



Story
Corps®

ANNUAL REPORT

2021

Table of Contents

LETTERS FROM LEADERSHIP	3
Dave Isay Marta Moret	
MEMORABLE STORIES FROM 2021.....	5
COLLECTING AMERICA'S STORIES.....	7
StoryCorps Booths & Initiatives Conversations of a Lifetime The StoryCorps Archive	
THE POWER OF LISTENING.....	14
NPR Radio Broadcasts Podcasts & Animations Digital Footprint	
HONORING EVERY AMERICAN THROUGH COMMUNITY OUTREACH.....	17
MEASURING OUR IMPACT	19
STORYCORPS FOR HIRE	20
IN MEMORIAM.....	21
NEWS WE JUST CAN'T WAIT TO SHARE	22
NATIONAL & LOCAL PROGRAMMING PARTNERS ...	24
PHILANTHROPIC SUPPORTERS.....	25
IN KIND SUPPORTERS & FEE-FOR SERVICE CLIENTS.....	26
FINANCIALS.....	30

A NOTE ON EXPERIENCING THIS REPORT: At the heart of StoryCorps' mission is making our work as accessible as possible. Throughout this report, we invite you to further explore our content and programs by clicking on the links embedded within this document **(they look like this)**, which will take you to our website and other online platforms.



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 heard in the stories all around us.

Letter from Leadership:

Dave Isay

In 2021, StoryCorps set out to search for our second-ever CEO. In February 2022, we were delighted to welcome Sandra M. Clark to the StoryCorps family. Sandra has built a distinguished career in media and will be working alongside Dave to lead all aspects of the organization. [Read about her background and her vision for StoryCorps.](#)

Dear Friends,

2021 began with unrest in our nation's capital and new COVID variants that kept us home and behind masks. It ended with threats of conflict abroad. To say this has been one of the most unsettling years in recent history would be an understatement.

Here at StoryCorps, we rededicated ourselves to doing what we do best: creating connections between people in order to create a more just and compassionate world—and our work has never felt so necessary. We continued to leverage the digital tools we've developed—the StoryCorps App, StoryCorps Connect, and StoryCorps Virtual—to facilitate the deep and meaningful conversations that keep us tethered to each other in a world that sometimes seems designed to divide us. And, with a ray of hope, we began our return to in-person interview collection. The archive we're building of the stories of this extraordinary era will demonstrate both the out-loud protest as well as the quiet resilience of our time that will prove inspiring in years to come.

We also amped up our efforts to connect people across the widening political divide with our One Small Step initiative. Focusing our work in four Anchor Communities—Shreveport, Louisiana; Wichita, Kansas; Richmond, Virginia; and Birmingham, Alabama—we challenged citizens on both ends of the political spectrum to show the world what happens when we have the courage to listen to each other. A new advertising campaign and an increased focus on the ground in each community are paying off. To date, more than 10,000 people have signed up to participate, 2,800+ people have completed a One Small Step Conversation, and we now have almost 30,000 One Small Step email subscribers who are experiencing the power of these conversations and learning more about how to fight toxic polarization.

I have never been more proud of the team here at StoryCorps. Their enthusiasm for our work and the good humor and flexibility they've demonstrated over the past few years inspires me every day.

More activities of note in 2021:

- We continued our efforts to showcase the diversity of the American experience via initiatives like American Pathways, which honors the experiences of immigrants, refugees, and asylum seekers living in the U.S., and we continued our efforts to document the experiences of service members through our Military Voices initiative.

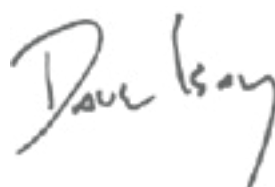
- We concluded eight extraordinary years in Chicago in our booth and exhibition space at Chicago Cultural Center after collecting the stories of more than 7,500 Chicagoans and training local organizations to continue recording efforts.
- We honored the 20th Anniversary of 9/11 with powerful new animations and renewed our commitment to record an interview for every life lost that day in 2001.
- In May, we celebrated Teacher Appreciation Week in partnership with Google by launching an interactive, animated Doodle that was viewed by millions.

In late summer 2021, we honored Robin Sparkman's extraordinary contributions to StoryCorps as our first-ever CEO. Robin, who, by my side, led the organization for the last six years, moved on to become President and co-CEO of ProPublica. Robin was a valued partner and skilled leader who, among many other contributions, led StoryCorps' digital transformation and helped the organization deliver levels of public service we never imagined possible.

Sadly, we also lost my dear friend and the "mother of StoryCorps," Annie Perasa, to COVID-19 in August of 2021. Annie, along with her husband Danny, became StoryCorps celebrities after sharing their love story, their Brooklyn-bred homespun wisdom, and ultimately Danny's death from pancreatic cancer with the country. Our first booth in Grand Central Terminal was re-named The Danny and Annie Perasa Booth a few weeks before he passed. The animations of their story are some of StoryCorps' most popular ever.

As we say goodbye to 2021, we reflect on the chaos but also the potential of human connection to light a better path forward for this country.

With deep gratitude for your support of our work,



Dave Isay, Founder & President



Dave Isay

Letter from Leadership:

Marta Moret

OFFICERS*

Marta Elisa Moret, *Interim Chair*

Dane E. Holmes, *Vice Chair & Treasurer*

Michael Shuman, *Vice Chair*

Adelaide K. Jones, *Secretary*

Dave Isay, *Founder & President*

Robin Sparkman, *Chief Executive Officer*

DIRECTORS

Aaron Bates

Audrey Choi

Sarah Elizabeth Feinberg

Miriam Hess

Gary Knell

Gara LaMarche

Giovanna Gray Lockhart

Anne Herbert Mai

Jim Moore

Blythe Haaga Parker

Vic Parker

James Ransom

Jason Reynolds

Kim Rubey

Vanessa Toussaint

David Wadhwani

EMERITUS MEMBERS

Former Senator Bill Bradley

Jane Phillips Donaldson

Kevin Klose

Deborah Leff

Thomas A. Moore

Murray Sinclair, Jr.

**Board as of December 2021*

Dear StoryCorps Supporters and Fans,

This past year has been one for the record books—and not in a good way. We continued our battle against COVID-19 and witnessed the violence of January 6th. But we've also seen the success of vaccines begin to turn the tide in the pandemic, and we've witnessed the resilience of Americans as we emerge to engage again with the world and each other.

In 2021, StoryCorps did its part to bring us closer together by offering people from an extraordinary variety of backgrounds a way to meaningfully connect with one another. Storytelling is fundamental to the human experience. Stories can entertain, they can educate, they can help us preserve our culture—maybe most importantly, stories help us heal. This year, we collected and shared the stories of first responders, refugees, combat veterans, moms, teachers, youth, and elders. Each of these stories reminds us that we have more in common than what divides us and that there is deep wisdom in the experiences of everyday people.

I have enjoyed leading the StoryCorps Board this year and watching the Board and staff extend our reach and our impact. Our One Small Step initiative to combat political polarization, which we began piloting in 2018, took flight this year as we deepened our work in communities across the country and launched a national campaign with the support of the Ad Council to bring attention to the divides that are ripping at the fabric of our nation. This effort, which brings strangers together from across the political divide, reminds us that it's hard to hate up close, and that we're all in this together. The program is helping to normalize the idea that it's okay to see our neighbors as our neighbors, even if they disagree with us politically. There is still much work to be done. As Dave Isay says, "it's a moonshot," but we're making real progress, and that is thrilling.

Thank you for being a part of our donor family. Your support of StoryCorps is a vote of confidence in the inherent goodness of people and the engine that keeps us going. We are so grateful. Here's to human connection and potential.

Sincerely,



Marta Moret, Interim Board Chair



Marta Moret

Memorable Stories from 2021



FATHER MYCHAL'S BLESSING

Animation Released September 2, 2021

On September 11, 2001, Father Mychal Judge, beloved chaplain to the New York City Fire Department, was killed during the attack on the World Trade Center. His friend and homilist, Father Michael Duffy, remembers Father Mychal's endearing mannerisms, his constant positivity, and, above all, his profound impact on the lives of everyone he knew.

[WATCH THE ANIMATION](#)



A SPOONFUL OF SUGAR: HOW A VACCINE INSPIRED A DISNEY CLASSIC

Broadcast on NPR's *Morning Edition* on January 8, 2021

At StoryCorps, Jeffrey Sherman remembers his father, the late Robert B. Sherman, who was one-half of the songwriting duo behind many of Walt Disney's classic films. He shares the day that he inadvertently sparked the creation of one of the most famous songs.

[LISTEN TO THE STORY](#)

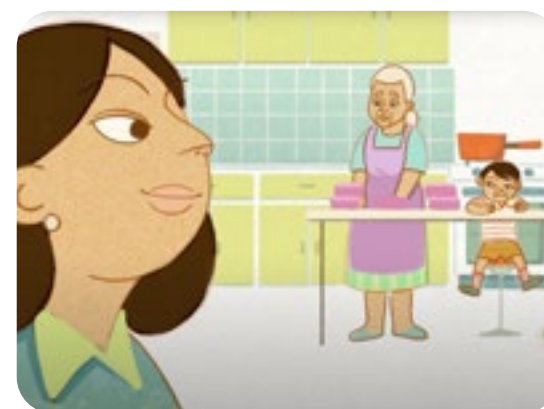


A DAUGHTER PAYS TRIBUTE TO THE "MOM EVERY OTHER KID WANTED"

Broadcast on NPR's *Morning Edition* on April 9, 2021

Mary Mills, who grew up as an only child in the 1960s in a quiet neighborhood near Santa Monica, California, speaks with her mother, Joyce Carter Mills, about how she was "the mom every other kid wanted."

