

yes!



2016 ANNUAL REPORT

POSITIVE FUTURES NETWORK, PUBLISHERS OF YES! MAGAZINE

20 YEARS OF SOLUTIONS JOURNALISM



YES! is a subscriber-supported, independent media organization that inspires people to create a just, sustainable, and compassionate world. In our daily online reporting and quarterly print magazine 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. By fusing powerful ideas with practical actions, we drive profound change through a nationwide community of engaged citizens, educators, policy makers, and thought leaders. YES! is ad-free and published by the nonprofit Positive Futures Network.



From the Executive Director

THINK ANNUAL REPORTS are boring? Take a look at this one!

Glance through the pages to get that dose of inspiration your spirits need right now. And smile with satisfaction, knowing you helped make it all happen.

You'll see how you supported the Water Protectors at Standing Rock and showcased practical ways our society can get off fossil fuels. You'll note how you spotlighted banking innovations in Mississippi that give folks a new lease on life. And how you inspired more than 6,000 young people to reflect on sustainability and justice in their own lives by participating in our National Student Writing Competition.

You'll see that YES! Magazine's 20 years of spotlighting local solutions is inspiring action in communities across the country—as described so beautifully in Sarah van Gelder's new book *The Revolution Where You Live*. Above all, when you see the vast reach of YES! stories, you'll know you are bringing these powerful ideas and practical actions to millions of engaged readers.


Let me close by introducing you to Christine Hanna, who will become the Executive Director of YES! on March 1, 2017. A year ago I signaled my desire to retire, and after a six-month intensive search we found just the right person to succeed me. I know you'll enjoy getting to know Christine in the months and years ahead.

During my nearly 19 years at the helm of YES!, I have been constantly amazed at the generosity of people like you who believe the YES! message is so important that you've opened your hearts and wallets to spread the word. Your generosity has enabled YES! to become the powerful media presence that it is today. Thank you for all you have done to advance sustainability and justice in this world.

