

2011 ANNUAL REPORT

POSITIVE FUTURES NETWORK, PUBLISHERS OF

yes!
magazine



Ai-Jen Poo, Jason McLennan,
and Nipun Mehta (back cover),
three of the “YES!
Breakthrough 15” heroes

**Powerful Ideas
Practical Actions**



YES! is a subscriber-supported, independent media organization that inspires people to create a just, sustainable, and compassionate world. We are ad-free and published by the nonprofit Positive Futures Network. By giving wide visibility to stories that fuse powerful ideas with practical actions, we drive profound change through a growing community nationwide, from active citizens to policymakers.



Selected by author Frances Moore
Lappé: "Lucas shows us that no matter the odds, we have a choice. He chose courage, now thousands of others have discovered theirs."

from the
Winter 2011
Breakthrough 15
issue



HOW TO BREAK THROUGH
"Never think that you can't do something
without even trying first."
LUCAS BRITEZ

PHOTO BY JEFFERY SALTER

From the Executive Director

THANKS TO YOU, as the historical events of 2011 unfolded, we were ready.

When people poured into the streets of the cities of Wisconsin, out onto the plains of Nebraska, and filled the financial district of Wall Street, YES! tracked the action with daily online coverage. As a result, our website visits soared. So did magazine subscriptions. Your support made it possible for us to reach a record number of people in 2011.

Throughout this annual report, you'll see the story of YES! coming into its own as a national source of information and inspiration. You'll see charts that go up and up. You'll find an account of our exuberant 15th anniversary celebration at Seattle's Town Hall with Van Jones and Bill McKibben. You'll discover examples of major media that cite YES! and draw on our staff for commentary and insight. You'll be reminded of favorite issues of YES! and the way they frame important challenges with fresh and empowering perspectives. You'll see that we are reaching young people through Facebook, Twitter, and our education outreach program. You'll learn how we published the first book on the Occupy movement, eliciting a round of positive reviews.

You'll also find a sampling of the multitude of comments readers send us every day. They come from teachers, writers, activists, policymakers, celebrities, students, and ordinary citizens. They write to tell us how YES! lifts their spirits, helps them see new possibilities, and spurs their action.

I am grateful to count you among the supporters who make this work possible. You are helping people from all walks of life be part of shaping a future that can work for their children, grandchildren, and all the creatures of the Earth. Thank you.

With gratitude,



Fran Kortzen



YES! 2011 ANNUAL REPORT



“If you want to learn about the amazing things that are happening to transform our world for the better, this is the magazine!” —*Chris Uhl, Professor of Biology, Penn State University*



“Whenever I need a shot of hope, I know I can find it in the pages of YES! For 15 years they have been pointing out a path forward.” —*Cathryn Wellner (posted on her blog, ThisGivesMeHope.com)*



“THE WEALTH OF THIS NATION IS CREATED BY ALL OF US TOGETHER.
WE WILL RISE OR FALL AS A COMMUNITY. TOGETHER, WE CAN BUILD AN ECONOMY
THAT REWARDS AND CARES FOR ALL OF US.”
Deepak Bhargava

from the
Fall 2011
New Livelihoods
issue

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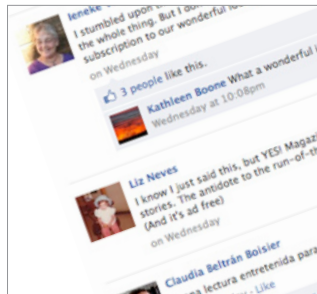
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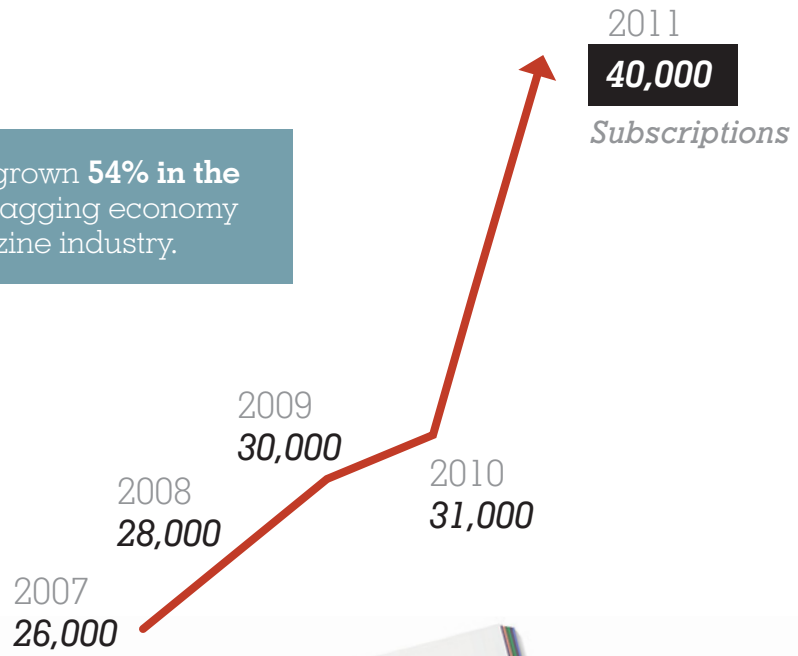
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Print subscriptions have grown **54% in the past 5 years**, despite a sagging economy and shrinking magazine industry.



