



SOCIAL IMPACT REPORT

2021

ABOUT BEACON PRESS

Beacon Press is an independent publisher of serious nonfiction. Our books often change the way readers think about fundamental issues; they promote such values as freedom of speech and thought; diversity, religious pluralism, and anti-racism; and respect for diversity in all areas of life. Our current publishing program emphasizes religion, history, current affairs, political science, queer studies, education, African American studies, women's studies, child and family issues, and nature and the environment.

SOCIAL IMPACT REPORT

Now in its ninth year, the *Beacon Social Impact Report* has served to capture the moments and conversations that Beacon titles have driven over the course of the past calendar year. Like other publishers, we use metrics of the business world to report on our financial results. But this report answers these questions: How can we, as a mission-driven nonprofit publishing house, measure the impact and social benefits of our work? In what way do we touch lives and bring about change?

For this we need both stories and new metrics. In our 2021 *Beacon Social Impact Report*, we bring to light the reach of Beacon's mission to foster conversations, challenge assumptions, and ignite personal and social change. In this second year of the COVID-19 pandemic, Beacon Press has

continued to see interest in titles addressing **systemic inequity** and **sociopolitical divisions**, with some of our top-selling works being *White Fragility*, *An Indigenous Peoples' History of the United States*, and *We Want to Do More Than Survive*. We built upon this call for nuanced insights with releases such as *The Price of the Ticket: Collected Nonfiction: 1948–1985* from the James Baldwin collection, Obery M. Hendricks Jr.'s *Christians Against Christianity*, Roxanne Dunbar-Ortiz's *Not "A Nation of Immigrants,"* Christopher Emdin's *Ratchetdemic*, Dr. Keisha N. Blain's *Until I Am Free*, and Kyle T. Mays's *An Afro-Indigenous History of the US*.

In a year marked by **insurrection**, **threatened voting rights**, and **an ever-worsening climate crisis**, Beacon titles continued to serve as resources across spaces for policy, scholarship,

community building, and beyond. We created new threads in conversations of **identity** with *Women and Other Monsters* and *Sincerely, Your Autistic Child*, and we influenced the **literary fiction** space with new poetry collections and the first publication from Gayl Jones in over two decades: *Palmares*. Set in seventeenth-century colonial Brazil, *Palmares* chronicles a Black woman's journey through slavery and liberation. In 2021, *Palmares* earned immense praise from outlets such as the *New York Times Book Review*, *Esquire*, the *Wall Street Journal*, and NPR, and it continues to be well received by audiences abroad. Gayl Jones's new novel exemplifies the work that Beacon is proud to share with readers, to continue bringing impactful literature to new and familiar audiences alike.



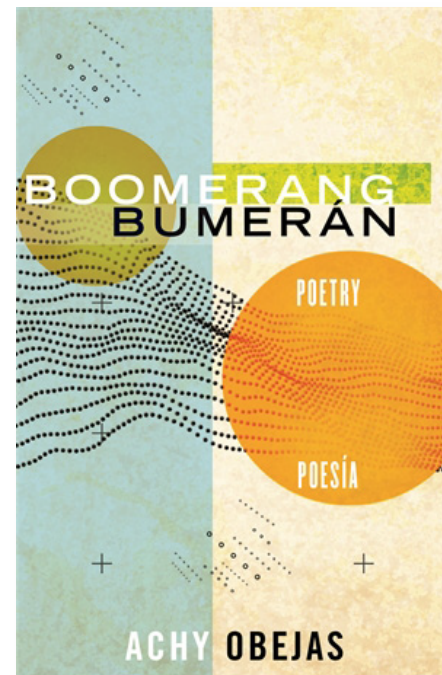
INFLUENCING LITERARY SPACES

BOOMERANG/BUMERÁN

ACHY OBEJAS

In 2021, we published *Boomerang/Bumerán* by Achy Obejas, the inaugural collection in our Raised Voices poetry series, which serves the overarching goal of representing marginalized voices and perspectives.

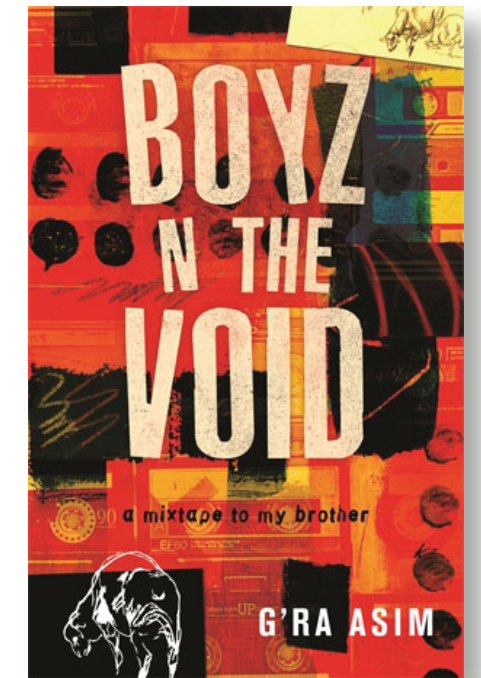
Written in bold, mostly gender-free English and Spanish, *Boomerang/Bumerán* address themes of immigration, displacement, love, and activism. The collection was recommended by the *New York Times*, featured in the *Boston Globe's* "New England Literary News" column, and reviewed by the *Poetry Foundation*. An excerpt from the collection appeared in *Poem-A-Day*, and *Boomerang/Bumerán* was featured in several "Best of 2021" lists, including those from *Ms.*, the *Wall Street Journal*, and *The Poetry Foundation*.



