

2014 ANNUAL REPORT

POSITIVE FUTURES NETWORK, PUBLISHERS OF

yes!
magazine



**Powerful Ideas
Practical Actions**



YES! is a subscriber-supported, independent media organization that inspires people to create a just, sustainable, and compassionate world. We look deeply at the root causes of the world's biggest challenges—from climate change to inequality—and showcase the people and organizations that are creating solutions that work for all. We are ad-free and are published by the nonprofit Positive Futures Network.



Alice Walker,
author and activist

**“YES! Magazine ...
Changing
People’s
Consciousness”**



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YesMagazine.org

From the Executive Director

THROUGHOUT 2014 you helped YES! show a growing audience where the positive possibilities lie, no matter how dire the headlines of the day. Thank you!

Take, for example, the November 2014 elections. It sure looked like big money had won the day. And in many ways it had.

But there were little-known victories too. And so, the day after the elections, when much of the progressive press was crying defeat, YES! published “6 Ways Americans Voted Against Corporate Power in the Most Expensive Midterm Election Ever.”

We weren't ignoring the political effects of corporate money. We were reminding our readers that there are places like Richmond, California and the State of North Dakota where citizens defeated the corporate interests that had poured millions into the campaigns.

Through your generous support, you keep alive the “can do” spirit of teachers, community activists, policy makers, students, and faith leaders across this country and beyond. Every day readers write to tell us that YES! restores their hope and spurs them to action.

From San Diego, Geri McKenzie's comment shows how this works.

“My college-age daughter and her friends visited over the holidays and devoured every back issue I had of YES! magazine. So I gave my daughter her own subscription. And I gave a college professor friend a subscription last year and she and her students were able to jumpstart some projects with ideas from YES!”

The ripple effect that Geri describes is multiplied by social media. Over 150,000 people now follow YES! on Facebook and/or Twitter—where they share our stories and build support for innovative ideas in their own communities.

Thank you for being part of the community of donors who make this work possible. Together we can inspire the thinking and action so crucial to moving through this turbulent time of transition to a just and sustainable future.

With gratitude,



Fran Korten



“So refreshing to have a magazine committed to telling stories of hopeful social change! It not only informs, but changes the tone of ‘news’ from fear and dread to ‘come on and join the movement!’” —Joby Taylor, Baltimore, MD

from the
Summer 2014
 issue:
The New Storytellers



NEW STORYTELLERS
Voices Raised

**PRESERVING THE CULTURE
 LONGHOUSE MEDIA**

Great Native leaders appear to be overlooking contemporary Aztec dancers in a scene from Hummingbird, a short film that captures the spiritual power of ritual and tradition. The film was made by Longhouse Media, an organization that aims to catalyze Indigenous people and communities to use media as a tool for self-expression, cultural preservation, and social change.

Longhouse Executive Director Tracy Rector emphasizes the group's mission to nurture Native artists who use both traditional and modern forms of storytelling. "Our stories define us. Indigenous people have the right to share their own experiences through their own lens."

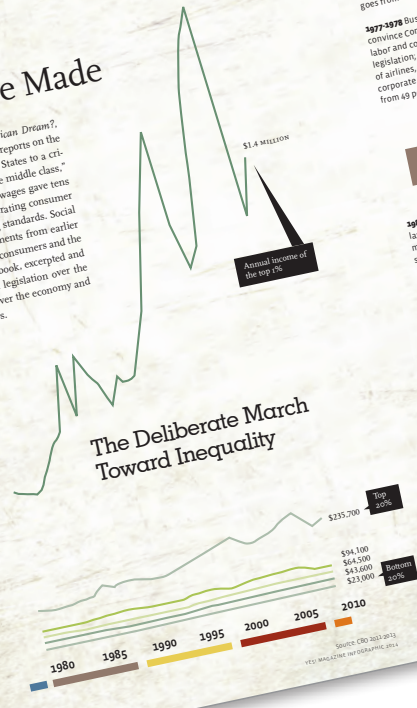
One of the ways Longhouse elevates Native stories is through a filmmaking project for tribal youth that is responsible for the acclaimed feature-length documentary *March*. Rector says the program has a positive impact for participants in many areas of their lives, such as academic success and overall self-esteem. Another program, the Superfly Filmmaking Experience, a Longhouse and Seattle International Film Festival joint project, brings Native and non-Native youth together for filmmaking, storytelling, and cultural exchange.

