



Living
PROOF
advocacy

The
universe
is made of
stories,
not atoms.

Muriel Rukeyser

**IMPACT
REPORT
2023**

“Life itself assigns us our causes.”

These words, from clinical psychologist and author Mary Pipher, resonate deeply with many of the advocates with whom we are fortunate to work. Each time we share it, it prompts knowing nods from those who are mining stories from their lived experience to advocate for change.

Pipher’s words resonate with us as well, as small business owners of a public benefit corporation*. Each year we look around at “life itself”—the state of our culture and society—and ask how Living Proof Advocacy is responding or might respond to hurtful actions, policies and rhetoric that threaten what we hold dear: the arts, community, health and safety, environmentalism, equity, peace, justice and antiracism.

This year, to further support organizations and advocates working on these issues, we launched two new programs: LPA BEYOND and LPA ALL VOICES.

Through LPA BEYOND, we offer organizations yearly pro bono support that go “beyond” awareness days, weeks or months. LPA ALL VOICES is a free professional development program open to individuals from groups currently underrepresented in communication and related fields. You’ll read more about these new programs, as well as our new April Earth Day campaign #LPAEarthStories, in this impact report.

We’ve had a busy year, working with more than 20 organizations and traveling once again for in-person coaching and workshops, including trips to Athens, Greece; Durham, NC; and Boston, MA as well as in-person workshops in our home states of Minnesota and New York. We thank all of our clients for inviting us in and trusting us with your stories. You enrich our work and make it possible for us to make good on our commitment to be a corporation that provides public benefit.



John Capecci & Tim Cage

Co-founders



*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.



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.



For Earth Month in April, our 2023 intern Samantha Bailon launched #LPAEarthStories to amplify stories of our connections to the natural world. The idea was prompted by the nature-culture work of LPA-certified coach Tami Spry.

2023

With 14 new organizational clients, LPA increased the number of communities we served by more than a third. Here are just a few.



COURAGEOUS PARENTS NETWORK

CPN invited us to help prepare parents impacted by having a child with a serious medical condition to advocate for other families.



STREET VOICES OF CHANGE

Housing equity advocates received LPA coaching to prepare their advocacy stories. In 2023, they were awarded the Northern Light Award for Inspiring Organizational Leadership from the Minnesota Coalition for the Homeless.

ADVOCATE START-UP SERIES

Among the clients taking part in an Advocate Start-Up Series were the AE Alliance, Myotonic Dystrophy Foundation, Milestone Pharmaceuticals and StopAfib.org.



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.

LEARN HOW TO ADVOCATE FOR EQUITY IN THE NEK WITH YOUR PERSONAL STORIES

LEARN HOW TO HELP OTHERS SHARE THEIR STORIES AS ADVOCATES FOR EQUITY IN THE NEK



Hi! My name is Stacy. I'm a community member living with a mental health condition.
 I share my personal stories to give a name and a face to health inequality and to support people who have been marginalized.

Learning how to tell my story effectively—and helping others do the same—has been life changing. That's why I'm excited to share this opportunity with my fellow community members.

WHEN
OPEN

WHAT

Learn coaching skills, techniques and gain one-year* access to valuable tools and resources to

- create safe, supportive and empowering experiences for people who want to share their stories publicly and drive positive change

- help six NEK community members prepare their advocacy stories

WHO

Living Proof Advocacy (LPA), a coaching company that helps people tap the power of personal stories to drive change.

*Coaches have the option to renew their certification each year.



Telling Our Stories to Make a Difference

Giving Our Voice to Systemic Inequities

FREE COACHING CERTIFICATION TRAINING

YOU

Community members who want to make a difference and are from a BIPOC culture, LGBTQI+, and/or living with a physical or developmental disability; community members who identify as neurodiverse, people living with mental health, substance use disorders, or people who are experiencing or have experienced homelessness, poverty or have been justice-involved.

