

BirdNote[®]

Stories about birds, the environment, and more



2025 Annual Report



How to Listen



On the air

BirdNote airs on more than 360 radio stations around the country. Visit BirdNote.org to find a station near you!



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

Dear Friends of BirdNote,

In 2025, we celebrated 20 years of BirdNote storytelling with our listeners, media partners, and supporters. We also celebrated the results of our first third-party national impact survey, which revealed that our daily public radio show has inspired between 9.25 and 12.75 million people to take action to help birds thrive. Listeners reported taking, on average, more than four actions each. These actions include things like planting native plants, making windows collision-safe, participating in community science efforts, keeping cats indoors, and advocating to their elected representatives for more environmentally friendly policy. This survey, which reached nearly 3,000 radio listeners, reveals the astonishing impact that sound rich, science-based storytelling can have on people's hearts, minds, and behaviors.

This impact is only possible thanks to the robust public radio infrastructure of the United States. This includes NPR affiliate public radio stations, community and college radio stations, the vast network of public radio supporters in every US state, and the educational institutions that prepare people for lifetimes of service in public media as reporters, producers, and administrators. Until recently, this also included federal funding from the Corporation for Public Broadcasting (CPB), which for decades ensured near universal national access to free, high quality educational and cultural programming, supported emergency broadcast services, and was behind iconic programs such as Sesame Street and Mister Rogers' Neighborhood. The abrupt Congressional rescission of \$1.1 billion in previously-allocated public media funding created an ongoing crisis for public radio and public television and forced CPB to shut its doors in January of 2026.



The very first episode of *BirdNote Daily*, which aired in 2005, was "Bald Eagle, A National Symbol." In the national consciousness, the Bald Eagle represents strength, freedom, and independence. We have seen these qualities on full display among public media leaders working to adapt to this new reality and among community members stepping up to support their local stations in the face of federal defunding...

One inspiring example comes from our flagship station, KNKX (Seattle and Tacoma), where listeners responded to a campaign to bring on 5,000 new sustaining members as a way to address the pullback of federal funds with a long-term view in mind. Listeners responded so quickly that the station passed the 5,000 mark two months ahead of schedule.

Thanks to your support of BirdNote, we continue to provide our daily show to all public radio stations for free. And now, we are also providing a new storytelling format to stations (also for free) – the hourlong radio documentary. The first of these documentaries, *Words in Flight*, a celebration of contemporary poetry about birds, was released over the holidays and aired on 22 stations as of this writing. So every gift to BirdNote helps all of the 360+ public radio stations that air BirdNote shows by providing those stations with free, high quality programming.

Our podcasts, *BirdNote Daily*, *Bring Birds Back*, and *BirdNote en Español*, allow us to reach people outside of our public radio broadcast footprint and people who prefer their BirdNote on demand. If you have friends or family members who might enjoy having more birds in their lives, please share these podcasts with them.

We know the power of public media, and our national survey reinforced that knowledge with hard data proving that by inviting people to experience the joy and wonder of birds, we are motivating them to become champions for a healthier world – for birds and people.

Public media inspires, engages, and activates people to build the kind of future they want for themselves, their families, and their communities.

Thank you for being part of public media and part of the BirdNote community.

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 360 public radio stations to an estimated 9.2 million people, via podcast, online, and through social media. The show is provided to listeners and radio stations for free. BirdNote also produces the popular podcasts *Bring Birds Back* and *BirdNote en Español*, which connect diverse listeners with the natural world.

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.

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. Visit BirdNote.org to read the full policy.



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 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



Zahiyah Frazier
Development
Coordinator



Ariana Remmel
Managing Producer,
BirdNote Daily



Jazzi Johnson
Managing Producer,
Longform



Mark Bramhill
Senior Producer



Sam Johnson
Producer



Katie Meyer
IT and Web Manager

“

“I don’t remember how or when I first heard BirdNote, but it’s a necessary listen every day. I look forward to hearing more birds from you. Thanks.”

–Earl H.
BirdNote listener



Board of Directors



Julianne Lamsek
President



Chun T. Wright
Vice President



Joey Manson
Treasurer



Valentina Alaasam
Secretary



Christie Constantine
Board Member At-Large



Tom Livingston
Board Member At-Large



Sally Kane
Board Member At-Large



Donna Poppe
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



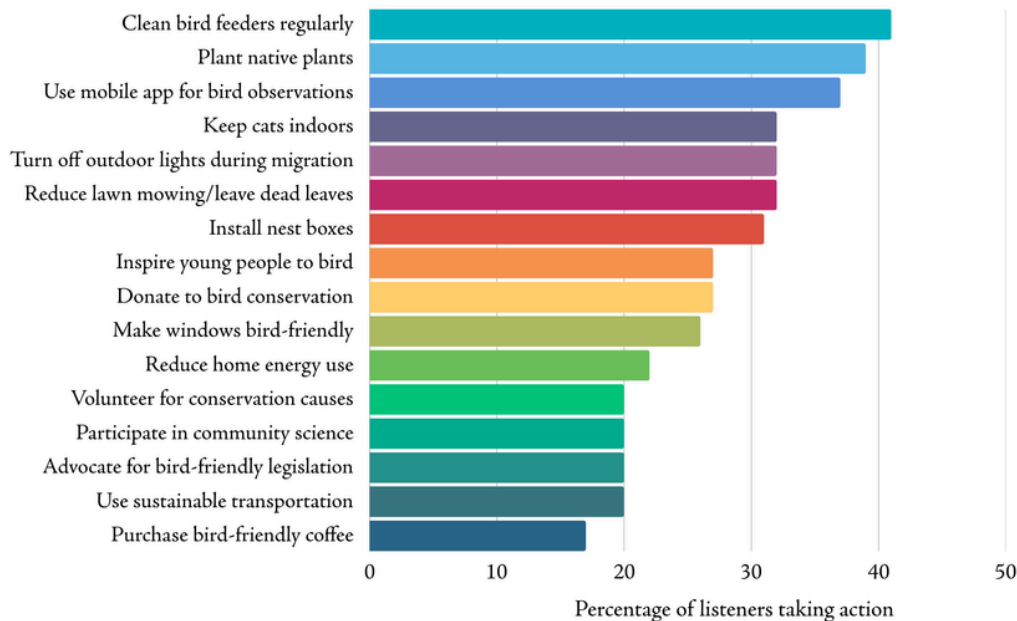
Dan Lebbin

From Love to Action

In 2024, BirdNote launched our “From Love to Action” (FLTA) campaign, based on the premise that when we love something, we feel moved to protect it.

