

A photograph of a diverse crowd of people at what appears to be a protest or public demonstration. In the center foreground, a young woman with long brown hair in a braid, wearing a pink tank top, looks upwards with a hopeful expression. Behind her, several other individuals are visible, including a man with a beard and sunglasses to the left, and a woman with red hair to the right. The background shows a city street with buildings and trees. A red square with the word 'yes!' in white is in the top right corner. Overlaid on the bottom half of the image is the text 'Stories THAT CHANGE WHAT'S possible' in a white, handwritten-style font.

yes!

Stories  
THAT CHANGE  
WHAT'S possible



# JOURNALISM FOR PEOPLE BUILDING A BETTER WORLD *together*



YES! is a reader-supported, independent media organization that inspires people to build 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 the climate crisis to racial injustice to inequality—and report on the people and initiatives that are creating solutions that work for all. We believe that ordinary people, armed with a vision of what is possible and the practical pathways to achieve it, will bring a better world into being.



Standing Rock photo by Rob Wilson for YES! Magazine  
Cover photo by Spencer Platt/Getty Images  
Back cover photo by Betty Udesen for YES! Magazine



# THE *yes!* MOMENT

In *this* moment, we can change what's possible.

We are a world in crisis. Inequality is growing. Civil liberties are eroding. Democracy is fraying. Life on our planet is mortally threatened.

Yet there *is* good news.

Across America people are seeing these problems and they're demanding change! They're hungry for solutions and eager to learn how they can take part in building a more just, sustainable, and compassionate world.

They're ready for the inspiration and solutions YES! provides.





# 5 BEATS, HUNDREDS OF *solutions*

Each year hundreds of YES! stories showcase community solutions to the biggest challenges of our time.

*I tend to get very depressed about what's happening in the world. Your magazine helps me think differently about what's possible.*

*A. Lee* Bothell, Washington

*YES! is one of the brightest beacons we have in the movement for real systemic change.*

