



Real LOVE[®]

20 | ANNUAL
23 | 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.

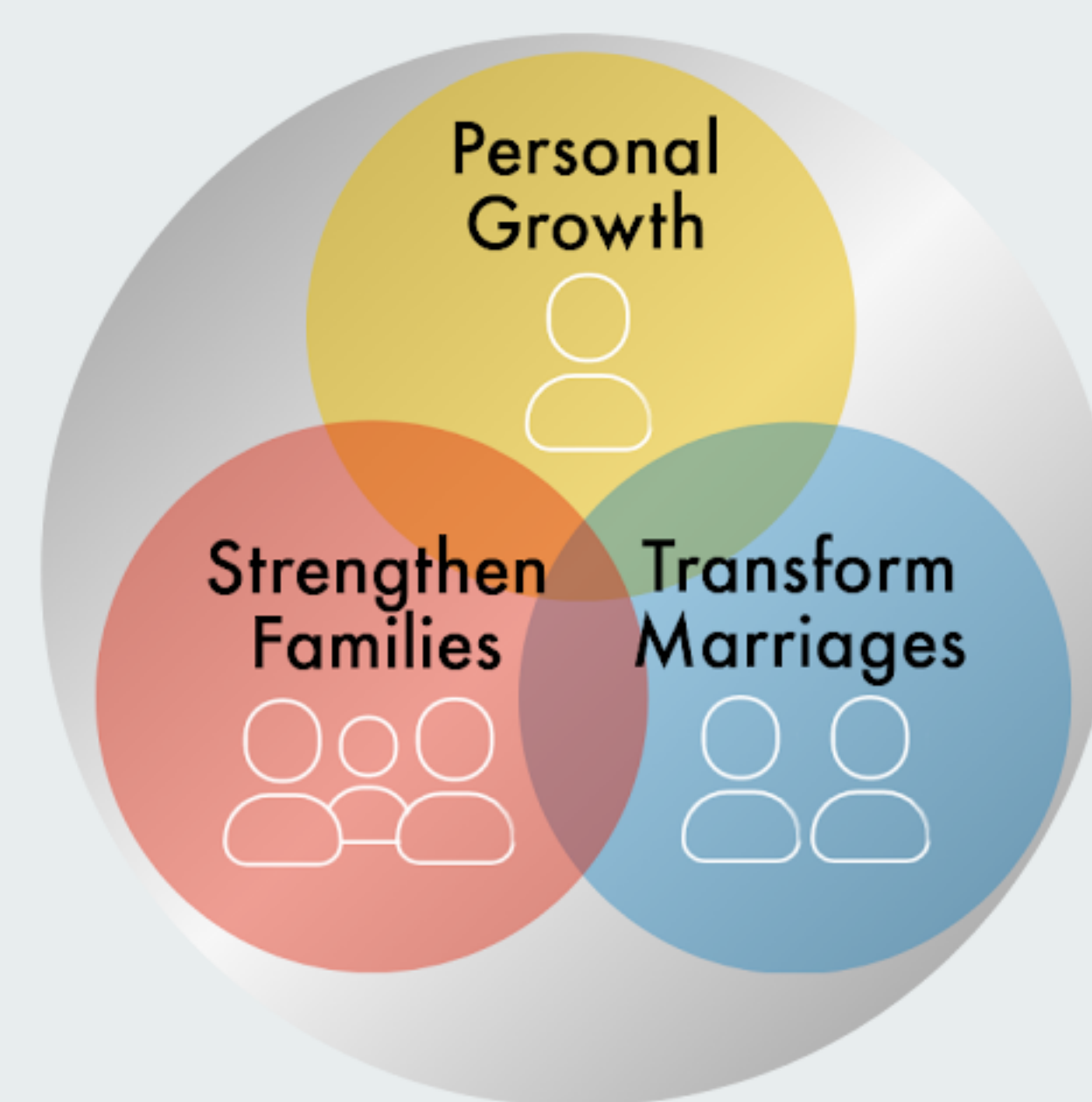
Effective parents experience more joy and have naturally eliminated a need to respond to stress, making their job to LoveandTeach their children easier and more fun. Happy and responsible children grow to be effective leaders in their own families and society.

