Human connection is so important. The work you do is beautiful, and connects us to the daily world.
—Gina

StoryCorps keeps me mindful of my daily kindness impact. One kindness can change the world—one person at a time, one day at a time.
—Karen, StoryCorps Corps Member

I believe that listening is an act of love too! Thanks for being the change that is needed.
—Travis, App User
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.

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Dear Friends,

Nearly 15 years ago, StoryCorps launched in Grand Central Terminal to give everyday people the chance to record meaningful conversations about their lives and to pass wisdom from one generation to the next.

Half a million people have recorded StoryCorps interviews for inclusion in our archive at the Library of Congress—the largest single collection of human voices ever gathered—and tens of millions more have been moved by the powerful stories we’ve culled from these recordings.

Over the years, StoryCorps has tried to help people feel more connected, to increase hope and decrease fear, to shine a light on our best and truest selves, and to remind us all of the inherent value in every life and every story.

Most people come to StoryCorps because they know and love one another. But in 2017, we began testing a new effort to bring people on different sides of the political divide together. It doesn’t matter if they are strangers or the closest of kin. We simply invite them to sit down for a StoryCorps conversation—not to argue about politics—and to get to know one another as human beings and take “one small step” toward each other.

What we’ve seen in testing this new program has been extremely encouraging. Because participants are aware that they are speaking to their great-great-grandchildren through StoryCorps, they bring their highest selves to these conversations. While social media can often unleash our worst impulses, StoryCorps seems to bring out our best angels. We are excited to officially launch One Small Step in the fall of 2018, and hope that in the years to come the effort can help pump the breaks on the tribalism which is tearing at the fabric of our country.

Other highlights of 2017 include:

- 80,000 people recorded StoryCorps interviews through our recording booths, onsite recording options, or our app.
- We broadcast 57 stories on NPR. Seventy-five percent of our broadcasts featured a storyteller from a diverse or under-represented group.
- Our stories were viewed tens of millions of times on social media. For example, our story featuring William “Lynn” Weaver was seen by more than 5 million people.
- We re-launched our Military Voices Initiative to collect the conversations of service members and their families who fought in Iraq and Afghanistan after 9/11.
- We launched StoryCorps DIY to help organizations learn how to do their own interview collection projects.
- We redoubled our commitment to our animated shorts: We’ll be producing more than two dozen animations over the next two years, such as “Temple of Knowledge.”

Robert F. Kennedy said that “All great questions must be raised by great voices and the greatest voice is the voice of the people.” Every day we work hard to lift up those voices and to share their authentic stories with the world.

Thank you for believing in our work and for supporting our efforts.

Dave Isay, Founder & President
Robin Sparkman, CEO
Dear Friends,

Has there ever been a time when the work of StoryCorps is more important to hold aloft the most cherished American ideals?

In 2017 we saw a resurgence of white supremacy at Charlottesville; fierce debates on immigration; children once again mowed down by a school shooter, this time in Parkland, Florida; lives destroyed by opioid abuse all across the American heartland.

Our country is more divided than ever, and too many of us are talking past one another and increasingly failing even to recognize one another’s common humanity, whatever our political differences.

StoryCorps points a way out of this dangerous spiral. An America where we listen to one another across bridges of experience, identity, and ideology.

You may stop for a moment and think about the travel ban on immigrants from certain countries when you hear the story of Philip, an Iraqi translator who worked with Americans in the Iraq war ... ICE raids and deportations when Aiko and Roy Ebihara recall their time in deportation camps for Japanese Americans during the Second World War.

The toll of gun violence is inescapably real when Tom and Terry Sullivan talk about their son Alex, killed in the Aurora theater shooting while attending a showing of the latest Batman movie on his birthday—something he’d done every year, and which his parents continue to do in his memory each year.

And the grim cost of opioid addiction comes through when two Knoxville nurses, Carla Sanders and Kyle Cook, share their story of the sharp increase they’ve seen in babies born with neonatal abstinence syndrome, a condition marked by tremors and constant shaking in babies who experience withdrawal. Over the past decade, the incidence of babies born with NAS in their state has risen nearly ten fold.

We can’t deal with America’s challenges without listening to one another, and can’t overcome the gulfs in our society without working together. Besides its day-in, day-out work of capturing voices and stories too often unheard, StoryCorps is also launching One Small Step, to encourage Americans to spend time talking with someone whose politics are different from theirs.

In such small steps—in the work that StoryCorps has done for almost 15 years now—the promise of a better future lies. Thank you, on behalf of my colleagues and I who are proud to serve on the StoryCorps board—for the generous support you provide to make this vital work possible.