*Ben Roberts* The Conversation Collaborative

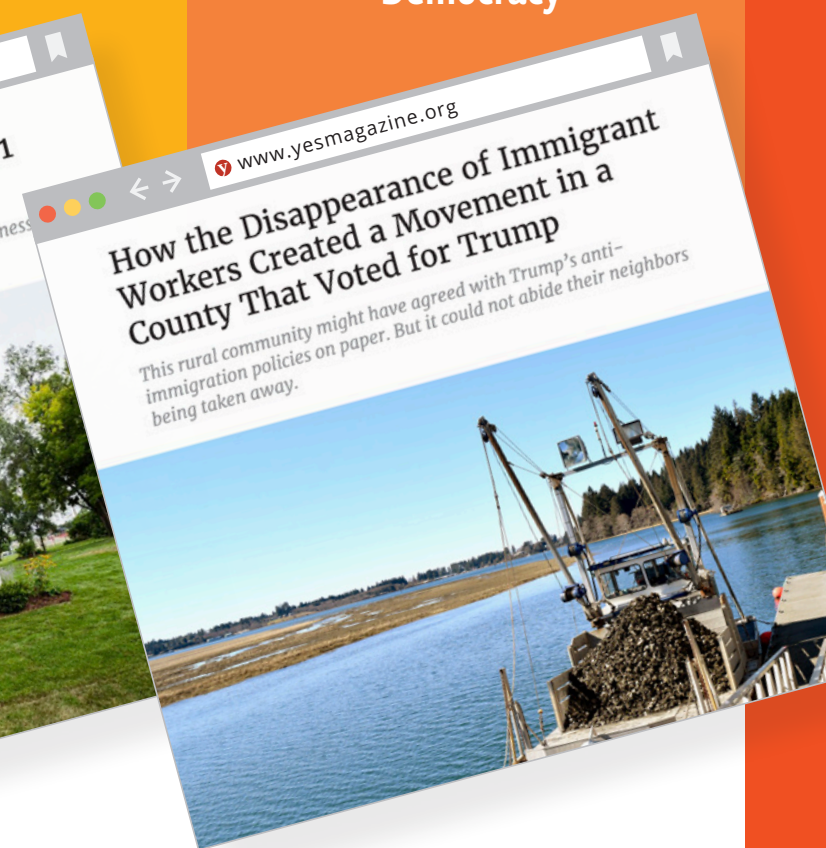
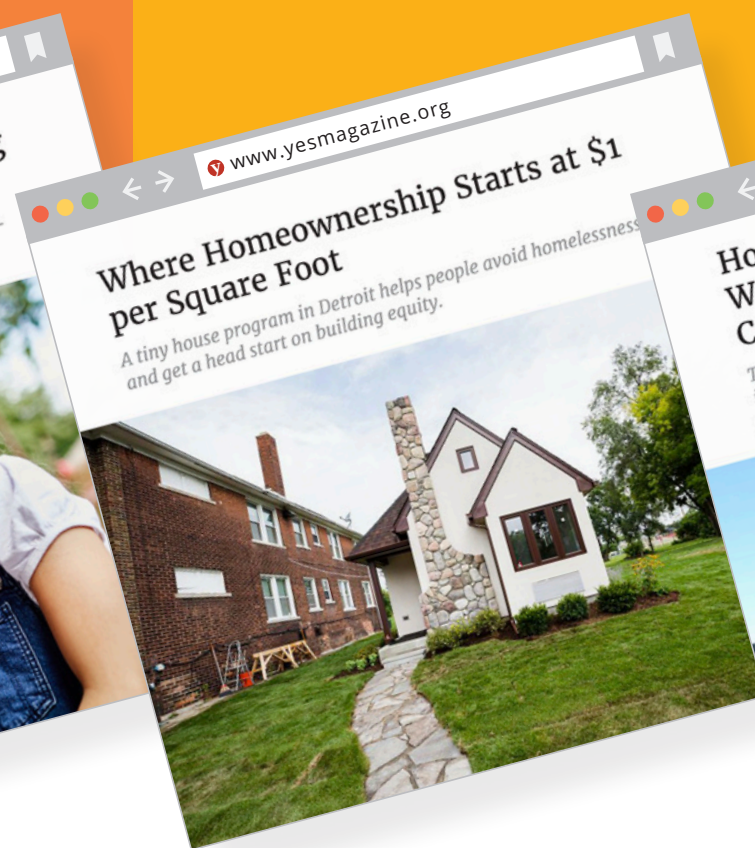
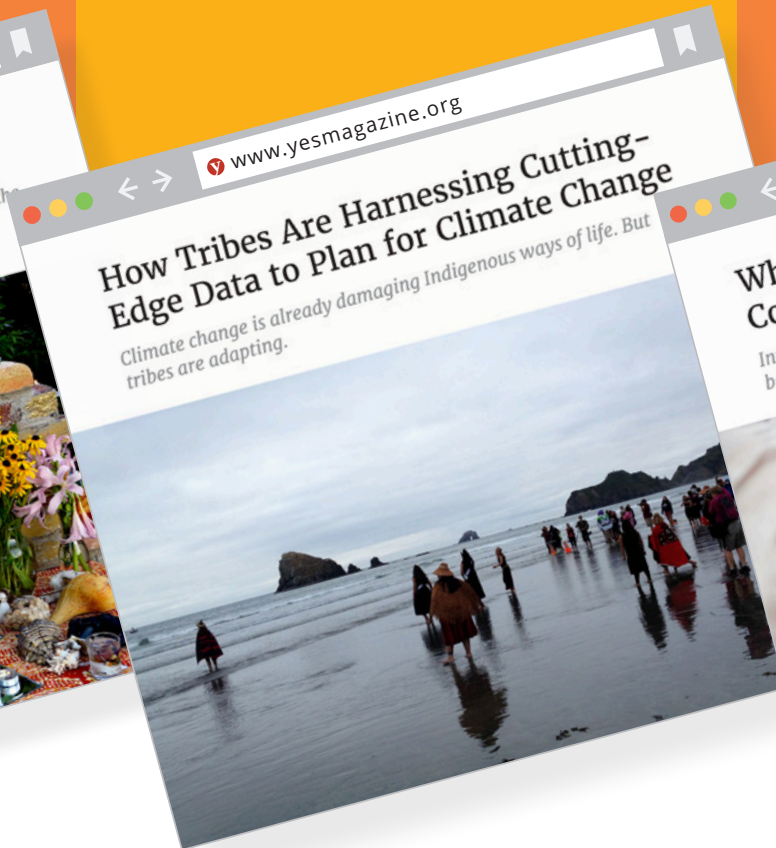
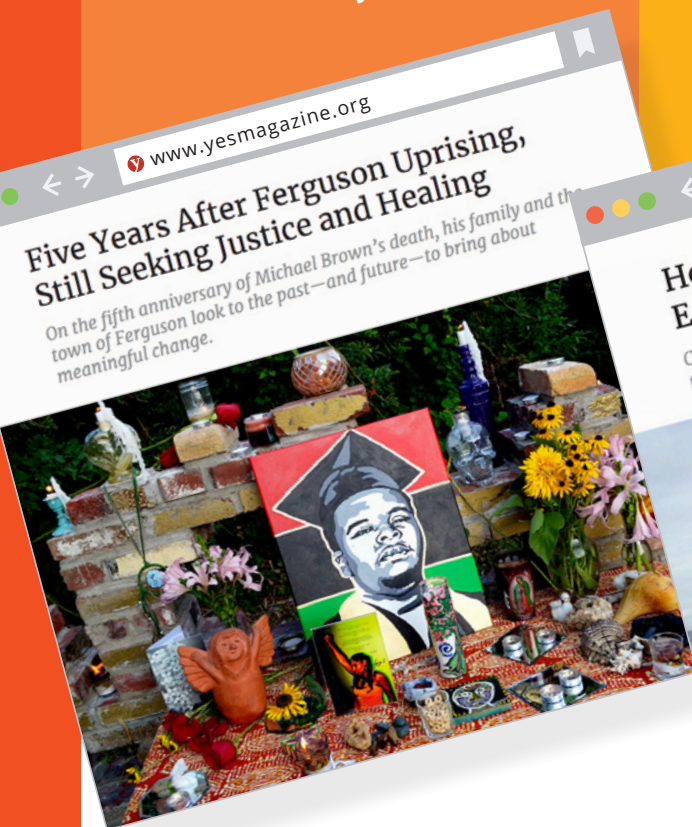
Racial Equity &  
Social Justice