BOYZ N THE VOID

G'RA ASIM

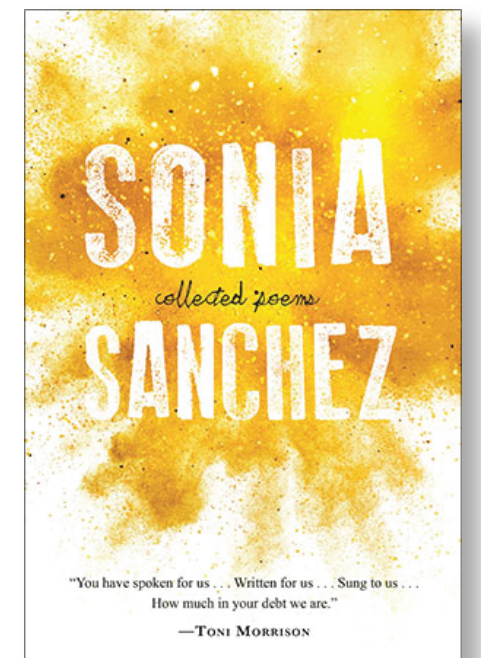
Boyz n the Void made a splash in the worlds of literature and Black culture. The book is uniquely formatted as a punk rock mixtape from author G'Ra Asim to his younger brother Gyasi, who is on the cusp of young adulthood. Asim writes about using punk songs as the backdrop for musings on identity, manhood, sexuality, and artistry. The book was hailed as "provocative, opinionated, and fun" by *Shelf Awareness*, was reviewed favorably in the *Washington Post* and the *Boston Globe*, and was a *Kirkus Reviews* best nonfiction book of 2021.



COLLECTED POEMS

SONIA SANCHEZ

The release of Sonia Sanchez's latest collection, *Collected Poems*, coincided with the announcement that she would be the recipient of the 2021 Dorothy and Lillian Gish Prize. Coverage centered around her legacy as a founding member of the Black Arts movement, a founding instructor of African American studies, and a passionate activist who has inspired generations of young people to resist through the power of words as well as action. Features ran in the *New York Times*, *Philadelphia Magazine*, the *Philadelphia Inquirer*, *Harvard Magazine*, and even abroad in the Australian style magazine *RUSSH*.



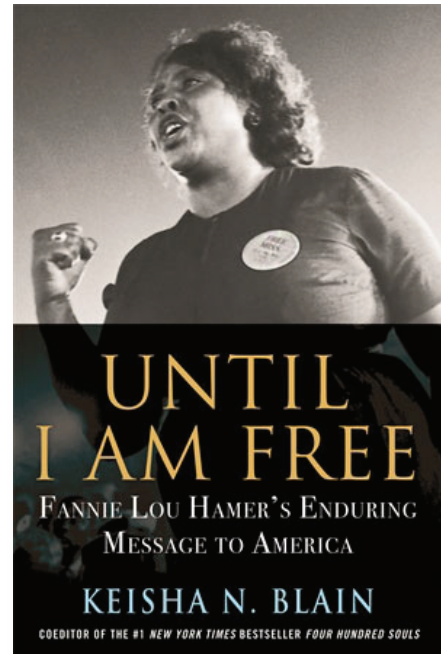
INFORMING PERSPECTIVES ON SYSTEMIC INEQUITY

UNTIL I AM FREE

KEISHA N. BLAIN

Fannie Lou Hamer, the Mississippi sharecropper-turned-human-rights-activist, is increasingly becoming recognized as one of the civil rights movement's greatest leaders. History scholar Dr. Keisha Blain, who co-edited with Ibram X. Kendi the *New York Times* best-selling *Four Hundred Souls*, contributed mightily to that effort with *Until I Am Free: Fannie Lou Hamer's Enduring Message to America*, published October 5, a day before Hamer's birthday.

Broadcast coverage included *MSNBC/The Sunday Show* with Jonathan Capehart, *All of It* with Alison Stewart (NYC NPR), *The Takeaway* with Melissa Harris Perry/WNYC (and NPR national), and *Democracy Now*. The book was widely reviewed, including in the *New York Times* Book Review, the *Washington Post*, the *Boston Globe*, *The Progressive*, and the *Los Angeles Review of Books*. There was



also an excerpt in *Bitch*, an op-ed by the author on *TIME.com*, a Q&A with *CNN Race Deconstructed*, and an interview on *Vox Conversations*, and *Smithsonian Magazine* named the book one of the ten-best history titles of 2021. Finally, we're thrilled that the book received a *National Book Critics Circle* finalist nod and an *NAACP Image Awards* Nomination.