7 Smart Solutions for *diy* Jobs

One alternative to looking for a job is to make your own. Here are seven ways communities are offering tools, training, and bright ideas to get workers started.

from the
**Fall 2011
New Livelihoods
issue**



PHOTO BY KRISTIN GLADNEY

Bread Kitchen in Queens, N.Y. and kitchen incubator that helps people from [unclear] in the food business.

The Magazine

Offering powerful ideas and practical actions for today's challenges



Spring 2011

Can Animals Save Us?
It's just possible that our love of animals can help us save ourselves.



Summer 2011

Beyond Prisons
2.55 million behind bars: How to stop wasting money and lives.



Fall 2011

New Livelihoods
We can solve the jobs crisis while also preserving the planet.



Winter 2012

The Breakthrough 15
Meet 15 extraordinary people who are transforming the way we live.



Prisons issue:

"I went into the prison and found a pile of YES! magazines on the front desk with a sign, 'Take one!' In 11 years I've never seen them do that with any other publication ... What's more, at every meeting of criminal justice activists I've been to this summer ... someone was waving a copy of YES! and asking, 'Have you seen this?'"

—Carol Estes, Executive Director, University Beyond Bars



New Livelihoods issue:

"I just love the fact that you highlight the DIYers and offer different perspectives on the jobs crisis and the emerging strategies to combat the continued economic decline."

—Shawn Escoffery, Director, Strong Local Economies Program, Surdna Foundation

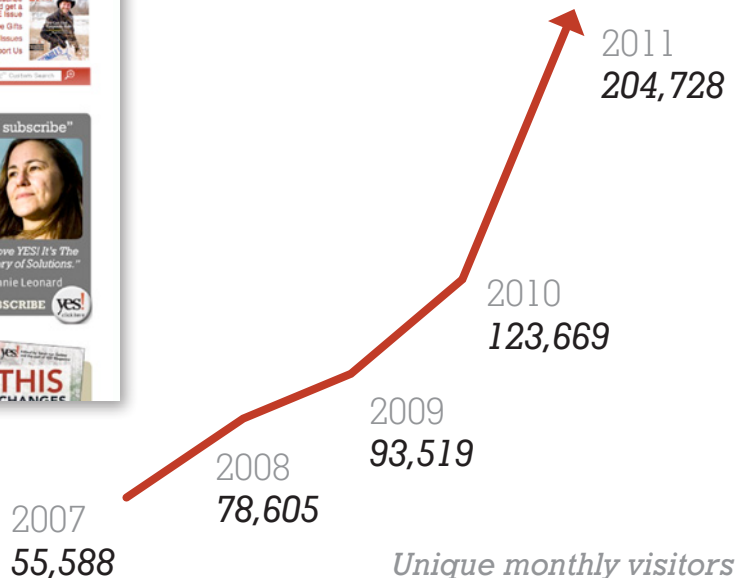
“YES! Magazine recently partnered with the No Impact Project to run an online No Impact Week. The experience demonstrated just how important YES! is in reaching and activating people who want to participate in a just, regenerative society. YES! is the hub for this kind of conversation.”

—Colin Beavan, Ph.D., No Impact Man



Online

Reaching more than 204,000 monthly visitors with the YES! take on the news



Unique monthly visitors to yesmagazine.org

Web visits soared in response to our daily online stories. From *Citizens United*, to the Occupy movement, to the local food revolution, we offered timely insight and solutions to today's critical issues.

