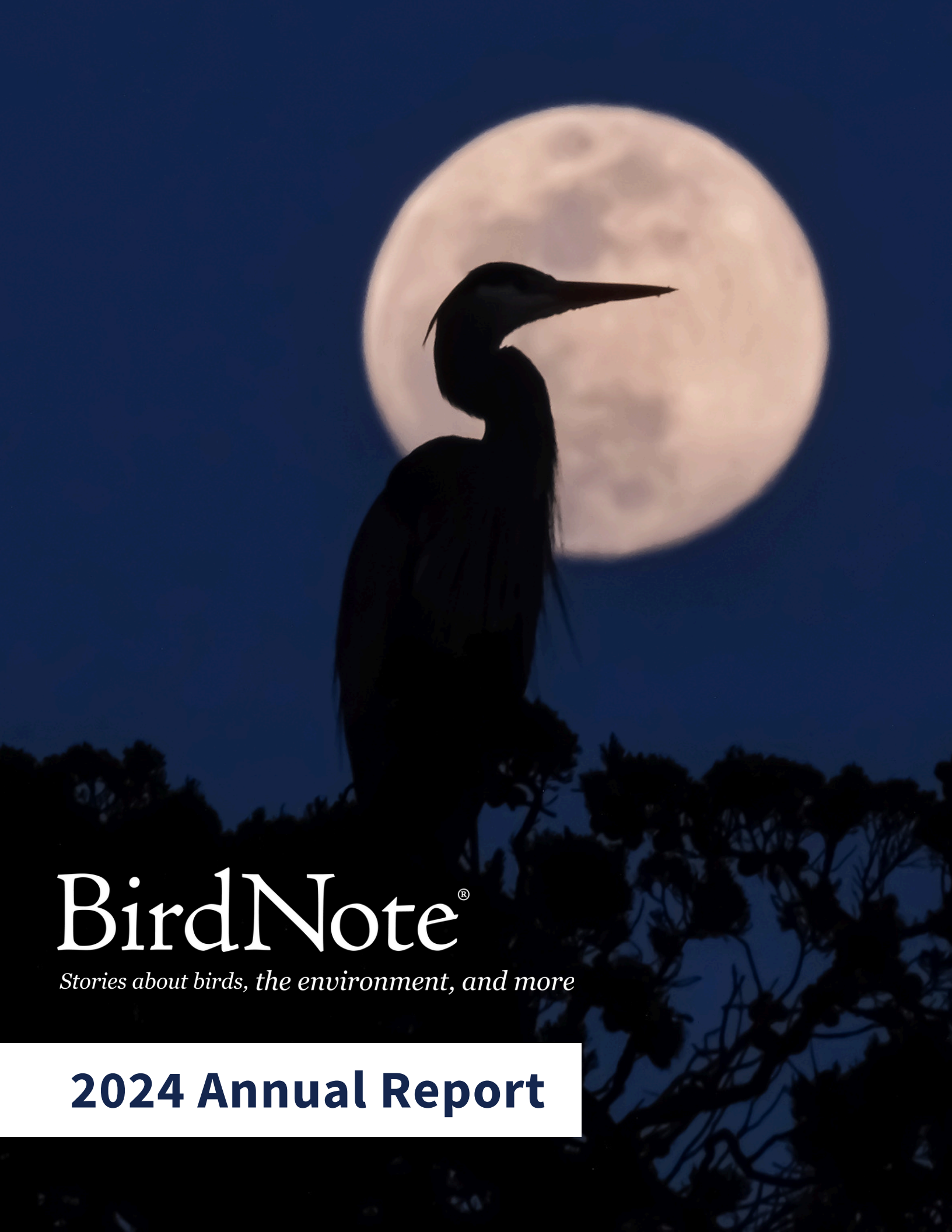
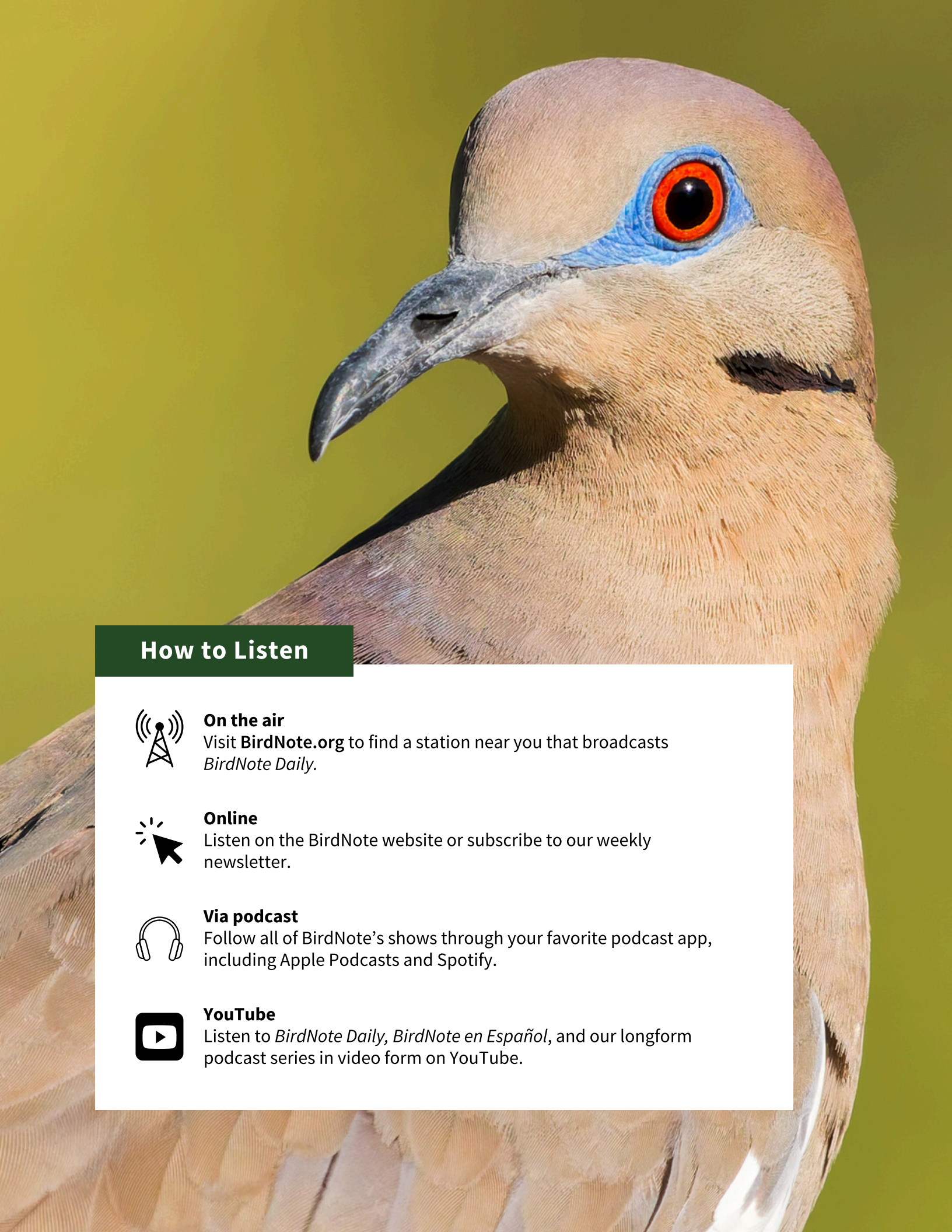




BirdNote[®]

Stories about birds, the environment, and more

2024 Annual Report

A close-up photograph of a bird's head, likely a dove, with a prominent red eye surrounded by a blue ring. The bird has a grey beak and light brown feathers. The background is a solid green color.