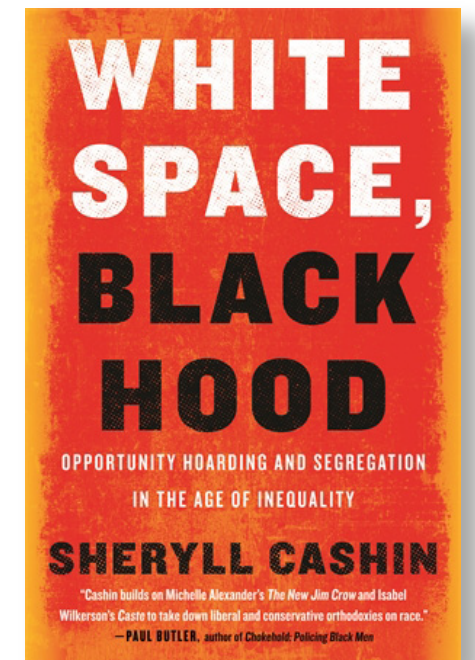
WHITE SPACE, BLACK HOOD

SHERYLL CASHIN

A union of deep historical research and personal narratives, *White Space, Black Hood* examines the government-created system of residential caste in the US. Forging a radical path forward, the legal scholar Sheryll Cashin also provides ideas for the abolition of these practices to create a more equitable future for all.

Cashin's study of the racial foundations of residential castes was reviewed by the *Washington Post* and *New Republic*, among others. The book also appeared in roundups in the likes of *Ms.* and *The Root*, which noted, "*White Space, Black Hood* calls for the abolition of state-sanctioned systemic oppression and calls for a new infrastructure of opportunities in poor Black neighborhoods." Other national coverage included *CNN.com*, *CSPAN's BookTV* for the author's virtual event with Tomiko Brown-Nagin at Harvard Bookstore, and an hour-and-a-half interview on *CSPAN's In Depth* program.

Sharing her work with descendants is vital to Cashin, and her events included Black bookstores such as Malik Books, Sankofa Bookstore, and others. Her event conversation



partners included Paul Butler, Richard Rothstein, and Bree Jones, the founder of Parity, an equitable development company that rehabilitates abandoned properties by the block to create affordable homeownership opportunities at venues across the country, including the Free Library of Philadelphia and the Enoch Pratt Free Library.

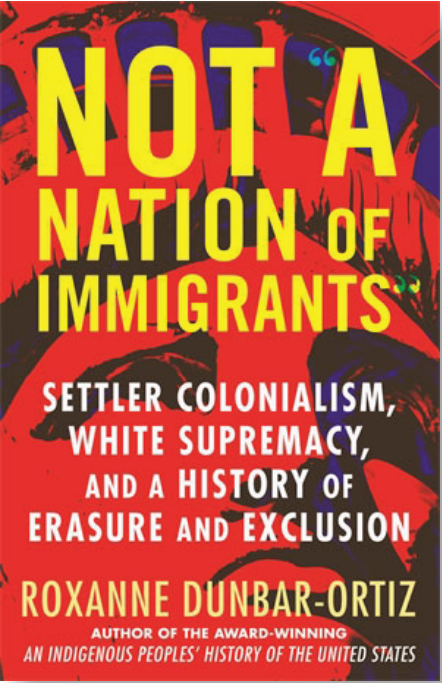
As Richard D. Kahlenberg writes in his *New Republic* review, "*White Space, Black Hood* makes a powerful case that 'geography as caste is destroying America.' It will be impossible to heal the soul of the country without addressing the defining problem this extraordinary book illuminates."



NOT A NATION OF IMMIGRANTS
ROXANNE DUNBAR-ORTIZ

Over the last few years, a long-overdue effort to identify and engage with issues of historic racial inequity have taken center stage in public discourse. But one mistruth that has continued to be perpetuated by those on both sides of the political spectrum is the belief that the United States is and has always been a welcoming melting pot for diversity. Within these conversations, the legacy of settler colonialism remained predominantly unacknowledged and unchallenged.