In 2025, we commissioned BirdNote’s first national impact survey, which shows that *BirdNote Daily*’s public radio broadcasts have inspired between 9.25 and 12.75 million people to take action to help birds, with between 4.25 and 6.4 million of those people taking action during the first half of our 3-year campaign alone.*

What actions has BirdNote inspired people to take?



Key findings:

- 84% of respondents say BirdNote has inspired them to care more about the lives of birds and the natural world.
- 97% say BirdNote has helped them feel more connected to nature and to other people who love nature.
- 75% of respondents with children in the home had at least one child who took at least one action.

*In 2025, SurveyUSA interviewed 2,850 adult radio listeners from the 550+ US counties where BirdNote Daily is broadcast about their interest in nature, in birds, and about the topics covered by BirdNote. The pool of adult survey respondents was weighted to US Census American Community Survey targets for gender, age, race, and home ownership, and adults were also surveyed about the impact of BirdNote on children in their household.

From Love to Action, cont.

BirdNote's FLTA campaign set a goal of inspiring 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. We define "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 making your windows collision-safe, bringing your cat inside, lobbying for local legislative change, planting native plants, and many other everyday actions we will encourage people to take that benefit the environment.

In 2025, we continued to produce more stories, events, and opportunities crafted specifically to illustrate ways people can help birds. With a global listenership of more than 10 million people, BirdNote's mission is to connect people to birds and nature, and our stories equip listeners with the knowledge to take meaningful action.



“

"BirdNote inspires me to study bird observations of visual and sound identification of birds in other regions as well as birds which frequent my region and ones I didn't previously know were found in my region. As well, the program has informed me of interesting sources of bird-related information, ongoing studies and projects.

Thank you!"

-BirdNote listener, Michigan

Expanding BirdNote's Reach

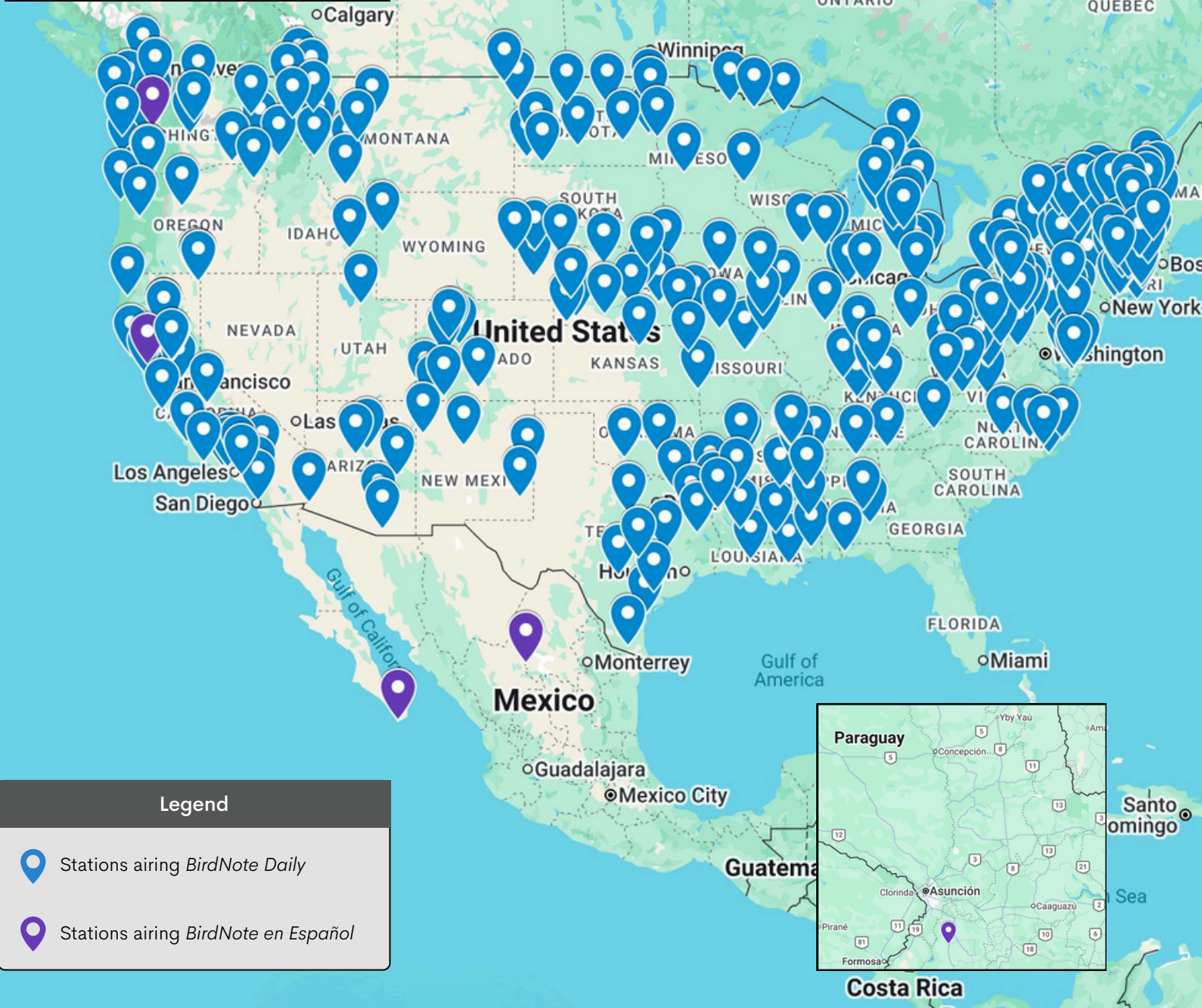
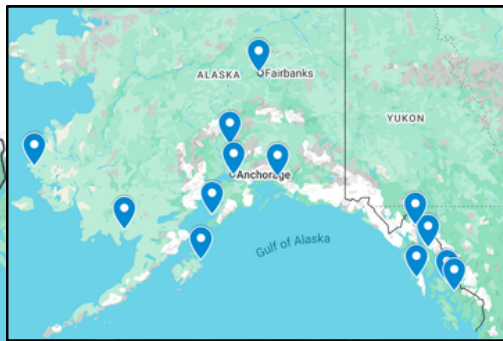
BirdNote is broadcast on **360 radio stations** to an estimated audience of **9.2 million listeners**. 2025 was a record year for new station carriage, with **20 new stations** adding *BirdNote Daily* to their schedules:

