

yes!



2017 ANNUAL REPORT

YES! MEDIA, PUBLISHER OF YES! MAGAZINE

JOURNALISM FOR
PEOPLE BUILDING
A BETTER WORLD

yes!

YES! is a subscriber-supported, independent media organization that inspires people to create a just, sustainable, and compassionate world. In our print magazine and online reporting we look deeply at the root causes of the world's biggest challenges—from climate change to racial injustice to inequality—and showcase the people and organizations that are creating solutions that work for all. We believe that ordinary people, armed with a vision of what is possible and practical pathways to get there, will bring a better world into being. YES! is ad-free and published by YES! Media.



Old Window Workshop, a woman-owned cooperative in Springfield, MA, provides women with full-time jobs along with flexibility to manage family responsibilities.

YES! PHOTO BY CHRIS MARION

From the Executive Director



WHAT A YEAR. In 2017 so much of what we hold dear was threatened. Justice. Truth. Our planet. Democracy itself.

But you believed in YES! You trusted us to help readers make sense of the year's events, see a way forward, and help them take action. Thank you!

I am so proud of how we rose to that challenge. With your support, YES! published 488 stories. Online, we posted stories daily — responding quickly to breaking news, bringing historical and social context to current events, and deepening readers' understanding of the issues.

In the print magazine we covered current themes in depth—from sanctuary towns, to “just transitions” to a post-fossil fuel world, to local economies that promote social wellbeing. Our solutions reporting showed that, despite the chaos at the national level, people working together in their own backyards are building vibrant networks that are equitable, sustainable, and just.

Throughout, we embraced diverse voices and viewpoints because communities of color are where many of the greatest challenges are felt and most innovative solutions lie. In 2017, 42% percent of our articles were written by people of color.

These writers often challenged long-held ways of thinking. But readers appreciated the coverage—our most widely read articles were those on racial justice. Overall readership rose 12% as people shared YES! stories online, bringing more than five million people into our orbit.

Daily we received comments like this one from Mary Hill in Asheville, North Carolina: “YES! is a trusted source for stories that are heartening and hopeful, that challenge and encourage. Stories I do not hear anywhere else.”

All of this is possible because of you. Your generosity and trust in YES! enabled us to meet the challenges of 2017 with honesty, hope, and courage. Thank you for helping us inspire millions of readers to take part in building a better world.

Christine

Christine Hanna

Advancing Social Justice

In 2017 the Trump administration began systematically dismantling the systems and institutions that protect both civil liberties and democracy. YES! responded with scores of stories about people and communities that are resisting discrimination and defending their vulnerable members.



Our Summer 2017 print magazine featured communities nationwide that have mobilized to protect their most vulnerable members: immigrants, people of color, LGBTQ folk, and others whose safety and rights are at risk.

Scores of online stories continued this theme.





This short video showed 5 concrete ways ordinary people can help their undocumented neighbors.



Growing the Movement for Environmental Justice

As we ravage our environment to maximize corporate profits, the impacts are felt first and most intensely in places with high levels of poverty and in communities of color. So it's no surprise that those communities have taken the lead in protecting land, air, and water. Throughout 2017, YES! showcased these community-led initiatives, building support for their efforts while spotlighting replicable solutions.



Jacqueline Patterson
DIRECTOR OF THE NAACP ENVIRONMENTAL
AND CLIMATE JUSTICE PROGRAM
Interview by Bill McKibben

WHY CLIMATE CHANGE IS A CIVIL RIGHTS ISSUE

THERE'S NOTHING LIKE the giant oil companies to provide us all with lessons about power and prejudice. The climate crisis offers a lens to understand many of the inherent injustices on this planet: There's an almost perfect inverse relationship between how much of the problem you caused and how much of the pain you're feeling. Furthermore, it offers the best chance to actually right some of these wrongs: The economic rearrangement that must accompany any successful effort to fix the planet's climate system is an opportunity to make sure that the people who've always been left out won't be put at the back of the all-electric bus. Jacqueline Patterson is the director of the NAACP Environmental and Climate Justice Program. She says she recognized environmental injustice decades ago while working in Jamaica, where Shell Oil contaminated community water supplies. Then later, while volunteering in New Orleans after Hurricane Katrina, she saw another side of the inequality

in climate disaster response. Patterson co-founded Women of Color United and has served as a senior women's rights policy analyst for ActionAid, integrating a women's rights lens for food rights, macro-economics, and climate change. I spoke with her about how we can broaden the idea of a "just transition" and meaningfully address the issue of marginalized communities. In the economic shifts, will there be opportunities for healing and righting wrongs? And what is "just," anyway? This is the kind of conversation I hope people are having all over the country and, indeed, the planet.
—Bill McKibben

