

# REAL CHANGE

**MISSION** The mission of Real Change is to create opportunity and a voice for low-income people while taking action for economic justice.

**Real Change operates three integrated programs**



**VENDOR SERVICES**

We run a comprehensive Vendor Services program that provides a low-barrier employment opportunity for approximately 350 homeless and low-income people every month.



**REAL CHANGE NEWSPAPER**

Real Change publishes the only "street newspaper" in Washington State and the only newspaper that consistently focuses on poverty, homelessness, and economic justice. In 2011 Real Change had a paid circulation of 863,387 copies, or roughly 16,000-18,000 papers sold each week.



**ADVOCACY**

Real Change leverages the relationships that exist between vendors and readers to build a cross-class movement for economic justice and defend the civil rights of the very poor.

## REACHING BEYOND THE BOUNDARIES

Over 2011, we at Real Change worked hard to make things better for those at the heart of what we do: our readers and vendors.

While readers have told our vendors for years that Real Change is "the best paper in Seattle," they're hearing it now more often than ever. We invested in our news staff by hiring Aaron Burkhalter, whose decade of experience as a daily reporter has offered readers more up-to-date coverage of the breaking news that our readers care about. We also hired Jon Williams onto the news team. His 27 years of experience in newspaper design have brought a reader-focused professionalism to Real Change's layout that wins us more readers with each and every eye-pleasing issue.

We've also done more to give our vendors the tools to succeed. A new training video, featuring tips from star vendors, is the foundation of a sales training we offer every two weeks, where working sales people volunteer to help our vendors build the skills and confidence they need to connect with people on the street.

This is just one of the many volunteer opportunities we offer. Last year, 240 volunteers logged over 7,000 hours of work at Real Change. To find out more, please email us at [volunteer@realchangenews.org](mailto:volunteer@realchangenews.org) to learn how you can get involved.

Finally, our board led a strategic planning process to define our key priorities for 2012-2014. Our plan builds upon Real Change's core strengths to expand the reach of the paper, further develop our

relationship-based cross-class organizing, and create the financial sustainability to ensure our essential work continues, even during the toughest of times.

**Expand the reach of the Real Change newspaper:** Last year, a total of 676 vendors were signed up to sell Real Change. During a typical month, there were around 375 people out on the street selling the paper. We anticipate, as programs like Disability Lifeline and Basic Health undergo deep cuts or are eliminated altogether, that the need for the opportunities we provide will be in greater demand. Our strategies to increase vendor opportunity include geographic expansion, particularly on the Eastside, and working toward greater market saturation within underrepresented communities in Seattle.

**Expand Real Change's cross-class and relational organizing model:** Over the next three years, Real Change will become a national leader in the work of bringing poor and middle-class people to work for economic justice. We will build upon our strengths to become a model of how we can work together across boundaries of race, class, and issue to build the one-to-one relationships that lead to lasting change. This includes projects that increase the representation of poor and homeless people in local policy efforts to end homelessness, and initiating a cross-class series of reading groups and events.

**Strengthen Financial Stability:** Over the past two years, Real Change has made enormous strides toward financial sustainability. Our strategic plan goals in this area are modest but essential: build a strong

vibrant board; set aside a three-month financial cushion; increase our foundation support to become roughly fifteen percent of our budget; and increase our major donor and planned giving to more sustainably finance our work into the future.

In 2011, Real Change improved our financial health by cutting expenses, increasing foundation support, and establishing a small but growing reserve fund. Support from individual donors and our annual breakfast made up 56% of our 2011 budget, with earned income from the newspaper making up another 35%. Foundation support doubled last year to reach nearly 9% of income.

Real Change is a dynamic, growing grass-roots organization that is working hard to meet the extraordinary challenges and opportunities of this time. Our broad community support makes our work possible, and we deeply appreciate each and every one of our many friends who have stepped up to help. Thank you, from all of us here at Real Change.

Sincerely,

**Timothy Harris,**  
Founding Director

**Alan Preston,**  
Managing Director



**INSIDE** Donor listing, pages 2-3; Real Change finances, page 4; Vendor statistics, page 4





**Real Change** exists to provide opportunity and a voice for low-income and homeless people while taking action for economic justice.

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Your support is very important to us, and we apologize for and wish to correct any errors you may find in these listings. Please contact [development@realchangenews.org](mailto:development@realchangenews.org).

