



Sun Valley
Wellness
FESTIVAL & CONFERENCE

2018

**YEAR-END
REPORT**

INTRODUCTION



Andria Friesen
President

SVWFC is widely recognized as the longest running wellness festival in the world. Our commitment to excellence has led to strong, steady growth in popularity of the Festival over the past two decades and has helped Sun Valley become widely known as a top wellness destination.

The Global Wellness Institute (GWI) in 2018 placed a value on the worldwide wellness industry at \$4.2 trillion (this is worth more than three times the global pharmaceutical market). Most wellness events are now for-profit and SVWFC is rare in holding a 501(c)3 status. We deeply appreciate the care and generous support we receive from our donors and sponsors. This report clearly demonstrates our dependency on donations to continue this important annual event. I well-know the value of a dollar, and along with the Board of Directors, we respect every donation with the highest accountability for proper use of funds.

I am grateful for the opportunity to work closely with our supporters, community partners, presenters, and volunteers as we continue to provide new information and methods, new science, and new ideas within the SVWFC four pillars of Body, Mind, Spirit, and Environment.

Most Sincerely ~

A handwritten signature in black ink that reads "ANDRIA". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.

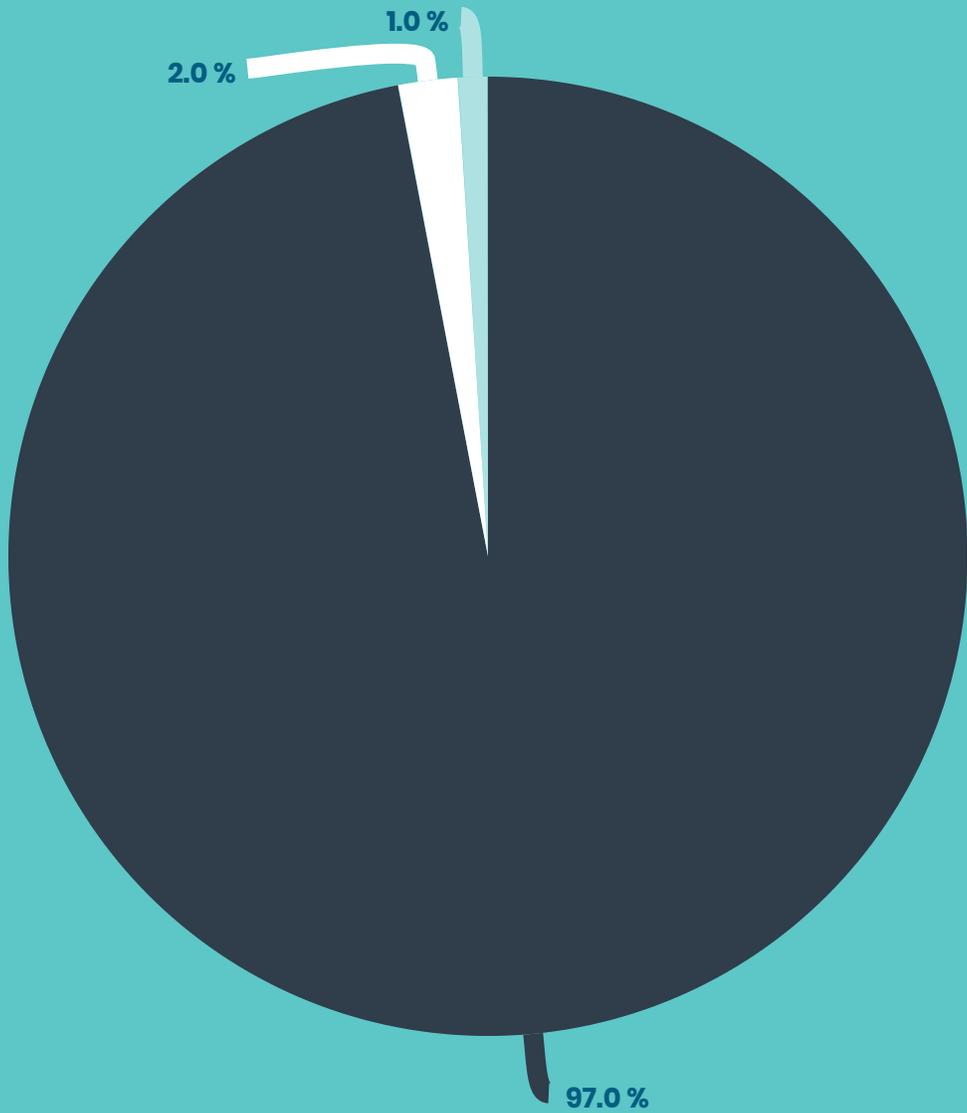
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2018 Expenses