[LISTEN TO THE STORY](#)



LOLA'S WORK

Animation released May 6, 2021

To Crescenciana Tan, family meant everything. After years of labor in the Philippines, she came to California to help raise her grandchildren, who called her Lola. Using StoryCorps Connect, her grandson Kenneth speaks with his mother, Olivia Tan Ronquillo, about the lessons he learned from her determination and devotion.

[WATCH THE ANIMATION](#)



FOR THOSE LEFT BEHIND: AN AFGHAN AMERICAN MARINE REFLECTS ON HIS HOMELAND

Broadcast on NPR's *Morning Edition* on September 3, 2021

Afghan refugee and Marine Corps veteran Ajmal Achekzai discusses the dualities he faced as an Afghan-born U.S. Marine, and the feeling of being caught between two cultures he loves.

[LISTEN TO THE STORY](#)



A LIFE OF HONOR

Animation released September 16, 2021

Joseph Patton, an 81-year-old gay veteran, speaks about getting kicked out of the Navy due to the assumption that he was homosexual, the pride he took in his service, and the beauty and joy that love has brought to his life.

[WATCH THE ANIMATION](#)

Memorable Stories from 2021



“HE DID HIS OWN EULOGY”: AN EYEWITNESS RECALLS DR. KING’S FINAL SPEECH

Broadcast on NPR’s *Morning Edition* on January 15, 2021

Clara Jean Ester was 19 years old when she witnessed Rev. Dr. Martin Luther King Jr.’s final speech in Memphis. She was also at the Lorraine Motel when Dr. King was assassinated. At age 72, Clara came to StoryCorps to discuss bearing witness to Dr. King’s final days.

[LISTEN TO THE STORY](#)



STAR BOUND

Animation released May 13, 2021

Six-year-old Jerry Morrison is obsessed with outer space—so of course, his favorite person to talk to is his uncle Joey Jefferson, a Mission Operations Engineer at NASA. They discuss their favorite planets, how much more there is to learn, and Joey’s hopes for Jerry’s future.

[WATCH THE ANIMATION](#)



FINDING A MOM AND “THE POWER OF LOVE”: REFLECTIONS FROM A FOSTER MOTHER AND DAUGHTER

Broadcast on NPR’s *Morning Edition* on May 7, 2021

Jade Rone, who grew up in foster care in Philadelphia, was placed in the home of Stacia Parker when she was 17. At StoryCorps, Jade and Stacia remember their challenging early days together and how their connection eventually deepened into a mother-daughter relationship.

[LISTEN TO THE STORY](#)



BOTH ENDS OF THE GUN: HOW TWO MEN WERE BROUGHT TOGETHER IN TRAGEDY & FORGIVENESS

Broadcast on NPR’s *Morning Edition* on February 26, 2021

Tony Hicks and Hazim Khamisa remember the day they met, the unexpected connection that was forged between them, and how Hazim’s decision to forgive Tony—the man who murdered his son, Tariq—brought two families together.

[LISTEN TO THE STORY](#)



LEONARDO’S DREAMS

Animation released February 4, 2021

In November 2015, Leonardo Vega was diagnosed with liver and lung cancer. Using the StoryCorps App, his eldest daughter, Eva Vega-Olds, captures some of her father’s memories and preserves the sound of his voice while telling her father how much he has meant to her.

[WATCH THE ANIMATION](#)



A PASTOR WHO WAS ONCE A MISCHIEVOUS CHILD, PAYS TRIBUTE TO “THE PEOPLE THAT NURTURED ME”

Broadcast on NPR’s *Morning Edition* on June 11, 2021

Rev. Farrell Duncombe shares his memories of growing up in Montgomery, Alabama, in the 1950s, and the role models in his life, including his Sunday school teacher, “Miss Rosalie,” who was eventually known to the rest of the world as Rosa Parks.

[LISTEN TO THE STORY](#)

Explore More Stories, Podcasts, and Animations at [StoryCorps.org](https://www.storycorps.org), Facebook, Instagram, Twitter, YouTube, and Apple News.

Collecting America's Stories: StoryCorps Booths & Initiatives

As our society settled into the new normal of the ongoing COVID-19 pandemic, StoryCorps continued to keep human connection alive in 2021.

STORYBOOTH: ATLANTA

Our **StoryBooth in Atlanta** swiftly and successfully shifted from virtual back to in-person interview collection while establishing and maintaining partnerships with more than ten local community organizations. Through those partnerships, we collected nearly 180 conversations from 340 Atlanta residents, with select stories shared through local and national broadcasts on WABE and NPR.

MILITARY VOICES INITIATIVE

To honor veterans, active duty service members, and their families' service and sacrifice, as well as to amplify their stories and let them know that we, as a nation, are listening, StoryCorps continued our **Military Voices Initiative** in 2021, collecting stories from 145 participants in Columbia, South Carolina; Seattle, Washington; and Austin, Texas.

MOBILE TOUR

Our **Mobile Tour** continued its cross-country journey in 2021, connecting with ten local communities and recording nearly 950 conversations with more than 1,900 people of all backgrounds and beliefs. We started the year with virtual visits to seven communities from upstate New York to the Mississippi Delta and Little Rock, Arkansas, to Central Virginia and the Shenandoah Valley. In the fall, we resumed in-person interviews in Wilmington, North Carolina, and Columbus, Georgia, concluding the Mobile Tour in Tallahassee, Florida.



Collecting America's Stories: StoryCorps Booths & Initiatives

AMERICAN PATHWAYS

Our two-year **American Pathways** initiative, which collected and amplified more than 180 stories of immigrants, refugees, asylees, and Muslims across the United States in partnership with 24 community organizations, came to a close in December 2021. We concluded American Pathways with a virtual listening event that convened more than 100 StoryCorps friends and program partners to celebrate the initiative as well as to hear about the storytellers' experiences in their own words and about what participating in those interviews meant to them.



STORYBOOTH: CHICAGO

In September 2021, after eight years of amplifying the stories of more than 7,500 Chicago residents and collaborating with nearly 250 local community organizations, we said goodbye to our **StoryBooth in the Chicago Cultural Center**. We had a virtual celebration featuring powerful and timeless conversations from Chicago, as well as a weeklong tribute with our station partner WBEZ. While we no longer have a physical presence in Chicago, we created a guide to train local organizations to use **StoryCorps' DIY** tools, which will have a lasting impact on the community for years to come.



Collecting America's Stories: StoryCorps Booths & Initiatives

ONE SMALL STEP

Our **One Small Step** initiative continued to spark a nationwide movement to counter contempt across political divides with acts of listening and engagement, bringing more than 800 strangers from differing political ideologies together to converse with one another and be reminded of our shared humanity.

In 2021, we anchored One Small Step in four of the country's most politically, culturally, and demographically diverse and demographically diverse communities across the United States. We also partnered with public radio stations—our OSS Radio Station Hubs—across the country who oversaw their own localized One Small Step programs.

One Small Step Anchor Communities in 2021:

Shreveport, LA

Birmingham, AL

Wichita, KS

Richmond, VA

One Small Step Radio Station Hubs:

KOSU: Oklahoma City, OK

High Plains Public Radio: Amarillo, TX (serving West Kansas, West Oklahoma, and Southeast Colorado)

