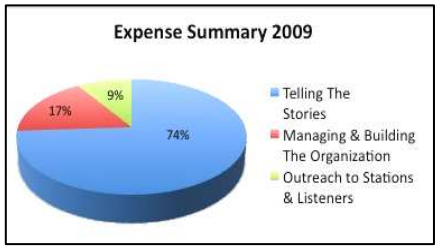
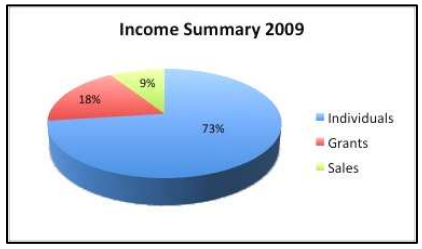
Annual Report of Finances

January 1 – December 31, 2009

	Jan - Dec 09
Income	
Total Contributions-Individuals	$107,586.40
Total Corporate Underwriting	$ 150.00
Total Grants	$ 28,500.00
Total Investment Income	$ 148.40
Total Sales	$ 14,086.93
Total Income	$160,471.73
Total Cost Of Goods Sold	$ 6,220.33
Gross Profit	$154,251.40
Expense	
Total Contract Services	$ 35,761.25
Total Employee Expense	$ 68,910.20
Volunteer Appreciation	$ 202.09
Bank Fees	$ 4.03
Conference Fees	$ 150.00
Depreciation	$ 335.70
Total Professional Fees	$ 9,375.56
Public Relations & Advertising	$ 646.68
Supplies	$ 3,329.12
Telephone & Telecommunications	$ 1,903.41
Travel and Transportation	$ 1,648.03
Utilities	$ 481.60
Total Expense	$130,894.34
Net Income	**$ 23,357.06**





The Board of Directors of BirdNote

Sallie Bodie president; Nancy Rumbel vice president; Chris Anderson treasurer; Tom Grant, secretary; members-at-large: Chris Altwegg, Denise Rhiner, Deborah Streeter, and Gerrit Vyn.

www.birdnote.org
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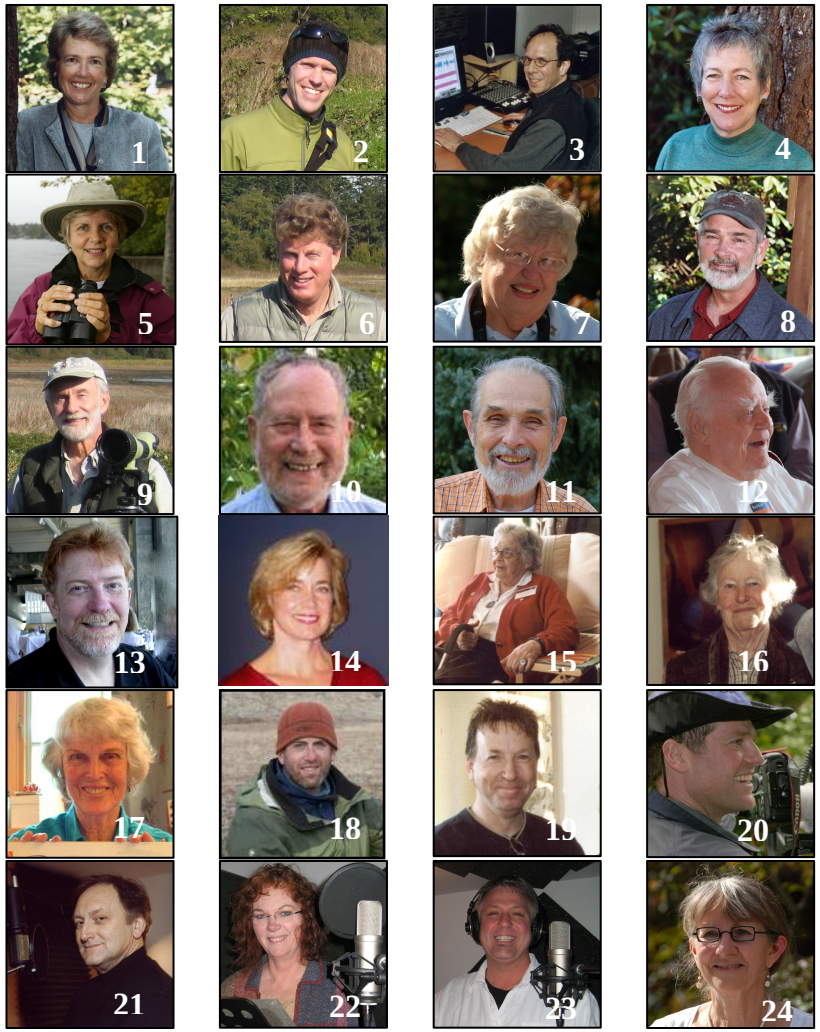
Annual Report to Donors 2009

