

2016 ANNUAL REPORT

REAL CHANGE

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

INJURY TO ONE IS AN INJURY TO ALL

Your support helps Real Change meet the challenge of our times

By **TIMOTHY HARRIS**
Founding Director

When we think about what goes into having a good life, we all need and want the same things. Work that we enjoy, friends who care about us and a community that brings meaning to our lives.

For more than 700 homeless and low-income people each year, Real Change is all of those things.

We offer income opportunity that meets our vendors where they're at. Your support means poor people have a voice in the issues that concern them and that they are backed in the halls of power by a large community of friends.

Friends who take the time each day to talk to a vendor, buy a newspaper and do the work of making our city a better place for all of us.

In 2016, the challenges that poor and marginalized people face have multiplied. Immigrant communities are under attack. Organized labor is on the defense. The forces of racism and misogyny have an ally in the White House.

And radical inequality is newly on the rise.

Inequality hurts us all. Right here in Seattle, average incomes have risen faster than anywhere else in the nation, but like everywhere else, those gains have gone mostly to top earners.

Likewise, Seattle leads the nation in increased housing costs. Rents in our city rose by 47 percent in just four years. Growing homelessness has been the predictable result, despite Seattle's strong support of human services and low-income housing programs.

While Seattle has become a more affluent city than ever, life for the very poor has become increasingly harsh.

Real Change understands how devastating homelessness can be and that our vendors need help and opportunity today. Thanks to you, each of our vendors can experience the caring community that is the Real Change circle of friends.

We understand that an injury to any of us is an injury to all and that it will take all of us, working together, to bring the change we need.

We have doubled down on our cover-



age and support of movements for economic, social and racial justice. We are putting more resources into organizing and community mobilization.

We are building vendor leadership to help guide our work and making sure the voices of poor and economically vulnerable people get directly heard.

We are standing against city policies that harm unsheltered homeless people

with punitive and unconstitutional sweeps of survival encampments.

Real Change is focused on meeting our vendors' immediate needs for income and community, and invites our readers into action to support the political change we all need.

In 2016, more than 1,800 of you stepped up to contribute to our work. We are deeply grateful for that support.

With each of us doing what we can, whether that's buying a paper, making a one-time gift, or becoming a monthly sustainer, our community of friends makes our important work possible.

We invite each of our readers to get more involved in 2017.

Maybe that's with your time. You can find the right volunteer opportunity for you by contacting Jenn Romo at volunteer@realchangenews.org.

You can receive advocacy alerts by signing up to be an RC All Star at main.realchangenews.org.

You can make a donation at our website and join our growing circle of financial supporters. Many people find that our monthly giving option is an easy way to give that doesn't strain their budget.

And you can follow our work and reporting on social media through Facebook and Twitter.

Thank you again for being a part of our community. And for helping our vendors help themselves through work and community.

Everyday, Real Change is making an immediate difference in the lives of the poor and fighting for the change you believe in. Your generous support makes it all possible. ■

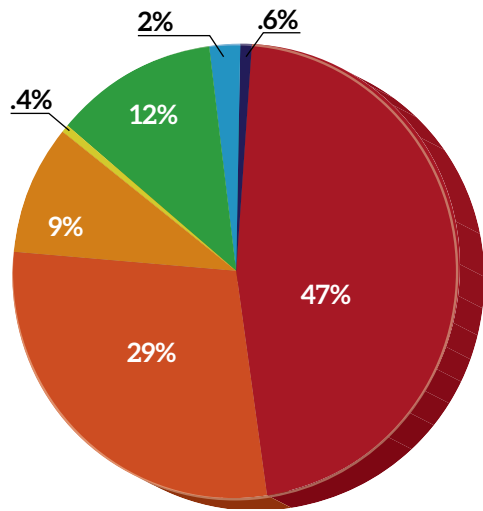
Operations

Revenue

- Individual donations \$471,333.21
- Circulation... \$291,443.25*
- Real Change Breakfast \$92,713.29
- Grants \$4,000
- Other fundraising \$118,593.77
- Advertising and subscriptions \$22,856.98
- Other income ... \$5,714.76

Total... **\$1,006,655.26**

*Includes digital sales

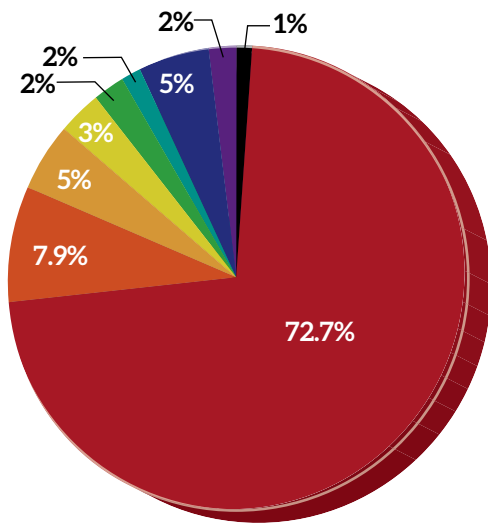


Expenses

- Payroll and benefits..... \$743,989.05
- Rent \$80,444.91
- Newspaper printing. \$51,031.94
- Events and marketing \$31,154.07
- Phone, IT, software and service \$21,270.65
- Insurance taxes and fees \$16,095.55
- Program expenses \$49,439.02*
- Other expenses .. \$20,081.87
- Consultants \$10,548.60