KVPR (Valley Public Radio): San Joaquin Valley, CA

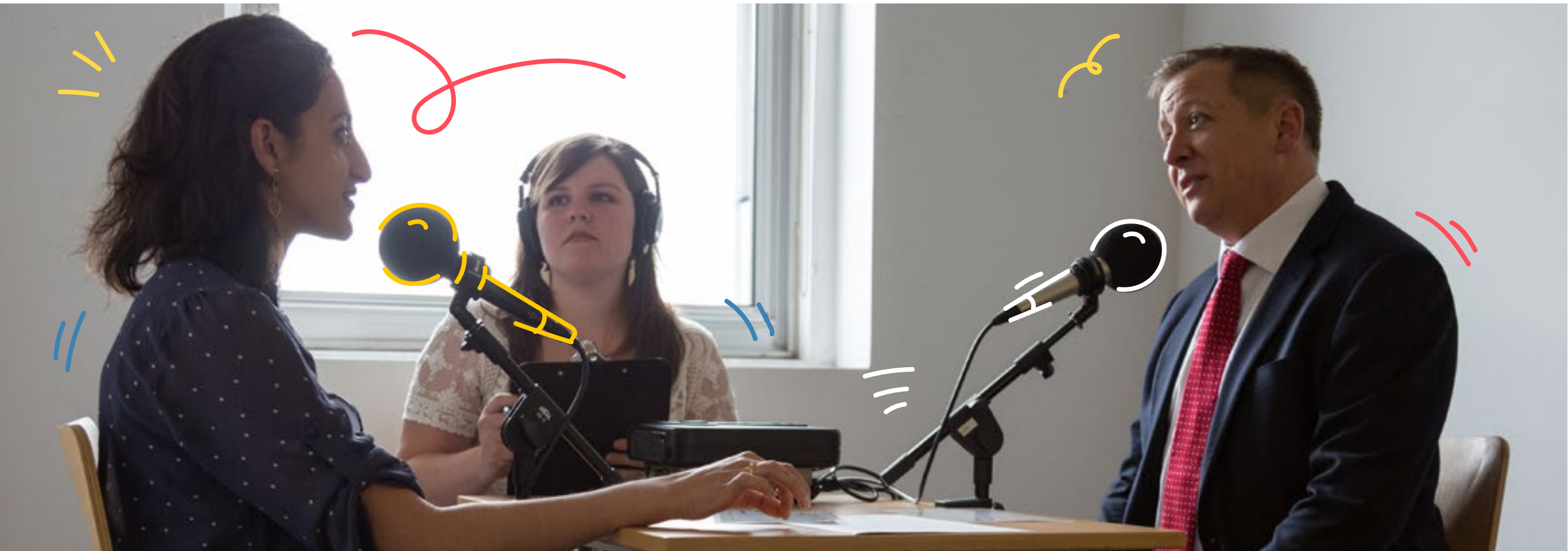
Alaska Public Media: Anchorage

KUNR with Noticiero Móvil: Reno, NV (NPR station-led multimedia collaborative serving Reno's Latinx population)

Vermont Public Radio: Colchester, VT



Collecting America's Stories: StoryCorps Booths & Initiatives



ONE SMALL STEP (CONTINUED)

We secured more than 2,500 mentions in the media for One Small Step, including appearances by StoryCorps Founder Dave Isay on **“ABC World News Tonight”** and “The Glenn Beck Program.” We also had coverage in all four Anchor Cities, including a major front-page feature in the **Wichita Eagle**. StoryCorps was also proud to partner with the Ad Council to increase national awareness of One Small Step as part of its Love Has No Labels campaign.

One Small Step by the Numbers:

438
interviews
collected in 2021

9
community
partners in 2021

1,064
interviews to date

20,697
email subscribers to date

Collecting America's Stories: Conversations of a Lifetime

Over the years, we have gathered thousands of stories through our facilitated conversations, where a StoryCorps professional guides the process, and self-guided conversations, where participants are provided with the tools to record their own stories. In 2015, we launched the StoryCorps App, our first digital tool that allows participants to record their conversations anywhere, with anyone in the same room. In 2020, we introduced StoryCorps Connect, a platform that supports remote recording from two different locations. And in 2021, our digital recording options continued to be instrumental for safely preserving the conversations of a lifetime.

INTERVIEWS

2,342 facilitated interviews in 2021

19,166 self-guided interviews uploaded in 2021

PARTICIPANTS

4,585 facilitated interview participants in 2021

150,520 self-guided interview participants in 2021

STORYCORPS APP AND STORYCORPS CONNECT ACCOUNT REGISTRATIONS

47,691 registered users in 2021



STORYCORPS

38%

of facilitated interview
participants were from
historically marginalized or
underrepresented groups.

Collecting America's Stories: Conversations of a Lifetime

One Small Step

77 ANCHOR COMMUNITIES RECORDINGS **25** NONPROFIT + COMMUNITY PARTNERSHIPS

Shreveport, LA Wichita, KS
Birmingham, AL Richmond, VA

Mobile Tour

949 TOTAL RECORDINGS **89** NONPROFIT + COMMUNITY PARTNERSHIPS

Boston, MA Rochester, NY
Mississippi New Haven, CT
Little Rock, AR Wilmington, NC
Baltimore, MD Columbus, GA
Harrisonburg, VA Tallahassee, FL

Military Voices Initiative

145 TOTAL RECORDINGS **4** NONPROFIT + COMMUNITY PARTNERSHIPS

South Carolina Public Radio: Columbus, SC
Seattle, WA
Austin, TX

American Pathways

77 TOTAL RECORDINGS **25** NONPROFIT + COMMUNITY PARTNERSHIPS

Atlanta, GA Detroit, MI
Chicago, IL Oklahoma City, Ok
Northeast Kansas Minneapolis, MI
Lancaster, PA New Haven, CT
Harrisonburg, VA Indianapolis, IN
Cleveland, Oh



Chicago Booth

154 TOTAL RECORDINGS **13** NONPROFIT + COMMUNITY PARTNERSHIPS

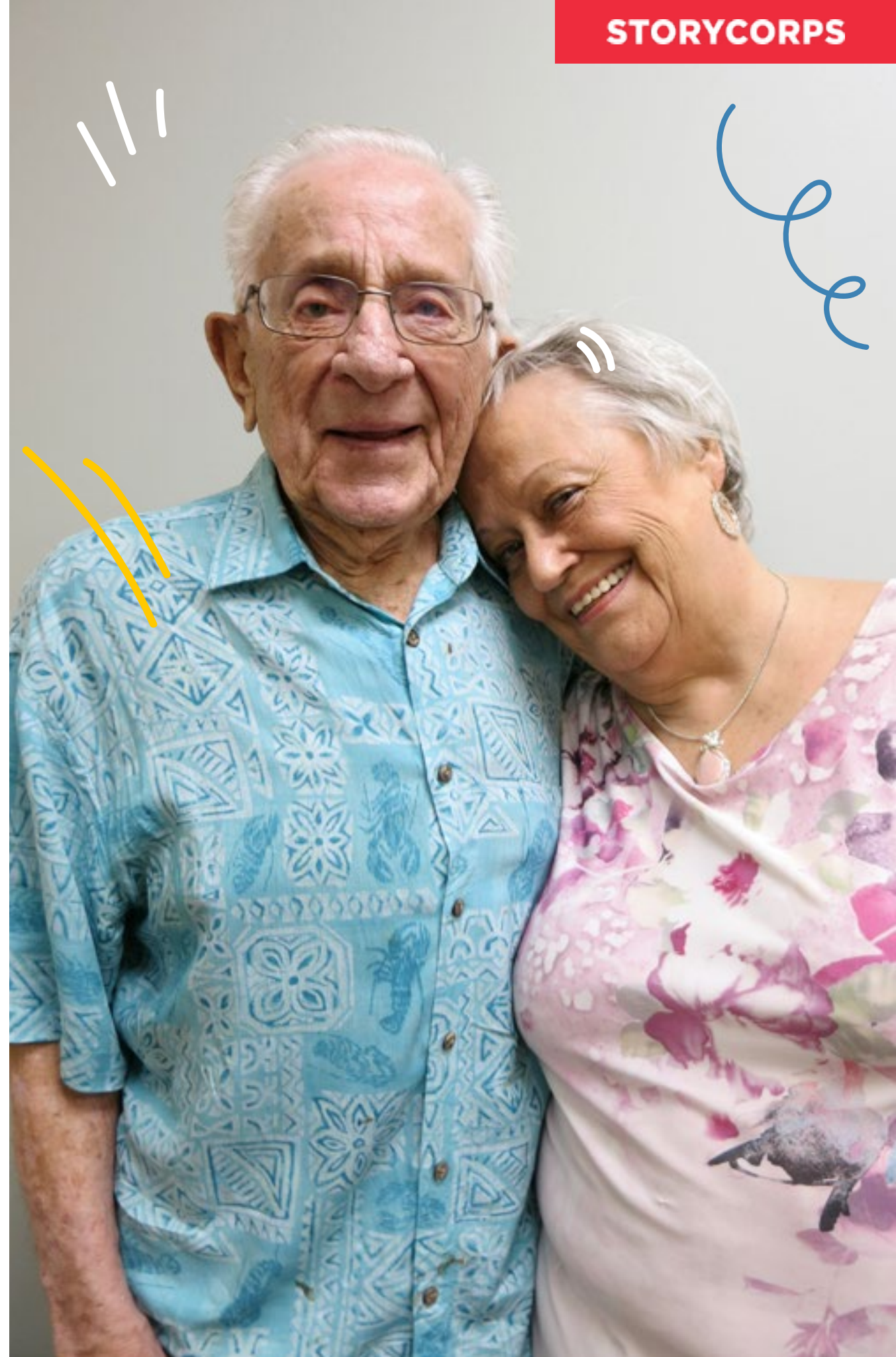
Atlanta Booth

178 TOTAL RECORDINGS **13** NONPROFIT + COMMUNITY PARTNERSHIPS

Collecting America's Stories: The StoryCorps Archive

StoryCorps has recorded interviews with more than 600,000 people to date, making ours the largest single collection of human voices ever gathered. Every conversation recorded, whether through our traditional interview format or using our digital tools, is preserved both at the American Folklife Center at the Library of Congress and as part of the **StoryCorps Online Archive**. We have continued to make significant improvements to the Online Archive and have been partnering with external experts to assess how we can better ensure the stories in our Archive are accessible online, are preserved for sharing with future generations, and reach more people across the United States.