How to Listen



On the air

Visit **BirdNote.org** to find a station near you that broadcasts *BirdNote Daily*.



Online

Listen on the BirdNote website or subscribe to our weekly newsletter.



Via podcast

Follow all of BirdNote's shows through your favorite podcast app, including Apple Podcasts and Spotify.



YouTube

Listen to *BirdNote Daily*, *BirdNote en Español*, and our longform podcast series in video form on YouTube.

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A Message from our Executive Director: Doubling Down on Love

Dear Friends of BirdNote,

2024 was the first year of BirdNote’s 3-year campaign to inspire a million people to take action to help birds. We call this campaign, “From Love To Action” (FLTA) because love is—by far—the most common word listeners use when they tell us how they feel about our shows and how they feel about birds. People don’t say they “enjoy” or “like” or “appreciate” BirdNote. They almost universally say they love it. We aim to not only produce shows that people love, but also to spark a love for birds that ultimately translates to action. When we spoke with acclaimed author Amy Tan last year, she shared this reflection:

“The type of love I feel for [birds] is so special because I don't experience it with any human being or other wildlife. And it's the very fact that it is wild and it doesn't fly off in my presence and they look at me and continue to do what they're doing. And it's a feeling of acceptance. I'm heartened also because once people love birds, I think they're much more interested in saving birds. So that makes me feel really, really good to know how many people love birds.”

Last year, we produced many new stories with a specific focus on empowering people to do something with the love they feel for birds, and initial polling of our listeners suggests that BirdNote stories inspire people to engage in bird conservation in multiple ways, whether it’s by making positive changes in and around their home or by getting involved in local or regional conservation projects.

Thanks to new public radio stations airing *BirdNote Daily* and *BirdNote en Español*, 2024 was the biggest year for audience growth in BirdNote history, with our estimated regular listenership growing from 6.5 million to more than 8 million people. Our longform podcast, *Bring Birds Back*, tackled big topics, from invasive species and bird flu to barriers in the world of neotropical ornithology.



BirdNote was also honored to receive the 2024 Environmental Media Award by Audubon of New York and Connecticut, which recognizes “media makers who influence positive change in the world of bird conservation.”

As we celebrate the growth and impact of BirdNote storytelling, we must be clearheaded about the fact that BirdNote’s future is not guaranteed. BirdNote has always existed as an independent public media nonprofit organization, which keeps our storytelling firmly rooted in our mission and insulated from conflicts of interest. Our independence is fueled by listener support, which will only become more essential in the years to come. While BirdNote receives no federal funding, and thus is not directly impacted by federal funding cuts, it is an uncertain time for public media and for nonprofits that promote science, education, and inclusion. We are grateful to every one of our supporters that make our work possible and invite you to continue—and even double down on—your giving in 2025 and beyond.

The principles that have guided BirdNote over the past 20 years will continue to guide it into the future. We are committed to grounding all of our stories in current science. We fact check every episode and continually revise old episodes when the scientific understanding behind a script has changed. We are grateful to be supported by a remarkable Science Advisory Council, which keeps us connected to the most current science in our scriptwriting and story selection.

We remain committed to upholding the values of inclusion, diversity, equity, and accessibility in everything we do. These are not political values. They are human values. They are values that come naturally when our actions are motivated by love. So let’s consider the phrase “From Love To Action” as both something to apply to our work to help birds thrive, and also to how we treat ourselves, each other, and the world around us.

Sincerely,



A handwritten signature in black ink, which appears to read "Nick Bayard". The signature is fluid and cursive.

Nick Bayard, Executive Director

Who We Are

BirdNote is an independent nonprofit media production organization that brings joy, inspiration, and hope to millions of people around the world who value birds and the environment we share. Our flagship program, *BirdNote Daily*, is a two-minute show broadcast on more than 330 public radio stations to an estimated 8.5 million people, via podcast, online at BirdNote.org and through social media. The show is provided to online listeners and to public radio stations for free. Our portfolio of additional podcasts includes *Bring Birds Back*, *BirdNote en Español*, *Threatened*, *Sound Escapes* and *BirdNote Presents*.

MISSION

By telling vivid, sound-rich stories about birds and the challenges they face, BirdNote inspires listeners to care about the natural world — and take steps to protect it.

VISION

As listeners tune in to the lives of birds, their connection with nature deepens. They become champions for conservation and stewards of places important to birds and people.

Commitment to Centering Inclusion, Diversity, Equity, and Accessibility

BirdNote operates on the simple premise that the joy of birds is a unifying force between people of all walks of life. In January 2022, the BirdNote Board of Directors unanimously adopted our policy on Inclusion, Diversity, Equity, and Accessibility. Read the full policy at BirdNote.org.

VALUES

Respect & Stewardship

We practice respect for ourselves, our team, our listeners and our environment. We are honored to be stewards of our listeners' time and attention, our contributors' stories and the many resources entrusted to us. We acknowledge the interconnectedness of all things, strive to have a positive impact and inspire our listeners to do the same.

Diversity & Inclusion

We continually strive for our programming, staff, leadership, audience and donor base to reflect diverse perspectives and backgrounds. We work to identify inherent and structural biases in conservation and media and join with others to address these issues. We recognize that this work is imperative to cultivate the kind of inclusive environmentalism necessary for the well-being of birds, people and the planet.

Fun & Joy

We believe sparking joy and love for the natural world is the first step towards protecting it. By letting fun, curiosity and wonder lead our work, we kindle this joy for both our listeners and for our team.

Integrity & Courage

We believe that honest ethical storytelling takes courage, and we embrace that challenge. We take risks when we need to and let our values guide our actions, even when it is difficult to do so.

Commitment to Sustainable Practices

By having a fully-remote staff and an Organizational Commitment to Conservation, we are actively reducing our carbon footprint and contributing to the wellbeing of our shared planet. Our board and team share an affinity for birds and the natural world, and are all committed to protecting environments and helping to combat climate change through daily habits.