In *Not “A Nation of Immigrants”: Settler Colonialism, White Supremacy, and a History of Erasure and Exclusion*, which went on sale in August, Roxanne Dunbar-Ortiz interrogates and dismantles these long-held and obfuscating myths. In promotion of the highly anticipated book, the author embarked on a robust virtual book tour that took her to more than a dozen well-loved indie bookstores across the country and put her in conversation with high-profile co-speakers including Robin D. G. Kelley, Tongo Eisen-Martin, Nick Estes, Bill Fletcher, Alejandro Murguina, and Ismael Reed. Media response to the book was outstanding and has been long lasting. The campaign launched with a series of exceptional trade reviews, including a starred review from



Booklist and excerpts in *Boston Review*, *Monthly Review*, and *Lit Hub*. An extensive media campaign followed, including interviews with numerous outlets like *In The Thick*, KPFA's *Upfront* and *Letters and Politics*, *The Majority Report* with Sam Sader, and KERA's *THINK*. Additional coverage was featured on the *Boston Globe*, CSPAN Book-TV's *In Depth*, *History News Network*, and *Book Riot*.

With reinvigorated interested ad coverage around Indigenous People's Day at outlets like *Teen Vogue*, *Time*, and *Democracy Now*, and end-of-year mentions on “best of 2021” lists from outlets including *Bookshop*, *Ms.*, and *Counter Punch*, the book continues to make a strong impact.

INFORMING PERSPECTIVES ON SYSTEMIC INEQUITY

“
YOU WILL NEVER LOOK AT
US HISTORY THE SAME WAY.

—AVIVA CHOMSKY, AUTHOR OF *UNDOCUMENTED*

WITH SAM SEDER
THE
MAJORITY
REPORT



The
Boston
Globe C-SPAN

BOSTON REVIEW

Booklist
Leading book discovery

teenVOGUE

Ms.

LIT
HUB



Bookshop.org

History News Network
Columbian College of Arts & Sciences
Because the past is the present and the future too

COUNTERPUNCH

MONTHLY REVIEW
AN INDEPENDENT SOCIALIST MAGAZINE

INFORMING PERSPECTIVES IN ACADEMIC SPACES

ENTERING THE HIGH SCHOOL CURRICULUM

We had 49,382 views of our teacher's guides for Beacon books such as Roxanne Dunbar Ortiz, Debbie Reese, and Jean Mendoza's *An Indigenous Peoples' History of the United States for Young People*, Octavia E. Butler's *Kindred*, Thoreau's *Walden*, Michael Patrick MacDonald's *All Souls*, Viktor Frankl's *Man's Search for Meaning*, and Martin Luther King Jr.'s *Why We Can't Wait*.

COURSE ADOPTIONS IN 2021

Beacon Press titles were adopted into 1,484 courses in 2021, totaling 64,838 books. Although this year brought with it a similar number of cancelled conferences, and events moved to virtual spaces, we were still able to ensure that teachers and students alike found their way to Beacon resources that could inform discussions and cultivate an appetite for change. Our most-adopted title was Robin DiAngelo's *White Fragility*, with other top adoptions being *Kindred*, *Silencing the Past*, *An Indigenous Peoples' History of the United States*, and *Man's Search for Meaning*, many of which feature curated reading guides, available through the Beacon Press website.

Given the wide range of issues and subjects that Beacon titles address, professors adopted our books into a similarly varied set of academic departments, with those of history and English the most common, and religion, education, sociology, political science, and anthropology also among the departments with many Beacon adoptions.

Our academic audiences in 2021 were also geographically diverse, ranging from 214 adoptions in California, 111 in Texas, and 108 in New York, to name a few. This spread of interest in academic readership illustrates the universality of the stories and histories that Beacon Press titles addressed in 2021.