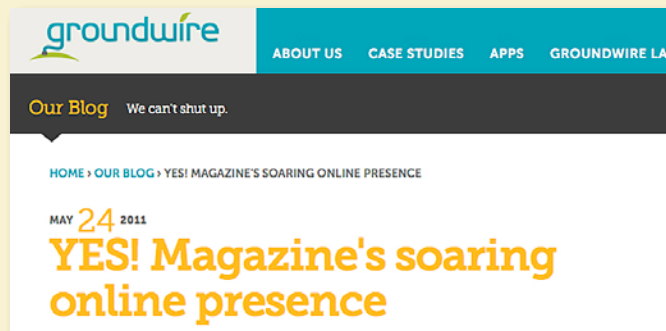


NAMED "2011 BEST BUSINESS AND POLITICS WEBSITE" BY TREEHUGGER.COM

"YES! Magazine represents where the green movement needs to be heading. ..."

PRAISE FROM "GROUNDWIRE"

"What began 15 years ago as a quarterly print magazine ... has morphed into a leader in daily online progressive news. ..."



YES! 2011 ANNUAL REPORT



“Sarah van Gelder’s appearance on PBS has now introduced me to YES! Magazine and I will be following your publication for updates and suggestions on how to better demonstrate my support (for the Occupy movement) in the coming months.”

—Gary Fechtmeyer, Blaine, Wash.

**“YES! Magazine
is a vital voice among
independent media.”**

Journalist and
co-host of Democracy Now!
Amy Goodman



“We need journalism with the
courage to confront conventional
wisdom. We need informed
people. We need people who
read YES! Magazine.”

NONPROFIT. INDEPENDENT. SUBSCRIBER-SUPPORTED.

Subscribe at 800/937-4451 or YesMagazine.org

In Other Media

Dozens of media outlets, including **PBS**, *The New York Times*, *Huffington Post*, **Thom Hartmann**, and **AlterNet** carried YES! articles to new audiences



October 17, 2011



YES! Executive Editor Sarah van Gelder discussed the Occupy movement on PBS Newshour, highlighting YES! as a source of insight and information on the populist uprising.



August 31-December 31, 2011

The *Christian Science Monitor* regularly featured YES! articles, including portraits of YES! Breakthrough 15 heroes Will Allen, Lily Yeh, and Ai-jen Poo.

WALL STREET JOURNAL

February 21, 2011

The Wall Street Journal featured Sarah van Gelder's article "Wisconsin: First Stop in an American Uprising?"

Excerpt:

"The tide may now be turning. Inspired by people-power movements around the world, people in the United States are beginning to push back. The poor and middle class, who didn't cause the collapse but have felt the most pain from the poor economy, are now being asked to sacrifice again."

The New York Times

August 31, 2011

New York Times columnist Mark Bittman hailed YES! Senior Editor Madeline Ostrander for her article: "Beyond the Usual Suspects: Pipeline Opposition Crosses Political Lines."

Excerpt:

"A great article from Madeline Ostrander, which asks, 'can opposition to the Keystone XL pipeline bring conservatives back to conservation?' She details the independent risk assessment compiled by a civil engineer from Nebraska, which predicts that Keystone XL could have 91 significant spills over the next 50 years—eight times as many as TransCanada suggested."

In Social Media

Engaging 45,000 followers with Facebook and Twitter



The YES! article commending Norway's response to its terrorist attack was forwarded on Facebook **more than 1,600 times.**



The Bolivian embassy retweeted our article on Bolivia's historic law recognizing the rights of nature.



In the Classroom

Empowering more than 25,000 teachers with materials on sustainability and social justice



“I was thrilled to find out about YES! from one of my eighth-grade students. He was using your website for a civics project. I’m excited for so many educational possibilities for my students.”

—Leslie Vanzo, Oak Meadow School, Brattleboro, Vt.



“The quality and content of your publication stimulates, energizes, and engages my students and helps me be a better teacher and human being. Thank you.”

—Ken Gadbow, Trillium Charter School, Portland, Ore.