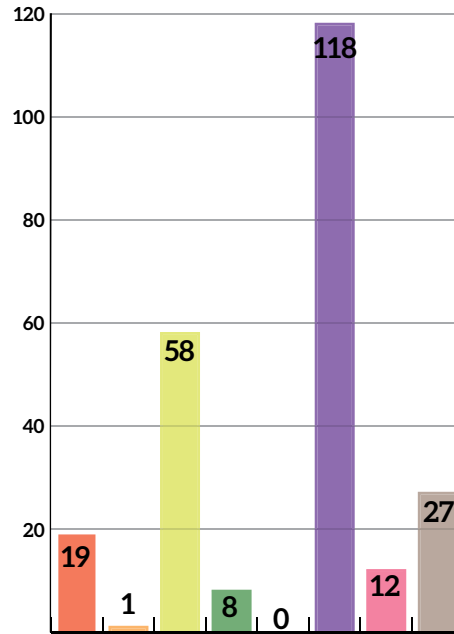
Total... **\$1,024,056.07**

*Includes printing, postage, copier, program supplies, travel, transportation and parking



Percentages are rounded

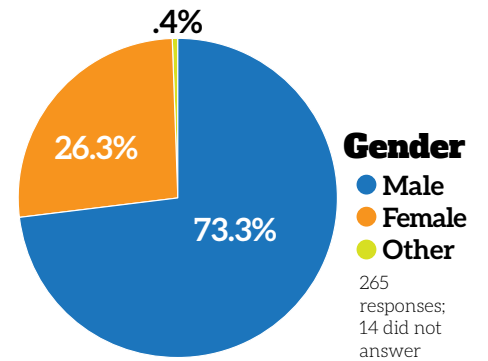
Vendors



Race

- Am-Indian/AK-Native 7.8%
- Asian, Asian-American .4%
- Black or African American 23.9%
- Latino or Hispanic 3.3%
- Pac. Islander or Hawaiian Native 0
- White/Caucasian 48.6%
- Other (please specify) 4.9%
- Multiracial 11.1%

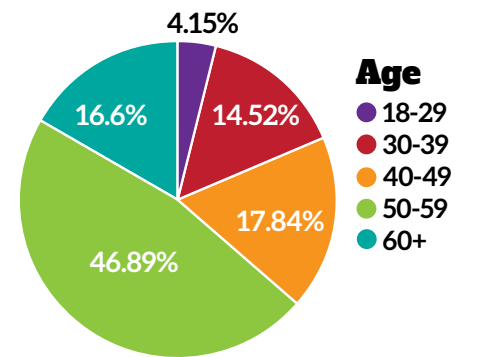
243 responses; 24 did not answer



Gender

- Male
- Female
- Other

265 responses; 14 did not answer



Age

- 18-29
- 30-39
- 40-49
- 50-59
- 60+

Homeless History

- Sleeping outside..... 20.70%
- Sleeping in a shelter..... 15.23%
- Sleeping in a car..... 3.91%
- Staying with friends/family ... 10.94%
- Transitional housing..... 6.64%
- Subsidized housing..... 21.48%
- Rental housing 13.28%
- Other..... 7.81%

256 responses; 28 did not answer

Volunteers



- 252 volunteers served 9350.88 hours
- In 52 unique roles
- That averages 179.8 hours per week
- That is the time value equivalent of having 4.5 additional full time staff (in 52 different roles!)
- 41 are vendors, who served 878.8 hours
- 67 of these were volunteers who came as part of a corporate or class group. Altogether, groups served 167.5 hours.

Department	Hours
● Board of Directors (16)	1793.45
● Advocacy (85)	315.50
● Development (38)	214.25
● Editorial (87)	3957.65
● Operations (34)	448.75

New Staff, New Opportunities

Tara Moss

Operations Director



Tara came to Real Change as the Vendor Services Manager in 2009. She has worked with homeless and low-income people for more than a decade. After graduating from Smith College with a BA in Psychology, Tara worked full time at Street Outreach Services (SOS), an organization specializing in HIV prevention and outreach. During her work at Real Change she has increased public awareness and understanding of the program. Tara started working in the Human Resources department where she has updated the organization's hiring and evaluation processes. Tara now works as one of Real Change's three co-directors.

Brandi Tibbstt,

Vendor Support Specialist



Brandi Tibbs joined Real Change as an intern in the summer of 2016. She joined Real Change's permanent staff in the fall of 2016 and now works as the Vendor Support Specialist. She manages Real Change's Women's Support Group and helps coordinate for the Homeless Speakers Bureau. She was born and raised in Seattle and brings a strong background of customer service to the Vendor Program. Brandi has quickly become a vendor favorite with her sense of humor and wit. She is excited to be with Real Change and enjoys supporting vendors in their success.

Lisa Edge

Reporter, Communications Specialist



Lisa Edge joined Real Change as a Reporter and Communications Specialist in the summer of 2016. Her reporting focuses on arts, culture and equity. Showcasing the work of artists has given her a renewed appreciation for visual mediums and their ability to make easily consumable statements about society. Prior to joining Real Change, she worked for a television station as an Anchor and Reporter in Myrtle Beach, South Carolina. Lisa has nearly 15 years of experience as a journalist in broadcast and print media. Lisa has a BA in Broadcast Journalism from the University of South Carolina.

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

Every month, more than 300 homeless and low-income 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 1,600 people helped make Real Change work even better by donating and volunteering.

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Contact me about volunteering

\$50 \$150 \$250 \$500 \$1,000 Other: _____

Make checks payable to **Real Change** and mail to: 219 1st Ave. S. Suite 220 Seattle, WA 98104, or use our secure online giving option at realchangenews.org. Real Change Homeless Empowerment Project is a 501(c)3 nonprofit organization.