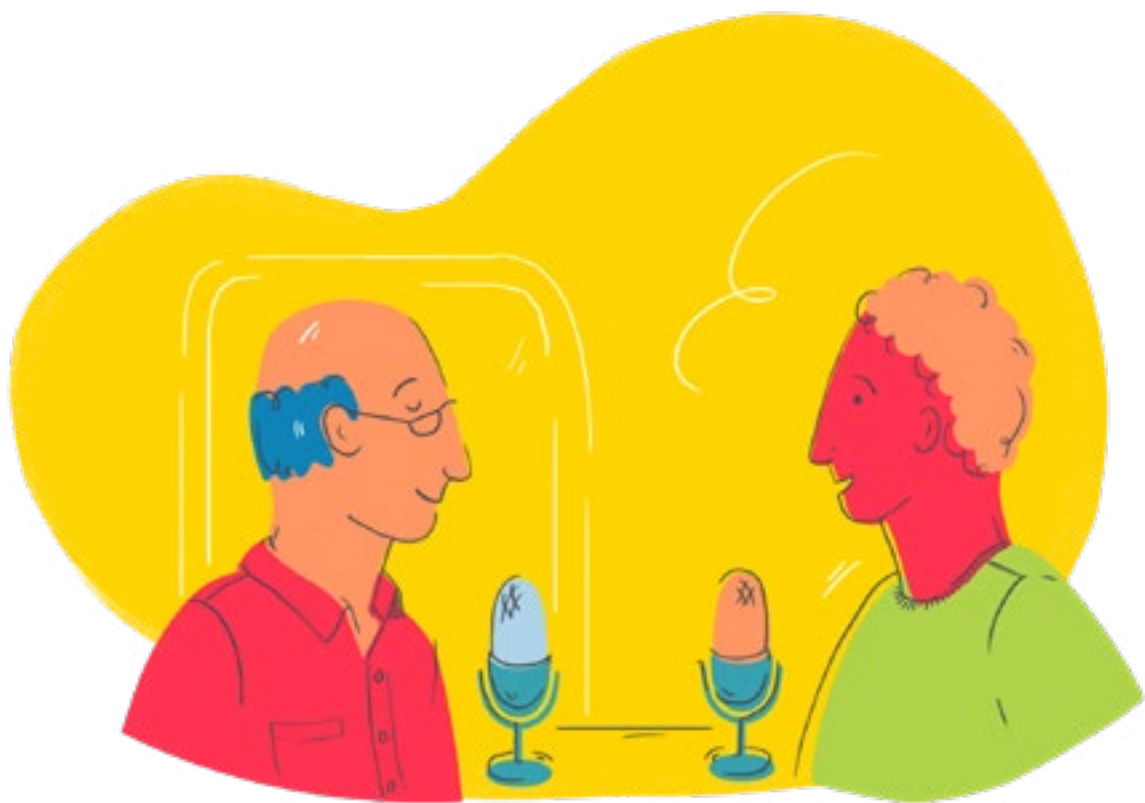
The facilitated interviews recorded in 2021 have a total combined audio length of 3,163 hours, 32 minutes, and 58 seconds. That's not even including our self-guided interviews!



The Power of Listening: NPR Radio Broadcasts

StoryCorps is about recording stories, and also about listening to the stories of others.

In 2021, content created from StoryCorps conversations was broadcast to a wide audience on NPR's *Morning Edition* on Fridays and *Weekend Edition* on Saturdays. These 57 broadcasts, which included five stories from our **Military Voices Initiative**, reached more than 12 million listeners with each airing.



57
produced
audio stories

12 million
every week
listeners reached through
NPR's *Morning Edition*

84%
of broadcasts featured narrators
from historically marginalized or
underrepresented groups, including
American Indian or Alaska Native, Asian,
Black or African American, Hispanic
or Latino/a/x, Pacific Islander, Muslim
American, and LGBTQ+ populations.

The Power of Listening: Podcast & Animations

The StoryCorps Podcast, which included 28 new episodes over three thematic seasons, was downloaded 150,000 times a week on average. Our podcast episodes featured stories of those who lived through great change, both historical and personal, reminding listeners that even in times of great uncertainty, we can persevere to find resilience, joy, and hope.

StoryCorps Animations brought previously recorded conversations to life with dynamic visuals in a variety of animation styles. We added 14 new animations this year which were released in four thematic collections, including “What Matters,” which featured stories about the people and moments that ground us in the best and worst of times, and “Between Two Worlds,” in which participants explored moments of transition in stories about migration, self-acceptance, and life and death.

14

animated shorts

23

podcast episodes
released

23 million

views of
animated shorts

4 million

downloads of the
StoryCorps Podcast



StoryCorps continued to expand the reach of our content in 2021 through our digital channels and through valuable existing and new partnerships.

AMERICAN FOLK ART MUSEUM

APPLE

CBS NEWS

GOOGLE

IFC CENTER

LINKEDIN

NASA

NATIONAL GEOGRAPHIC

NATIONAL SEPTEMBER 11 MEMORIAL

AND MUSEUM

NPR

PBS

POV

ROKU

SHONDALAND

TEACH FOR AMERICA

TED EDUCATION

AMERICAN FEDERATION OF TEACHERS

CHICAGO PUBLIC SCHOOLS

FACING HISTORY AND OURSELVES

MUSLIM GIRL

NATIONAL EDUCATION TELECOMMUNICATIONS

ASSOCIATION

NYXT

The Power of Listening: Digital Footprint

Most Engaging Story

Olivia J. Hooker, Pioneer and First Black Woman in the Coast Guard

73,000 ENGAGEMENTS

Highest Viewership on Facebook

How One Soldier's Halloween Shenanigans in Iraq Were "All Worth It"

485,000 VIEWS OF THE AUDIO CARD

Most Visited Story on Our Website

"He Did His Own Eulogy": An Eyewitness Recalls Dr. King's Final Speech

18,465 PAGEVIEWS ON WEBSITE

Most Popular Animation

Father Mychal's Blessing: Remembering the September 11 Victim Who Died Praying for Others

750,000 VIEWS ACROSS ALL MEDIA



SOCIAL MEDIA

14.43% follower growth across social media platforms

More than **1.35 million** followers

More than **8.9 million** likes, comments, and shares

2.4 million video views

More than **85,000 hours** of video viewership

Total social media reach: **56,647,087**

WEBSITE & ONLINE

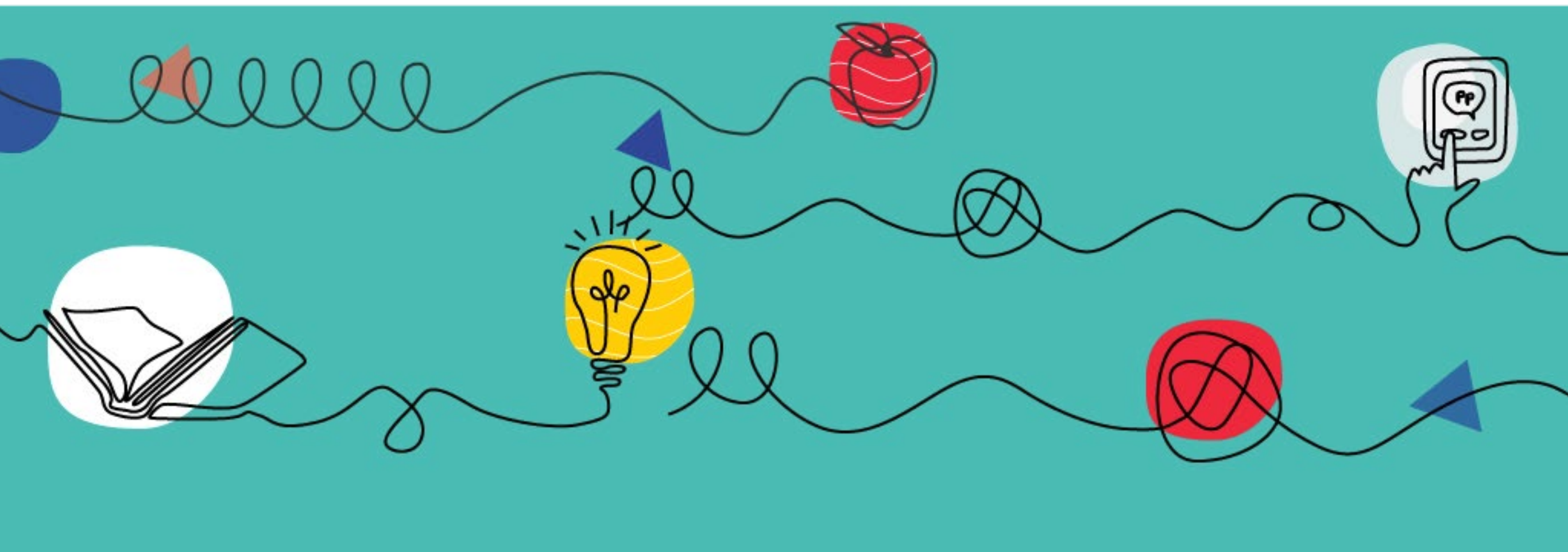
Sessions: **3.4 million**

Total page views: **7.1 million**

Audio plays: **990,000**

Video views: **372,000**

Honoring Every American Through Community Outreach



StoryCorps strives to ensure that every American, no matter their age or where they live, can tell their story and have it preserved for generations to come.

