

DENVER



2009
ANNUAL REPORT

Denver VOICE

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DENVER VOICE / HISTORY

As many long-time Denver residents may recall, the original *Denver VOICE* was a grassroots newspaper created in large part by homeless people for homeless people. During its 10-year span, the paper went through numerous transformations and reincarnations, and in the spring of 2006 it temporarily ceased publication.

Since then, Rick Barnes, a Denver businessman and philanthropist, began having conversations with homeless individuals he

encountered on his way to his office near the 16th Street Mall. Moved by their stories, he felt compelled to ensure that the voice of the homeless would once again be heard. He researched the operations of other street papers around the country and began to take the steps necessary to revive the *Denver VOICE*.

THE CAUSE / RELEVANCE & STATISTICS OF HOMELESSNESS

The mission of the *Denver VOICE* is to facilitate a dialogue addressing the roots of homelessness by telling stories of people whose lives are impacted by poverty and homelessness and to offer economic, educational and empowerment opportunities for the impoverished community.

Your involvement with the *Denver VOICE* helps ongoing work surrounding these pressing community issues. The prevalence and statistics of homelessness are startling:

In 2008 before the current economic crisis had really begun, more than **10,000** people across metropolitan Denver were estimated to be homeless on any given night.

The most recent homeless count in the Denver Metro area in January of 2009 shows an increase to over **11,000** people. Nearly half of those are newly homeless.

In the last two years, the City and County of Denver has seen a **44 percent** increase in homelessness from **3,954** people to **6,656**.

The majority of homeless individuals report the loss of a job and/or high housing costs as the main reasons they found themselves without stable housing.

As the jobless recovery continues, the number of Denver area residents who find themselves homeless continues to increase.

3,954

2007

6,656

2009



BOARD OF DIRECTORS

Richard Barnes, *President*
 Jason Bosch
 Dr. Ben Siew
 Katie Rehrig
 Dominick Paoloni
 Bruce Wright

KEY STAFF

Amelia Patterson, *Executive Director*
 Gretchen Crowe, *Vendor Program Director*
 Tim Covi, *Editor*
 Ross Evertson, *Art Director*

DENVER VOICE / JOBS PROGRAM

The Denver VOICE vendor program is a critical component of our mission. By offering employment opportunities to homeless individuals, we empower people by providing a source of income that can help individuals work their way out of homelessness. Our vendors are comprised of homeless individuals who buy the paper for 25 cents and sell the Denver VOICE for a suggested dollar donation to the public. The program is permitted through the Denver Downtown Partnership.

TRAINING

Our vendors participate in training sessions from various professionals at the police department and the Denver Downtown Partnership.

Our vendors are required to adhere to a strict code of conduct, wear an ID badge and must be at least one block away from the next vendor.

WHO ARE OUR VENDORS

The Denver VOICE vendors come from a variety of circumstances but all of them are experiencing extreme poverty and many have for many years. Some of our vendors will be with us for a short time before they are back on their feet and have found housing and steady employment. Others will be with us longer as they have many obstacles in their lives that make it extremely difficult to find steady employment including mental health issues, disabilities and of course

HIGHLIGHTS

Currently, **55 percent** of our vendors live in hotels, apartments and houses and **82 percent** of these vendors reported paying for their housing with money earned from vending the paper.

In 2008 over **650** individuals worked in our vendor program.

In 2009 the Denver VOICE provided employment opportunities for **15 percent** of Denver's homeless population.

In 2009, **989** people worked for the VOICE distributing over **177,564** papers.

Our vendors earn an average of \$2 per paper which amounts to **\$355,128** from the community that has been put directly into the hands of those who need it most allowing them to pay for food and shelter and vastly reducing their dependence on social services. This money does not come back to the Denver VOICE.

the difficulties associated with not having a place to sleep at night. But for all of them the opportunity to provide for themselves has been transforming and empowering. The sense of hope and possibility has been restored for many of our vendors and for many of our new vendors all they have to do is spend some time with our more veteran vendors to see the opportunities the VOICE offers.



“I THINK THE PAPER IS BEAUTIFUL, LETS PEOPLE HELP THEMSELVES AND YOU CAN TALK TO A PERSON ON THE STREET.”

STANLEY MICHAEL JACKSON—DENVER VOICE VENDOR

DENVER VOICE / THE PAPER

The Denver VOICE, a nonprofit news magazine, now reaches a much broader audience than the original paper, which primarily targeted the homeless population. The new Denver VOICE is designed to be of interest to everyone who lives or works in Denver.

