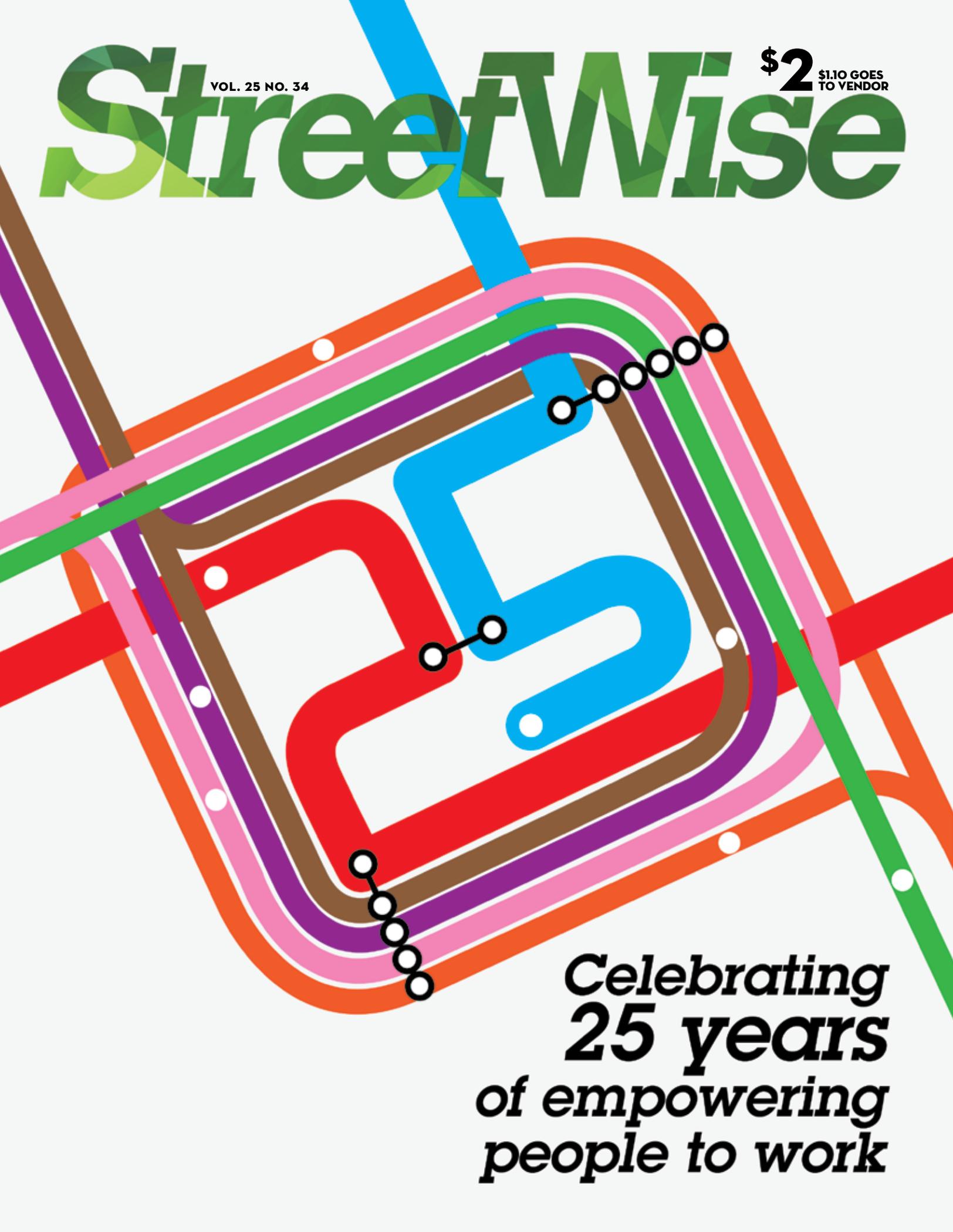


VOL. 25 NO. 34

StreetWise

\$2 \$1.10 GOES TO VENDOR



*Celebrating
25 years
of empowering
people to work*

25

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Celebrating 25 years of StreetWise

Join us as we take a walk down memory lane and explore the rich history of one of the first street papers in the US, which has become a staple of Chicago life.

JOSEPH AND BESSIE FEINBERG FOUNDATION

is proud to support

STREETWISE

Empowering People to Work

Board of Directors

- Janice L. Feinberg, PharmD, JD
- Joseph W. Feinberg
- Rhonda M. Feinberg

8 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, Suite 350, Chicago, IL, 60640.**
We appreciate your support!

My donation is for the amount of \$ _____ Billing Information: _____

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On August 24, 1992 a solution emerged to the rising homeless crisis in Chicago. With nearly 50,000 homeless men and women in Chicago back in 1992, the only option to get a few dollars was begging on the streets. That year, Judd Lofchie, a local attorney and real estate developer, founded "People for Ending Hunger Foundation" to find a practical solution to the crisis.

The concept was simple: give homeless men and women a chance to gain economic self-sufficiency, personal dignity, and help themselves by selling a newspaper to earn an income rather than beg. The StreetWise newspaper was launched. Within the first 5 weeks, over 60,000 copies had been sold by nearly 375 of Chicago's homeless men and women.

Over the next 25 years, StreetWise would see more than 12,000 homeless and near-homeless individuals come through the doors seeking a hand up out of the crisis of living on the streets. Originally, the StreetWise newspaper was a monthly black and white publication that vendors purchased for \$.75 and sold for \$1. Today StreetWise Magazine is a weekly, full-color publication that vendors purchase for \$.90 and sell for \$2. Since 1992 more than 19 million copies of StreetWise have been sold, generating over \$15 million in collective income for the vendors.