Bill McKibben: Tell a bit of your story.
Jacqueline Patterson: I got into this—well, long story short, my first conscious experience with environmental justice was when I was in the Peace Corps, living in Jamaica. And one of the communities I was working with, they had their water supply contaminated by shell oil. It was this very typical David and Goliath situation—the community had been drinking this stuff for some time, and when it was brought to light, a bunch of community leaders got together to get justice from Shell. And they just wanted to fund a few ventilated pit latrines and give some money to the school. It put in stark relief the imbalance of power, what little justice there is for communities if they don't actually build and wield power against these entities that can act pretty heartlessly. As a later juncture of my career, when I was doing gender justice work, I was noticing there wasn't a gendered analysis around climate change in the U.S., when there was such a well-understood conversation of it interculturally, and a set of interpenetration and so forth. So I got a grant to go around the country and focus on the Women of Color Climate Justice Road [Four]—I was doing videos, lifting up women who were disproportionately impacted by climate change, and looking at people who were working on climate justice, explicitly or implicitly. From there I connected with NAACP. I said,

Jacqueline Patterson of the NAACP helps people see the deep, systemic connections between climate and race.

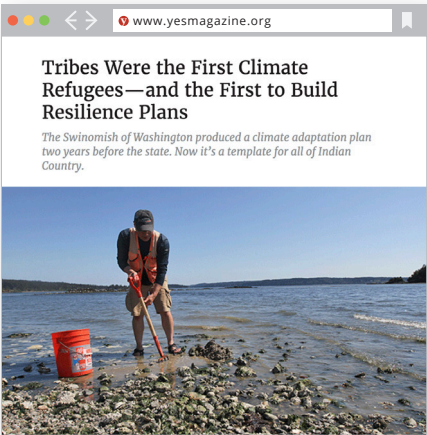
Our Fall 2017 print magazine focused on Just Transitions—communities that are switching from fossil fuels to renewable energy while protecting the wellbeing of residents.



Native tribes are leading this effort—especially in Alaska, where switching from oil to renewables makes solid economic sense. As mayor of the Inupiaq village of Buckland, Tim Gavin has overseen the installation of wind turbines and solar panels that offset the high price of energy in remote Alaska.



Online stories showed what’s possible when communities step up to protect the places they love.



Showing the Way to an Economy that Works for All

Even as wealth flows to the one percent, communities nationwide are showing that another way is possible. They're developing worker-owned businesses, community land trusts, public-private partnerships, and other initiatives that keep money in the community, spread the wealth, and support wellbeing.



Our Winter 2018 print magazine featured “solidarity economies,” local initiatives that strengthen community bonds while promoting economic wellbeing.

www.yesmagazine.org

How the Neighborhood That Inspired “The Wire” Is Pulling Its Residents Out of Poverty

When large institutions like universities and hospitals agree to hire and spend locally, they can transform neighborhoods hardest hit by poverty and unemployment.



www.yesmagazine.org

In a Rust Belt Town Where Tuition Is Covered, Economy Begins to Revive


After Kalamazoo, Michigan, offered college tuition for nearly all high school graduates, dropout rates declined and the city's population began to rebound.



www.yesmagazine.org

The New Co-op Helping Ex-Inmates Find Work—and Recover

Washington, D.C., has the highest incarceration rate in the country. That's why Juan Reid launched this cooperative owned and operated by ex-inmates.



