

2023

Donor Information Packet



THANK YOU!

USOLMT

5/3/2023

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MISSION STATEMENT

USOLMT advocates for the massage therapy profession by educating, elevating, and encouraging professional massage therapists to break with the status quo of our industry and assists by empowering present and potential massage therapists and employers to innovate for the future growth and expansion of our industry.

THE USOLMT VISION

Our vision is to normalize organizing and engaging for the advancement of our profession. We strive to represent and express the collective voice of our community. We aim to inspire change by holding space for massage therapists to work collectively towards goals that positively shift our industry. We are empowering therapists to create the change they want to see through innovation and encouraging therapists to work together for common purpose.

We work with massage employees to facilitate better working conditions and business owners to facilitate better employment opportunities. Our goal is to improve employee-employer relationships, creating wins for businesses, employees, and clients.

We encourage all professional massage therapists to push forward on a path where everyone can thrive in massage therapy as a chosen career, providing practice building resources for independent practitioners, training for independent contractors, programs for massage students and new graduates, support and training to massage employees, independent training for Massage Employers and their staff, support to massage educators, and assistance in meeting USOLMT's massage business standards.

WHY OUR MISSION IS IMPORTANT

Our industry has been stagnant for too long now. We need a fresh wave of massage therapists to keep things moving forward. You should get involved because without your support we will be stuck in the same place for the next 30 years - arguing amongst ourselves and never finding our collective voice or coming to a consensus on anything. If that happens, the profession will remain in chaos, never experiencing the growth and sustainability it was meant to have.

Massage Therapy is a healthcare and wellness profession that provides numerous benefits to the public. Massage therapists work in numerous healthcare settings such as hospitals, physician's offices, and clinics providing pain relief, pre and post-surgical care, services for oncology patients, injury treatment, pre and post care for athletes, and more.

In the wellness sector, massage provides stress reduction, improves sleep quality, improves women's health, provides relaxation for expectant mothers, assists with end-of-life care, improves mental health, and so much more. In fact, just 10 minutes of massage has been proven to help clients feel calmer, breathe easier, and increase their sense of well-being. In today's stressful, unpredictable, and chaotic world, Massage Therapy is needed more than ever

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before. Human touch elevates the level of compassion and empathy in the world, and helps humans thrive. In order to provide the touch, compassion, and empathy that humans need, Massage Therapy professionals need to be supported through:

- Legislation that supports their work and makes their job easier.
- Employee-centric workplaces that align with their values and supports their growth.
- The Untangling of Human Trafficking, Sex Work and Massage Therapy
- Stronger laws and enforcement to protect therapists from Sex Buyers and Sexual Harassment
- Bridging education that enhances their skill set and knowledge while they are in school and beyond
- Direct assistance with problems pertaining to their education, employers, and their career in general
- Strong, committed advocates that are ready and willing to protect their practices and tackle issues head-on

USOLMT works in these areas and many more to enhance the careers of professional Massage Therapists with the goal of expanding, securing, and positioning our profession for future growth and sustainability.

The Massage Therapy profession faces many challenges, obstacles, and threats to progress.

- For the last several years Massage Schools have been closing across the nation when we need many more schools and graduates to match up with growing consumer demand.
- According to industry employers, new graduates are entering the workforce unprepared, less knowledgeable, and less skilled than they need to be to support their clients.
- School curriculums often simply teach to the test so that students can pass the MBLEx, but the pass rates are still only 75% and the cost is high to retake the test if students fail.
- State Massage Therapy boards across the country are underfunded and more focused on discipline rather than supporting licensees.
- Most massage therapists are ill-equipped to advocate for themselves on a local or national level to improve their profession, and don't get involved in their professional associations at the level necessary to create change.
- Many massage therapists are still misclassified by massage therapy employers looking to save money on taxes and therapists are not taught about independent contract work in school.
- Leaders of our professional associations have secured long-term positions and simply move from one association's leadership team to another's, which stifles new, up and coming massage therapists from advancing into leadership positions and creating a more progressive culture in our industry.

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- There is much disagreement, division, and cultural issues in our profession that cause us to go around in circles rather than solving problems head-on and moving on. There is too much debate and too little progress.

