Living PROOF advocacy

Annual Benefit Report for Living Proof Advocacy, Inc. SBC

We are pleased to present our fourth report since becoming a general benefit corporation in 2022. We certify that

- the directors of Living Proof Advocacy, Inc., (LPA) have chosen an independent third-party standard—the B Impact Assessment provided by B Labs, 15 Waterloo Ave., Berwyn, PA 19312—and has approved the report.

- the directors chose this third-party standard as it is well-known and respected. It is also the first step toward our goal of becoming a certified B-Corp.

With reference to that third-party standard, the corporation has pursued general public benefit in the following ways, as stated in our articles:

- helping values-driven organizations and individuals harness the power of spoken first-person stories to drive positive change. We are dedicated to the success of advocates and organizations that promote the arts, communication, community, health and safety, environmentalism, equity, justice and anti-racism.

The extent to which and the ways in which the corporation has created general public benefit—featured in the attached Impact Report—include:

- standing by our community members in a difficult political year
- introducing a new initiative focused on legislative advocacy, #MakePolicyPersonal
- showing up at milestone events for our LPA LEADERS
- advancing our thought-leadership in the field and sharing storytelling-for-advocacy trends widely
- launching a new level of support for our community of LPA-certified coaches, including a private LinkedIn group
- certifying three new coaches working on hunger, rare disease and youth empowerment
- supporting an intern's research focus on youth and advocacy
- supporting our first indigenous and veterans organizations through our pro bono LPA-BEYOND program

No specific circumstances hindered our efforts to pursue or create general public benefit.

