MISSION

Real Change operates three integrated programs

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@realchangeneews.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 36% 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
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.

**2011 Financial Report**

**Revenue**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual donations</td>
<td>$356,286</td>
</tr>
<tr>
<td>Circulation</td>
<td>$266,324</td>
</tr>
<tr>
<td>Real Change Breakfast</td>
<td>$91,800</td>
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<tr>
<td>Grants</td>
<td>$74,000</td>
</tr>
<tr>
<td>Advertising and subscriptions.</td>
<td>$26,182</td>
</tr>
<tr>
<td>Other fundraising</td>
<td>$24,126</td>
</tr>
<tr>
<td>Other income</td>
<td>$3,913</td>
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</tbody>
</table>

**Expenses**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll and health benefits</td>
<td>$521,365</td>
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<tr>
<td>Newspaper printing</td>
<td>$65,957</td>
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<tr>
<td>Rent</td>
<td>$54,054</td>
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<td>Other</td>
<td>$39,743</td>
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<tr>
<td>Operating reserve</td>
<td>$36,000</td>
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<tr>
<td>Utilities, phone, internet, IT &amp; Support</td>
<td>$25,458</td>
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<tr>
<td>Printing, postage, copier and marketing</td>
<td>$23,267</td>
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<tr>
<td>Professional development and professional consulting</td>
<td>$21,676</td>
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<tr>
<td>Events</td>
<td>$20,175</td>
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<tr>
<td>Supplies (Program, office and cleaning)</td>
<td>$10,751</td>
</tr>
</tbody>
</table>

**Revenue** $842,630

**Expenses** $818,986

**Vendor Survey Results**

**Gender**

- Male: 226 respondents
- Female: 60 respondents
- Transgender: 2 respondents

**Age**

- 18-29: 19 respondents
- 30-39: 32 respondents
- 40-49: 77 respondents
- 50-59: 93 respondents
- 60+: 37 respondents

**Housing status**

- Never homeless (128): 3.91%
- Previously homeless (93): 26.34%
- Currently homeless (22): 76.34%

**Current sleeping situation**

- Sleeping outside .... 43
- Sleeping in a shelter . 31
- Sleeping in a car ...... 9
- Transitional housing .. 14
- Subsidized housing .. 44
- Not subsidized housing .. 25
- Staying with friends/family . . . . . 11

**Race/ethnicity**

- American Indian or Alaskan Native: 20%
- Asian, Asian American: 4.05%
- Black or African American: 4.85%
- Latino or Hispanic: 16.31%
- White/Caucasian (Non Hispanic): 63.66%
- Mixed race: 10.87%
- Other: 2.87%

**Physical or mental disability**

- Physical disability only: 26.27%
- Mental disability only: 19.35%
- Both physical and mental disability: 25.81%
- No disability: 28.57%

**Sources:** Real Change research

**Graphics by Jon Williams, Real Change**