

Living PROOF advocacy

IMPACT REPORT 2022



July 2020.

We were on a Zoom call with the executive director of an advocacy organization we work with, just four months into the pandemic and two months after the murder of George Floyd. We wondered together, “What happens now?” She said, “Well—the work doesn’t stop.”

Since then, you—our clients, partners, friends and colleagues—have provided living proof of that statement.

You demonstrate daily that the work you do—advocating for the arts, community, health and safety, the environment, equity, justice, peace and anti-racism—indeed, does not stop. We are proud to support you in this work.

The past two and a half years have been a time of considerable growth for Living Proof Advocacy. While Zoom sessions are no substitute for in-person gatherings—especially when it comes to working with personal narratives—shifting to virtual delivery of our programs has enabled us to provide coaching, consulting and certification training to more individuals and organizations than ever before—in the U.S. and around the world. And while we continue to offer remote programs, we’re very happy to be conducting hybrid and in-person sessions once again.

We’ve also used the time for deep reflection on how we as a company can best make an impact moving forward.

That’s meant:

- stating more clearly what we stand for, personally and organizationally, as well as being more intentional about how we live out our values and goals.
- ensuring that Living Proof Advocacy not only supports those who are working to make the world healthier, safer, more just and equitable—but also actively contributes to those goals. Converting Living Proof Advocacy into a public benefit corporation (PBC)* was a recent step toward doing so.

This is our first impact report as a PBC, and we hope you see in it the steps we’re taking to reach our organizational goals. And if you have questions or new ideas for how we can continue to work together for change or see ways that we can better support you and your goals, please let us know.

*What's a PBC?

A public benefit corporation is a for-profit corporation that commits to generating social and public good, and to operate in a responsible and sustainable manner.

Some well-known examples include Patagonia, Ben & Jerry's and Kickstarter.



John Capecci



Tim Cage





We are proud to announce that Living Proof Advocacy is now recognized as a Public Benefit Corporation, joining thousands of companies that are doing business to do good.

Our Mission

We help purpose-driven organizations and individuals harness the power of spoken first-person stories to drive positive change. We do so by providing coaching, consulting and training services to organizations working on today's most important issues.

Our Responsibilities

- Do values-driven work.
- Provide opportunity.
- Support communities.

We are dedicated to the success of advocates and organizations that promote the arts, communication, community, health and safety, environmentalism, equity, peace, justice and anti-racism.

2022

We doubled the number of values-driven organizations we partnered with or served. Here are just a few.



Missouri Foundation for Health

a catalyst for change

Health advocates from organizations across Missouri explored how LPA principles could help challenge dominant narratives.

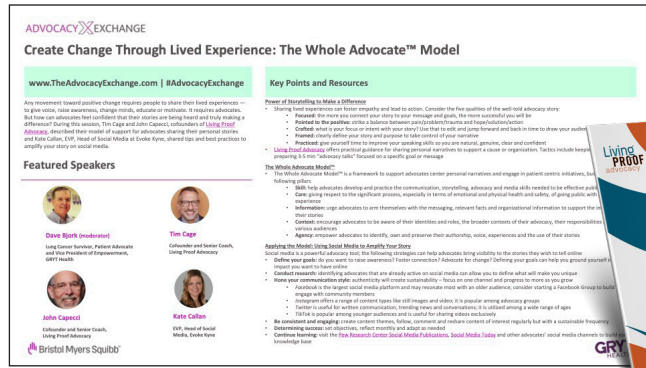


LPA helped advocates from the Foundation for Sarcoidosis Research speak to the FDA at a FDA Listening Session, advocate for their community in the media and reach underserved communities such as African Americans.

