Twenty Seventeen was a year of new tools to enhance vendor success, innovation and excellence in the Real Change newsroom, and determined grassroots advocacy that has helped push the issue of homelessness to the top of our city agenda.

Your support has helped us build a stronger, more diverse organization that engages our readers and places our more than 700 vendors at the very center of our work. Our mission of providing opportunity and a voice for low-income and homeless people while taking action for economic, social and racial equity guides us every day in building a better future with our readers and vendors.

**OPPORTUNITY**

The Vendor Program is on the frontline of helping vendors succeed. Recent initiatives include greater emphasis on vendor visibility and marketing, expanded access to resources and removing barriers to vendor success.

New initiatives include:

- **The Emerald City Resource Guide**: This project put 40,000 pocket-sized comprehensive guides to local resources in the hands of homeless and low-income people to help them find the services they need. Future editions of the Resource Guide will be published bi-annually to ensure the information is always up-to-date.

- **The Labor Solidarity Project**: Our vendors are workers. Our community recognized this when we outfitted all of them with high-visibility vests that feature the logos of sponsoring labor unions. It’s all about the pride.

- **Venmo**: Ever passed on buying Real Change because you have no cash? Cashless sales are the future of street newspapers, and the Venmo app offers a simple solution that is gaining popularity with both vendors and readers.

- **Vendor Credit**: The demands of day-to-day survival can be a barrier to vendor success. Vendors who lack cash to buy papers to sell can now take a small loan to get them on the way to meeting their goals. This is one more way for our vendors to hear, “Real Change is here for you!”

- **Vendor Empowerment**: The elected Real Change Vendor Advisory Board provides opportunities for inclusion, leadership and decision-making on policies.

- **The Vendor Program**

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**2017 ANNUAL REPORT**

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

**A VOICE**

The Real Change newsroom has worked hard this year to promote vendor involvement and to provide readers with the quality reporting they expect.

- **Special issues** are popular with readers and vendors alike and offer a deep dive into the news you can use. In 2017 these focused on local elections, education, homeless sweeps, mythbusting and stories from our own Homeless Speakers Bureau.

- **To meet our goal of offering content that reflects the diversity of our community, we’ve added three new columnists, established a fund to pay for submissions by contributors of color and brought on a new writing coach who works with vendors who want their stories published in Real Change.**

- **Work also began last year on “Undercaste,” a Real Change podcast that will attract new readers and offer a fresh medium for vendor voices.**

- **We again won local and international awards for our content, including a first-place award for photography from the International Network of Street Papers.**

**TAKING ACTION**

Real Change engages in long-term movement-building through legislative work, direct action and supporting leadership development among those most affected by poverty and homelessness.

- **We have played a strong role in multiple legislative initiatives by providing testimony from those most affected. These included the statewide police accountability initiative, work toward a progressive reliable source to fund housing and homeless services and the Fair Chance Housing ordinance, which worked to limit housing discrimination by landlords.**

- **Our long-standing work to address the human rights abuses involved in home.**

less encampment sweeps has continued with our active support of an ACLU lawsuit to uphold the constitutionally protected rights of homeless people.

- **Vendor leaders have participated in conferences, public hearings, direct action events, signature gathering, voter registration and mobilization and other strategies to bring the voices of low-income and homeless people into the public realm.**

The strength of Real Change, though, rests on you, the readers who make our work possible.

Every day, our vendors experience the support of a caring community that is invested in their success. They see that their voices matter, and that they can make a difference in their own lives and those of others.

Every day, we at Real Change are inspired by our amazing community.

Thank you for your support, and the many, many kindnesses that keep hope alive.
Real Change vendor Donald Wrenn shows new real Change vendor Wrenn the ropes while selling on First Avenue in Seattle.

Retiring broadcast journalist Enrique Cerss sells Real Change vendor Donald Wrenn during Vendor Week in February. The Seattle Times interviewed a feature with Cerss and his image on the cover.

Repen, Katherine; Dwyer, Kevin; and Kaye, Gregory; and Widmer, Karen; and Wilcoxon, Marc.
Photoby Jim Williams

Dori Rainey, 91, rings the gong in front of City Hall to draw attention to the 6,320 people sleeping unsheltered in 2017.

The Real Change Homeless Empowerment Project (RCHEP) received $17,000 from the Seattle City Council for its Critical Needs program.

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4

The Numbers
Volunteers

- Individual donations $495,854.58
- Breakfast $138,065.91
- Grants $70,500
- Institutional, sponsorship donations, other $119,542.36
- Circulation $264,052.64
- Advertising and subscriptions $244,047.56
- Other income $2,874.28

Revenue total $1,114,937.33

Expenses

- Editorial $265,198.87
- Advocacy $102,863.62
- Volunteer $61,319.54
- Development $151,631.27
- Vendor $275,266.88
- Operations $237,481.30

Expense total $1,094,024.64

Operations

- New Technology

- Volunteer Program

- Vendor Program

- Circulation

- Advertising and subscriptions

- Other income

- Revenue

- Expenses

- Revenue

- Expenses

- Readers

- Vendors

- New Technology

- Ask your vendor about Venmo

- Venmo lets you pay and tip your vendor electronically anytime you like!
- Download Venmo at your favorite app store
- Select @Real-Change
- Enter payment amount and vendor name and badge number
- Press “Pay”

Supporting your vendor has never been easier!

Readers supported results. Your gift matters.

Every year, more than 700 homeless and very low-income people find both meaningful work and community at Real Change.

Our readers and supporters make their success possible. Real Change leverages your gift to provide immediate work to those who need it most, while we build an informed community of activists to take action for the change we need.

You know our vendors. You respect our quality reporting. You’ve seen our community in action. Your gift to Real Change makes it all possible. Please show your support with a gift that fits your budget today.

Name:
Address:
City, State, Zip:
Phone:
Email:
- Contact me about volunteering
- $50
- $150
- $250
- $500
- $1,000
- Other:

Ask your vendor about Venmo

Venmo is a mobile payment service. It allows you to send money to one another using a mobile app.

No cash, no problem

Supporting your vendor has never been easier!

Expense:

190 volunteers served 8,310 hours

Board, 14 members 1,785
Advocacy, 27 volunteers 328.5
Development, 25 volunteers 25
Editorial, 86 volunteers 369.5
Operations, 37 volunteers 278
Vendor Program, 63 volunteers 2,194

Of these totals, 29 volunteers were active vendors who served a total of 750 hours.
We had 50 new volunteers join in 2017.
According to the Independent Sector, volunteers’ time in 2017 is valued at $253,122.60. The average 2017 “contribution” of individual volunteers is $1,332.22

Volunteers

New Technology