The BirdNote Team



Nick Bayard
Executive Director



Jessica Rugh Frantz
Director of Development



Bibi Baksh-Pabion
Communications Director



Jonese Franklin
Content Director



Zahiya Frazier
Development Coordinator



Ariana Rimmel
Managing Producer,
BirdNote Daily



Jazzi Johnson
Managing Producer,
Longform



Mark Bramhill
Senior Producer



Sam Johnson
Producer



Katie Meyer
IT and Web Manager

“

Brenda and Don from Salt Spring Island, BC affectionately call BirdNote “The Nerd Boat,” and Brenda goes on to say:

“The fabulous theme song gets husband and me sitting to listen, and there we are, in the Nerd Boat together briefly. If it's 6:32 a.m., we have lots of time before the work day starts. If it's 8:59, we've got two minutes before knuckling down. We set our clocks by you. The music is "our song." I should put it in my will to be played at my send-off, if there is one.

Thank you, Nerd Boat team. You're the best!”

-Brenda & Don, Salt Spring Island, BC

“

"I love watching my backyard birds. They are a joyous element in my life I wouldn't want to do without. I'm sitting at my picture window watching what I think is a catbird hiding in a pine shrub. It's missing its tail feathers. I couldn't imagine why. But my favorite resource does.

Thank you for the well communicated info and the lovely tidbits both on the website and on the radio.”

-H. Patterson

Board of Directors



Julianne Lamsek
President



Chun T. Wright
Vice President



Joey Manson
Treasurer



Christie Constantine
Secretary



Dan Moore
Board Member At-Large



Tom Livingston
Board Member At-Large



Deborah Rivel
Board Member At-Large



Michelle Moglia
Board Member At-Large



Valentina Alaasam
Board Member At-Large



Walter Kitundu
Board Member At-Large



Eboni Boadi
Board Member At-Large





Science Advisory Council

BirdNote's Science Advisory Council works to provide guidance and feedback to BirdNote staff on scientific accuracy of programming, offers diverse scientific perspectives on content, connects producers and writers to people and ideas in the bird science community, and more.



Tom Bancroft



Sarah Saunders



Shailee Shah



Nils Warnock



Chad Witko



Joanna Wu



Horacio de la Cueva



Adé Ben-Salahuddin



Martín Quiroga



Peter Hodum

2024 Audubon New York Award for Environmental Media

This prestigious award, received in October 2024 from Audubon New York, recognizes our commitment to sharing the joy of birds with millions around the world. BirdNote's inspiring stories are free for anyone to access, including radio stations, and we strive to ensure our programming is widely inclusive, now with programming available in both English and Spanish.

This award celebrates BirdNote's commitment to making bird conservation a cause that everyone can embrace, and we're deeply grateful to supporters who make it possible for us to advance our vision of a world where birds and people thrive together.



Photo: Members of BirdNote's staff and board at the awards ceremony alongside Douglas Tallamy (second from right), winner of the 2024 Conservation Award.

Stories that Inspire

BirdNote Daily, the two-minute radio program that BirdNote began producing in 2005, continues to expand to new audiences through innovative storytelling. This flagship program connects people around the world with the joy and wonder of birds.

Special series and episodes in 2024 included:



As part of BirdNote's "From Love to Action" launch in January 2024, five special *BirdNote Daily* **From Love to Action-themed episodes** aired from January 8 thru January 12, 2024. These episodes, including "One Million People Taking Action for Birds," "Nest Boxes for All Sorts of Birds," "Keeping Cats Indoors," among others, featured an introduction to BirdNote's From Love to Action campaign to inspire one million people to help birds, and offered specific ways for listeners to make a difference.

“

"We so admire BirdNote and will make sure to make a donation to such a worthy cause as this informative work. Blessings on your Spring Unfolding from our "Idahome" to yours."

-The Goodmans



BirdNote's special **April Fool's Day episode**, "An April Fool's Birdsong Quiz" featured the sounds of three birds, and only one was real! Hundreds of listeners from across the country participated in a special quiz where they guessed which was real for a chance to win prizes.

BirdNoir is a detective series that follows Michael Stein, Private Eye, as he puts his investigative skills to use to solve bird-related mysteries.

Aviary is a new series featuring a shapeshifting bird superhero who can transform into any species of birds and gain their abilities.



April is Poetry Month and BirdNote celebrated by sharing nature-inspired poems written by poets Susan Nguyen, Lee Ann Roripaugh, and Claire Wahmanholm.

“

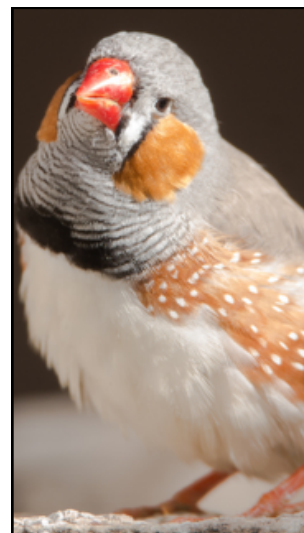
"I've been listening to BirdNote for years and years on KUAC. Never thought to donate until now. Shame on me and thanks for the prompt."

-BirdNote Donor

BirdNote aired two more batches of **On-air Fundraising episodes**, including five episodes in May and another five in October. These episodes help to inform radio listeners that BirdNote is an independent nonprofit organization, funded by listener support. In May, the episodes took listeners behind the scenes and highlighted our work inspiring generations of people to care more about birds and the natural world. In October, listeners dove deeper into the ways BirdNote has inspired people of all ages to connect with birds and take steps to protect them.



For **Black Birders Week 2024**, from May 26 through June, the week's organizers, Black AF in STEM, co-produced a week of shows centered on the stories of Black birders. This was the third year of the partnership between Black Birders Week organizers and BirdNote.



This year's theme was "Wings of Justice: Soaring for Change," which recognizes the historical and ongoing environmental injustices faced by Black communities, including disproportionate exposure to pollution and lack of access to green spaces for birds and people.

New BirdNote Voices in 2024

New voices on *BirdNote Daily*

BirdNote is thrilled to bring new voices to the microphone, the radio airwaves, and global podcast feeds. These storytellers and producers made their BirdNote Daily debut in 2024. You can find their episodes at [BirdNote.org](https://birdnote.org).



Emma Brittain

Emma Brittain is an artist whose work centers around the relationship between humans and nature. One of the main focuses of her work is wonder; she believes wonder has the capacity to bring people out of despair and open their eyes to new possibilities. Emma works in community-based nonprofits in Buffalo, NY. She tries to frequent her local nature preserve to keep her own sense of wonder alive and hopes to soon become a naturalist and share that wonder with others. Emma joined *BirdNote Daily* as a writer and narrator for Black Birders Week.



