

Story Corps[®]

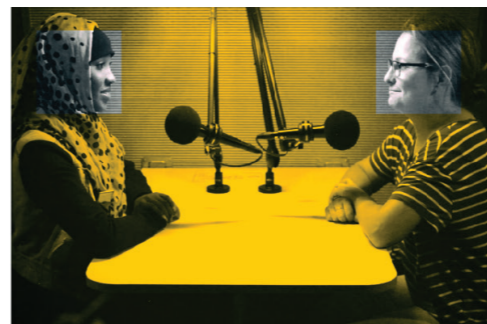
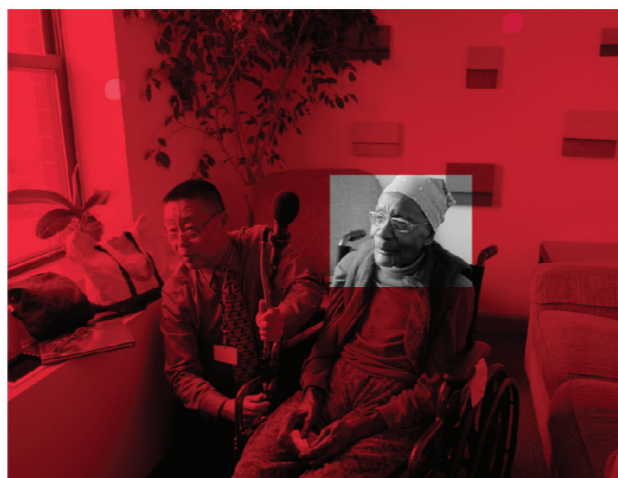
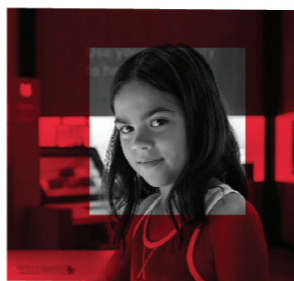
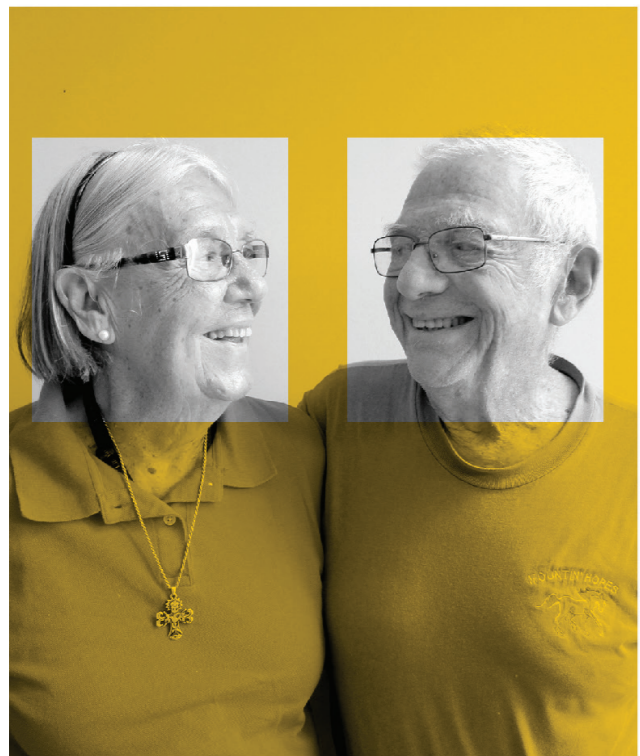


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LETTER FROM THE LEADERSHIP



Photo Credit: Harvey Wang

Dave Isay



Photo Credit: Maggie Soladay

Robin Sparkman

Dear Friends:

For 14 years, we at StoryCorps have worked tirelessly to shine a light on our best selves and to remind the country of the poetry, grace, and power in the stories hiding in plain sight all around us. We have honored the voices of those most silenced in our country, putting flesh on Maya Angelou's words: "History, despite its wrenching pain / Cannot be unlived, but if faced / With courage, need not be lived again."