BirdNote

Educating and inspiring people to care about the future of the natural world

The Principals of BirdNote

Here's the team that brings you BirdNote.



***1**. Chris Peterson, founder and executive producer **2**. Adam Sedgley, director of marketing and outreach **3**. John Kessler, producer **4**. Ellen Blackstone, writer and web content manager **5**. Frances Wood, writer **6**. Todd Peterson, editor and writer **7**. Idie Ulsh, content advisor and photographer of "Marty" the Marsh Wren logo **8**. Bob Sundstrom, lead writer **9**. Dr. Dennis Paulson, writer and science advisor **10**. Dr. Herb Curl, science advisor **11**. Dr. Gordon Orians, science advisor **12**. Dr. Victor Scheffer, content advisor **13**. Chris Altwegg, database and technology guru **14**. Sallie Bodie, board president **15**. Ardell Kuchenbecker, early investor **16**. Nancy Nordhoff, early investor **17**. Harriet Bullitt, Icicle Fund (and representing all foundations) **18**. Gerrit Vyn representing all audio recordists through Cornell Lab of Ornithology **19**. Martyn Stewart, representing independent audio recordists **20**. Paul Bannick representing all nature photographers who contribute to BirdNote **21**. Frank Corrado, narrator **22**. Mary McCann, narrator **23**. Michael Stein, narrator **24**. Nancy Rumbel, creator of the theme music.*

2009 Progress Toward Goals*

Goal I Continue to tell remarkable stories about the lives of birds and showcase people who are improving habitat for birds.

- We sent 365 two-minute BirdNote shows to all stations – approximately 175 were new or "revoiced" shows.
- We added two narrators.

Goal II Reach one million regular listeners through radio and internet by 2011.

- We added an estimated 50,000 listeners bringing the total to 350,000 who hear BirdNote daily.
- We welcomed stations KCAW (AK), KYRS (WA), KHSU and KPFZ (CA), KRTS (TX) and KUNM (NM). They join KPLU (WA), KOHO (WA), KTOO (AK), KMBH (TX), KWMR (CA), WRCJ (MI), WRVO (NY), KPBX (WA), and WNPR (CT).

Goal III Offer listeners many ways to interact with BirdNote.

- We successfully conducted a survey of listeners.
- We did not make improvements to our website as we had planned. 2009 was a lean year.

Goal IV Enjoy long-term partnerships with BirdNote supporters, underwriters and stations.

- Note that 73% of BirdNote's revenue comes from individuals. We added 51 households contributing at $100 or higher.
- Foundation grants were received from Icicle Fund, The Norcliffe Foundation, Hans and Elizabeth Wolf Foundation, The Ferguson Foundation, The Washington Women's Foundation, and The Peg and Rick Young Foundation.
- We hosted three house parties that were well attended and generated much good will and support.

What's Ahead in 2010

As part of our ongoing work to achieve Goals I – IV, we hope to produce a robust series of shows that are aligned with the nationally acclaimed report *The State of The Birds USA*. These shows will give a birds-eye view of ecosystems in trouble and suggest what listeners can do to help. We are also exploring the delivery of BirdNote through national distributors of public radio and web content.

**The BirdNote business plan is available upon request. Please contact Executive Director, Chris Peterson, at chrisp@birdnote.org.*