Lola Neal

Lola Neal is a doctoral fellow, speaker, and accessible science advocate at The Rockefeller University in New York City. Outside of the laboratory, Lauren is dedicated to empowering and supporting other individuals with marginalized identities in the sciences. She serves as an executive board member of the Rockefeller Inclusive Science Initiative (RiSI), is involved with RockOUT (Rockefeller's LGBTQIA+ group), and participates in many outreach initiatives in varying capacities. Lola joined *BirdNote Daily* as a writer and narrator for the episode, "If Someone Calls You 'Birdbrain,' Say Thanks."

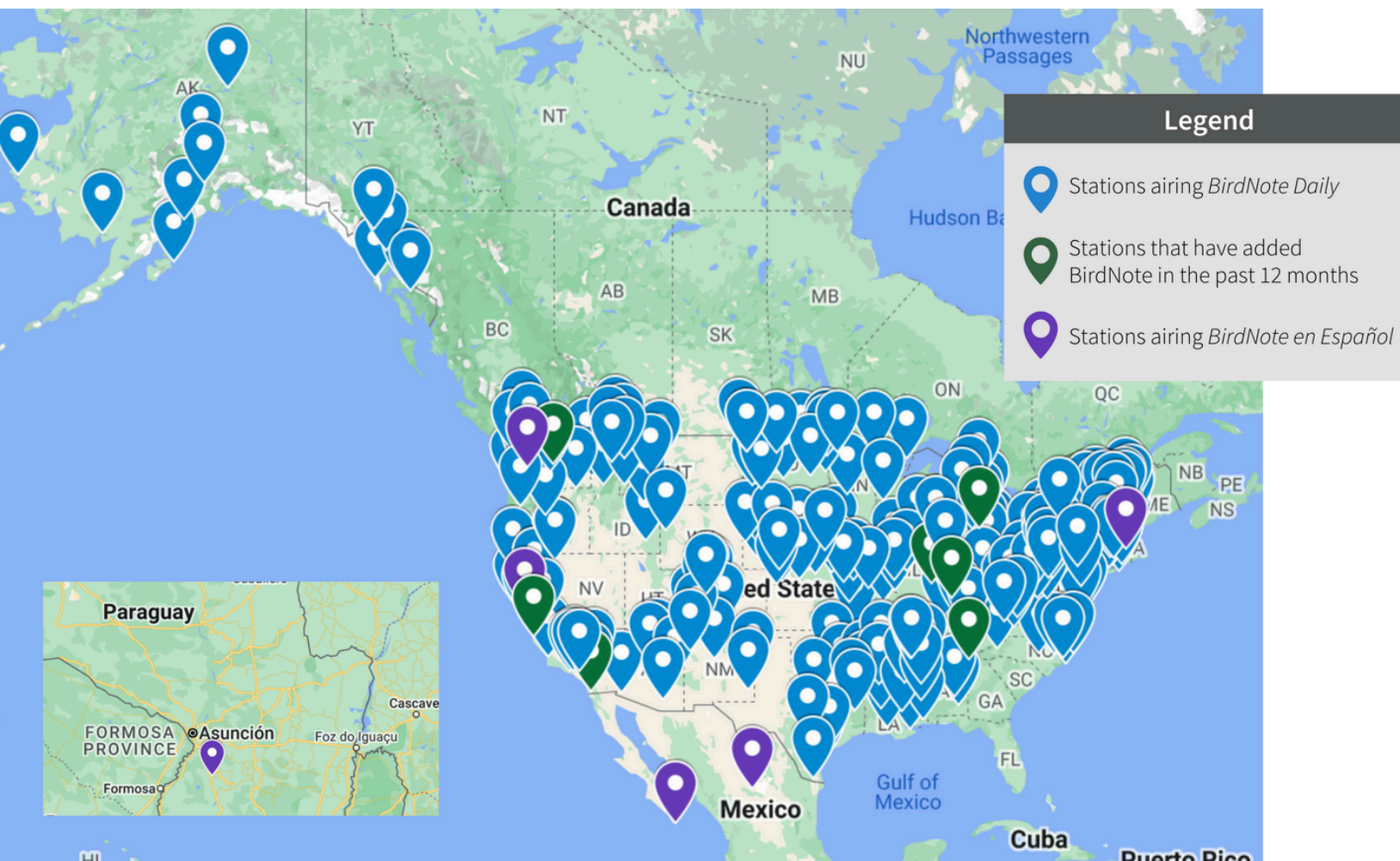
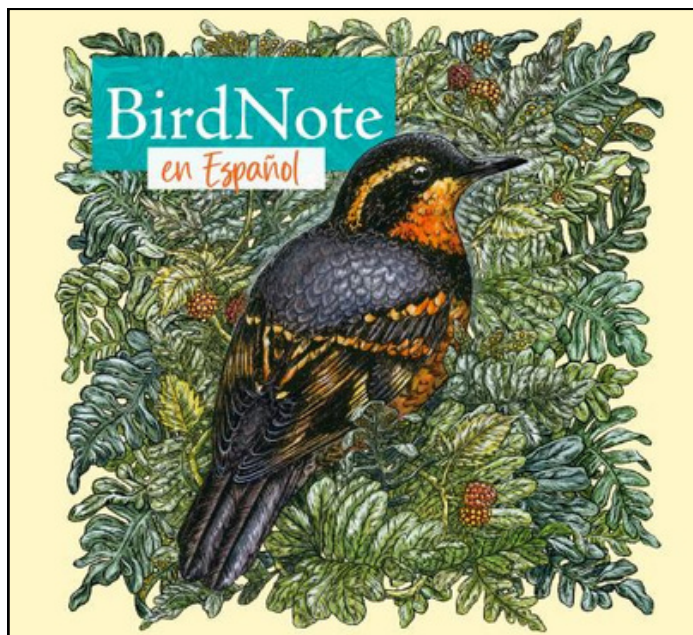


Purbita Saha

Purbita Saha is a "giant bird and bug nerd" from New Jersey. She found her love of ornithology and writing while studying ecology and journalism at the University of Connecticut. Since then she's worked as a magazine editor at Audubon and Popular Science, volunteered with the Feminist Bird Club, and co-founded the Galbatross Project, which aims to spread knowledge about female birds. She's often outside with binoculars and a butterfly net, exploring with her (leashed) pup, Jolene. Purbita's joined BirdNote as a host for Season 6 of its long-form podcast *Bring Birds Back* and as a narrator for *BirdNote Daily*.

BirdNote en Español

BirdNote en Español continued with weekly releases, including 14 original, dual-language episodes. Popular episodes included “Un hospital de colibríes en un departamento de la Ciudad de México” (“A Hummingbird Hospital in a Mexico City Apartment”) and “Los pájaros que pueden mantener el ritmo” (“Birds Can Keep the Beat”).



