NaNoWriMo’s YEAR OF 452,095 WRITERS

A "National Novel Writing Month" Annual Report
Your Story Matters.
Your Name

Your Novel Title

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NaNoWriMo's YEAR OF 452,095 WRITERS

Made possible by YOU!

with:
National Novel Writing Month (341,375 Wrimos in 580 regions)
Young Writers Program (82,554 Writers and 2,000 classrooms)
Camp NaNoWriMo (28,166 Campers)
Come Write In (615 libraries and 68 bookstores)

nanowrimo.org
As a young writer, I’ve received so many discouraging comments when I tell people about my dreams. And for a while, I believed those people, and I only wrote to share what I wished I could say. I lost my ambition.

Abby’s Story

“As a young writer, I’ve received so many discouraging comments when I tell people about my dreams. And for a while, I believed those people, and I only wrote to share what I wished I could say. I lost my ambition.
When I heard about National Novel Writing Month (NaNoWriMo), I thought it was something for those who were already published, or really, anyone else but me. I had written books, sure, but they weren’t serious or anything. They were novels never to see the real world.
I had never written on a deadline before, so that scared me as well. Writing over a thousand words a day? Not something I could accomplish while balancing school, home life, and sports. But I didn’t want to wait.
I dove right in, head first, without looking to see how deep the water was. And I was glad I did, because when I hit the water, I was loving it.

The exhilaration and love of achieving NaNoWriMo’s daily word-count goal made me so happy. It was something that would change me, and for the better.
I hit a few roadblocks along the way, and lost courage, even. But NaNoWriMo’s pep talks from published authors and the encouragement from its community helped me push through to the end, and it was the best feeling in the world.
And now I’m in the process of writing a novel again, and I’m loving it even more. People now accept the fact that, yes, I can write a novel worthy of their attention. Yes, a girl like me can achieve great things. NaNoWriMo gave me the confidence in myself and my abilities to stand out from the crowd and do what I love, no matter what others say.”

— Abby Hadfield, Pennsylvania
National Novel Writing Month exists because, as a participant in Erbil, Iran, said, “there are so many untold stories waiting to be told.” Millions of people like Abby don’t yet know that their stories are worthy of attention. But in 2012, because of your support of our programs, more than 450,000 people around the world took the leap and told their untold stories.
Just as amazing are the thousands of stories of personal growth like Abby’s that happened off the page. They don’t just happen in November. Our programs have expanded to support writers of every age and background throughout the year. Your support has brought to life an incredibly diverse array of voices.
As we look ahead to the future of NaNoWriMo, we’re committed to inspiring writing around-the-clock and in even more spaces, including:

• Guiding participants through editing and publishing with the “I Wrote a Novel, Now What?” Months.

• Improving the accessibility of NaNoWriMo and Camp NaNoWriMo.

• Providing the Young Writers Program resources year-round to educators and students.

• Expanding the Come Write In program to prisons and juvenile halls.
NaNoWriMo’s 2012 Financial Dig-Down
Investing in the power of writing

Revenue and support

- Contributions: $479,341
- Merchandise, net: $273,546
- Corporate sponsorships: $136,450
- Foundations and grants: $101,531
- Other income: $18,443

Total income: $1,009,311

Expenses

- Program: $706,637
- Overhead: $119,062
- Fundraising: $138,022

Total expenses: $963,721

Assets

- Cash: $304,202
- Accounts receivable: $62,231
- Inventory: $32,932
- Prepaid expenses: $9,453
- Other assets: $550
- Deposits: $2,300
- Fixed assets, net: $2,663

Total assets: $444,331

Liabilities and net assets

- Accounts payable and accrued liabilities: $141,530

Total liabilities and net assets: $444,331

Net assets

- Unrestricted net assets: $300,301
- Temporarily restricted net assets: $2,500

Total net assets: $302,801

Net assets at the end of 2011: $257,211
Net assets at the end of 2012: $302,801
Change in net assets: $45,590
The People Behind NaNoWriMo

Grant Faulkner
Executive Director

Tavia Stewart-Streit
Deputy Director

Chris Angotti
Director of Programs

Sarah Mackey
Director of Community Engagement

Tim Kim
Editorial Director

Shelby Gibbs
Office Captain & Event Coordinator

Dan Duvall
Technical Director

Jezra Lickter
Web Developer

Heather Dudley
Lead Forums Moderator

Not pictured, but much beloved:
Lindsey Grant (NaNoWriMo Program Director), Sandra Salas (Script Frenzy Program Director), Emily Bristow (Program Facilitator), Rob Diaz (YWP Forums Moderator), and interns Ari Asercion, Andrea Ellickson, Hilary Flood, Jessica Joyce, Aliza Sajjad, Ben Schwartz, Sonja Sueker, and Lydia Tanenhaus
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Colette Petersen
Daphne Petersen
February Grace

And a huge thanks to the 11,062 amazing folks who donated $10-$100 to support NaNoWriMo 2012!
National Novel Writing Month (NaNoWriMo) believes that your story matters, and that you’re the only one who can tell it… so you should tell it! In 2012, NaNoWriMo, a 501(c)(3) nonprofit, encouraged 452,095 people in 580 regions on five continents to take the plunge and share their unvoiced stories.

OUR PROGRAMS

National Novel Writing Month encourages people to write 50,000 words of a novel in the 30 days of November. NaNoWriMo is for everyone who has thought about telling their story but has been scared away by the time and effort involved. They begin the month as auto mechanics, engineers, students, and middle school teachers. They walk away novelists.

Camp NaNoWriMo is an idyllic, virtual writing retreat smack-dab in the middle of your crazy life. Camp NaNoWriMo provides the online support, tracking tools, and hard deadline to help you write the rough draft of your novel in a month... other than November!

The Young Writers Program fosters writing fluency, literacy, and imaginative learning in classrooms by supporting educators, and working directly with young writers in more than 2,000 classrooms.

The Come Write In program is an initiative that spotlights and supports libraries, community centers, and independent bookstores as local focus points for creative writing during our events.

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