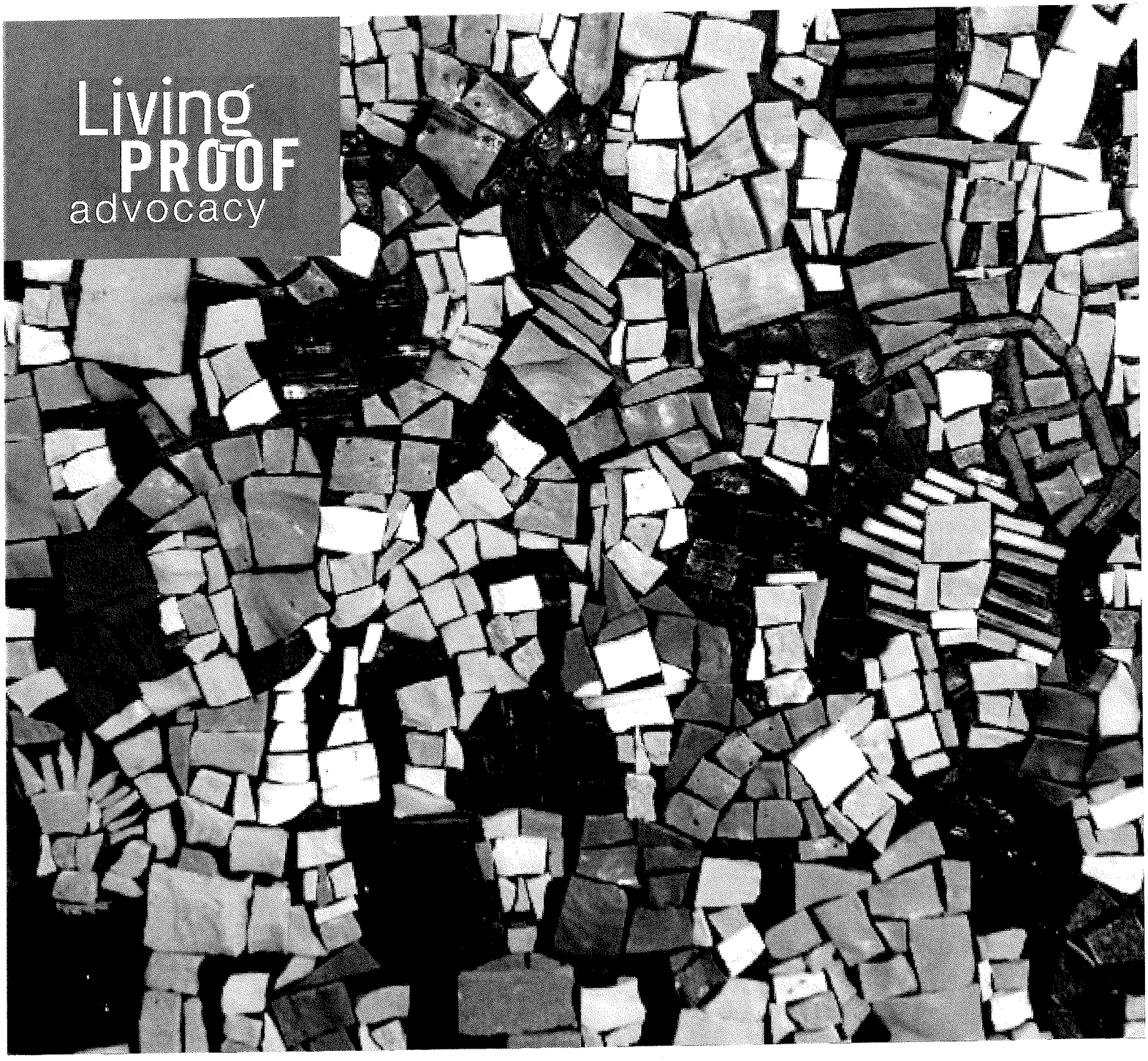
John Capecci, cofounder

Dated: Feb. 28, 2026

Timothy Cage, cofounder

Dated: Feb. 28, 2026

Living PROOF advocacy



IMPACT REPORT 2025

STORIES HELD • STORIES HONORED • STORIES READY

STORIES HELD. STORIES HONORED. STORIES READY.

One of our Five Qualities of the Well-Told Advocacy Story is "pointing to the positive" and, as we always stress with new advocates, pointing to the positive does not mean we sugar-coat our experiences. It means we clearly state difficulties and challenges for what they are—but we don't dwell there. Instead, we focus on what is possible and on the positive change we're driving toward.

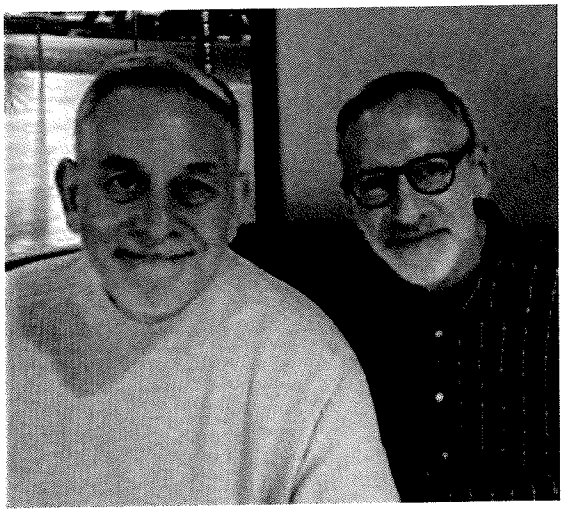
But we have to be frank: 2025 really challenged our collective aim of "pointing to the positive."

It was a difficult year for the communities Living Proof Advocacy supports as a Public Benefit Corporation*, many of whom face significant challenges every day or represent marginalized peoples or issues, groups working directly or indirectly on equity and diversity initiatives or nonprofits scrambling for funds that literally could mean the difference between life and death.

That said, in every Zoom or Teams meeting with clients or coaches, and in every on-site convening with mission-driven staff and advocates we took comfort and hope in the "positive-pointing" still going on.

Sometimes that meant reminding each other that we were there for each other, **holding** the stories of the good work we know is possible. Sometimes it meant more vocally and vigorously **honoring** advocates sharing their stories where it matters most right now. And sometimes it meant bolstering each other with the conviction that stories of lived experience must always be **ready** to be told and to make a difference.

We remain grateful and honored to support communities, clients, coaches, friends and partners who are driving forward to a better day. Many of them are here in this annual Impact Report.



John Capecci & Tim Cage
Co-founders

*What's a PBC?

A public benefit corporation is a for-profit corporation that commits to generating social and public good, and to operate in a responsible and sustainable manner. Some well-known examples include Patagonia, Ben & Jerry's and Kickstarter.

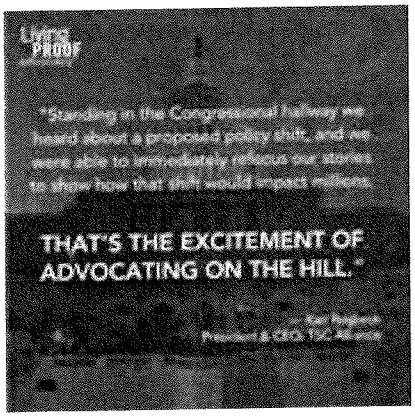
OUR MISSION

We help purpose-driven organizations and individuals harness the power of spoken first-person stories to drive positive change. We do so by providing coaching, consulting and training services to organizations working on today's most important issues.

