



## Our Mission

StoryArk empowers student voices and equips young artists to thrive

## Organizational Overview

StoryArk helps students in middle school and high school initiate creative teams in which they communicate, collaborate and connect with each other to imagine and produce narrative podcasts, short films, and a literary magazine that publishes prose, poetry and visual arts. We ask youth, "What's your story? How do you want to tell it?" They respond in ways that transform not only themselves, but also the audience who gains empathy and understanding of the student experience.

## The Heart

Student initiated, student led, our creative process focuses on building life skills through a passion for storytelling and the desire to communicate and be in relationship with each other. In our creative process, students lead students and professional writers, actors, directors, filmmakers and editors serve as mentors who share their skills and wisdom as needed with youth. As we work together and support each other individually as artists, quality content naturally emerges. Ultimately, our artistic success is determined by how well we develop students as individuals and as team members.

## Staff

### Stephani Atkins

Executive Director, Executive Producer,  
Writing Mentor and Publisher

### Jenna Yaron

Operations and Content Manager,  
Recording Engineer and Editor

## Board of Directors

**Michael Smith**, Director Huntington Learning Center (Chair)  
**Renee Cveykus**, Executive Medtronic (Secretary)  
**Beverly Petrie**, Retired ED Partnership Plan (Treasurer)  
**Julie Finch**, Trademark and Copyright Lawyer  
**Steve Forseth**, Retired Coach, Teacher, Sales Executive  
**Jim Link**, Founder of the IdeaPad and author

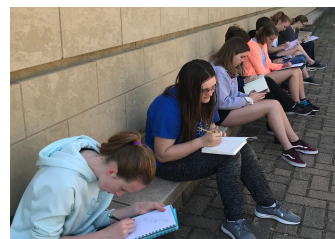


## Artist Professionals

**Leah Fein** (Podcast/Film)  
**Cassidy Hall** (Podcast/Film)  
**Lily Percy Ruiz** (Podcast)  
**David McClellan** (Film)  
**Travis Monroe** (Film)  
**Tahiel Jimenez** (Screenwriting)  
**Josh Cisewski** (Screenwriting)  
**Jane Frederickson** (Screenwriting)  
**Austene Van** (Acting Coach)  
**Ellie Abrams** (Director/Acting Coach)

**Randal Berger** (Acting Coach)  
**Calyssa Hall** (Acting Coach),  
**Jennae Ceceilia** (Poetry/Advisor)  
**Ellen Eigner** (Literary/Advisor)  
**Anne Greenwood Brown** (YA Novel)  
**Jacqueline West** (Fantasy Fiction)  
**Ted Anderson** (Graphic Novel)  
**Robert Algeo** (Graphic Novel)  
**Elaine Bransford** (Narrative Essay)

**Gary Bush** (Novel)  
**Rachel Stein** (Journalism)  
**Dianne Dettman** (Historic Fiction)  
**Grace Baldwin** (Song Writer)  
**Jesse Nelson** (Composer)  
**Alan Frechtman** (Sound Effects)  
**Rick Llewelyn**, (Sound Engineer)  
**Richard Lewer** (Sound Engineer)  
**Norm Tiedemann** (Stage Manager)



## Contact Us:

651-417-6223 | 402 Main Street North #350, Stillwater, MN 55082 | [www.storyark.org](http://www.storyark.org)

## 151 total students participated in StoryArk Programming

### Podcast: \*82 total

**HUSH**  
22 students  
Multi-school, sci-fi

**Who Knows What?**  
4 students  
Homeschool Mystery

**Broad Spectrum**  
20 students  
Stillwater Area High School  
immigrants: realistic fiction

**Composers Club**  
4 students  
Original Music to  
underscore podcasts

**The Belles of March**  
4 students.  
St. Croix Prep, Dungeons and  
Dragons



**HUSH Jr**  
7 students  
Stillwater Junior High, Sci- fi

**Carnation**  
15 students  
Family Means, Park High School, SAHS  
Immigrants, realistic fiction

**Color Me Beautiful**  
6 students  
Woodbury High School students of  
color

**Podcast Camp**  
19 student

\*total excludes Podcast camp number of participants due to students being involved in multiple programs

