

\$2

\$1.10 goes  
to vendor

# STREETWISE

EMPOWERING PEOPLE TO WORK



# 2015 ANNUAL REPORT

## FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

Dear Friends,

This past year StreetWise made good on its commitment to embrace, empower, and embolden our community's chronic homeless and long-term unemployed to find their path to economic stability and self-sufficiency.

Our social enterprise - StreetWise Magazine - had a circulation of over 262,000 copies in 2015. This allowed more than 300 individuals to purchase the weekly magazine for 90 cents and sell it for \$2, earning \$1.10 profit on each sale. Our vendors are incredibly resilient as they withstand long hours in all kinds of weather to battle rejection with the hope of a sale. Thank you for believing in our vendors and supporting their path toward economic stability.

### STREETWISE IS THE MAGAZINE, THE VENDORS, AND SO MUCH MORE.

Did you know that StreetWise offers Employment Readiness and Placement Services? We offer a 6-day series of workshops to build workplace skills, develop resumés and online profiles, as well as job search and interview techniques to encourage long-term unemployed individuals to reenter the labor market. Last year nearly 100 individuals enrolled in the Employment Readiness Program with 70 completing the workshop series and 38 of them gaining employment. In 2016 we look to expand this program further.

Did you know that the StreetWise Lounge offers hot meals each day, as well as access to computers, phones, charging stations, and a safe place for individuals to be a part of a community? In 2015 we served about 30 meals a day, or 9,000 over the course of the year. Our community partnerships with First Slice, Salvation Army, Niles Food Pantry and the Greater Chicago Food Depository make this possible.

Did you know that StreetWise provides life-changing services to empower individuals to overcome barriers to safety and stability? We have social workers on staff to assist individuals with housing, food, clothing, securing identification or public benefits, and accessing medical and mental health services. We also have a partnership with The Night Ministry to provide daytime case management for their evening outreach program. In 2015 there were 275 individuals who accessed social and supportive services.

**WE LOOK FORWARD TO YOUR CONTINUED SUPPORT AS WE STRIVE TO GIVE MORE PEOPLE A HAND UP IN THEIR JOURNEY TOWARD STABILITY.**

In 2015 StreetWise strengthened its programs, energized the vendor force, established operational metrics and data collection, built new community partnerships, overhauled the fundraising program, and improved transparency and communication. Our financials represent this stabilization effort in 2015; 2016 brings diversification and innovation to every facet of the organization.

**KAREN PITTENGER**  
BOARD CHAIR

Your support and financial investment in StreetWise allowed us to embrace, empower, and embolden more than 650 men and women - fathers, mothers, sons, daughters, brothers, and sisters - to find their path to stability and self-sufficiency. We are grateful for your belief in our mission and your support for each individual who walks through the doors.

**JULIE YOUNGQUIST**  
EXECUTIVE DIRECTOR

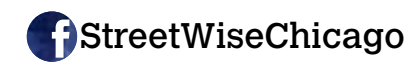
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# MISSION

To empower those facing homelessness or at risk of homelessness by providing access to resources and employment opportunities so individuals can work toward self-sufficiency with dignity.

# ABOUT

StreetWise, Inc. is a dynamic and innovative employment agency that empowers people to work and provides access to the resources they need to bring dignity and self-sufficiency to their lives. The StreetWise model offers immediate access to employment through the Magazine Vendor Program. For those seeking traditional employment, the Transitional Jobs Program offers intensive job readiness and placement opportunities. These programs are supported by the Social Services program that provides direct assistance, referral and advocacy around housing, income stability, food and clothing, linkages to medical or mental health services, substance abuse or domestic violence services, as well as referrals for legal services.

**In 2015, StreetWise empowered and supported 650 individuals.**

# VISION

The StreetWise vision is an economically just society where individuals gain self-sufficiency through the dignity of employment. StreetWise exists so panhandling doesn't have to!

# GOALS

**EMPOWER PEOPLE TO WORK** through immediate access to employment through the Magazine Vendor Program and the Transitional Jobs Program.