Bring Birds Back Seasons 5 and 6



Bring Birds Back, BirdNote’s longform podcast about the most pressing issues in bird conservation and the ways you can help make a better world for birds and people through simple, everyday actions, released Season 5 in January 2024 and Season in August 2024.



Marcus Rosten



Adé Ben-Salahuddin



Trisha Mukherjee

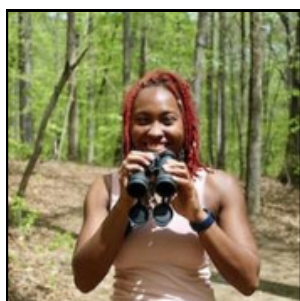


Tasha Lawson

Season 5, a special season promoting the From Love to Action campaign, featured four episodes hosted by guest hosts, **Tasha Lawson, Trisha Mukherjee, Adé Ben-Salahuddin** and **Marcus Rosten**. The episodes tackled a wide range of stories dedicated to habitat loss, pollution and climate change. Episodes ended with a list of everyday solutions and actions the audience could complete to combat the issue in benefit of our environment — and, of course, our beloved birds. This season was also sponsored by the Cornell Lab of Ornithology in support of their Bird Academy, Merlin Birding App and the Great Backyard Bird Count.



In Season 6, co-hosts **Deja Perkins** and **Purbita Saha** guided listeners through a wide range of topics – from community activism in BIPOC birding spaces to the impact of regional and global socioeconomic biases in the field of ornithology. It also included bird-conservation focused episodes from the landmark Chicago building contributing to a billion bird strikes a year to the ongoing bird flu pandemic. This season was sponsored by the Cornell Lab of Ornithology and American Bird Conservancy. The team also celebrated a nomination for The Ambies (2025), an award for excellence in audio, for Best Indie Podcast Hosts.



Deja Perkins



Purbita Saha

“

“Fantastic interview with Daniela! Here’s to continued success of the Chicago BIPOC Birding Group!”

-Cece D.

2024 Virtual Events

In 2024, more than 2,700 attendees enjoyed BirdNote's Virtual Events. All of BirdNote's virtual events were recorded and can be viewed on BirdNote.org.

John Kessler Celebration | March 6, 2024



After an incredible 19-year journey with BirdNote, our esteemed Founding Senior Producer, **John Kessler**, embarked on a new chapter and retired from BirdNote. John was an integral part of the BirdNote team from the very start. He co-wrote the BirdNote theme song with Grammy Award winning musician Nancy Rumbel, and in partnership with BirdNote Founder Chris Peterson, he developed the key elements of how BirdNote stories are written and produced. As Senior Producer for every *BirdNote Daily* episode from 2005 - 2023, John contributed his passion, creativity and expertise to bring the joy and wonder of birds to people around the world every day, through captivating, sound-rich storytelling. During John's Virtual Retirement Celebration, participants enjoyed stories and reflections as tribute to John's dedication and impact on BirdNote's journey.

“

“BirdNote is a brilliant idea and I’ve learned so much about birds over the many years of listening to the morning segment. Have enjoyed it so much and appreciate all your efforts of making it a great success! I hope it continues for many more years to come. Good luck on your new adventures, whatever they may be.”

-Theresa O.

Igniting Conservation through Photography | March 27, 2024

BirdNote hosted a captivating conversation featuring an esteemed panel of photographers who shared their experiences, breathtaking captures, and insights into how stunning imagery can inspire action for birds. The conversation was moderated by BirdNote Board Member and MacArthur Award-winning artist **Walter Kitundu**.



Participants heard from a panel of talented professional photographers — **Melissa Groo**, **Tim Laman** and **Day Scott** — who shared their valuable perspectives on how photography can drive positive change for birds and the environment. At the end of the event, the winners of BirdNote's 19th Birthday Photo Contest were announced.

Black Birders Week: Heat Islands and Summer Birding | May 28, 2024



BirdNote and **Black AF in STEM** teamed up for a special Black Birders Week Virtual Event on Heat Islands and Summer Birding. The event shed light on crucial aspects of urban bird and wildlife conservation against the backdrop of summer birding and rising temperatures. Moderated by **Dara Miles Wilson**, panelists **Nicole**

Jackson, **Ela Carpenter, PhD** and **Sharon Dorsey** discussed the impacts of heat island effect on both birds and people in urban environments and the need to safeguard urban wildlife refuges, feeding changes in birds and the importance of water during the summertime, along with safe birding in the summer and how to best take care of ourselves and birds as temperatures continue to rise.

“

My husband and I love BirdNote! Thank you for making people aware of the world's beautiful birds!

-Jen S., From BirdNote's From Love to Action survey



BirdNote partnered with **Chesapeake Coffee Roasters** for a unique virtual coffee tasting event that combined our love for coffee and bird conservation. This exciting event featured a guided tasting where participants learned about the distinct flavors and profiles of specially selected coffees, expertly led by Chesapeake Coffee Roasters team member, **Tony Barnett**.

And, our panel of speakers — **James Astuhuamán** and **Ruth Bennett** — shared insights into the important Bird Friendly farming and production processes that make these coffees not only delicious but also sustainable, and how purchasing Bird Friendly® coffee is beneficial for wildlife.

“

"BirdNote is an organization that genuinely brings me joy. From your engaging stories, *BirdNote Daily*, to interactive opportunities like [the Bird Friendly Coffee Tasting event], you create a meaningful connection with your audience, and I truly appreciate that."

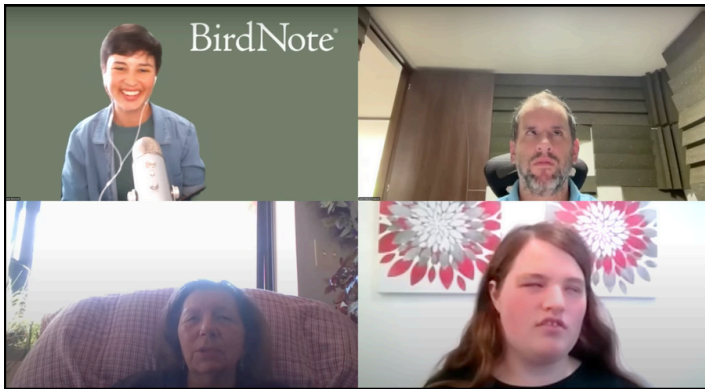
-Ash Samuels, Washington D.C.

“

Thanks so much for this presentation and collaboration. I look forward to watching the recording so I can catch all the info I couldn't digest. All the presenters have been awesome!

-Valerie C.

An Afternoon of Birdsong with BirdNote and Birdability | October 24, 2024



BirdNote and **Birdability** hosted a special virtual event as part of Birdability Week, celebrating how birdsong and birding by ear make birding more accessible for everyone — especially birders who are blind and birders with vision impairments.