This is not a political paper, and we do not use the VOICE to further a particular position on issues or policies. The paper is a true journalistic effort that presents well-researched coverage on issues related to homelessness and poverty. Additionally, the VOICE publishes editorials, personal essays, poetry and original art by people who have lived or are currently living on the streets.

The Denver VOICE is proud to be a member of the North American Street Newspaper Association and the International Network of Street Papers which amounts to 103 papers in 40 countries worldwide and a readership of over 1 million each month.

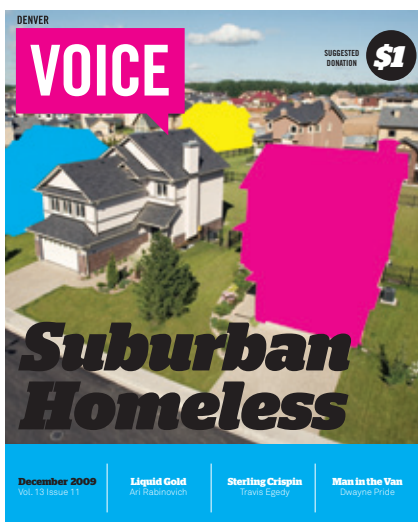
AWARDS

2009 MASTERMIND AWARD from Denver's Westword for Literary Arts.

2009 EXCELLENCE IN URBAN JOURNALISM AWARD from the Freedom Forum and Enterprise Institute for "A Second Sentence," by Tim Covi.

Denver VOICE Editor and Executive Director attended the International Network of Street Papers annual conference in Bergen, Norway and where one of the paper's stories was nominated for "Best Interview," and during the North American Street Newspaper Association conference the Denver VOICE took **7 nominations** for awards and received **2 awards** for accomplishments in its vendor program.

THE PAPER REACHED 443,910 READERS IN 2009—OR 40,000 PEOPLE EACH MONTH.



Let me start by saying that I was so pleased to see the Denver Voice's vendor program being implemented in the metro area. As someone who has spent many years in non-profit and politics, I have always wondered why we have such a difficult time coming up with solutions for homeless people that are both empowering and successful. I think the act of including the people you serve in the process of providing services to the community allows them to change their life with dignity.

—RACHEL RODRIGUEZ

2009 NASNA CONFERENCE

In July the VOICE was honored to host the 2009 NASNA Conference and the first Street Paper Awards Dinner hosted by Denver Mayor John Hickenlooper and homeless advocate Cheri Honkala.

DENVER VOICE / THE PAPER

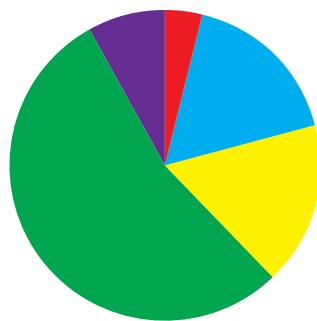
READERSHIP

In April 2009 we conducted a survey of our readers to get a sense of their experience with the paper.



INCOME

- 17% UNDER \$25,000
- 17% \$25K-\$39K
- 15% \$40K-\$64K
- 10% \$65K-\$84K
- 35% \$85K-\$249K
- 6% OVER \$250,000



AGE

- 4% UNDER 21
- 17% 21-30
- 17% 31-44
- 54% 45-65
- 8% 65+



EDUCATION LEVEL

- 13% H.S. GRADUATE
- 21% COLLEGE STUDENT
- 30% COLLEGE GRADUATE
- 36% POST GRADUATE
- 0% SOME HIGH SCHOOL



GEOGRAPHY

- 43% DENVER
- 50% DENVER METRO
- 7% BOULDER

I just want to tell you what a stand-up job you all are doing with the VOICE. When it made it's comeback and began printing again, I patronized the vendors mostly because of the worthiness of the cause. But I'm really enjoying the journalism and features that have been running recently. Beyond that, I always appreciate the profiles and perspectives of those outside of the mainstream that the VOICE always does so thoughtfully and colorfully. It's a far better read than Westword, in my humble opinion - well worth the price.

Keep up the great work, Denver really needs the journalism as well as the humanitarianism

— SHANNON MCNAMARA

I'm writing on behalf of one of your vendors. Unfortunately I don't know his name or much about him personally, all I do know is I can count on him greeting me every morning as I come into work and bidding me good night every night as I leave.

