



Empowering individuals today,
for a more confident tomorrow.

Self Love Beauty's 2023

AFFIRMATION DAY IMPACT REPORT



ABOUT AFFIRMATION DAY

On Tuesday, May 10, **138** schools, businesses, individuals, and nonprofits signed up to participate in Self Love Beauty's Affirmation Day. Participants spread kindness by sharing positive messages to friends, family, and even strangers both online and in person by writing affirmations on public mirrors, sending cards, posting on social media with the help of Self Love Beauty toolkits which included affirmation day t-shirts, cards, bracelets, and pins.



31,842

Individuals impacted **surpassing** our goal of 25,000.

”

I was amazed at some of the affirmations students came up with to write outside. My favorite was, "I am mindful."



”

I personally was able to surprise co-workers with small reminders that they are awesome and I got the best email back that it just made their day. To see how something so small made such a big impact made my day!

PARTNERING LOCATIONS ACROSS THE GREAT LAKES BAY REGION HELD FUN AFFIRMATION DAY ACTIVITIES



SLB staff stopped by the **United Way of Bay County** on May 3 to decorate the windows to help bring a smile to everyone who passed by.

Stranded Yarn & Coffee had special arts and crafts projects and handed out affirmation cards to everyone who stopped by.



Lisa's Natural Nails provided sidewalk chalk for participants to play hopscotch and handed out affirmation cards and bracelets.



At **Grove Tea Lounge**, cafe goers were encouraged to write affirmation notes and leave them at the front wall for everyone to see.



On May 5-8, **Balanced Pilates** held complimentary yoga classes to help spread positivity and confidence in the community.



Joyful Tantrum Recess & Serendipity Road designed special Affirmation Day murals for participants to paint.



PARTICIPANTS GOT TO LEARN MORE ABOUT SLB AND GIVE BACK AT LOCAL PARTNERING LOCATIONS

Boomerang Coffee, Artisan Urban Bistro, Three Bridges Distillery & Taproom, and Biggby Coffee's Midland, MI and Saginaw, MI locations gave a percentage of their proceeds generated on Affirmation Day back to SLB. Everyone who stopped by these locations got to learn more about SLB and our cause!

A SPECIAL THANK YOU TO EACH LOCATION WHO PARTNERED WITH US FOR AFFIRMATION DAY!

”

When I finished my volunteer shift my heart was totally full and I always know exactly why I volunteer my time with Self Love Beauty. I love that I am able to spread kindness, love and the importance of affirmations to boost one's self-confidence. It's so needed in everyone's life.

**Cathy Geiger - SLB volunteer
at Biggby Coffee**



FIRSTHAND TESTIMONIALS



”

My classroom celebrated Affirmation Day with sidewalk messages, poster making and great class discussions.

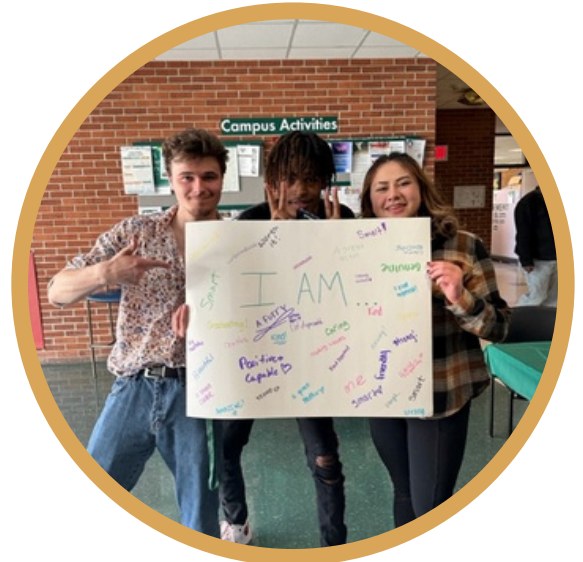
We also got bracelets and shared our message of Affirmation Day on the school announcements. The Fourth Graders loved it! I LOVED IT!

**Kelly Narlock - Central
Park Elementary School**

”

Our event spread positivity across campus. It all started with a tabled event and staff and students were able to spread cheer by handing out cards, bracelets and pins to each other across campus. Emails were shared with each other, in which made individuals day.