1. WLRH, Alabama
2. KCHU, Alaska
3. Hornet Radio – Fullerton College, California
4. KUTZ, California
5. KPPQ, California
6. KVPR, California
7. WUWF, Florida
8. WVPE, Indiana
9. WFPL, Kentucky
10. WVAO, Massachusetts
11. WELY, Minnesota
12. KCCU, Oklahoma
13. KYAQ, Oregon
14. XRAY, Oregon
15. KLAH, Oregon
16. KLCC, Oregon
17. KQEN, Oregon
18. KUER, Utah
19. KBDB, Washington
20. KGHI, Washington

BirdNote en Español airs on **7 radio stations** in the U.S., Mexico and Paraguay. In September 2025, WCNI in New London, Connecticut picked up *BirdNote en Español* as part of their Spanish-language show.



At-a-glance: Stations Airing BirdNote



3 Million Downloads+ Globally

BirdNote Daily



Our most popular show comfortably retained its position within the **top 1% of all global podcasts** by download in 2025, with **3,034,977 downloads** and **492,120 unique listeners**.

Bring Birds Back



BirdNote's longform podcast remained in the **top 10% of global podcasts** in 2025, with **38,149 downloads** and **20,447 unique listeners** across two season releases.

BirdNote en Español



Our Spanish-language podcast continues to be in the **top 25% of global podcasts** and experienced strong growth in 2025. With **12,888 downloads** and **5,296 unique listeners**, this represents a 32% and 15% increase from the prior year, respectively.

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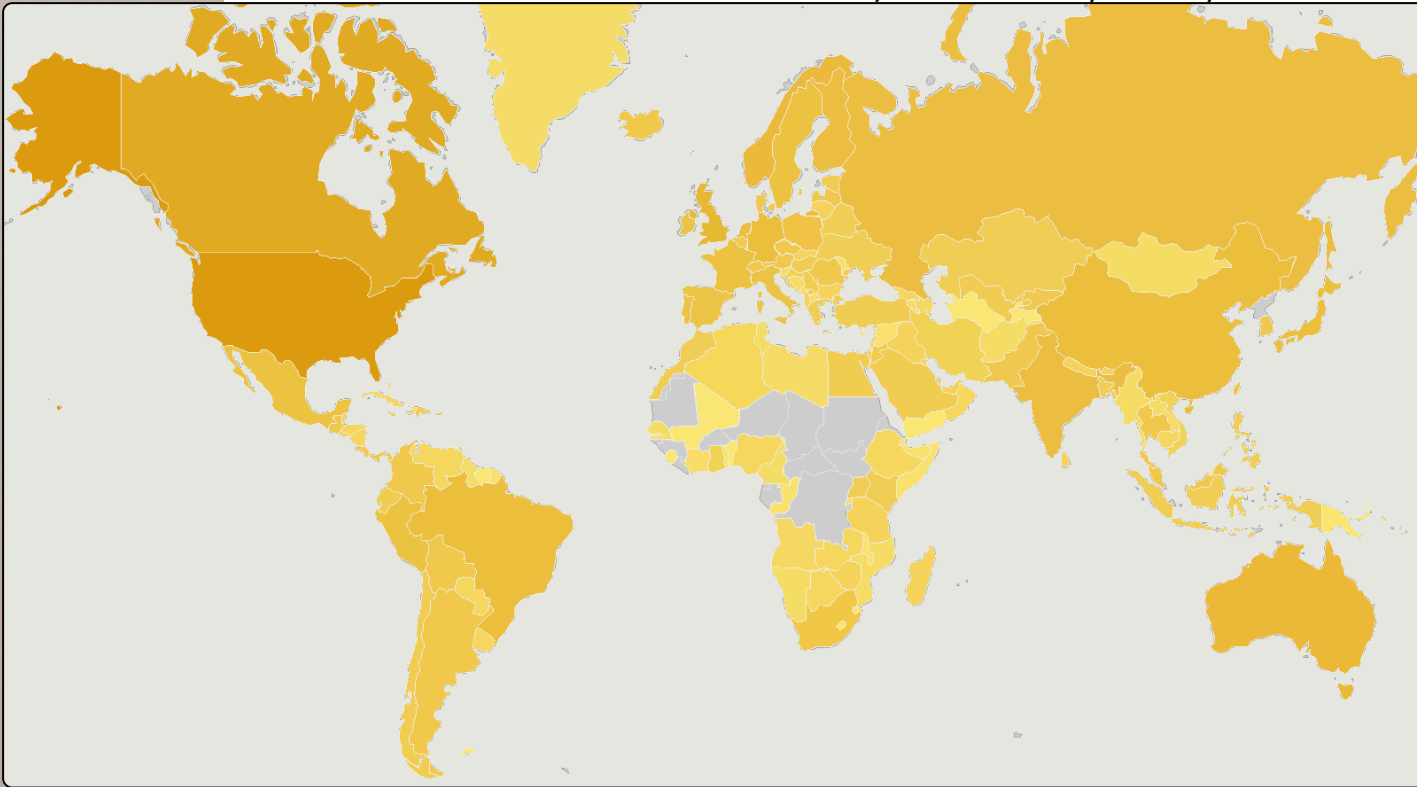
“That the BirdNote stories are varied is important to me. Many of the stories inspire me to be more curious not only about the lives of birds, but about the lives of lots of wildlife. I feel humble as I learn more about the remarkable abilities of birds.”