OUR RESPONSIBILITIES

- Do values-driven work.
- Provide opportunity.
- Support communities.

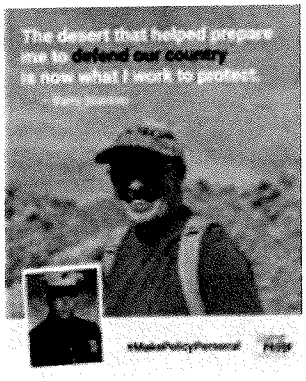
MAKE POLICY PERSONAL

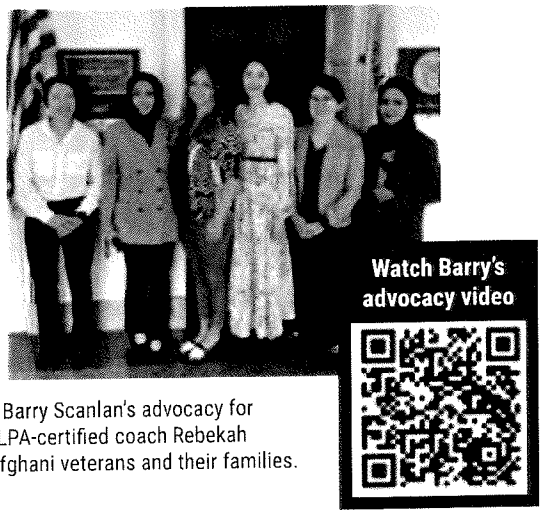


In 2025, legislative advocacy took on a heightened energy and urgency, so we launched a new initiative, Make Policy Personal, in support of advocates who share their stories with local, state and federal legislators to affect policy decisions. Our Make Policy Personal workshops translate LPA's proven method into a focused, action-oriented pathway that is specific to legislative advocacy, helping advocates clarify what matters, craft messages and speak with purpose so decision-makers understand the real impact of their choices.

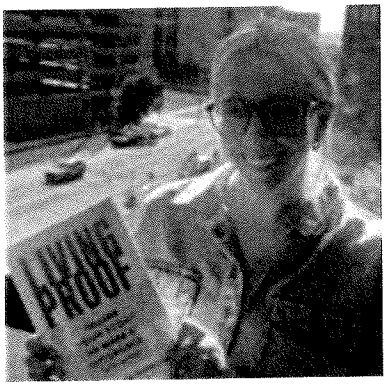
With Make Policy Personal, we also celebrate the advocates doing this work, whose stories advance change every day. By elevating their voices, we aim to highlight what effective, ethical and well-crafted advocacy looks like in practice.

In March, LPA co-founders Tim and John traveled to Washington D.C. to support advocates from the TSC Alliance as they met with legislators to advocate for research funding.





Veterans' Day campaigns featured Barry Scanlan's advocacy for the Mojave Desert Land Trust and LPA-certified coach Rebekah Edmonson's support of resettled Afghani veterans and their families.



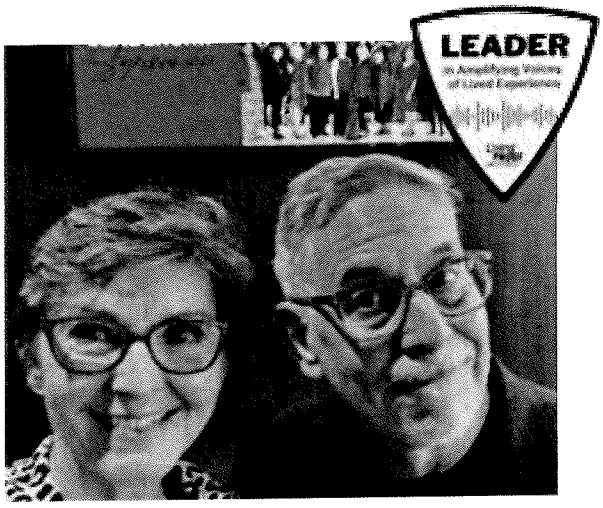
Newly certified in LPA coaching methods, Rachel Holmes supports a cohort of advocates for food justice with The Food Group-Minnesota.