The event highlighted the powerful stories of blind birders in the birding community, showcasing how birdsong helps people connect with nature and the birds around them. Listeners heard from **Juan Pablo Culasso**, a blind birder and expert sound recordist from Colombia, **Donna Posont**, head of an innovative program at the University of Michigan-Dearborn that helps blind people of all ages learn about birding and explore nature, along with 17-year-old blind birder **Emily Groves**, who shared her birding journey.

Your Favorite Birder... or a Bird? | November 14, 2024

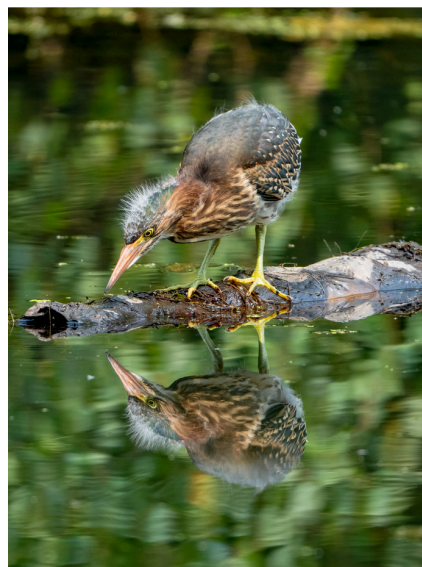
"Your Favorite Birder... or a Bird?" featuring renowned birder **Christian Cooper** and acclaimed author **Amy Tan** as they challenged attendees to guess which bird sounds are real and which ones were their own personal imitations. In between rounds of the birdiest guessing game of 2024, moderated by BirdNote's Executive



Director Nick Bayard, attendees had the chance to bid on bird-related art, travel packages, and more. Virtuoso musician **Jalan Crossland** joined the event as our musical guest.

All funds raised during this virtual auction supported BirdNote's mission of inspiring people to care about the natural world and take steps to protect it.

19th Birthday Photography Contest



In 2024, BirdNote turned 19! In honor of this special birthday, we celebrated with our annual photo contest that showcases photos of birds from our global community of listeners. And – in 2024, we announced a new “Conservation Actions” category in honor of BirdNote's "From Love to Action" campaign to inspire one million people to take action to help birds.

BirdNote received more than 400 submissions across both categories, up from 150 submissions the year before. More than 1,200 people voted to choose their favorite submission in the General Bird Photography category. Guest judges **Heather Roskelley**, **Kris Tsujikawa** and **Dwain A. Vaughns II** helped select the finalists in the General Bird Photography category, and BirdNote staff selected the finalists in the Conservation Actions category.

Expanding BirdNote's Reach

Station Carriage

2024 was a record-breaking year for growth of our public radio listenership, with the estimated number of weekly radio listeners growing from 6.5 million in 2023 to 8 million in 2024. This growth was largely driven by the seven public radio stations the added *BirdNote Daily* to their broadcast schedule and the four radio stations that added *BirdNote en Español* to their broadcast schedules.

Added *BirdNote Daily*:

1. KBBF (Santa Rosa, CA)
2. KPBS (San Diego, CA)
3. KSPB (Pebble Beach, CA)
4. WILL (Illinois Public Media, Urbana, IL)
5. WFHB (Bloomington, IN)
6. WSMC (Chattanooga, TN)
7. Northwestern Outdoors Radio — a weekly show covering conservation and outdoor recreation heard every weekend on 69 stations in Oregon, Washington, Idaho, Montana, Wyoming, California and South Dakota.

Added *BirdNote en Español*:

1. El Heraldo Laguna (Coahuila and Durango, Mexico)
2. VT Radio Universal (Tacoma, WA)
3. Radio Quiindy 104.5 FM (Quiindy, Paraguay)
4. Central Massachusetts Audio Journal (Central MA)



8 million
weekly radio listeners



330+

public radio stations air *BirdNote Daily* and/or *BirdNote en Español*



11

new public radio stations added



"I just want to compliment BirdNote. It is such a true delight! The music, the narration, the whimsy and the information. It is truly a work of art and it always makes me happy. I often listen to it when I have insomnia and send it on to my daughter."

-Angela L., BirdNote Listener

Over 3 Million Downloads Worldwide



BirdNote Daily comfortably retained its position within the top 1% of all global podcasts by download in 2024, with 5,400+ downloads per episode and 509,816 unique listeners.



Bring Birds Back, BirdNote's longform podcast, saw an increase in per-episode downloads last year and continues to be in the top 10% of podcasts globally.



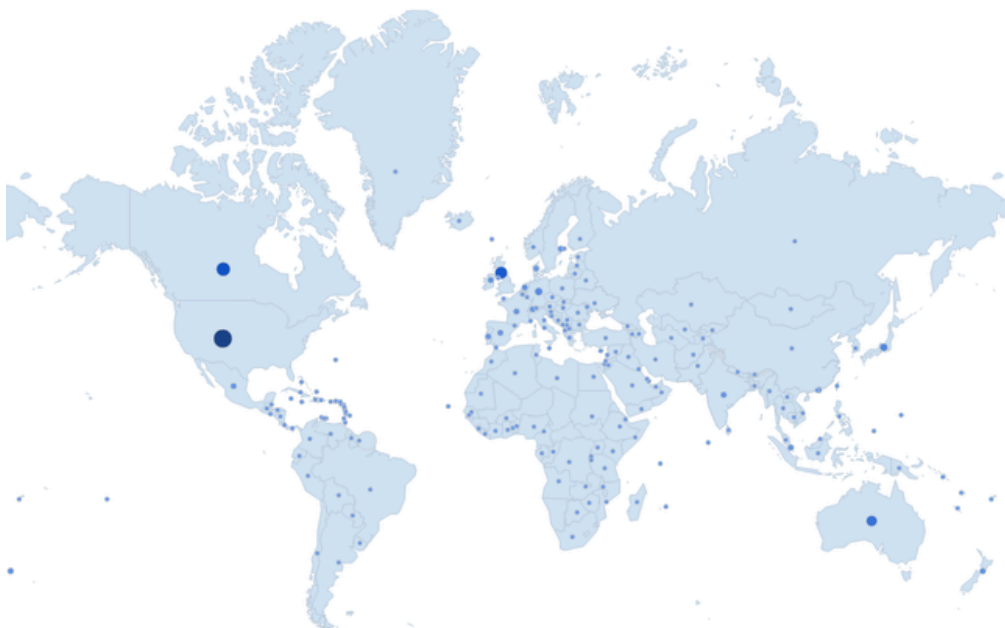
BirdNote en Español continues to be in the top 25% of global podcasts with downloads and unique listeners, holding steady from the previous year.