We have worked to listen to the widest possible swath of American stories and to remind the nation of our shared humanity. We have moved and inspired the 400,000 people who have recorded interviews with us—the largest single collection of voices ever gathered in history—and the millions who have listened to, watched, or read the stories we tell.

Today our efforts to teach empathy, to engender healing, and to remind people how much their lives and stories matter have taken on new meaning. Our messages—of the importance of listening and of treating one another with dignity, decency, and kindness—have taken on increased urgency. Darren Walker of the Ford Foundation recently said that, "[T]he greatest threat to democracy is hopelessness... Democracy cannot breathe without hope."

StoryCorps is America's hope machine.

We hope you will take a few minutes to watch, listen to and read about our work in the pages ahead. In 2016, StoryCorps worked to grow our public service offerings and our footprint:

- During the election season, we launched [#WhoWeAre](#), an animation series created with Upworthy and Steven Spielberg's Righteous Persons Foundation. [#WhoWeAre](#) was designed as a ripple of hope during difficult and divisive times for the country. For this unique digital series, we developed a new form of text-based animations that were viewed more than 40 million times.
- Nearly 100,000 people recorded StoryCorps interviews through our recording booths, onsite recording options, or our app.
- We broadcast 61 stories on NPR, released 50 podcasts, and brought our work to millions more people through our growing online channels.
- We published our fifth book, *Callings: The Purpose and Passion of Work* ([Penguin Press](#)) and won an Emmy Award for our 2015 animation, [Traffic Stop](#).
- And more...

Moving forward, StoryCorps will continue proving the truth in the words of Sister Mary Lou Kownacki: "It's impossible not to love someone whose story you've heard."

Thank you for sharing in our vision. Through your support, one day, listening to one another—*truly listening to one another*—will be woven into the fabric of American life and the lives of all Americans.

Warmly,

Dave Isay, Founder & President

Robin Sparkman, CEO

"I'm a podcast listener who finds strength to face each new, uncertain day with hope and hopefully a little more grace and compassion. Thank you for constantly reminding me of the beauty and strength of the human spirit found in each and every one of us alike."

**- Amy D'Amato,
Corps Member**

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**Board as of May 2017*

Dear Friends:

In a frenetic media and political environment, increasingly characterized by intemperance and ephemera, StoryCorps continues to pierce the noise and conflict with stories that cause listeners to think, feel and, at times, change. The most memorable stories of the past year include those of:

Vaughn Alex, the gate agent still coming to terms with his role in clearing the 9/11 attackers for boarding;

Sean Smith, recalling the horrific day in his childhood when he accidentally killed his younger sister with a household gun; and

Peter and Jenn Stanley, a conservative father and liberal daughter exhausted from arguments, who came to the StoryCorps booth to understand each other better.

We don't rush to cover breaking news, but the memories and dialogues we record touch the deepest currents of our national life—terrorism, gun violence, immigration, police abuse, and political polarization, among others—along with the love and caring, heartbreak and striving, and joys and losses that mark our families and our most intimate relationships. StoryCorps is even more important than it was when we launched it in 2003, and grows more so every day.

We continue to work to reach broader and more diverse audiences, and our animations are a critical part of that effort. We released **Bookmobile**, in partnership with the American Library Association, an animation about Storm Reyes, a young person who grew up in a camp for migrant workers and became captivated by the books she was exposed to in a mobile library—she grew up to be a librarian! The year 2016 also saw the release of #WhoWeAre, a series about the incredible diversity of the country, which has been viewed more than 40 million times.

Our second **Great Thanksgiving Listen**, for which students across the country interview their elders over the holiday weekend and the stories are collected by their schools, reinforced our belief that StoryCorps is a powerful tool for both education and family history. Since 2015, when we launched this effort, 75,000 conversations have been recorded and preserved, and 35,000 teacher toolkits have been provided to educators.