**PROVIDE ACCESS TO RESOURCES** through social and supportive services to meet basic needs and to improve housing, income, and well-being.

**ADVOCATE** for a strengthened safety net, access to resources, and employment opportunities for individuals who want to improve their lives and the lives of their families.

# 2016 BOARD OF DIRECTORS

## EXECUTIVE MEMBERS

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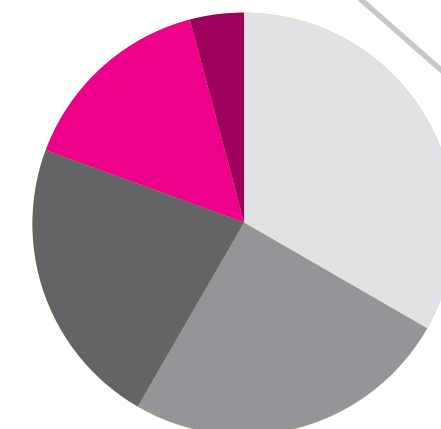
**COLLIN WILLIAMS**  
*ContextMedia Health, LLC*

## EMERITUS

**JUDD LOFCHIE**  
*StreetWise Founder*

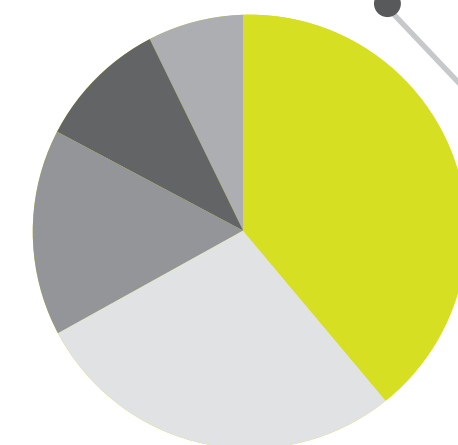
*the honorable*  
**DANNY DAVIS**  
*U.S. Congressman*

## REVENUES



**33% STREETWISE MAGAZINE - \$236,204**  
**25% FUNDRAISING - \$177,667**  
**22% EVENTS - \$159,126**  
**15% CITY CONTRACT - \$105,000**  
**4% SERVICE FEES - \$31,730**

## EXPENSES



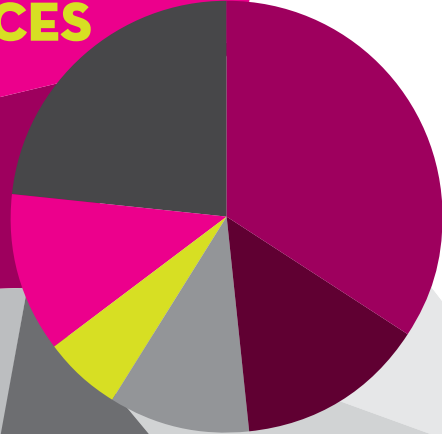
**39% OPERATIONS/FEE FOR SERVICE - \$319,301**  
**28% STREETWISE MAGAZINE - \$229,857**  
**16% CITY CONTRACT - \$126,209**  
**10% FUNDRAISING - \$84,882**  
**7% EVENT - \$53,908**



