

StoryStudio B Corp Annual Report

About StoryStudio Chicago

StoryStudio Chicago is a 10-year writing training center. We help storytellers and business professionals hone their craft, express their creativity, and write with confidence.

More than 1,000 students come to the studio each year to study the craft of storytelling. A wide variety of non-profit organizations and companies participate in our **Words for Work** business writing training programs.

StoryStudio became a B Corp in 2013 and has put its efforts into achievable goals leading to broader changes.

Becoming B

StoryStudio was officially designated a B Corp in December 2012. On January 2, 2013, StoryStudio Chicago was among the first ten companies in this state to change their articles of incorporation to become an Illinois Benefits Corporation.

Office and supplies changes

For the first nine years of training, StoryStudio prepared individual student packets, complete with printed materials. Sometimes, these packets would number more than 30 pieces of paper plus a paper folder.

In 2012 we began the process of moving to a more paperless environment and in 2013 we successfully eliminated about 95% of our paper usage. Students now log into a blog to view assignments and reading materials. In addition to saving paper and ink, these class blogs enable more student interaction.

Staff has also committed to a more sustainable office environment and we have eliminated 90% of our paper usage in favor of storing electronic records and documents in Cloud-based storage.

We no longer use unrecyclable cups or plates and in fact, rarely use paper cups at all. Instead, our students use actual mugs for their tea and coffee.

We changed our electricity provider to one that uses more green energy and have changed our daily habits to include powering off or unplugging appliances and computers not in use.

Community Involvement

To celebrate our 10-year anniversary, we decided to NOT throw ourselves a party. Instead we chose to get out into the community. In the **StoryStudio Gives Back** program we partnered with community groups and volunteered our time or collected donations.

We worked with several organizations including:

- Friends of the Chicago River
- Ravenswood Community Services Food Pantry
- Apna Ghar shelter
- Care for Real Pet Food Pantry
- Community Glue Workshop

Staff, students, and friends of the studio participated in these events. The organizations were treated to social media campaigns using StoryStudio connections.

Additionally, during a refurbishing of the studio, we decided to donate furniture and computers via Zealous Good, an online marketplace where non-profits can “bid” on donated materials.