I know I am not alone in saying that he is a joy for us to see each day. Although we come from different worlds he is always quick to offer a cheerful hello, a friendly smile and a heartfelt goodnight. No matter if it's raining, snowing, or 100 degrees outside, he is always in good spirits and kind to everyone he encounters. Many of us in the building took for granted that he would be there every day, one day he was gone and I heard several people wonder as they walked into the building - What happened to the VOICE guy?...

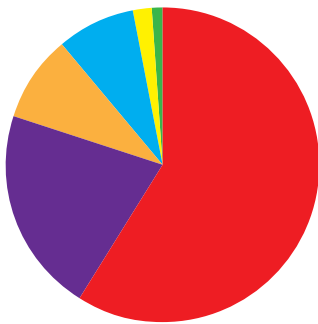
...I was excited to see over the past couple of weeks that he has returned to his spot, even if only for the afternoons. Thanks for your time

—DIANE CHEN

DENVER VOICE / SUPPORTERS, REVENUE & EXPENSES

REVENUE TOTAL

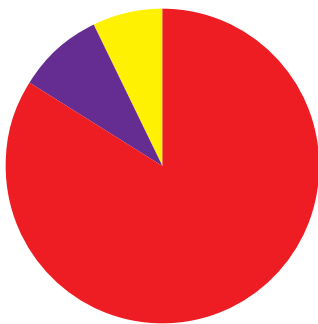
\$396,659.86



- 59% DONORS
- 21% GRANTS
- 9% INKIND DONATIONS
- 8% PAPER SALES
- 2% CONFERENCE FEES
- 1% SUBSCRIPTIONS/ADS/EVENTS

EXPENSES TOTAL

\$329,263.20



- 84% PAPER/VENDOR PROGRAM
- 9% ADMINISTRATIVE
- 7% NASNA CONFERENCE

\$10,000+ STEWARD OF THE DENVER VOICE

Zach's Project
 Richard Barnes
 Willy & Alchera Ayyad & the Del Corazon Foundation
 Phoenix Capital Inc.

\$5,000-\$9,999 STEWARD OF THE VENDOR PROGRAM

The Anschutz Family Foundation
 The Denver Foundation: Clarence Werthan Trust
 North American Street Newspaper Association
 The Heartfelt Foundation
 FirstBank of Cherry Creek

\$1,000-\$4,999 STEWARD OF THE PAPER

Denver Westword LLC (Mastermind award)
 John and Mary Erickson
 Charles Sink
 Ben and Shala Siew
 Lawrence Covell
 Phoenix Analytic Services
 Photenix Asset Management
 Michael and Robyn Dino
 Bennett Partners

\$500-\$999 BENEFACTOR

MODA
 Tim Covi
 Jamie Newman
 Mike D. Trollinger
 Silvio Covi
 Cherry Creek Arts Festival

\$100-\$499 PATRON

Gerald Curtis
 Rick Inman
 Rachel McMann
 Caring Connection
 Capital Hill United
 Neighborhoods' People's Fair
 Andy Sirotnak & Jamie White
 Westwood College Online
 Kelly Garnsey Hubbel & Lass LLC.
 James and Mary Donovan
 Sandra Stratton
 Scott Teegarden
 Saint Andrews Episcopal Church

\$1-\$99 DENVER VOICE ENTHUSIAST

Terri Koelling
 Irene Kuoni
 Scott Van Daele
 Tom deMers
 Florine Watson
 Jeffrey and Angela Hoffman
 Gale Cooke and Michael Fitzwater
 Trevor Gonser
 David and Jeanne Goldsmith
 Karen Aronson
 Catherine A. Wiley
 Starbucks
 Higgins Ernst
 Ann and Ed White
 Thomas Burchfield
 Margaret Williams
 Martha Spielman
 Ellen Cline

David Storgatz
 Jeanice Bush
 Diane Donovan
 Robin Brennan
 Carol A. Stamm
 Jamie Ladd
 Norma Auer
 Kathleen M. Bernau
 Craig Carver and Monica Glickman
 Susan Damour
 Nancy Fawcett

INKIND

The Heartfelt Foundation
 Phoenix Capital Inc.
 Bennett Partners
 Mark Suyeishi
 Foraker Design
 Zach's Project
 Michael Fabry
 Tom deMers
 Chris Conner
 Florine Watson
 Jay Bianchi and Owlsey's
 Josh St. Romain
 Argusfest
 Annmarie Eldred
 Derek Eldred
 Zack Eldred
 Marlowe's
 Sox's Place

**THE ONLY
REAL
CHANGE
YOU CAN
BELIEVE IN**



DONATE TO THE DENVER VOICE