# IMPACT

**650**  
INDIVIDUALS WERE  
EMPOWERED AND  
SUPPORTED IN 2015

## SOCIAL AND SUPPORTIVE SERVICES



**262,000+**  
MAGAZINES  
VENDORS SOLD

**9,000+**  
MEALS WERE SERVED  
IN THE STREETWISE CAFE



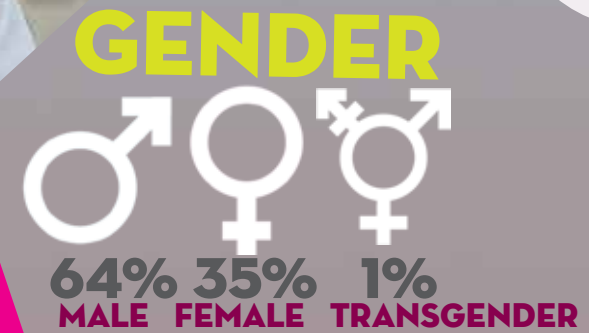
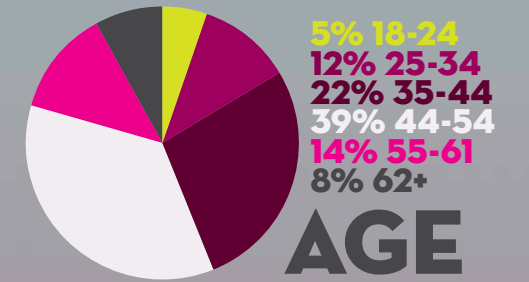
**300**  
ACTIVE VENDORS  
IN 2015

**1,100+**  
INDIVIDUALS ACCESSED  
THE STREETWISE  
COMPUTER RESOURCE  
CENTER

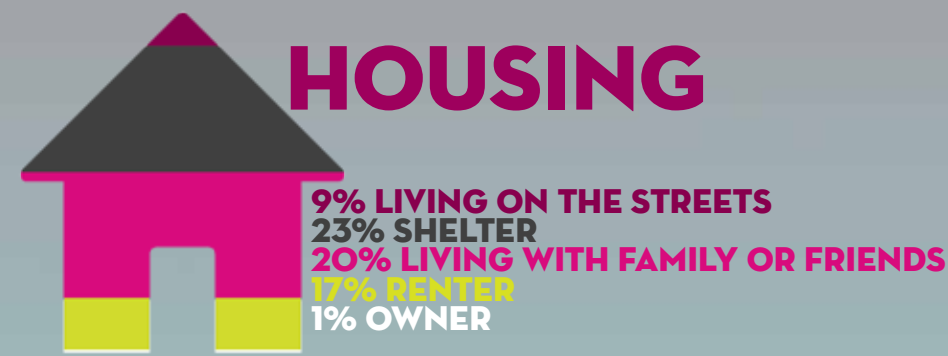


21% DISABLED

# SNAPSHOT OF PARTICIPANTS



## HOUSING



## STAFF

**JULIE YOUNGQUIST**  
*Executive Director*

**RUSSELL ADAMS**  
*Custodian*

**A. ALLEN**  
*Field Supervisor*

**SARAH BROWN**  
*Managing Director of Programs*

**BRITTNAE DAVIS**  
*Executive Assistant*

**JOHN HAGAN**  
*Field Supervisor*

**DAVE HAMILTON**  
*Creative Director/Publisher*

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*Editor-in-Chief*

**AMANDA JONES**  
*Director of Workforce Development*

**ROSS KINKADE**  
*Development Coordinator*

**LONNIE LLOYD**  
*Cashier*

**RON MADERE**  
*Sales Manager*

**GREG MORROW**  
*Employment Specialist*

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*Chair*

**BRITTANY LANGMEYER**  
*Vice Chair*

**JILL OSBORN**  
*Secretary*

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**KERRI TOMPKINS**

**JAMIE LYNN WHITE**

**ANDREW WILSON**

**JOHN WISNIEWSKI**

## STREETWISE LOUNGE

The StreetWise Lounge provides open access for all individuals to have hot meals each day, as well as access to a phone, emergency clothing, hygiene kits, monthly health screenings and even haircuts. It also provides a computer resource center for job searching, email and communications access & set up, computer training, and research. Over 9,000 meals were served at the StreetWise Lounge in 2015 alone.





## JIMMIE

"When I was growing up, I didn't have nothing," said Jimmie, a man known to most people for his knack at making friends. "People always messed me over and took from me."

Jimmie has confronted loss and stress his whole life. After losing both of his parents, Jimmie found himself feeling bitter and angry. In addition to the loss of his parents, Jimmie found himself in an unstable living situation. He was paying a high rent and struggling to make ends meet, and one day, he ran into a StreetWise employee named Greg.

"I was coming out of the building, and I asked him for a light, and he asked me if I wanted a job...I told him, 'Don't be messing with me!' I didn't trust no one," Jimmie said with a chuckle.