Clearwater, a Longhouse documentary currently in production, shows how the Suquamish people, who have a strong relationship to the saltwater ecology of their home on Puget Sound, are responding to the environmental threat of ocean acidification. —Christine St. Pierre

ISSUE 72 | THE END OF POVERTY

**INEQUALITY
 The Choices We've Made**

In his deeply researched book *Who Stole the American Dream?*, Pulitzer Prize-winning journalist Hedrick Smith reports on a critical structural choices that have brought the United States to a crisis of inequality. He describes "the heyday of the middle class," from the mid-1940s to the mid-1970s, when higher wages gave tens of millions of families steady income to spend, generating consumer demand, expansion of production, and higher living standards. Social movements of the 1960s, building on labor agreements from earlier decades, pushed forward new legal protections for consumers and the environment. Smith's detailed timeline from the book, excerpted and adapted here, charts how strategic lobbying and legislation over the next four decades gave corporations dominion over the economy and eroded the security of the American middle class.



1970s

1973-1974 Corporate lawyer (soon to be Supreme Court Justice) Lewis Powell writes in a secret memo that U.S. business must organize to fight labor, consumer activists, and government regulation. In response, CEOs establish the Business Roundtable, which becomes a powerful lobby for Corporate America.

1964-1973 U.S. worker productivity up 86 percent; hourly wages and benefits up 94 percent.

1973-2013 U.S. worker productivity up 80 percent; hourly wages and benefits up 30 percent.

1975-2001 Number of companies with Washington lobbying offices goes from 275 to 2,445.

1977-1978 Business lobbyists convince Congress to block protection labor and consumer protection legislation, produce deregulation of airlines, railroads, trucking, cut corporate and capital gains tax rate from 49 percent to 28 percent.

1980s

1980 Congress overturns usury laws and limits on interest for first mortgages, paving way for future subprime mortgage boom.

1981 Reagan tax cuts drop top personal rate from 70 to 28 percent, capital gains from 28 to 20 percent, corporate rate from 46 to 35. These corporate tax cuts add \$2 trillion to the incomes tax cuts add to the super-rich per decade.

1982 Congress authorizes unprecedented exotic loans—adjustable rate mortgages, 20 percent financing, negative amortization—which will lead to real estate boom and bust of 2000s.

Late 1980s-1990s Employers push workers out of traditional pensions and into 401(k)s. Employee share of retirement cost in 1980 is 12 percent, in 2006 51 percent.

1990s

1990 Congress passes H-1B visa program. By the early 2000s, nearly a million college-educated Americans lose their jobs to imported foreign workers, mainly in high-tech fields.

1994 Thanks to stock options and rapidly increasing pay, corporate executives overtake wealthy heirs as biggest portion of richest 1 percent.

1999 Jack Welch, who cut 25 percent of GE's workforce, named "the ultimate manager" of the 20th century by *Fortune*.

1995-2000 Clinton tax increases lower inflation and interest rates, generate strongest economic growth since 1960s, boosting wages of middle-class workers.

2000s

2001-2003 Bush administration gets tax cuts through Congress each year. Federal Reserve cuts interest rate from 6.5 to 1 percent, fueling housing boom. Americans borrow \$700 billion a year from home equity.

2004-2005 Fed Chair Alan Greenspan praises rapid growth of subprime mortgages, encourages borrowers to refinance with adjustable interest rates. Fed then raises interest rates.

2005-2006 Of people who were sold subprime mortgages, 50 percent actually qualified for them.

Mid-2000s 18 percent of employees of companies with more than 100 workers get fully paid health insurance—down from 70 percent in 1980. 35 percent get company pensions, compared to 84 percent in 1980.

2007 Corporate profits at highest share of national income since 1943. Share going to employee salaries lowest since 1929.

2008-2009 During recession, hundreds of major U.S. companies cut back employer match for 401(k) programs.

2009 Following taxpayer bailout, big Wall Street banks continue to off-shore jobs in finance, IT, human resources, and back office functions.

December 2009 Germany ends decade with \$2 trillion trade surplus, 23 percent of workforce in manufacturing. United States had \$6 trillion trade deficit, 1 percent employed in manufacturing. 1995-2009 Average German hourly wage 106.30 percent versus 5 percent in the United States.

2000-2009 U.S. multinational companies hired 2.4 million people overseas while firing 2.9 million workers at home.

2010s

2010 In congressional elections, business outspends labor 16 to 1, \$3.3 billion to \$79 million. 49 percent of members of Congress are millionaires compared with 1 percent in the general population.

2010 The American Dream Index shows that the American Dream is fading. The index is a composite of 10 indicators, including housing, education, and income.

from the
Fall 2014 issue:
The End of Poverty

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Offering powerful ideas and practical actions for today's challenges



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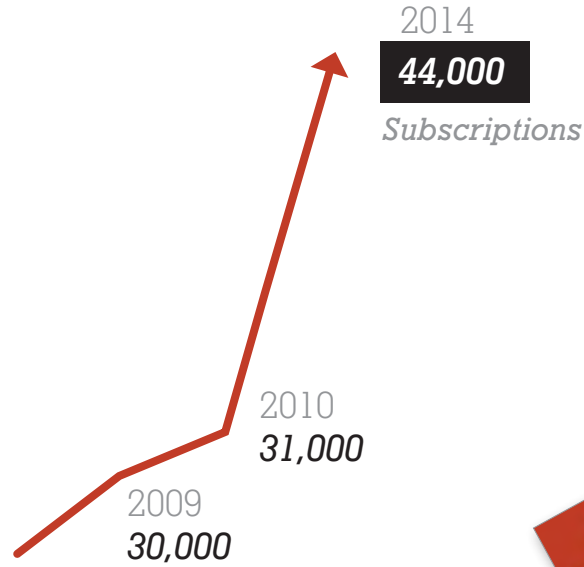
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Print subscriptions have grown

47%

in the past 5 years, despite downward trends for many print publications.



