



International
Network of
Street Papers

Annual report 2015-16





Mavis, a vendor of The Big Issue South Africa

About us

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 112 street paper organisations in 35 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.

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Fay Selvan
CEO, The Big
Life Group

From our Chair

The INSP network has now supported nearly 300,000 people to earn their own income and change their lives. In the past year alone, 25,000 vendors have earned an incredible £23 million. We should be proud of our unique street paper model and our collective impact.

2015-16 has been a busy year for our organisation and I would like to thank my fellow board members and the INSP staff for the work done in developing our strategy, our plans for fundraising, as well as some important work done on developing the ways that we measure and report on our impact and performance.

We have an exciting year ahead as we launch a new member service, which will help us to provide increased support to new and existing street papers.



Maree Aldam
INSP Chief
Executive

From our CEO

It has been a pleasure to work with members over the past year and see what we have been able to achieve together.

Our staff team have worked incredibly hard this year on developing and improving our member services and it's great to hear from our members how this is helping to increase the impact of their work.

I'm very grateful to our board, who run their own busy street papers yet donate their time and expertise. Over the course of the past year, they have volunteered an incredible 680 hours to support INSP to be strong, effective and sustainable.

Staff & volunteers

- Chief Executive: Maree Aldam
- Project Manager: Zoe Greenfield
- Editorial & Communications Manager: Laura Dunlop
- Editorial Officer: Laura Smith
- Development Officer: David Rosie (left in March 2016)



In 2015-16, we facilitated six internships and volunteer placements (supporting editorial, events and research). INSP is also supported by a global network of 119 regular volunteer translators who support our member communication and editorial support in 24 languages.

Honorary positions

Honorary President:

- Serge Lareault (Montreal's Homelessness Ombudsman; Former Chair of INSP)

Ambassadors:

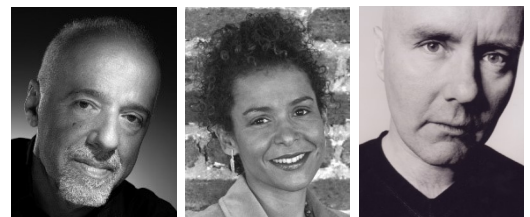
- Glasgow's Lord Provost, Sadie Docherty
- Jon Snow (Newscaster, Channel 4 News)
- Paulo Coelho (Brazilian Author)
- Mariane Pearl (French Journalist)
- Irvine Welsh (Scottish Author)

Board of Directors

INSP's board are elected representatives of the INSP network, volunteering their time to support the development and sustainability of INSP.

In 2015-16 the board attended 7 intensive board meetings, including three face-to-face over several days. In addition, directors offer one-to-one support to the staff team in a range of areas. Board volunteer hours totalled 680 over the course of the year.

- Chair: Fay Selvan (UK)
- Treasurer: Steven Persson (Australia)
- Secretary: Paola Gallo (Switzerland)
- Director: Timothy Harris (USA)
- Director: Thiago Massagardi (Brazil)



insp impact

- INSP is made up of **112** street papers in **35** countries, published in **24** languages.
- Our network has supported almost **300,000** marginalised people since the first street paper was published in 1989.
- There are **10.3K** vendors selling street papers at any one time.
- Over the last year, **25.4K** people have earned an income by selling a street paper.
- In the last year, a total of **23 million** street papers were sold across the world.
- Our street paper network speaks to **5.7 million** readers worldwide.
- Last year, vendors earned a grand total of **£23 million**.
- In the last year, we provided support to **28** potential street paper start-ups in **14** countries.
- Over the course of the year, we welcomed **5** new street papers to our network.

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



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 2015 we made **1,279** articles available through our news service. **79% of our members** published almost **half a million pounds** worth of content free of charge, including **1,840 stories** and **3,341 images**. Our team of **119 translators** volunteered their time to do **270 translations** for the network, in INSP's **24 languages**. We also provided editorial support to **3 start-up street papers**.