But, upon Greg's insistence, Jimmie joined him on a trip back to the StreetWise offices and completed the vendor orientation. He received his first 15 magazines for free, and began his StreetWise career with a bit of hesitance. To sell magazines, Jimmie had to actively engage with potential customers, something he needed some time to get used to.

"Every day I was sweating because I was worried about becoming homeless," Jimmie said. "I would start at 7, 8 o'clock in the morning and work until 7, 8 o'clock at night."

Jimmie continued to work this way over the years, and after being reassured by a customer that he would be okay, he began to loosen up and engage more with his customers. Jimmie kept this pace up, and through his persistence, he has recently been housed in a studio apartment, complete with a personal bathroom and kitchen. He credits his success to StreetWise, his customers, and to God.

"StreetWise got me where I wanted to go. I wouldn't have a studio, a place to live without it. Without StreetWise, I would be homeless," says Jimmie.

He cheerfully mentions a customer named Amy, whom he calls his "guardian angel." It's clear that Amy's generosity has meant more to him than he can say, as she has assisted him in a wide range of things from directing him to possible employment opportunities to his security deposit for his new apartment. "I don't call my customers 'customers;' I call them family, because that's what they are. They've been there for me, and they're still there for me," says Jimmie.

As Jimmie continues to tell his story, he goes back to where it all began. "When I first started, when I lost my family, I lost everything. It was hard for me, because me and my mom were real close. But I made it, I came a long way. I'm still here," he said.



## THE MAGAZINE VENDOR PROGRAM

The StreetWise vendors are entrepreneurs. They earn their money! The StreetWise badge has more than their picture or identification number. The badge gives a vendor the right to sell the magazine on public property. But it is so much more than a badge - it is a symbol of pride, human dignity, and making an honest living. The badge distinguishes a vendor from a panhandler. The badge also is a symbol of community as vendors assist, support and advocate for their fellow vendors.



### LOOK FOR THE BADGE!

Behind the badge is a trained, recognized, and legitimate entrepreneur looking for a hand up, not a hand-out. For more information about the magazine sales program contact Sarah Brown at [sbrown@streetwise.org](mailto:sbrown@streetwise.org) or call (773) 334-6600.

# JOHN

I was born and raised in St. Louis, Missouri. I came to Chicago about 3 1/2 years ago. It took me a while because I had my kids with me, but then I decided to just go.

I bumped into Sarah through The Night Ministry, and that's how I found out about StreetWise. Sarah talked me into selling StreetWise magazines, so I'm trying to juggle both jobs and trying to find a place to stay.

That covers me. I get my magazines and go to Wabash and Randolph; there's a lot of traffic over there, but it's still kind of hard getting people to notice me. I go through a lot of people, but I stand there and stay patient.

I kept putting in applications. I went to the Salvation Army on North Broadway, and I said, "You need a furniture person, and I could sell for you." My mind kept getting negative about things, but I kept telling myself, "Nope, this is not the way it is. I have to stay out here and stay on it, so I continued. I would still try to get jobs and keep selling StreetWise.

I ended up going to my interview at the Salvation Army, and the guy said that he needed me doing security. He interviewed lots of people but they didn't fit the criteria, so I said I'd take it!

StreetWise always said, "this place is hiring; that place is hiring." That helped out a lot, especially the transitional jobs program. Our transitional classes teach you how to prepare résumés and prepare you before you present them to the employer. They also teach you how to dress, how to come to work and be on time. They set you up so you can be ready for the interview, and they teach you the skills of what to do when you're on the job. Some places don't teach you what to do when you're on the job; they just try to set you up for the job, but StreetWise? They'll teach you how to conduct yourself when you're on the job so you can continue to be a longtime employee. That's what I like about StreetWise.

StreetWise helped me with my uniforms; they're helping me get back and forth to work until I get my first check, so now I'm back in the working world with a payroll check, and it feels good. It's my first real job in Chicago. I used to feel like I wasn't good enough for my kids, and that hit me hard, but now that I'm working, I'm feeling really good.

That's why I like Chicago; there's potential. You can become successful if you work at it.