ISSUE 69 | EDUCATION UPRISING



Old school punishments are giving way to more respectful resolutions. As executive director of Restorative Justice for Oakland Youth, FANIA DAVIS can see programs like hers working to stop the school-to-prison pipeline.

WHERE DIGNITY IS PART OF THE SCHOOL DAY

Fania Davis

TOMMY, AN AGITATED 14-YEAR-OLD HIGH SCHOOL STUDENT IN Oakland, Calif., was in the hallway cursing out his teacher at the top of his lungs. A few minutes earlier, in the classroom, he'd called her a "b..." after she twice told him to lift his head from the desk and sit up straight. Eric Butler, the school coordinator for Restorative Justice for Oakland Youth (RJOY)—the author is executive director of the organization—heard the ruckus and rushed to the scene. The principal also heard it and appeared. Though Butler tried to engage him in conversation, Tommy was in a rage and heard nothing. He even took a swing at Butler that missed. Grabbing the walkie-talkie to call security, the principal angrily told Tommy he would be suspended.

"I don't care if I'm suspended. I don't care about anything," Tommy defiantly responded. Butler asked the

principal to allow him to try a restorative approach with Tommy instead of suspending him.

Butler immediately began to try to reach Tommy's mother. This angered Tommy even more. "Don't call my momma. She ain't gonna do nothing. I don't care about her either."

"Is everything OK?" The concern in Butler's voice produced a noticeable shift in Tommy's energy.

"No, everything is not OK."

"What's wrong?" Eric asked. Tommy was mistrustful and wouldn't say anything else. "Man, you took a swing at me. I didn't fight back. I'm just trying my best to keep you in school. You know I'm not trying to hurt you. Come to my classroom. Let's talk."

They walked together to the restorative justice room. Slowly, the boy began to open up and share what was weighing on him. His mom, who had been successfully doing drug rehabilitation, had relapsed. She'd been out

for three days. The 14-year-old was going home every night to a motherless household and two younger siblings. He had been holding it together as best he could, even getting his brother and sister breakfast and getting them off to school. He had his head down on the desk in class that day because he was exhausted from sleepless nights and worry.

After the principal heard Tommy's story, he said, "We were about to put this kid out of school, when what he really deserved was a medal."

Eric tracked down Tommy's mother, did some prep work, and facilitated a restorative justice circle with her, Tommy, the teacher, and the principal. Using a technique borrowed from indigenous traditions, each had a turn with the talking piece, an object that has a special meaning to the group. It moves from person to person, tracing a circle. The person holding the talking piece is the only one talking, and the



FANIA DAVIS

"Punitive justice asks only what rule or law was broken, who did it, and how they should be punished. It responds to the original harm with more harm. Restorative justice asks who was harmed, what are the needs and obligations of all affected, and how does everyone affected figure out how to heal the harm."

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YES! PHOTO BY LAKE HARTWELL

Fania Davis wrote about restorative justice in the Oakland Public Schools in our Spring 2014 issue, Education Uprising. After the Ferguson, Missouri, protests, we asked Fania if restorative justice could play a role there. Her online article, "This Country Needs a Truth and Reconciliation Process on Violence Against African Americans—Right Now," became one of our most shared articles ever, with calls nationwide to turn her idea into a reality.