Our **StoryCorps DIY** platform provides a collection of multimedia resources for educators, libraries, and nonprofits who want to incorporate StoryCorps practices into their classrooms and communities. More than 1,500 new users joined StoryCorps DIY this past year, bringing the total number of registered users to 3,700.

Our nation's educators continued to work tirelessly to adapt to the new normal, teaching remotely or in person and supporting students in new and innovative ways. In honor of Teacher Appreciation Week and graduation season, we launched **#ThankAnEducator** in May 2021, inviting people in communities across the country to honor an educator in their life by inviting them to participate in a StoryCorps interview. At the beginning of Teacher Appreciation Week, Google also helped us celebrate the essential impact educators make every day with the creation of an interactive **Google Doodle** featuring five animated StoryCorps stories from teachers and students throughout the United States.

Honoring Every American Through Community Outreach

SEPTEMBER 11TH INITIATIVE

For the 20th anniversary of the September 11 attacks, StoryCorps paid tribute to the lives lost on that tragic day. In addition to revisiting stories from our 2005 **September 11th initiative** to reflect on resilience, loss, and the moments throughout history that define us, we also created two new animated shorts. One of the animations shares the story of Vaughn Alex, an airline employee who learned how to forgive himself after he discovered he had unknowingly allowed two of the five hijackers to board the plane that crashed into the Pentagon on September 11. The other animation is the story of Father Mychal Judge, a beloved chaplain to the New York City Fire Department and the first certified fatality of the September 11 attacks, known for his endearing mannerisms, constant positivity, and above all, profound impact on everyone he knew.



THE GREAT THANKSGIVING LISTEN

In the seventh year of **The Great Thanksgiving Listen**, our national effort to encourage young people to create an oral history with an elder, mentor, friend, or someone they admire over the holiday season, nearly 20,000 people recorded conversations with the StoryCorps App or StoryCorps Connect platform. To support participation in the annual campaign, StoryCorps created updates to our resources and materials, including a toolkit that helps educators incorporate The Great Thanksgiving Listen into their classrooms, and released a podcast episode, “Pass the Plate, Pass the Mic,” which shared six interviews from past years of The Great Thanksgiving Listen.



Measuring Our Impact

At StoryCorps, we strive to make a meaningful impact on our diverse participants and listeners alike by creating a human connection in a changing world. The feedback we've received shows we are accomplishing that goal.

from our participants*:

- 92%** of participant survey respondents connected emotionally with their interview partner during the interview.
- 78%** of participant survey respondents continued to feel more connected afterwards.
- 70%** of our participants felt that they and their interview partner better understood one another after their interview.
- 66%** of participant survey respondents said that their interviews would inspire them to think of their own life and experiences as meaningful or mattering to others.
- 53%** of participant survey respondents felt more likely to express feelings of thanks or gratitude to their interview partner.
- 50%** of participant survey respondents felt more likely to connect with others who have similar experiences or backgrounds after their interviews.

* StoryCorps participant survey, administered by StoryCorps throughout 2021 with 799 participants.

from our listeners*:

- 85%** of listeners reported that StoryCorps helped them understand the experiences of people different from themselves.
- 84%** of listeners said that it helped them see the value of everyone's life story and experience.
- 82%** of listeners said it made them feel positive about humanity.
- 75%** of listeners said that it made them feel connected to others.

* NPR Omnibus Survey, StoryCorps subsection, administered by NPR Research in August 2021 with 349 participants.



57% of respondents to NPR's annual Listener Survey said that StoryCorps was one of their favorite radio programs.



StoryCorps for Hire

Our StoryCorps for Hire division provides companies and nonprofit organizations with the opportunity to hire StoryCorps for a wide range of needs.

In 2021, the Custom Services team, which offers services that range from on-site recording days to content production to custom activations, worked with organizations to celebrate milestone moments in their companies, thank their valued stakeholders, create content for campaigns, and foster a culture of listening internally. Custom Services utilizes StoryCorps' award-winning methodologies to create authentic content.

Similarly, our Learning and Engagement program provided training for organizations who want to celebrate the stories of their communities or who want their employees to become practiced interviewers and storytellers. In 2021, the Learning and Engagement team also partnered with hospitals and clinics, pediatric centers, hospice and palliative care departments, and healthcare organizations to provide them with training on incorporating the StoryCorps experience into their existing services. These efforts help these organizations capture the stories of people of all ages with serious illness and their families using our recording equipment as part of our **StoryCorps Legacy initiative**.

For a complete list of the organizations that partnered with StoryCorps this year, turn to page 23.

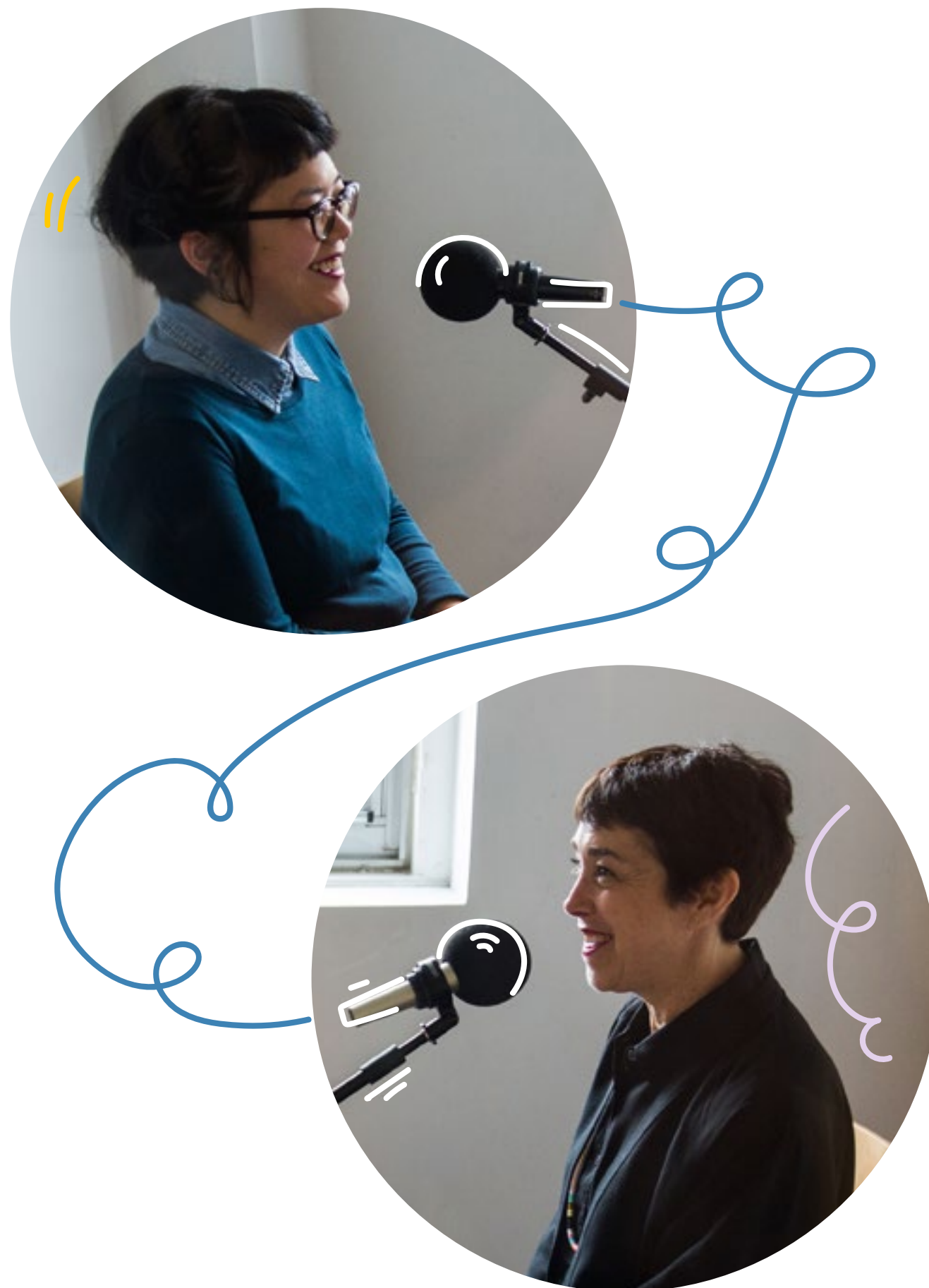
StoryCorps for Hire 2021 partnerships:

22

Custom Services

9

Learning & Engagement



In Memoriam



Annie Perasa (1942 – 2021)

Annie Perasa, with her husband Danny, was one of StoryCorps' very first participants in 2004 at our StoryBooth in New York City's Grand Central Station. Together they recorded several interviews about their relationship and their deep love for one another through Danny's pancreatic cancer diagnosis and his passing in 2004. Their stories aired on NPR, and they have been seen by millions on our website and our social media channels. They are some of our listeners' favorite stories of all time.

Annie passed away in 2021 from COVID-19 at 79 years of age. She was a beloved member of the StoryCorps family and will be missed.