Selling StreetWise gives vendors a sense of purpose; an opportunity to earn an income with dignity. They are entrepreneurs. **This is their job!**

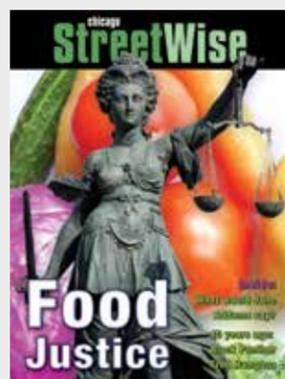
StreetWise, the newspaper-turned-magazine, is one of 110 street papers around the world. It is socially-conscious and culturally relevant. We are dedicated to raising awareness of the impact of poverty and homelessness, social issues, issues of race and equality, advancing arts and sciences that improve quality of life, and elevating the work of groups and organizations who actively seek to make a difference through positive social change. This has been the StreetWise editorial mission since the beginning.

But StreetWise is more than a magazine. We are a community of support that is a crucial lifeline for our vendors as they begin their journey toward economic stability. We provide resources to meet basic needs and improve well-being. The StreetWise Lounge and Café ensures that vendors receive hot meals, emergency clothing, seasonal items, hygiene kits, and life skills through groups and a community of peers to offer social support.

We have also looked for ways to give our vendors other opportunities to earn an income and skills to reenter the traditional employment sector. We have helped vendors get their G.E.D., attend college, gain trade skills, and even start their own businesses. The original Workforce Empowerment Center helped to bridge the digital divide by giving vendors access to computers and digital skills that remain a critical resource for our vendors today. StreetWise is about empowering people to work to their full potential.

StreetWise has been a resource for vendors who need additional assistance as they overcome barriers to economic mobility. Whether it is housing, vital records, public benefits, or referrals for healthcare or legal assistance, we have a team of staff and volunteers to provide guidance and support to overcome these barriers. We are an important safety net for those who would otherwise fall through the cracks.

Throughout the following pages you can take a journey through our history as we celebrate our major milestones and achievements. You will meet the vendors who have been given a hand up (not a hand out) to become self-sufficient through the dignity of employment.



"Welcome" by Julie Youngquist

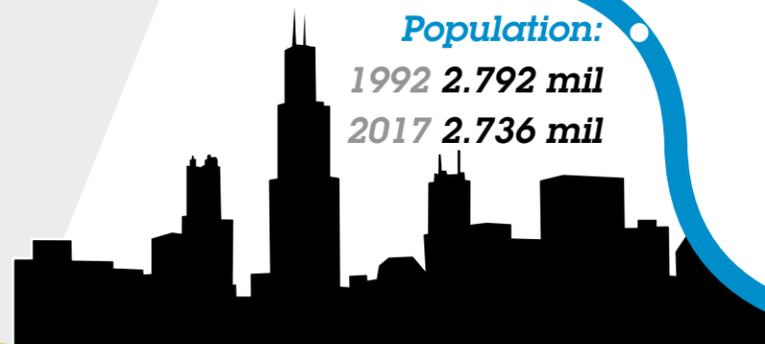
"Then & Now" compiled by Dave Hamilton

"StreetWise: An Oral History" Interviews by Alexandria Spillman except "Don Smith" by Gregory Boudreaux & "Percy Smith" by Rachel Cline

"StreetWise: A Timeline" compiled by Sara Gentis & Julie Youngquist

"StreetWise: FAQ" by Mica Matsoff

Design by Dave Hamilton

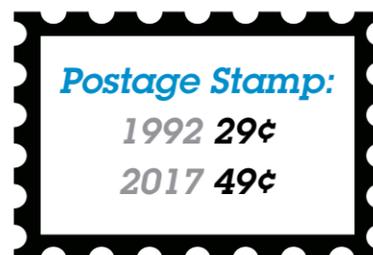


Average Chicago salary:

1992 \$30,210
2017 \$62,538

Average Chicago Rent:

1992 \$519**
2017 \$1,593***



Figures from bls.gov except StreetWise (Vol 1 No 1, August 1992) ** US Census *** RentCafe.com

Then & Now

1992 vs. 2017

Total number of homeless

Chicagoans:

1992 49,000*
2017 82,212



1 gallon of gas:

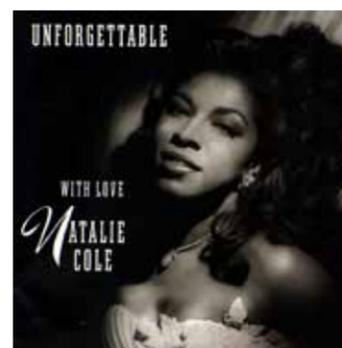
1992 \$1.13
2017 \$2.45

Average cost of a cup of coffee:

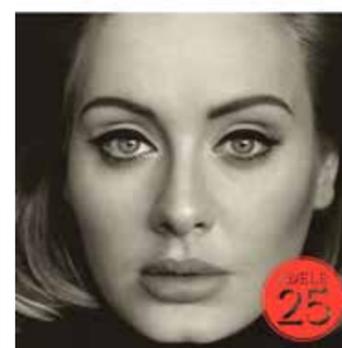
1992 \$1.60
2017 \$2.70



Grammy Album of the Year



Unforgettable... With Love
Natalie Cole



25
Adele

Oscar Best Picture



Silence of the Lambs



Moonlight

StreetWise: An oral history



1993 Thomas Wells vendor

Let's tell the truth: When I came into StreetWise, I was disenfranchised, and I had a broken spirit. The bad things I was doing to myself didn't make me a bad person, but the bad stuff I was doing to myself portrayed me as a bad person. Deep down, I wasn't a bad person. I found out about StreetWise because I had put myself in a position where I was roaming around the streets, and I ran across a vendor.

I started with StreetWise in May 1993. When I got to StreetWise, there was one phone and one desk in a rented office on 13th and Wabash. They had a skeleton crew of 3 or 4 staff people. That's the way it was.

It's changed from that one desk and that one phone with way more services. At first, it was pretty bare-bones, and we made it work.

