

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.

2018 ANNUAL REPORT

'I want to thank everyone who had faith in me when I didn't have faith in myself.'



Photos by Jon Williams

It was a great year to be a Real Change vendor

It was a year of strong activism, new initiatives, and setting the stage for future growth, but most of all, 2018 was all about serving our vendors. With your support, Real Change offered opportunity, community and a voice to more than 600 vendors last year and once again put more than \$1 million directly into the pockets of homeless and low-income people.

Vendors such as George Sidwell and Sabina Lopez, our 2018 vendors of the year. Each year, this honor goes to two vendors who, in being selected by their peers, most exemplify what Real Change is all about: personal courage, community connection and rising above ourselves to care for others.

As George Sidwell put it at our 24th Annual Breakfast, attended by 550 supporters, "I want to thank everyone who had faith in me when I didn't have faith in myself."

In 2018, there was much to be proud of. For starters, we launched and published two editions of the Emerald City Resource Guide, the already indispensable pocket-sized guide to community resources for those on the streets or at risk of homelessness.

The resource guide is funded by more than 20 sponsoring organizations, and

we published 100,000 copies that were distributed by nearly 200 participating organizations. This is a self-sustaining new project that will continue as a service of Real Change for years to come.

On the advocacy front, Real Change was on fire. We held four community gatherings to engage our vendors and readers in the work of economic and racial justice. These included the Urban Poverty Forum, which focused on police interactions in communities of color, a panel discussion on housing development at Fort Lawton, a panel on two voter initiatives and a showing of the film "Trickle Down Town" at the SIFF Film Center.

We worked with the ACLU on two projects, one opposing homeless sweeps and another related to facial recognition and community surveillance. We were deeply engaged in fighting for passage of the Fair Chance Housing ordinance and the Employee Head Tax (EHT), and we loudly rang a gong at City Hall to count off all the unsheltered homeless people in 2018 on the day that the EHT was reversed. Additionally, we fought on the county level for housing funding instead of stadium subsidies, and supported our friends at UFCW21 in their fight for worker fairness at Macy's.

This was also a year of increased vis-



Vendors of the Year George Sidwell, above, and Sabina Lopez, left, spoke to a crowd of 550 people during the annual Real Change breakfast at the Washington State Convention Center.

ibility for Real Change, as we promoted Real Change online through a partnership with Guenther Creative, launched a monthly online newsletter for our supporters, reached new readers through a series of radio ads on KEXP, and worked with the American Institute of Architects on a Real Change "Mythbusting" installation at the Seattle Design Festival.

We said goodbye to long-time editor Aaron Burkhalter, welcomed columnist and interim editor Hanna Brooks Olsen, and invested in a journalism equity fund to pay minority writers and artists for their contributions to Real Change. Additionally, we launched "Undercast" the new Real Change podcast that features vendor voices and offers an in-depth look at issues affecting our community.

Real Change always uses resources wisely, and as part of that, we rely on

community volunteers to supplement our staff. In 2018, 245 volunteers contributed a total of 7,690 hours toward helping our vendors and fulfilling our mission.

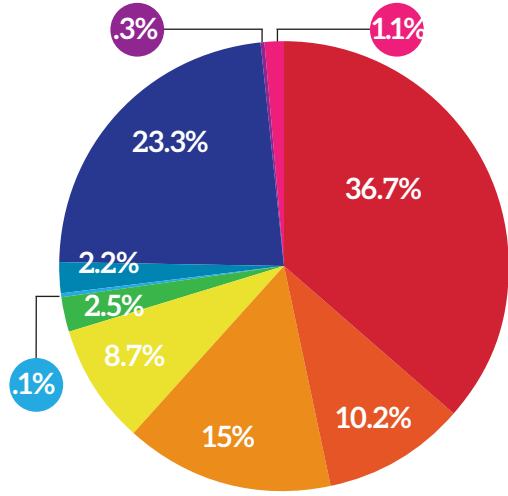
Finally, last year we created a new strategic plan for 2019-2021 that centers and amplifies the voices of our vendors and transforms lives by building caring connection. By focusing on vendor success, building caring and engaged community, leading with quality journalism and tending to the foundation, Real Change will build on our strengths while we put our vendors first.