—BirdNote listener, Washington



Podcast listenership by location

BirdNote Daily Downloads by country, 2025



Downloads by country

United States	2,627,230
Canada	190,600
United Kingdom	67,478
Australia	32,740
Japan	21,137
Germany	16,324
India	10,025
Netherlands	9,694
New Zealand	7,235
Mexico	6,328

+190 more countries

“

“Your stories bring joy to my morning routine, especially after listening to the news of the day. Thank you for allowing a brief respite to appreciate how wonderful and blessed we are to have these beautiful creatures enhance our world.”

*-BirdNote Daily listener,
Pennsylvania*



A Thriving Digital Community

Social Media

BirdNote's presence on social media allows us to connect with our dedicated audience and bring BirdNote's storytelling straight to our online community. Through audiogram videos, people can listen to entire episodes of *BirdNote Daily* and *BirdNote en Español* right on their favorite social media platform, as well as learn about our longer podcasts, virtual events and BirdNote news.

Throughout the year, BirdNote reached more than **1.8 million people** were reached via Facebook and Instagram, up from 1.2 million the previous year. In addition, BirdNote now has more than **92,000 social media followers** across Facebook, Instagram, TikTok, YouTube and LinkedIn combined, up from 85,000 the previous year.

Website 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 2025, BirdNote's website logged 491,000 active users.

Newsletter Subscribers

More than 21,000 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

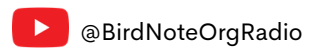
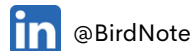
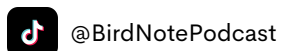
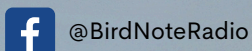
"Identify Bird Sounds on Your Phone"

"The Return of the Extinct Little Blue Macaw"

"The Legendary Phoenix"

"Birds That Whistle"

"President Theodore Roosevelt's Bird Checklist for the White House"



Awards & Recognitions

In April 2025, *Bring Birds Back* guest co-hosts Deja Perkins and Purbita Saha were honored with a nomination for Best Indie Podcast Hosts at the Ambies, the premier awards program recognizing excellence in podcasting. BirdNote was proud to be recognized alongside some of the industry's most talented creators. Members of our team, Jazzi Johnson and Nick Bayard, traveled to Chicago for the ceremony to celebrate this achievement and the growing impact of *Bring Birds Back* in connecting audiences with stories about birds, conservation, and community. Their visit also included a tour of the bird specimens at the Field Museum of Natural History.



Stories that Inspire

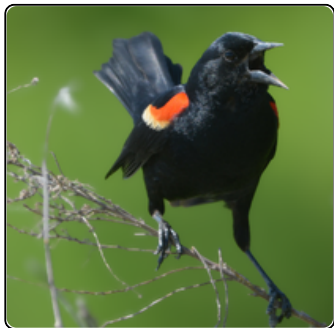
BirdNote Daily, the two-minute radio program that BirdNote began producing in 2005, continues to expand to new audiences through innovative storytelling. This flagship program connects people around the world with the joy and wonder of birds. (*Managing Producer Ariana Rimmel pictured to the right.*)



Special series and episodes in 2025 included:

As part of BirdNote's **From Love to Action campaign**, we continued to produce stories that inspire listeners to take meaningful steps to help birds by highlighting community science, bird-friendly practices, and the people making a difference for birds every day.

"Pigeons Can Correct Their Mistakes Like AI" aired January 20: In a new study, researchers trained pigeons to identify different types of shapes, peck a button to give their answers, and receive a treat for the correct response. The pigeons learned to fix their mistakes over time by trial-and-error, much in the same way that computers learn how to perform a task using artificial intelligence!



"Spark Bird: Christian Cooper's Red-Winged Blackbird"

aired January 27: Birder and Emmy award-winning host Christian Cooper wasn't always interested in birds. His parents were teachers, his dad a science teacher, so nature was always part of his life. When he was a kid, his parents made him take a woodshop class, where he had to build something, so he decided to build a birdfeeder and hang it in his backyard.

BirdNote's special April Fool's Day episode, **"Secret Messages in Birdsong?"** took a playful look at the idea that birds might be communicating hidden messages to humans, delighting listeners while celebrating the wonder and mystery of bird sounds.

April is Poetry Month, and BirdNote celebrated by sharing nature-inspired poems written by contemporary poets whose work explores birds, nature, conservation, and our connection to the natural world. Notable episodes included **"Poet Holly J. Hughes Honors the Birds We've Lost"** and **"Poetry in the Parks"** featuring Ada Limón.

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"I was so inspired by Black Birders Week and the stories shared about birds and community. Thank you!"

-BirdNote listener, Colorado

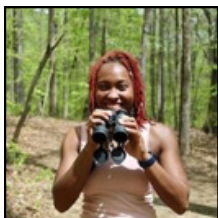


For **Black Birders Week 2025**, BirdNote highlighted Black voices in birding and conservation through special programming that celebrated the experiences, contributions, and leadership of Black birders, helping foster a more inclusive birding community. Under the theme "Grounded in Community" the week celebrates Black joy, liberation, and collective power in the outdoors. The theme honored the Sparrow Family: resilient, adaptive, and thriving in connection.