1993

StreetWise vendor and staff writer Joel Alfassa published the "Heard on the Curb" column that appeared from 1993 -2003 when he passed away.

October 1994

StreetWise increases publication to bi-monthly, with a circulation of 130,000 magazines per month.

August 24, 1992

The first issue of StreetWise is published, starting as a monthly black & white newspaper.



September 16, 1994

3 vendors are inducted into the StreetWise Hall of Fame in celebration of StreetWise's 2nd anniversary.

My focus then was just to survive. I was in survival mode. I was selling my papers, getting me a place to stay, and I was staying in the transient hotels all over the city. StreetWise actually took me a lot of places in the city that I probably never would have ever gone to.

Eventually after working so many years full-time and going through my personal issues, a light finally turned on in my head that, "Okay, this is what I need to stop doing, and this is what I need to do." StreetWise helped me pay my rent and clean up some stuff. Now, I've lived in the same place for the last 12 years, and I still sell StreetWise on the weekends, on my off days off from my full-time job.

Once I cleaned up some stuff, I had to take state tests in order to become the commodities engineer I am today. I did that with my StreetWise money. If I didn't have the money, I couldn't have paid to take all those tests. The only income I had at that time was StreetWise. I started doing what I should have been doing. I started to do the things I needed to do instead of the things I wanted to do. If StreetWise wasn't there when that light came on for me, I don't know where I might be or what I might be doing.

The organization itself grew too, from a few services, to helping people with housing, getting regular jobs, and all the other things they do now. Just last year, I went back to StreetWise to get help with my resume and job applications.

I want to say thank you to all the people I've met over the last 25 years. I've met so many people that I can't remember everybody, but the money and the kind words both helped me to evolve and get better at communicating with people of all races, creed, color, religion, everything.



1992

StreetWise was founded in 1992 by a group called "People for Ending Hunger Foundation" led by Judd Lofchie.



1995 Don Smith former vendor

I started at Streetwise in 1995, not long after my son was born. I couldn't hold onto a job because of some bad choices I had made, and, with a baby boy at home, I didn't know where to turn. Originally, I sold StreetWise magazines on Michigan Avenue, and I wasn't convinced StreetWise would work for me. On one hand, selling magazines felt too much like begging to my younger self; I had never been exposed to anyone putting themselves out on the street and selling a product in an honest way. The money seemed to burn a hole in my pocket, and it was easy to slip back into my old ways. Through a change of location, however, I was exposed to customers who cared about me, and I started cultivating better habits, while simultaneously making more sales. Through hard work and persistence, I won the community's trust and became a fixture in the Gold Coast neighborhood surrounding my spot at Dearborn and Maple. By the time I retired from my spot two years ago, I had even earned the de-facto title of "Mayor of Dearborn" among my customers and friends.

StreetWise has undergone many changes since I started vending, and the addition of more on-staff social workers has been one of my favorite upgrades. Rather than simply an employment agency, StreetWise has become a place where folks can ask for help in many different areas of their life. Sometimes, new vendors are slow to trust the social workers, and I like to serve as an example, a "big brother,"

April 5, 1995

StreetWise is recognized by the National Coalition for the Homeless as the best street paper in the U.S./Canada, and one of the top 5 internationally.

December 1995

StreetWise published *From Hard Times to Hope: The Poetry of StreetWise*

May 1995

The Vendor Services Department was established to help recruit, train, and oversee vendor sales and progress.

by educating the vendors on how StreetWise helped me. This opens up their minds to the social workers, who can help vendors with everything from medical referrals to mental health issues.

If it wasn't for StreetWise, I don't know where I'd be today. The people I've met and worked with through this organization instilled in me the values of responsibility and motivation, and my customers have helped me out in times of financial and emotional need. StreetWise is a holistic community; it is not a place to simply come in and leave, it's a place to give back to your fellow man. Thanks to the values I learned and the financial independence I pursued at StreetWise, I have worked for Cornerstone Shelter for the last four years giving back to others who need a hand up, not a hand out. I use the skills I learned at StreetWise each day to stay grateful and push myself to be better, and I can't thank the organization enough.



August 1995

StreetWise vendor Joseph Gould was shot and killed by an off-duty police officer. This story would consume the StreetWise community and editorial content as we followed the story until his conviction, which was overturned on appeal. Upon retrial on a charge of armed violence in 2003, he received the minimum sentence and was released for time served: less than 4 years.



1995 **Suzanne Hanney** editor-in-chief

I came to StreetWise in the summer of 1995. After I graduated from Northwestern University in journalism, I worked downstate on a variety of newspapers. I covered stories on politics, local news, agriculture, and economics.

I came back to Chicago and nursed my aunt through cancer. Then, my uncle who had diabetes died, and my mother after that. That was a very difficult time for me. Despite all of my losses, I was getting back into journalism, so I went to the Publicity Club of Chicago. They were looking for people to volunteer at nonprofits, so I signed up to do publicity for StreetWise and worked my way up.

Even since 1995, StreetWise hasn't changed that much. We didn't have the social services then, and we didn't have the food then, and I think that's important. I eat the food here, not because of money, but because I read a book once called *In Search of Excellence* and in it, the authors talk about "management by walking around." When I have time to just sponta-

August 1996

StreetWise, along with the National Coalition for the Homeless and *Real Change Seattle*, co-hosted the first meeting of North American street papers. The meeting was held in Chicago and attended by 20 North American street papers, as well as the street papers in Amsterdam and London.

neously walk through the office, I visit with vendors. Sometimes, they drop me ideas; sometimes, I say things that give them ideas. It's important to be able to touch base like that, and that's how it works for me.

That being said, the communal space is much smaller now. We had a reasonably large space on 13th Street, and we had the entire building on Michigan Avenue. Even though the space is smaller now, I think the interaction is better, both between vendors themselves and with staff.

From this interaction, I can see that the needs of the vendors have stayed the same and so has how we as an organization serve those needs—with opportunities for employment, both the magazine and the StreetWise Transitional Employment Program.