You make all of this possible. Our readers provide more than 60 percent of Real Change's financial support each year, and through your caring and kindness, are the foundation of our success. Thank you for your amazing support as we look forward to our 25th anniversary year in 2019. ■

OPERATIONS

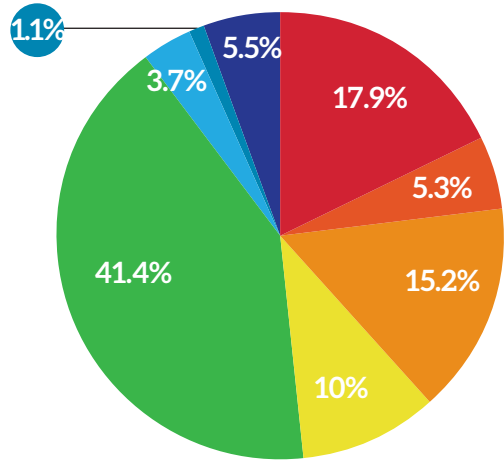
Revenue

- Individual donations..... \$430,694.44
- Breakfast..... \$119,358.96
- Grants..... \$175,189.00
- Institutional..... \$102,377.86
- Sponsorships..... \$29,400.00
- Merchandise..... \$1,283.12
- Advertising..... \$26,121.23
- Circulation..... \$273,898.76
- Subscriptions..... \$3,165.00
- Other..... \$13,273.76
- TOTAL..... \$1,174,717.13**



Expenses

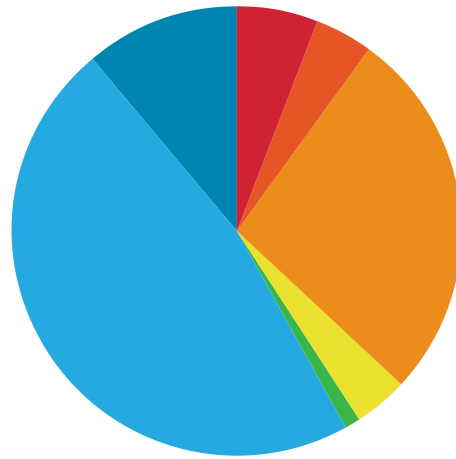
- Editorial..... \$215,777.25
- Advocacy..... \$63,885.59
- Vendor..... \$183,520.93
- Development..... \$120,077.10
- Operations..... \$498,584.44
- Volunteer..... \$44,013.99
- Fiscal sponsorships..... \$13,150.81
- Other..... \$66,181.45
- TOTAL..... \$1,205,191.25**



Percentages are rounded

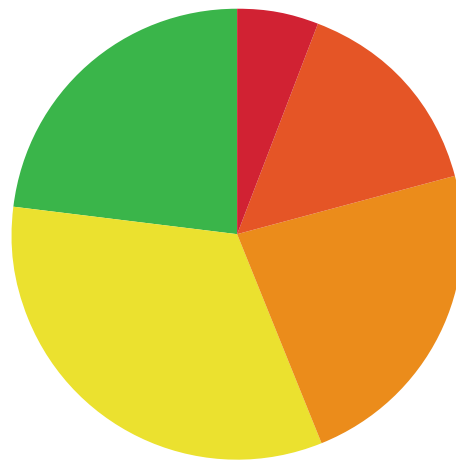
VENDORS

Race or ethnicity



- American Indian or Alaskan Native..... 6%
- Asian, Asian American.... 4%
- Black or African American 27%
- Latino or Hispanic..... 4%
- Pacific Island or Hawaiian .. 1%
- White/Caucasian..... 47%
- Other..... 11%

Age range



- 18 - 29..... 6%
- 30-39..... 15%
- 40-49..... 23%
- 50-59..... 33%
- 60+..... 23%

171 surveyed vendors

Volunteers



247
volunteers
served
7,500.12
hours

New Technology

ASK YOUR VENDOR ABOUT VENMO

No cash, no problem

- 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!

Staff

CURRENT BOARD OF DIRECTORS

Yolanda Altamirano, Malou Chávez, Shelly Cohen, Anitra L. Freeman, Matthew Hayashi, Hannah Hunthausen, Pamela Kliment, Jim Lauinger (President), Maria Elena Ramirez, Mary Riski, Teresa Reeves, Chukundi Salisbury

EDITORIAL STAFF

Staff Reporter Ashley Archibald
Reporter and Communications Specialist Lisa Edge
Editor Lee Nacozy
Art Director Jon Williams

REAL CHANGE STAFF

Circulation Specialist Wes Browning
Volunteer Manager Katie Comboy
Managing Director Shelley Dooley
Founding Director Timothy Harris
Field Organizer Neal Lampi
Vendor Program Manager Rebecca Marriott
Lead Organizer Tiffani McCoy
Vendor Case Manager Ainsley Meyer
Development Director Camilla Walter
Bookkeeper Lucie Yépez

Real Change offices, 219 First Ave. S., Suite 220
Seattle, WA, 98104, 206.441.3247,
www.realchangenews.org

Reader supported results. Your gift matters.

Every year, more than 600 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: _____

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.