To support our incredible and diverse staff, who make all this possible, the StoryCorps board has been growing, too—adding leaders from the social justice and corporate worlds to advise on strategy and to help create a stable funding base so that StoryCorps can strengthen its operations and build for the future.

With your help, we are well on our way to becoming an essential American institution. From all of us on the StoryCorps board and staff, thank you.



Gara LaMarche, *Board Chair*



Gara LaMarche

YEAR IN REVIEW 2016

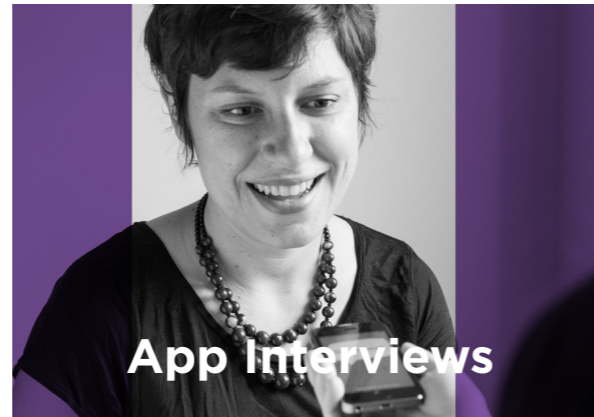


5,054 In 2016

Number of StoryCorps signature interviews facilitated and recorded in 2016

69,953 All Time

Number of StoryCorps signature interviews since 2003



40,888 In 2016

Number of app interviews recorded and shared 2016

124,733 All Time

Number of of app interviews since 2015



91,421 In 2016

Number of people who took part in a StoryCorps interview in 2016

389,372 All Time

Number of of people who took part in interviews since 2003



New Look

A new look and feel for our organization

10 Mobile stops in 2016

- Las Cruces, NM
- San Antonio, TX
- Nashville, TN
- Washington, DC
- Baltimore, MD
- Providence, RI
- Burlington, VT
- Buffalo, NY
- Pittsburgh, PA
- Columbia, SC

366
Organizations with which StoryCorps partnered in 2016

40 Million+
Views of #WhoWeAre, our animated series presented in partnership with Upworthy

Book Release
Published *Callings: The Purpose and Passion of Work*, our fifth book

Testimonials

“Thank you for giving all people a chance to tell the stories that have shaped the world and made us who we are, and maybe more importantly, who we can become.”
—Miles Fabian, StoryCorps App User

“It’s so easy to forget that everyone has a story. StoryCorps’ mission is beautiful and helps us remember that there is humanity and worth in everyone.”
—Kristine Kaiser, Corps Member

“Listening to StoryCorps’ stories makes me smile, cry, laugh, ponder, reflect, think. Most importantly, I feel hopeful when I listen to StoryCorps. Like all good public services, we can’t sit back and wait for someone else to pitch in. We all have to pitch in. It’s my job. It’s your job. It’s everyone’s job!”
—Esther Choy, Producer’s Circle Member

“I recorded my parents’ interviews a few years ago. After they pass, I hope their words of love and family will continue in their memory since the recordings are stored in the Library of Congress. Thank you for continuing to do what you do.”
—Anita King, Corps Member

PLAYLIST | SOME OF THE MOST MEMORABLE STORIES OF 2016

1. Julio Diaz



Julio Diaz, a social worker, was returning home to the Bronx after a long day at work. Just after he got off the train, a teenager held him up at knifepoint. This is the story of the unusual way Julio reacted. Originally recorded in 2008, this story was animated for our #WhoWeAre series in partnership with Upworthy. It was viewed more than 11 million times.

[Watch the animation.](#)

2. School's Out



Reverend James Seawood grew up in the 1950s in Sheridan, Arkansas, and attended an all-black school. Following the federal mandate to integrate public schools, the local mill forced its African American employees and tenants out of town. As the population diminished, James' mother became his school's principal, janitor, and whatever else was needed. In this animation, James recalls the fate of his beloved school and being forced out of his hometown.