I always wanted to be a Chicago reporter, and StreetWise has given me that opportunity. I get to cover all the funky things that happen in Chicago; all the grassroots things. I cover politics, housing, schools, as they fit low-income people. I get to worry about a product and what makes the product sell-able. What will touch the hearts of the vendors? What will touch the hearts of the readers? StreetWise has helped me by letting me be everything I wanted to be.

This may be a difficult time for print publications, but I think StreetWise fits this era because we are concerned about creating a place for both rich and poor people in Chicago. It's not just altruism; it's a matter of keeping the whole city economically productive.

April 16, 1997
StreetWise began to print full color covers.



1995 **Bruce Crane** board member, former executive director

I started at StreetWise 22 years ago as a volunteer because my then-wife, Alice Lighthall, was a volunteer writer who donated an article to every issue of StreetWise.

When I first joined the board about 20 years ago, we had board meetings in the rickety old office that we rented. Roughly the first six people who came could sit at the table; the people who arrived later had to sit on the radiator or the windowsills.



The early days were more about figuring out StreetWise's niche—where we fit, how the vendors would interact with the city, where could they sell, will the police be called, what if issues arise? By now, we've figured all that out.

StreetWise had no social service network to speak of. When vendors needed something, we had to ask ourselves, who do we know that can help this person? The social service function was something I really fought for, and it evolved slowly about 10 years ago. Prior to that, we had other services for the vendors that we were really proud of, like the computer learning center and a formal writing group.

StreetWise evolves, it's more organic. The world we live in changes. Buying your StreetWise magazine using your cellphone is not something I'm likely to do, but I think it's something that is an option we should put out there.

August 31, 1997

More than 200 vendors, staff and friends gather at the 5th annual picnic in Lincoln Park to celebrate 5 years of continued growth and success.

April 1997

Vendors received new StreetWise jackets to identify them as vendors - "Our vendors are business people. They take their job seriously." - Vendors with a new look and a new attitude march on the protest lines at the Gregory Becker trial in support of slain vendor Joseph Gould.

I run the food program at StreetWise, and that's a lot of heavy lifting (literally) and planning. It keeps me coming to StreetWise regularly. I've had vendors come to me and say, "I come and get my papers early in the morning and I eat a good meal in the morning at StreetWise, and then most days I come back at the end of the day even if I don't need more magazines because I want to get a free, hot, good meal. One of the problems I've always had was being able to save up enough money for first and last month's rent on an apartment. Now for the last month and a half, I haven't spent much money on food, and I've been able to save all that money. Just yesterday, I put down my first and last on an apartment that I get to move into in a week."

Something that has remained same for me is the concept of a hand-up and not a hand-out. I'm really reticent to do a hand-out. I will never give a client of StreetWise money and not take the magazine. It doesn't matter if I have two magazines in my pocket because I've already seen other vendors that day. If a vendor approaches me to buy the magazine, I always will, and I will find people at the theatre or the doctor's office to give the magazine to. I think vendors who are most successful really see that not giving their customer the magazine is counterproductive to their work ethic.

When I was Executive Director some years ago, I got a handful of phone calls and emails from people who hadn't seen their vendor for one week or more. A couple of those that were meaningful were when the customer knew that the vendor missed them last week, and when they came to buy this week's magazine, the vendor said "oh, here's last week's magazine, I saved you one." Then I would get an email or a phone call from that customer saying that it's amazing that the person is so focused on their customers that they think about us when we're not there. That, to me, makes an exceptional vendor.



July 19, 1996

StreetWise Vendor Melinda Rogers sold the 5 millionth copy of StreetWise. (Inside the newspaper was a round-trip airline ticket compliments of United Airlines.)



1997 Ed Cephus vendor

I've been with StreetWise for about 20 years. At the time I started selling StreetWise, I was homeless, and I was staying in a shelter. I'll never forget it. There was a guy who used to come into the shelter, and he did not have to eat the shelter food because he had his own money. When we asked where he got his money, he said, "I sell StreetWise."

It was remarkable when I first came to StreetWise. Back then, I was in orientation for maybe a week, and after that, I was working. I think what made me so comfortable was when we were going through orientation, they stressed that you were joining a family. You may be homeless, but once you join this organization, you become family.

We also had relationships with places like the Wilson Men's Club where when you first became a vendor, you had something to strive for. You were told that if you sold "x" number of magazines, you could go to this place and have a roof over your head for this amount of money. It motivated people who were homeless to go out there and get their sales accomplished.

StreetWise has stayed the same because we still put out a quality product, but it has also changed drastically. Now, there are more people receiving social services. When I first started, it was all about sales and magazines, and our social service program was more or less just a referral. We had one social worker here and that was it. We didn't have a lot of people coming to us for social services because we didn't have social services to provide.

Now, I have a goddaughter who I care for. She is 17 and about to graduate from high school. I have three nieces and nephews who I started taking care of when their mother died in 2008. I have a 1-year old grandson who I take care of, too. Without StreetWise, I wouldn't have an income, and I would be devastated.



July 2000

StreetWise expands to Washington, D.C.

2000 Linda Moody vendor

I started with StreetWise in August 2000. I had a very good friend, and we were both between jobs. She had started StreetWise, so I went to work with her downtown for a couple days. She said, "With this, you can make something to put in your pocket while you don't have any other work." And I saw how she was working. She did very well by the Board of Trade building. So I said I'll give it a try.

I called and asked what I would need to bring with me, and they said that I didn't have to bring anything, just myself. So I went to Michigan and Roosevelt, where the offices were at that time, and I got started. At one time, I was going to stop because I'm not very aggressive when it comes to people. It took me a little while to gain my confidence and even say, "StreetWise!"

I wasn't making that much. I started in the city at Jewel by Thorndale and Bryn Mawr. I was making about \$10-15 a day, and the papers were only \$1 then. We had to stand behind the fence away from the door people came out of, so people didn't even have to see you. So, I said, "No, I'm going to stop. This is not worth my while."