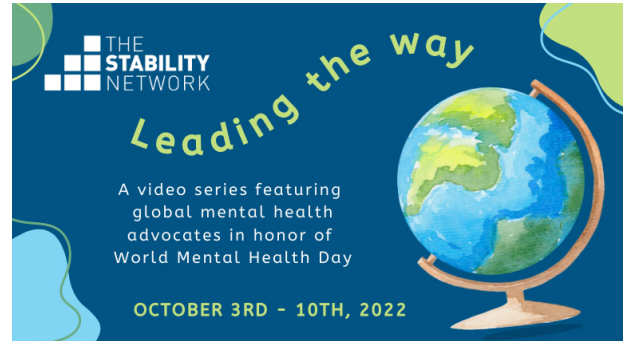


LPA helped Sickle Cell Disease Warriors get ready to share their stories on Capitol Hill.

250+ advocates received direct coaching from LPA.



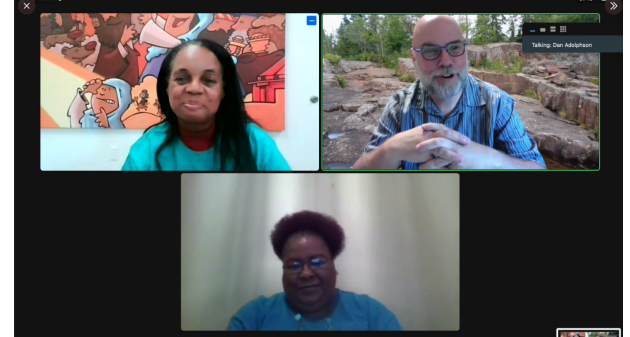
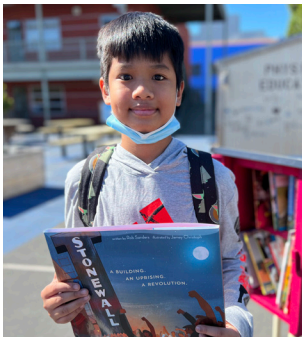
We shared insights from our published white paper "Improving the Quality of Patient Engagement by Centering the Advocate" with members of The Advocacy Exchange.



For the 20th year, LPA greeted and trained the newest class of WomenHeart Champions, women with heart disease making a difference by sharing their experiences.



Mental health advocates from The Stability Network, trained in LPA methods, shared their stories in honor of World Mental Health Day.



Board members from Little Free Library tapped the power of their personal narratives to advocate for increased book access.



Advocates from Street Voices of Change received LPA coaching before sharing their stories of being unhoused or homeless in forums throughout Minneapolis.



8

new coaches became LPA-certified and are using their skills to lift up the voices of rare disease patients and caregivers, and to change the narrative around mental health.



Laura Murphy and Stuart Siedman,
Chiesi Global Rare Diseases



Jeremy Kredlo, with granddaughter Kylee,
Fierce Advocacy, LLC



Mindy Buchanan and Tricha Shivas,
The Foundation for Sarcoidosis Research



Kyle Elliott, Stacy Thrall and Donna Hardaker, The Stability Network

The LPA Professional Development Program will offer pro-bono training, professional development and collaboration opportunities to early- and mid-career communication professionals who are members of populations historically and currently underrepresented in the communications field. This includes people with disabilities and individuals who identify as Black, Indigenous, Hispanic/Latino/a/x, Asian American, multiracial/multi-ethnic and transgender, gender non-conforming or two-spirit.

9 advisory board members are helping us launch the LPA Professional Development Program in 2023.



Taymy Caso, Ph.D., Assistant Professor, Counseling Psychology, University of Alberta



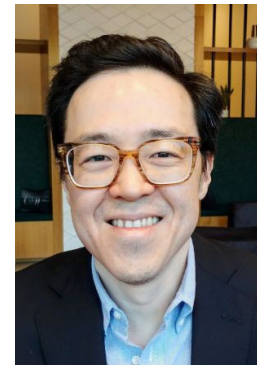
Andrés Treviño Fernández, Patient Advocacy, Chiesi Global Rare Diseases



Celina Gorre, CEO, WomenHeart: The National Coalition for Women with Heart Disease



