# STATIST

**EMPOWERING PEOPLE TO WORK** 

ANNUAL REPORT 2014

# FROM THE EXECUTIVE DIRECTOR

As the new Executive Director of StreetWise, I am pleased to present you with our annual report for 2014. StreetWise is a dynamic and innovative organization that provides access to the resources people need to bring dignity and self-sufficiency to their lives. Every week we publish the StreetWise magazine with socially-conscious and Chicago-centric content. We sell the magazine to the vendors for \$0.90 who in turn sell the magazine for \$2, making a \$1.10 profit on each sale. They are vendors and this is their job! Last year our vendors sold over 277,000 magazines.

StreetWise is more than a magazine! It is a multi-faceted organization that empowers people to work through the Transitional Jobs Program and through supportive services that eliminate barriers to employment. In 2014, 275 individuals received direct assistance, referrals, and advocacy to improve housing, access public benefits, secure food, clothing, and transportation vouchers, plus connections to heath and wellness services. In addition to these services, each day we provide hot meals, thanks to our partners at The Salvation Army and First Slice, as well as access to a computer lab and phones in a communal environment.

The StreetWise Transitional Jobs Program assists at-risk individuals in finding and maintaining sustainable employment. The program offers two-week job readiness and soft skills training combined with job search assistance and job coaching. In 2014 sixty five individuals completed the curriculum; 35% obtained employment and 90% sustained employment. In the following pages you will read about our participants and the impact of StreetWise on their lives. You will also get a glimpse inside our finances and meet our Board of Directors, staff, and Associates Board.

Your support as purchasers, donors, volunteers, and ambassadors is critical to our ability to pursue more innovative and unique strategies to empower people to work and to advocate for individuals who are improving their lives and the lives of the families. Thank you for being a part of our community and contributing to both individual and collective success.

It is my privilege to lead the StreetWise commitment to a more economically just society where people can get a hand up and work with dignity.

-JULIE YOUNGQUIST

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# DONATE

To make a **donation to StreetWise**, visit our website at **www.streetwise.org/donate/** or cut out this form and mail it with your donation to **StreetWise**, **Inc.**, **4554 N. Broadway St.**, **Suite 350**, **Chicago**, **IL**, **60640**. **We appreciate your support!** 

My donation is for the amount of \$	_Billing Information:		
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# STREETWISE STAFF

JULIE YOUNGQUIST EXECUTIVE DIRECTOR
Julie joined StreetWise this past February. She has over 20 years of leadership and management experience across the human serving sector. She has overall strategic and operational responsibility for the execution of the StreetWise mission through its social enterprises, programs, as well as collaborations and partnerships. She is a licensed social worker with a Master of Social Work degree from the Jane Addams College of Social Work at UIC.

### MAGAZINE VENDOR PROGRAM

#### RON MADERE SALES MANAGER

Ron has been with StreetWise for over 10 years. He oversees daily magazines sales as well as maintains the StreetWise Café and provides general support to the day-to-day operations of the agency.

#### TONY TAYLOR DIRECTOR OF VENDOR SERVICES

Tony joined StreetWise in the summer of 2014 and is responsible for the recruitment, training, management and motivation of the vendor sales force.

### MAG**A**ZINE PR**O**DUCTI**O**N

#### DAVE HAMILTON CREATIVE DIRECTOR

Bringing 16 years of design experience, Dave does all of the magazine design and lay-out, as well as the Vendor Profiles, SportsWise, and EatWise. He also manages editorial and production schedules, manages www.streetwise.org and all social media, and is responsible for all of the marketing and communications.

### SUZANNE HANNEY EDITOR-IN-CHIEF

Suzanne grew up at LaSalle and Division Streets in Chicago, graduated from Northwestern University's journalism school and worked as a reporter and editor of newspapers downstate and in Davenport, IA before returning to Chicago and free lancing. She is responsible for planning the magazine's socially-conscious and Chicago-centric content, for supervising writers and interns and for writing some cover stories and local news "From the Streets."

### TRANSITI**O**NAL J**O**BS PR**O**GRAM

### AMANDA JONES DIRECTOR

Amanda is responsible for the management and oversight of the Transitional Jobs Program including participant recruitment, employer relations, and grant management. Amanda holds a Master of Social Work degree from Jane Addams College of Social Work at UIC. She is a Licensed Clinical Social Worker.