Gara LaMarche, Board Chair

This is a powerful program that I’ve listened to for years. I believe in connecting humanity and this is a significant means to do so. I truly value StoryCorps!

—Jennifer
**YEAR IN REVIEW 2017**

**StoryCorps Signature Interviews**
- **3,773** in 2017
  Number of StoryCorps signature interviews facilitated and recorded in 2017
- **73,710** All Time
  Number of StoryCorps signature interviews since 2003

**App Interviews**
- **34,506** in 2017
  Number of app interviews recorded and shared in 2017
- **157,222** All Time
  Number of app interviews since 2015

**Interview Participants**
- **76,199** in 2017
  Number of people who took part in a StoryCorps interview in 2017
- **445,832** All Time
  Number of people who took part in interviews since 2003

**10 Mobile Stops in 2017**
- Las Cruces, NM
- San Antonio, TX
- Nashville, TN
- Washington, DC
- Baltimore, MD
- Providence, RI
- Burlington, VT
- Buffalo, NY
- Pittsburgh, PA
- Columbia, SC

**ONE SMALL STEP**
Almost everyone who has recorded a StoryCorps interview has done so to thank and honor a loved one. But in 2017, a time of national divide and discord, we began asking people with different political viewpoints to record StoryCorps interviews with each other. We’re calling it One Small Step: a project to help people get to know each other as human beings and remember our common humanity.

Learn more and help us take one small step toward one another.

**GOOGLE HOME**
In 2017, StoryCorps partnered with Google to deliver StoryCorps stories via smart-speaker devices like Google Home, triggering collections of our most universal stories with a simple voice command. With nearly a quarter of all Americans using a smart-speaker device, StoryCorps voice commands like “tell me a love story” and “tell me a story about gratitude” are helping reshape the way people interact with audio in their homes.

- **16 collections in 2017**
  Collections of stories based on themes like holidays, emotions, and unheard voices
- **“Hey Google. Tell me a StoryCorps story.”**

**STORYCORPS DIY**
After 15 years of working closely with community partners, in 2017 StoryCorps created a do-it-yourself set of multimedia resources to help organizations develop their own interview collection projects. These guides offer crucial tools to promote listening, build an archive, create dynamic public programming, and partner with community organizations.

- **482 organizations in 2017**
  Number of libraries, museums, and other organizations that participated in pilot year
- **26+ states in 2017**
  States that used StoryCorps DIY, including New York, Florida, Texas, Illinois, and California
Kyle Cook and Carla Saunders are neonatal nurse practitioners at East Tennessee Children’s Hospital in Knoxville. They spent years caring for infants, but when the opioid crisis began in 2010, their jobs changed in ways they never anticipated. Over the past decade, the incidence of babies born with neonatal abstinence syndrome (NAS) has risen. Kyle and Carla came to StoryCorps to remember how this affected their patients firsthand.

Listen to the Story.
StoryCorps acknowledges the following generous public funders, institutions, and businesses:

### $500,000+
- Acton Family Giving
- Corporation for Public Broadcasting

### $100,000–$499,999
- Adobe Systems Incorporated
- Amgen Oncology
- Einhorn Family Charitable Trust
- Emerson Collective
- Folgers Coffee
- Ford Foundation
- Jerome L. Greene Foundation
- The Marc Haas Foundation
- Institute for Human Caring at Providence St. Joseph Health
- Institute of Museum and Library Services
- Kaplen Brothers Fund
- John S. and James L. Knight Foundation
- John D. and Catherine T. MacArthur Foundation
- National Endowment for the Arts
- National Endowment for the Humanities
- Silicon Valley Community Foundation

### $100,000–$499,999 (Cont’d)
- Rockefeller Foundation
- TED
- YouTube

### $25,000–$99,999
- Annenberg Foundation
- Barnes & Noble College
- BayTree Fund
- Bloomberg Philanthropies
- David Bohnett Foundation
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- Charina Endowment Fund
- Citi
- Robert Sterling Clark Foundation
- Fetzer Institute
- Goldman Sachs Gives (UK)
- The Joyce Foundation
- New York City Department of Cultural Affairs
- New York Life Foundation
- NoVo Foundation
- The Pumpkin Trust/Carol F. Reich
- Stavros Niarchos Foundation

### $10,000–$24,999
- CAA Foundation
- The Richard H. Driehaus Foundation
- Earthward Bound Foundation
- The KIND Foundation
- New York City Council

### $5,000–$9,999
- The Atlantic Philanthropies Director/Employee Designated Gift Fund
- Manaaki Foundation
- Edward S. Moore Family Foundation
- Yard Systems

### $1,000–$4,999
- Bank of New York Mellon Community Partnership
- Carnegie Corporation of New York Foundation
- Matching Gift Program
- Ford Foundation Matching Gift Program
- SurveyMonkey

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<td>KEDT</td>
<td>Corpus Christi, TX</td>
</tr>
</tbody>
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- Delta Air Lines
- Facebook
- Goldman Sachs
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- Proskauer Rose
The Producer’s Circle is a dedicated group of StoryCorps donors who provide critical support for our mission by contributing $1,200 or more annually. Members of the Producer’s Circle play a leading role in helping StoryCorps grow into a timeless American institution.

