



RealLOVE[®]

20 | ANNUAL
22 | REPORT

WHO WE ARE

The Real Love Company is a nonprofit organization dedicated to:

Strengthening Families

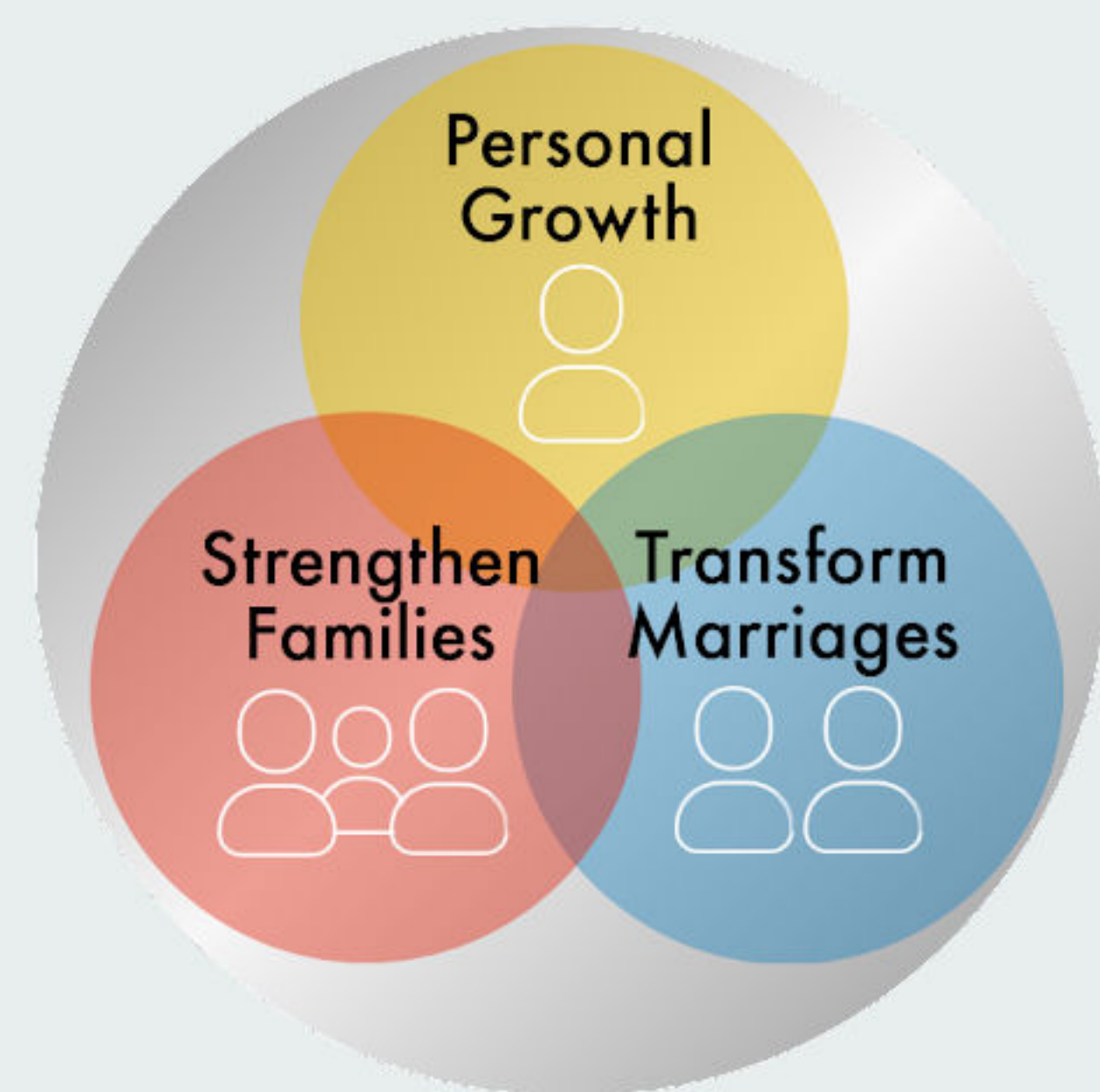
Help create a generation of emotionally stable adults by teaching parents now how to raise happy and responsible children. Effective parents experience more joy and have naturally eliminated a need to respond to stress, making their job to LoveandTeach their children easier and more fun. Happy and responsible 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.



Who can possibly claim that the world is not confused? Every report proclaims that the mental health of our children is in serious and rapid decline. They're disconnected, discouraged, and often depressed or anxious. We don't know what to do to help them.

The world around us is filled with contention about politics, gender identity, diversity, racism, economics, the environment, and much more.

And I see people sucked into the maelstrom of despair generated by all this chaos. But 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 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.

We do NOT have to be satisfied with the pain and fear that show up in our lives in so many ways. There ARE solutions, and I'm enthusiastic about what the Real Love® family is doing to provide

those solutions to individuals, couples, families, and businesses. 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 2023 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® 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". The signature is fluid and cursive, with the first letters of "Greg" and "Baer" being capitalized and prominent.