Highlights of 2015-16:

Even Richard Gere disappears on the street

Hollywood legend Richard Gere was keen to show his support for street papers this year—calling our vendors “heroes”. The star of *Pretty Woman* went undercover as a homeless man whilst filming *Time out of Mind*, a moving film about one man's journey through the hospitals and homeless shelters of New York. The experience clearly affected him. Gere met staff and vendors from *One Step Away* in Philadelphia, Washington D.C.'s *Street Sense* and *The Big Issue* UK. He told Philadelphia's *One Step Away*: “Your vendors are out there, they have done something heroic. They've pulled themselves out of a very deep ditch and they didn't do it by themselves.”



Reuters photo series: Tiny Living Spaces

INSP's partnership with Reuters continues to bring an enormous amount of value to the global network of street papers. Each week, we share a handful of stories from the prestigious news agency as well as top-notch photography. Photo stories in particular remain a very popular resource for members. One story, about tiny living spaces across the planet, struck a particular chord. These small homes are indicative of various housing crises, from the USA to Hong Kong and Seoul, and many people living in poverty. But some also tell stories of individuals' desire to downsize, as part of the growing Tiny House Movement.



“ As far as we are concerned, the INSP News Service is not just another news source. It is a window to another world. It is the bridge that connects us with an amazing pool of street papers from across the global INSP network. It helped us push our case as a good product. I think it sent the right messages to our new, inquisitive readers about what we are about as a magazine. ”

— *Christos Alefantis, Editor, Shedia (Greece)*

Exclusive interview with Pope Francis

Working in association with INSP and local specialist journalists, in November Dutch street paper *Straatnieuws* secured unique access for one of their vendors to sit down with the Pope. The resulting interview was this year’s most downloaded story from the INSP News Service. The leader of the Catholic Church’s message of support to street papers worldwide — accompanied by an exclusive series of photos — was printed in 62 papers across 27 countries.



GLOBAL STREET PAPER SUMMIT

SEATTLE

24 – 26 JUNE 2015

In June 2015, INSP partnered with Seattle's Real Change for our first-ever summit in the USA. Street paper innovators from all over the world congregated to share success stories and plan for the future.

Following on from INSP's successful 20th anniversary event in Glasgow in 2014, the 2015 event featured more sessions than ever before. Parallel programmes focused on strategy & business development; editorial & design; fundraising & marketing; and vendors, support and homelessness.

Highlights:

- 113 delegates, from 46 street papers in 23 countries
- Welcome at Seattle's City Hall by the Deputy Mayor Hyeok Kim
- Study visits to local social projects:
 - 'Tent City 3' homeless encampment
 - '1811 Eastlake' Housing First programme
 - Real Change open house and tour
- 3 high profile keynote speakers:
 - Eric Liu: How to Talk About Power
 - Mike Fancher: Re-Imagining Journalism
 - Kyle Kesterson: Homeless to CEO
- 18 breakout sessions, themed around editorial and design; marketing; strategy; and distribution & support
- Round table discussions to discuss challenges, opportunities and new ideas for the INSP network
- Unveiling of the brand new INSP website
- INSP AGM and board elections
- Portraits of Homeless multimedia exhibition
- Annual INSP Awards gala dinner celebration
- Farewell dinner at FareStart social enterprise restaurant
- Benefit 'Gig for Global Street Papers' at Seattle's famous 'Crocodile' nightclub



Pictured: Seattle 2015 delegate group (image: Cassin Stacy)

“

As we travel back to the places we are from, our platforms & passion for our work create a bond that unites us across many nations & cultures, all with the goal to give people experiencing poverty a hand up through producing great publications.

