



RealLOVE[®]

20 | ANNUAL
21 | REPORT

WHO WE ARE

The Real Love Company is a nonprofit organization dedicated to:

Strengthening Families

Help create a generation of emotionally stable adults by teaching parents now how to raise happy and responsible children.

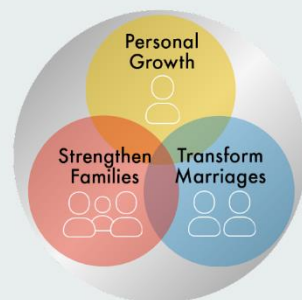
Effective parents experience more joy and have naturally eliminated a need to respond to stress, making their job to LoveandTeach their children easier and more fun. Happy and responsible children grow to be effective leaders in their own families and society.

Transforming Marriages

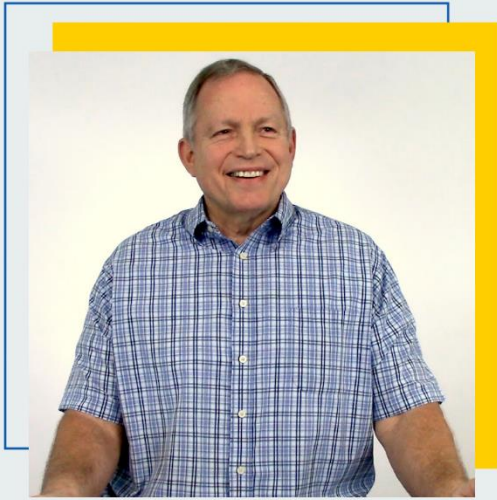
Dramatically reduce the percentage of failed marriages by teaching couples how to cultivate the lifelong commitment to stay with their partners while they are learning how to love unconditionally.

Personal Growth

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.



While the world faces grave threats to the peace, hope, and growth in individual lives, relationships, and families, I've witnessed dramatic changes in the lives of people who use Real Love® Principles. I feel deep satisfaction as I watch the healing of new friends who previously had been stuck in lives of pain and fear. It's a miracle that is happening with increasingly regularity. My mission for 2022 is to make it possible for everyone to both personally experience and teach others how to completely eliminate the misery of trauma, anger, addictions, and emotional pain.

Pain and fear reliably show up in our behavior in a myriad of ways, and are **solvable** problems. I'm proud to be part of the Real Love® family, which feels called to be a resource for the solution. And I'm unspeakably grateful for the trust you've given me with your truths, your help, your gifts, your hearts and so much more.

It's wonderful to reflect on the successes of the past year, and a privilege to express my gratitude to the staff, donors, and volunteers who helped sustain this

work. It also gives me the strength to face the projects we have planned for the upcoming year. There's more to do, a lot more.

We have identified that the greatest good The Real Love Company can do now is to teach parents how to raise confident, cooperative, and responsible children. Today's parents are facing frightful challenges that no past generations have encountered. It's reasonable that new instructions are needed. Real Love® is a perfect fit in today's world.

Every generation has needed parents who can care for, guide and teach their families with reliable results. The majority of our efforts in 2022 will be to continue to LoveandTeach Parents, who will be able to LoveandTeach their families.

Additionally, we will continue to address the need for Real Love® for Real Love® in personal growth, dating, marriage, the workplace, conflict resolution, stress management, and more.

Thank you for your partnership with 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".

Greg Baer, M.D.

Founder, The Real Love Company

THE YEAR IN REVIEW

The Real Love Company, Inc. has a long and noble legacy of delivering world-class relationship solutions and interventions primarily focused on parenting, with byproducts that enrich the entire family.

Over the past 30 years, in an attempt to keep pace with the growing demand for family-related interventions, our programs have evolved to accommodate the needs within marriage, dating relationships, and the workplace, just to name a few.

For over a decade, we have admitted families into the program, without regard of their ability to pay (waiving program fees for a significant number) thanks to your donations.

Over the past year, we decided to take a hard look at what's been happening and opened the door to nonprofit consultants and business leaders to begin a process that would ensure a healthier, more sustainable nonprofit; one that would be around to deliver crucial family-saving interventions for years into the future.

We've identified gaps, clarified a pathway forward to more robust program offerings & infrastructure, as well as the requisite new funding.

In February of 2022, we sent out a "customer satisfaction survey" to those who had most recently purchased our current Parenting Training. Of the 120 recipients, 64 responded within 3 days to the following questions:

After your experience with our Parenting Training, did you:

1. Feel more confidence as an individual, as a partner, or as a parent?

Response: 98% "Yes"

2. Notice any less whining, complaining, anger, fear, or addictive behaviors in yourself or your children?

Response: 97% "Yes"

Remarkably, our participants have a 68% completion rate. Over half of those that completed the entire program, have gone on to repeat it, between 2-5 times.

As the pandemic restrictions were lifted, we were able to return to onsite coaching. Individuals, couples and families came to the Real Love Center from many places around the world.

In addition to getting personal intensive LovingandTeaching with Greg, they benefited from getting hundreds of hours of personal video conference calls to follow up on their progress and needs.

Almost all of it was offered free of charge. Watching their lives go from fear and confusion to confidence and strength has been thrilling. Much of what was taught has been passed along to Real Love Coaches who can now better help the people and families with whom they work.

Many of the members of The Ridiculously Effective Parenting Training received individual counseling through private video coaching.

We were able to travel to Missouri as part of the Prison Program and meet in person with a 95-year-old inmate. The joy and peace he demonstrated by this outreach was humbling. We were the first visitors he'd had in 10 years.

Time was spent in the Real Love Prison Program communicating with inmates in other penitentiaries.

In a continuing effort to make the life-changing principles of Real Love available to everyone, we filmed, captioned, indexed, and posted 113 Parenting Tip Vlogs to YouTube.