Transforming Marriages

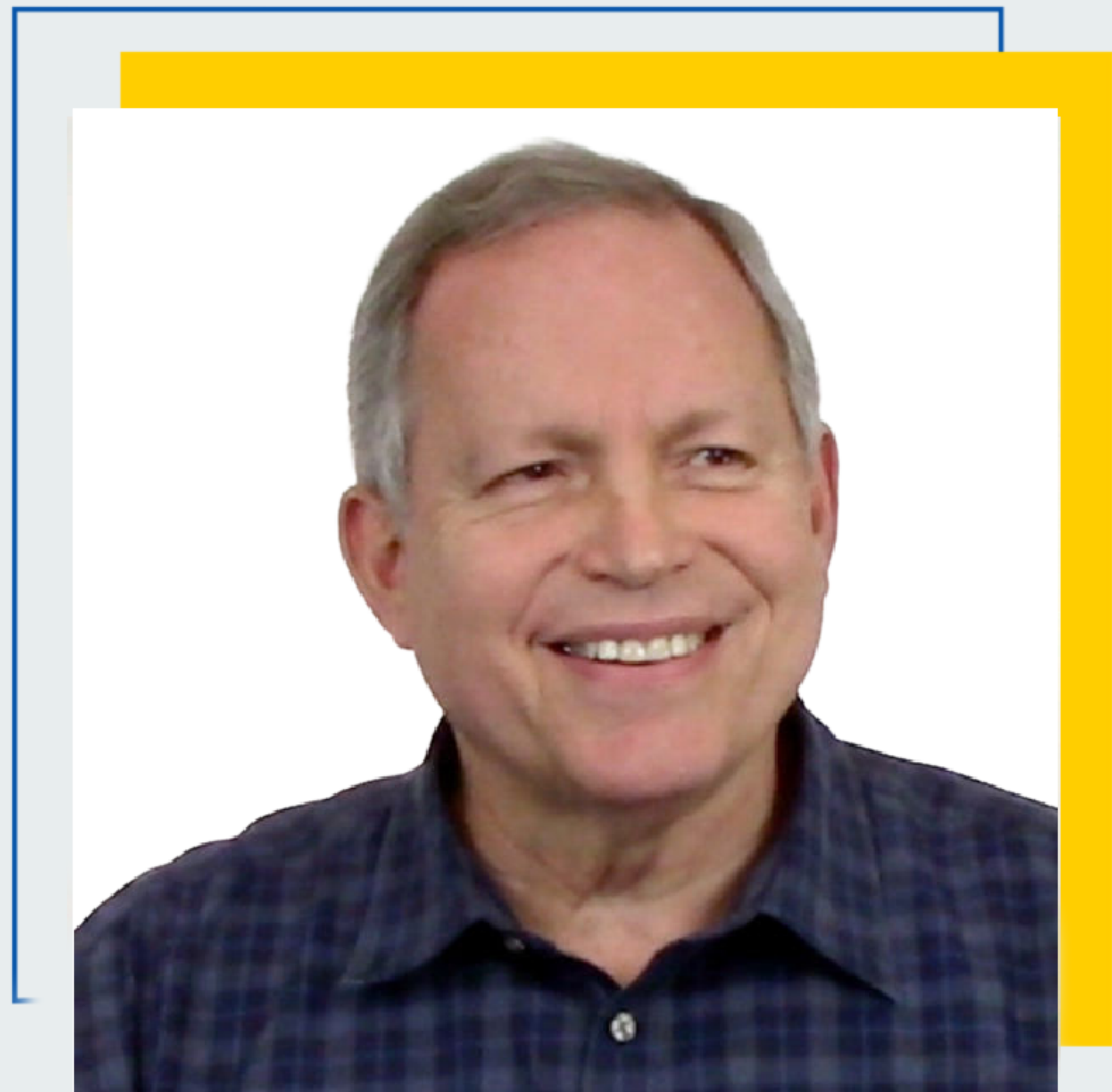
Dramatically reduce the percentage of failed marriages by teaching couples how to cultivate the lifelong commitment to stay with their partners while they are learning how to love unconditionally.

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.



In a world that feels increasingly chaotic and divided, it's easy to see why so many of us are struggling. From political strife and economic uncertainty to personal battles with mental health, the challenges we face today can seem overwhelming.

Our children, especially, are suffering—disconnected, anxious, and often in despair. Yet, amidst this turmoil, I've seen firsthand the incredible power of Real Love® to heal and transform lives.

At The Real Love® Company, our mission is to teach the principles of Real Love®—a type of unconditional love that is pure and transformative.

This is not just any love, but the kind that truly sees and cares for another's happiness without any thought of what we might get in return. It's this love that can replace the anger, confusion, and pain so many of us carry.

Over the past year, we have made significant strides in helping individuals recover from trauma, personal pain, and addictions. The changes I've witnessed in those who embrace Real Love® are nothing short of miraculous.

People who once felt lost and hopeless have found peace and confidence, and it's a profound privilege to be part of their journey.

Looking ahead, we are more committed than ever to our vision. Our focus in the coming year will be on empowering parents with the tools they need to raise confident, cooperative, and responsible children. Today's parents face unprecedented challenges and need effective, new strategies. Real Love® provides these strategies, offering a framework that fosters emotional stability and genuine happiness.

Our work also extends to transforming marriages by helping couples build lifelong commitments grounded in unconditional love. Strong, enduring relationships are the cornerstone of a healthy society, and we are dedicated to reducing the rate of failed marriages by teaching these vital principles.