[Watch the animation.](#)

3. Chris & Gabe Lopez



Chris López always knew that there was something different about her youngest child, Gabe. Assigned female at birth, Gabe always felt like he was a boy. Gabe and Chris came to StoryCorps in 2016 to talk about his life, and some of their concerns about what the future may bring. Their story was animated as part of our #WhoWeAre series in partnership with Upworthy.

[Watch the animation.](#)

4. Albert & Aidan Sykes



In 2015, 9-year-old Aidan Sykes came to the StoryCorps MobileBooth in Jackson, Mississippi, to ask his father, Albert, a few important questions. A favorite of listeners when it first aired, their story was animated as part of our #WhoWeAre series.

[Watch the animation.](#)

5. Beverly Eckert



Beverly Eckert shares the tender words exchanged with her husband, Sean Rooney, who called her as he attempted to escape the World Trade Center on September 11. Originally recorded in 2006, this story was animated for our #WhoWeAre series. It was viewed more than 10 million times.

[Watch the animation.](#)

6. Driven



In 2015, Wendell Scott became the first African American inducted in the NASCAR Hall of Fame. During his career spanning the 1960s and 1970s, he poured his heart, soul, and all of his earnings into maintaining his own racecar. In this animation, his son, Frank, remembers what it took for his father to cross the finish line. Released in partnership with the Wendell Scott Foundation, this short debuted during Black History Month in 2016 and was viewed nearly 3 million times.

[Watch the animation.](#)

7. François Clemmons



The first African American actor to have a recurring role on a children's television series, François Clemmons spoke about how he became the friendly, singing Officer Clemmons, and his relationship with the man known to children as Mister Rogers.

[Listen to the story.](#)

8. Chloe Longfellow



As a child, Chloe Longfellow spent a lot of time at her grandparents' home, becoming especially close with her grandmother, Doris Louise Rolison. In this animation, Chloe remembers her grandmother and the life lessons she learned from her while they cooked together in Doris' kitchen. Originally recorded in 2015, Chloe's remembrance was animated for our #WhoWeAre series.

[Watch the animation.](#)

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“Just got a call thanking me for my donation a while ago. Reminded me how much I value StoryCorps. This donation is in memory of my grandmother, who shared many stories of her life with me.”

- Nicholi, Corps Member

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FINANCIALS 2016

ASSETS

Cash & Cash Equivalents	\$2,674,207
Unconditional Promises to Give	\$4,203,709
Miscellaneous Receivables	\$123,003
Prepaid Expenses & Other Assets	\$90,810
Property & Equipment, At Cost (net of accumulated depreciation)	\$654,676
Security Deposits	\$63,817

Total Assets **\$7,810,222**

LIABILITIES & NET ASSETS

Liabilities

Accounts Payable & Accrued Expenses	\$377,672
Deferred Revenue	\$103,024
Loans Payable	\$49,246
Promissory Note Payable	\$729,109