With gratitude,



Fran Korten

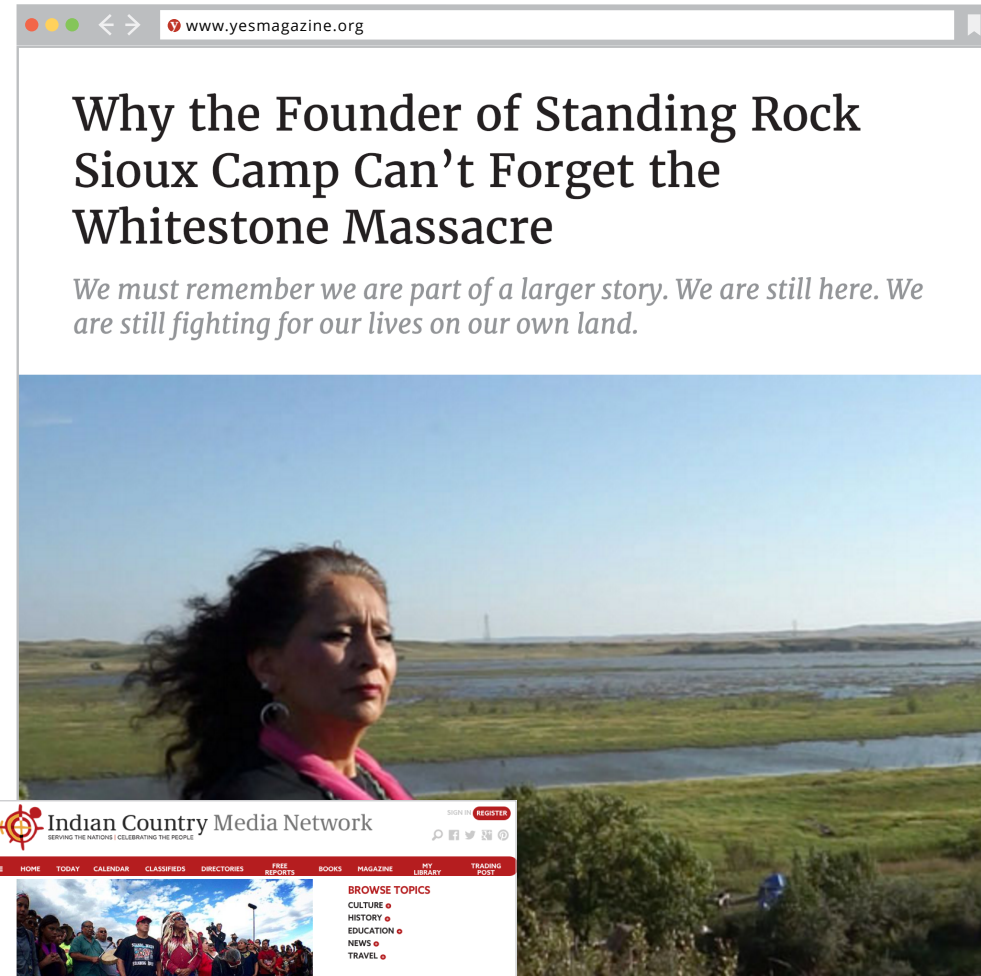


Interns learn organic farming at Shii Koeii Farm in Colorado.

Growing the Movements for Racial Justice and a Healthy Environment

In 2016 the linked issues of racial and climate justice commanded national attention when the Standing Rock Sioux tribe mounted powerful resistance to the Dakota Access Pipeline. Long before mainstream media picked up the story, YES! was covering it from the inside, with Native journalists reporting from the encampment and placing the story within a critical cultural and historical context.

Our stories were widely reposted by mainstream, alternative, and Native media outlets, and broadly shared on social media. As YES! became a trusted, go-to source for Standing Rock coverage, these became some of the most widely read articles in our 20 year history.



A series of widely shared YES! articles helped fuel the Defund DAPL movement.



Although the Dakota Access Pipeline was ultimately reauthorized, the grassroots resistance kindled a new national awareness of the intersecting rights of Native peoples and the environment, and a parallel awareness of the threats to both. The lessons and energy of the protests will carry forward.



"YES! Magazine is giving voice to a band of Native American journalists driving home nuanced commentary and analysis that other publications simply are missing."

— Jenni Monet, Native American journalist



Community groups in 20 states used *After Oil* to promote a post-carbon future.



Our Spring 2016 print issue *After Oil* made it clear. If we want a habitable world, we have one choice: leave the carbon in the ground. YES! articles showed this is not as difficult as it sounds. Models for low-carbon living are all around us.



“Alternatives to fossil fuels are becoming cheaper with every passing day. That’s a mortal threat to hydrocarbon tycoons. If we can hold them off for just a few more years—then we’ll have made the transition to clean energy irreversible.”
—Bill McKibben in *YES!*

In dozens of online articles, we showed practical pathways to a low-carbon world.