Climate Change &  
Resilience

Health & Happiness

Economic Justice

Strengthening  
Democracy







Each quarter, our print magazine digs deeply into a major challenge facing our nation. Articles analyze root causes, suggest structural fixes, and spotlight practical, scalable grassroots solutions.

# ROOT CAUSES + REAL WORLD SOLUTIONS

Our “Good Money” issue examined ways we can correct inequity by moving large amounts of capital into communities of color.



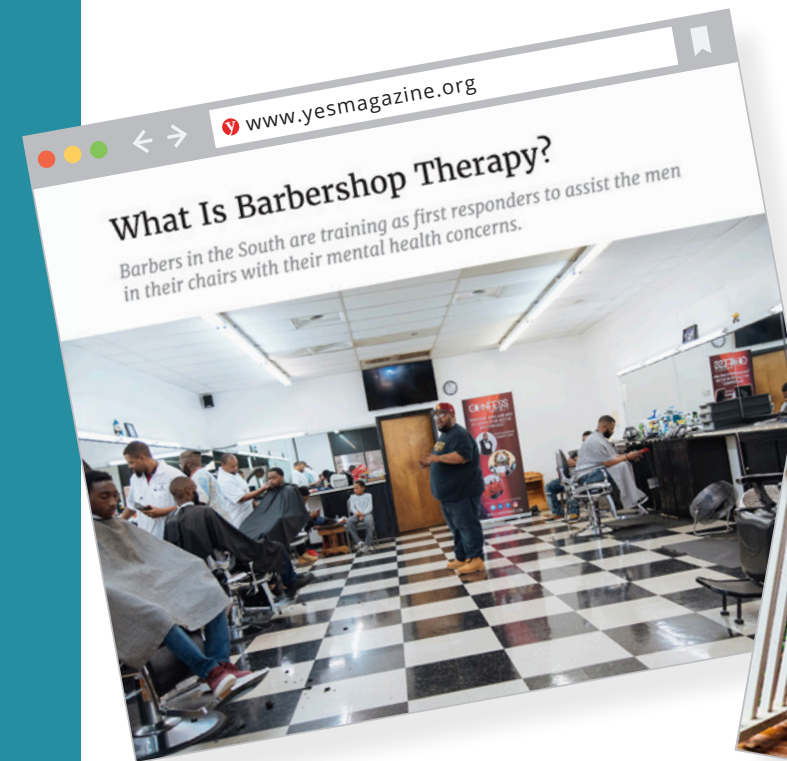
In our “Decolonize” issue, 14 Indigenous contributors examined the impact of colonialism on Native peoples and showcased initiatives that are reclaiming ancestral lands, cultural traditions, treaty rights, and sovereignty.



