



International
Network of
Street Papers

Annual report 2014-15



[inspiring street papers]

Street papers exist to tackle homelessness and poverty. Homeless vendors buy copies of the street paper for half the cover price and sell them on, in order to earn an income and lift themselves out of poverty. Many street papers also offer social support and training.

INSP supports and develops 115 street paper organisations in 36 countries. We build their capacity and sustainability by providing: editorial support; business development support; PR and marketing; best practice sharing; start-up support; advocacy; research and information; accreditation; networking opportunities; and innovative network projects.

Our mission:

To increase the impact and sustainability of the global street paper network to alleviate poverty & homelessness.

Our strategic aims:

1. To build the capacity and effectiveness of street papers.
2. To create a strong and supportive network.
3. To promote awareness & understanding of street papers & related social issues.
4. To ensure INSP's organisational sustainability.

Facing page image: A vendor of One Step Away (USA) >

< Cover image courtesy of Mi Valedor



Big Issue Vendor (Andre Rostant)
(Photo: Tom Palmer)



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Fay Selvan

CEO, The Big Life Group

From our Chair

It has been a real honour to chair the INSP board since November 2014. I would like to thank my predecessor Serge Lareault for his dedication and leadership since 2006, and I am delighted that he is still involved with the organisation as our new Honorary President.

This has been a busy and productive year for us and I would like to thank my fellow board members for their time and commitment as we've worked together with Maree to develop INSP's strategy for the next three years. On behalf of the board - I'd like to thank the staff team in Glasgow for their hard work in supporting our network.

And to all our members who work so tirelessly to make a difference to the lives of people living in poverty - it is a pleasure to work with you all and I'm very proud of the impact that we are making together.



Maree Aldam

INSP Chief Executive

From our CEO

It's incredible to see the work that our member street papers have done over the past year, supporting thousands of vendors through their innovative and tireless work.

I'm very grateful to our board of directors, who run their own busy street papers yet donate their time and expertise, to support INSP to be strong and sustainable.

Our talented and creative team have worked incredibly hard this past year, on strengthening and developing our member services and projects; as well as on improving our operations, including a new website and a new data management system to support our events, communication and fundraising.

I'm looking forward to bringing us closer together as a network over the year ahead and raising the profile of street papers around the world.

Staff, interns & volunteers

- **Chief Executive:** Maree Aldam
- **Project Manager:** Zoe Greenfield
- **Communications Manager:** Laura Dunlop
- **Editorial Officer:** Laura Smith
- **Development Officer:** David Rosie



We facilitated five internships throughout over 2014-15 (supporting editorial, events and communications).

INSP is also supported by a global network of over 200 volunteer translators who support our member communication and editorial support in 26 languages.

Honorary positions

Current Honorary President:

- Serge Lareault (Former CEO of L'itinéraire; Chair of INSP)

Former Honorary President: (2010-2014)

- David Schlesinger (Managing Director, Tripod Advisors)

Ambassadors:

- Glasgow's Lord Provost, Sadie Docherty
- Jon Snow (Newscaster, Channel 4 News)
- Paulo Coelho (Brazilian Author)
- Mariane Pearl (French Journalist)
- Irvine Welsh (Scottish Author)

Board of Directors

- **Chair & Treasurer:** Fay Selvan (UK)
- **Vice-Chair:** Trudy Vlok (South Africa)
- **Secretary:** Steven Persson (Australia)
- **Director:** Paola Gallo (Switzerland)
- **Director:** Timothy Harris (USA)
(Board-appointed in Nov 2014)
- Serge Lareault (Canada)
(Stepped down as board member & Chair in Nov 2014)





We provide start-up support, advice and toolkits to organisations and individuals interested in setting up street papers.

In 2014-15, we responded to **166 enquiries** relating to street paper development in **34 countries**.

Over the course of the year, we welcomed **2 new street papers** to our network.

By the end of the period our network included **115 street papers** in **36 countries**.

[Click here](#) to view our members.



The first edition of Mi Valedor.

“ INSP encouraged me to do this.

Because we are a new magazine, being able to say we are part of this network gives us importance. It helps us when we're trying to raise money for the project. It gives us some seriousness.