MOST ADOPTED COLLEGE TITLES IN 2021



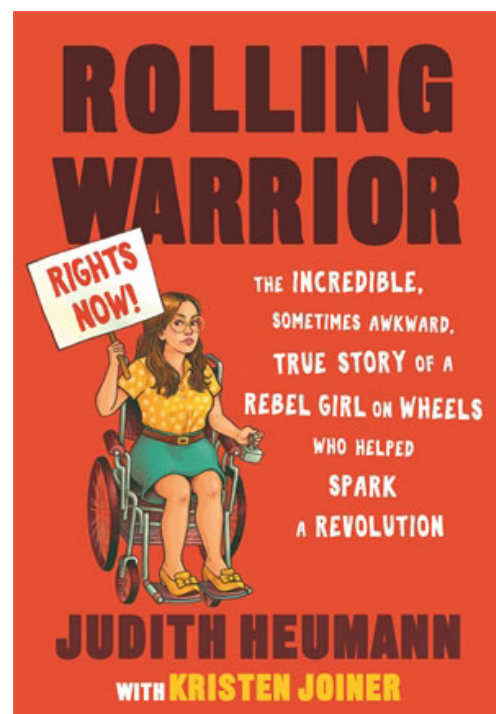
MOST ADOPTED K-12 TITLES IN 2021



REACHING READERS ACROSS DIVERSE PLATFORMS AND FORMATS

LARGE PRINT AND AUDIOBOOK EDITIONS

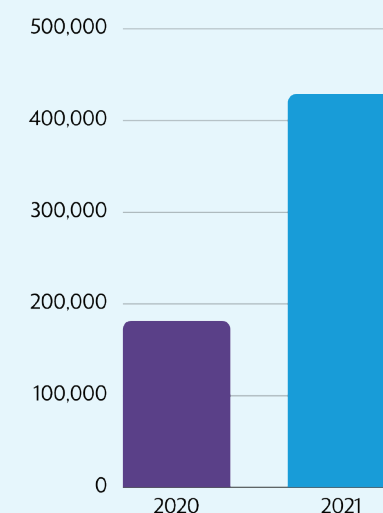
In 2021, Beacon continued to print in traditional hardcover and paperback formats, which make up the largest sector of reader purchases. However, in working toward ensuring the availability of our books to readers of diverse abilities, we have also continued to publish formats accessible to all readers, including audio and large print. Most notably *Rolling Warrior*, our young-adult adaptation of Judith Heumann's *Being Heumann*, appeared in traditional paperback, large print, and audio in June of this year.



CONNECTING ONLINE

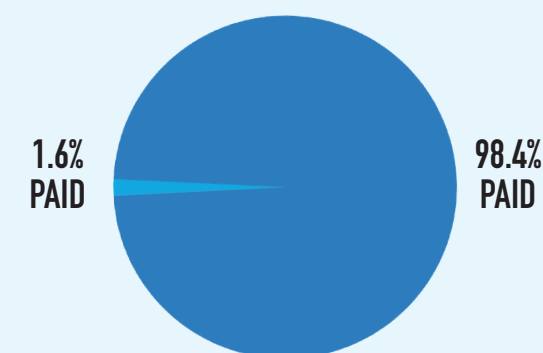
428,209 WEBSITE VISITS

Our blog had 157,655 visits



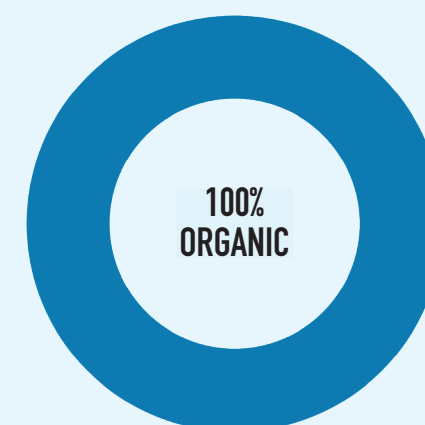
2.2 MILLION FACEBOOK CONTENT IMPRESSIONS

We have 26,182 Facebook fans; There were around 100,000 clicks on content.



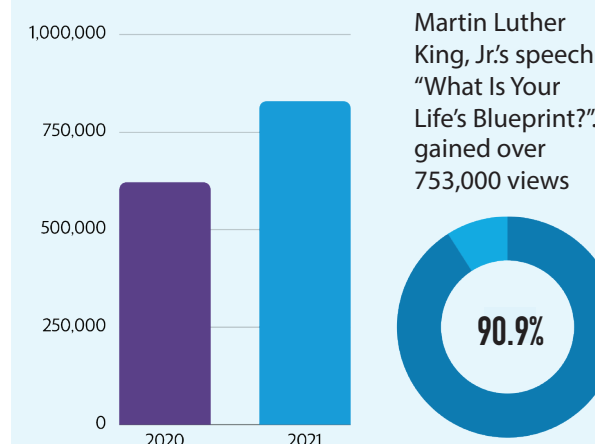
3.4 MILLION TWITTER CONTENT IMPRESSIONS

Our Twitter followers grew to 17,247.



828,000+ YOUTUBE VIEWS

Youtube views up from 620,000 in 2020 to 828,000 in 2021.



Martin Luther King, Jr.'s speech "What Is Your Life's Blueprint?" gained over 753,000 views

INFORMING PERSPECTIVES ON THE CLIMATE CRISIS

Beacon Press published *Dear Specimen* by W. J. Herbert, a National Poetry Series winner selected by Kwame Dawes. *Dear Specimen* is a five-part series of interwoven poems from a dying parent to her daughter, examining the human capacity for grief, culpability, and love, and asking: Do we as a species deserve to survive? An excerpt from the collection was published in *The Atlantic*:

