



2025



# ANNUAL REPORT

Presented To : You

[storycrossroads.org](http://storycrossroads.org)

# CELEBRATING

## OUR 2025 ADVENTURES

### WORDS FROM THE FOUNDING EXECUTIVE DIRECTOR



**Rachel Hedman,  
Executive Director**

Ten years of Story Crossroads means ten years of shared breath in story—bridging generations and cultures to build something bold, beautiful, and deeply human together.

This milestone also invites reflection. With recent reductions in federal arts funding, we have had to rethink and adapt. Yet our mission remains steady: storytelling builds creative and compassionate communities. That truth feels more urgent—and more powerful—than ever.

Along the way, we have been shaped by extraordinary people and marked by meaningful loss. We remember Jim Luter, whose generosity and joy uplifted our community; we honor Melva Gifford, a gifted performer and teacher who influenced our work before her passing in January 2025; and we recognize Angela Lloyd, whose artistry enriched our Member Library through a commissioned e-workbook. Their presence remains woven into our story.

AREAS	PAGES	WHAT'S NEXT?
Community Impact	1-2	Create deeper opportunities for connection, creativity, & belonging through story
Financials	3-4	Build a stronger financial foundation through expanded sponsorships & donations
Collaborations	5	Nurture current partnerships & invite new voices into our exploration of "The Forgotten"
Reflections	6	Learn & adapt as we strengthen capacity & long-term sustainability
Thank You	7-9	Celebrate the generosity & commitment of the community

People shown on cover (top to bottom, left to right):

Youth Teller, Twin Poets, Jeff Driggs and Tiffani Dean, Youth Teller, Laurie Allen  
Photography throughout report - Brother Valdez Photography, Rachel Hedman

# COMMUNITY IMPACT

OR...WHY WHAT WE DO MATTERS

## We have served thousands of people every year through our programming; the individual stories are inspiring.

One of the most impactful moments this year for Story Crossroads took place during a storytelling and arts education performance at a detention center. The Twin Poets, Nnamdi Chukwuocha and Al Mills, shared original spoken-word pieces with youth in custody. In a setting where opportunities for self-expression are often limited, storytelling created a rare space for connection, reflection, and the experience of being truly heard.

Youth responses highlighted the impact: "So many other people have the same experiences as me," and "They spoke from their heart." Others emphasized hope and agency—"Don't let the streets take your dream," and "Be your own person." One student noted, "Don't settle for handcuffs," underscoring themes of choice and possibility.

Similar responses at Murray High School described the experience as "real," "inspiring," and affirming: "We are all artists," and "Someone can relate to you." One student observed, "It sounded like one voice," reflecting the power of shared storytelling.

Main Programs	People & Numbers
All Things Story virtual workshop series	14 workshops (1 hybrid) 410 registrants (audio/video) Celebrated <b>68th</b> workshop overall
Summit & Festival	726 in-person at Murray City Park 429 from other schools/field trips (virtual) 388 from outreaches <b>Totals 1,543</b> PLUS families from Primary Children's Celebrated <b>10th</b> Summit & Festival overall
House Concerts	10 house concerts, <b>215</b> attendees Celebrated <b>97th</b> house concert overall
Academic Discussions	174 views in 2025 and still growing, Language of Story: Swahili
Academy self-led courses	623 taken "Storytelling Basics in 8 Hours" so far Nationally-accredited & Storytelling World Award
Members/Subscriptions	399 members, includes organizational members that increases to <b>500+</b>



Twin Poets at 2025 Summit & Festival  
Photo Credit: Brother Valdez Photography



## While we focus on K-12th grade students and their teachers, we do work with older adults.

We would like to share a moment during a **10-week program at the Summit Vista senior living** located in Taylorsville, Utah facilitated by Laurie Allen, our teaching artist from February-April, 2025. Enjoy these reflections from participant Jim Backman, shared below with his permission.



*"I participated in the storytelling class at Summit Vista and was one of the seven storytellers today for probably 45 or 50 residents. It was a lot of fun to participate. I've written many journal entries over the years, but this really caught my attention. I've now started creating stories about my dad, and I've already created six or seven of them. I've come to recognize that telling my history by writing it in a journal is different from telling it as a story. I think storytelling makes it much more accessible to my children and grandchildren. I look forward to continuing to use and develop this skill. I've really appreciated the class and the opportunity to perform here. I hope it can continue to be funded by various sources, including contributions from those of us who participate as storytellers—we would be very happy to contribute."*

Jim Backman  
April 15, 2025  
Summit Vista senior living

Since 2015, Story Crossroads has offered workshops for participants of all ages, and again and again we have witnessed how storytelling can inspire confidence, strengthen relationships, and make a meaningful difference in individual lives.