The Magazine

Offering powerful ideas and practical actions for today's challenges



Spring

Summer

Fall

Winter



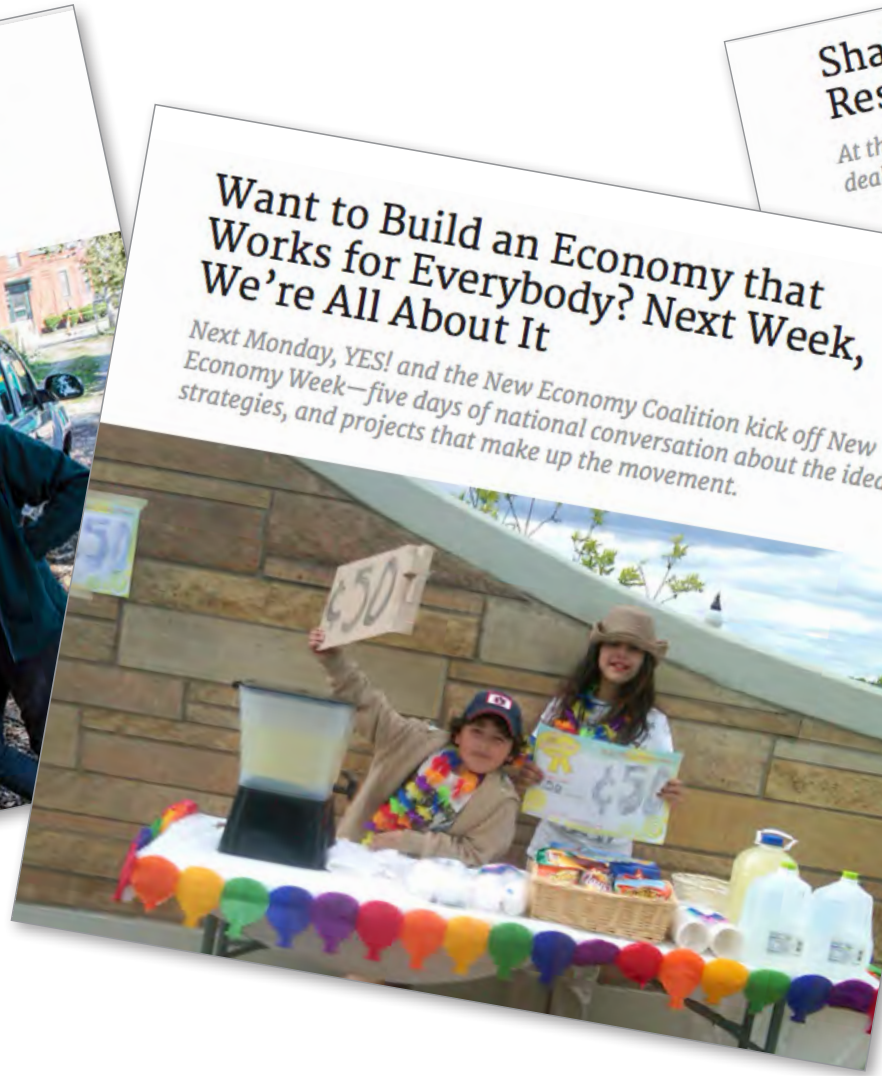
YES! Magazine won top honors in the 2013 Utne Media Awards. Christian Williams, Utne's editor in chief, wrote: "YES! Magazine's message of hope and optimism is both inspiring and essential in these uncertain times."

YesMagazine.org

Inspiring action with daily online stories about building a better world



241,000 people received this article in their Facebook newsfeed. As a result, communities from Orange, MA, to Venice, CA, discussed implementing these ideas in their own communities.



Online partnerships enabled us to expand our coverage of the New Economy and climate change, as well as grow our audience.



Daily online articles let us respond quickly to breaking news.

The screenshot shows the YES! magazine website interface. At the top, there's a 'THIS WEEK' badge for 03.27.2015. Navigation tabs include PEACE & JUSTICE, PLANET, NEW ECONOMY, PEOPLE POWER, and HAPPINESS. The main content area features several article teasers:

- The Power of Now**: An article by James Trómarco, web editor, discussing climate change and the importance of living in the present.
- Wendell Berry on Climate Change: To Save the Future, Live in the Present**: A quote from Wendell Berry about the dangers of the future and the need to live fully in the present.
- This "Raging Grammy" Crashed a Wall Street Dinner to Demand Answers**: A story about a film titled "Two Raging Grammys" and its impact on Wall Street.
- Call for Submissions: Debt, Power, and Life After Loans**: A call for submissions on topics like rolling jubilee, debtors unions, and underwater mortgages.
- This Activist Went to Prison for the Climate. Now He Wants Churches To Take Moral Leadership**: A story about an activist who went to prison for climate activism and now wants churches to take moral leadership.
- Climate Scientists Are for Real—Video Project Shows They're Parents, Neighbors, Just Like You**: A video project where climate scientists share their personal lives.
- "Shame Cannot Survive Empathy": Monica Lewinsky Was the Internet's First Victim. Here's How She Bounced Back**: A story about Monica Lewinsky and her experience with internet shaming.
- Disaster by Design? What's Wrong with the "Thrive" Movement**: A critique of the "Thrive" movement, suggesting it's a global domination agenda.

YES! This Week, our weekly "best of YES!" email digest, goes to

91,000

enthusiastic online subscribers.



Our active Facebook community reached **98,000** likes

In the Public Square

Strategic outreach to television, radio, and online outlets —both mainstream and alternative—took the powerful ideas in YES! to millions



**Thom
Hartmann and
Sarah van
Gelder: No,
Money Does
Not Equal
Happiness**

— November 9, 2014

Editor in chief Sarah van Gelder appeared on “The Big Picture with Thom Hartmann” television show, on NPR’s Marketplace, and in numerous other media outlets to discuss the YES! book *Sustainable Happiness* and the results of YES!’s 18 years of research into what truly makes us happy.