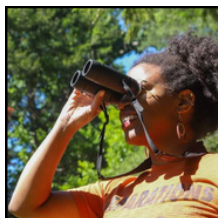


- **Sunday, May 25:** "Miraculous Shades of Brown" featuring Deja Perkins
- **Monday, May 26:** "Witnessing Lifers While Honoring a Life Loss"
- **Tuesday, May 27:** "Lessons From Mixed Flocks"
- **Wednesday, May 28:** "The Robin Rescue" featuring Adé Ben-Salahuddin
- **Thursday, May 29:** "In Defense of Big Black Birds" featuring Marcus Rosten
- **Friday, May 30:** "Migration Stories: The House Sparrow" featuring Deja Perkins
- **Saturday, May 31:** "Bonding with Mom Through Birding" featuring Nicole Jackson

Voices featured during Black Birders Week:



Deja Perkins



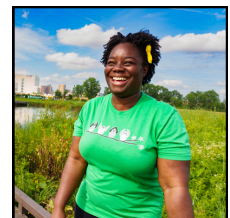
Dara Wilson



Marcus Rosten



Adé Ben-Salahuddin



Nicole Jackson

"How Writer Amy Tan Helps Backyard Birds" aired June 30: Writer Amy Tan's work is known all over the world. And thanks to her latest bestseller, *The Backyard Bird Chronicles*, she's now also known for her deep love of birds, which inspires her to come up with creative ways to help them.

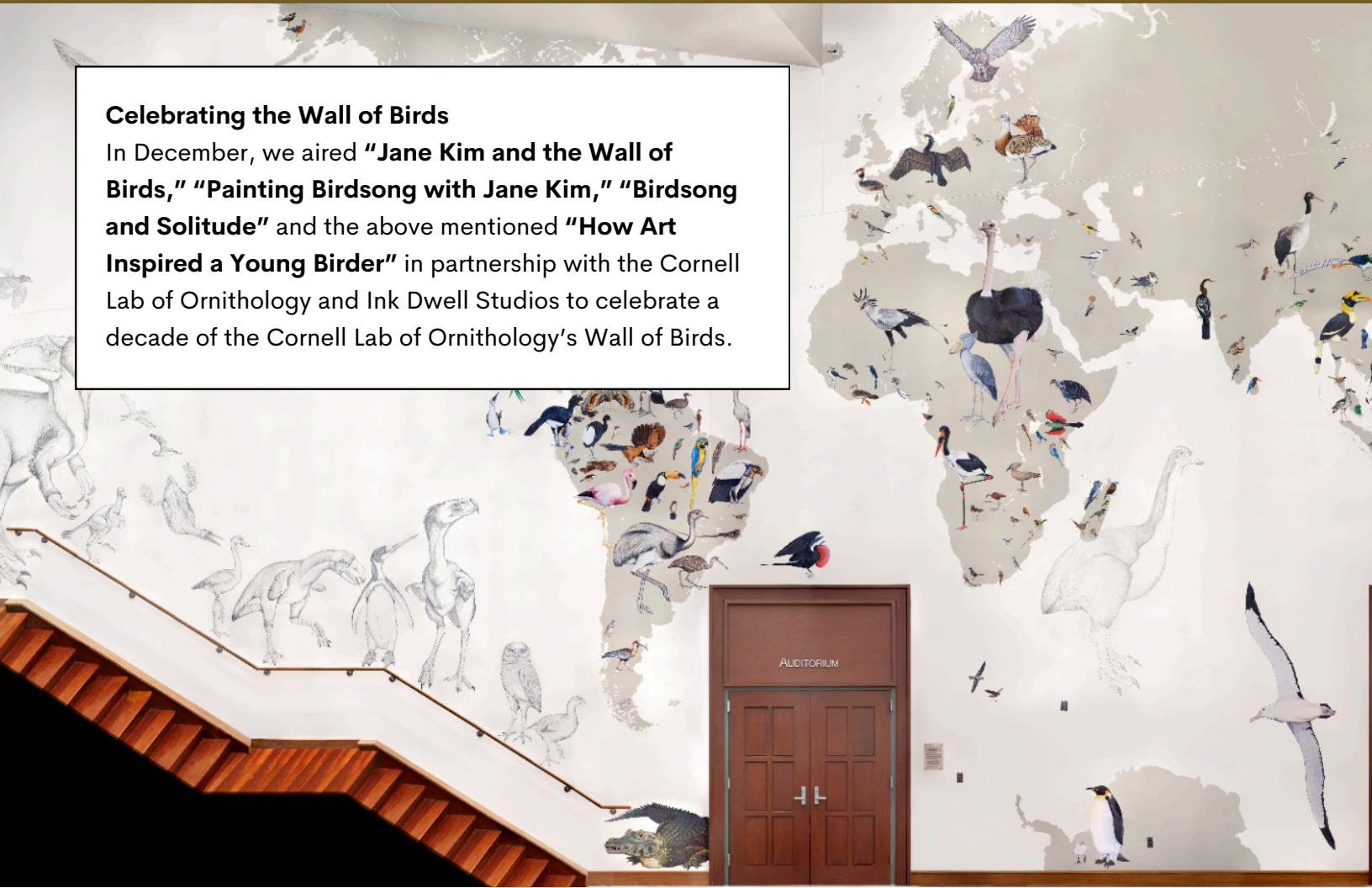
"Nature's Alarm Clock: Which Rooster Crows First" aired on October 21, and will be airing as a *BirdNote en Español* episode in 2026: Roosters don't need to set an alarm to tell them when it's time to crow — their internal circadian clock lets them anticipate sunrise with remarkable accuracy. To us sleepy humans, it may seem like they all start crowing at once, but scientists have found that roosters follow a strict social hierarchy: only the top bird can issue the first cock-a-doodle-doo of the day!



On December 10, we ran **"How Art Inspired a Young Birder"** about birder Isaiah Scott. In the episode, Isaiah recalls how the Wall of Birds by Jane Kim sparked his curiosity about how many of those species he might see for himself.

Celebrating the Wall of Birds

In December, we aired **"Jane Kim and the Wall of Birds," "Painting Birdsong with Jane Kim," "Birdsong and Solitude"** and the above mentioned **"How Art Inspired a Young Birder"** in partnership with the Cornell Lab of Ornithology and Ink Dwell Studios to celebrate a decade of the Cornell Lab of Ornithology's Wall of Birds.