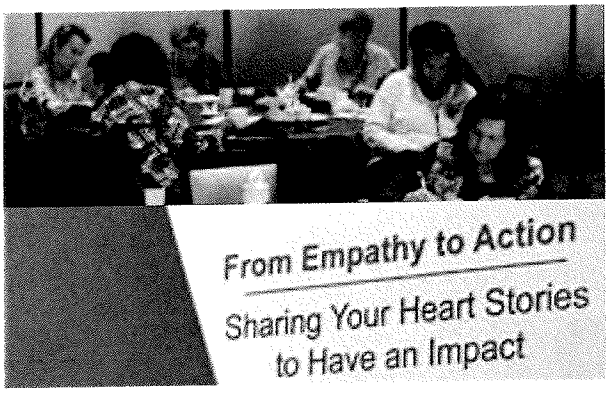
DO VALUES-DRIVEN WORK

2025

We remain dedicated to the success of advocates and organizations that promote the arts, communication, community, health and safety, environmentalism, equity, peace, justice and anti-racism.

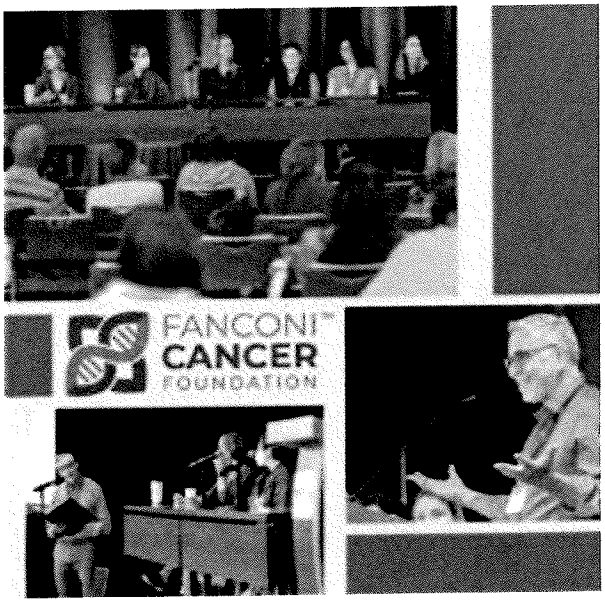
LPA co-founders Tim and John were delighted to join these LPA Leader organizations in person at their important events:





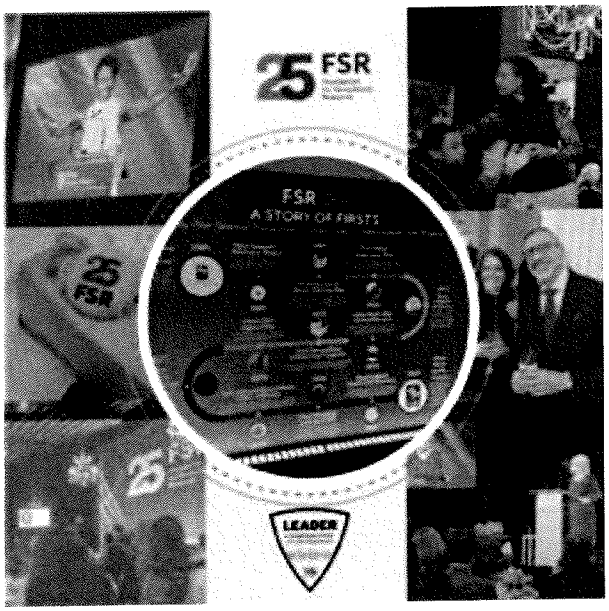
WOMENHEART
THE NATIONAL COALITION FOR WOMEN WITH HEART DISEASE

WomenHeart: The National Coalition for Women with Heart Disease's Science & Leadership Symposium where, for more than 20 years, LPA has annually welcomed the new class of WomenHeart Champions, the "boots on the ground" team of more than 1,000 women with heart disease advocating nationwide.



FANCONI™ CANCER FOUNDATION

The Fanconi Cancer Foundation's 37th Annual Scientific Symposium and Adult Retreat, which brought prominent and aspiring researchers and clinicians together to share the latest updates in research and treatment, and to form new collaborations. Tim and John facilitated a panel comprised of patients, caregivers and researchers entitled "The Impact of Lived Experience in Advancing Research."