Most Downloaded
BirdNote Daily Episodes

"Birds That Whistle"

"Ravens and Crows"

"Identify Bird Sounds on Your Phone"



2024 *BirdNote Daily* downloads by location

BirdNote Daily Downloads by country, 2024

U.S.: 2,699,545
Canada: 205,254
U.K.: 68,883
Australia: 43,645
Germany: 16,112
Netherlands: 10,799
Ireland: 10,236
New Zealand: 9,023
India: 7,116
France: 6,648
+190 more countries

A Thriving Digital Community

Followers:

BirdNote's social media presence grew across multiple platforms in 2024, allowing us to connect with our dedicated audience and bring BirdNote's storytelling straight to our online community. Throughout the year, **1.2 million people** were reached via Facebook and Instagram. BirdNote now has more than **85,000 social media followers** across Facebook, Instagram, TikTok, YouTube and LinkedIn combined.

Visitors:

Website visitors arrive at BirdNote.org to listen to our stories, engage with our From Love to Action campaign, and discover new ways to deepen their connection to birds and protect the natural world. In 2024, BirdNote's website logged **687,000 active users**.

Subscribers:

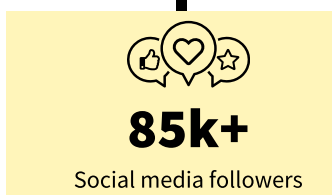
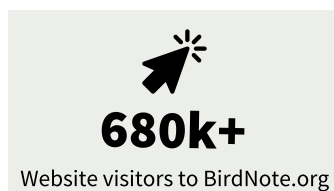
Additionally, more than **23,000 subscribers** received BirdNote's email communications such as our weekly newsletter with important BirdNote updates and events, and fundraising appeals during key giving seasons.

Most Visited Show Pages in 2024

"The Return of the Extinct Little Blue Macaw"

"Identify Bird Sounds on Your Phone"

"Ravens and Crows — Who's Who?"



@BirdNoteRadio



@BirdNoteRadio



@BirdNotePodcasts



@BirdNoteOrgRadio

From Love to Action

With a global listenership of more than 8.5 million people, BirdNote's mission is to connect people to birds and nature. In 2024, BirdNote launched our “From Love to Action” campaign, based on the premise that when we love something, we feel moved to protect it.

This initiative aims to inspire at least one million people to take action to protect birds and the natural world by 2027, with at least 50% of those people being Gen Z or younger. To advance these goals, BirdNote began producing more stories, events, and opportunities crafted specifically to equip listeners with the knowledge to take meaningful action.

We are tracking our progress, defining “action” as any step, large or small, that has a positive impact on birds and the environment we share with them. These include actions like bringing your cat inside, making your home more bird-friendly, participating in community science or conservation projects, lobbying for local legislative change, planting native plants, and many other everyday actions that help birds thrive. In 2024, 644 people responded to our digital survey, reporting that they took a total of 4,281 actions, an average of more than 6 actions per person. Stay tuned for our 2025 national impact survey, which will give us a fuller sense of the scope of BirdNote's impact on people's engagement in environmental conservation. Learn more about BirdNote's From Love to Action campaign, and take the survey, at BirdNote.org.



Donor Spotlight

We are deeply grateful to all donors that made a contribution in 2024 to power another strong year of BirdNote storytelling! Your generous support is the catalyst behind the programs that connect millions of listeners to the wonder of birds and the natural world each day. As a listener-supported nonprofit, BirdNote relies on listener support to bring the stories you love to life. Because of you, BirdNote continues to thrive and grow. Thank you!

We often say that “BirdNote is made possible by listener contributions,” and 2024 was no exception. Here are some key statistics about the BirdNote donor base:

In 2024, a total of **2,584 individuals, households, and foundations** made a contribution to BirdNote, which represents nearly **92% of our annual revenue!** The remaining revenue is attributed to corporate sponsorships and investment income.

521 individuals supported BirdNote with a recurring donation in 2024, resulting in a combined **\$75,000!** Proof that each gift makes a big impact when we work together.

56 listeners contributed items to BirdNote’s online auction and **148 donors** bid to raise nearly **\$30,000** to support BirdNote programming. The auction is a fun way to support BirdNote while bidding on fun, nature-themed items, trips, and experiences!

Thank you for your generosity which helps us accomplish so much for birds and the people working to help them thrive!

Jessica Rugh Frantz,
Director of Development



Fresh Ways to Support BirdNote

Vehicle Donations

In 2024, BirdNote continued our partnership with CARS to turn unused vehicles into charitable donations. CARS helps thousands of nonprofit organizations in the U.S. and Canada increase their fundraising and acquire new contributors through turnkey vehicle donation programs while keeping items out of the landfill. Thank you to the donors that have already donated a vehicle to BirdNote, resulting in thousands of dollars of revenue! We are especially grateful to April A. of Carnation, WA who has donated *three* vehicles so far. To learn more about turning your unused vehicle into a charitable donation to BirdNote, visit our website, BirdNote.org.



BirdNote Shop

In spring 2024 we were pleased to launch an online shop featuring a wide range of bird and BirdNote-inspired merchandise, including "I Love BirdNote" apparel and accessories like water bottles, mugs, and breathtaking metal art prints showcasing stunning bird photography. There's something for everyone — and every purchase directly supports BirdNote's mission to inspire action for birds and nature in millions of people around the world. Shop now for yourself or the bird-lover in your life at BirdNote.org.

“

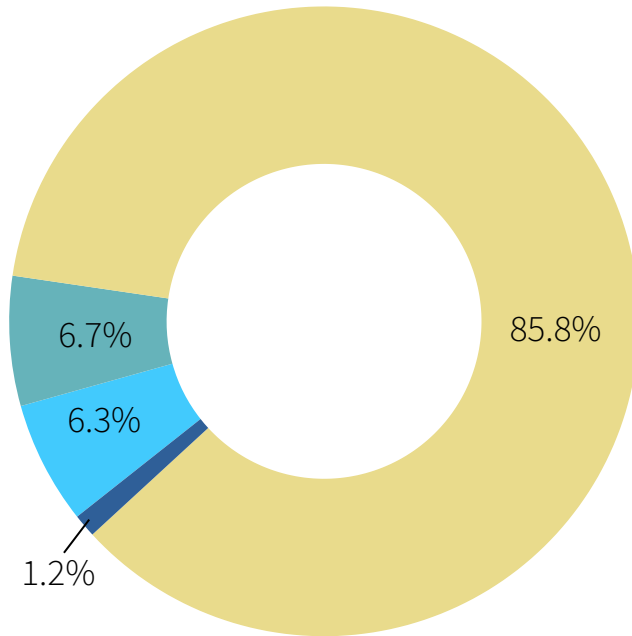
"I sent my donation by mail. My birds are such joy.... we live in the middle of town but still have redwing black birds calling in the front yard, along with the Baltimore Orioles. Our mama robin continues to feed her babes and soon we'll see their little beaks point skyward waiting for the next meal. Thank you all you BirdNote people. To teach someone else about birds and show them the joy they can bring is a great gift for both of us!!"