### Film: 36 total

**Script to Screen**  
7 students  
Multi-school, short film

**What a Hoot**  
4 students  
Stillwater Junior High, comedic short  
films

**StoryArk Production  
Company**  
8 students  
Multi-school, diverse, short films



**Vitamin C**  
9 students Homeschool, Sketch  
comedy web series

**Film on Fridays**  
8 students  
Immigrants, sitcom

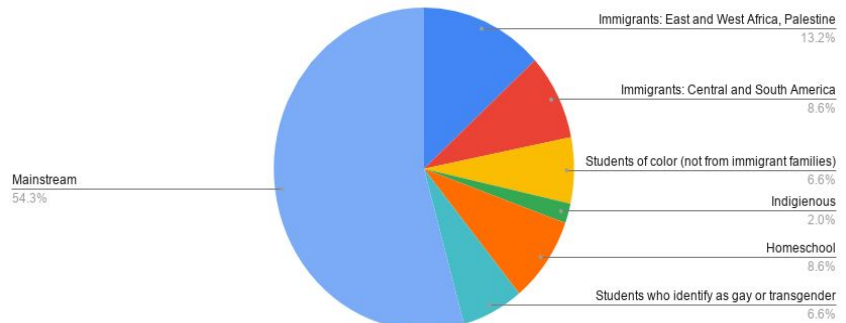
### Literary: 41 Students

- 13 | Boomsite Magazine Staff
- 68\* | Boom site Magazine submissions
- 14 | Creative Writing Students
- 6 | Brick by Brick Writing Group



**THE BOOM SITE**  
Literary Magazine

Student Demographics



\*total of 41 literary students excludes some Boom Site Submissions due to students being involved in multiple programs

## StoryArk Programs

### StoryArk Festival

The Festival is at the end of July celebrating student storytelling in all of its mediums and featuring the stories of all of our students as they share in front of a public audience.

69 Participants  
161 Audience Members  
**Total 230**



### Absent Narrative Project - Podcast

#### StoryArk in Collaboration with Stillwater Area Public Schools

Empowering youth to tell stories often absent from our mainstream narrative

For the past three years, Stillwater Area Public Schools Office of Equity and Integration has worked with StoryArk to support narrative podcasts that explore identity and promote understanding. Through our on-going absent narratives project, we strive to elevate student voice and leadership in order to improve and ensure inclusiveness in our schools and our community. In 2019, we added a film team and literary opportunities to participate in the Boom Site Literary Magazine. In addition, we began to work with the Office of Equity and Integration at South Washington County Schools. Both Park High School and Woodbury High School now have student podcasts.



*"StoryArk's creative writing process has provided a safe space and conduit for many of our traditionally underserved students to authentically elevate their voices and improve their skills as emerging young leaders in our schools and community. We look forward to continuing to collaboratively develop and expand this programming in the years to come."*

- Eric Anderson, Coordinator of Equity and Integration, Stillwater Area Public Schools



### Cultural Jambalaya Award

The podcast Carnation won the Cultural Jambalaya Cultural Diversity award and was recognized at a gala in October. The award recognizes local individual(s) or groups that are promoting understanding and respect for all people. The Carnation podcast includes students from Park High School and Stillwater Area High School. Staff from both Stillwater and South Washington County schools along with Family Means attended the event to recognize Carnation's achievement.

**Watch students share StoryArk's impact on videos found at [storyark.org/who-we-are/](https://storyark.org/who-we-are/)**

*Finding a group of creative peers [for my daughter] has been a dream come true; it's like having a second family. In addition to having a creative outlet she has gained organizational skills, the ability to plan long-term, improved teamwork skills, increased problem solving skills, and persistence toward a goal. Her motivation, leadership abilities and confidence have skyrocketed. In 3 weeks, my daughter will leave for college; 2 years ago I wasn't sure this would be possible. What more could a parent ask for...THANK YOU StoryArk from the bottom of my heart! ~ a Parent of a podcast and creative writing student*