I'm still a magpie. If it glitters,
I want it, no matter
the cost—

I don't connect the bangle
I buy online to a gold
mine's cyanide heap

leaching, or the made-
with-fracked-gas plastics
that I throw in the trash

to the survivor in an as-yet-
unnamed epoch
who'll sniff the fossil

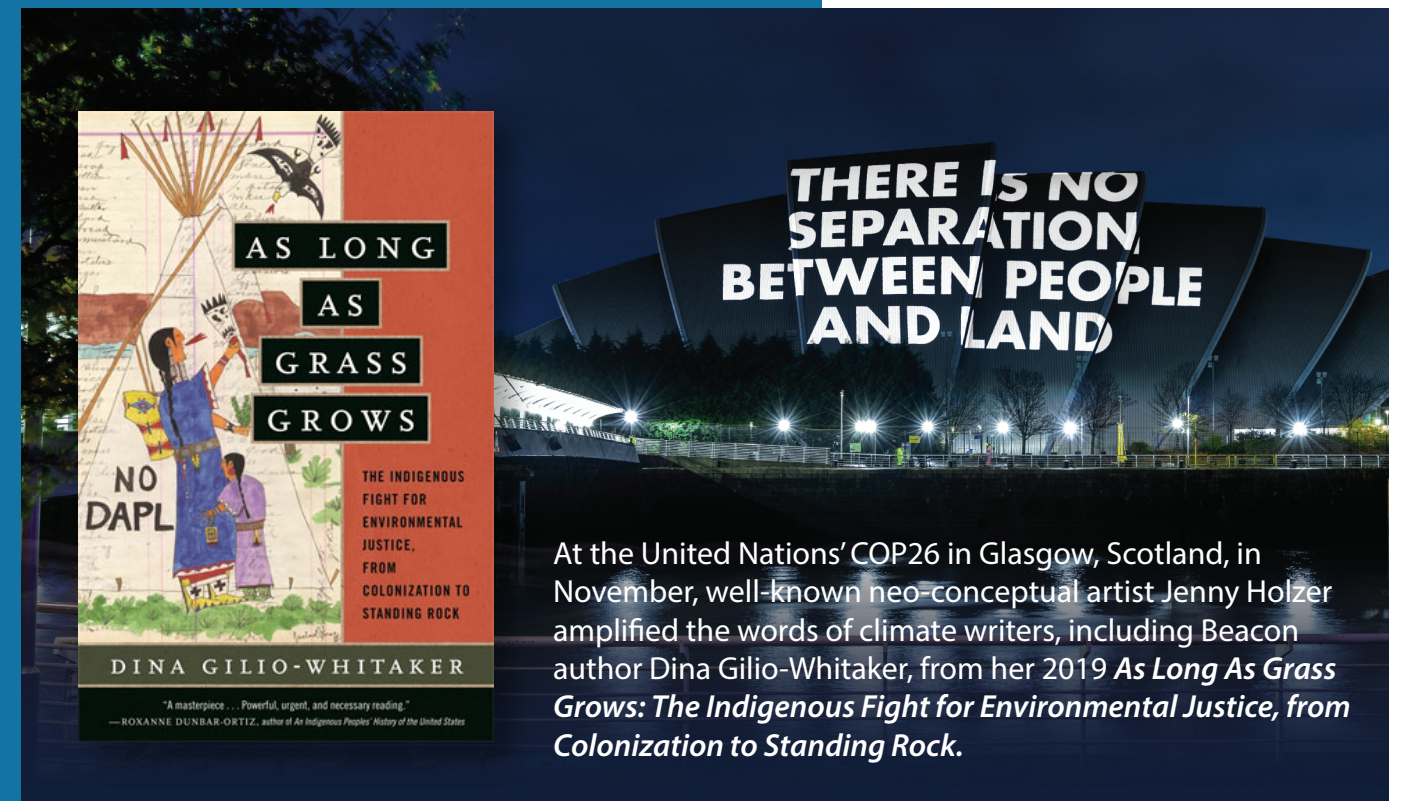
bones of a predator
unknown to it, though
the skull that it licks

will likely be ours,
and even if this creature
resembles the rat-size

mammal that evolved when
dinosaurs died, by what blood
chemistry will it breathe?

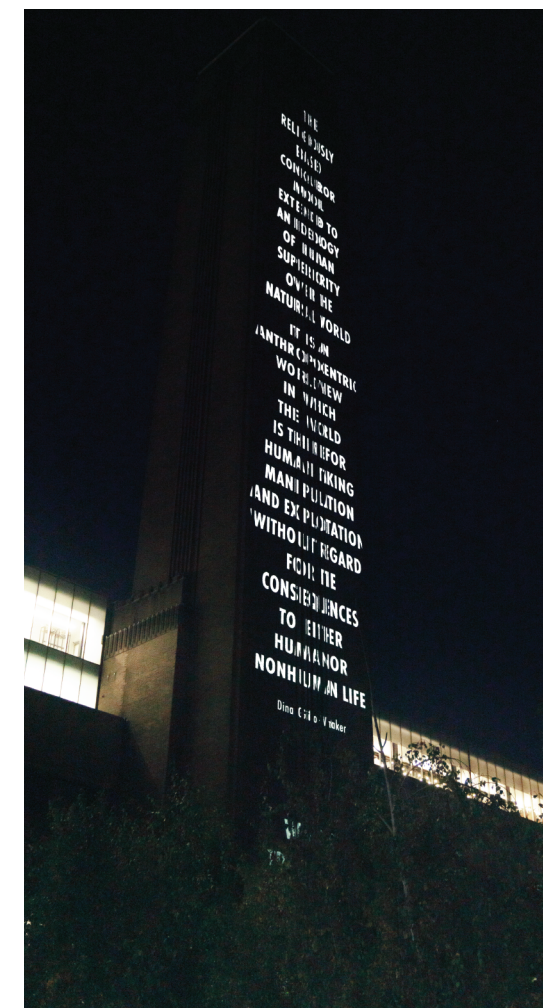


The collection received attention from climate and environment media, including an interview with Bill McKibben for *The New Yorker's* "Climate Crisis Newsletter," a review in *Earth Island Journal*, and inclusion in roundups from *Audubon Magazine* and *Orion Magazine*. Herbert was also included in the *Poets & Writers* 2021 debut poetry feature.