Thank you for allowing me to remember the good in people and to relish in the love and kindness that can be found in every corner of our big beautiful world.

—Madison, Donor
Corps Members are our “core” supporters—and when you give an annual contribution, you’ll also help support our mission to record and share the voices of all people. Corps Members also enjoy benefits like sneak previews of our animated shorts and special thank-you gifts.

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I used the app to record a couple of interviews with my grandmother. It is wonderful to have her voice telling the stories.

—Cheryl
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William Woolley
Richard Wardes
Carolyn Warren
Sandra Wooden
Joyce Zylke
Sheryl Zwerski
Sandra Zweig

This list includes gifts made between January 1, 2017, and December 31, 2017. We are grateful to all of our StoryCorps Supporters. This list recognizes contributions of $100 or more. Every effort was made to ensure its accuracy; if you should find an error or omission, please contact Ellen Rae Huang, Director, Special Events & Individual Giving at ehuang@storycorps.org.
**ASSETS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$1,728,141</td>
</tr>
<tr>
<td>Investments</td>
<td>$1,010,276</td>
</tr>
<tr>
<td>Unconditional Promises to Give</td>
<td>$5,834,250</td>
</tr>
<tr>
<td>Other Receivables</td>
<td>$506,007</td>
</tr>
<tr>
<td>Prepaid Expenses &amp; Other Assets</td>
<td>$99,161</td>
</tr>
<tr>
<td>Property &amp; Equipment, At Cost</td>
<td>$636,949</td>
</tr>
<tr>
<td><em>(net of accumulated depreciation)</em></td>
<td></td>
</tr>
<tr>
<td>Security Deposits</td>
<td>$63,817</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$9,878,601</strong></td>
</tr>
</tbody>
</table>

**REVENUE**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>$3,078,606</td>
</tr>
<tr>
<td>Corporate</td>
<td>$1,450,000</td>
</tr>
<tr>
<td>Special Events</td>
<td>$617,142</td>
</tr>
<tr>
<td>Donated Services</td>
<td>$487,822</td>
</tr>
<tr>
<td>Other Income &amp; Fees</td>
<td>$1,206,308</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$9,734,206</strong></td>
</tr>
</tbody>
</table>

**EXPENSES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>$1,315,484</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$1,419,700</td>
</tr>
<tr>
<td>Program Services</td>
<td>$7,093,831</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$9,829,015</strong></td>
</tr>
</tbody>
</table>

**LIABILITIES & NET ASSETS**

**Liabilities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$362,625</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$115,583</td>
</tr>
<tr>
<td>Loans Payable</td>
<td>$38,138</td>
</tr>
<tr>
<td>Promissory Note Payable</td>
<td>$762,511</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,278,857</strong></td>
</tr>
</tbody>
</table>

**Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$1,958,071</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>$6,641,673</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$8,599,744</strong></td>
</tr>
</tbody>
</table>

**Total Liabilities & Net Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$9,878,601</strong></td>
</tr>
</tbody>
</table>

*StoryCorps’ fiscal year ended December 31, 2017.*
StoryCorps’ mission is to preserve and share humanity’s stories in order to build connections between people and create a more just and compassionate world. We do this to remind one another of our shared humanity, to strengthen and build the connections between people, to teach the value of listening, and to weave into the fabric of our culture the understanding that everyone’s story matters. At the same time, we are creating an invaluable archive for future generations.

Listen to hundreds of stories and learn more at storycorps.org

We love your poignant, heartfelt stories. That which helps us reach another’s heart, touch another’s spirit, as your stories do, shines a light of hope in these increasingly disconnected times. Thank you.
—Lee and Pete

The stories we hear shape our worldview and our character. By sharing the stories of ordinary Americans of widely varied backgrounds and experiences, StoryCorps encourages us, even in these polarized times, to recognize our common humanity, and to feel love and respect for all people.
—David

We believe that this is a truly amazing opportunity for any American to have a chance to leave a bit of legacy for anyone who might want to know about them in the future.
—Kellyanne