The screenshot shows the top navigation bar with buttons for 'UNSUBSCRIBE', 'FORWARD to a friend', 'SUBSCRIBE to YES! Magazine', and 'RENEW your YES!'. Below this is a row of social media links: 'SENT TO tdunn@yesmagazine.org', 'MANAGE/CHANGE EMAIL', and 'VIEW IN BROWSER'. The main content area features a header with 'YES! EDUCATION CONNECTION NEWS' and the 'yes! magazine' logo. Under 'YOUR STORIES', there is a featured article 'My Greatest Teaching Moment' with a small image of a man and a 'MORE »' link. Below that is a 'YES! RECOMMENDS' section for 'The Story of Stuff Project—NEW Stuff!', including a small image of a 'CITIZENS UNITED v. FEC' poster and a 'MORE »' link. At the bottom, there is a 'YES! CLASSROOM TOOLS' section for '8 Ways to Decorporatize Your Money (POSTER)', with a small image of a poster and a 'MORE »' link.

Our education e-newsletters provide 25,000 teachers with classroom-ready materials on YES! themes. Teachers use these lesson plans, writing contests, and other resources to bring sustainability and social justice into the curriculum.



Article in the *IBPA Independent*, February 2012, by Steven Piersanti of Berrett-Koehler Publishers.

The YES! Book on the Occupy Movement

Adding context and insight to a democratic uprising

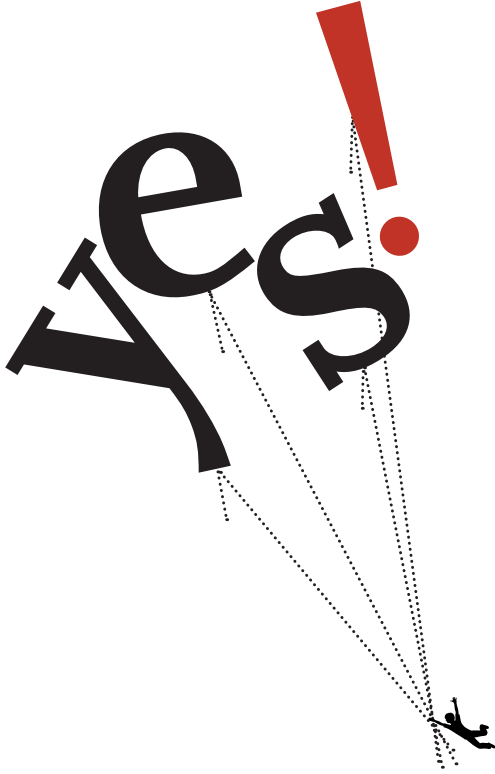


Our timely online coverage of the Occupy movement prompted Berrett-Koehler Publishers to invite us to create an “instant book.” In two weeks we produced *This Changes Everything*, with voices from the movement and commentary on its significance. The book was widely and positively reviewed in the media, and sold over 10,000 copies in just two months.

“A useful, timely, relevant contribution.” —*New York Journal of Books*

“Brief, hopeful, and accessible... serves as a fine record of the OWS autumn, especially for those seeking clarity on its aims. As a primary source it will have long-term value.” —*Library Journal*

“[T]he first substantial book about the OWS cause ... puts the achievement of the 99 Percent into sharp psychological focus. ...” —*The Daily Beast*



YES! Turns 15

Celebrating success and inspiring action at Seattle's Town Hall

Van Jones, Bill McKibben, and YES! board members joined a capacity crowd in June to celebrate our 15th anniversary. Van and Bill galvanized the audience with the message that citizens acting together can effect real change. Afterward, over dessert and coffee, the YES! community partied, networked, exchanged ideas—and contributed \$25,000 to our ongoing work.



“I just watched the video of the YES! birthday event. ... YES! is a vibrant reminder that the forces of good are alive and kicking! It showcases what is possible when we let our individual and collective actions be guided by love, compassion, and cooperation.”