TO LEARN MORE CONTACT STACY THRALL

802-274-1875

stacythrall.wellness@gmail.com

Our Stories to Make a Difference

Our Voice to Systemic Inequities

TRAINING: STORIES FROM EXPERIENCE TO

Community members who want to make a difference and are from a BIPOC culture, LGBTQI+, and/or living with a physical or developmental disability; community members who identify as neurodiverse, people living with mental health, substance use disorders, or people who are experiencing or have experienced homelessness, poverty or have been justice-involved.

STACY THRALL
802-274-1875

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GIVING OUR VOICE TO SYSTEMIC INEQUALITIES

LPA-certified coach Stacy Thrall spearheaded a project in the region of Vermont known as the Northeast Kingdom (NEK), providing free LPA coaching to local advocates as well as coaching certification to community leaders.

OUR CLIENTS' ADVOCACY AREAS IN 2023

- Anti-Bullying
- Cancer Support
- Childhood Literacy
- Food Access
- Healthy Equity
- Heart Disease Awareness
- Housing Equity
- LGBTQIA+ Rights
- Mental Health
- Neurodivergence Awareness
- Racial and Economic Equity
- Rare Disease Research
- Social Cohesion
- Substance Use Response

BY THE NUMBERS: LPA GROWTH

x499

Individuals Receiving Direct Coaching



14 New Clients



5 Organizations Receiving Pro Bono Support

12,000+ Miles Logged

In September we proudly called for applications to ALL VOICES, a project two years in the making. With the support of our advisory board, we designed this free professional development opportunity for individuals from groups underrepresented in communication and related fields. The first cohort for the 8-week program will be announced in 2024.



Thank you

- Taymy Caso, Ph.D.
- Andrés Treviño Fernández
- Celina Gorre
- LeDerick Horne
- Trudy Rouillard-Sooles
- David Song
- Christina Sparrock
- Vincent Stephens
- Kelly Hall-Tompkins
- Mikael Wagner



Living PROOF
advocacy™
PROFESSIONAL DEVELOPMENT PROGRAM
ADVISORY BOARD

A LEGACY CONTINUES

In December, we were delighted to be granted a scholarship fund from our longtime partners, The Stability Network, earmarked for support of mental health advocates and organizations. We are honored to be entrusted with carrying on The Stability Network’s mission to change the way our society talks about mental health by amplifying the voices of lived experience.



We engaged Oleb Media to help ensure the ALL VOICES application process—and our entire website—was accessible to users of all abilities.

ALL VOICES Professional Development Program accepting applications!

Living PROOF advocacy™

HOME SERVICES CERTIFICATION BOOK BLOG ABOUT STORE FREE RESOURCES

Representation The Story Behind ALL VOICES Initiative

Read the story behind
ALL VOICES

LPA COACHING CERTIFICATION PROGRAM

Eight new coaches were LPA-certified and are using their skills to lift up the voices of rare disease patients and caregivers, and to support a range of health and racial equity initiatives in their home communities.



Lila Bennett, Journey to Recovery Community Center



Jerry Watts, community advocate



Lori Bulpett, Ken O'Reilly, Sonia Sgró, Jessica Locciola, Triantafyllia Tampaliaki, Chiesi Global Rare Diseases



Bradford Smith, Vermont Learning-Support Initiative



Stacy Thrall, Stacy Thrall Coaching

SUPPORTING BOARD AMBASSADORSHIP

We formalized a new offering—Advocate Workshops for Boards, Leaders and Champions—to help organizational ambassadors link their passions to their missions.



826MSP



The Max Foundation



Duke Cancer Institute

From 2022 to 2023

An increase in new business meant we could increase both our pro bono services and financial contributions.



Revenue increase: 55%



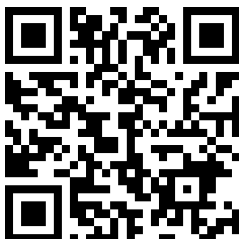
Public benefit services and contributions increase: 75%



While awareness days, weeks and months are important, our clients' advocacy work is year-round. That's why we launched LPA BEYOND, our pro bono program of support.



This year, in response to the rise of anti-LGBTQIA+ rhetoric and violence, we were happy to offer pro bono support and materials to these organizations.