Farmers markets

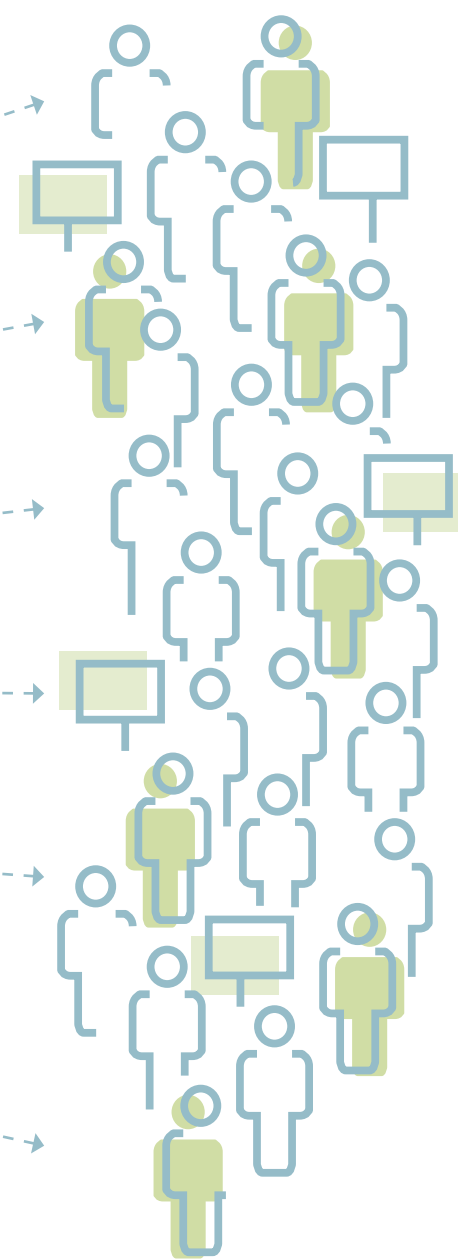
Local legislators

Churches

Local activists

Earth Day events

350.org and environmental groups

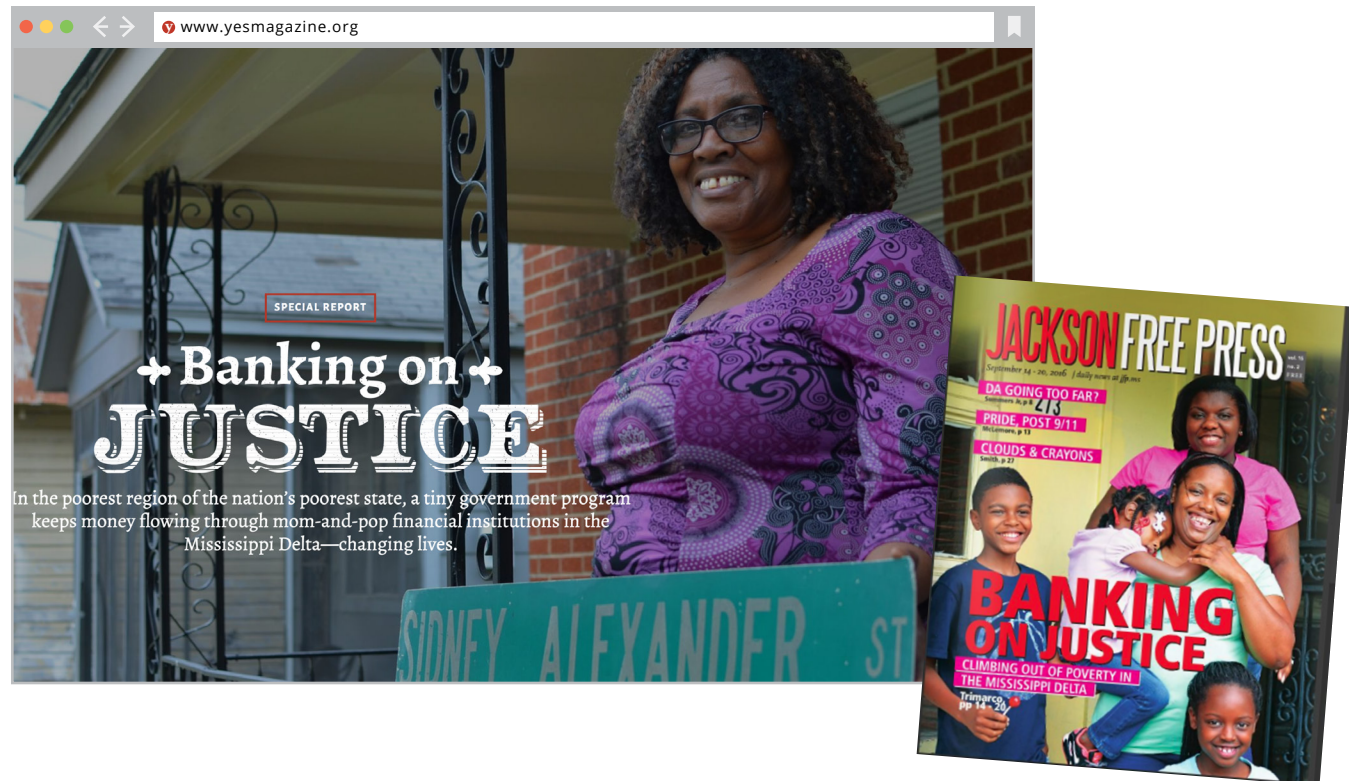


Showing the Way to an Economy that Works for All

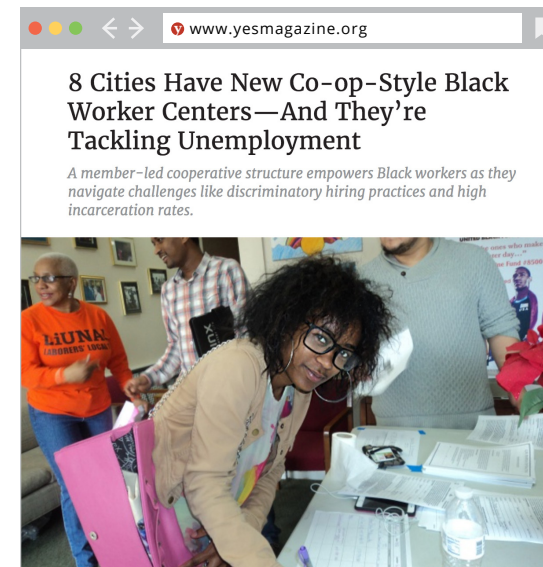
Since our founding twenty years ago, YES! has spotlighted economic solutions that benefit all people rather than just the wealthy.

Our special report *Banking on Justice* brought widespread attention to little-known community development financial institutions, which provide affordable loans and financial counseling in low-income communities. As a result, thousands of people may gain access to these programs.

“This article is going to help so much. It will get more CDFI dollars out to the communities.”
— Clarissa Ritter, National Federation of Community Development Credit Unions



Online articles showed the many ways we can design business to benefit communities, keep our economies local, and live in harmony with the planet.



Forty percent of American workers are now part of the “gig economy”—working part-time or on contract without benefits or job security. Our Fall 2016 print magazine examined ways we can protect these workers’ paychecks and well-being.


Advancing Social Justice

For 20 years YES! has held up a vision of a world in which all people are afforded the dignity and opportunities they deserve. In 2016 we continued to showcase people and communities that are bringing that world into being.

www.yesmagazine.org

Divest From Prisons, Invest in People —What Justice for Black Lives Really Looks Like