Greg Baer, M.D.
Founder, The Real Love® Company

THE YEAR IN REVIEW

The Real Love Company, Inc. has a long and proud history of providing practical and consistently effective solutions for personal development, marriage, parenting, and other relationships.

We have shared the principles of Real Love online, with video calls, and in person. Because of the generosity of our donors, we have been able to spend hundreds of hours with individuals and families who were unable to pay for the time they received.

In recent years, we have focused more on teaching parents how to love and teach. In our desire to provide evidence-based benefits to everyone, we did an in-house study. In February of 2022, we sent out a “customer satisfaction survey” to those who had most recently purchased our current Parenting Training. Of all the recipients surveyed, 64.33% 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, 68% of our participants completed the entire Parenting Training—no small feat considering the length of 45 hours.

Over half of those that completed the Training have gone on to repeat it, between 2-5 times

So, what have we actually DONE during 2022? The following, almost all of which was given free:

- Devoted hundreds of hours to counseling people on video calls—about their personal development.
- Counseled with couples and families here at the Real Love Center in Georgia
- Answered thousands of emails and texts.
- Written hundreds of letters to prisoners, while also offering phone and video call support to their families.
- Written more than 1000 parenting support subjects, anticipating their future integration into the Parenting Training.
- Continued the training of Real Love coaches all over the world.
- Continued to update and optimize the websites at RealLove.com and RealLoveParents.com, which requires attention every day.

And more. We are dedicated to spreading the peace and fulfillment of Real Love® to the world. Thank you for helping us do that.

MEET BRENDA

She is married to Dave and is the mother of two girls. She writes:

“I have always wanted a family, and I was thrilled to find such a great marriage and to have two beautiful children. But then I discovered that I knew nothing about how to BE in a marriage or how to raise children. I thought it would just come naturally.”

She described how the distance grew between her and Dave. Personally, she said, “I often feel overwhelmed and unfulfilled. And now I find parenting harder every day. I get frustrated and angry at them when they’re difficult, and I’m embarrassed at how poorly I’m doing as a mother.”

“Lately,” she said, “I wake up feeling like it's Groundhog Day and actually dreading it. I spend all day listening to whining, mediating disputes between kids, nagging them to clean things up. Some days I just hate it all.”

She was getting angrier and more discouraged. Eventually she realized that she was depressed.

She found the Ridiculously Effective Parenting Training, and within weeks, she wrote to say, “I don’t recognize myself in the mirror now. I’m SMILING. I recognized myself immediately in the Training as you described how people behave when they don’t feel loved. I didn’t like what I saw, but I decided to learn something instead of defending myself.”

“I came from a family filled with disappointment, anger, and emotional neglect,” she said. “I’m talking Jerry Springer stuff. So, no wonder I couldn’t love my children unconditionally. And my husband came from a family of disapproval and controlling. We were doomed. But not now. Nope, they are HAPPY, and so am I. You wouldn’t believe it if you saw it.

“My kids eat better, sleep better, play together better, have more friends, and they’re more helpful and kind. They’ve both even quit wetting the bed. I didn’t think that would ever happen. And it’s all happened because I learned to feel unconditionally loved for the first time and to give it to my children. I could go on and on. I used to dread the day, but now I’m HAVING FUN! Not kidding. Thank you for saving our family.”

LOOKING AHEAD



We have worked out a plan that will build upon what we've done for the past thirty years. 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.

We have written thousands of indexed support subjects that will be incorporated into the Ridiculously Effective Parenting Training. This enables parents to look up additional written material after hearing principles and solutions in the Training. So far we have over 1000 such subjects.

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.