*My involvement has taught me the importance of reliability and the consequence of not pulling your weight and how open communication and hard work lead to a successful end product - Podcast Student*



## Funding

### Braided Funding

We want all students regardless of background, socio-economic status, political leanings, and religious views to have their stories uplifted, amplified and heard. To that end, we use a “braided” funding approach where each “strand” allows us to weave a strong fabric from which to support youth. This funding includes:

- **Government grants:** Metropolitan Regional Arts Council, Minnesota State Arts Board
- **Private grants:** Hugh J Andersen Foundation, Fred C. and Katherine B. Andersen Foundation, St. Croix Valley Foundation (SCVF), Kemp
- **School District Achievement and Integration Dollars:** \$44,000 this year in earned income
- **Individual Contributions:** included \$10,000 donation to start an Endowment Fund with SCVF
- **Fundraisers:** Literary Cocktail Hour+: Ken Levine, Emmy award winning writer of MASH, Cheers and Frasier, kicked off our new series
- **Misc Income:** Ticket sales (StoryArk Festival), Boom Site sales, tuition, and sponsorship.

Each strand of our braided funding approach supports different constituencies. School districts, through integration and achievement dollars as well as transportation funds, can help us reach underrepresented youth whose stories are absent from the mainstream narrative. StoryArk, through donations and grants, can support students that do not meet the school district’s criteria including homeschooling, out of district and more affluent, mainstream youth. By uplifting all student stories, we can interconnect diverse youth to each other and within the broader community.

### ArtsMidwest/Arts Lab

StoryArk was chosen to participate in a 6-month capacity building program on how to develop a thriving arts organization, create a compelling story of organizational vision, and build a strategic framework for the next two to three years. Valued at \$12,000, the Lab was offered free of charge thanks to the generous support of the McKnight Foundation, the Saint Paul and Minnesota Foundations, The Bigelow Foundation and the Mardag Foundation

#### Ordinary Income/Expense

| <u>Income</u>               |                   |
|-----------------------------|-------------------|
| <u>Grants</u>               |                   |
| Foundations                 | 28,950.00         |
| Government                  | 64,550.00         |
| <b>Total Grants</b>         | <b>93,500.00</b>  |
| <u>Contributions</u>        |                   |
| Business/Civic              | 2,350.00          |
| Individuals                 | 22,207.02         |
| Sponsorship                 | 1,750.00          |
| <b>Total Contributions</b>  | <b>26,307.02</b>  |
| <u>Program Income</u>       |                   |
| Fee for Service             | 48,070.00         |
| Merchandise                 | 106.25            |
| Ticket Sales                | 4,493.35          |
| Tuition                     | 8,115.00          |
| <b>Total Program Income</b> | <b>60,784.60</b>  |
| <b>TOTAL INCOME</b>         | <b>180,591.62</b> |

#### Expense

|                                |                   |
|--------------------------------|-------------------|
| Total Payroll Expenses         | 60,983.57         |
| Awards                         | 250.00            |
| Bank/Credit Card Fees          | 168.80            |
| Development/Training           | 28.73             |
| Digital Expenses               | 2,849.85          |
| Dues/Subscriptions             | 340.00            |
| Equip/Furniture < \$1,000      | 3,312.15          |
| Insurance - Liability, D and O | 2,269.13          |
| Insurance - Workers Comp       | 478.00            |
| Ads/Misc                       | 652.36            |
| Printing/Promo                 | 853.91            |
| Total Marketing                | 1,506.27          |
| Meeting Expense                | 282.81            |
| Mileage Expense                | 1,564.65          |
| Miscellaneous Expense          | 110.00            |
| Office Supplies                | 2,383.66          |
| Postage/Shipping               | 73.43             |
| Printing/Copying - Program     | 843.46            |
| Program Supplies               | 1,711.57          |
| Student Mentors                | 4,875.00          |
| Accounting Fees                | 5,275.00          |
| Contractors/Consultants        | 33,707.78         |
| Registration Fees/License      | 25.00             |
| Rental - Classroom             | 4,937.50          |
| Rental - Office                | 2,737.50          |
| Rental - Sound Room            | 583.00            |
| Snacks                         | 2,780.45          |
| Telephone/Internet             | 1,176.07          |
| Travel                         | 214.99            |
| Uber/Lyft                      | 2,295.53          |
| Utilities                      | 543.62            |
| Depreciation Expense           | 400.31            |
| <b>Total Expense</b>           | <b>138,707.83</b> |
| <b>Net Ordinary Income</b>     | <b>41,883.79</b>  |
| <b>Net Income</b>              | <b>41,883.79</b>  |