“YES! is the most uplifting and inspiring news I read. It brings me honest and accurate stories of the positive we can do, and the honest work that is being accomplished by people of belief and hope.

Thanks so much for all you do. You fill my soul with hope!” —Janet Friend, Oakland, CA

from the
Summer 2014
issue:
The New
Storytellers



The Hopes
That Come With
Better Pay

Ubah Aden, 40

Aden makes \$10.95 per hour as a home care aide. She lives in Tukwila with her brother and her three children, ages 7, 9, and 13.

“There are a lot of people in my shoes,” Aden says. “They’re not earning enough money to pay their bills.” She recently moved to Washington state from Atlanta to be near her parents. “They are getting older, and they’re the whole reason I’m getting into health care.” She explains that as she went through her training and met other caregivers, she was “shocked” to learn how low their pay would be. “My eyes were opened to the whole [minimum wage] thing.” So she got involved in the movement to raise it to \$15. “I believe in saying what is right,” she says.

At age 17, she was the first of her Somali family to leave a refugee camp in Kenya. After earning her citizenship, Aden sponsored 12 family members to come to the United States. “I’m glad it passed in Seattle,” she says. “Everybody deserves to have better pay. I hope it will pass across the state and across the nation.” Aden also works as a mediator and interpreter, making “me



...ousa-Rodriguez, Hope Wood,
...ence, Wahleah Johns.
...NCE.ORG

from the
Fall 2014 issue:
The End
of Poverty

In the Classroom

Empowering 30,000 teachers with materials on sustainability and social justice

Three times a year, our National Student Writing Competition invites students in middle school through college to reflect on a YES! story as it relates to their own lives. Over 9,000 students have entered the competition since it began in 2011.



Simone Phillips, a senior at Central York High School in York, Pennsylvania, won the Summer 2014 writing competition. She responded to Fania Davis's article, "Where Dignity is Part of the School Day," about using restorative justice in schools in lieu of zero-tolerance punishment. Afterward, Simone wrote to YES!:

"Honestly I never had any confidence in myself as a writer. However, the prompt for the essay really hit a personal note for me and helped me find my voice. Winning the contest made me feel that my words do have purpose and meaning that can be understood universally."

FOR YOUR CLASSROOM

Over 5,000 Articles for Research, Discussion, and Curricula—and more!

- Curriculum & Resources**
Relevant and empowering curricula and lesson plans ranging from sustainability to happiness.
- Stories from Educators**
Your inspiring stories direct from the classroom, or the field.
- Tools from YES!**
Posters, charts, and visuals from YES! that capture student interest and learning.

Register for the Fall 2014 YES! National Student Writing Competition

YES! FOR TEACHERS NEWSLETTER

2013-2014 Greatest Hits
Our most recent newsletter is full of your favorite articles from the past school year. Preview the Top 3 below and read them all [here](#).

- Colbert's Common Core**
Stephen Colbert explains how new standardized tests are teaching valuable lessons in stress and confusion.
- Public Schools' Epic Fail**
Learn about the real forces burdening public school teachers and students with the myth of failure.
- 20 Ways to Be Grateful**
Gratitude is a fine art; poster illustrates 20 ways to practice it and the benefits of doing so.

IN THE CURRENT ISSUE

The End of Poverty *Fall 2014 YES! Magazine*
The gap between the wealthy and the poor widens daily in America. And the story says poverty is inevitable—a natural part of the human condition. In this show how the richest country in history chose policies that create an impoverished underclass—and how different choices will end poverty.

Sustainable Happiness

Live Simply, Live Well,
Make a Difference

Linking personal well-being with equity, community, and a healthy planet



Our book *Sustainable Happiness: Live Simply, Live Well, Make a Difference* (published by Berrett-Koehler) went on sale in November 2014, promptly sold out its initial print run, and went into a second printing. With contributions from Annie Leonard, Matthieu Ricard, Vandana Shiva, and others, *Sustainable Happiness* features some of the most insightful and eloquent thinking on the meaning and pursuit of happiness. The take-away: true, sustainable happiness stems not just from our personal practices, but also from the conditions of those around us and the planet.

“This beautiful compilation reminds us that happiness isn’t something we ‘find.’ It’s what we become as we align our lives with a thriving community and life-giving Earth. I highly recommend reading *Sustainable Happiness*.

You’ll be so happy you did.”