News We Just Can't Wait to Share

Yes, we know this is the 2021 Annual Report, but so much has happened already in 2022, that we wanted to give you a sneak preview of what we'll be sharing in next year's Report.

- We launched 2022 with a **feature segment on CBS' "60 Minutes" newsmagazine—which first aired on January 9 and was repeated in March.** Founder & President Dave Isay shared the origins of StoryCorps, where the organization is today 18 years after its founding, and profiled One Small Step, our signature initiative that's designed to mend the fraying fabric of our nation—one conversation at a time.
- **Sandra Clark joined us in March as our second-ever CEO** and, together with Founder and President Dave Isay, will lead all aspects of the organization. Sandra served most recently as Vice President of News and Civic Dialogue at WHYY in Philadelphia. The search was conducted by Ann Blinkhorn of Blinkhorn, a firm that specializes in identifying and attracting transformative leaders. [Read more.](#)
- **Dane E. Holmes became Chair of StoryCorps' Board of Directors** effective March 4, 2022. Holmes, the Co-Founder, Chairman, and CEO of Eskalera, has previously held various leadership positions at Goldman Sachs. He comes to the role after serving as Vice Chair since 2017 and Treasurer since 2020. He succeeds Marta Elisa Moret, President of Urban Policy Strategies, who was Interim Board Chair since 2021. StoryCorps also announced new Board Officers and Board Members this year. **Vic Parker becomes Board Treasurer and new Board Members include Aaron Bates, Giovanna Gray Lockhart, Miriam Hess, Gary Knell, Sarah O'Brien, James Ransom, and Jason Reynolds.** [Read more.](#)

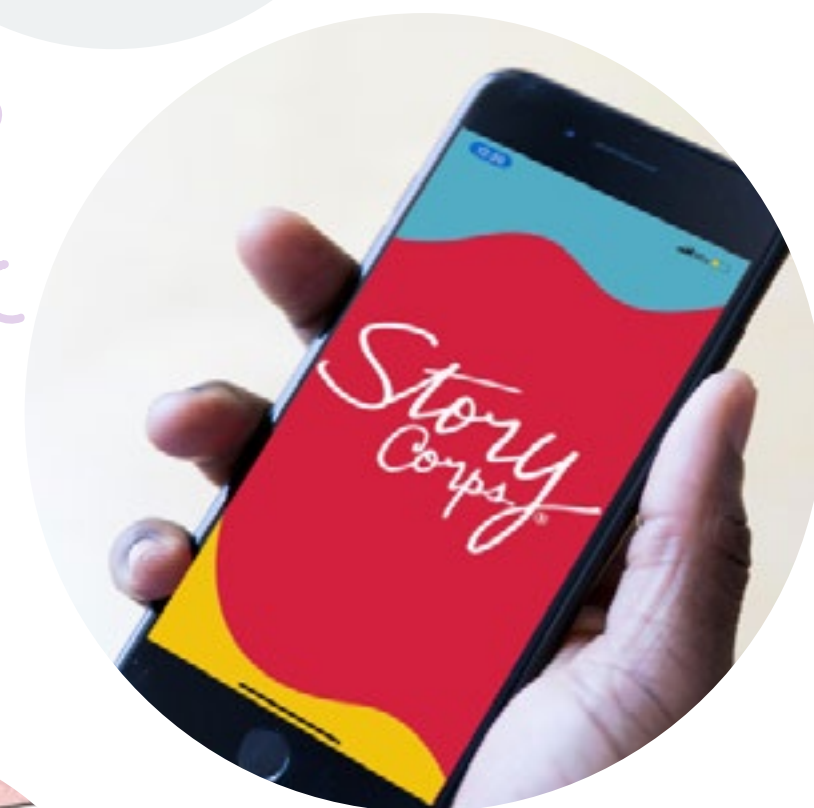


News We Just Can't Wait to Share

- **Our fee-for-service program formerly called Custom Services has now become StoryCorps Studios.** The organization is rolling out the new brand this summer along with new strategies for reaching and engaging organizations who want to leverage StoryCorps unique storytelling methodology to tell their brand stories through the voices of real people.
- In July, StoryCorps launched **a new and improved Mobile App.** The new StoryCorps App builds on the platform and reliability of the first app, making it possible for the public to record, archive, and listen to StoryCorps interviews. The new app also allows users to customize their profiles, curate their own interview collections, and easily share StoryCorps content and their own recordings via their social media channels. [Read more.](#)
- Dave Isay was interviewed about our One Small Step initiative for a segment on the 4th Hour of **The Today Show with Hoda Kotb and Jenna Bush Hager** as part of a new series dedicated to uplifting stories.
- The team worked overtime to release **an important new animation** related to the pending Supreme Court decision that effectively overturned Roe v. Wade. In “Miss Betty’s Calling”, Betty Thompspon reflects on her work at the Jackson Women’s Health Organization—the last remaining abortion clinic in Mississippi. The animation was shared by many StoryCorps fans to millions of people on social media—including by Hillary Clinton who shared the video with her 31 million followers. [Watch.](#)

Thank you, as ever, for your support. We couldn’t resist sharing our most recent accomplishments and hope you will renew your support for StoryCorps—an independent nonprofit organization—today so we can continue our work. [Make a gift.](#)

Story
Corps **STUDIOS**



National and Local Programming Partners

NATIONAL PARTNERS



CITY PARTNER STATIONS



AMERICAN PATHWAYS

Arab American National Museum (AANMM)
 CAIR Oklahoma
 Catholic Charities of Northeast Kansas
 Church World Service Harrisonburg
 Church World Services Lancaster
 Diocesan Foreign Missionary Society
 Dream of Detroit
 First Universalist Church of Minneapolis
 Integrated Refugee and Immigrant Services
 Inspiratus
 Heritage Center of Lancaster County
 LinkOutside
 Masjid al Mumineen
 Muslim American Leadership Alliance (MALA)
 Muslim ARC
 New American Pathways
 Refugee Congress
 Southeast Asia Resource Center (SEARAC)
 US Together

ATLANTA BOOTH

All Saints
 Amario's Art Academy
 Atlanta Corporate Volunteer Council (CVC)
 Cathy Harmon-Christian
 Ed Hall
 Inspiratus
 New American Pathways
 St. Martin's Episcopal School
 Trinity Presbyterian
 United Campus Workers of Georgia (UCWGA)

CHICAGO BOOTH

Alton and Robbins
 Black and Pink Chicago
 Chicago Abortion Fund
 Earth's Remedies
 I Am Project
 Illinois Humanities Odyssey Project
 Lawndale Popup Spot
 Muslim American Leadership Alliance (MALA)
 Oak Park & River Forest High School
 Southside Home Movie Project
 Ukrainian National Museum of Chicago
 University of Chicago Multicultural Student Affairs
 Youth Be Heard

MILITARY VOICES INITIATIVE

KNKX Tacoma, WA
 KUOW: Seattle, WA
 KUT: Austin, TX
 Pat Tillman Foundation
 WLTR South Carolina Public Radio: Columbus, SC
 WSSB: Orangeburg, SC

MOBILE TOUR

GPB: Columbus, GA
 KUAR: Little Rock, AR
 MPB: Mississippi
 WBUR: Boston, MA
 WFSU: Tallahassee, FL
 WHQR: Wilmington, NC
 WMRA: Harrisonburg, VA
 WNPR: New Haven, CT
 WXXI: Rochester, NY
 WYPR: Baltimore, MD

ONE SMALL STEP HUBS

Alaska Public Media: Anchorage
 High Plains Public Radio: Amarillo, TX
 KOSU: Oklahoma City, OK
 KUNR with Noticiero Móvil: Reno, NV
 KVPR: San Joaquin Valley, CA
 Vermont Public Radio: Colchester, VT

ADDITIONAL ONE SMALL STEP COMMUNITY PARTNERS

Alabama Interfaith Refugee Partnership
 Connecting ICT
 First Universalist Church of Minneapolis
 Newman University
 Richmond Public Library
 Unitarian Universalist Church of Birmingham
 University of Virginia
 Virginia Commonwealth University
 Western District Conference

Philanthropic Supporters

As an independently funded organization, StoryCorps gratefully acknowledges our generous donors who make our work possible.