Instead of addressing the roots of drug addiction, mental illness, and poverty, we've come to accept policing and incarceration as catch-all solutions. It's time for a change.



www.yesmagazine.org

How to Attempt Racial Healing— Even During a Trump Presidency

America's past truth and reconciliation processes show us what works.



www.yesmagazine.org

The Fifth-Graders Who Put Mexican Repatriation Back Into History Books

When a California history class noticed the U.S. 1930s Mexican Repatriation had been left out of the curriculum, they decided to take it up with the state Legislature.

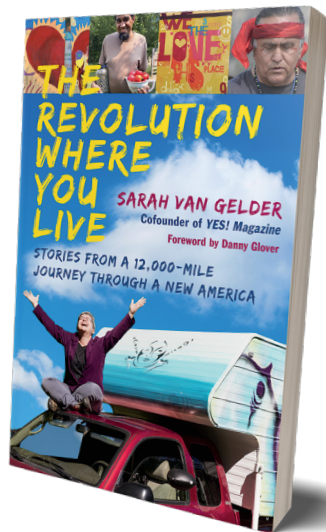



Our Summer 2016 print issue explored the interdependence of women's rights, racial and social justice, and gender liberation.

20 Years of Solutions Journalism

We celebrated 20 years of solutions journalism with our Winter 2017 print issue 50 *Solutions: A State by State Celebration of Community Strength*. Published right after the November election, as the new administration was signaling its intent to dismantle civil and environmental rights, 50 *Solutions* showed that, regardless of national policy, powerful progress happens at the local level—when neighbors stand together with neighbors to make the places they love more democratic, sustainable, and fair.

Sarah van Gelder's new book *The Revolution Where You Live: Stories from a 12,000-Mile Journey through a New America* (Berrett-Kohler Publishers) chronicles the everyday people who are building a better world, one community at a time.



Louisiana: Women help other women stay safe, healthy, and out of prison.



Michigan: Community-organized Freedom Schools fill gaps in public education.



New York: Neighbors turn abandoned blocks into affordable green housing.