BirdNote en Español

BirdNote en Español continued with weekly releases.

53 total *BirdNote en Español* episodes were released in 2025, including newly translated, originals, and reruns.

32 episodes were newly translated from *BirdNote Daily* and airing for the first time, and **8 dual-language original episodes** were produced.



Some of our team's favorites include:

- "El águila, el nopal y la ciudad sobre el lago" ("The Eagle, the Cactus, and the City on the Lake")
- "Colibríes atrapado en el oscuro mundo de los amarres" ("Hummingbirds Caught in a Dark World of Love Spells")
- La migración extrema del aguilucho langostero ("The 'Grasshopper' Hawk's High-Stakes Migration")

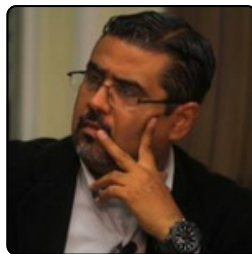
“

"Me encanta escuchar BirdNote en inglés y ahora en español también!!!"

("I love to listen to BirdNote in English and now in Spanish, too!")

-Andy F.
BirdNote listener

New voices on *BirdNote en Español*:



José Carlos Nava Vargas is a Mexican journalist, educator, and researcher whose work bridges communication, social sciences, and public-interest storytelling.



Sheky Espejo is a Mexico-based journalist, currently writing about energy and energy policy for Platts, from S&P Global.

Bring Birds Back



***Bring Birds Back* Seasons 7 and 8**

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 7 and the first half of Season 8 in 2025. Across nine episodes, listeners explored topics ranging from ecological restoration and Indigenous water justice to climate activism, neuroscience, public policy, and conservation partnerships. The series featured a new co-host format, bringing fresh perspectives and expertise to conversations at the intersection of birds, people, and the natural world.

“

“The BirdNote and *Bring Birds Back* podcasts have been sources of delight as well as encouragement and information for my ongoing one-acre backyard “4theBirds” project. Thanks!”

–Judith D., BirdNote Listener



SEASON 7

Biomimicry, Birds and Beyond with adrienne maree brown

New co-host Billy Almon, an astrobiofuturist who uses nature to design innovative solutions, introduced listeners to biomimicry, the practice of learning from nature to solve human challenges. He spoke with writer and activist adrienne maree brown about the role of fractals, emergence, and the natural world in shaping social change.

Season 7 hosts:



Billy Almon

Restoration Ecology: The Birds and the Trees

New co-host and former tropical restoration ecologist turned science communicator, Anika Hazra introduced listeners to restoration ecology and spoke with forest ecologist Dr. Mario Pesendorfer about the critical role birds play in dispersing seeds and helping forests recover and thrive.



Anika Hazra

Indigenous Water Justice

Almon spoke with Indigenous water scientist Dr. Kelsey Leonard about the connections between birds, waterways, Indigenous knowledge, and environmental stewardship, while exploring the growing movement to recognize the rights of rivers and the importance of integrating Indigenous perspectives into conservation.

Birdsong and Speech with Dr. Erich Jarvis

Hazra interviewed renowned neuroscientist Dr. Erich Jarvis about his groundbreaking research into song-learning birds and the evolutionary links between birdsong and human speech. The episode highlighted how bird research is advancing our understanding of communication, language development, and speech disorders.

The Climate Crisis is at Home

Hazra brought together climate scientist Dr. Rose Abramoff and environmental justice leader Dr. Mustafa Santiago Ali for a conversation about climate action, advocacy, and the importance of engaging communities in solutions. The episode connected global environmental challenges to local conservation efforts and individual action.

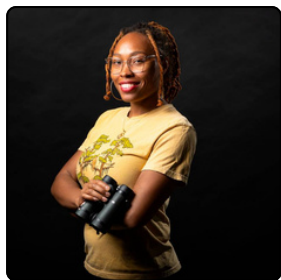
Radical Joy with Dr. J. Drew Lanham

Season 7 concluded with a powerful conversation between Billy Almon and renowned ornithologist, poet, and author Dr. J. Drew Lanham. They explored Lanham's journey as a birder, writer, and conservationist, as well as the themes of his book, *Joy Is the Justice We Give Ourselves*. The episode examined the role of joy, belonging, and storytelling in conservation work.



SEASON 8

Season 8 host:



Deja Perkins

Attack on the Endangered Species Act

Returning host and Geospatial Ecologist, Dr. Deja Perkins opened Season 8 with a timely examination of proposed changes to the Endangered Species Act. Joined by American Bird Conservancy legislative strategist Hardy Kern, they explored the law's history, significance, and the potential impacts of weakening protections for vulnerable species, including the Lesser Prairie-Chicken.

Chicago's Windy City Bird Lab

Perkins speaks with J'orge Garcia, Director of the Windy City Bird Lab, about the ways technology and urban research are helping scientists better understand bird migration through one of North America's busiest migratory corridors. Listeners learned about innovative approaches to studying birds in urban environments and the conservation opportunities these efforts create.

Hunting Is for the Birds (Too)

The first half of Season 8 concluded with an exploration of an often-overlooked conservation partnership: hunters and bird conservationists. Perkins spoke with Jerad Henson of Ducks Unlimited about how hunting communities have helped fund and protect wetlands and waterfowl habitat for generations, challenging assumptions and highlighting shared goals across different conservation communities.

2025 Events

In 2025, nearly 1,000 attendees registered for BirdNote's Virtual Events. All of BirdNote's virtual events were recorded and can be viewed at BirdNote.org.

Virtual Storytelling Hour | March 26

BirdNote's first-ever Virtual Storytelling Hour featured five remarkable storytellers who captivated our audience with their birding journeys: Tom Bancroft, Tanya Amaya, Kostas Zolotas, Tara Lemezis, and Chrissy McClarren. This special virtual event brought together birders and bird photographers, who shared their most memorable moments in the

field, from breathtaking encounters to unexpected challenges. And, the winners of BirdNote's 20th Anniversary Photo Contest were revealed at the end of the program.