Our Giving Tuesday campaign was very successful. We received enough donations to provide 80 varying Real Love products to families in crisis in Everett WA, New York NY, Washington DC, Phoenix AZ, Los Angeles CA, and Atlanta GA.

We received the following letter from "Fresh Start Women's Foundation" in Phoenix AZ:

Dear Greg,

Thank you for thinking of Fresh Start Woomen's Foundation for your donation. Your gift of Real Love Book Series on CD will help provide critical programs and services to thousands of women who turn to Fresh Start for assistance on their road to beoming self-sufficient.

Through donations like yours, we equip women with the tools necessary to meet life's most pressing chalnges. Through a diverse array of progrms and services, we provide comprehensive, individualized solutions that set each woman on her own path forward, a path towards self-sufficiency. . . and we could not do this important work without your generous support.

On behalf of Fresh Start Women's Foundation and the thousands of women we serve, we extend our deepest gratitude for your donation.

With gratitde,

*Heidi Coupland
Vice Presidet Development*

All these things are in addition to significant time being spent on:

- Coach Training Curriculum
- Systematic measuring tool to improve our Assessments of Learning
- Additional revenue streams
- Speaking event plans and more.

MEET Marita and Brian

Marita was raised by an absentee father and a mother overwhelmed by life. As a result, she never saw loving or teach during her entire childhood. She sought out the companionship of men, which was not difficult. She found a man, Brian, to live with who made a modest income but who had no emotional capacity for connection at all. His mother was a narcissist, and his father a workaholic.

In short, Marita and Brian decided to live with each other in hope that they would find unconditional love from each other, despite the fact that neither of them had ever been loved or taught. It was like watching two ticks trying to suck nourishment from each other. There was no possibility of love or happiness.

They decided to have a child together, in the hope that their relationship would improve, but that just brought a very needy soul—as all children are—into a desert where there was no love to be found. The arguments became more frequent and more violent, and the young child was being emotionally destroyed.

Marita went looking for answers, but she could find none—not in recovery groups, or parent groups, or church groups, nor from anyone else she knew. The simple truth was that she and Brian could not share with each other or their child, Alisa, love they had never received.

Marita found the Ridiculously Effective Parenting Training, and she devoured it. She learned to

tell the truth about how she had been unloved unloving all her life, and she found other parents and spouses in similar situations. When I met her, she was determined to change her life. I worked with Brian for some time, but the scars of his past made it impossible for him to feel Real Love, so eventually he wandered off into complete alcoholic immersion. Alisa was only in the second grade, but her behavior was already problematic at school and at home. She whined and complained all day, and disobedience and defiance were steadily rising.

I helped Marita learn to feel loved and share that with Alisa, whose whining and disobedience disappeared in a matter of days. All Alisa ever wanted was to be loved. Brian continued to drink and demonstrate no interest in the family, so Marita left him and focused on being a happy single mother.

One day she wrote to me and said, “We were in the park playing, and a girl about Alisa’s age kept whining and crying and complaining about what she wasn’t getting. Alisa finally left the play area to come and sit in my lap. I held her, and she clung to me for a long time. Then she said, ‘Mama, I think that girl wants her mother to hold her. I’m glad you love me, and that God loves me.’ I cried as I realized what a difference love has made in our family, and how my little girl has a chance at a happy life because she understands what love is, she knows what it feels like, and she knows how to give it to other people.”

LOOKING AHEAD



While much has been accomplished at The Real Love Company, much more remains to be done. We've got a plan which provides the blueprint for building upon our legacy in a sustainable and controlled manner. We invite all who share our deep desire to see families working well together, willingly and productively within a framework of dignity and unconditional love, to join us in this important endeavor.

Due to the generosity of our donors, we will be able to complete the script for a new 75-hour parenting program, along with over 1,000 written support subjects, with more being written all the time. These support subjects vary in length from 1 page to 40 pages. After it's filmed and edited, our marketing efforts will make it possible to reach uncouneted 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.

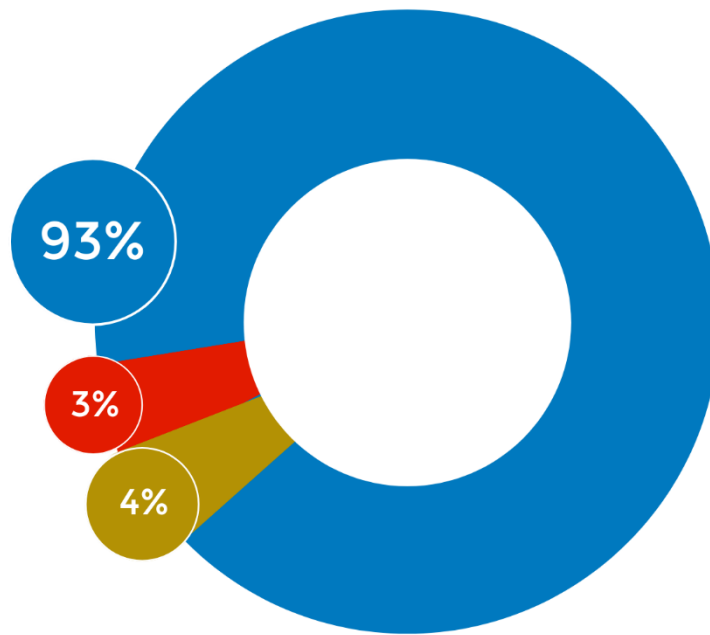
FINANCIAL SNAPSHOT

EXPENSES

PROGRAM SERVICES

FUNDRAISING

ADMINISTRATIVE



REVENUE

7%

COMPANION STORES

46%

PROGRAM SERVICE REVENUE

47%

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

Robert Hanson

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

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