The above issues barely scratch the surface of the challenges our profession faces now, and what we'll be facing in the future with the integration of new technologies, artificial intelligence, high-tech touchless services, and more. Denial of these emerging threats only makes them more prominent. USOLMT is out to protect the future of our profession from current and future threats to progress and to expand the accessibility and the benefits of human touch.

FUNDRAISING GOALS

- To secure funding to complete our 501c filings with the IRS and contract with a CPA for tax purposes, annual audits, and accounting.
- To secure funding to purchase liability insurance coverage for our association, directors, and officers.
- To enhance our membership welcome program to include printed materials delivered by mail and annual membership thank you gifts.
- To raise money for our Angel Fund that supports massage therapists in need in the amount of \$3,000 or more annually.
- To hire employees to support the growth and development of USOLMT by providing administrative support, marketing support, video, and podcast editing, manage our products and services, help plan virtual and in-person events and networking opportunities, do research, support or members, and serve on task forces.
- To cover our monthly operating expenses and expand our support and offers to our massage therapy community nationwide.
- To cover expenses for government relations and advocacy activities.
- To cover legal services for our association.
- To cover Board Member expense reimbursement and stipends.

See cost breakdown on the following page. This is the amount needed to reach our basic operational startup goals.

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COST BREAKDOWN

501c(6) Filing	\$600.00 One Time Fee
Required EIN #	\$250.00 One Time Fee
CPA Services	\$800.00 Annually
Liability Insurance	\$500.00 Annually
Directors and Officers Insurance	\$700.00 Annually
Printed Welcome Materials	\$1,000.00 + Annually
Direct Mail Services	\$750.00+ Annually
Annual Membership Gifts	\$300.00 + Annually
Angel Fund	\$3,000.00 Annually
Hiring Staff	\$225,000+ Annually
Annual Operating Expenses (Basic Startup)	\$10,000.00 Annually
Expanded Community Programs	\$25,000.00 Annually
Government Relations & Advocacy	\$18,000.00 Annually
Legal Services (Basic Startup)	\$600.00 Annually
Board Member Expense Reimbursement and Stipends	\$3,000 Annually
TOTAL OPERATING NEEDS	\$850.00 One-Time Fees needed in 2023
	\$288,650.00 Basic Annual Operating Expense

USOLMT currently operates on funds provided by our founding members. These members have helped us make strides in supporting our massage therapy community. See the USOLMT History Timeline for more information on our accomplishments since we started in 2020.

Our dedicated, passionate leadership team wants to do more. We want to grow, expand our reach, collaborate more, host events, form local groups, produce more resources, and provide more support to Massage Therapists.

Please consider helping us reach our goals in 2023 and beyond! See the following page for more information.

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TYPES OF GIFTS WE ACCEPT

1. USOLMT solicits and accepts gifts that are consistent with its mission.
2. Donations will generally be accepted from individuals, partners, suppliers, service providers, foundations, and corporations without limitations.
3. During its regular fundraising activities, the association will accept only cash, debit, or credit card donations.

TYPES OF GIFTS WE DO NOT ACCEPT

USOLMT does not solicit or accept gifts from any business or organization who intends to hold a stake in the operation and/or decision making of our association.

USOLMT does not solicit or accept tangible personal property, real estate, charitable lead trusts, life insurance, market securities, commercial annuities, cryptocurrency, or retirement plans.

NON-PROFIT ASSOCIATION

USOLMT is a registered Arizona nonprofit corporation working towards our 501c(6) tax exemption at this time.

NON-TAX DEDUCTIBLE

Currently your donation to USOLMT is not tax deductible.

DONOR POLICY

Donors have the option to choose where their funds are directed. Donors may be listed in an annual donor's log and on association tax filings which are made public, however, donors have the option to remain anonymous. To specify where your donations go or to choose whether to make your donation public or remain anonymous, after you provide your donation, come back to the Donation page of our website to fill out the Donor Form.

TO DONATE

To donate, visit <https://usolmt.com/donate>.

Within 24 hours you will receive a receipt for your donation from bethechange@usolmt.com. Major donors (\$1,000.00 and above) will receive a personal call from the CEO and periodic updates via e-mail.

***We thank you for contributing to a brighter future for Massage
Therapists in America and for perpetuating the benefits of safe and
effective human touch.***