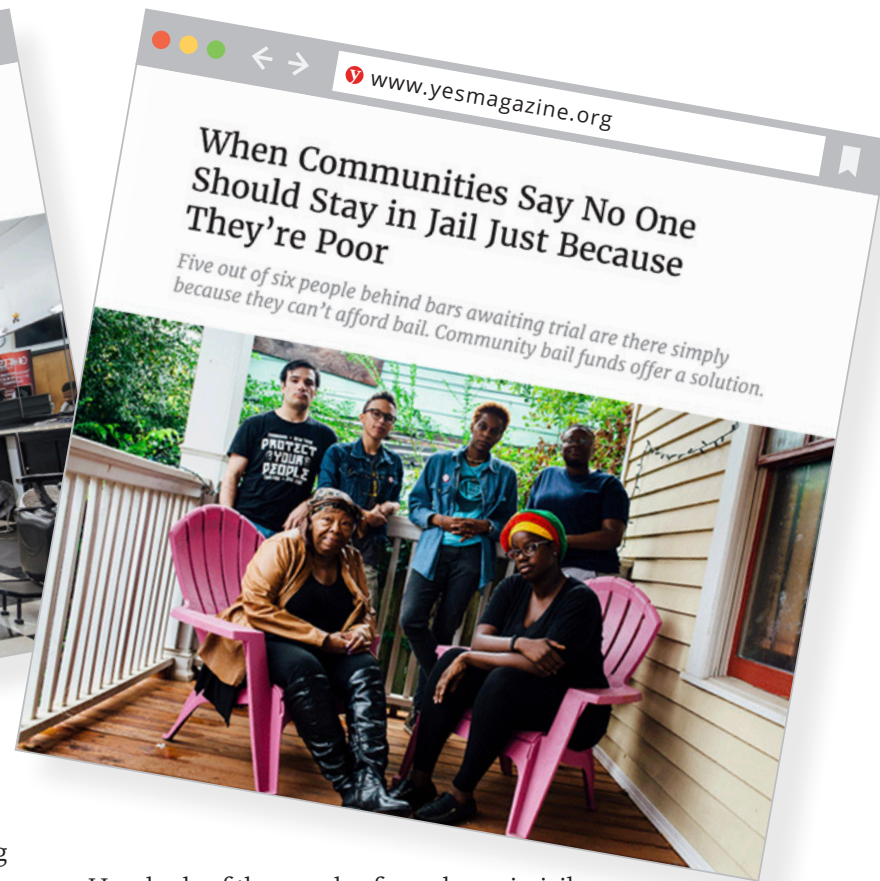


# "We can do that here!"

As YES! stories circulate—online, in print, on social media, at local gatherings—people see what's possible, share those stories, and solutions spread.



YES! published this story about a program that trains barbers to provide mental health counseling to Black men. Within weeks, groups around the country asked how they could replicate the program. **Now this life-changing program is beginning to reach Black men nationwide.**



Hundreds of thousands of people are in jail simply because they can't afford bail, jeopardizing their jobs, families, and wellbeing. Our article showcased community-financed bail funds that are helping people avoid that fate—and **sparked the creation of similar funds in other cities.**

