

# 2021 Third Annual Affirmation Day IMPACT REPORT



Tuesday, May 11, 2021

On May 11, Self Love Beauty's mission to fill the world with positive affirmations was a huge success! Men, women and kids from all around the Great Lakes Bay Region and beyond participated in lifting others up with positive words and deeds. Participants posted on social media, held events at their schools, and visited our partner Live Oak Coffeehouse where a percentage of their purchase went to support Self Love Beauty's programs.



Thanks to a generous partnership with Live Oak Coffeehouse in Bay City and Midland, Self Love Beauty was able to raise over \$300 for our confidence programs. Live Oak also gave their customers a chance to post affirmation sticky notes on the wall for other patrons to enjoy.



## Social Media Engagement



Over 50 people used the #slbaffirmationday on this day



Self Love Beauty's posts reached over 8,000 people



New page "likes" grew by 450% the week of Affirmation Day

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500+

Individuals participated at their schools, businesses and homes throughout the Great Lakes Bay Region.



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Today [my student] came home happy and in high spirits. It is a noticeable difference and I wanted to say thank you to whomever is setting everything up...The posters in the hallway, painted windows, sidewalk chalk art plus the stickers on the lockers and wall of positive notes all had this amazing energy. [my student] shared a bunch about it.

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Saginaw Arts and Sciences  
Academy Students getting  
in on the action!