### PATRICK O'CONNOR EMPLOYMENT SPECIALIST

Patrick recruits participants, provides the two week soft skills training and employment case management and oversees the job coach.

#### SHERITA PARKER JOB DEVELOPER

Sherita is responsible for recruiting, managing and retaining employers.

# SOCIAL AND SUPPORTIVE SERVICES

SARAH BROWN MANAGING DIRECTOR
Sarah oversees the social and supportive services related to housing, food, clothing, transportation, state identification and documents, public benefits, and referrals for medical, mental health, substance abuse and domestic violence referrals. She is the liaison with The Night Ministry partnership and coordinates internships and volunteer opportunities. Sarah holds a Master of Social Work degree from Jane Addams College of Social Work at UIC.

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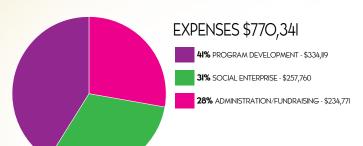
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ACADEMIC PARTNERS

# FROM THE STREETWISE BOARD CHAIR



**REVENUES \$826,651** 42% ADMINISTRATION/FUNDRAISING - \$344,256 27% PROGRAM DEVELOPMENT - \$224,635 31% SOCIAL ENTERPRISE - \$257,760



The faces of StreetWise light up the sidewalk as vendors sell the StreetWise magazine throughout the city. Each day these heroes fight the stigma of poverty by working hard to create a better, healthier life for themselves and their families. Our organization is characterized and recognized by their street presence-giving StreetWise, the organization, brand recognition of over 90%.

90% doesn't tell the whole story. While the magazine delivers job training, social service support, and immediate income for those who are at the lowest rungs of the economic ladder, the story doesn't stop there. Every day we work with individuals, who but for a lucky break or two, could be you or me. These individuals held jobs in the service sector, perhaps in middle management, possibly in construction or telemarketing or home health services. They lost their spouse, their home, their health, sometimes their freedom. Perhaps sobriety was lost as well. They were excluded from the traditional labor market. StreetWise helps these individuals find themselves and their lives again with food and community, health and legal assistance, computer and financial literacy; with soft-skill jobs training and a return to the workplace through our expanding jobs program.

StreetWise is a social enterprise, dedicated to finding innovative ways to help people in need with job opportunities. We operate business units such as the magazine and build alliances such as the E.A.T. (Education, Agriculture + Technology) program, the 2012 trial Neighbor Carts mobile produce program, and more. We are constantly looking for effective, innovative ways to help individuals regain control of their lives through gainful employment.

We're happy to report that 2014 was another year of solid financial footing. Six years ago we were not able to make that statement, and with the substantial support of private donors, foundations, board members and community members, we recovered, grew and stabilized. Now it's time to grow again.

In early 2015 we embraced change with a new Executive Director, Julie Youngquist. Julie has already created new operational benchmarks and analytical tools to make more informed decisions. Under her leadership, the staff has reorganized and refocused service delivery. Community outreach is growing. The magazine has a fresh new look. As the previous board chair, Pete Kadens said, "We are well on our way to becoming a Perpetual Enterprise."

We at StreetWise are humbled by our donor and community support. Philanthropic giving through individual donations and foundation grants and our annual gala remains our largest source of income. We are honored to be able to support those in need of a hand-up with opportunities for employment. Please reach out to our Executive Director to find out how you can get connected to a pool of qualified, prescreened candidates, receive business/financial incentives during the first 30 days of candidate employment, and qualify for work opportunity credits. Reach out to partner with us if you have individuals who need immediate jobs to comply with probation requirements. Reach out to us if you are on the street, at risk of losing your home, or need an opportunity to start over. We offer a hand to all. WE ARE THE MAGAZINE AND SO MUCH MORE.

-KAREN PITTENGER

# STREETWISE BOARD OF DIRECTORS

# EXECUTIVE MEMBERS

### KAREN PITTENGER **CHAIR**

Black Olive

President of Black Olive, an integrated marketing agency that closes the gap between vision and results. Prior to Black Olive, Karen was President of two 'DMA Top 100' direct marketing agencies. She is chair of the BMA Chicago mPower scholarship program and serves as an advisor to several nonprofts.