At the United Nations' COP26 in Glasgow, Scotland, in November, well-known neo-conceptual artist Jenny Holzer amplified the words of climate writers, including Beacon Press author Dina Gilio-Whitaker, from her 2019 *As Long As Grass Grows: The Indigenous Fight for Environmental Justice, from Colonization to Standing Rock*.

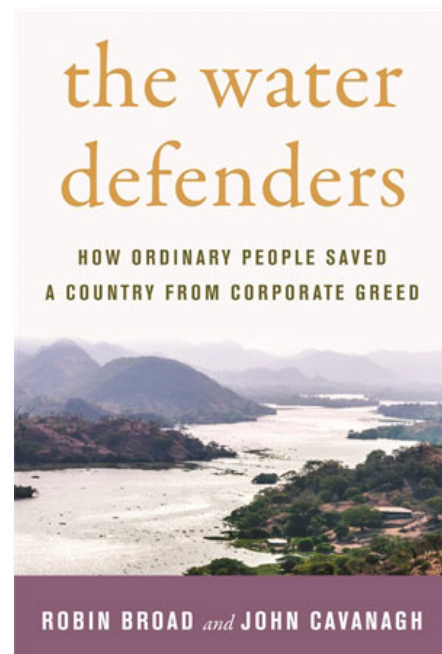
Holzer projected excerpts from the book onto buildings within the COP26 Blue Zone and around Glasgow and Edinburgh, including on the SEC Armadillo and Met Tower. In this work, entitled *HURT EARTH*, Gilio-Whitaker's words came alive for both new and familiar audiences on an international stage and underscored the urgency for change in the face of the climate crisis.



THE WATER DEFENDERS

ROBIN BROAD AND JOHN CAVANAGH

The Water Defenders: How Ordinary People Saved a Country from Corporate Greed, expert in international development and Guggenheim fellow Robin Broad and Institute for Policy Studies director John Cavanagh share the inspirational story of how water defenders in El Salvador won two historic victories against an international mining corporation against seemingly insurmountable odds.



Drawing upon Broad and Cavanagh's experience building the network of international allies that spearheaded the global fight against mining in El Salvador, the book provides valuable lessons for collective action across borders that can be used by communities and activists battling corporations that value profits over the environment and health of citizens.

The Water Defenders was named one of *The Progressive's* "Favorite Books of 2021" and one of the "Best of Books 2021" by *Foreign Affairs*. Broad and Cavanagh were interviewed by Bill McKibben for *The New Yorker's* climate column, *PRI's The World*, and the *Wilson Center's* podcast. The book also

received attention from Christian media such as *The Christian Century* and *The National Catholic Reporter* due to its focus on the important role of progressive religion in social justice movements. *The American Prospect* called the book "a how-to guide for activists seeking to defeat a power structure that is rigged in favor of their opponents." *The Water Defenders* is also the winner of the prestigious 2021 Duke University Juan Mendez Award, which honors the best current nonfiction book published in English on human rights, democracy, and social justice in contemporary Latin America.



FOREIGN RIGHTS

In 2021, Beacon titles were internationally acquired for thirty-one new editions in nineteen different languages:

- French
- Korean
- Swedish
- Finnish
- Slovak
- Polish
- Simplified Chinese
- Complex Chinese
- Romanian
- Dutch
- Greek
- English
- Croatian
- Hungarian
- Japanese
- German
- Catalan
- Portuguese
- Italian

Herbert Marcuse's *Eros and Civilization*, Mary Oliver's *New and Selected Poems: Volume One*, Gayl Jones's *Corregidora*, and Daina Ramey Berry and Kali Nicole Gross's *A Black Women's History of the United States*.



ORGANIZATION PARTNERSHIPS IN 2021



National Center for Families Learning (NCFL) works to eradicate poverty through education solutions for families. Partnering with educators, literacy advocates, and policymakers, NCFL develops and provides programming, professional development, and resources that empower and raise families to achieve their potential. Over their thirty-year history, the NCFL has changed the lives of millions of families across the country. Engaging multiple generations from the same family is a fundamental and distinguishing aspect of their work, because they know this holistic approach creates a stronger impact and greater success for families. Author Debbie Reese was hosted at the NCFL conference this year.