—Frances Moore Lappé, author and co-founder of the Small Planet Institute

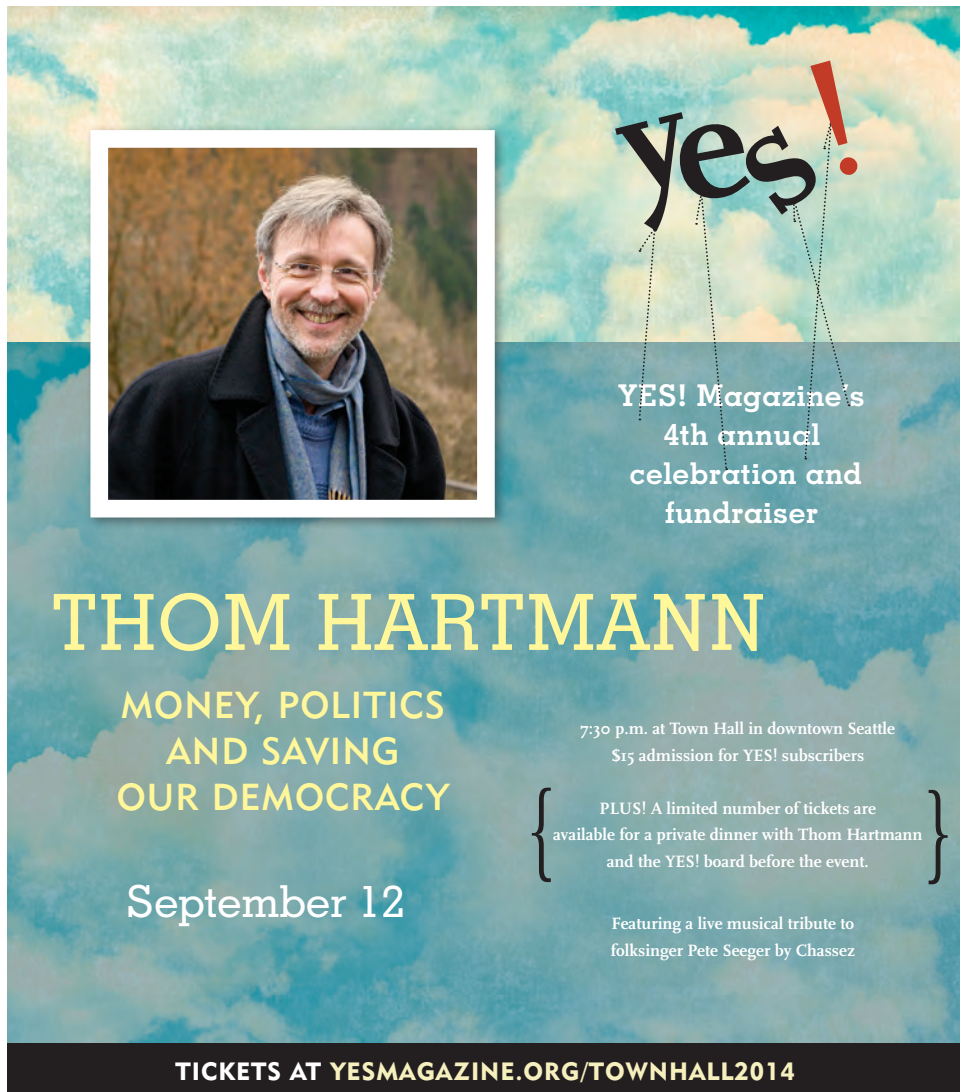
“Read this book for the wisdom it contains. It will nourish your soul.”

—Parker J. Palmer, educator and author of *Let Your Life Speak* and *A Hidden Wholeness*

At Town Hall

Celebrating community and inspiring action
at Seattle's Town Hall

Each September, YES! takes center stage at Seattle's Town Hall with a live program and dessert reception. On September 12, 2014, YES! supporters packed the hall to hear Thom Hartmann and editor in chief Sarah van Gelder discuss the state of American democracy.



The poster features a portrait of Thom Hartmann on the left. To the right, the word "yes!" is written in a stylized font with a red exclamation point, and dotted lines connect it to the event details below. The background is a textured, watercolor-style blue and green sky.

yes!