# VOICES

Here is what some of our donors have to say about Real Change

**“Bacteria, viruses and bedbugs do not honor humanly devised jurisdictions or boundaries. Like you, we need a big vision. Bless you and thank you.”**

– Julie Coryell

**“You guys are a huge inspiration to all street papers.”**

– Sean Condon, Megaphone, Vancouver, BC

**“This week our local Real Change rep informed me that she would be leaving her post in front of Zeitgeist where she has been a constant and faithful member of our neighborhood for years. She said she has gotten a good job ... and has a subsidized apartment lined up as well. This story is pedantic evidence that your efforts work; you are changing lives on behalf of the homeless and less advantaged.”**

– Alan Maskin (on behalf of Olson Kundig Architects)

**“We appreciate what you do to make homelessness an issue in Seattle and to provide an avenue for independence for homeless people – AND for producing a fine, readable paper.”**

– Nancy and Jesse Green

**“I hope the vendors know that while their work is beneficial to them personally, they give back to their customers in ways they may not have considered. I am grateful for the work they do and the friends I have made.”**

– Betsy Hood

**“Real Change is far and away the authority on homelessness and the public attitudes and economic policies that keep it entrenched.”**

– Elaine Nonneman

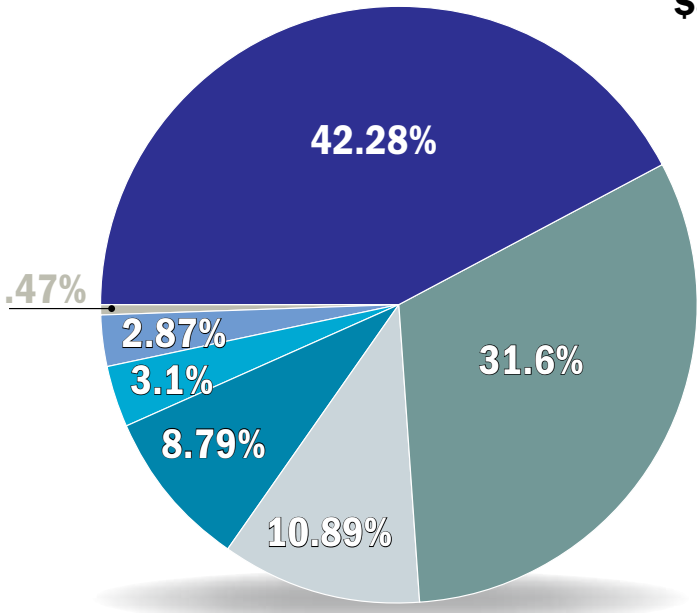
**“Please pass on to the editorial staff that the election coverage this year was the best in the City. Real reporting.”**

– Steve Coulter

# 2011 Financial Report

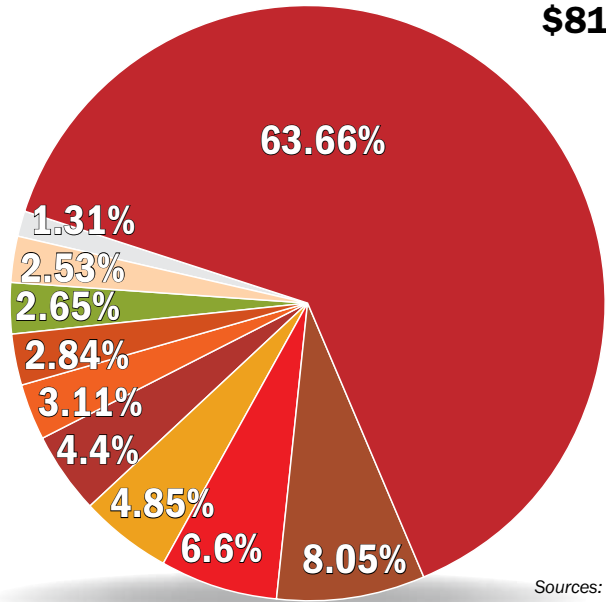
## Revenue

Individual donations	356,286
Circulation	266,324
Real Change Breakfast	91,800
Grants	74,000
Advertising and subscriptions	26,182
Other fundraising	24,125
Other income	3,913
<b>Total</b>	<b>\$842,630</b>



## Expenses

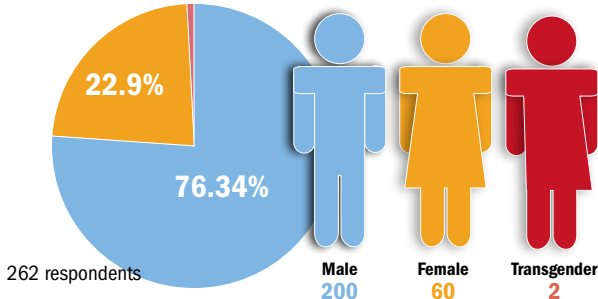
Payroll and health benefits	521,365
Newspaper printing	65,957
Rent	54,054
Other	39,743
Operating reserve	36,000
Utilities, phone, internet, IT and Support	25,458
Printing, postage, copier and marketing	23,267
Professional development and professional consulting	21,676
Events	20,715
Supplies (Program, office and cleaning)	10,751
<b>Total</b>	<b>\$818,986</b>