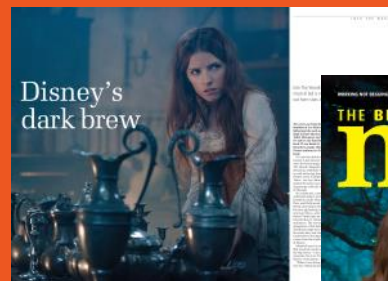
— *Maria Portilla*

Director & Editor, Mi Valedor, Mexico

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Our news service is one of our key member services, providing editorial support to street papers to build their capacity and quality, and increase vendors' sales. In 2014 we made **more than 1,300** articles available through our news service. **71% of our members** published almost **half a million pounds** worth of content free of charge, including over **1,500 stories** and over **2,500 images**. Our team of **200+ volunteer translators** translated **over 210 articles** in **26 languages** for our street papers. We also provided free content to **2 start-up street papers** to help them compile their first editions.

Highlights of 2014-15:



Exclusive content from the new News Service team

2014 has been a period of change for the INSP News Service, bringing in a new-look news feed and a brand new team. Both experienced journalists, Laura Kelly Dunlop and Laura Smith have written a number of exclusive features for the News Service. These include stories about a project in San Francisco that offers mobile showers for homeless people, an innovative project in Barcelona that has been turning homeless people's handwriting into sellable typefaces and Australia's first mobile laundry service for the homeless. We also produced high profile arts features including interviews with Amanda Palmer, Sleater Kinney and the cast of Disney movie Into The Woods.



“ Without the News Service, we wouldn't be able to provide our readers and supporters with such comprehensive and global coverage in our editions. The News Service allows us to round out our content with excellently-produced pieces and photography, and inspires us to 'up our game' so we can eventually produce pieces to submit and give back a portion of the valued service we appreciate.

— *Amanda Faith Zuehlke*
Managing Editor, Toledo Streets (USA)

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Celebrating #VendorWeek with the world's newest street paper

For #VendorWeek, INSP's Laura Kelly (pen name of Communications Manager Laura Dunlop) spoke to staff and vendors at Mexico's first ever street paper. The newest member of the network revealed the challenging circumstances in which they are working, and discussed the support they have received from INSP. The feature was part of a package of resources to enable street papers to be part of the international #VendorWeek celebration and was reprinted in 11 street papers in Norway, Austria, the UK, Brazil, Germany, the USA, Greece and Japan.



Sharing your stories

The INSP News Service continued to cross-pollinate great ideas and features across the network. A huge majority of members use the service either by republishing stories and photos; sending in stories to share with an international audience; or reading the feed for inspiration. Members have even found their work appearing on the covers of publications on the other side of the world. The Big Issue Australia's popular feature on the sugar industry made the cover of Seattle's Real Change, whilst The Big Issue's Benedict Cumberbatch feature made its way from the UK to Taiwan.

[insp 2014 conference]

Our annual conference, hosted in a different city each year, is the highlight of the international street paper calendar. It brings our members together for training workshops, consultancy sessions, and opportunities for networking and sharing best practice.

“I love it, there’s no other place like it. Where else are you going to be surrounded by people from all over the world that are doing what you’re doing? It’s incredible”
— *Lana Shaw*
Speak Up (USA)

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Our 18th Annual Conference ‘INSPIring change for 20 years’ was held in Glasgow (from 12th August - 15th August) in partnership with The Big Issue UK.





TONY MCKAY©

▲ A visualisation of Peter Houston's keynote presentation, by artist Tony McKay.

Highlights:

- Over 100 Delegates from 26 countries.
- Optional training day for small and emerging street papers.
- Civic Welcome Reception at Glasgow City Chambers.
- Panel discussions and workshops.
- An innovation exchange featuring new ideas from 6 street papers.
- Three keynote speakers:
 - Josh Littlejohn - Social business
 - Peter Houston - Digital publishing
 - Martin Cawley - Housing First
- Knowledge Cafe, a lively exchange of ideas from within the network.
- 'INSPIring Social Innovation' public event.
- INSP 20th anniversary evening celebration.

“When I’m working in Japan I sometimes feel like we’re struggling with the issue of homelessness by ourselves, but when I come here it feels like a global issue and we can tackle homelessness together.”

— Kayoko Yakuwa
The Big Issue Japan

#VendorWeek 2015

#VendorWeek celebrates the 14,000 street paper vendors around the world who are using their local street paper to work themselves out of poverty.

Through the innovative use of social media and celebrity supporters - as well as close collaboration with INSP's 115 street paper members in 36 countries - #VendorWeek challenges perceptions of homelessness and poverty.