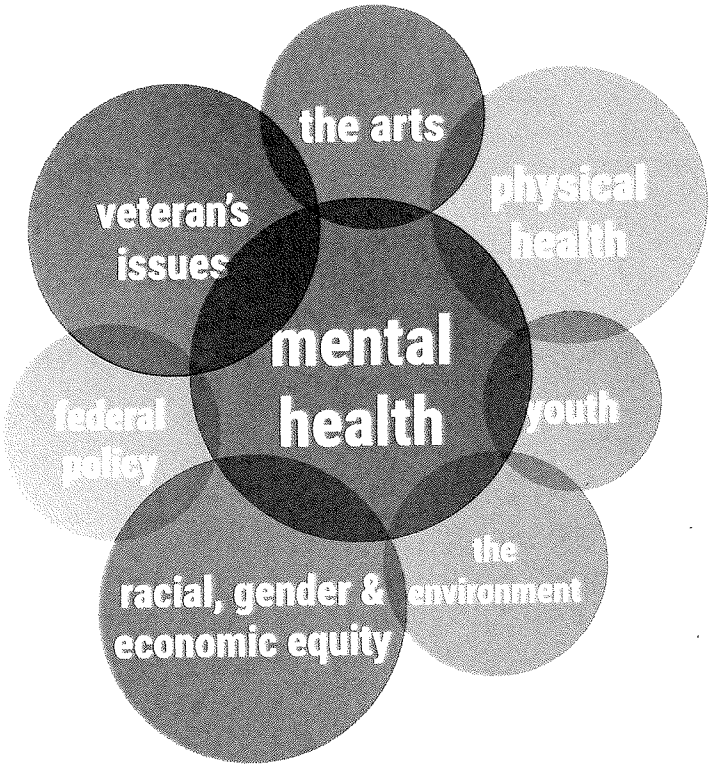


FSR
FOUNDATION FOR SARCOIDOSIS RESEARCH

The Foundation for Sarcoidosis Research's celebration of 25 years of innovation and transformation for the global sarcoidosis community, where we reconnected with many of their "sarc warriors," some of whom we'd only supported virtually over the past few years.

IN 2025, STORYTELLING FOR ADVOCACY WAS USED ACROSS INTERSECTING SYSTEMS.

Our work this year reinforced a core observation: people do not live in silos, and neither do their stories and advocacy goals. While our clients and coaches may begin with a primary advocacy focus, we consistently observed them applying storytelling-for-advocacy across—and within—overlapping systems This visual map reflects just some of the ways we observed advocacy storytelling actually functioning in practice for our clients and collaborators: not as isolated issue work, but as a method for navigating complexity at the intersections.



TWO 2025 TRENDS WE OBSERVED IN ADVOCATE-CENTERED STORYTELLING

Across our organizational partnerships in 2025, we observed a notable shift in how storytelling-for-advocacy is understood and applied. Rather than treating storytelling as a one-time tactic or campaign asset, organizations increasingly approached it as a core capacity—one that shapes strategy, culture and long-term impact. Two trends stood out in particular.

Trend 1:

Focus on Storytelling Infrastructure

Organizations placed greater emphasis on building internal capacity for advocate-centered storytelling rather than relying on isolated trainings or external support. This shift was reflected in organizations:

- Investing in certification, deeper training for staff and remuneration for advocates
- Creating ongoing and sustainable internal structures such as "story repositories"
- Strengthening their ability to clearly articulate the role of lived experience in funding proposals and funder conversations

Trend 2:

Advocate-Centered Principles Extending Beyond Advocacy

We also observed advocate-centered storytelling principles being applied more broadly within organizations—not only in external advocacy, but in internal communication and governance. Organizations are:

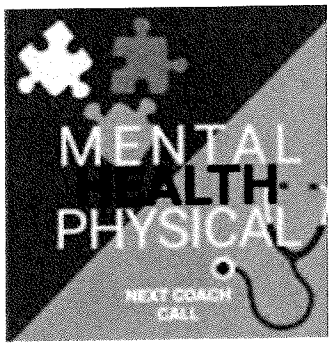
- Applying consent-based and dignity-centered storytelling practices in staff communications
- Using lived-experience narratives to strengthen board understanding and alignment
- Fostering internal cultures that value clarity, agency and intentional framing

This year we launched a new level of support for our community of LPA-certified coaches, with:

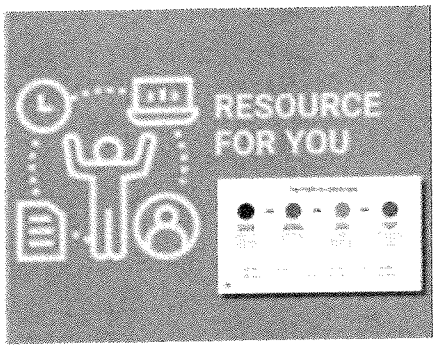
Coach Connect

A Forum and Resource Hub for LPA-Certified Coaches

Coach Connect, a private LinkedIn group where coaches can communicate, collaborate and leverage their expertise to drive positive change.