Total Liabilities **\$1,259,051**

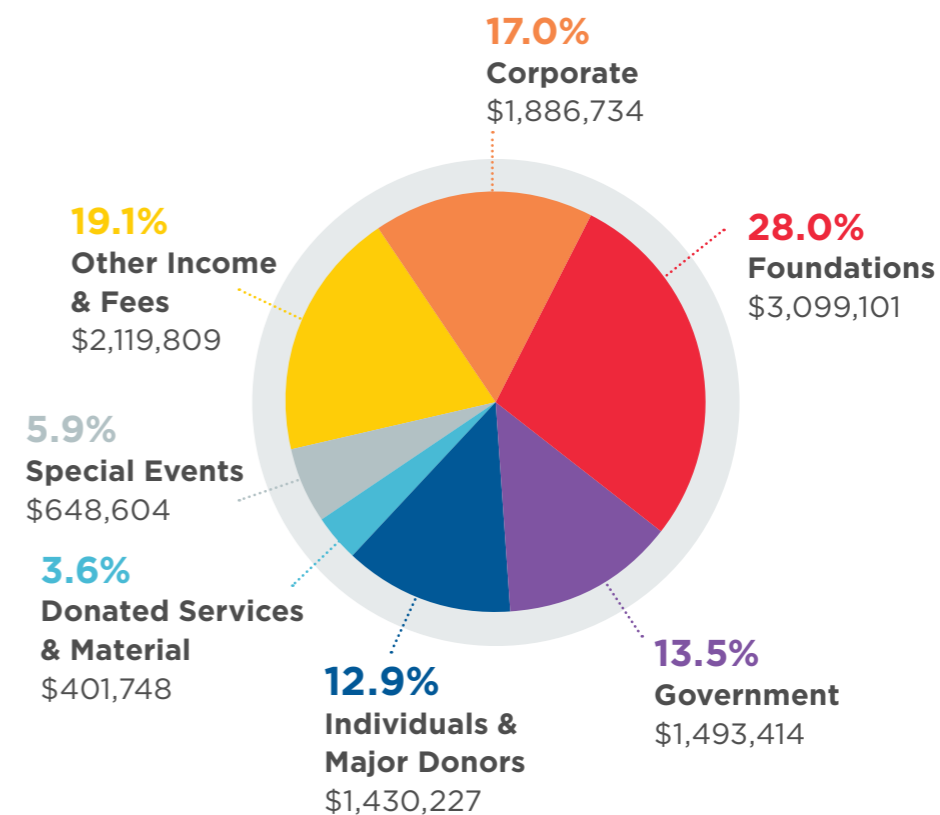
Net Assets

Unrestricted	\$2,052,880
Temporarily Restricted	\$4,498,291
Total Net Assets	\$6,551,171

Total Liabilities & Net Assets **\$7,810,222**

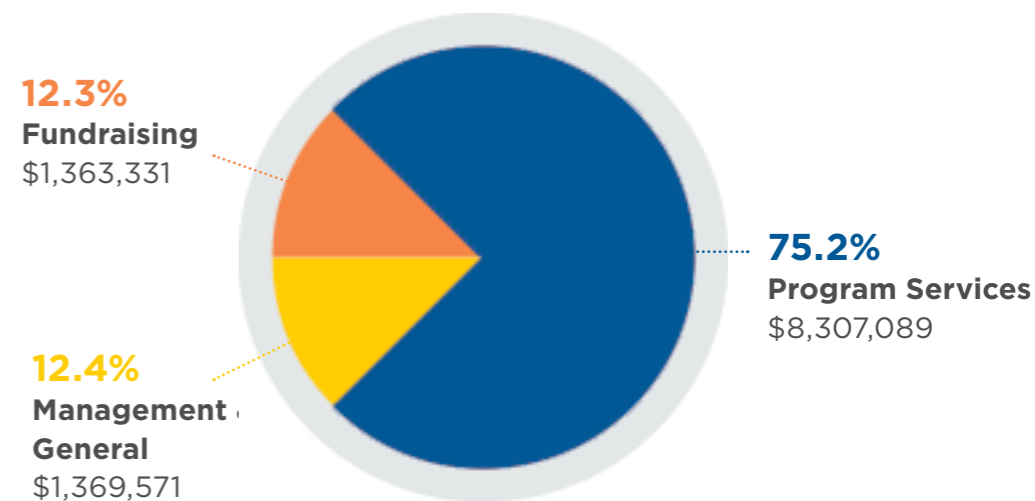
REVENUE

\$11,079,637



EXPENSES

\$11,039,991



*StoryCorps' fiscal year ended December 31, 2016.



MISSION

EVERY STORY MATTERS AND EVERY VOICE COUNTS

Our mission is to preserve and share humanity's stories in order to build connections between people and create a more just and compassionate world. Our belief in the power of listening drives us to continue to build **STORYCORPS** into a national institution that celebrates the dignity, power, and grace that is here in the stories all around us.