#### PETE KADENS VICE CHAIR (INTERNAL) SoCore Energy

President of SoCore Energy, a developer of commercial and municipal solar installations. Prior to SoCore, Pete was the CEO of Acquirent, an outsourced sales company that was ranked the #1 outsourced sales company in the United States.

#### **JONATHAN** REINSDORF VICE CHAIR (EXTERNAL) FroogaliT, LLC

President of FroogaliT, LLC, a global mobile payments solutions company and custom software development house. He has over 18 years of legal, investment banking, real estate and higher education consulting experience.

#### KATIE AUSTIN **SECRETARY** William Blair

Portfolio Manager in the Hedge Fund Strategies group at William Blair & Company, co-managing 7 different products across numerous strategies. Prior to Blair, Katie was an analyst at two hedge funds in New York City—Arience Capital and Centurion Investment Group. She has been on the board since 2014.

#### **AARON FRIEDMAN** TREASURER

Walgreens Boots Alliance

Aaron is a Senior Manager of Mergers & Acquisitions for Walgreens Boots Alliance, a global pharmacy-led healthcare enterprise. He began his career at KPMG, received his bachelor's degree and MBA from Indiana University and is a Certified Public Accountant.

# **BO**ARD MEMBERS

#### **BRADLEY AKERS**

Tip-Top Branding

President and owner of Tip-Top Branding, Chicago's premier agency for promotional products and premium gifts. Before he founded Tip-Top Branding in June of 2000, Brad was an account executive with HALO Marketing & Promotions.

### RICHARD BOYKIN

SoCore Energy

Partner in the Chicago and Washington, C.C. offices of Barnes& Thornburg LLP, where he advises clients on government relations and legal matters. He served as Chief of Staff to U.S. Representative Danny K. Davis of Chicago, IL for nine years.

### **BRUCE CRANE**

Retired, Crane Carton Co.

StreetWise Board Member since 1996, former Executive Director, and 2011 Volunteer of the Year. He ran the family business. Crane Carton Co., as Chief Operating Officer until 2000, selling the business to Caraustar Industries, where he stayed on as GM until 2005. The business continues to thrive in Chicago.

#### KATELYND DUNCAN

KJD Strategies

Founder of and political fundraiser for KJD Strategies, a fundraising firm that creates comprehensive fundraising operations for multiple members of Chicago City Council, Illinois General Assembly, Political Action Committees & Non-Profits.

#### **AARON FRANK**

Clover Capital, LTD

Aaron Frank is the President of Clover Capital, LTD, a private investment management company located in Chicago. He has been a member of the StreetWise Board of Directors for three vears.

### **RAY GILLETTE**

Retired, Consultant

Ray spent most of his career at DDB Chicago where he was President from 2000 to 2004. In addition to Street-Wise, he serves on The Salvation Army Chicago Advisory Board, Harbor Light (substance rehab) Advisory Board and West Virginia University's Reed College of Media Visiting Committee.

#### MONTY KEHL

Mesirow Financial

Monty Kehl is a senior managing director at Mesirow Financial Consulting, LLC. Past engagements include USA Commercial Mortgage Company, Androscoggin Energy LLC, and several others across multiple industries.

### ADAM M. MEEK

Brownfield Management Associates

CEO of Brownfield Management Associates (BMA), an environmental, real estate and IT consulting company that helps corporations unlock value from their non-performing real estate assets. He works to achieve financial and risk-management goals.

#### SARAH NEUKOM

1st Ward Events

General Manager of 1st Ward Events at The Chop Shop in Wicker Park and Chair of StreetWise Associates Board. She has planned and executed events for Dana-Farber Cancer Institute in Boston, Red Frog Events in Chicago, the Chicago Innovation Awards and more.

#### SCOTT STEWARD

Break Bread Marketing & Media

CEO of Break Bread Marketing & Media, a boutique multimedia production company and marketing consulting firm, Master Certified Teacher of Entrepreneurship by the National Foundation for Teaching Entrepreneurship and Professor at Chicago State University.