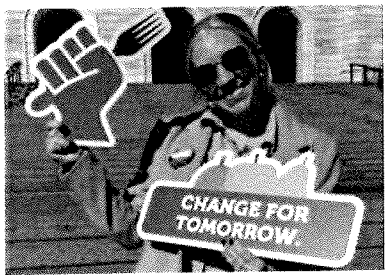


A series of Networking and Support Sessions offered throughout the year focusing on various topics of interest to coaches as well as occasional Coaching Refreshers.

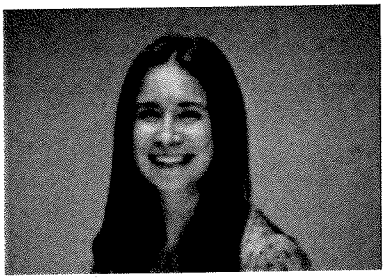


Coaching Resources, an online repository of coaching materials, handouts and more for access by active certified coaches.

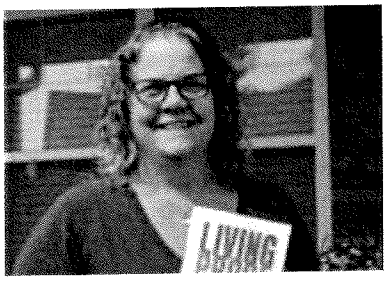
We welcomed three newly certified coaches in 2025:



Rachel Holmes, Director of Advocacy and Community Engagement at The Food Group

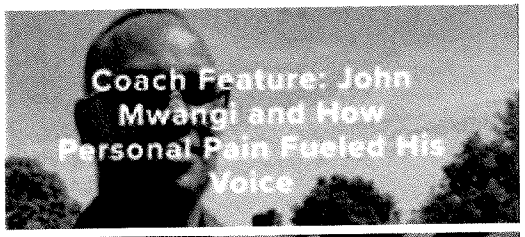


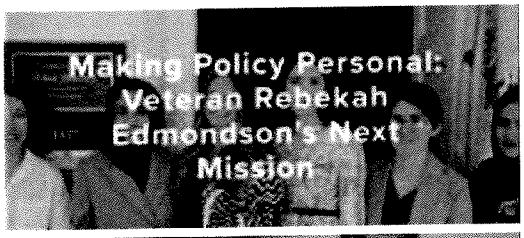
Leah Newmyer, Manager, Patient Advocacy at BlueRock Therapeutics

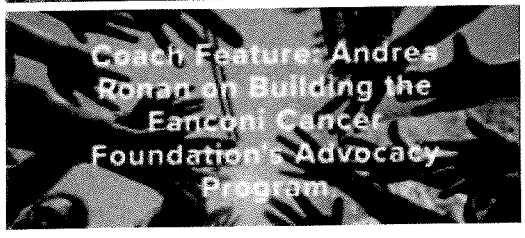


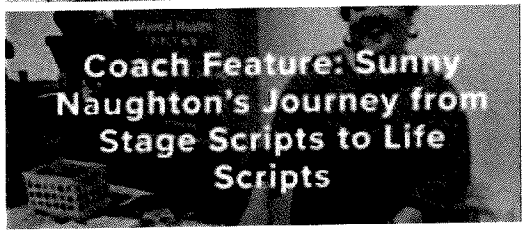
Deb Lande, communications professional and consultant

Our Storytelling for Advocacy blog featured the work of four LPA-certified coaches:









Scan to read these features

"In order to become 'leaders of tomorrow,' we have to be leading right now."

This year, we paused our plan to write a teen version of *Living Proof: Telling Your Story to Make a Difference* in order to ask:

Is that the best way for LPA to support youth advocates?