|  | Dec 31, 19       | Dec 31, 18       |
|--|------------------|------------------|
| <b>ASSETS</b>                          |                  |                  |
| Current Assets                         |                  |                  |
| Checking/Savings                       |                  |                  |
| First State Bank & Trust               | 85,191.65        | 41,932.07        |
| PayPal                                 | 533.45           | 0.00             |
| <b>Total Checking/Savings</b>          | <b>85,725.10</b> | <b>41,932.07</b> |
| Other Current Assets                   |                  |                  |
| Security Deposit                       | 750.00           | 0.00             |
| Prepaid Expense                        | 982.00           | 662.13           |
| <b>Total Other Current Assets</b>      | <b>1,732.00</b>  | <b>662.13</b>    |
| <b>Total Current Assets</b>            | <b>87,457.10</b> | <b>42,594.20</b> |
| Fixed Assets                           |                  |                  |
| Equip/Furniture                        |                  |                  |
| Original Cost                          | 1,601.00         | 0.00             |
| Accum Depreciation                     | -400.31          | 0.00             |
| <b>Total Equip/Furniture</b>           | <b>1,200.69</b>  | <b>0.00</b>      |
| <b>Total Fixed Assets</b>              | <b>1,200.69</b>  | <b>0.00</b>      |
| Other Assets                           |                  |                  |
| Intellectual Property - Summer         | 2,595.00         | 2,595.00         |
| <b>Total Other Assets</b>              | <b>2,595.00</b>  | <b>2,595.00</b>  |
| <b>TOTAL ASSETS</b>                    | <b>91,252.79</b> | <b>45,189.20</b> |
| <b>LIABILITIES &amp; EQUITY</b>        |                  |                  |
| Liabilities                            |                  |                  |
| Current Liabilities                    |                  |                  |
| Accounts Payable                       |                  |                  |
| Accounts Payable                       | 81.46            | 287.50           |
| <b>Total Accounts Payable</b>          | <b>81.46</b>     | <b>287.50</b>    |
| Other Current Liabilities              |                  |                  |
| Accrued Salaries                       | 0.00             | 648.00           |
| Payroll Liabilities                    |                  |                  |
| FICA Withholding                       | 941.86           | 330.48           |
| Federal Withholding                    | 405.00           | 128.00           |
| MN Unemployment                        | 227.79           | 116.00           |
| MN Withholding                         | 1,812.00         | 280.00           |
| <b>Total Payroll Liabilities</b>       | <b>3,386.65</b>  | <b>854.48</b>    |
| Accrued Payroll                        |                  |                  |
| Accrued Vacation Payable               | 2,501.67         | 0.00             |
| <b>Total Accrued Payroll</b>           | <b>2,501.67</b>  | <b>0.00</b>      |
| <b>Total Other Current Liabilities</b> | <b>5,888.32</b>  | <b>1,502.48</b>  |
| <b>Total Current Liabilities</b>       | <b>5,969.78</b>  | <b>1,789.98</b>  |
| <b>Total Liabilities</b>               | <b>5,969.78</b>  | <b>1,789.98</b>  |
| Equity                                 |                  |                  |
| Unrestricted Net Assets                | 43,399.22        | 29,593.44        |
| <b>Net Income</b>                      | <b>41,883.79</b> | <b>13,805.78</b> |
| <b>Total Equity</b>                    | <b>85,283.01</b> | <b>43,399.22</b> |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>  | <b>91,252.79</b> | <b>45,189.20</b> |