



*Real*LOVE®

20 | ANNUAL
20 | REPORT

WHO WE ARE

The Real Love Company is a non-profit organization dedicated to:

1

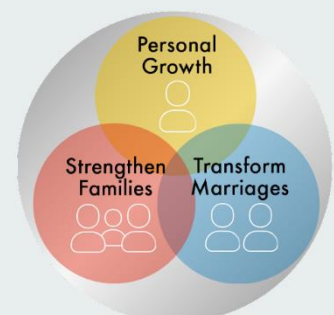
Help create a generation of emotionally stable adults by teaching parents now how to raise happy and responsible children. Effective parents experience more joy and have naturally eliminated a need to respond to stresses, making their job to LoveandTeach their children easier and more fun. Happy and responsible children grow to be effective leaders in their own families and society.

2

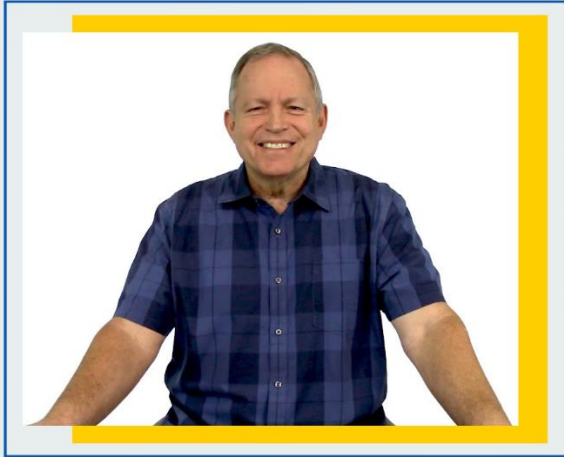
Dramatically reduce the percentage of failed marriages by teaching couples how to cultivate the lifelong commitment to stay with their partners while they are learning how to love unconditionally.

3

Offer the hope of joy to individuals who agonize from either lifelong stress or a singular traumatic event.



A MESSAGE FROM FOUNDER GREG BAER M.D.



As the personal, marital, and parenting crises deepen and threaten to consume the potential for happy people, marriages, and families, the Real Love Company remains steadfast in our commitment to teaching practical solutions using Real Love® principles. We offer hope to (1) individuals who agonize from either lifelong stress or a singular traumatic event (2) disasterous dating (3) failing marriages (4) parents who want to raise happy and responsible children, and more.

Immediately after the COVID pandemic started we refined and adapted our programs and procedures to prioritize the emotional health and safety of our program participants.

Our dedicated and compassionate staff and volunteers remained on the frontlines, responding to the growing needs of people all over the world.

Thanks to you, our generous friends and supporters, the adversity we faced strengthened our values, affirmed the resilience of our participants and underscored the urgency of our mission.

We intensified our efforts to reach all those needing immediate and on-going help in changing their lives by meeting them virtually. We completed an upgrade to our website which includes a new Learning Center to help everyone with any concern find help and direction. We offered world-wide help on Facebook Live for parents navigating a new at-home situation with their children. This well received series was recorded and remains available for everyone and can be watched on our website and on our YouTube Channel.

Your generosity sustains our work and enables us to improve the quality of life for people world-wide. With you by our side, the Real Love® Company will advance in our goal of creating emotionally healthy adults who can LoveandTeach their children so they feel loved, loving, and responsible. These happy, cooperative, confident, and creative children will then become the emotionally healthy adults of the future.

Thank you for your partnership in the Real Love Company. Together we can fill the world with the healing power of Real Love®.

A handwritten signature in black ink that reads "Greg Baer". The signature is written in a cursive, flowing style.

Greg Baer, M.D.

Founder, The Real Love Company



THE YEAR

IN REVIEW

OUR COVID-19 RESPONSE

We intensified our efforts to reach all those needing immediate and on-going help to improve their lives by meeting them virtually. Greg continued to meet online with those desiring coaching. We offered world-wide help broadcasting on Facebook Live for parents navigating a new at-home situation with their children. Greg met with the public every weekday for an hour for 7 weeks during May and June answering their immediate parenting concerns. This was well received and recorded so now everyone can watch the recordings on our website and on our YouTube Channel.

THE REAL LOVE LEARNING CENTER

We completed an upgrade to our website in 2020. Visitors can find solutions for their specific concerns to transform their lives and relationships, and find genuine fulfillment. This new Learning Center was designed to help everyone learn to look at life through the clarifying lens of Real Love® and eliminate any confusion and frustration they experience. We added several hundred hours of recorded Real Love® education online, and we provided much new and needed instruction for finding confidence and happiness in life and in relationships.