Sources: Real Change research  
Graphics by Jon Williams, Real Change

# Vendor Survey Results

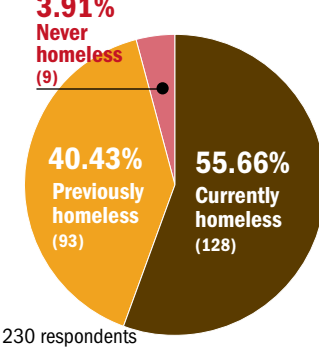
## Gender



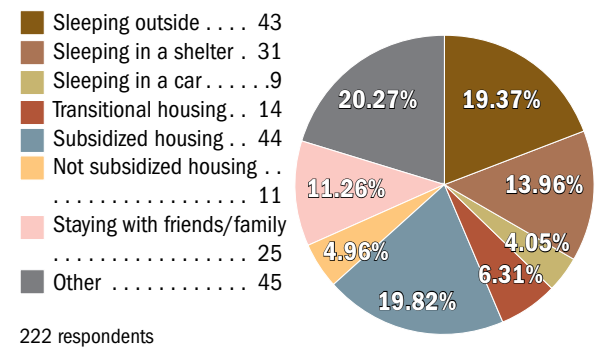
## Age

Age Group	Count
18-29	19
30-39	32
40-49	77
50-59	93
60+	37

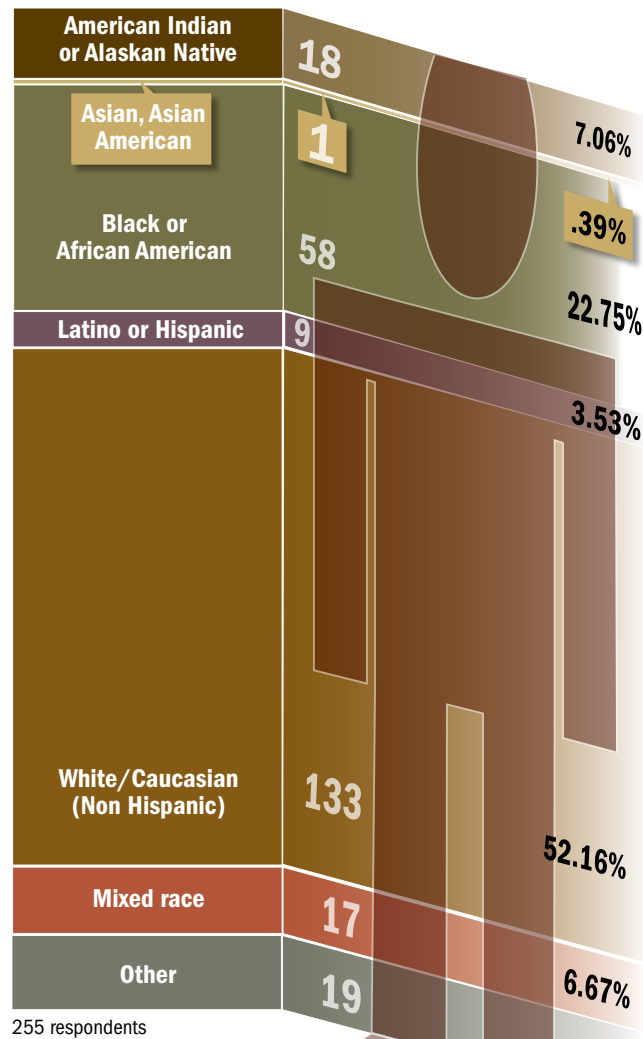
## Housing status



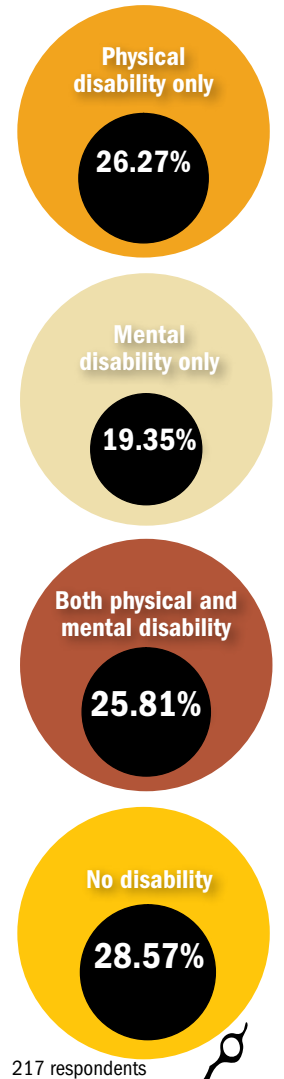
## Current sleeping situation



## Race/ethnicity



## Physical or mental disability



Real Change is a quality newspaper, organizing project and low barrier economic opportunity. Real Change works.

Every month, more than 350 homeless and vulnerably housed people earn money and build confidence by selling Real Change. We bring you community voices you won't hear elsewhere and quality in-depth reporting on stories often left out of other papers.

Real Change is reader supported in the same way that Public Radio and TV are listener and viewer supported. Last year more than 1,300 people helped make Real Change work even better by being donors and volunteers.

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