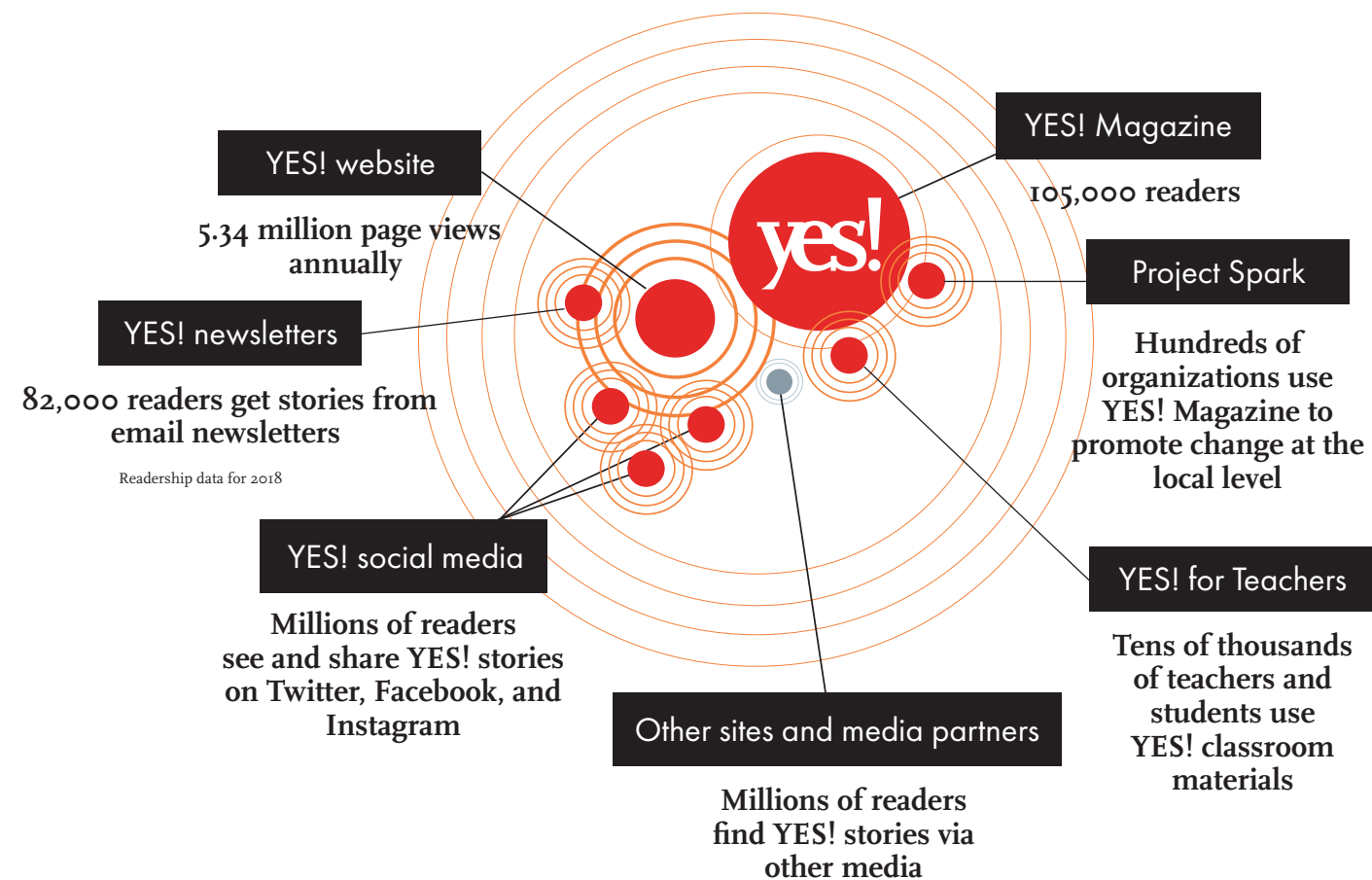
Here's what happened when we published an article describing the unexpected support and solidarity created when volunteer tradeswomen built houses for homeless women. **Within weeks, we heard from groups around the country planning to replicate the program.**





# Inspiring MILLIONS TO BUILD A BETTER WORLD

YES! stories reach 5 million people directly and millions more through online sharing and media partners.



*When our coalitions lobby City Council, we take copies of YES! Our mayor and City Council have promised to make our city more equitable and sustainable. YES! is helping us make those promises into a realistic vision.*

*Dr. Meredith B. McQuire* San Antonio, Texas



*In these troubling times I look to YES! for the voices I cannot find elsewhere. Your most recent issue has eagerly circulated among my co-workers as we struggle to address the issues of inclusion, equity, and diversity in our organization.*

*Danae Yurgel* La Grande, Oregon



# EMPOWERING STUDENTS TO BE *changemakers*

The YES! for Teachers program engages tens of thousands of students in middle school, high school, and college with YES! stories and classroom materials on justice and sustainability.



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

As a young Muslim American woman, I have been labeled things I am not: a terrorist, oppressed, and an ISIS supporter. I have been accused of planning 9/11, an event that happened before I was born. What I have learned from these insults is that I am proud of my faith. I am a Muslim, but being Muslim doesn't define me. I am a writer, a student, a dreamer, a friend, a New Yorker, a helper, and an American. I am unapologetically me, a Muslim, and so much more.