\$1,000,000+

Acton Family Giving
Corporation for Public Broadcasting
Emerson Collective
Fetzer Institute
The Hearthland Foundation
The William and Flora Hewlett Foundation

\$500,000–\$999,999

Doris Duke Foundation for Islamic Art
The Kaplen Brothers Fund
National Public Radio

\$100,000–\$499,999

AARP
The Atlantic Philanthropies, Inc.
Judith Avery
Blanchette Hooker Rockefeller Fund
Bloomberg Philanthropies
Charina Endowment Fund
Einhorn Collaborative
Ford Foundation
The Joyce Foundation
Charles Koch Institute
The Marc Haas Foundation
Morgan Stanley
National Endowment for the Arts
Network of the National Library of Medicine
New York Life Foundation
NoVo Foundation
Providence
Alex & Michael Shuman
Sydney & Stanley Shuman
Subaru of America

\$25,000–\$99,999

Amgen Oncology
Apple, Inc.
Amos Cader
Thalia and Michael C. Carlos Foundation
Audrey Choi
Citi
The Field Foundation of Illinois
Adelaide & Thomas Jones
Beth & Seth Klarman
Anne & Vincent Mai
Jessica Moulton & Jim Moore
New York City Department of Cultural Affairs
Blythe Haaga Parker & Tyler Parker
Victor Parker
Donald A. Pels Charitable Trust
Kim Rubey
Steven & Alexandra Cohen Foundation
Judy Wise
Baskin Family Foundation

\$10,000 - \$24,999

Annenberg Foundation
Assured Guaranty
Jenna & Aaron Bates
Evelyn & Stephen Colbert
Colbert Family Fund of Coastal Community Foundation
of South Carolina
Susan Crown Exchange
The Richard H. Driehaus Foundation
Sarah Feinberg
David Fischer
Gruber Family Foundation
Miriam Hess & Vivake Bhalla
Barbara & Dane Holmes

Manaaki Foundation
Harper Montgomery & Bradley Tusk
Priya Pinto
Jason Reynolds
Robin & Murray Sinclair
Estelle Tanner
Tom Tryforos
Molly & David Wadhvani

\$5,000 - \$9,999

Michelle Brekken
The Commonwealth Fund
Dana DiCarlo
Susan Ford Dorsey
The Sand Hill Foundation
Maggie & Ari Glezer
Illinois Humanities
Jane Isay
Kristina Kiehl & Robert Friedman
Kim & Gary Knell Larson
Giovanna Gray Lockhart
Anne Meyer
The Island Fund - The New York
Community Trust
Marta Moret & Peter Salovey
Charlotte Moss & Barry S. Friedberg
New York City Council
Laura Walker
Jennifer & Adam Wolfensohn
Wolfensohn Family Foundation

Philanthropic Supporters (Continued)

\$1,000 - \$4,999

Anonymous (2)
 Sajida & Siddique Anwar
 Justine Stamen Arrillaga
 Peg & Bill Balzer
 Jessica Bauman
 The Benevity Community Impact Fund
 Suzanne Bessette-Smith
 Chris Boskin
 Senator Bill Bradley
 Ginger Brown & Thomas Savarino
 Vanessa Brown & Angibeau Toussaint
 Shawn Byers
 Karen Callahan
 Helen Cameron
 Nancy Chasen & Don Spero
 The Community Foundation for Greater Atlanta
 Lynda Crouse
 Donna D'Cruz & Thomas Silverman
 Alicia Dougherty
 Concepcion & Irwin Federman
 Shelley & Lawrence Fox
 David Frankel
 Ralph Edwards
 Edwards Family Fund of the Community Foundation
 for Greater Atlanta
 Maria & Michael Goodman
 Elizabeth Hartwig
 Richard Hecht
 Bonnie & Eric Helpenstell
 Margaret & Mark Holly
 Page & Brian Ikeda
 David Isay
 Beth Jenkyn

Lorie & Michael Kaplan
 Danette Gentile Kauffman
 Alice Keating
 Michael Koester
 Sandra Kulli
 Anne Kuritsubo
 Deborah Leff
 Jane Lehman & Matthew Winter
 The Winter-Lehman Family Fund
 Gale & Les Levine
 Sabina Menschel
 Jo & Newton Minow
 Sharon Mirarchi
 Marjorie & Kenneth Moore
 Thomas Moore
 Lisa Mueller & Gara LaMarche
 NewAlliance Foundation
 Allison Pingree & Christian Teal
 Mark Pollard
 Madeline & Bruce Ramer
 Shelley & Donald Rubin
 Suzanne Samson
 Jill Schlesinger & Jackie LiCalzi
 Elizabeth & John Seebeck
 Ruth Lande Shuman
 Robin Sparkman
 Esta Stecher
 Jessica & John Supera
 Karen & Les Suzukamo
 Marjorie Swig
 Susan & David Viniar
 The Viniar Family Foundation
 YourCause, LLC

“What you do is the most
 beautiful thing I have ever
 come across. I really love
 listening to people’s stories.
 You give me the opportunity
 to listen other people’s
 life stories.”

MARIA,
 LISTENER

Philanthropic Supporters (Continued)

\$250-\$999

Carol Adams
 Mea Ambrosio
 Barbara Anderson
 Enshalla Anderson
 Karen Andrews
 Judith & Alan Appelbaum
 Lynn Appelbaum
 James Babb
 Ellen Baker & James Sweeney
 Pamela Bergmann
 Lisa Bernard
 Deirdre & Fraser Black
 Leslieanne Braunstein
 Linda Brown
 Elizabeth & Martin Bruflat
 Lori Buchsbaum
 Michele Cahill
 Judith Caminer
 Kim Campi
 Stacy & Joseph Cates-Carney
 Austin Chen
 Chung-Yi Cho
 Sandra Cisneros
 Eileen Cohen
 Peter Cohen
 Lin Colavin
 Yvonne Corbeil & Ira Byock
 Keri Crask
 Thomas J. Cruz
 Karen Dailey
 Sara Darehshori & Ronald Rolfe
 Sarah Darer Littman
 Katherine Dayem
 Stephanie Diaz
 Lionel D'Luna
 Aimee Do
 Charlotte Drew

Vickie & Frank Drigotas
 Vicki DuFour
 Mary L. Duncan
 Margie Eagan
 Hilary Engelhardt
 Sara Pepper Epstein
 Gwen Ewart & Robert Thomas
 Danny Feig-Sandoval
 Vickie Feldstein
 Judith Fernandez
 The Flanigan Family
 Patrice Footer
 Gina Foringer
 Kyle Galbraith
 Curtis Galloway
 Beth Gendler
 Cyndi Gilbert
 Andrew Goldberg
 Elizabeth & Michael Gonnerman
 Marian Goodell
 Margaret Goodman
 William Gouveia
 Billie Gray
 Jaime & Philip Greenberg
 Wanda Holland Greene
 M. Sarah Hambrook
 Heather Harnish
 Karen Hatcher
 Janice Herbert
 Peter Heydon
 The Mosaic Foundation
 Carolyn & Mark Holtzen
 Kathleen Hudson
 John Hunting
 Karen & Norman Hyatt
 Lisa Irwin & Charles O'Harrow
 Martha Jacobson & MJ Seide
 Elizabeth Kalamaha-Wynn & Michael Wynn

Sharon Keith
 Arthur Kerr
 Kevin Klose
 Kathryn Koetters
 Barbara J. Kornet
 Alexandra Kruzel
 Rahul Laroia
 Hannah Lauer
 Laurie Laz
 Eugene Lee
 Alison Leff & Bill Washabaugh
 Jessica Lerner & Daniel Pink
 Ellen & Martin Levine
 Leslie & Peter Levine
 Etienne & Cricket Liu
 Scott Loeliger
 Eric Lyles
 Cynthia Martin
 Jeanette Martinez
 Elena & Maria Martinez
 Suzanne McCombs
 Eleanor McEntee
 Joyce McGhee
 Joseph McGovern
 Amy McIntosh & Jeffrey Toobin
 Edward McLaughlin
 Lisa Mesa-Rogers
 Middle Road Foundation
 Elaine Miller
 Shawna & Craig Minassian
 Nell Minow & David Apatoff
 Anne & Ira Mitchell
 Brenda Mize
 Morgan Monaco & Jeffrey Sandgrund
 Joan Morgenstern
 Phillip Mottaz
 Betty Oldanie
 Craig Parada

Philanthropic Supporters (Continued)

Kadambari Parekh
 Susan Park
 Susan & Alan Patricof
 Lisa Plotnik
 Sandra Poston
 Sally Poutiatine
 Cecelia Prewett
 Mary Pritchard
 Mike Ramey
 James Ransom
 James Rao
 Laura Rath
 Rory Read
 Mary Beth & Roger Reville
 Stasia & Patrick Reynolds
 Linda Riefler & Christopher Boyatt
 Jenny Risk
 Inga Robbins
 Thomas Robbins
 Paula Rogovin
 Cheryl & Lee Sachnoff
 Lea G. Salamoun
 Sandra Salmans
 Raquel Sanchez
 Margarita Scheffel
 Elizabeth & Alden Schell
 Ed Schemitsch
 Elizabeth Schulte
 Charity Scott & Evans Harrell
 Patricia Scully
 Sheara & Jeffrey Seigal
 Barbara Settecase
 Kathleen Shelly
 Faye Silverman
 Stephanie Silverman
 Mary Beth Smith

Maya Smith
 Shelley Sneed
 Michelle Spiegel
 Catharine Stimpson
 Steven Stockman
 Sajida Swadek
 Bob Thomas
 Glennette & Albert Turner
 Paul R. Vandenberg
 Connie Van Fleet
 Thomas Vaughn
 Naomi Wachs
 Christophe Wall-Romana
 Carolyn Wallace
 Marcia Walsh
 Anthony Wang
 Tina Weiner
 Lori White
 Judith & Roger Widmann
 Kathleen Wildauer
 Anna Williams
 The Woods and Gil Family Foundation
 Rich Wordes
 Elizabeth Wyckoff
 Patricia & Frederick Yosca
 Michael Zeiss
 Yu Zhang
 Carol Zoltowski & Alfred Gilbert