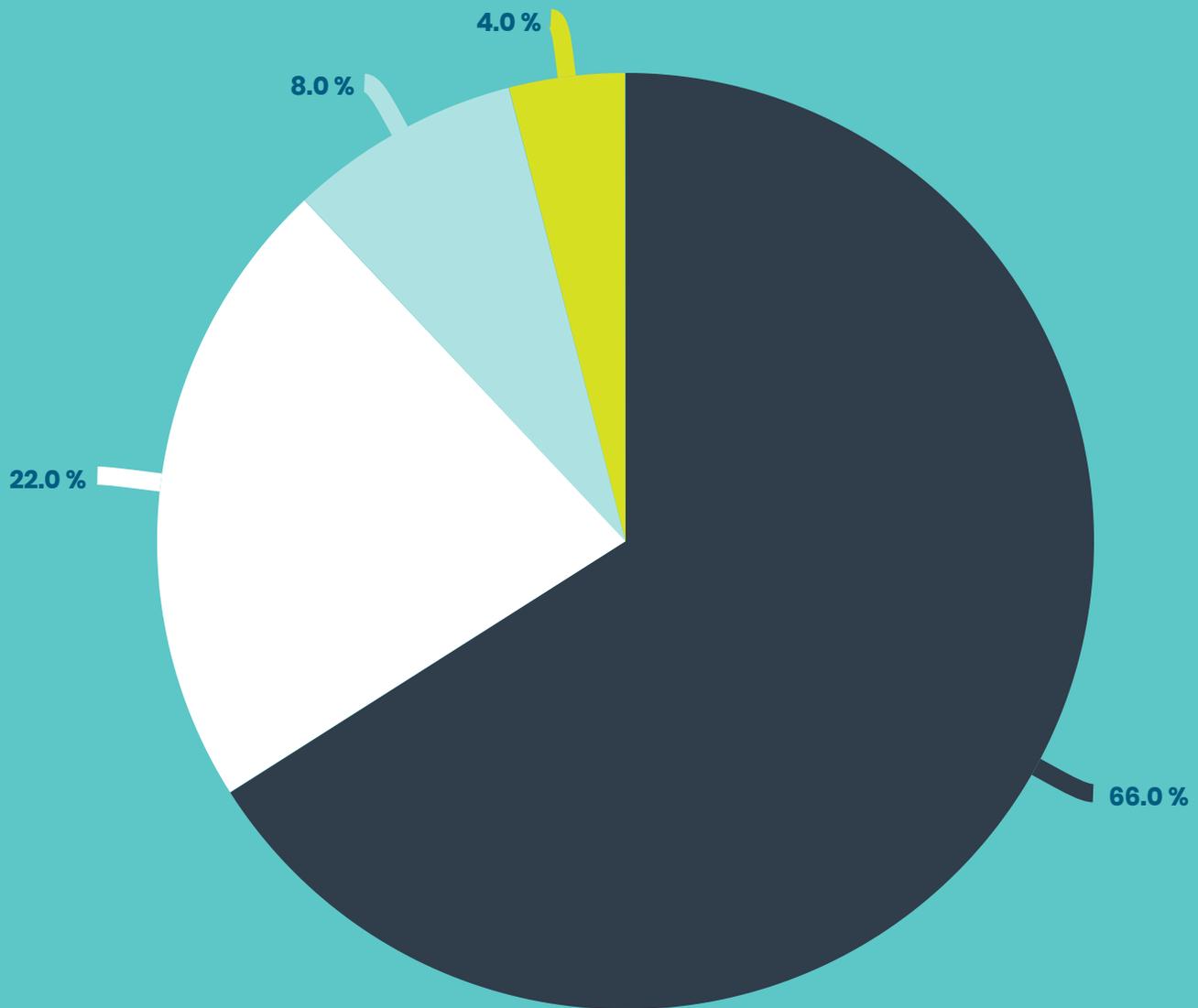
Expense Breakdown by Functional Category



● Programs \$252,896 ● Administration \$6,100 ● Fundraising \$2,000

2018 Income

By Revenue Source



● Donors \$217,750

● Pass and Ticket Sales \$74,550

● Vendor Fees \$25,505

● Sponsors \$12,500

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2018 Summary



1400

Attendees



548

Scholarship & Free
Event Participants



30+

Mind, Body, Spirit, &
Environmental
Wellness Events



over 50

VOLUNTEERS



1000+

Volunteer Hours



50+

Donors



27 States

Attendees from



66%

Attendees from outside
the geographic region

2018 Community Partners



1. Sun Club

SVWFC partnered with the Sun Club to present Addiction Medicine Specialist Dr. Lynn Hankes. Attendance to Dr. Hankes classes were offered to the twelve step community on a pay what you can basis. Dr. Hankes also presented at the local twelve step meeting.

2. Girls On the Run

Co-presentation of Molly Barker, Girls of the Run Founder. GOTR participants were granted several private events with Barker as well as free and discounted tickets.



3. Flourish Foundation

Partnered with the Flourish Foundation to present free community meditations as well as key partnerships to promote festival's mindfulness speakers.