Read more about LPA BEYOND

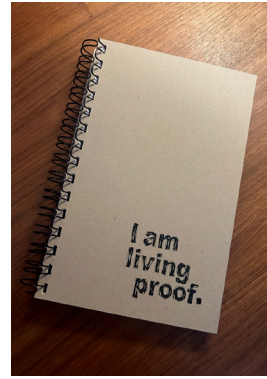
DO YOU WORK AT AN ORGANIZATION THAT AMPLIFIES LGBTQIA+ VOICES AND STORIES?

Apply for free support from our story-coaches before July 10, 2023.



"Every place we save has its story.
Every place we conserve has its relationships
and its connections."

— Will Rogers, president emeritus, Trust for Public Land



Get your notebook!

We added OneTreePlanted to the list of groups we made financial contributions to as part of our commitment to environmental stewardship. In honor of our clients, partners, advisors and team members, 500 trees were planted in 150 national forests across 43 states.



ONETREEPLANTED

I Am Living Proof notebooks are now made from 100% recyclable material. Proceeds from their sales (order yours here by scanning the QR code!) enabled us to support these important organizations that are advocating for:

- the arts and those that cultivate the arts in America
- getting people the food and resources they need to thrive
- racial justice
- social and emotional support for those impacted by cancer
- relief, prevention and cures for tinnitus
- the celebration of the music and ritual of Bach Vespers
- the power and leadership of young people

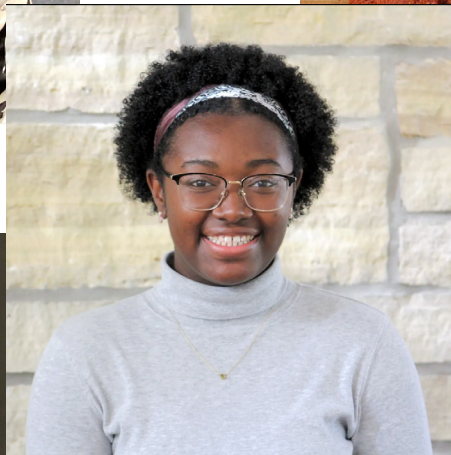
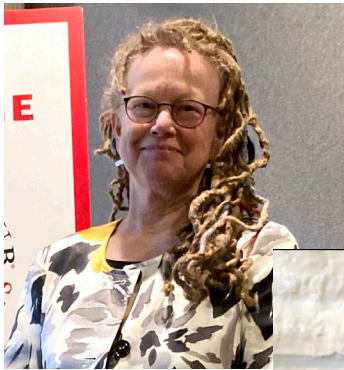


As cofounders of Living Proof Advocacy, we currently conduct all the programs offered. And we could not do it without the support of a dedicated team of contracted specialists and project-based consultants who align with and share our mission and values. Their expertise enables us to thrive and grow.

Thank you!



Tim and John



Bev Bachel, writer
Samantha Baillon, intern
Jada Caldwell, communications/administrator
Katy Spencer Johnson, marketing consultant
Brianna McClendon, communications/administrator
Plus Public LLC, designers
Zeb Scanlan, UX/UI consultant
Tami Spry, coach



It started as an innocent question—How many countries have we worked in, either virtually or actually?—and it turned into this map. We dropped pins:

- where we've traveled to do LPA work
- where advocates and client organizations are located
- where we know our book is being used

LOOKING AHEAD TO 2024

- Launching the first ALL VOICES cohort
- Making updates to *Living Proof: Telling Your Story to Make a Difference* and working on a teen version
- Providing multi-year support to industry-leading organizations fully embedding LPA materials into their work
- Supporting more organizations via LPA BEYOND

A photograph of the Aurora Borealis (Northern Lights) in shades of green and purple, dancing over a dark, rocky mountain peak under a starry night sky. The lights are reflected in a body of water in the foreground.

VISIT US ONLINE TO

- Access free resources
- Read our blog, *Storytelling+Advocacy*
- Get your copy of *Living Proof* or an LPA notebook
- Contact us

AND LET US KNOW HOW
WE CAN SUPPORT YOUR
ADVOCACY OR THE
ADVOCACY OF YOUR
ORGANIZATION

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

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