www.yesmagazine.org

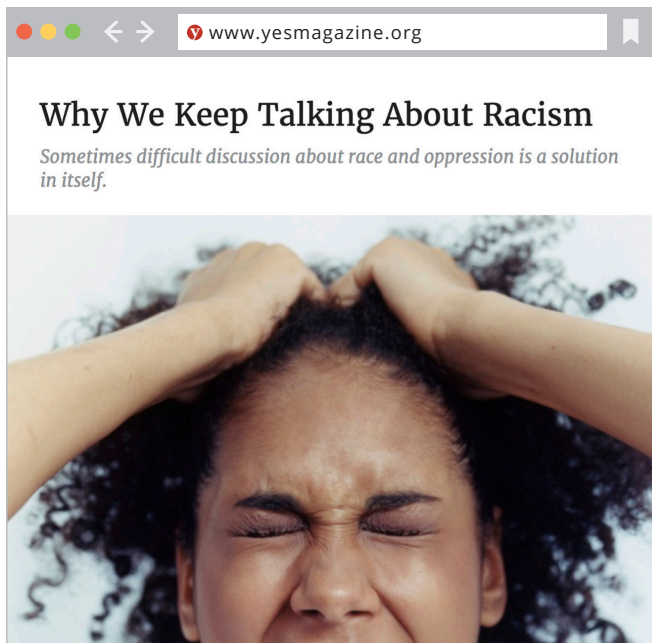
How Neighbors Turned Unused Buildings into a Thriving Community Hub

As rents rise and independent businesses in Minneapolis lose their leases to large national chains, a first-of-its-kind co-op found a solution.

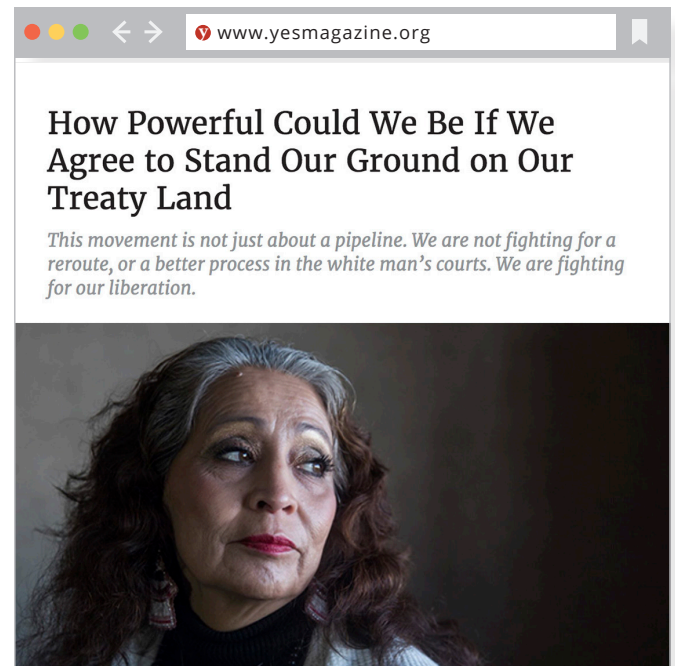


Promoting Racial Justice

Communicating the history and lived experience of African American, Latinx, and Native American people took on added urgency in 2017. As these groups were systematically attacked by an increasingly virulent right wing, we increased our coverage by writers and journalists from those communities.



“Until White Americans truly see people of color as their equals, we will never end racism.”



For the Standing Rock Sioux tribe, the battle over the Dakota Access pipeline was not just about a pipeline. It was about their rights as a people and the rights of the Earth.

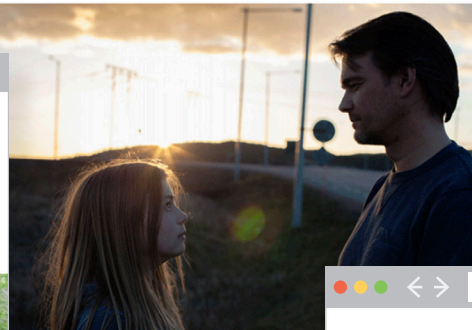
Many unflinchingly named White supremacy, colonialism, and patriarchy as the roots of our nation's greatest ills. They asked us all to look deeply and honestly within, uncomfortable as that might be. Alongside these voices, White writers grappled with their own White privilege.

Together, these authors offer a menu of corrective actions that can help steer our nation toward equity and healing.