## THE TRANSITIONAL JOBS PROGRAM

StreetWise's Transitional Jobs Program is aimed at assisting hard-to-employ job seekers in gaining sustainable employment in the formal labor market. This program combines a series of six workshops emphasizing communication, problem-solving, workplace behavior and other life skills aimed at eliminating personal barriers to employment. Employment Specialists assist with resume development, interview skills, job search techniques, and job placement. All participants have access to ongoing support from a job coach to maintain employment with our partners in the hospitality, senior service, home healthcare, event security and light manufacturing sectors. In 2015, 70 people completed the program and 53% obtained employment.



## TRACY

I was born in Phillipsburg, New Jersey. When I was 2, I moved from Jersey to Hanover Park with my mom and Joe. We lived in the suburbs. Growing up was difficult and stressful because I have a learning disability. I'm an adult now, and I have three kids. Amber is 17, Valentino is 14, and Julia is 13, almost 14. They live in Broadview with their aunt because I feel that is the best for them, to grow up in the suburbs. Chicago is not safe for my kids with all the gang violence and the shootings. I don't want to see my kids one day on the news. She's had them for about eight years now. They are doing excellent. I'm proud of my kids, and I see them on weekends. They are getting tall and big, and they are happy. At least they are getting what I did not get growing up.

I came to StreetWise through The Night Ministry, where I heard about social services for housing. I sell magazines at 565 W. Jackson St. at Lou Mitchell's. I am there every day from 6 a.m. to 1 p.m. I take off the first of the month; that is my family time.

I've been selling for about two years. I did go in August on medical leave because I had to have surgery. I had to go through orientation, and I'm back with StreetWise again. It feels good to be back working again. It was stressful being at home because of the fact that I'm so used to working since I started at StreetWise. Since I had surgery and had to stop, it was frustrating that I could not be outside socializing with the customers. I love my customers. Sometimes they will buy me breakfast in the morning: coffee, or donuts. They ask me if I want anything, and they still buy the magazine. They give out good tips. Some of my customers are really good, especially Lou Mitchell's patrons.

It seems like most of the customers and people are really friendly. They will say 'Thank you.' There are a few rude people, but I figure they are businesspeople. They keep thinking that everyone who sells StreetWise is homeless, and that is not the case. I have a roof over my head; I'm not homeless. I'm getting stereotyped.

My strategy for selling magazines varies. Before I was using 'Good Morning,' 'StreetWise,' 'Have a good day.' But this year, since I'm now back, I change it up. So I say 'Good Morning,' 'StreetWise,' 'Have a good day,' but on Fridays, I will say 'Have a great Friday' or 'Enjoy your Friday.' Everybody I know is happy it's Friday. Even though I'm half asleep at the time, I still have a smile on my face.



## SUPPORTIVE SERVICES

Supportive and Social Services provide additional support breaking down barriers to personal stability and employment. Supportive and Social Services provide access to hot meals on-site each day through StreetWise Café, access to a phone, emergency clothing, hygiene kits, monthly health screenings and even haircuts. Social and Supportive Services also provide direct support and linkages to an array of social service programs, including housing and shelter placement, public benefits assistance, medical referral, legal assistance, and financial literacy.

StreetWise also provides daytime case management for **THE NIGHT MINISTRY's** Outreach and Health Ministry.



# DONORS

# STREETWISE MAGAZINE

StreetWise magazine is among the largest "street papers" in the United States and serves as a model for street papers across North America. The editorial staff work hard to provide intriguing articles about today's important issues as well as entertaining articles to enhance the reader's daily life. By engaging the unemployed and underemployed as vendors, StreetWise is able to personalize the face of Chicago's poor, while providing each person with a viable income opportunity.

StreetWise is proud to be part of the **INTERNATIONAL NETWORK OF STREET PAPERS (INSP)**. INSP provides support, advice, and resources to 112 street papers in 35 countries, bringing content to 5.6 million readers and supporting 11,000 vendors worldwide.



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- COLLEEN CONNOLLY
- JONATHAN CORVIN-BLACKBURN
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