*Aminata Toure* "We Are Still Dreaming"

Immigration. School shootings. #MeToo. Students are eager to talk about issues in the news. But for teachers those discussions can be difficult. So each month YES! provides resource materials to help teachers examine challenging topics with their students.

*Before the YES! writing contest I felt like I was powerless in making social change. The YES! contest inspired me to think outside the box and fight for social justice in my own way.*

*J. Yang* Grade 8

*The youth writing contest chips away at institutional racism and the colonization of the mind by validating the experiences, thoughts, and feelings of students who are far too often forgotten. It is the world outside us saying, "Yes, we are listening."*

*Charley Sanderson* Teacher, Woodburn, Oregon







Students all over the world gather on “Fridays for Future” to call on adults to act now to save the planet. Swedish climate change campaigner Greta Thunberg, 16, joined hundreds of other students outside the United Nations in New York on August 30, 2019. YES! has covered responses to the climate crisis since its founding in 1996.



# TRAINING *new* SOLUTIONS JOURNALISTS

Through our internship and fellowship programs, YES! has trained over 100 young journalists to do rigorous reporting of community-led solutions. Since 2017, these programs have prioritized journalists of color. Here are a few of our graduates.



*J. Gabriel Ware*

is a reporter for ABC News. He has been honored by the Solutions Journalism Network for his excellent solutions-focused reporting.

*Yessenia Funes*

is a reporter for Earther, a Gizmodo Media Group news site. She covers the intersection of race and the environment.



*Brooke Jarvis*

writes on social issues and the environment for *The New York Times Magazine* and *The California Sunday Magazine*. Her articles have been featured in *The New Yorker*, *Wired*, *GQ*, *Harper's*, and other publications. She has won numerous journalism awards.



*Marcus Harrison Green*

is a staff reporter at *The Seattle Times* where he covers social justice issues, particularly stories of Seattle's marginalized communities.







# Creating

STORIES IN  
MORE WAYS  
TO REACH  
MORE PEOPLE

yes! STORIES ONLINE

**How do you get your news?** Today people engage with news and ideas in dozens of ways—mostly on their phones through news apps, podcasts, social media, videos, streaming radio, infographics, webinars, and more. Which opens a world of storytelling possibilities for YES! This is the future of YES!—reaching tens of millions of people on multiple platforms, in multiple formats, wherever they get their news and growing the momentum for a just, sustainable, and compassionate world.



# SOLUTIONS STORIES *everywhere*

What if America had a national network of news outlets that reported on *solutions* as well as problems?

We know that solutions journalism inspires people to act. A whopping 85% of YES! readers tell us that YES! influences their thinking on social, economic, and environmental issues. And 78% tell us that YES! motivates them to take part in social or political change.

That's impressive! But it's not enough. To motivate millions more people in every region of the country, we need solutions stories everywhere. We need stories from north and south, east and west, rural and urban. We need them flowing from city to city, sparking imaginations, spurring conversations, showing what's possible when people come together to create change.

So in the next year, YES! will begin knitting together news media across the country to create a network of outlets committed to solutions-oriented coverage.

With support from YES!, these outlets will showcase their communities' creative responses to problems from racism to climate change. Solutions coverage will grow. And the network will define a vital new role for local media. Instead of simply chronicling local problems, local outlets will become central players in community repair.

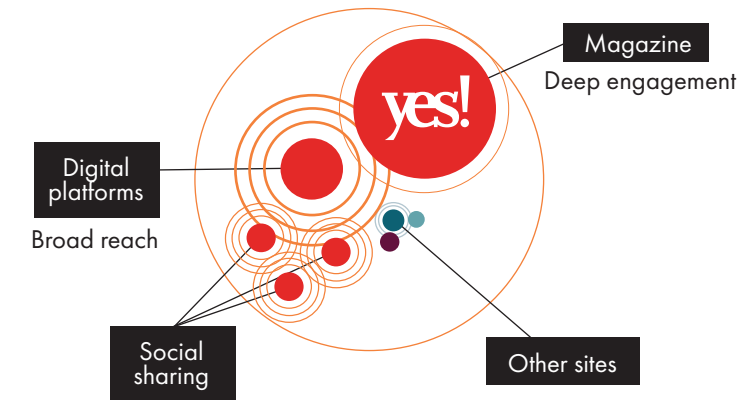
If one small outlet — YES! — can inspire millions of people to act, imagine the power of a national network shifting our collective attention from problems to solutions: a **"Solutions for America" network**.