“It’s up to my generation to reject the concept of the authentic American as someone who looks and sounds White.”



“There can be no end to White supremacy until White folks renounce its privileges.”



From convening truth and reconciliation commissions to renaming streets and monuments, cities nationwide are taking action to root out White supremacy.



Offering New Approaches to Health, Happiness, and Resilience

How do we build health and happiness for the largest number of people? With thriving communities that meet our needs for shelter, food, a healthy environment—and deep connections to our neighbors.

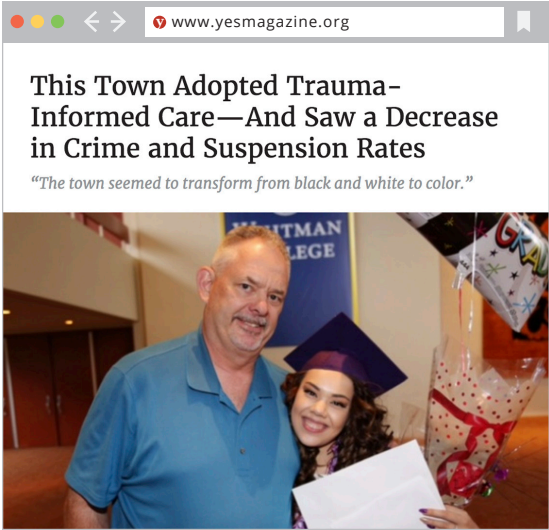


Closing the health equity gap with playgrounds and produce: Research shows that community health clinics can drive improvements in housing, employment, and quality of life—as well as health.

YES! PHOTO BY MARC PAGANI

As science came under attack from the Trump administration, our Spring 2017 print magazine, *Why Science Can't Be Silent*, examined the connections between science, climate, social justice, and democracy—and suggested roles we can all play as citizen scientists.



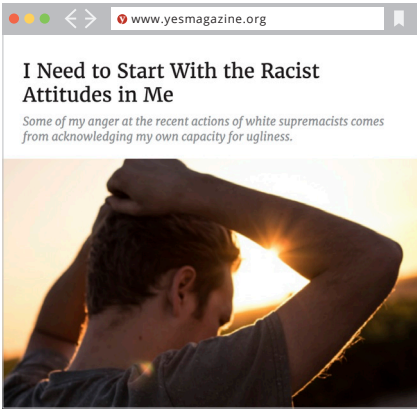
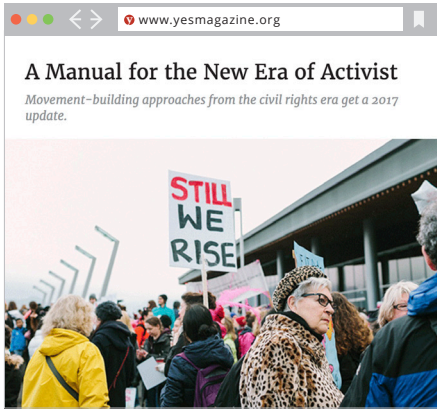


When residents of Walla Walla, Washington learned that childhood trauma causes adult problems, they created programs to help people recover. Now graduation rates are up; suspensions and crime are down.

Common spaces strengthen the social fabric, making us healthier, happier, and more connected.



Activism exploded in 2017 in response to Trump administration actions. YES! stories helped people hone their organizing skills and build resiliency.



Reaching Young People with Materials on Justice and Sustainability

Each year the YES! Education Outreach Program reaches tens of thousands of students in middle schools, high schools, and universities with classroom-ready lessons on justice and sustainability.

This year we initiated a new program for classrooms called “*Let’s Talk About. . .*” Each monthly installment provides resource materials and discussion questions to help teachers examine challenging issues in the news with their students.



Our National Student Writing Competition invites students to reflect on their own ideas and opportunities for creating a more just and sustainable world.

Rhys Hardiman-Mostow responded to the prompt *If you could ask for any non-material gift, what would you ask for?* with an essay called “A Break From Racism.”

“If I could ask for a special gift, I would ask for racism to end so that I can identify as myself. . . I’m a thirteen-year-old Black girl with big dreams.”