MEET

James and Karen

James and Karen are the parents of four teenage children, from ages 14-19. The two older children were completely irresponsible, with no school attendance, no jobs, and no household chores. The arguing in the house was incessant, to the point where the parents had called the police several times to stop the contention.

James and Karen freely acknowledged that they had both come from homes where no love was expressed, so first we worked on THEM feeling loved. Then, I guided them through the process of expressing their love to their children, instead of yelling at them to be more responsible. It became obvious that the two oldest children would learn only by leaving home (both being adults by that time). Now the oldest boy has a full-time job, while the 18 y.o. is attending college on a scholarship. This required that I counsel them daily for many months.

The third child, Sonja, was becoming sexually active, and the parents were concerned about where this was heading. I helped them see that impatiently stating moral standards to her over and over had

never helped, so they were willing to love her patiently, never completing a day without expressions of affection and acceptance. They didn't need to condemn her behavior because Sonja already knew that what she was doing was wrong.

I taught James and Karen how to lovingly teach Sonja the blessings of doing the right things: she felt stronger, more confident, and closer to the family without the distractions of selling her body to any passing boy. She began to dress differently and choose different friends.

Mom wrote: "Sometimes I wake up in the morning weeping with gratitude. In all my life I have never seen a happy family. Nowhere. I was not raised in one. My husband was not. And I had no friends who had happy, responsible children. But now I feel loved myself, and I can see the love just radiate from the faces of my children. A few days ago my 14 y.o. asked me to tuck her in bed, and as I held her from head to toe, she said, 'Mom, this is pretty great, isn't it?' Never, never could I express enough gratitude for what has happened to our family."

LOOKING AHEAD



Due to the generosity of our donors, we will be able to develop the new parenting program and reach more families in crisis this coming year. We look forward to helping parents develop the tools they need to improve their personal lives and raise children who are loved, loving, and responsible.

While much has been accomplished, much remains to be done. More than any other time in recent history, cultural, political, health and economic pressures are amplifying relationship challenges.

We believe that our programs can reframe conversations and interactions to improve and strengthen relationships and restore (or discover anew) family harmony.

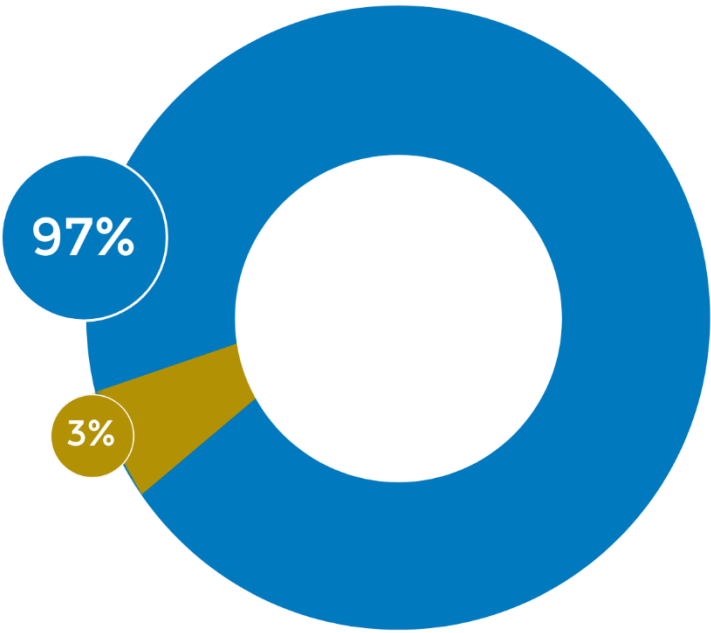
Our vision is more than simply ending divorce and strife in families; our vision is to fill the earth with Real Love® as the solution to heal individuals, communities and nations.

FINANCIAL SNAPSHOT

EXPENSES

PROGRAM SERVICES

ADMINISTRATIVE



REVENUE

11%

COMPANION STORES

23%

PROGRAM SERVICE REVENUE

66%

CONTRIBUTIONS

BOARD OF DIRECTORS

The Board of Directors remain committed to our vision of offering people world-wide the chance to learn how to replace their anger and confusion with peace and confidence.

We are very grateful to the hundreds of volunteers and donors who have selflessly supported the Real Love Company in making these opportunities available.

We look forward to more people joining our family and furthering the end of anger and confusion in our lives and in the lives of those around us.

Greg Baer, M.D.

Donna Baer

Robert DeCosta

Janette McMullin

Pamela Hamilton

**With Real Love[®], nothing else matters;
without it, nothing else is enough.**

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