Moreover, we continue to support personal growth for individuals dealing with lifelong stress or traumatic events. Real Love® offers hope and a path to emotional resilience, allowing people to reclaim their joy and lead fulfilling lives.

I am immensely grateful for the support of our community—the staff, donors, and volunteers who make our work possible. Your dedication and generosity are the lifeblood of our organization. Together, we are making a real difference, creating a world where love and understanding triumph over pain and fear.

Thank you for being part of The Real Love® Company. Let's continue this important work together, filling 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 significantly larger and more stylized.

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

THE YEAR IN REVIEW

The Real Love Company, Inc. continues to build on its proud legacy of delivering effective, evidence-based solutions for personal development, marriage, parenting, and broader relational challenges. In 2023, we have embraced innovation and connection through diverse formats, ensuring our principles of Real Love® reach individuals and families more effectively than ever.

This year, we created and distributed 52 astute newsletters, filled with generous, solution-based information. We maintained an average open rate in our newsletters of 30%. Our commitment to providing valuable content extended to the digital realm, where we posted 56 insightful blogs. In an exciting new venture, we launched our podcast on YouTube, "All About the Parents," contributing to our growing presence online with 55 videos and 48 shorts. This content has garnered significant attention, with a remarkable total of 60,208 views and the addition of 657 new subscribers, generating \$400 in revenue—our first foray into monetization.

Thanks to the generosity of our donors, we were able to raise a total of \$31,660, enabling us to provide countless hours of support to those in need. Throughout the year, we dedicated over 1500 document hours (and uncounted hours from volunteers) to personal counseling via video calls, and we continued our in-person sessions at the Real Love Center in Georgia. We also maintained our commitment to outreach, responding to thousands of emails and texts, while sending letters to prisoners and offering vital support to their families.

Our focus on parenting remains a cornerstone of our mission. We have expanded our library with over a thousand indexed parenting support subjects, which will be integrated into our existing Parenting Training programs. Additionally, we made strides in training Real Love coaches globally, enhancing our community of advocates dedicated to spreading the message of Real Love®.

The year also saw ongoing improvements to our online presence. We continued an SEO overhaul of RealLove.com and RealLoveParents.com, ensuring our websites are faster and more user-friendly, a vital aspect of reaching our audience effectively.

As we reflect on our accomplishments in 2023, we are filled with joy and hope for the lives touched and relationships strengthened through the principles of Real Love®. Thank you for being an integral part of this mission to spread peace, fulfillment, and unconditional love throughout the world. Together, we can continue to make a meaningful impact on families, communities, and individuals everywhere.

*Real*LOVE.com

MEET JIM & HEATHER

Jim and Heather had been married for thirty years when they first discovered Real Love. Jim writes:

“We’d grown into what could best be described as a ‘parallel marriage’—living in the same house, sharing a bed, but leading separate lives. We each had our own jobs and interests, without truly connecting or even respecting each other’s perspectives. We weren’t on the path to divorce, but we certainly weren’t happy and blamed each other for that unhappiness.

“One day, after work, I found Real Love on a bookstore shelf and something about it spoke straight to my heart, so I bought it. That book changed everything. I began to see that I was responsible for my own happiness and realized I’d never truly loved Heather unconditionally. Together, we read the book, attended seminars with Greg, and it rocked our world. For the first time, we became best friends who truly valued each other.”

Jim and Heather’s marriage grew stronger with each year. “For twenty years after discovering Real Love, our love continued to grow and sustain us right up until Heather passed away a year and a half ago. Knowing she loved me unconditionally—and that she knew I loved her the same—brought comfort and peace through her passing. We had no regrets, and our love remains.”

Jim is now preparing to marry Leslie, with whom he’s building a relationship based on Real Love in Marriage. “We are using it as a foundation for what we want our marriage to be. I wholeheartedly recommend Real Love to anyone.”



LOOKING AHEAD



In 2023, we advanced our strategic mission to reach individuals and families everywhere, harnessing The Healing Power Real Love® to strengthen relationships, restore communities, and improve lives. As societal pressures increase across economic, health, and political landscapes, our commitment to equipping people with tools to foster harmony and dignity in their relationships has never been more vital.

We continue to expand our resources, producing more written, video, and interactive content to address not only today's challenges but also to provide solutions for unresolved conflicts from the past.

In line with our mission, we are exploring every avenue to make our resources accessible online, freely available to those seeking help, while sustaining our organization's ability to serve and grow. There is much left to accomplish and many more people to reach, as the need for meaningful connection and conflict resolution continues to grow globally.

Our vision goes beyond simply reducing family conflict or divorce; we are working toward a world where Real Love® brings healing to individuals, families, and cultures, transforming the very fabric of our communities. With unwavering commitment, we move forward to end contention, foster unity, and contribute to a society rooted in genuine connection and unconditional love.