— Rhys Hardiman-Mostow, *Powerful Voice* winner, Winter 2018 competition

Logan Bailey Crews responded to the prompt *Think about someone in your school or community who is vulnerable and may need protection or support. Are you willing and brave enough to stand up against injustice?*

His essay described his effort to de-stigmatize mental illness in his school.

“While I was struggling with suicide, I wanted to help break the stigma against students like me. . . Now, I’m not silent. . . Each day, I work toward creating a safe environment where students can speak up. . . And because I stand up for myself, I’m still here.”

— Logan Bailey Crews, *Powerful Voice* winner, Fall 2017 competition

5,524 students wrote YES! essays in 2017.
Over **30,000** have participated in the competition since it began in 2011.

Inspiring Millions to Help Build a Better World

YES! readership continued to grow in 2017 as people searched for a way forward in this challenging time. Over 5 million people read YES! stories; shared them with friends, community members, and social change organizations; and used the ideas we wrote about to grow the movements for social justice, economic fairness, and a healthy planet.

**Over 5 million
readers in 2017**
+12% over 2016



**203,000 Facebook
followers**
+7% over 2016

Social media drove readers to YES! Over 203,000 people now follow us on Facebook and share YES! stories with friends—bringing hundreds of thousands of new readers into our orbit. 48% of our Facebook followers are between the ages of 18 and 34, a vital audience as we seek to build a more just and equitable world for future generations.

Our solutions stories were widely reposted by other media, taking YES! ideas to a vast audience.



Our 2017 Reader Survey showed that YES! changes people's attitudes and behavior

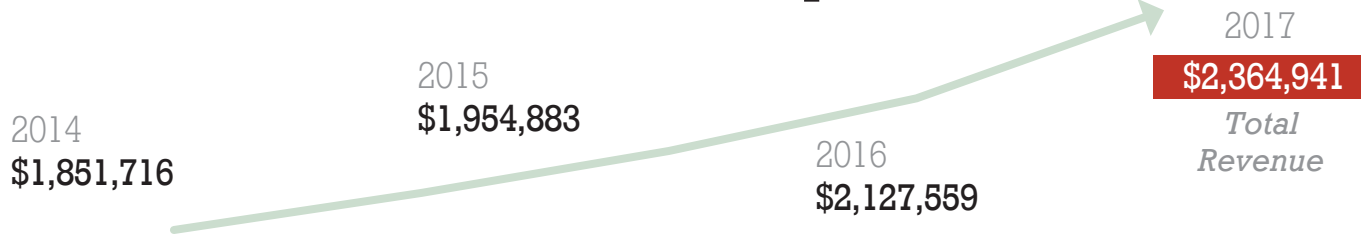
85% of respondents said **YES! changed the way they think about issues** including economics, Native issues, climate and the environment, and what's possible.

"In this age of cynicism and hopelessness, YES! provides an antidote. It gives us reason to hope and carry on trying to make this world a better place to live!"
— Diane and Harry McAlister, Tacoma, WA

"YES! has reshaped my understanding of many issues, given me tools that address how I can make change in the world directly around me and connected me with others around the world who share our common goals."
— Douglass St. Christian, Stratford, Ontario, Canada

78% said **YES! influenced their behavior** on participating in their local economy, correcting inequity, caring for the environment, building community, and activism for social or political change.

Financial Report



2017 Operating Budget January 1, 2017-December 31, 2017

Income

Subscriptions and newsstand	\$319,708
Product sales	\$46,043
Events	\$724
Donations	\$948,098
Grants	\$1,041,166
Interest, dividends, and royalties	\$9,202

Total 2017 income

\$2,364,941

Expenses

Personnel (salaries, benefits, and taxes)	\$1,280,425
Interns	\$39,133
Magazine (printing, distribution, and fulfillment)	\$275,327
Audience (development and outreach)	\$119,820
Editorial (magazine, web, and broadcast)	\$179,420
Development	\$88,246
Office and equipment	\$71,109
Technology (includes database conversion project)	\$224,488
Finance and administration	\$65,348