A Joy-filled Auction and Conversation with J. Drew Lanham | October 29



BirdNote's 2025 year-end event featured ornithologist, poet, and MacArthur Fellow J. Drew Lanham, PhD, CWB (Certified Wildlife Biologist). Together, we reflected on BirdNote's impact over 20 years, shared stories of radical joy, and celebrated the power of storytelling to inspire action for birds. Attendees bid on fabulous bird-themed items, trips, and experiences in the auction, raising nearly \$41,000 to support BirdNote programming. We also revealed the results of our From Love to Action survey — including the incredible milestone that BirdNote has inspired over 1 million actions for birds! And, a special thank you to musician Jocelyn Mackenzie for her spectacular musical performance!

Amy Tan Loves Birds: An Insanely Fun Benefit for KNKX and BirdNote

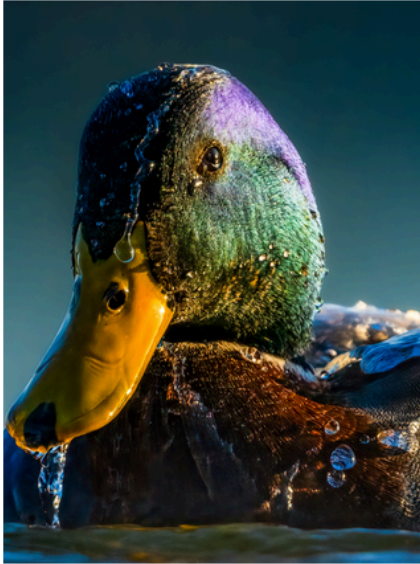


On December 2, we celebrated BirdNote's 20th anniversary with KNKX and special guest, author **Amy Tan**.

An avid birder and passionate conservationist, Amy shared her love for feathered friends in her recent book, *The Backyard Bird Chronicles*, filled with personal stories, insights, and her own illustrations. She's also a longtime fan of BirdNote! The event featured a lively conversation moderated by KNKX Morning Edition host Kirsten Kendrick, with Amy Tan and BirdNote Executive Director Nick Bayard. Amy talked about her birding journey, her conservation work, and what inspires her connection to the natural world.



20th Birthday Photography Contest



Christopher Baker
First Place, General Bird Photography



Andy Raupp
Second Place, General Bird Photography



Mike Henry
Third Place, General Bird Photography



James Shane
First Place, Conservation Actions



James Falletti
Second Place, Conservation Actions



Aimee Tomcho
Third Place, Conservation Actions

In 2025, BirdNote turned 20! In honor of this special milestone, we celebrated with our annual photo contest that showcases photos of birds from our global community of listeners. We received almost 400 submissions from our community across the General Bird Photography and Conservation Actions categories, and nearly 800 people voted for their favorite finalist photos in the General Bird Photography category. Many of the photos submitted through the photo contest were used in the 2026 BirdNote Wall Calendar.

Donor Spotlight

We are deeply grateful to everyone who supported BirdNote with a gift in 2025. Your generosity made another remarkable year of BirdNote storytelling possible, inspiring millions of listeners to discover the wonder of birds and the natural world.

In 2025, a total of **2,987 individuals, households, and foundations** made a contribution to BirdNote, which represents more than **93% of our annual revenue** and an **increase of 13.9% in the donor base** over the prior year.

As a listener-supported nonprofit, every story we share is powered by people like you. Your support fuels the programs you value, expands their reach, and ensures BirdNote can continue inspiring curiosity, connection, and conservation for years to come.



“

“WOW BIRDNOTE!!!! LOVE YOU, LOVE YOU, LOVE YOU!!!! We just decided to include Bird Note in our next donation period...”

THANKS so very much for all you do.”

—Linda W.,
BirdNote listener

Fresh Ways to Support BirdNote

Vehicle Donations

In 2025, 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 turn-key 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 longtime Seattle-area friends who donated an RV that resulted in over \$13,000 for BirdNote!

To learn more about turning your unused vehicle into a charitable donation to BirdNote, visit our website, BirdNote.org/donate-vehicle.

BirdNote Store

The BirdNote Store continued to grow in 2025, expanding both its product offerings and its reach to BirdNote supporters. Every purchase advances BirdNote's mission of inspiring people to care about the natural world and take steps to protect it. New items introduced during the year included a crow tapestry blanket and an organic "I Love BirdNote" cotton baby bodysuit, alongside a growing collection of bird-inspired apparel, accessories, and artwork.

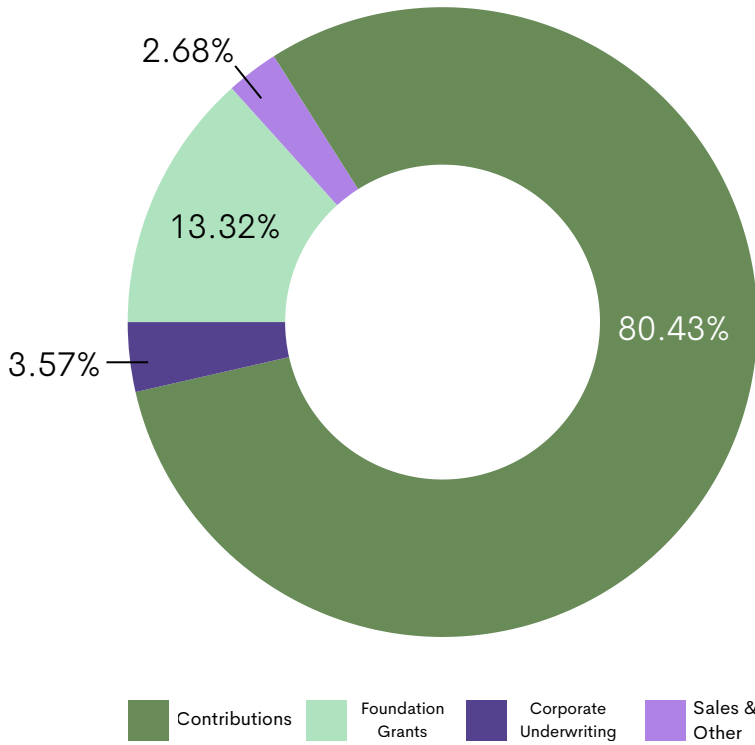


BirdNote received the **Candid Platinum Seal of Transparency** and is a **Four Star organization on Charity Navigator**, which showcases BirdNote's commitment to transparency and provides supporters with the information they need to fund BirdNote.