### Number of Story Artists & Professors

Summit & Festival  
Selected 38 youth tellers,  
6 older adult tellers, 2 adult community tellers

**35** Performing/Teaching

**16** Commissioned for Articles/E-Workbooks

**1** Professor and **2** Mental Health Professionals

### Number of Cities - in-person

**Utah - 3 counties, 11 cities (alphabetical)**

Logan, Millcreek, Murray, Mona, Orem,  
Riverton, Salt Lake City, Sandy, South Salt Lake,  
Taylorsville, West Jordan

**8 out of 10 house concerts - Salt Lake County**

# FINANCIALS

OR...HOW WE ARE SUSTAINABLE

Story Crossroads maintains a realistic annual budget based on confirmed grants, earned income, registrations, sponsorships, donations, and program capacity. Internal controls include board-reviewed budgeting, expense tracking, separation of financial duties, and regular financial reporting to leadership.

<b>Starting Funds (in the bank), January 1, 2025</b>	<b>\$4,324</b>
<b>Ending Funds, December 31, 2025</b>	<b>\$3,957</b>
<b>2025 Revenue</b>	<b>\$47,402</b>
<b>2025 Expenses</b>	<b>\$47,769</b>
<b>Difference</b>	<b>(\$327)</b>



Moss Elementary  
10-week Afterschool Program  
January-April 2025

For fiscal year 2025, Story Crossroads reported \$47,402 in revenue and \$47,769 in expenses on the 990-EZ, resulting in a modest \$367 deficit. This occurred during an unprecedented year in which the organization lost \$14,004 in federal funding due to discontinued grants and reductions from longtime funders affecting arts organizations nationally. Despite these challenges, the organization maintained positive cash flow throughout the year and did not require debt or emergency borrowing, even after updating bylaws to allow a potential line of credit if needed. To remain fiscally responsible, Story Crossroads restructured the annual Summit & Festival from approximately \$30,000 to closer to \$10,000 by prioritizing Utah artists, shifting from printed to digital programs, and reducing ASL interpretation services. At the same time, the organization was awarded a one-time \$25,000 America250 grant from the National Endowment for the Arts as one of only 50 recipients nationwide, along with a \$10,000 Arts Project Grant for 2027. Program registrations and early 2026 income quickly offset the temporary deficit, demonstrating strong financial adaptability and sustainability.

## Revenue

Contributions, gifts, grants received	\$33,636
Program service revenue	\$13,762
Investment Income (dividends)	\$4
	\$47,402

## Expenses

Grants paid (Bus Benefactor Program)	\$385
Program coordination by Executive Director	\$6,000
Professional Fees such as Story Artists, Contractors	\$27,033
Printing, Publications, Postage, and Shipping	\$1,824
Insurance (General Liability, Directors & Officers)	\$1,327
Hospitality/Travel	\$2,980
Software/Subscriptions	\$5,607
Processing Fees	\$551
Programming Supplies	\$1,755
Memberships/Conf. (National Storytelling Network)	\$307
	\$47,769



Summit & Festival  
May 6, 2025  
Rachel Dunstan Muller  
from Canada

### Did You Know?

Story Crossroads  
is a member of:

National Storytelling Network

# COLLABORATIONS

OR...WHAT'S INTRIGUING ABOUT OUR VISION

## We were invited and participated in these community experiences.

Most of our collaborations involve in-person experiences. We love to be involved and be ever on the lookout for "The Forgotten."



Story Fortune Tellings  
August 22-23, 2025  
Utah Renaissance Faire  
Youth & Adult Volunteers

## Examples of Collaborations:

**10-week program - Summit Vista senior living**

**10-week program - Mountain View Elementary/Glendale Community Center/Glendale Library**

**10-week program - Moss Elementary - Afterschool Program**

**Salt Lake Valley Detention Center Arts Education/Performance**

**3-day Story Camp - Glendale Library**

**3 Outreach Schools with Assemblies - Riverside Elementary, Reid School, Murray High School**

Utah Humanities has been a funder of Story Crossroads for a number of years, and we have been regularly impressed with the quality, scope, and impact of their programs.

**Jodi Graham, Executive Director  
Utah Humanities**

*Story Crossroads has shown creative leadership. They have created exceptional programming that highlights diverse stories.*

**Laurel Cannon Alder, Former Grants Manager  
Utah Division of Arts & Museums**

*The Story Crossroads organization and its amazing founder Rachel Hedman have been outstanding collaborators with the Weber State University Storytelling Festival over several years....[Story Crossroads is] a fantastic candidate for any grants, endorsements, and other support that can help the Story Crossroads organization to thrive, and we at the WSU Storytelling Festival enthusiastically support this program's growth and thriving within our shared community.*

**Daniel S Hubler PhD, CFLE Director,  
Packer Center for Family & Community Education,  
Weber State University**

# REFLECTIONS

OR...WHAT HAVE WE LEARNED  
TO CONTINUE OUR EXCITING PATH

## Where We Can Improve

**As Story Crossroads celebrates ten years of impact, our greatest area for growth is long-term financial sustainability.** While we have successfully secured multiple grants each year and continue to steward resources carefully, recent reductions in federal arts funding highlighted the importance of diversifying revenue sources. Building a stronger cash reserve, expanding sponsorship opportunities, and increasing individual giving will help ensure that storytelling programs remain accessible and resilient in the years ahead.

**We also recognize opportunities to strengthen organizational capacity.** As a small nonprofit, we often accomplish a great deal with limited resources. Continued growth in board engagement, volunteer leadership, and community partnerships will help distribute responsibilities more effectively and support future expansion. Investing in these relationships will allow us to sustain high-quality programming while reaching even more participants.