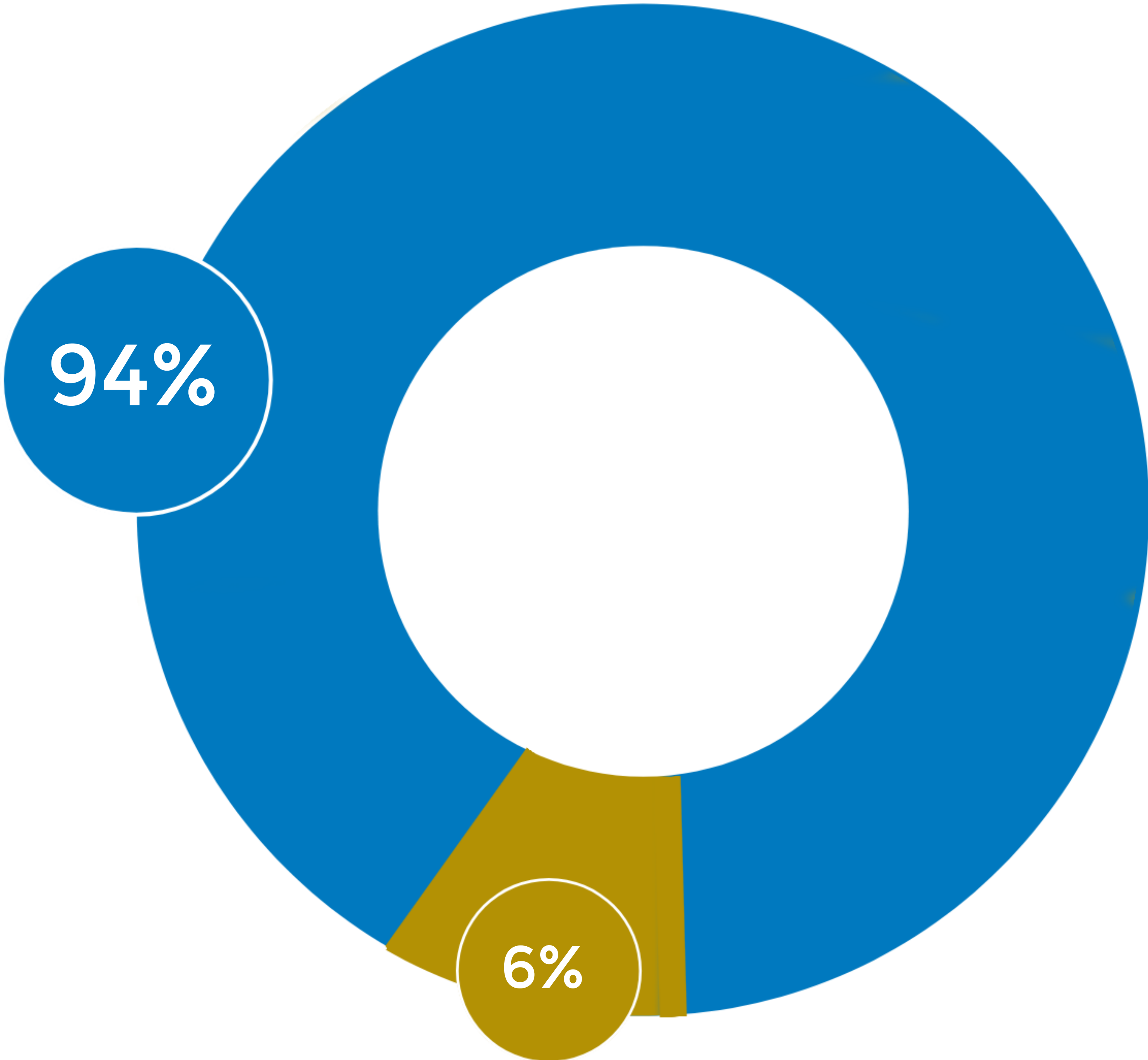
FINANCIAL SNAPSHOT

2023

EXPENSES

PROGRAM SERVICES

ADMINISTRATIVE



REVENUE



CONTRIBUTIONS



COMPANION STORES



PROGRAM SERVICE REVENUE

BOARD OF DIRECTORS

The Board of Directors remains committed to our mission of teaching the transformative power of Real Love® to individuals, parents, and workplace leaders worldwide

In 2023, we saw inspiring progress as people found healing and peace through Real Love® principles, thanks to our volunteers' remarkable support and the tireless efforts of Greg Baer and his outreach team, who connected with everyone seeking help.

We're thrilled to welcome even more into the Real Love® family as we work together toward a world built on genuine love, understanding, and lasting happiness.

Thank you for supporting our shared vision.

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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