— Israel Bayer, Executive Director, Street Roots,

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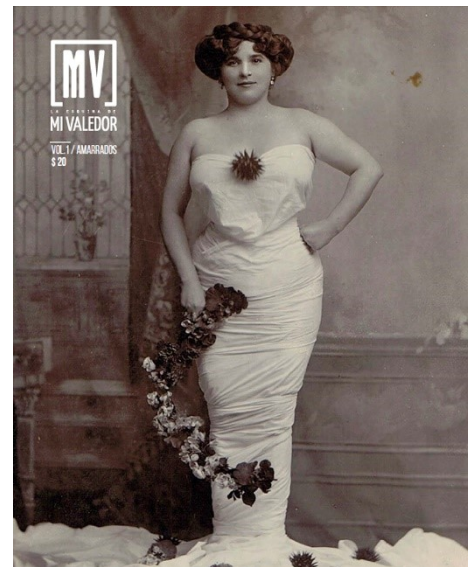
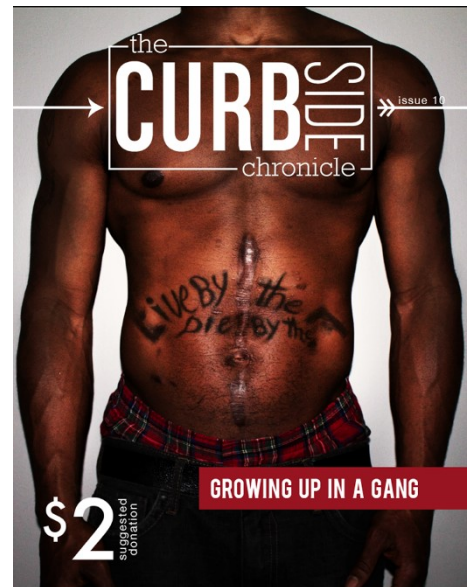
[insp Awards]

The 2015 awards celebrated the achievements and innovations of street papers, with 12 awards highlighting the best articles, covers, projects and campaigns produced across our international network.

The winners of the INSP Awards 2015 were announced at a gala dinner in Seattle University's Champion Ballroom during the Global Street Paper Summit.

The winners:

- 1) **Best News Feature**
Hinz&Kunzt (Hamburg, Germany) — 'Milano Centrale: a resting stop for refugees' by Jonas Füllner
- 2) **Best Cultural Feature**
The Big Issue (UK) — 'Sir David Attenborough: 88 and still flying high' by Sylvia Patterson
- 3) **Best Cover**
The Curbside Chronicle (Oklahoma City, USA) — 'Live by the gun, die by the gun'
- 4) **Best Photograph**
The Big Issue South Africa — 'Taken' by Juhan Kuus
- 5) **Best Design**
Mi Valedor (Mexico City)
- 6) **Best Vendor Contribution**
The Contributor (Nashville, USA) — 'A Late Dinner With My Son' by Jennifer Alexander
- 7) **Special News Service Award**
Shedia (Greece) — 'Soccer through a lens' by Thanos Sarris
- 8) **Best Non-Street Paper Project**
Nota Bene (Slovakia) — Luggage Porters Enterprise
- 9) **Best Online Presence**
The Big Issue (UK)
- 10) **Best Technology Innovation**
Megaphone (Canada) — Vendor Finder App
- 11) **Best Breakthrough**
The Contributor (Nashville, USA)
- 12) **Best Campaign**
Real Change (Seattle, USA) — OutsideIN



Pictured, top to bottom: Winning 'Best Cover' entry; Winning 'Best Design' entry; Winner of 'Best Photograph' category

[insp VendorWeek]

#VendorWeek celebrates the 10.3K 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 112 street paper members in 35 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.

2016 highlights:

- Raised £10.7K through guest vendor sponsorship.
- #VendorWeek hashtag reached a potential 63.4 million people online.
- 38.2 million timeline deliveries on Twitter.
- 5,500 Tweets from 2000+ contributors.
- INSP’s tweets reached 163,336 people.
- Sales of The Big Issue UK rose by 4% nationwide in the week following the campaign.
- 174 individual pieces of coverage by the mainstream media (worldwide).

“

It’s been great to be out and about meeting people and realising how much they love The Big Issue. I think I sold 12, which I think is quite a good record. It’s fantastic to know that I’ve been part of a worldwide effort for such a good cause. It’s lovely to know that there are people around the world doing something similar.