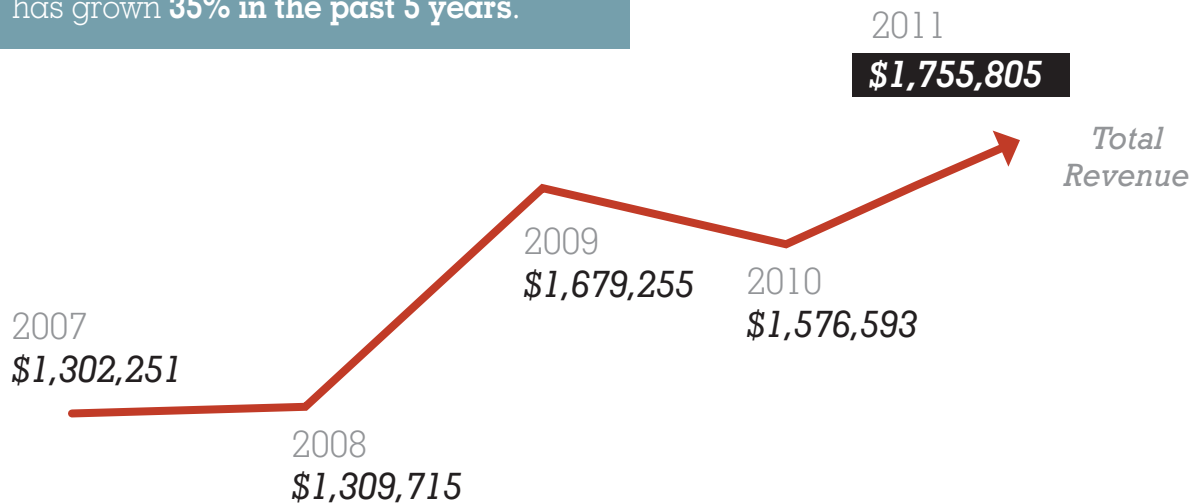
—*Sebastian Felix Tesarek, Germany*



Van Jones addresses the YES! anniversary crowd
at Town Hall in Seattle.

Financial Report

Despite the challenging economy, revenue from sales, individual donors, and foundations has grown **35% in the past 5 years.**



2011 Operating Budget January 1, 2011-December 31, 2011

Income

Sales (subscriptions, newsstand, books, back issues, posters, other)	\$678,580
Donations from individuals	\$392,236
Foundation grants	\$662,500
Interest and dividends	\$22,489

Total 2011 income **\$1,755,805**

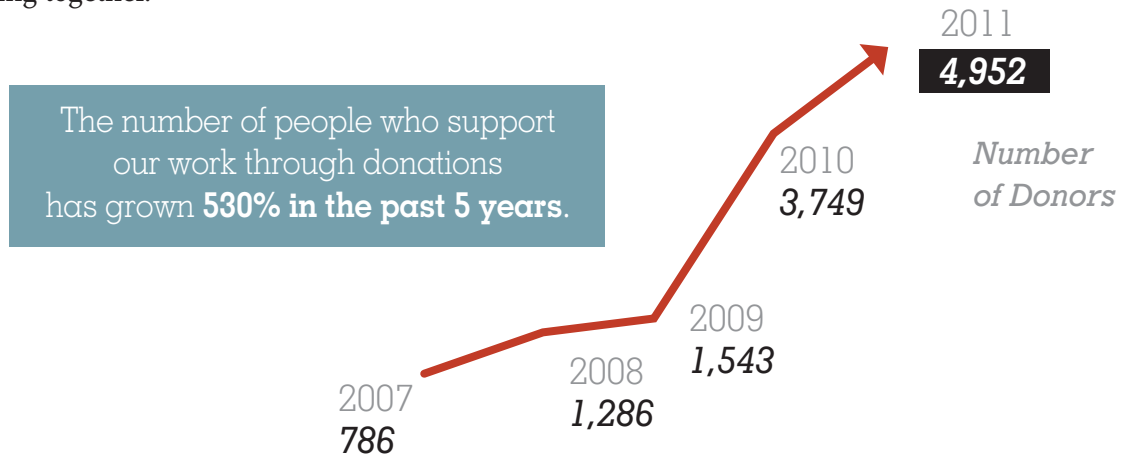
Expenses

Staff salaries, benefits, and taxes	\$940,991
Interns	\$28,723
Magazine paper, printing, and distribution	\$244,145
Magazine circulation services	\$79,517
Outreach (education, media, High Impact Campaigns, marketing, conferences)	\$151,729
Editorial and web	\$69,650
Development	\$85,047
Office expenses and equipment	\$104,553

Total 2011 expenses **\$1,704,355**

Thank You, Supporters

Thanks to you—and the vision we share of a just and sustainable future—YES! revenue continues to grow and our influence continues to expand. The activities in this report were made possible by your support. We are delighted that almost 5,000 people chose to make a gift to YES! Below we thank by name our Founders Circle—those who contributed \$500 or more. We are grateful for your continuing faith in YES! and the future we are building together.