LeDerick Horne, Speaker, Poet, Disability Rights Advocate



David Song, Executive Director, The Stability Network



Christina Sparrock, Founder, Person-Centered Intervention Training Mental Health Response Program



Vincent Stephens, Associate Dean, Diversity and Inclusion, College of Arts and Sciences at Boston University

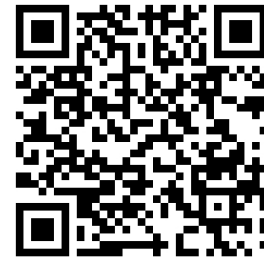


Kelly Hall Tompkins, Violin Soloist at Cadenza Music and Founder, Music Kitchen-Food for the Soul

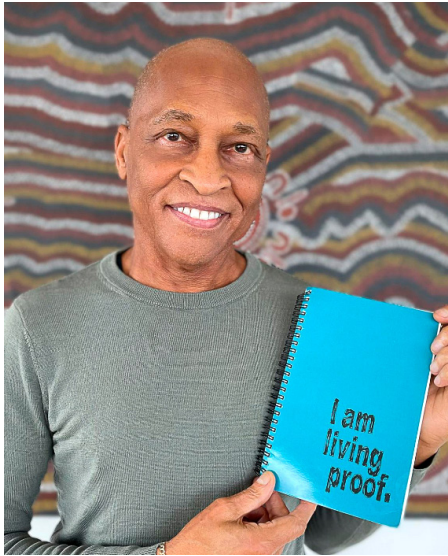


Mikael Wagner, Director of Marketing, Public Relations and Communications, Promotions West

9 organizations received pro-bono services and/or financial support generated in part by proceeds from sales of *I Am Living Proof* notebooks.



**ORDER
YOURS
HERE!**



Mikael Williams,
Social Justice Advocate



Katie Willingham,
HIV/AIDS Awareness Advocate



Alicia Diggs,
HIV/AIDS Awareness Advocate

Americans for the Arts

Holy Trinity/Bach Vespers

American Tinnitus Association

We (Heart) Lake St.

Color of Change

**Center for Disaster
Philanthropy**

Feeding America

Gilda's Club Twin Cities

**New Jersey Coalition to End
Homelessness**

SUPPORT COMMUNITIES

We shared more advocates' six-word reasons than ever before via a new landing page. #MYSIXWORDS



SHARE YOURS HERE!

MY **6** WORD REASON #MySixWords

Farmers organizing saved my family's farm.

Rhonda Perry, Missouri Rural Crisis Center

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MY **6** WORD REASON #MySixWords

Not everyone can see like me.

Mary Caldwell,
St. Louis Society for the Blind and Visually Impaired

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MY **6** WORD REASON #MySixWords

For my lost brothers and sisters.

C. J., HIV/AIDS-Awareness Advocate

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MY **6** WORD REASON #MySixWords

I love reading and sharing books.

Jake Adams, Little Free Library Advocate

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MY **6** WORD REASON #MySixWords

Love is what makes my family.

Zach Wahls, Non-discrimination Advocate

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MY **6** WORD REASON #MySixWords

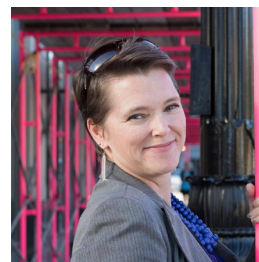
Speaking out can bring us silence.