Black Feminist Future (BFF) hosted author Charlene Carruthers this year. BFF is an initiative informed by the legacy of Black feminist organizing, grounded in the current pulse of movements, and located at the emergent need to amplify the power of Black women and girls in organizing and building power for the twenty-first century. BFF is a movement incubator that focuses on the dynamic possibilities of galvanizing the social and political power of Black women and girls. This project intends to amplify and build the leadership of Black feminist leaders and increase the capacity of Black feminist movement building.



Devex is the media platform for the global development community. It informs an audience of over a million leaders, influencers, and professionals working toward global development goals through the industry insights, analysis, and news they need to do their jobs better. Author Raj Kumar serves as the funding president and editor-in-chief at Devex.



The Cleveland Cultural Exchange (CCE) is a nonprofit literacy-based multicultural arts organization for children. It was founded in 1991 by a group of African American women, led by Deborah McHamm, determined to make a difference. CCE hosted author Bettina Love this year.



Region 9 has provided direct services to children and families and support services to member districts in south-central New Mexico since 1984. Beacon provided hundreds of copies of *An Indigenous Peoples' History of the United States*, which were distributed to every social studies teacher in the state.



Alliance for Higher Education in Prison provides the support, community, and human connection that all people need to thrive. This work is critical and urgently needed to address the intergenerational failure of the education system for people who are currently and formerly incarcerated, an injustice that disproportionately impacts communities of color. Beacon provided copies of *We Want to Do More Than Survive* for the alliance's Higher Education in Prison Reading Project.



Noname Book Club is a Black-led worker cooperative connecting community members both inside and outside carceral facilities with radical books. Each month, it uplifts two books written by Black, Indigenous, or other people of color. It believes that building community through political education is crucial for our liberation and also believes that everyone (especially racialized and colonized people) should have access to unlimited educational materials. That's why NoName Books makes all the resources they offer free. Beacon Press donated nearly one hundred copies of *As Long As Grass Grows*, the NoName Book Club's November 2021 pick. The donated books were distributed to incarcerated people as part of the mission to make learning materials free for all.

STUDY AND STRUGGLE

Study and Struggle organizes against criminalization and incarceration in Mississippi through mutual aid, political education, and community building. They provide a bilingual Spanish and English curriculum with discussion questions and reading materials, as well as financial support, to over 100 participants in radical study groups inside and outside prisons in Mississippi. These groups correspond with groups from across the country through our pen pal program. Beacon donated copies of *An Indigenous Peoples' History of the United States* for them to mail to study groups inside Mississippi prisons.



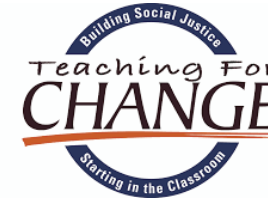
The Rolling Library is a mutual aid group that provides free books, literacy-focused events, and Little Free Libraries to the NYC community (and beyond). It used copies of *Invisible No More*, provided by Beacon, to help fill newly built libraries over the summer of 2021.



Owensboro Black Expo (OBE) celebrates diversity across different races, ethnicities, nationalities, generations, socioeconomic levels, and religious affiliations. For the last five decades, the OBE has cultivated excellence through its tailored programming and unique community events. Beacon donated copies of *Kindred* for OBE's Kid Corner during its annual Juneteenth celebration.



The National Alliance of Faith and Justice (NAFJ) is a nonprofit association of criminal justice professionals and community leaders, whose mission is to promote the value of the inclusion of faith in addressing the prevention, consequences, and resolutions of crime, with an emphasis upon the most critical issues for the most involved stakeholders. Beacon provided copies of *The Young Crusaders* for NAFJ's twenty-one-day thematic campaign of youth advocacy, positive behavioral intervention, and history. Over three hundred students signed pledges of commitment to Martin Luther King Jr.'s principles of nonviolence, using *The Young Crusaders* as a reading tool.



Teaching for Change provides teachers and parents with the tools to create schools where students learn to read, write, and change the world. According to its mission statement, "By drawing direct connections to real world issues, Teaching for Change encourages teachers and students to question and re-think the world inside and outside their classrooms, build a more equitable, multicultural society, and become active global citizens. [Its] professional development, publications, and parent organizing programs serve teachers, other school staff, and parents. [Its] main focus is national and [they] have dedicated programs in the Washington, D.C. metropolitan area." Teaching for Change ordered 170 copies of *An Indigenous Peoples' History of the United States for Young People*.



The American Association for Teaching and Curriculum (AATC) is a national learned society for the scholarly field of teaching and curriculum. The organization produces scholarship in teaching and curriculum and serves the general public through its conferences, journals, and the interaction of its members. Beacon Press donated a number of titles on teaching and education, including *An Indigenous Peoples' History of the United States* and *None of the Above*, to the AATC. The books were featured in their book fair, available to conference attendees in October 2021.



Beacon is also continuing to work with **Skinner House Books** on the Goodreads group, co-started by both publishing houses. This partnership allows Beacon to collaborate with Skinner House in providing books for Unitarian Universalists communities.