YES! Magazine's
4th annual
celebration and
fundraiser

THOM HARTMANN

**MONEY, POLITICS
AND SAVING
OUR DEMOCRACY**

September 12

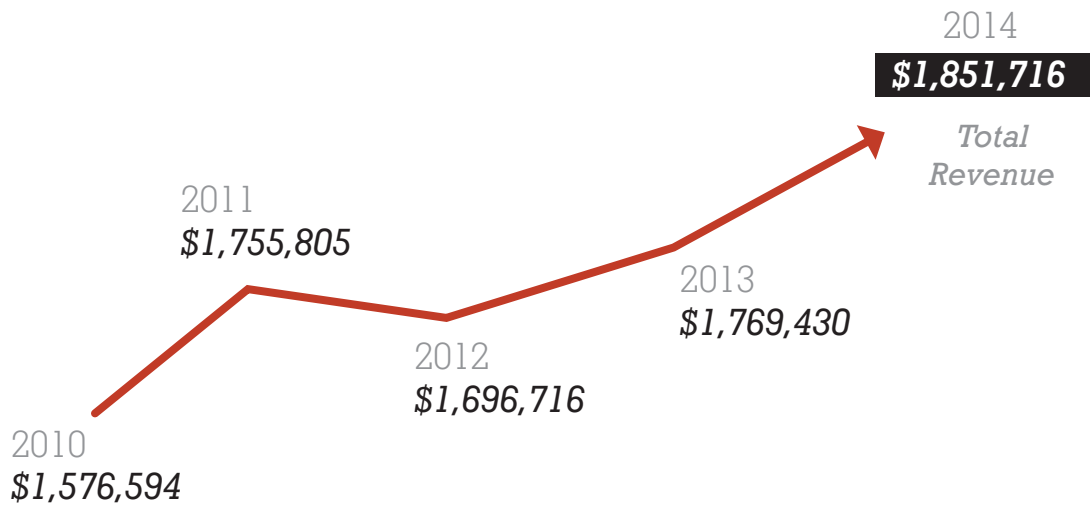
7:30 p.m. at Town Hall in downtown Seattle
\$15 admission for YES! subscribers

PLUS! A limited number of tickets are
available for a private dinner with Thom Hartmann
and the YES! board before the event.

Featuring a live musical tribute to
folksinger Pete Seeger by Chassez

TICKETS AT YESMAGAZINE.ORG/TOWNHALL2014

Financial Report



2014 Operating Budget January 1, 2014-December 31, 2014

Income

Sales (subscriptions, newsstand, books, back issues, posters, other)	\$602,428
Events	\$24,213
Donations from individuals	\$644,641
Foundation grants	\$569,500
Interest and dividends	\$10,934

Total 2014 income **\$1,851,716**

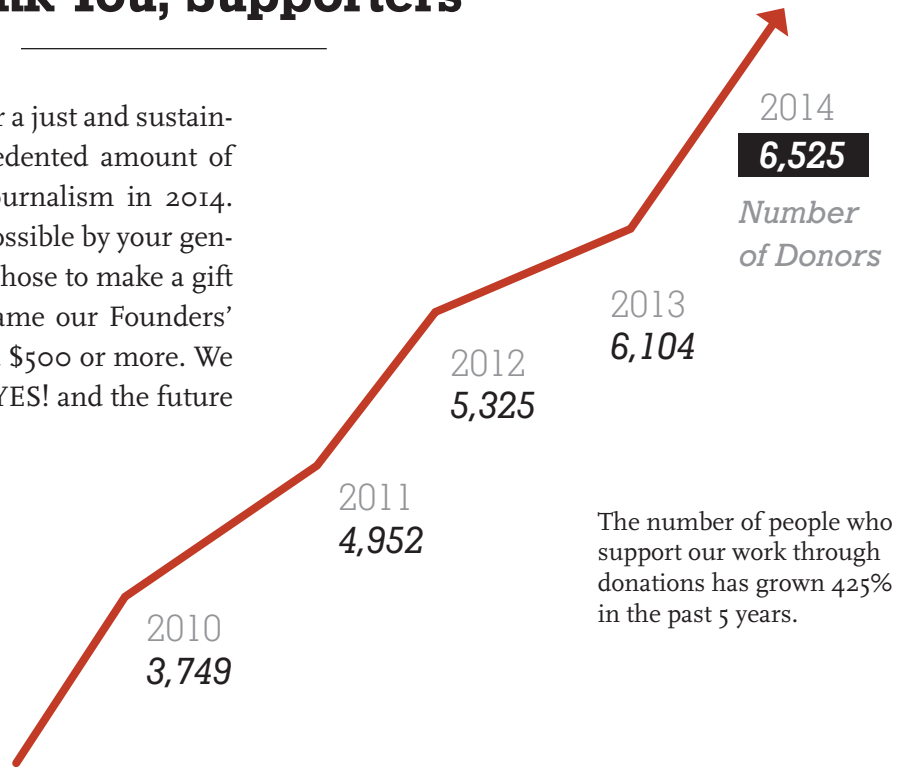
Expenses

Staff salaries, benefits, and taxes	\$1,010,462
Interns	\$30,276
Magazine paper, printing, and distribution	\$254,240
Magazine circulation services	\$91,651
Outreach (education, media, High Impact Campaigns, marketing, conferences)	\$142,444
Editorial	\$77,447
Development	\$76,312
Office expenses, equipment, IT	\$138,630

Total 2014 expenses **\$1,821,462**

Thank You, Supporters

Thanks to you—and our shared vision for a just and sustainable future—YES! produced an unprecedented amount of independent, high-quality, influential journalism in 2014. The activities in this report were made possible by your generous support. More than 6,500 people chose to make a gift to YES! this year. Below we thank by name our Founders' Circle members—those who contributed \$500 or more. We are grateful for your continuing faith in YES! and the future we are building together.