Our 2011 Founders' Circle

Angels (\$10,000+): Community Foundation Serving Boulder County Seeds Gift Fund • Ford Foundation • David & Fran Korten • Mel McDonald • Nathan Cummings Foundation • New Visions Foundation • One Foundation • Park Foundation • Judy Pigott • Richard & Charline Watts Fund at the Illinois Prairie Community Foundation • RSF Global Community Fund • Surdna Foundation • Tides Foundation • Anonymous (3)

Visionaries (\$5,000 to \$9,999): Harriett Crosby • Deupree Family Foundation • Tom Elliott & Barbara Scott • Rebecca Liebman & Charles Stephens • Lydia B. Stokes Foundation • Harvey L. Miller Foundation • Riki Ott • Susan Singh • Ted Thomas & Colette Chabbott • Anonymous (3)

Sponsors (\$500 to \$4,999): William M. Alexander • Bainbridge Graduate Institute • Jill Bamburg & Nani Baran • Grace & Marc Bartoo • Jacob Bomann-Larsen • Susan Boyd • Roberta & Victor Bremson • David Burnight • Susan Callan • Paul Canavese & Ann Naffziger • John N. Caulkins • Center for Creative Change at Antioch University • Collins Family Foundation • Ed & Gaywynn Cooper • Larry Daloz & Sharon Parks • Martha L. & William P. Densmore • Cathleen K. Dorinson • Susan Eidenschink • Alicia Elliott • Robert Erwin • Foundation for Ecology & Culture • Janet Freibergs • Chandra & Robert Frieze • Google Matching Gift Program • Sharon Grant • Alisa Gravitz & Joe Garman • Jack Gray & Mary Jo Wade • Robert S. Hagge • Walter Haines & Mary Lou Peck • Bob & Gerri Haynes • Nancy Larocca Hedley • Doug Hendren • Judy Hinkle • Tim Hinkle • Guy D. Hoagland • Kurt Hoelting & Sally Goodwin • Stephen Johnson & Marnie Thompson • Robert E. Jones • Barbara T. Lewis • Joanna Loehr • Peter & Melinda Lucas • Margot Fraser Fund • Elizabeth Martin & Ken Fabert • Margaret Moore • Virginia Mudd & Clifford Burke • Guy Nelson • Ulla Neuberger • Martha Newell • Newground Social Investment • Linda Sue Park • Gifford & Libba Pinchot • Port Madison Enterprises • Portfolio 21 • Alan & Andrea Rabinowitz • John Repp & Cindy Cole • Elsa Roberts-Auerbach • Roy A. Hunt Foundation • Karen & Bill Scarvie • Barbara Schaetti • Cynthia Schroeder • Cynthia Sears & Frank Buxton • Seattle Foundation • Ron & Eva-Maria Sher • Elizabeth Smith • Victor Stone • Suquamish Tribe • Marion Sweeney & Kate and Cama Laue • Sebastian Felix Tesarek • Marsha G. Torkelson • Tanne & Tom Traywick • Menno Van Wyk • Todd Vogel & Karen Hust • Betty Walters • Ken Williams • Anonymous (5)

Board of Directors



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David Korten

David is president and founder of the Living Economies Forum and an active promoter of a new economy agenda. His most recent book is *Agenda for a New Economy*.



VICE CHAIR
Jill Bamburg

Jill is co-founder and director of curriculum development at Bainbridge Graduate Institute, and author of *Getting to Scale: Growing Your Business without Selling Out*.



SECRETARY
Tanya Dawkins

Tanya is founder and executive director of the Global-Local Links Project, putting people and communities at the center of the global economy.



TREASURER
Alisa Gravitz

Alisa is executive director of Green America and a nationally recognized leader in the social investment industry.



Puanani Burgess

Puanani is a community-building facilitator, poet, and cultural translator working in community, family, and values-based economic development.

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Bill McKibben



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Patti Chang

Patti is CEO of Feed The Hunger Foundation, which seeks to alleviate poverty and hunger using microfinance.



Richard Conlin

A Seattle City Council member, Richard co-founded Sustainable Seattle and formerly directed the Earth Service Corps.



Danny Glover

In addition to acting, Danny is a goodwill ambassador for the United Nations, and works on behalf of AIDS victims, civil rights, and economic justice.



Sarah van Gelder

Executive editor of YES!, Sarah leads the development of each issue and writes and speaks on building a more just, sustainable world.



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PHOTOS BY LANE HARTWELL, ERICA CAMILLE,
AND PAUL DUNN FOR YES! MAGAZINE.

Over and over again.

Paper pulp can be reused
5 to 7 lifecycles.

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