**“StoryCorps is vital and essential.
 We all can learn from the human
 stories that are told. They touch
 our hearts and are inspirational.
 I thank everyone in StoryCorps
 for their contribution in bringing
 these messages to us.”**

**JENNIFER,
 DONOR**

This list includes gifts made between January 1, 2021, and December 31, 2021. We are grateful to all of StoryCorps' supporters. The list recognizes contributions from \$60-\$1,199. Every effort was made to ensure its accuracy; if you should find an error or omission, please contact our development office at: development@storycorps.org

In Kind Supporters & Fee-for-Service Clients

IN-KIND SUPPORT

Facebook
Google
Google Cloud
Holland & Knight
Latham & Watkins
Vonage

CUSTOM SERVICES PARTNERS

AARP	L'Arche USA
Acadia Pharmaceuticals	Minneapolis Foundation
Adira Foundation	National Urban League
FIPPOA / The Pines Foundation	Office on Trafficking in Persons
Amgen Oncology	Oregon Health & Science University
Atlantic Fellows	Robert Wood Johnson Foundation
CDC Foundation	Russell Berrie Foundation / Ramapo College
Central Synagogue	Stanford Health Care
WGBH Educational Foundation / Frontline Un(re)solved	Strive Together / Together for Students
Bill & Melinda Gates Foundation	US Olympic and Paralympic Museum
Bridges Library System	Vanderbilt University
Innocence Project	Wellesley College
KIPP Public Schools Northern California	

Financials

SUPPORT AND REVENUE*

\$12,489,477

12.7%

Other Income & Fees

\$1,588,397

0%

Special Events

\$0

3.3%

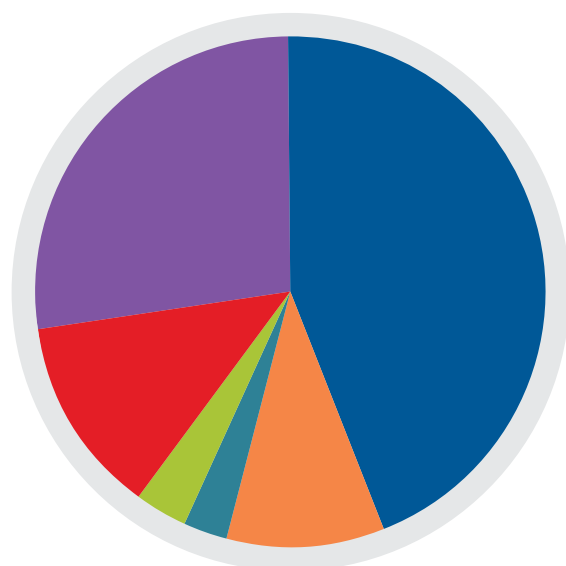
Donated Services

\$413,234

2.7%

Individuals

\$331,637



*Reflects support and revenue with donor restrictions and without donor restrictions. Government funding includes one-time Federal PPP loan forgiveness program.

EXPENSES

\$13,315,419

13%

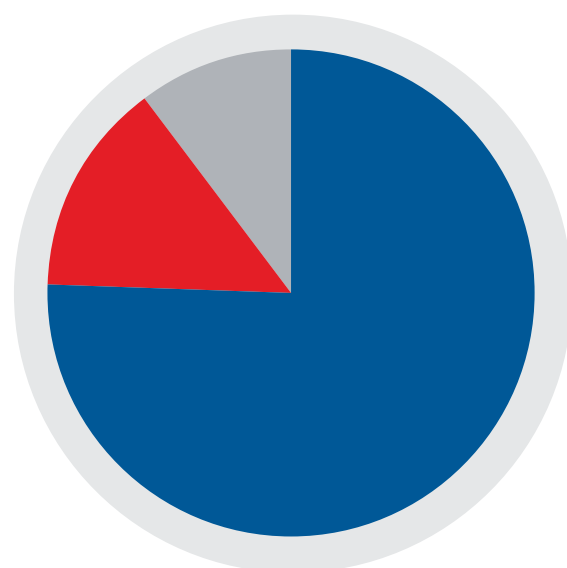
Fundraising

\$1,724,693

12.3%

Management & General

\$1,644,254



ASSETS

Cash & Cash Equivalents	\$8,596,733
Investments	\$3,819,825
Unconditional Promises to Give	\$2,968,167
Other Receivables	\$729,881
Prepaid Expenses & Other Assets	\$58,892
Property & Equipment, net	\$357,251
Security Deposits	\$78,121

Total Assets **\$16,608,870**

LIABILITIES & NET ASSETS

Liabilities

Accounts Payable & Accrued Expenses	\$842,733
Deferred Revenue	\$253,492
PPP Loan	--
Loans Payable	--
Promissory Note Payable	\$912,141

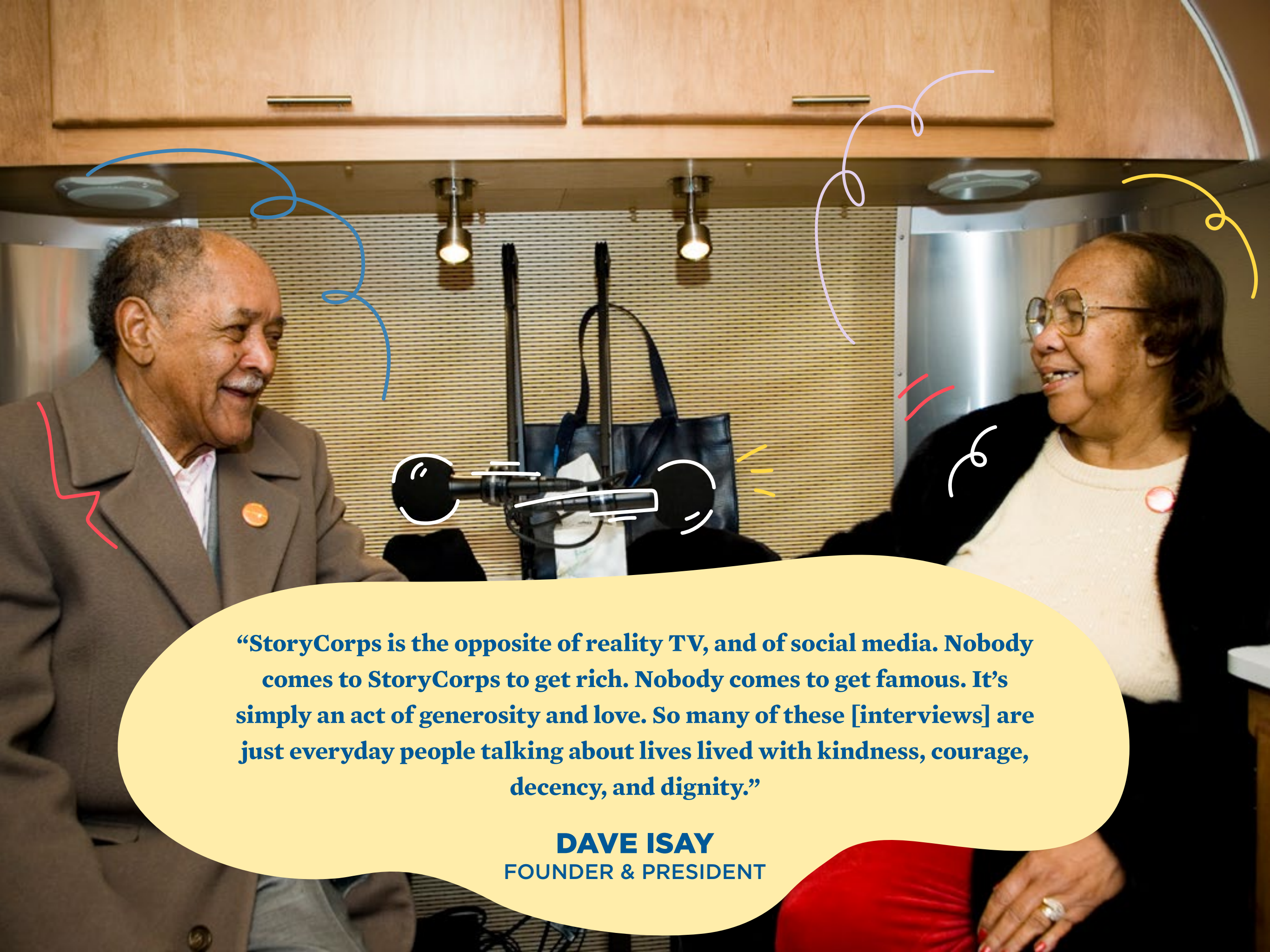
Total Liabilities **\$2,008,366**

Net Assets

Without donor restrictions - Operating	\$1,898,890
Without donor restrictions - Board-designated	\$8,000,000
With donor restrictions	\$4,701,614

Total Net Assets **\$14,600,504**

Total Liabilities & Net Assets **\$16,608,870**



“StoryCorps is the opposite of reality TV, and of social media. Nobody comes to StoryCorps to get rich. Nobody comes to get famous. It’s simply an act of generosity and love. So many of these [interviews] are just everyday people talking about lives lived with kindness, courage, decency, and dignity.”

DAVE ISAY
FOUNDER & PRESIDENT