June 25, 2000

Opening night of the StreetWise "Not Your Momma's Bus Tour" series running every Friday and Saturday departing at 6 p.m. from the StreetWise offices at 1331 S. Michigan Ave.

A theatrical bus tour hosted by formerly homeless StreetWise vendors who use humor and drama as they illustrate and articulate their perspective of urban street history in Chicago, an entrepreneurial arm of StreetWise where participating vendors earned additional income while telling their stories from trials to triumphs. There were 60 tours between May and October 2001 that visited Maxwell Street, Cabrini Green, Malcolm X College, and Cook County Hospital.

September 1997

StreetWise launches the Work Empowerment Center including a library and computers. "It's all about employment and self sufficiency. We want to give men and women the foundation to have long-term success holding down jobs," said Anthony Oliver, Founding Executive Director.

September 1997

StreetWise hosts its first annual anniversary gala - September 2017 will mark the 20th StreetWise gala.



October 1997

StreetWise moves to its new building at 1331 S. Michigan Ave. Between 1997 and 1998 the StreetWise Board of Directors led a capital campaign to purchase and renovate the building, raising \$750,000.



May 2000

StreetWise moves from bi-weekly to weekly circulation.

May 2000

StreetWise wins 5 awards at the Mate E. Palmer Communications contest of the Illinois Women's Press Association

- Managing Editor Charity Crouse received 1st Place for "Chicago: City of Neighborhoods for Sale; Real Estate Boom Takes Communities to the Market"
- Managing Editor Charity Crouse received 3rd place for "Chicago opens doors for Gay Youth"
- City Editor Suzanne Hanney won 1st place for continuing coverage of the police code of silence, 2nd place for Special Articles (legislative threats to local school councils), and 3rd place for a feature about a medium-security prison in Dixon and its relation to the town.

There was a guy who worked for StreetWise when I went down, and he said, "Hey Linda, what would you think about going to Evanston? There are some very nice people there, and I think you can make it out there." He told me to try Walgreens on South Boulevard, but that weekend my grandfather went to the hospital and I had to take him home and get him settled.

That weekend, my husband, who I normally worked with, said that he would go and see. He went and he said, "All those people were so nice out there—I sold everything I had!" We were only making \$10-15 a day, so to make \$30-40, that was like we hit pay dirt! I had to tell my husband, "You have to remember, that's my spot now." He said I was right, so he decided to go to Dominick's down the street. I stayed there at Walgreens for about 5 years.

Now, I'm at the Farmer's Market that opened up about 8-9 years ago. The people have been so nice to me. I mean unbelievably nice. I had a lady who went to Best Buy and bought me a brand new TV. When I moved, I didn't even have a bed. My other customer and her daughters brought me a bed to my house. They are such nice, giving people. I met all these people by selling the magazine. I think that's what kept me selling so long. I can make the money I would on a regular job, and I can work on my own time.

2002 Percy Smith vendor

I started with StreetWise about 15 years ago. I was living with my grandmother on the third floor and was putting in applications for apartments near me. I realized my income would not be enough to save anything. With StreetWise, I was able to begin saving money.

When I got to StreetWise, I was in school studying substance use counseling. After I graduated and got my bachelor's degree, I thought I would give something back to the organization. I started a non-profit, Lifesavers. The mission was to help people and to show proof that you can live without drugs and alcohol. I bought the literature and started doing the group on a regular basis until 2013.



I have had some health issues, but I have not been to the hospital, besides check-ups, since November 3. I work three hours a day, three days a week: Friday, Saturday, and Sunday. I work outside Barnes & Noble.

StreetWise and my supporters changed my life. I am no longer bored. There is always something to do. I spend my time trying to help somebody. Just like the Lifesavers group was to help people to help themselves, that is what StreetWise is about: helping people to help themselves.

This agency has done some great things. A lot of people here are a part of making StreetWise better and making StreetWise more available for others. It helps people to get a positive image of themselves as well as their neighbors.

One thing that has been consistent throughout the years is that StreetWise is a community and a family. We partner with Chicago and Chicago partners with us. Chicago needs StreetWise and StreetWise needs Chicago.

September 24, 2003

StreetWise sports columnist Andrew Johnson scored an exclusive one-on-one interview with Chicago Cubs Manager Dusty Baker.



August 2004

"The Bench Mark," a play about homelessness, written by Rick Roberts, a Chicago writer and film producer, features StreetWise. "The composite character of Mark reflects a large percentage of homeless people who are far more intelligent than you could ever imagine but who are out on the streets today because of personal, social, medical or economic problems," said playwright Roberts.

October 2000

Judge Mathis is keynote speaker at the StreetWise gala.



2002

StreetWise celebrates 10 years!



March 2003

StreetWise launches "Take the Paper, Read the Paper" Campaign.

"We're trying to encourage the vendors to be positive businessmen and women, not to look for a hand out, but a hand up. We're trying to get people to be more familiar with the product, take the paper, and read the paper, not just give the vendor a dollar," said Founding Executive Director Anthony Oliver.

2003 Donald Morris vendor

I started with StreetWise in 2003. It was a paper back then. Our headquarters were on Michigan Avenue. I was a hotshot. I was more of a panhandler than I was a StreetWise vendor, but I had about 20 years of being with the Sun-Times selling newspapers, so I knew something about the business.

Since I got here, StreetWise has changed with attitudes. It changes with people's needs, what they want and what they don't want. Like, at one time, they wouldn't even have a conversation about their hair color, texture, or make-up, but now people want to be able to afford those things.

That's going to probably always be in the cards. StreetWise is still the same so far as making money, paying your bills, and doing what you need to do.

Being out there selling the magazine is great. It's always different because sometimes I don't have a real easy newspaper in my hand, and other times I do.