*Our weekly grandparenting activities with our 3- and 6-year-old granddaughters—and pondering the world they are growing into—reminds us how crucial it is that YES! continue its vital work.*

*Barry and Channie Peters* Denver, Colorado

1

YES! spreads ideas and solutions through its stories on its different platforms.



2

**AS PART OF A LARGER MEDIA NETWORK, YES! can reach millions more with real-world solutions from communities nationwide.**





# Why TELL STORIES?

Because powerful stories change the world.

Social change always begins with a story imagining a better world. Women's suffrage. Abolition. Civil rights. Each one began with stories that planted the seeds of powerful ideas and inspired millions with new possibilities for their communities. These stories transformed a few people first, then a few more, and eventually an unstoppable movement of changemakers.

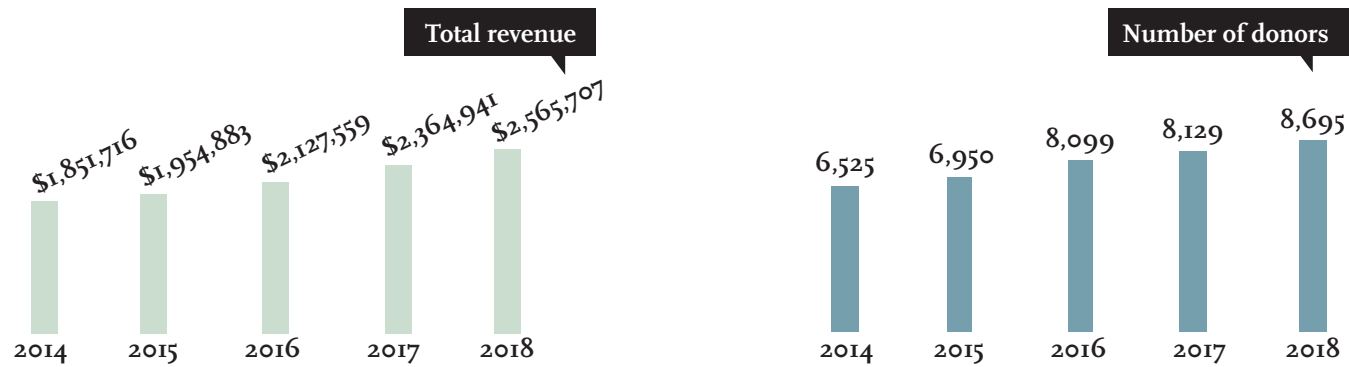
You have the power to be a part of that.

Invest in YES! because we need more stories that inspire change, more stories of community solutions and the powerful ideas behind them. Invest in YES! because we need to reach millions more people, to provide the ongoing encouragement that movements need to build momentum.

That's when big change happens. And that's how you, together with YES!, can build a better world.







**2018 Financial Report**  
January 1, 2018-December 31, 2018

<b>Income</b>	
Donations	\$1,061,532
Subscriptions and Sales	\$448,711
Grants	\$78,500
Interest, Dividends, and Royalties	\$6,038
Net assets released from restrictions	\$970,926
<b>Total 2018 income</b>	<b>\$2,565,707</b>
<b>Expenses</b>	
Magazine, print and online	\$1,716,747
Outreach	\$280,957
Management and general	\$181,947
Fundraising	\$332,303
<b>Total 2018 expenses</b>	<b>\$2,511,954</b>
Change in net assets	\$53,753

YES! shows us how we can change this world for the better. I give because I want to be part of that transformation.

*Yehudit Lieberman*

I know where my money goes when it goes to YES!  
It multiplies your impact with countless persons who can help turn their world from “no” to “YES!”

*Rev. Jim Ray* Poland, Ohio

Photo by Vlad Tchompalov

# PEOPLE LIKE *you* CHANGE THE WORLD

YES! stories and the impact they make are possible because of the generous support of over 8,000 individual donors and several private foundations. Together we are building a more just, sustainable, and compassionate world.



For more information, please contact:  
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Donor Stewardship Manager  
chanson@yesmagazine.org  
206-842-5009 ext 203



“FOR THOSE GENUINELY SEEKING  
SOLUTIONS AND *inspiration*  
IN TROUBLED TIMES ..  
YES! MAGAZINE.”

**VAN JONES**

CNN COMMENTATOR

AUTHOR

SOCIAL JUSTICE ADVOCATE