**Finally, we remain committed to listening, learning, and adapting.** Whether through new fundraising strategies, deeper community collaborations, or thoughtful program evaluation, we will continue refining our work so that storytelling can serve as a catalyst for creativity, connection, and compassion for years to come.



3-day Story Camp  
August 6-8, 2025  
Glendale Library

Guided by Ginger Parkinson & Cherie Davis

# THANK YOU

## OR...HOW MUCH WE APPRECIATE YOU

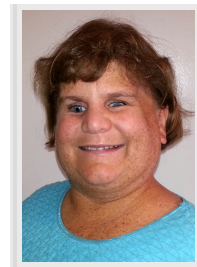
2025  
Executive  
Committee



Rachel Hedman



Holly Robison



Kira Larkin



Valerie Swensen

### Volunteers & Partnerships

Hosts - Cassie & Rod Ashton; Charlotte Starks; Jerri & David Hurley  
Drivers - Jerri Hurley, Cassie Ashton, Charlotte Starks,  
Holly Robison, Rachel Hedman

Emcees/Volunteers - Billie Jones, Laurie Allen, Holly Robison, Annie  
Eastmond, Jeff Driggs, John Robison, Eli Robison, Judy Clapper

Community & Participating Liaisons - Lori Edmunds/Katie  
Lindquist/Caitlin Larson - Murray Storytelling Showcase; Mary  
Conrad/Cherie Davis - Alpine School District Showcase; Rebecca  
Smith/Julie Barnson - Jordan School District Story Weavers; Laurie  
Allen - Clearfield Storytelling Festival; Debbie White - Summit Vista  
senior living; Keri Taddie - Glendale Community Center; Brooke  
Young/Jordy Slade - Salt Lake City Public Library System; Vincent  
Bates - Weber State University Storytelling Festival; Misty Walker -  
Pleasant Grove Library; Sione Vailahi/Derek Frye - Salt Lake Valley  
Detention Center; Brandy Farmer - Centro Civico Mexicano; Patti  
White - Promise Partnership Utah; Jill Powlick - Future Problem  
Solving; Katrina Regier/Kristina Richards - Salt Lake School District  
Teller of Tales;

Kevin Cordi/Karin Amano - Youth, Educators, Storytellers  
(special interest group, National Storytelling Network);

***and any others who pitched in at the last minute***

### House Concert Hosts - throughout 2025

Jessop Family, Barnson Family, Hedman Family,  
Manning Family, Eastmond Family

***and any families in previous years and those in 2026 and beyond***

### Videography, Interpreters, Equipment

Tech Director - Joshua Halverson (51st Productions - Video Engineer)  
with assistance from Jack Suorsa, Daniel Tu, Gabriel Goulding;

Film Videography - Kevin Muhammad with ADVOCATEMedia (DE),  
Zachary Tannar (Canada), Gabriel Goulding (UT);

ASL Interpreters - 5 Star Interpreting; Bob Davis Photography;

Voiceover Work - Marvin Payne from Baby Moon Studio

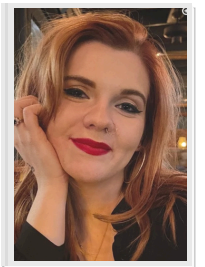
2025  
General  
Committee



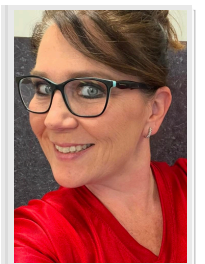
Billie Jones



Mikaela Hansen



Hilarie Spangler



Dawn Aryazand

# THANK YOU

WITH MORE WHO WE APPRECIATE FOR FUNDING

## **Summit Storyteller (\$5,000+)**

Zoo, Arts & Parks of Salt Lake County (ZAP)

National Endowment for the Humanities/Utah Humanities

National Endowment for the Arts/Utah Division of Arts & Museums

Salt Lake City Arts Council

Casey & Rachel Hedman

## **Crossroads Connoisseur of Story (\$2,500-\$4,999)**

Creative West

Joshua Halverson - 51st Productions

## **Thoroughfare Mythmaker (\$1,000-\$2,499)**

Dry Creek Foundation

## **Back-Roads Bard (\$500-\$999)**

Utah Storytelling Guild

Bob Davis Photography

City of Murray (Cultural Arts)

Marilyn McPhie

Around Town Tellers (Canada)

## **Trail-Blazing Troubadour (\$100-\$499)**

Jeff Driggs

Pat Carr

Annie & Dan Eastmond

Jo Radner

Kathleen Santopietro

John Harrison

Jeff Gere

Sarah Addison

Sara Armstrong

Liz Weir

Elizabeth Gibson

Laura Deal

Suzanne Hudson

Angie & Scott Lund

**We also thank our funders found on the next page**

# Thank You to Our Generous 2025 Contributors



NATIONAL  
ENDOWMENT  
FOR THE  
HUMANITIES



UTAH HUMANITIES  
Ideas in Action



Weber State University Storytelling Festival

