



YES! MEDIA
YesMagazine.org

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Journalism for People Building a Better World



Dear Pamela,

Last year at this time I made an uncomfortably candid admission. Something an executive director really doesn't want to say.

I told you that without emergency help from readers, we'd likely have to cut staff—and therefore editorial coverage—because of the pandemic and economic fallout. *Readers responded with incredible generosity. Thanks to your unsparing donations, we were able to respond to events for the entire rest of the year with stories that helped people see positive ways forward, even as the world was thrust into turmoil. Thank you!*

"My experience of this year would be so totally different if I hadn't found YES! and opened my mind to all the possibilities out there. YES! tunes me toward how I can help instead of how helpless I feel." — Rachel Maxwell, Edmonds, Washington

That generous support from you and others paralleled a huge upsurge in activism last year. Even as people shouldered the devastating pain of the pandemic, millions poured into the streets to support racial justice. They turned out to vote in record numbers. They saw the terrible inequities built into our nation and demanded deep, systemic change. **We saw more momentum for change than we've seen in decades!**

Now we need to build on that momentum. We need to reach out to the millions of people who are newly aware of the problems and bring them into the movements for change.

At YES! we have hundreds of stories to tell that will show people what's possible and inspire them to help build a world that works for all. But, once again, I have to ask for your help.

For while we're gradually approaching the end of the pandemic, the economic distress is far from over. Millions of people—including many YES! donors—are still suffering financially. Despite our success last year, our fundraising this year feels more precarious than usual.

Which is why I'm hoping you'll consider an extra gift now.

You are already so generous to YES! And I realize this may not be a good time to give a little



Together we are building a better world.

more. But if you *are* able to, a **generous donor will match your one-time gift if it's made by May 31.** And if you increase your recurring support by even a small amount, your increase will be matched for an entire year!

Your support will help make every YES! story possible. You'll also help us:

Add a racial justice editor so we can bring you the voices of more journalists of color, and more ways to take anti-racist action.

Bring you into conversation with YES! authors in interactive online events.

Provide free and discounted copies of YES! to people who are incarcerated, teachers, and grassroots groups that use them to create change in their local communities.

For all of the pain of 2020, last year was also a heartening example of what can happen when millions of people come together to demand change. Conversations that were considered "radical" just a few years ago—about systemic racism, rethinking policing and public safety, providing reparations and universal basic income—are now being covered in mainstream media and heard in the halls of Congress!

We have a lot of work to do to move these and other issues forward. But 2020 showed us that massive, collective action makes a difference. *Now it's on all of us to keep that momentum growing.*

If possible, please help us bring millions of people into the movements for change by making an extra donation now. This is a once-in-a-generation opportunity. Let's work together to grab it!

Wishing you and your loved ones health and happiness as we move into spring,

Christine

Christine Hanna
Executive Director

P.S. Please be as generous as you can. The money we raise now will determine how many stories we can publish for the rest of this year. **And your donation will be matched!** Donate quickly and safely online at yesmagazine.org/springmatch or use the attached reply form. Thank you!



I'd like to increase my support.

Ms. Pamela Grow

11999705

Increase my recurring donation from \$10/mo to:

At \$20/mo, you get 3 FREE gift subscriptions!

Founders' Circle

☐ \$42/mo

☐ \$30/mo

☐ \$20/mo

☐ \$____/mo

I'd like to give a one-time donation.

Founders' Circle

☐ \$500

☐ \$250

☐ \$100

☐ \$50

☐ \$____

☐ Credit/Debit ☐ Check payable to YES! (U.S. only)

Name on card

Card number

Expires

Signature

☐ Do not publish my name. I'm donating anonymously.

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☐ \$_____

Pamela, tomorrow is the final day in our Spring Fund Drive and **we still need to raise \$5,500 to fund YES! stories this year.**

You're already such a generous supporter, and if this is not a good time to give more, I completely understand. But I wanted to make sure you know that if **you can make an extra gift or increase your recurring support by midnight tomorrow, your extra support will be MATCHED, doubling the impact you can have.**

Finally, I just want to thank you again for your recurring support. Because of the economic disruption from the pandemic, our fundraising this year feels more precarious than usual. But your steady support—and that of our other Dedicated Friends—helps ensure that YES! can keep telling stories for a more just and sustainable future.

Thank you for all that you do,
—Christine Hanna, YES! Executive Director

P.S. If you're donating by mail, your gift will be matched through May 31—be sure to get it in the mail if you haven't already.



Journalism for People Building a Better World

READ THE NEW ISSUE

— Rachel Maxwell
Edwards Washington

"When people share personal journeys
of marginalization, even others who
do not share their precise identity
can find solidarity."

yes!

We need to raise
\$30,000
by May 11 to fund hundreds
of stories this year.

Donate now and your
gift will be **matched!**



yesmagazine_



yesmagazine_ Did you know that YES! is nonprofit and ad-free? All of our work is made possible by the generous support of readers like you.

Today we're kicking off our Spring Fund Drive—one of two critical times of year when we ask readers to step up and support us. Between now and May 11, we need to raise \$30,000 to help fund our work this year, including hundreds of stories that show the way to a more equitable and sustainable world, and our upcoming issues on "Solving Plastic," "What Is Enough?" and "The New Social Justice."



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