John Capecci, Tinnitus Awareness Advocate

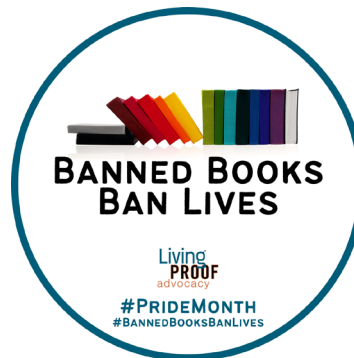
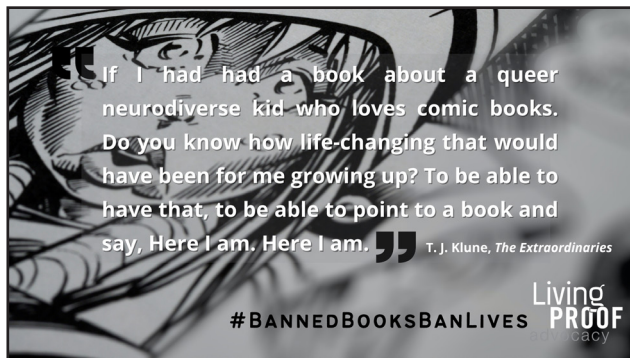
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SUPPORT COMMUNITIES

In 2022, we invested in a talented support team that helped us shore up the LPA infrastructure and extend our reach through targeted communications and—you guessed it—storytelling.



Katy Spencer Johnson, Social Media Strategist, Educator, Digital Marketing and Communications Consultant, KSJ Consulting



JUNE: For Pride Month, we focused on the danger of banning books and silencing the voices of lived experience.



AUGUST: The diverse work of LPA-certified coaches was featured in a month-long campaign.

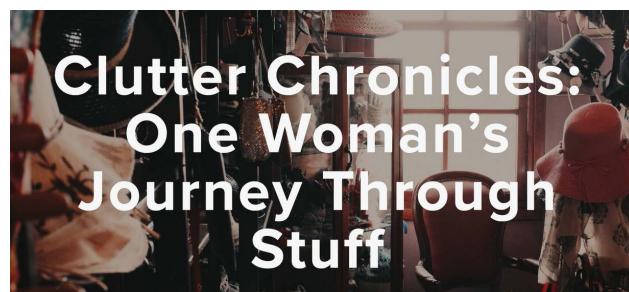
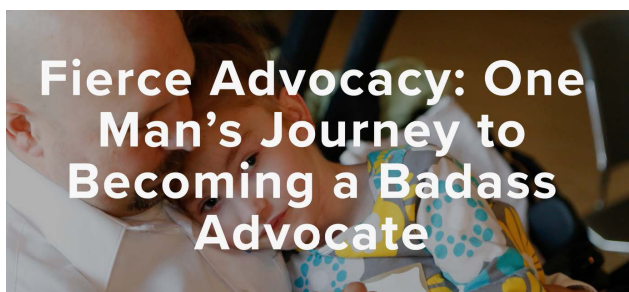
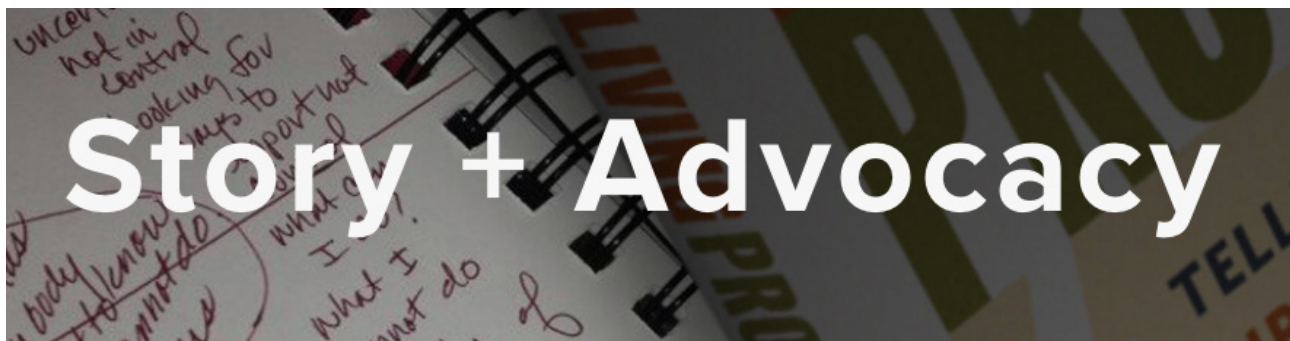


SEPTEMBER: We shared audiograms of an interview with Billy Kriaris, who uses *Living Proof* to work with Australians living with gambling addiction.