StreetWise makes me want to get to know different people, be friendly and be a sociable person. The more you know people, the more you're able to move around and get things done.

For 20-some years I was the guy on the corner yelling "Sun-Times! Get your Sun-Times!" and now I say "StreetWise!" just so people can hear what we are and who we are. It's okay to put up all of your old experiences, but when you put all those years together and you're prepared, you're able to do these things. StreetWise has led me to where I'm at right now. I have an apartment through CHA. I'm doing pretty well.





2004 Ron Madere sales manager

I started with StreetWise in February 2004. I had just retired and I needed something to do part-time. I knew someone here at StreetWise, and I asked if they had any part-time employment available. The Executive Director put me on as a part-timer. I was going to travel and check on the vendors, but they could not get insurance for the van at the time, so they transferred me to the cashier's room.

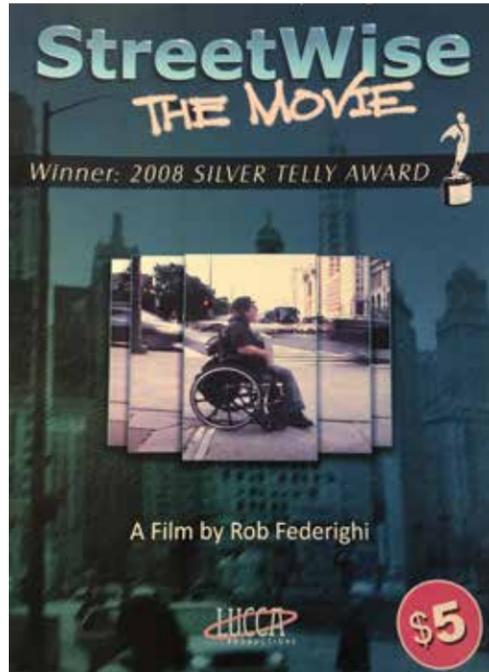
To me, StreetWise hasn't changed that much. The basic population we serve has grown older, and we really don't have too much of the new breed or youngsters coming into the organization.

I came from the collection industry, and StreetWise didn't change me much because of that. In the collection industry, you have people who have all kinds of problems, which cause them to go into debt. Some lost their jobs, some divorced, some had medical bills, some lost their income, and it's no different from these guys at StreetWise. Their problem usually emulates from being in the penal system or having been injured somewhere along the line, and having to depend on social service agencies to maintain their lifestyle.



August 24, 2005
Fan favorite poet & vendor Roark Moody makes his poetry debut.

August 8, 2005
StreetWise moves to 1201 W. Lake

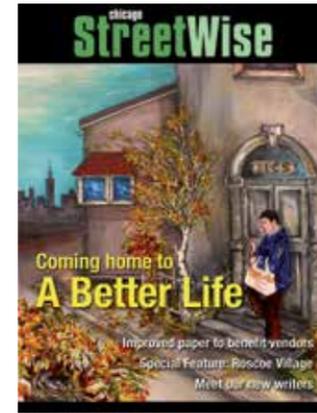


January 2006
StreetWise begins hosting a weekly TV. show on CAN-TV called "StreetWise StreetScene" to "disseminate information to Chicago residents about the alarming effect of homelessness and the steps toward self-sufficiency." The show was hosted by Greg Pritchett, StreetWise QAT Manager.



December 14, 2007
StreetWise: The Movie premiered at the Park West Theater. Thanks to Rob Federighi and LUCCA Productions; the film chronicles the vendors who work tirelessly during their days, many of which begin at the crack of dawn and don't end until late into the evening. Vendors begin selling DVD copies of it the day after.

November 5, 2008
StreetWise transitions from newsprint to 4-color magazine format, sold for \$2.



April 26, 2008
Vendor Troy McCullough would meet Pete Kadens in a chance encounter that would change his life. The meeting led to coverage in Chicago Tribune, Chicago Sun Times, and local television.

May 21, 2008
StreetWise celebrates its 8,000th vendor Gregory Gaddo

May 6 - 12, 2009
The Chicago community rallies to invest in the future of StreetWise after we almost closed our doors. The people who made it happen:

"Honestly, we believe that we've been incredibly blessed in this life, and the greater our blessings are, the greater our responsibility to give back to those in need and our community." "...After the winter we've all been through - both weather and financial-wise - we need to do all that we can for incredible organizations like this."
Wood Chatham and Brooke Baxter

"This is exactly what Chicago is all about - helping the people who are in need, people who could be out there with a tin cup instead, but are working. This is an extraordinary effort, in my opinion, and hopefully we can provide this opportunity to more people. I'm delighted that StreetWise is alive and well, and is moving forward and it is a tribute to Chicago..."
James and Kay Mabie

"I have gotten to know many of your StreetWise vendors downtown near my office and made a pact with myself that I would never pass by one without stopping and at least giving whatever note I had in my pocket. We know what StreetWise does and provides for these vendors, and we just could not let your publication close." ... "We are also looking at providing handicap ramps at your facility through Clune Construction."
Michael Clune

StreetWise received 250 donations through our website and facebook pages.

December 2008
The original streetwise.org is redesigned and launched.

2004 Linda Carretero former vendor & employee

I started in April 2004. I had my daughter at 16 and when she was born, I promised her that I would always maintain employment. When I was 19, I was working and going to Lane Tech, and my job laid me off. It was a small, little expeditor job going back and forth to the post office that I did after school so I could earn money for my daughter. I lived with my mom and my grandma, and they would watch her while I would work. I wasn't a clubber or a partier. I wasn't trying to be crazy. But when I lost my job, I knew a disability check wouldn't be enough, and I didn't want to be stuck waiting for check on the first of every month.



StreetWise was a welcoming and empowering environment when I got here. You don't realize what you know until you're around other people who don't know, and in those moments, you feel like a big brother or a big sister to other people. Being able to help someone with something as simple as creating an email account was a great feeling. Each person taught someone something new. You never felt like someone was belittling you or making you feel stupid. Everyone just encouraged

May 2008
StreetWise wins first place for best non-daily publication and best news story at the Mate E. Palmer communications contest hosted by the Illinois Woman's Press Association.