Total 2017 expenses

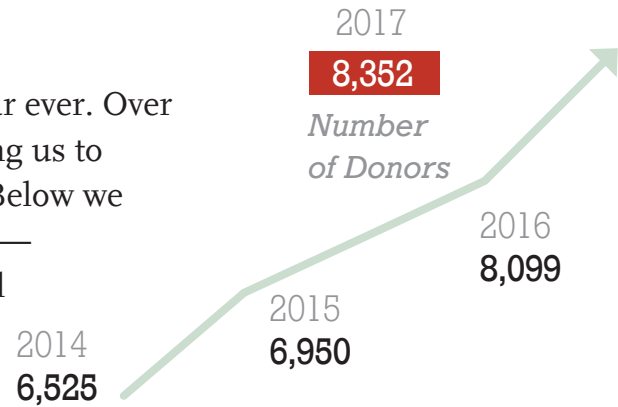
\$2,343,316

Net income (returned to operating budget)

\$21,625

Thank You, Supporters

Thanks to you, 2017 was financially our strongest year ever. Over 8,000 individual donors made gifts to YES!—enabling us to increase the quantity and quality of our journalism. Below we thank by name the members of our Founders' Circle—those who contributed \$500 or more. We are grateful to all our donors for your continuing faith in YES! and the future we are building together.



Our 2017 Founders' Circle

Angels (\$100,000+): NoVo Foundation * Program Development Fund of Tides Foundation * Satterberg Foundation * Surdna Foundation

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David is president and founder of the Living Economies Forum and an active promoter of a New Economy agenda. He is the author of *Change the Story*, *Change the Future*.



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Gideon writes about the impact of technology on people, organizations, and society. For nine years, he ran Groundwire, a mission-driven technology consulting group.



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



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



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Andrew is chair of journalism innovation and civic engagement at University of Oregon's Agora Journalism Center. He was multimedia editor at *The New York Times*.



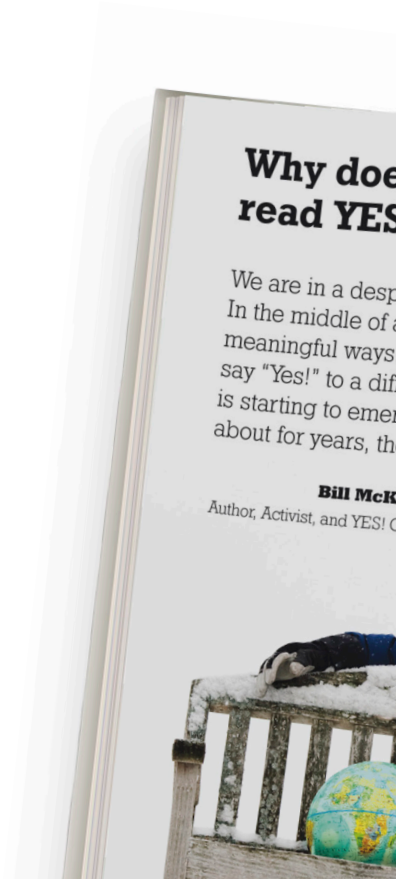
Rick Ingrasci

Rick is a psychiatrist, director of the StoryDome Project, and co-author of *Chop Wood, Carry Water: A Guide to Finding Spiritual Fulfillment in Everyday Life*.



Danny Glover

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



Staff and Contributors



Jill Bamburg

Jill is co-founder and former president of Pinchot University, and author of *Getting to Scale: Growing Your Business Without Selling Out*.



Mark Trahant

Mark is an independent journalist and a member of the Shoshone-Bannock tribes. He writes regularly on his site, *Trahant Reports*.

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es a No! guy like me
S! Magazine?

operate place. There's a lot we need to say "No!" to.
all that are opportunities to change in deep and
. When we say "No!" to business as usual, then we
ferent way of doing things. And that different way
erge—the things YES! Magazine has been writing
e things YES! has worked so hard to make happen.

ibben
Contributing Editor





Over 20 Years of Inspiring Change





Front cover, left to right: This community health clinic-sponsored playground led to big changes in a Pensacola, FL neighborhood; Greg Grey Cloud, Lakota, dresses his horse in traditional regalia; GRLZradio, Boston, helps girls find their voices. Above: FrutaGift, a free community farm stand in Oakland, CA.

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