Our 2014 Founders' Circle

Angels (\$10,000+): Ariel Fund * Community Foundation Serving Boulder County Seeds Gift Fund * Ty Cramer & Steve Romein * Ford Foundation * David & Fran Korten * New Visions Foundation * One Foundation * Park Foundation * Gideon & CJ Rosenblatt * Cynthia Sears & Frank Buxton * SLICE * Surdna Foundation * Tides Foundation * Anonymous (1)

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David is president and founder of the Living Economies Forum and an active promoter of a new economy agenda. His most recent book is *Change the Story, Change the Future*.



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



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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 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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Gideon Rosenblatt

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



Richard Conlin

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



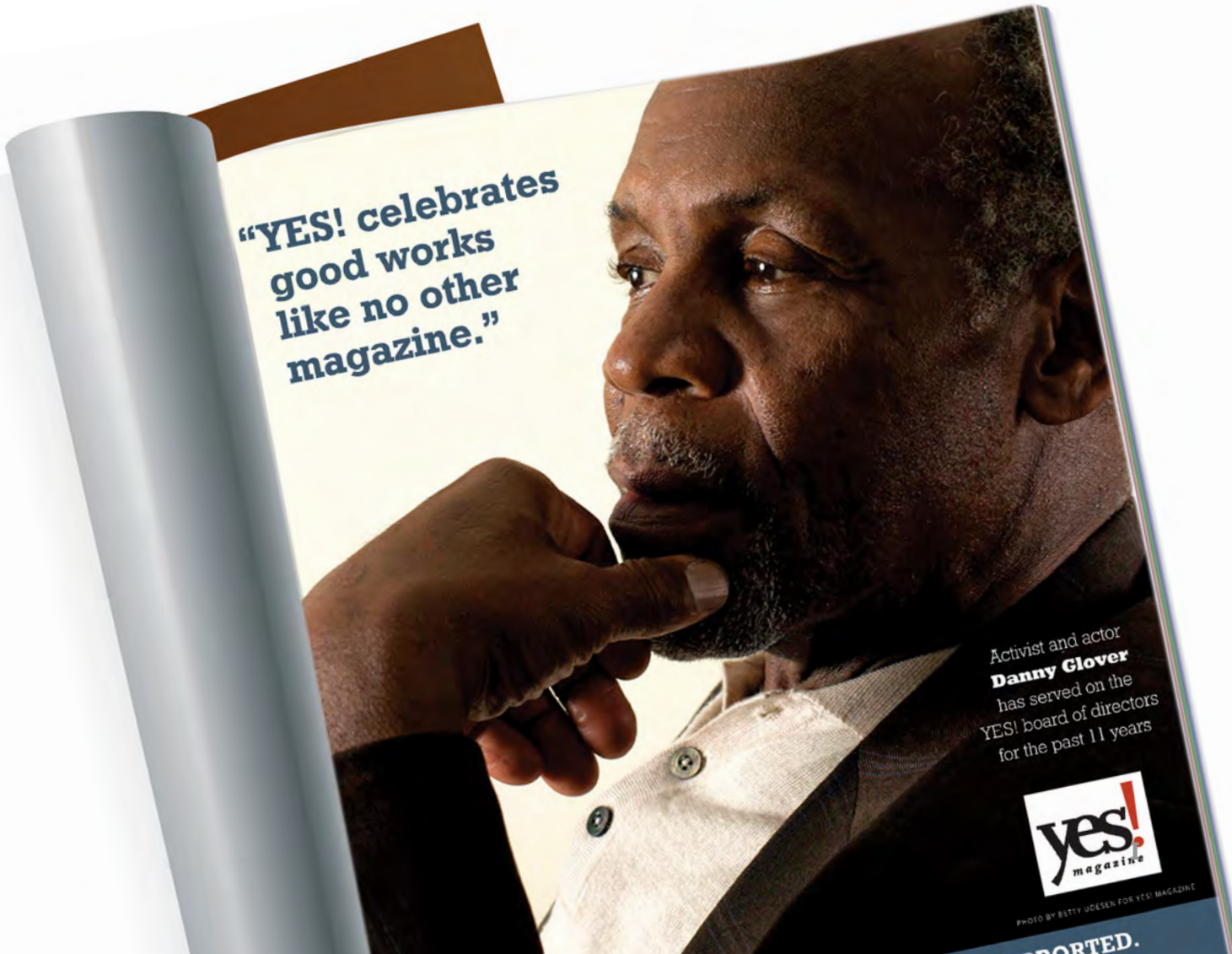
Danny Glover

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

Editor in Chief, Sarah leads the development of many issues of YES! and writes and speaks on building a more just, sustainable world.



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From left: Vandana Shiva fighting for seed freedom,
Fania Davis and student leaders of Restorative Justice Oakland,
and land trusts for growing city food in Boston.

PHOTOS BY PAUL DUNN AND LANE HARTWELL

Over and over again

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