Lauren Saj - Delta College

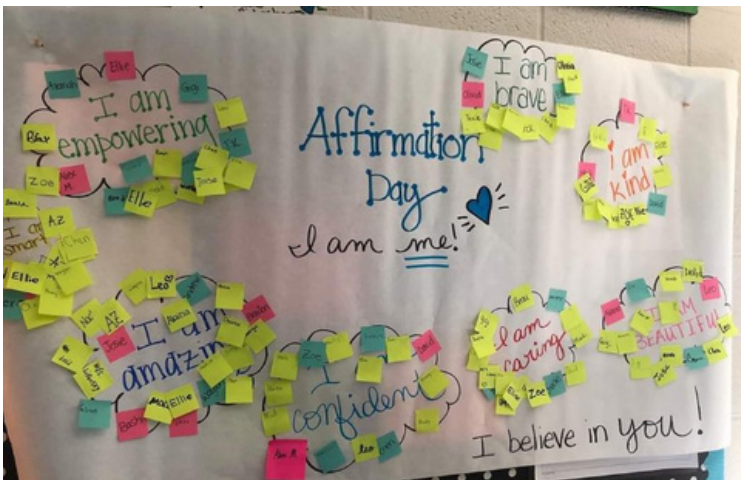


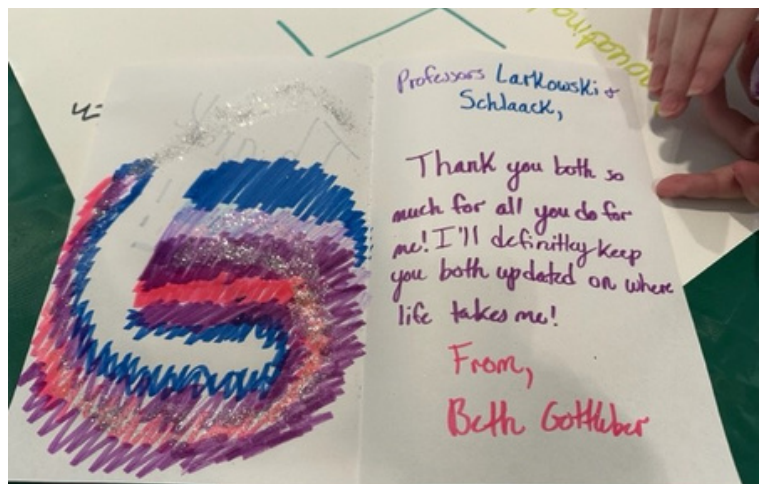
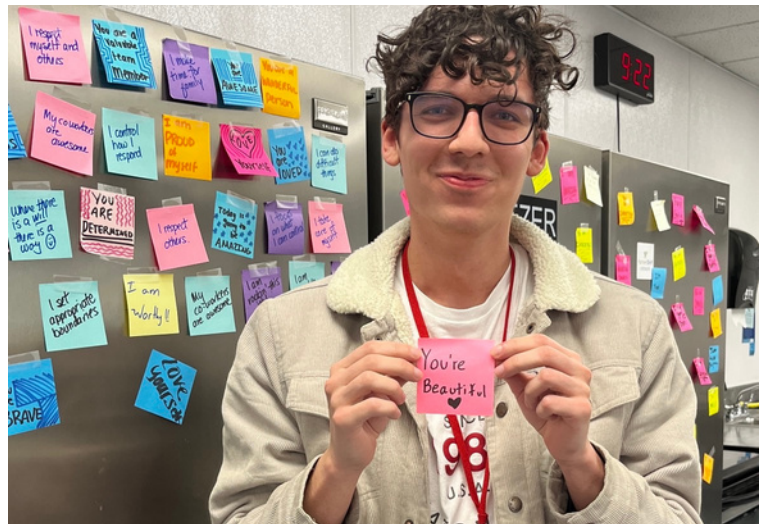
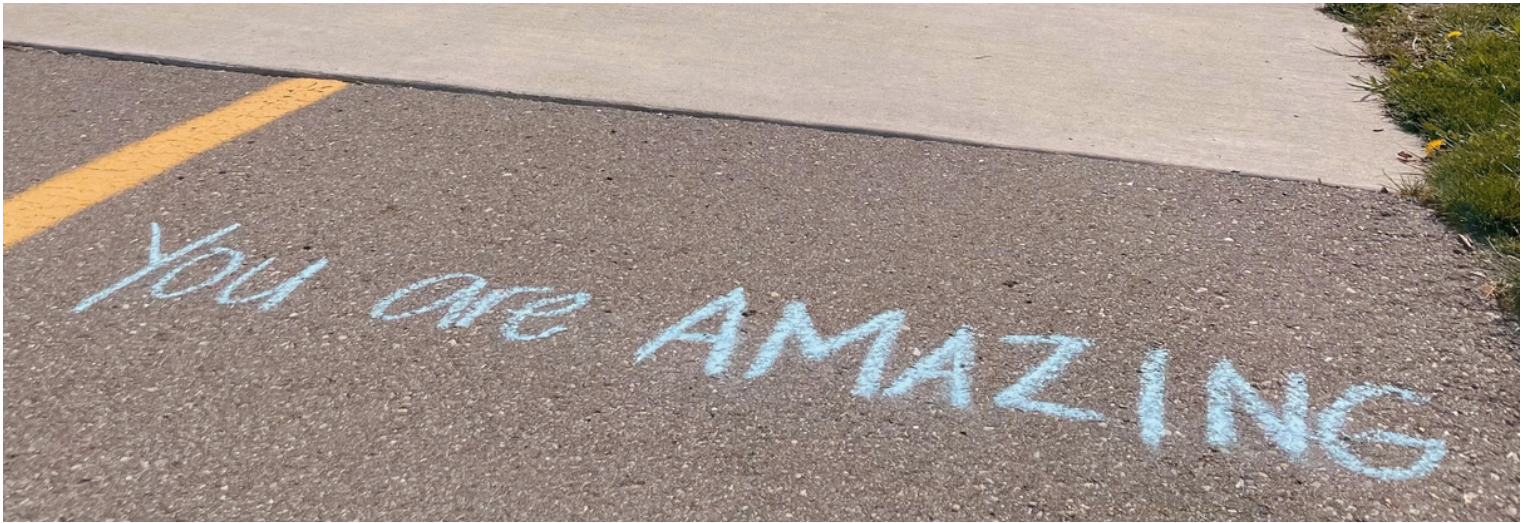
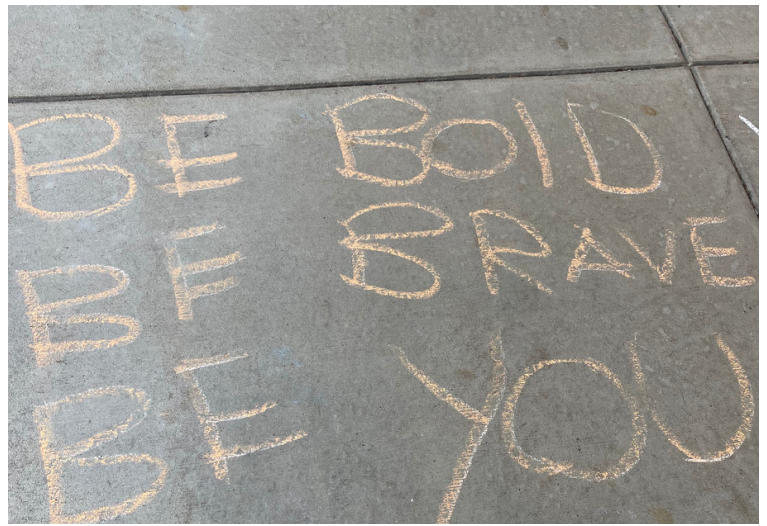
”

Students in the High School Leadership & Service class chalked the sidewalks to the building entrances so that as students and staff came to school on the 10th they were greeted with positive, affirming messages. Affirmation Day aligned nicely with our Kindness Bingo class activity that we were working on as part of a larger Mental Health Awareness Month kick-off.

**Janee Gerding - St. Charles
Middle/High School**







THANK YOU TO OUR PARTNERS AND SPONSORS

Overall SLB Partners

Our overall partners support all of our programs and initiatives.

Overall Educate Partners



Overall Support Partners



Affirmation Day Sponsors

Be Confident Sponsor



Be Empowering Sponsors



Be Strong Sponsors



Grantees

Bay City Morning Rotary Club
Kiwanis Club of Midland
Rollin M. Gerstacker Foundation

CONTACT US



www.selflovebeauty.com



[@selflovebeauty](https://www.instagram.com/selflovebeauty)



Info@selflovebeauty.com



We are proud to partner with many different schools, colleges, nonprofits, and businesses! If you would like to partner with us for our programs, contact the SLB team at info@selflovebeauty.com