue increase of 19.66% from 2022

*View Project HEAL's
IRS-Form 990 [here](#) (audit pending)*

WHAT'S NEXT: 2024

COMMUNITY CARE PROGRAM (BODY REBORN)

Prior to Project HEAL our CEO, Akiera Gilbert, developed **Body Reborn** - a community care organization to support for people of color with eating disorders. Project HEAL now offers Body Reborn as an 8-week, intersectional community care program, designed to provide healing resources to those who have experienced systemic barriers to care due to race.

EATING DISORDER COMPETENCY TRAINING FOR THERAPISTS

With the rising rates of eating disorders, Project HEAL has developed a Clinician Training Program, to increase and diversify the pipeline of providers. In Spring 2024, we will launch a national pilot to help therapists diagnose and treat eating disorders in a culturally-competent manner.

PUBLISHING RESEARCH, EXPANDING ADVOCACY

In 2021, EAT Lab and Project HEAL began the first-ever study to quantify barriers to eating disorder treatment in the U.S.

The results of this study can build the foundation of national healthcare reform for eating disorders.

INFORMED: THE ED COMMUNITY FORUM

In 2024, Project HEAL will host our second virtual summit, the InformED Forum.

The Forum will feature notable speakers as they explore the most pressing issues in mental healthcare, through the lens of current cultural, legal, and medical landscapes.

MAKING EATING DISORDERS AN INCLUSIVE PUBLIC HEALTH ISSUE

Project HEAL will continue to provide critical education across the nation on disordered eating, health equity, and the treatment landscape.

PROJECT HEAL CONSULTATIONS & TRAININGS

Project HEAL now provides educational experiences for healthcare providers, employers, and non-profit organizations, in an effort to expand collective knowledge on eating disorders, diet culture, weight stigma, insurance, and equitable clinical practices.

2023 NATIONAL OUTLET HIGHLIGHTS



SELF



Forbes

Los Angeles Times

verywellhealth

EVERYDAYHEALTH