4-digit percentage growth in engagement

More than 4,000 new individuals visited LivingProofAdvocacy.com and viewed our pages **more than 8,000 times**.

Our blog shares the stories of advocates, coaches and organizations, and offers tips for how to tell stories to make a difference.



Opening Up About Tinnitus

John Capecci · · Advocate Stories

Listening to it nonstop for more than a decade, even in the background of my consciousness, is exhausting. I want the noise to stop.

[Read More →](#)

Tagged: #tinnitus, #hearinghealth, #TinnitusWeek

🗨️ 2 Comments ❤️ 3 Likes ➦ Share

Avoiding the "Story Game"

Tim Cage and John Capecci · · Tips

Getting caught in the Story Game is a trap that's easy to fall into because it's built on a fact we're all aware of on some level: stories compete with one another.

[Read More →](#)

Tagged: #storytelling, @advocacy, #livedexperience

🗨️ Comment ❤️ 1 Likes ➦ Share

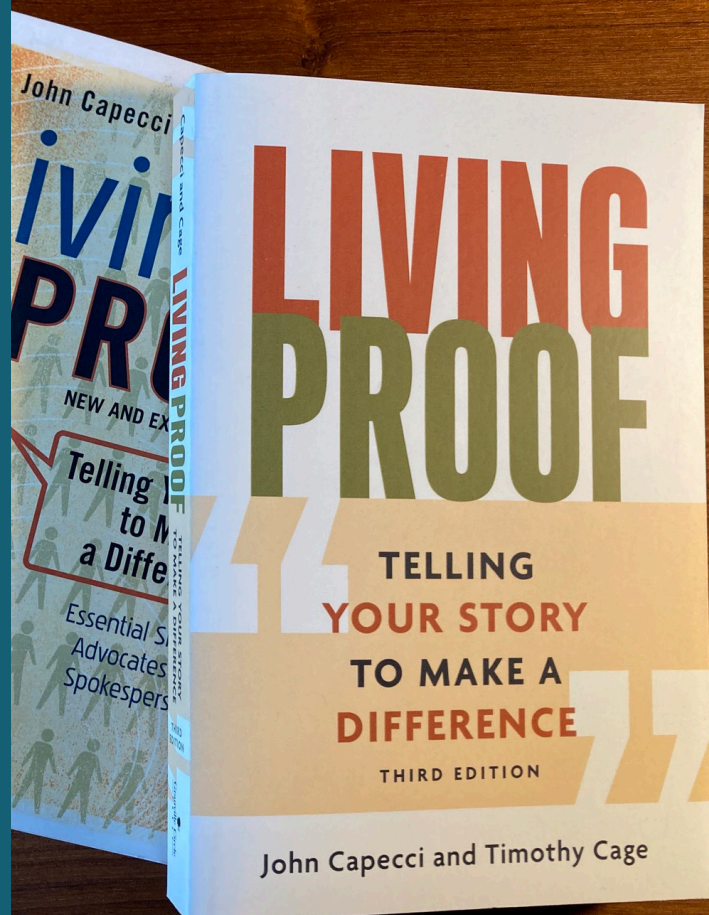


Bev Bachel, Content Strategist and Freelance Writer, is the author of some of our most popular posts.



Zeb Scanlan, UX/UI Designer, is ensuring the LPA website is accessible across modalities and platforms.

In March, we celebrated the 10-year anniversary of *Living Proof: Telling Your Story to Make a Difference* by thanking the hundreds of advocates and organizations who've contributed their insights over the past decade.



Thank You

We are grateful to the individuals and organizations highlighted in this impact report and all of our clients, colleagues and partners.

Special thanks to those responsible for this report:

Katy Spencer Johnson,
content creation and consulting

Plus Public LLC,
design

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