-Karna C.

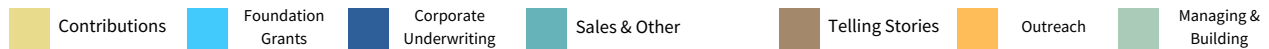
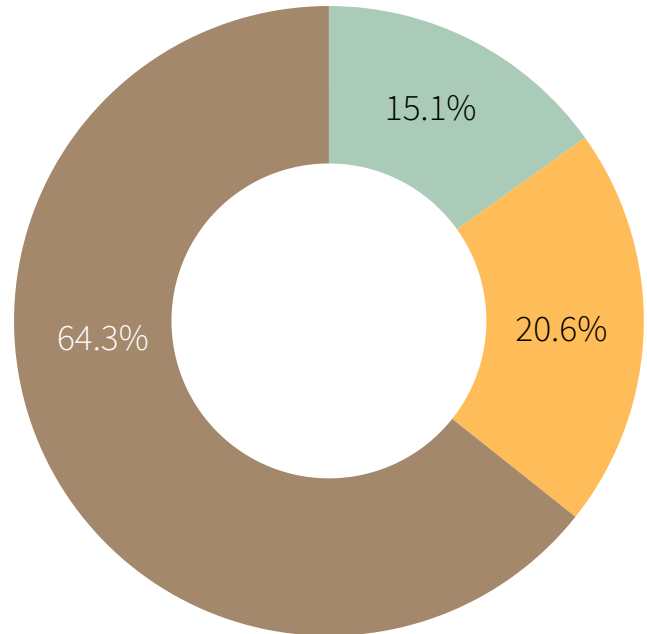


2024 Funding Snapshot

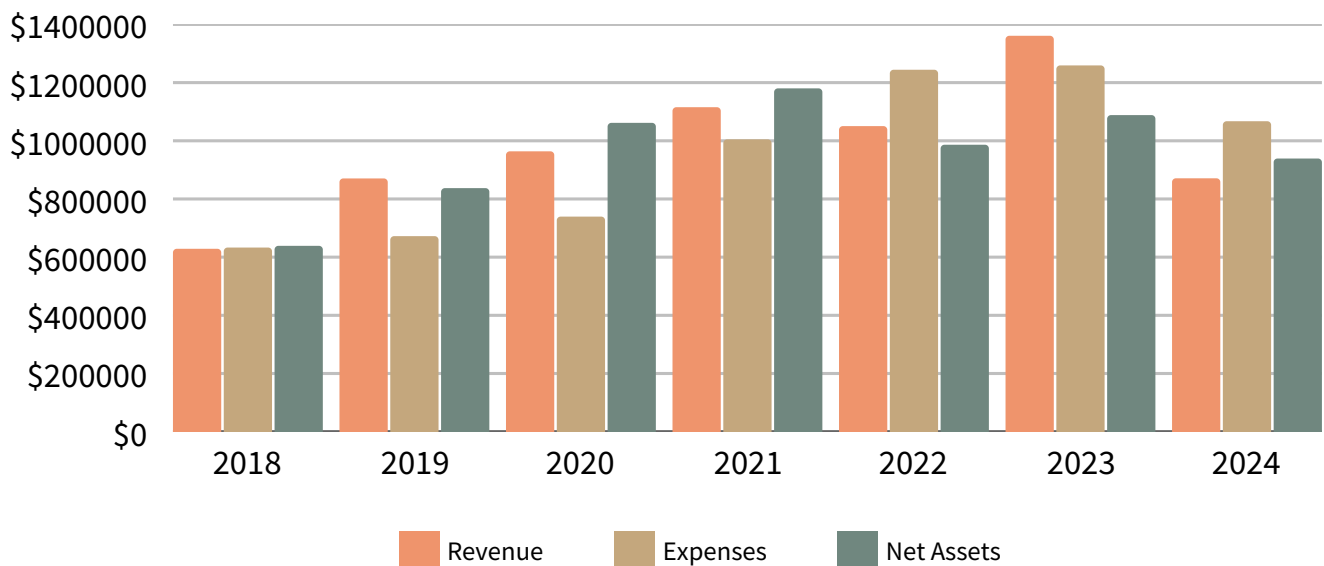
Revenue



Expenses



Yearly Funding Snapshot



Recognizing BirdNote Partners

American Bird Conservancy for their ongoing partnership and support of BirdNote's work.

BirdNote's contributing photographers, who freely share their images for use on our website, in social media, and in other communications.

Black AF in STEM contributed time and expertise to produce special episodes of *BirdNote Daily* during Black Birders Week 2024.

Chesapeake Coffee Roasters, for partnering on BirdNote's first-ever Bird-Friendly Virtual Coffee Tasting and providing auction items for BirdNote's 2024 Year-end Event.

Cornell Lab of Ornithology for their consistent support and sponsorship of BirdNote's work.

Kizaya Media for serving as our primary production partner on *BirdNote en Español*.

KNKX, BirdNote's flagship radio station, along with more than 330 stations and outlets in North America, for sharing our programs.

The Macaulay Library of the Cornell Lab of Ornithology, for providing most of the bird sounds and video content featured in BirdNote shows.

Sasquatch Books, for publishing the BirdNote Field Journal, and *BirdNote*, the book.

Birds Connect Seattle Nature Shop for being our primary retail partner for the annual BirdNote wall calendar.

The Law Office of Chun T. Wright, for pro bono counsel on legal and intellectual property matters.

19th Birthday Photo Contest Sponsors:

A special thank you to the following sponsors who helped make BirdNote's 19th Birthday Photo Contest a success by generously providing an array of bird-themed prizes to our winners:

Vortex Optics, Haikubox, Birdfy, Life List Notebooks, Cornell Lab of Ornithology

2024 Year-end Fundraiser Sponsors

A special thank you to the following sponsors of BirdNote's Year-end Fundraiser, "Your Favorite Birder... or a Bird?" – who helped make the event a success:

The Cornell Lab of Ornithology's Bird Academy, Law Office of Chun T. Wright, Zeiss, Zulu Nyala, and Feather Friendly



Support BirdNote

Your donation makes BirdNote programming free and accessible to all. There are so many great ways to support BirdNote – by donating online, making recurring donations, donating a vehicle, through tribute giving to honor a loved one, and more.

BirdNote exists because of our dedicated and passionate supporters. From the bottom of our hearts, thank you for making BirdNote possible. You made 2024 an incredible year for BirdNote, and we're excited to reach even greater heights in 2025.

Connect with us!



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