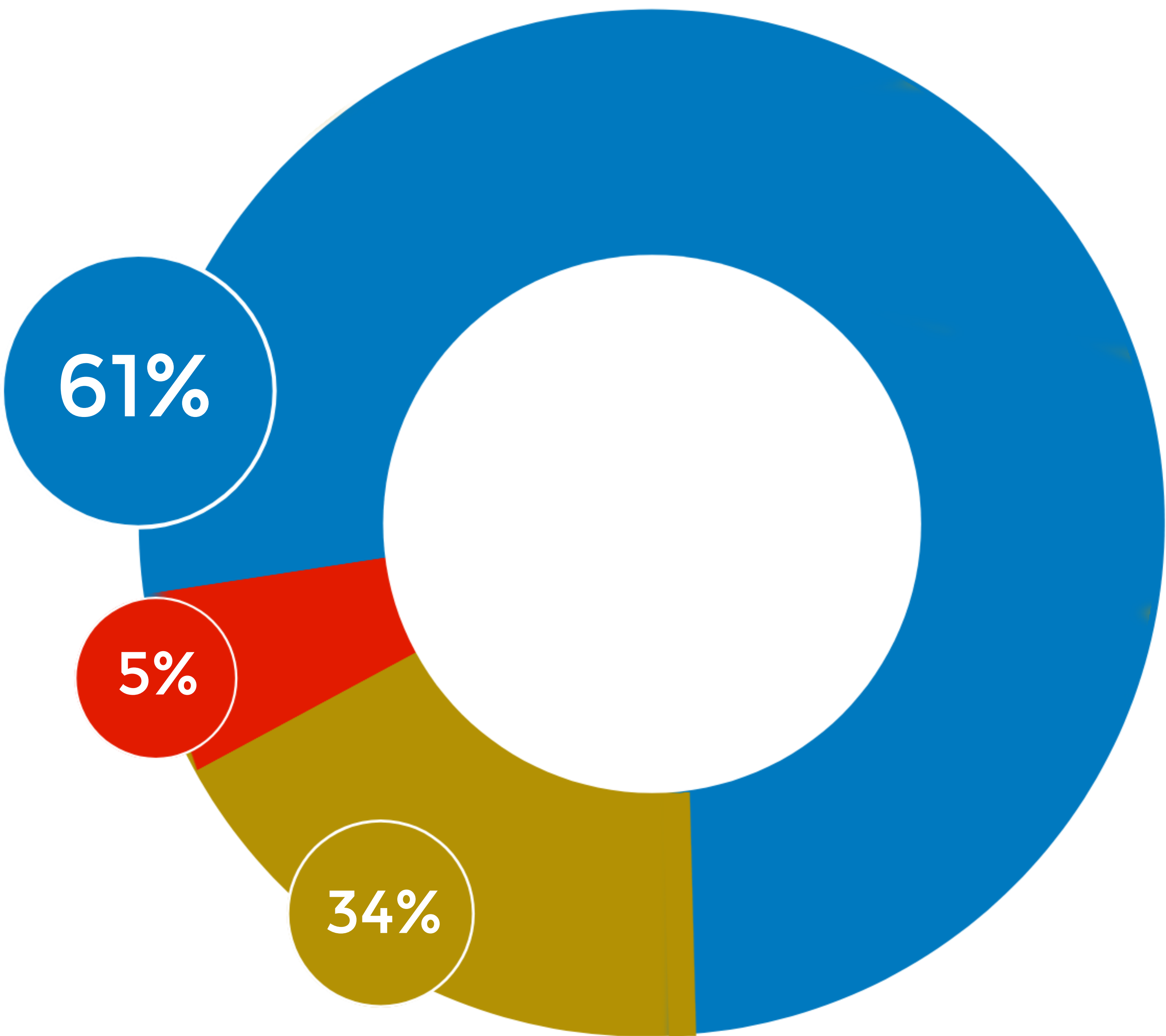
We believe that our programs can reframe conversations and interactions to improve and strengthen relationships and restore (or discover anew) family harmony.

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.

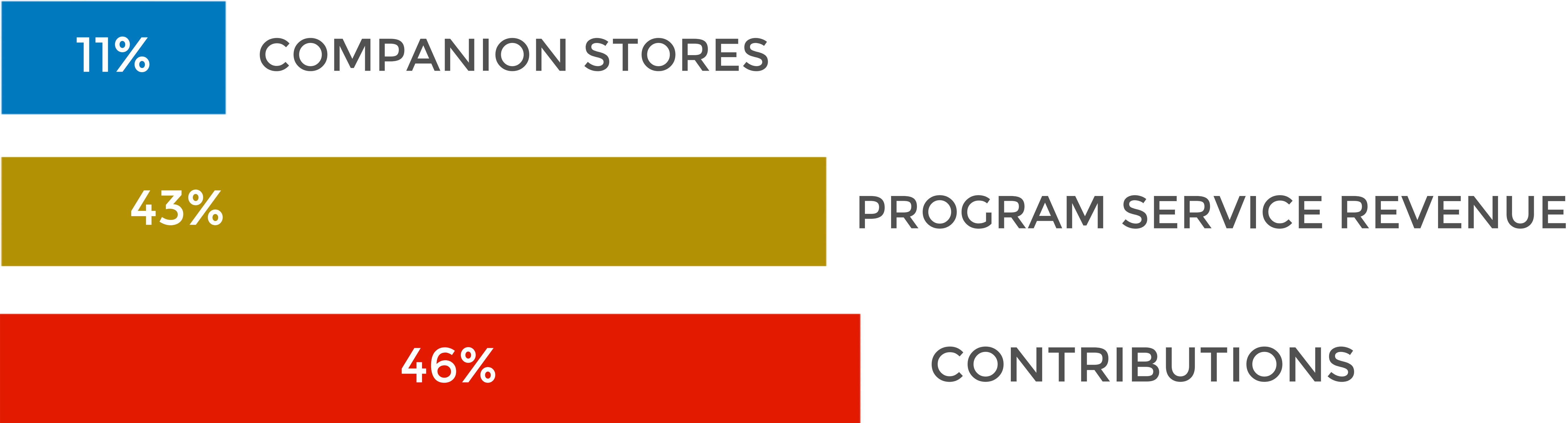
FINANCIAL SNAPSHOT

EXPENSES

PROGRAM SERVICES FUNDRAISING ADMINISTRATIVE



REVENUE



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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