# ISABEL VILLEGAS

**MillerCoors** 

Experienced Multicultural Marketer and Associate Brand Manager at MillerCoors. She's been a leader in Hispanic practice marketing. the Director of Multicultural & Client Services and Senior Latino Creative Strategist at Jack Morton WorldWide and account manager at Experiencia.

#### ERIC WEINHEIMER Donor's Forum

President and CEO of

Donors Forum, the premier resource for information & advocacy on behalf of philanthropy and nonprofits in Illinois. From 1996-2014 Eric was President/ CEO of The CARA Program. Under his leadership, CARA assisted thousands of individuals in their transition out of

homelessness and poverty.

# **EMERITUS**

JUDD LOFCHIE StreetWise Founder

The Honorable DANNY DAVIS U.S. Congressman

# AGENCY OVERVIEW

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 2014, StreetWise empowered and advocated for 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.

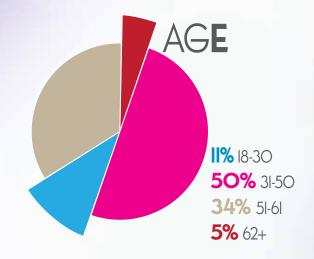
ADVOCATE for a strengthened safety net, access to resources, and employment opportunities for individuals who want to improve their lives and the lives of their families.

# 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.

# SNAPSHOT OF PARTICIPANTS





66% AFRICAN AMERICAN THE 1% AMERICAN INDIAN THE 18% CAUCASIAN TW LATINO OR HISPANIC TW MULTI-RACIAL THE 18% AULTI-RACIAL THE 18% AUTI-RACIAL THE 18% AULTI-RACIAL THE 18% AUTI-RACIAL THE 1



2014 STATISTICS INDIVIDUALS WERE EMPOWERED AND SUPPORTED IN 2014 PARTICIPANTS COMPLETED THE TRANSTIONAL JOBS PROGRAM EMPLOYMENT INDIVIDUALS ACCESSED THE STREETWISE COMPUTER RESOURCE CENTER STREETWISE VENDORS SOLD NEW VENDORS COMPLETED ORIENTATION MAGAZINES SUDDORTINE SERVICES ]5% FOOD/CLOTHING/TRANSPORTATION 12% PUBLIC BENEFITS 12% STATE ID/DOCUMENTS 22% MEDICAL/MENTAL HEALTH SERVICES 27% LEGAL REFERRALS 65% HOUSING ANNUAL REPORT 2014

# 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 Tony Taylor at ttaylor@streetwise.org or call (773) 334-6600.

# PROFILE: DON PARTICPANT OF THE YEAR

Don was recognized as Participant of the Year at the 2014 StreetWise Gala for engaging with all of the services at StreetWise to move from unemployment, to selling the StreetWise magazine, to finding employment doing maintenance at Cornerstone. He is independent, self-sufficient and supporting his family because of his connection to StreetWise.

Growing up in Cabrini Green Don had few options and fewer resources. He struggled to find a job, living day to day, with growing frustration for his future. In 1995, that all began to change. Don walked into StreetWise to join the community of vendors who are looking to improve their lives. After orientation and a few years of coaching, Don selected his final spot, 1100 N. Dearborn, where he has been selling the magazine every weekend there for the past 12 years. "When I first got to that spot people tried to run me away, but I stuck around. I wasn't even making money at first," Don said, but "I just kept coming back and introducing myself to people." He credits his success to being at the spot on a regular basis, staying humble, keeping a smile, and staying sober. "The stereotype with StreetWise ven-

dors is that they are homeless or drug addicts or whatever. It is not about being homeless, it is about helping yourself," Don said.

And Don took full advantage of all of the opportunities to help himself. He participated in the Street-Wise Transitional Jobs program and translated some of the skills he learned to be a successful vendor into the workplace. Two years ago, Don obtained a job doing maintenance at Cornerstone, a shelter for homeless. Between magazine sales and his maintenance job,

Don is supporting his family, spending time with his 30-year old son; he has dedicated himself to caring for his 84-year-old mother as she did for him.

"When I first started it was a struggle, but I stuck in there, and look at me now, it turned out fine," Don said.

"I WANT TO THANK GOD AND THANK STREETWISE FOR BEING OPEN AND GIVING ME THIS CHANCE TO GET MY LIFE ON TRACK. IF IT WASN'T FOR STREET-WISE, THERE IS NO TELLING WHERE I WOULD BE."