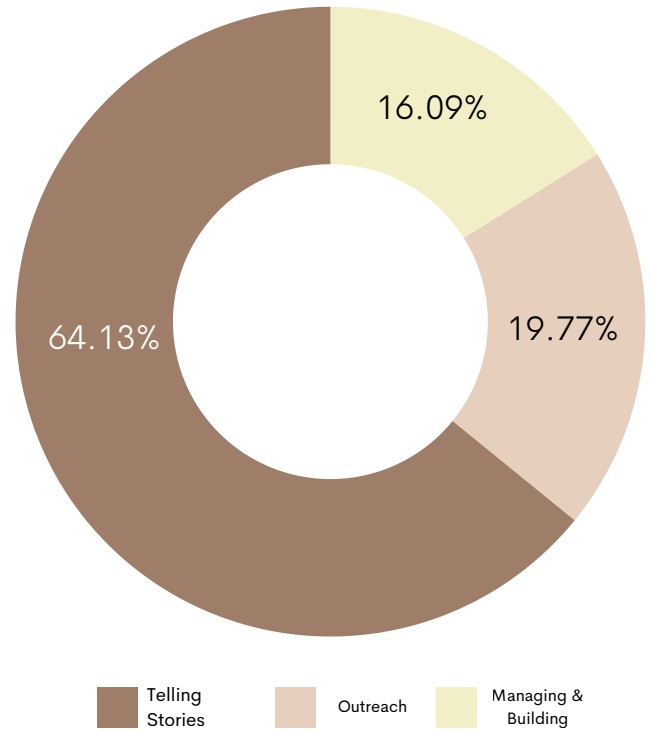


2025 Funding Snapshot

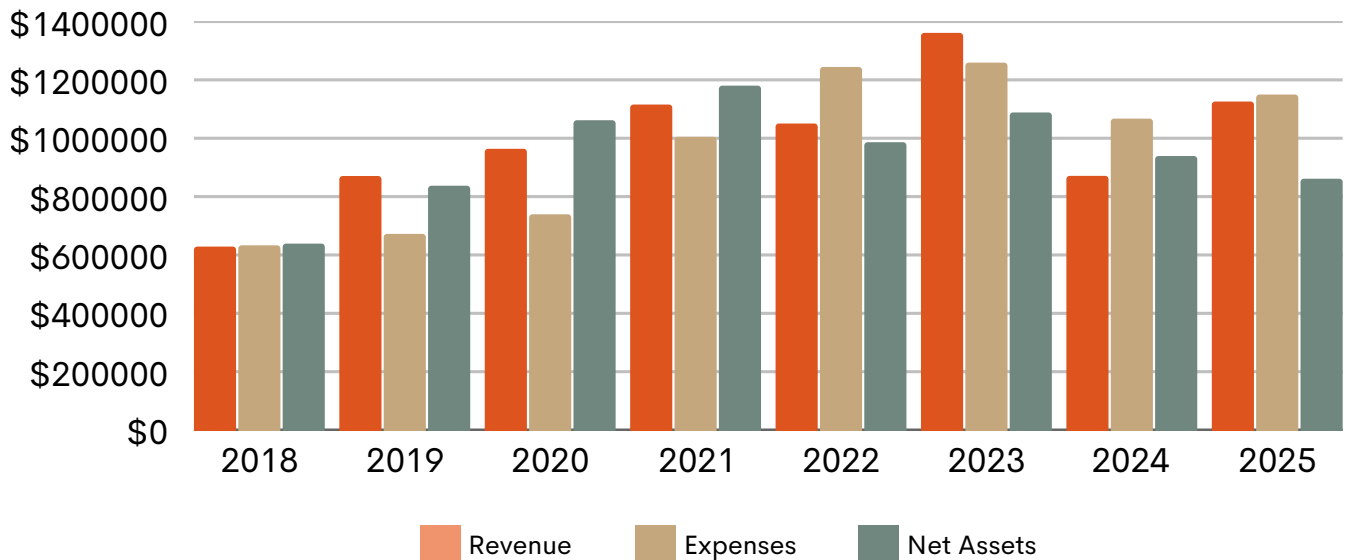
Revenue



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 2025.

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 360 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. **The Cornell Lab of Ornithology** and **Bird Academy** are also generous sponsors of BirdNote and the *Bring Birds Back* podcast.

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.

Wild Delight Bird Seed for their generous sponsorship of BirdNote shows and strong support of BirdNote's mission.

A special thank you to the sponsors of BirdNote's annual photo contest and year-end event and auction:

- Maven Optics
- Vortex Optics
- Rite in the Rain
- Birds and Beans
- Bird Collective
- The Cornell Lab of Ornithology
- The Cornell Lab of Ornithology's Bird Academy
- Ink Dwell Studios
- Zeiss
- Evergreen Escapes
- The Law Office of Chun T. Wright
- Ashwini Sadekar
- Teton Science Schools

Support BirdNote

BirdNote exists because of our dedicated and passionate supporters. From the bottom of our hearts, thank you for making BirdNote possible. You made 2025 an incredible year for BirdNote, and we're excited to reach even greater heights in 2026. There are so many great ways to support BirdNote – by donating online, making recurring donations, accessing special perks through BirdNote+, donating a vehicle, and more.

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