— Magnus Llewellyn, Editor-in-Chief,
Herald and Times Group

”

2016 guest vendors pictured top to bottom: Partick Thistle mascot ‘Kingsley’; Stuart Murdoch (Belle & Sebastian); & journalist Owen Jones



Our work is made possible through generous contributions from a range of supporters, including both financial and in-kind support from trusts and foundations, government agencies, media, business and individual donors and supporters. We are deeply grateful for this support. In 2015-16, our partners included:

Government, trusts & foundations:

Bill & Melinda Gates Foundation | Glasgow City Council | Glasgow Life | Scottish Government | Seattle City Hall | Souter Charitable Trust | Stavros Niarchos Foundation | Wyncote Foundation

Companies & Organisations: 1811

Eastlake | Altruist Partners | Big Issue North | BISS | British Council Scotland | Central Co-Op | Citizen University | Coho | Equal Exchange | FareStart | Freak'n Genius | Gaslight Inn | Glasgow Chamber of Commerce | Herald & Times Group | Homeless World Cup | Impact Hub Seattle | Morton Fraser | Real Change | Rhein Haus | Seattle University | Seattle University Film & Family Homelessness Project | Social Enterprise Alliance | StoryCorps | Tangent Graphic | Tent City 3 (Seattle) | The Dip | Theo Chocolate | Translators Without Borders | Valley Maker

Supporting street paper members:

BISS | Hinz&Kunzt | The Big Issue Australia | The Big Issue UK | Surprise

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

Individuals: Andrew Himes & Alex Wilber | Amanda Costa | Belinda Goldsmith | Candace Faber | Dan Lamont | David Burnett | Eric Liu | Kyle Kesterson | Jason Dodson (The Maldives) | Kollin Min | Iain Meiklejohn | Mark Horvath | Mark Neil | Mike Fancher | Monica Guzman | Naomi Wachira | Rex Holbein | Richard Walker | Rosette Royale | Shauna Causey | Steph Sharma | Tom Watson

Individuals & others: A very special thank you to the 64 celebrities, politicians, business leaders, journalists, charity leaders, religious leaders and sport stars who braved the UK winter to sell The Big Issue as guest vendors for #VendorWeek 2016. The full list can be viewed [here](#).

Summary of Financial Statements (for the Year Ended 31 December 2015)

Incoming resources (£)	Total Funds 2015 (£)	Total Funds 2014 (£)
Voluntary income:		
Donations - General	14,220	25,329
Grants - Core funding	132,000	134,085
Grants - Summit	2,708	9,410
Membership Fees	49,476	41,129
Activities for generating funds:		
Fundraising	2,301	2,212
Sponsorship	43,887	60,308
Public events income	-	9,756
Investment income:		
Bank interest	195	215
Other incoming resources:		
Summit delegate fees	27,192	24,155
TOTAL	271,979	306,559
Resources expended (£)	Total Funds 2015 (£)	Total Funds 2014 (£)
Charitable activities:		
Support of street papers	182,947	158,051
INSP Summit	67,408	57,702
Public events	-	754
INSP partnering scheme	-	3,142
Vendor Week	2,258	2,327
Governance costs:		
Audit fees	1,620	1,420
Costs of Director's meetings	15,493	14,175
Depreciation	223	350
Other resources expended	-	249
TOTAL	£269,949	£238,170
Balance Sheet (£)	2015 (£)	2014 (£)
Fixed assets		
Tangible assets	667	-
Current assets		
Debtors	54,608	7,921
Cash at bank	100,201	151,574
Creditors due within 1 year	(11,375)	(17,424)
Net current assets	143,434	142,071
Total assets less current liabilities	144,101	142,071
Net assets	144,101	142,071
Funds		
Restricted income funds	-	-
Unrestricted income funds	144,101	142,071
Total funds	144,101	142,071

These financial statements were examined by Nelson Gilmour Smith & Co and approved by the INSP Board in May 2016.