2009
StreetWise wins Champion for Recovery Award from A Safe Haven.

one another. It was a positive environment surrounded by a world full of negativity. This is my family. We break bread together. We hang out together.

I haven't been around for about a year. I left StreetWise for a little bit when I got married, and then got another job 13 days later at a union medical clinic. I work full time there as a medical records clerk. I'm finding records all over the city, and I'm the one who gets them in for procedures like mammograms and stuff like that. In October, I will have been there for 5 years.

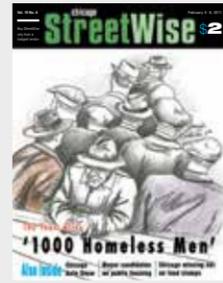
When my husband lost his job a few years ago, I came back to StreetWise. It was second nature to me. I needed money. We had bills and I could only do the best I could by myself. He ended up being depressed and out of work for two years. For him, he felt like I was stepping backwards, but I was still working full time and selling the magazine, so I didn't think of it that way. I just thought of it as, "This is something I know." I knew I could come right back in, get my badge, get my papers, get right back out there, and make extra money. That's literally what saved us.

When my husband started working again, I didn't need the extra job because he was making money too. Then I could start focusing on the next step. I went to school in the winter and got my real estate license, and that's going to be my next job. I keep moving forward. I've wanted to do real estate forever, and I had to give up the magazine so I could have time to go to the evening classes to get where I am. Now, I'm just waiting for somebody to hire me!



August 28, 2010
StreetWise hosted the "Hoops to End Homelessness" event at the Chicago Bull's Berto Center, facilitated by Jon Reinsdorf and co-hosted by Richard Boykin, where 5 corporate-sponsored teams played a 3-3 tournament that raised \$12,000. This would become an annual event for 4 years.

February 28, 2011
Vendor Joseph Molnar contributes artwork to the cover of StreetWise for a fourth time.



April 7, 2011
Breakfast with Mayor Daley, hosted by Northern Trust Bank and the Chicagoland Chamber of Commerce in honor of StreetWise.

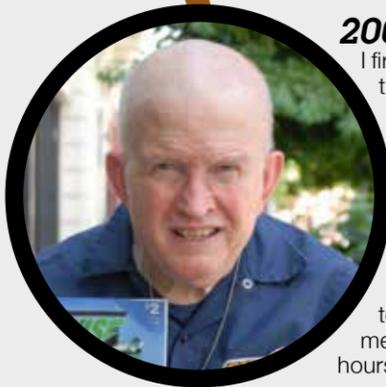


2012
StreetWise Produce Vendor Job Readiness Program launched in partnership with Neighbor Cart Mobile, with 25 men and women operating 8 carts across the city. The program was run by former volunteer turned-employee Patrick O'Connor.

July 1, 2011
StreetWise relaunches meals program in partnership with The Salvation Army, Panera Bread and the Greater Chicago Food Depository - the StreetWise Cafe is reborn!

July 29 - August 1, 2010
StreetWise co-hosted the annual North American Street Paper Association conference in Chicago with DePaul Community Service Association, the McCormick Foundation, and the Ethics and Journalism Foundation, with 81 attendees from 24 street papers across the U.S. and Canada. StreetWise won an award for Best Feature for "Chicago's Latino Homeless: Providing their own Sanctuary," written by intern Breanna Daldorph.

May 21, 2011
StreetWise swept the 70th annual Mate E. Palmer Awards of the Illinois Woman's Press Association, winning 11 awards.



2007 James Metzgar vendor

I first came to StreetWise in August of 2007, however it wasn't continuous. I was only here for a month or so then because another job came up for seniors that I took. I came back to StreetWise from January to March in 2009, and then left for a similar opportunity. I came back to StreetWise a third time in April 2012, and it's been continuous since then.

I worked 30 years with Gold Eagle Project, but after the company lost a major contract, they had to start laying a lot of people off. They offered me my retirement early, so I took it. I came to StreetWise after that because I needed something to supplement my retirement income, and I like the idea of picking my own hours. I can take off whenever I want to. I'm an entrepreneur.

StreetWise has changed personnel, office locations, and the style of the publication, but the thing that has stayed the same is that we still have a group of people who really care about others. Also, the concept of "a hand up, not a hand out" is still very important to StreetWise today. It's always been that way.

I've always been affected by StreetWise. When I was working a regular job, I punched in when someone told me to, and now I set my own hours for what works for me. I can do more things now than I could have in the past. I work with other programs and groups like ONE Northside and the Knights of Columbus, and StreetWise lets me organize my time how I want to.



September 1, 2011
StreetWise relocates to its new offices in Uptown. StreetWise continues to occupy 3,600 square feet in the historic McJunkin Building located at 4554 N. Broadway.



August 18, 2012
Judd Horowitz - founding board member of StreetWise and 20-year volunteer passed away unexpectedly.



2012 A. Allen vendor, field supervisor

I came to StreetWise approximately five years ago, in 2012. When I came to StreetWise, I was saying to myself that I didn't want to continue going to jail doing the things that I was doing—trying to hustle and make a living illegally. I said that if I wanted to stay out of jail, I needed to change some things about my life.

So, I came to StreetWise. It was the last house on the block for me. I wanted to try to sell those papers because it was the only way I could think of to make an honest, sober living. Nobody else would hire me for a regular job with my criminal background. This was my only shot.

I could go on and on and on about the ways that StreetWise has helped me grow. In the last 5 years, I've become more responsible. I'm responsible for myself now. I don't expect, nor do I want other people to do things for me. I know if I want something or if I want my rent paid, then I have to get out there and work. I have to earn my living. All around, I'm a more honest, respectful, responsible, helpful person now.