To help with this assessment, the LPA 2025 Storytelling for Advocacy intern Annie Beth Clark, a graduate student at American University, conducted an empirical qualitative research study in which she asked three questions:

1. What are the unique strengths of youth advocacy storytelling?
2. Are there challenges to youth advocacy storytelling not seen through traditional adult pathways?
3. What are the specific needs of teen advocates from adult mentors and advocacy organizations?

Talking to teens and adults engaged in youth advocacy spaces, Annie Beth learned that there is a difference in ways youth and adults characterize advocacy. Youth led with the community-building aspect of the act; adults focused on advocacy goals and efficacy.

She also identified "adultifying" barriers that often get in the way of youth advocacy participation.

She summarized her findings in a short blog post.

Scan to read Annie's blog



Living PROOF advocacy BEYOND



LPA-BEYOND, our annual pro bono program, offered support to organizations working on some aspect of climate action, environmental justice or climate equity. Great Plains Tribal Water Alliance received consulting time from LPA co-founders and LPA marketing consultant Katy Spencer Johnson in support of the Alliance's storytelling efforts in conjunction with Giving Tuesday.

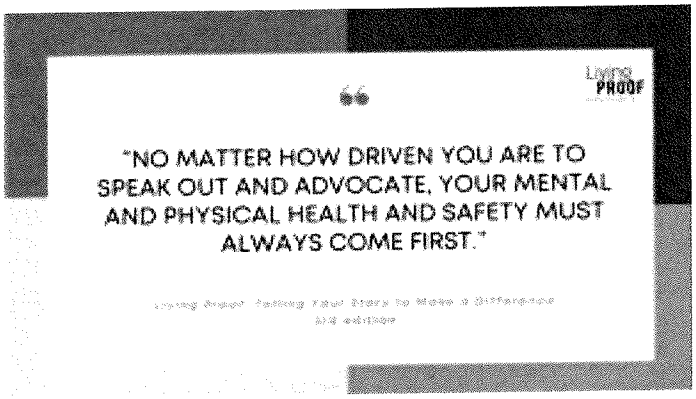
LPA also supported a Minnesota group helping veterans turn creativity into connection, healing and advocacy. Their six-word reasons for why art matters resonated deeply:

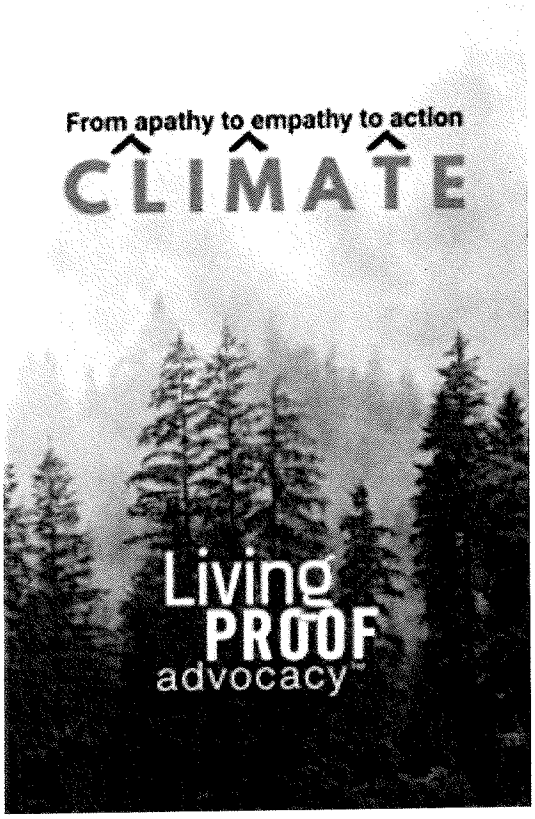
Veterans need a way to process.
Love, creativity, art help Veterans share.
Loss takes life, art gives life.