Kentucky: Citizen foresters plant trees to cool a fast-warming city.

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 lessons on social justice and sustainability.

www.yesmagazine.org

"Hack Your Impact" Lesson Plan and Worksheet

How is our climate changing, and what kind of action (or inaction) is causing the climate to change? This interdisciplinary lesson plan will allow students to measure their own carbon footprint, and encourage discussion of ways to lessen the damage we're doing to our earth.

www.yesmagazine.org

Refugee Stories: Mapping a Crisis

If your students don't understand the journey of a refugee today, they will after experiencing the "Mapping a Crisis" lesson.

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Infographic: Does Congress Look Like America?

There are 469 seats in the U.S. Congress up for election this November 8th. This infographic explores how the demographics of Congress compare to America at large.

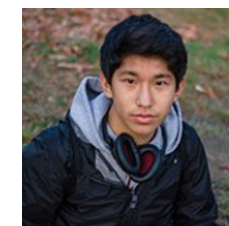
Category	America	Congress
White Males	32%	75%
Age	37	58
Wealth	\$49,445	\$1,000,000
Religion	71% Protestant	71% Protestant
Gender	50.8%	17%
Race	62% White	17% White

Three times a year the YES! National Student Writing Competition invites students to write for an audience beyond the classroom on topics that are close to their hearts. Students and teachers often tell us the experience is transformational.

www.yesmagazine.org

Fall 2016 National Student Writing Competition: Why Bother to Vote?

Want a motivator to take your students' writing to a higher level? Here's an opportunity to write for a real audience, and the chance to get published by an award-winning magazine.

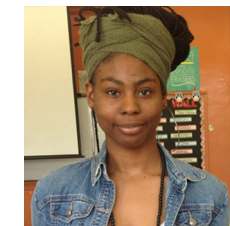


"Voting is one of the most integral rights that we take for granted. But for people like my father, that will never be the case because he will always remember what he went through to get that right."
 — Norbu Sonam, *Powerful Voice* winner, Fall 2016 competition

www.yesmagazine.org

Spring 2016 National Student Writing Competition: What We Fear

Want a motivator to take your students' writing to a higher level? Here's an opportunity to write for a real audience, and the chance to get published by an award-winning magazine.



"What am I afraid of? The white man who finds my existence inferior. He comes in many forms—as the law and judicial system, as presidents, the government, police officers, my future bosses, professors, and even my next door neighbor."
 — Jazmyn Bryant, *Powerful Voice* winner, Spring 2016 competition

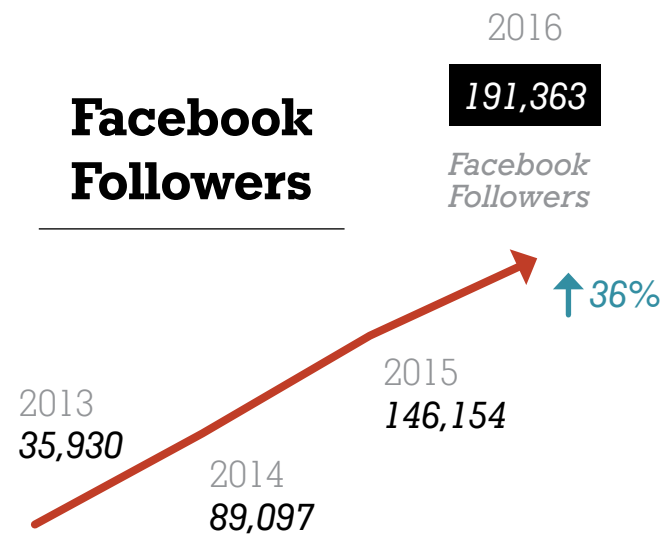
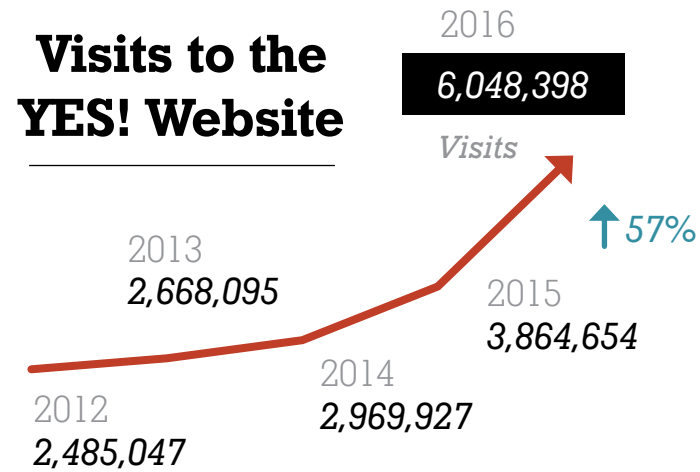
6,435 students wrote YES! essays in 2016