February 2013
StreetWise launched the PayPal Mobile Payment Plan to allow customers to purchase the magazine without needing to carry cash.

December 2014
StreetWise receives a Community Partners Award from Access Living for its years of coverage of the Disability Pride Parade.

2013
A new partnership with First Slice Cafe brings an assortment of salads, vegetables, pasta and pies in the StreetWise Cafe.



June 2014
Associates Board hosts first C.O.O.L. Party.



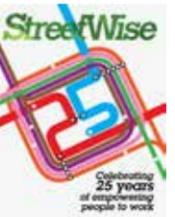
2014
StreetWise enters a partnership with e.a.t. Spots, turning abandoned newstands into food carts.



June 2016
StreetWise Transitional Jobs Program receives nomination for Most Outstanding Program at the International Street News Paper Summit. StreetWise Magazine also received a nomination for Best Design and Cover of the Year for the edition that featured Beyonce (vol. 24, no. 12); this cover is currently on display in Scotland as part of INSP's unCOVERed exhibit.



December 8, 2016
2nd Annual Giveashi't Pop Up Store Hits Michigan Avenue. 15 designers created limited edition, custom-designed T-shirts sold exclusively at the pop up store at the McCormick Bridgehouse & Chicago River Museum. Designers donated their time and Scott Marvel of The Daily Planet hand-screened all of the T-shirts, hoodies, tote bags, hand towels and more. Over 350 items were sold, raising \$20,000 for StreetWise vendors. Items also available at www.giveashirt.org



August 21, 2017
StreetWise publishes its 25th Anniversary Edition.

July 2017
StreetWise receives the Social Media Ambassador of the Year Award from the Chicago Marketing Association.

StreetWise: FAQ

What is Streetwise?

StreetWise is an organization for the homeless or those at-risk of becoming homeless. Within 24 hours of entering the StreetWise door, an individual can start earning income. It is the only organization in Chicago where you can begin earning an income, and changing your life, within 24 hours.

Who are those people with newspapers on the Street?

The people you see on the street have to make their own way to the StreetWise office in Uptown and pay \$0.90 for the magazine they sell to you for \$2, making a \$1.10 profit on each sale. They are vendors and this is their job!

Who are StreetWise vendors and how did they get in this position?

These are men and women who have lost a job, lost a spouse, struggle with a health issue, etc. Many of them at one time had a home and a regular job, and never expected to end up in such a vulnerable situation.

What are the vendors doing when they're not selling StreetWise to you on the streets?

The vendors are receiving interview training, job training, job placement, as well as housing, social services, legal support, or any other need.

What do the vendors use the money for when you buy a paper?

For many, their short term goal is to make money for their basic needs and expenses. The long-term goal is often full-time employment and the ability to afford an apartment lease.

How much can they make and is it enough to live on?

Like any entrepreneur, the amount of money earned varies with the amount of time, effort, and determination. Many vendors use StreetWise to pay rent and take care of their families, while others use it as supplemental income.

There are so many organizations out there with names I've heard from time to time, what makes StreetWise unique?

StreetWise provides a dignified means of addressing the crisis of poverty and homelessness, and allows individuals with immediate access to a respectable and legitimate earned income through their own hard work. The StreetWise vendors throughout the city are out there every day pushing to make ends meet.

What can I do to help out?

Buy magazines every week and engage your local StreetWise vendors. Introduce yourself. Learn their names. There are great people who are out there working, but they also would love your friendship, conversation and respect.

Thank You!

The StreetWise Board of Directors and Staff would like to give the people of Chicago a great big thank you for your support over the last 25 years! Here is to 25 more!

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PLEASE JOIN US AS WE CELEBRATE THE 25 MOST SIGNIFICANT PEOPLE IN THE HISTORY OF STREETWISE

Russell **ADAMS**
Wood **CHATHAM** & Brooke **BAXTER**
Michael **CLUNE**
Bruce **CRANE**
Rob **FEDERIGHI**
Janice **FEINBERG**
Ray **GILLETTE**
Suzanne **HANNEY**
Harry & Marcy **HARCZAK**
Jon **HENNESSY**
Pete **KADENS**
Monty **KEHL**
Judd **LOFCHIE**
Ann **LURIE**
Jim & Kay **MABIE**
Ron **MADERE**
Lonnie **MOSLEY**
Patrick **O'CONNOR**
Anthony **OLIVER**
Karen **PITTENGER**
Jon **REINSDORF**
Lauren **ROBISHAW**
Gail **WALLER** & Tim **SCHWERTFEGER**
Lukas **WALTON**
Thomas **WELLS**

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September 28 5:30 - 9 pm
HARRIS THEATER ROOFTOP TERRACE IN MILLENNIUM PARK
205 E. Randolph St.

INDIVIDUAL TICKETS \$200

TABLE of 10 \$1,992

RSVP at
STREETWISE.ORG

1992 { 25 } 2017

STREETWISE 25TH ANNIVERSARY GALA

Since 1992, more than 12,000 people have had the opportunity to earn money through the sale of StreetWise Magazine. Through your contribution to our fundraising gala, you help provide access to employment opportunities, social services, housing, financial training, legal support and advocacy for those seeking to build a better life.

WE'RE MORE THAN JUST A MAGAZINE.

Alive with StreetWise

*I'm homeless today, and needless to say
people don't care, they still shy away
I work for StreetWise, it keeps me off the streets
if it wasn't for StreetWise, I'd have nowhere to sleep
Today I don't beg, panhandle or steal
Working with StreetWise, I pay for my meals
A life filled with drugs, no wonder I sunk so low
but thanks to StreetWise, less poverty will I know
StreetWise will help the needy, so hold your head up high
Let them know that StreetWise is here to help us try
we'll sing the song of StreetWise, to let Chicago know
that StreetWise is a better way to go*

*- D. Fleming a.k.a. Cowboy
Vendor 1553
1993*

STREETWISE

1992 { 25 } 2017