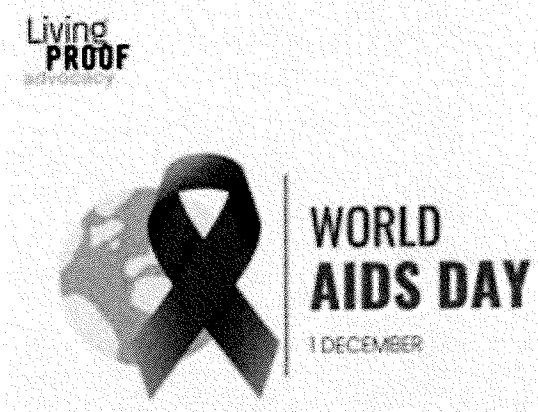


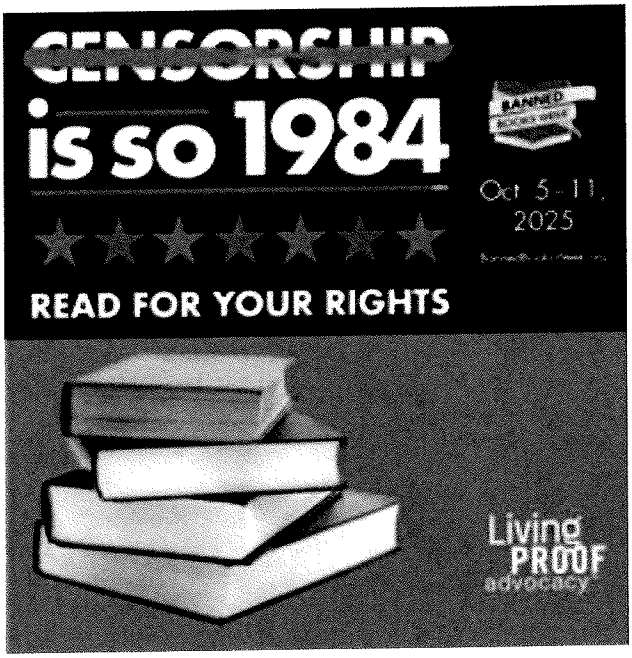
LPA Marketing and Communications campaigns throughout the year drew attention to important communities and causes that align with our values as a public benefit corporation. Through social media, quarterly newsletters and blog posts we honored stories over the course of the evolving year, shared advocacy tips with our community to keep them story-ready and offered opportunities for community members to weigh in on various issues via polls.











We maintained our lean core organizational structure, with the co-founders leading and collaborating with a team of dedicated freelance specialists and project-based consultants.

This approach continues to enable coaches to support clients directly and develop new projects while consultants handle critical behind-the-scenes work.



Jack Clark, communications consultant



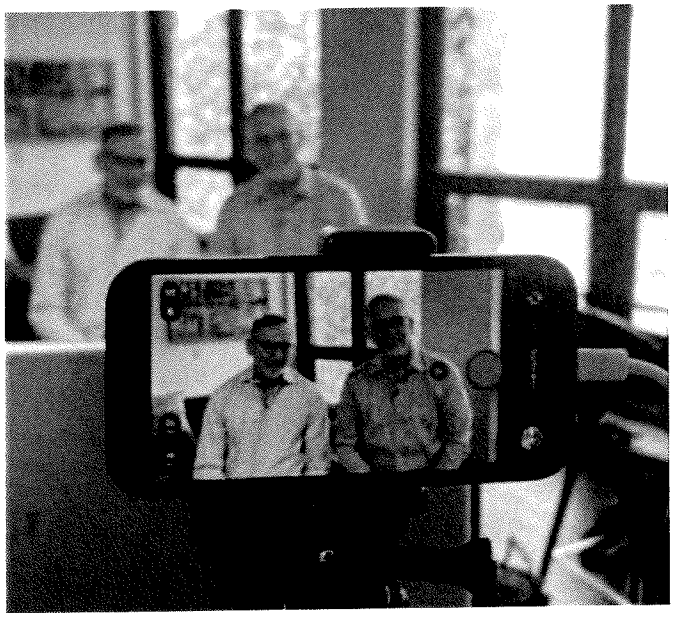
Katy Spencer Johnson, marketing consultant



Tami Spry, coach

Looking ahead to 2026, we are eager to continue uplifting and supporting our clients and colleagues, recognizing that our work together is an ongoing source of positive inspiration. The year will see:

- New pathways for certified coaches to take part in LPA training offerings
- Piloting and launching a new format for delivering LPA's core training program to more advocates
- Exploring expanded trainings and materials in Spanish
- Supporting more organizations via LPA-BEYOND





VISIT US ONLINE TO

- Access free resources
- Read our blog, *Storytelling for Advocacy*
- Get your copy of *Living Proof* or an LPA notebook

Contact us to let us know how we can support your advocacy or the advocacy of your organization.

THANK YOU

We are grateful to the individuals and organizations highlighted in this impact report and all of our clients, colleagues and partners.

Special thanks to those responsible for this report:

Katy Spencer Johnson, KSJ Consulting

Plus Public LLC

Living PROOF advocacy

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Steve Simon
Secretary of State