# TRANSITIONAL JOBS PROGRAM

StreetWise Transitional Jobs Program (TJP) is aimed at assisting at-risk job seekers in finding and maintaining sustainable employment. We help individuals eliminate barriers and overcome obstacles to employment and self-sufficiency.

### **EMPOWERING PEOPLE TO WORK!**

- •A Job Specialist completes the intake process to verify employment eligibility as well assess skills and interests.
- •The 40-hour training program focuses on workplace skills including communication, time management, professionalism, customer services, and problem-solving.
- •An employment mentor assists with resume writing, interviewing skills, job searches, and completing pre-employment requirements.
- •All participants have access to ongoing support to maintain employment.

### Connecting employers to qualified, eligible and pre-screened employees

- Employers save time and resources as they are connected with a pool of qualified and prescreened candidates.
- •We follow-up with our participants and employer partners to ensure satisfaction after hiring.
- •We can provide financial incentives to employers during the first 30 days of employment through our supportive employer program.

In 2014, StreetWise Transitional Job Program graduates obtained employment in the foodservice, hospitality, janitorial, and retail sectors.

Our participants have over a 90% job retention rate.

Our employers consistently report their satisfaction with our program and their new employees.

# PARTICIPANT PROFILE: HOPE



Hope came from Africa and settled on the North Side of Chicago. She had a career as a home health worker, but here she struggled to find employment. She learned about the StreetWise Transitional Jobs Program from an advertisement in a StreetWise magazine. She came in and learned that she could access the job readiness program and get individualized assistance in finding a job to support herself and her family.

Hope completed the 40-hour job readiness training and was able to find employment through a temporary staffing agency. When asked about the jobs program Hope said, "I got it through the TJ program. I learned a lot. It encouraged me, helped me, assisted me in my job and I really appreciate it."

Hope's advice for future participants is "be patient and whoever is doing it has to try to test whatever you see. It is not always easy the first time, but when you go into it, you enjoy it. Try to work with passion and care. You will get what you want."

# PROFILE: RUSSELL VENDOR OF THE YEAR

Russell was honored at the 2014 StreetWise Gala as Vendor of the Year for his consistently high sales.

He grew up in Chicago and found work as a printer in a local print shop. He was printing on machines run by hand for over 15 years. As technology began to enter the business and printing became more digitized, Russell lost his job. He didn't have experience doing anything else. He was left unemployed and needed income.

In 2005 Russell found his way to StreetWise to gain immediate access to employment and income. He has been selling magazines at Clark and Lake Streets in the Loop. This is the same spot he sold newspapers for the Sun-Times as a boy. He is there Monday through Friday, which contributes to his high sales. "First of all I have to show up!" said Russell. "Then it is important to be polite to people, speak to them as they go by. You can't be quiet, you need to speak up" he added.

After his shift he travels to StreetWise in Uptown where he works part-time doing maintenance and cleaning. In addition to his sales he earns a regular paycheck. "The big thing is trying to save money. I had a regular job and got a paycheck. Now, working here, I get money everyday. I had to learn how to manage it. I put money away every day, and I use it to pay my bills."

Russell is an avid sports fan; he especially likes the Bulls and Blackhaws. His passion and knowledge contributes to the success of the weekly Sports-Wise column that he helps to create in the magazine each week.



"I WOULD SEE PEOPLE GIVE TO PANHANDLERS AND NOT BUY A MAGAZINE FROM ME. I WOULD FEEL LIKE 'HOW COULD YOU DO THAT?' THIS IS MY JOB, I AM A **BUSINESSMAN**"

Russell hopes one day to move to Florida to go into business with his brother. For now he is one of the top StreetWise vendors, who appreciates the continued support from all of his customers. Russell's final thought: "I am a hard worker and I am putting that money to good use. I sell magazines, I get money, then I go buy more, making me a businessman. Thank you all very much!"

# ASSOCIATES BOARD

The StreetWise Associates Board (AB) was formed to increase awareness and involvement among young professionals throughout Chicago's communities.

### MEMBERS.

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BRITTANY LANGMEYER - VICE-CHAIR

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