It also raises the profile of INSP and street papers around the world, engaging a new audience of street paper readers, and increasing street paper sales at a traditionally quiet time of year.

The Big Sell

#VendorWeek is also a fundraising project for INSP and a chance to raise our profile in the UK.

As part of the 2015 event, celebrities, politicians, business leaders, editors, charity leaders, religious leaders and media executives, braved the UK winter to sell The Big Issue as guest vendors and become ambassadors for INSP and the street paper model.

Our guest vendors raised more than £11,000 in 2015 and helped us to raise awareness and change perspectives.

“

After this one afternoon, I have a completely different perspective. The Big Issue is £2.50 - cheaper than your morning coffee from Starbucks. Maybe one day a week you could go without and give the money to someone who really needs it.

— Leigh, beauty blogger, Twin Atlantic fan and street paper advocate

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Highlights:

- Raised more than £11,000 through guest vendor sponsorship.
- 15.5 million timeline deliveries on Twitter.
- 6,400 Tweets from 1000+ contributors.
- INSP's tweets reached 214,525 people and had 827 click-throughs and 571 retweets.
- 100 additional followers on Twitter.
- 75 new likes on Facebook.
- Sales of The Big Issue UK rose by 9% nationwide in the week following the campaign.



Guest vendor Lauren Mayberry of Chvrches | Photo: Euan Ramsay



Twin Atlantic's Sam McTrusty selling The Big Issue to a fan
Photo: Euan Ramsay

Our work is made possible through generous contributions from a range of supporters, including trusts and foundations, government agencies, media, business and individual donors and supporters. We are deeply grateful for this support. In 2014-15, our partners included:

Government, trusts & foundations:

Glasgow City Council | Glasgow Life | Scottish Government | Souter Charitable Trust | Stavros Niarchos Foundation

Companies: Crowne Plaza Glasgow | Glasgow City Marketing Bureau | Irn Bru | Jobs & Business Glasgow | Kibble | Morton Fraser (Iain Meiklejohn) | PwC Scotland | Standard Life | Tunnocks | Unity Trust Bank

Organisations: Aye Write! Glasgow's Book Festival | British Council Scotland Conference travel bursary sponsors ([click here to view](#)) | Glasgow Chamber of Commerce | FEANTSA | Herald & Times Group (Tom Thomson & Tim Blott) | Homeless World Cup | Jobs & Business Glasgow | Mitchell Library | NIDOS | Rosetta Foundation

Supporting street paper members:

BISS | The Big Issue Australia | The Big Issue UK

Media: The Bureau of Investigative Journalism | The Conversation | The Herald & Times Group | Inter Press Service | Open Democracy | Thomson Reuters

Individuals: Andrew Fulton | Billy Briggs | Danielle Batist | David Schlesinger | Dominic Spencer | Eammon O'Neil | Euan Ramsay | Tom Thomson | Tim Blott | Individual donors (various) | Kirsty Bathgate | Lauren Currie | Lloyd Anderson | Susan Aktemel | Tony McKay | Victor Spence

Individuals & others: A very special thank you to the 72 celebrities, politicians, business leaders, editors, charity leaders, religious leaders, media executives, who braved the UK winter to sell The Big Issue as guest vendors for #VendorWeek 2015. The full list can be viewed [here](#).

Audited Financial Statements (for the Year Ended 31 December 2014)

Statement of Financial Activities	
Incoming resources (£)	Total Funds 2014 (£)
Voluntary income	
Donations - General	25,329
Grants - Core funding	134,085
Grants - Conference	9,410
Membership Fees	41,129
Activities for generating funds	
Fundraising	2,212
Sponsorship	60,308
Public events income	9,756
Investment income	
Bank interest	215
Other incoming resources	
Conference delegate fees	24,155
TOTAL	306,559
Resources expended (£)	Total Funds 2014 (£)
Charitable activities	
Support of street papers	158,051
INSP conference	57,702
Public events	754
INSP partnering scheme	3,142
Vendor Week	2,327
Governance costs	15,945
Other resources expended	249
TOTAL	237,570

Balance Sheet	£	£
Fixed assets		
Tangible assets	-	
Current assets		
Debtors	7,921	
Cash at bank	151,574	
Creditors	(17,424)	
Total assets less		142,071
Net assets		142,071
Funds		
Restricted income funds		-
Unrestricted income funds		142,071
TOTAL FUNDS		142,071

These financial statements were examined by Nelson Gilmour Smith & CO and approved by the INSP Directors in September 2015.