25,082 students have participated in our National Student Writing Competition since its inception in 2011

Energizing Millions of Engaged Citizens With a Vision of What's Possible

In 2016 YES! stories reached our largest audience ever, providing millions of activists, legislators, educators, and engaged citizens with practical solutions to the most pressing problems of our time.

“Thank you for reporting on the important stories of our times, for giving us hope and positive and creative ideas for moving forward together. Thank you for believing that a good life is possible for all of us and inspiring all of us to take part in building it.”
 — *Dariel Blackburn. Boulder, Colorado*



Our solutions-based stories were widely circulated by other media, reaching millions of additional readers with YES! ideas.



YES! stories and memes reached hundreds of thousands on social media, spreading solutions and sparking conversations nationwide.

Financial Report



2016 Operating Budget January 1, 2016-December 31, 2016

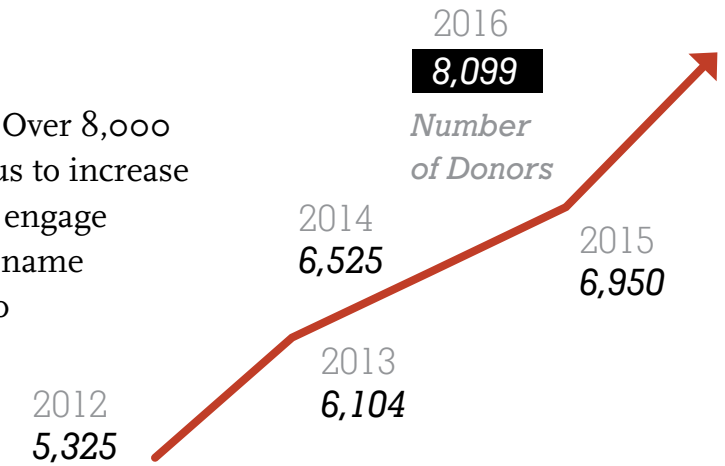
Income	
Sales (subscriptions, newsstand, books, back issues, posters, other)	\$465,672
Events	\$2,000
Donations from individuals	\$953,053
Foundation grants	\$689,059
Interest and dividends	\$17,763
Total 2016 income	\$2,127,547

Expenses	
Staff salaries, benefits, and taxes	\$1,210,099
Interns	\$31,334
Magazine paper, printing & distribution, and customer services	\$320,562
Audience development and outreach	\$106,048
Editorial (magazine, web, broadcast)	\$167,330
Development	\$87,273
Office expenses and equipment	\$92,468
General administrative	\$62,594
Total 2016 expenses	\$2,077,708

Surplus (goes into operational reserves)	\$49,839
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Thank You, Supporters

Thanks to you, 2016 was our strongest year ever. Over 8,000 individual donors made gifts to YES!—enabling us to increase the quantity and quality of our journalism and to engage with millions of new readers. 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 2016 Founders' Circle

Angels (\$100,000+): Satterberg Foundation * Cynthia Sears & Frank Buxton * Surdna Foundation * Tides Foundation

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



Puanani Burgess

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



Andrew DeVigal

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*.

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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.



Sarah van Gelder

Co-founder and editor at large of YES!, Sarah writes and speaks on building a more just, sustainable world.





Photos back to front: Members of Girls for Gender Equity in Brooklyn; Patty and Dereck Stonefish of Arming Sisters/Reawakening Warriors; Fania and Angela Davis; Joyce "Jay" McCreight, Maine legislator

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