

# MEGAPHONE

C H A N G E   T H A T   W O R K S

## STREET CORNER MEDIA FOUNDATION



ANNUAL REPORT 2015



# MEGAPHONE

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Street Corner Media Foundation (SCMF) publishes **Megaphone** magazine, the Voices of the Street literary issue, and the **Hope in Shadows** calendar. All are products sold on the streets of Vancouver, North Vancouver and Victoria by people (vendors) experiencing poverty and homelessness.

Vendors buy each copy of the magazine for 75 cents and sell it for \$2. They buy each copy of the literary issue for \$2.50 and sell it for \$5. They buy each calendar for \$10 and sell it for \$20. They keep the profit from all sales.

The organization also runs a series of free writing workshops in Vancouver for marginalized residents at a community centre, a treatment centre, and a university.

Megaphone's mission is to provide economic opportunities and a voice to homeless and low-income people while building grassroots support to end poverty.

## Megaphone achieves this mission through the following goals:

1

Providing people who are homeless or living in poverty with sustainable opportunities for self-employment.

2

Providing opportunities for people who are homeless or living in poverty to express their views, opinion and creative ideas.

3

Achieving a self-sustaining economic model and provide opportunities for growth.



# STREET CORNER MEDIA FOUNDATION

Megaphone is published by Street Corner Media Foundation, a non-profit registered in British Columbia. It was incorporated in 2007.



## Letter from the Chair David Lee

"I marvel at the incredible work of Megaphone's vendors, many of whom sell year-round, rain or shine, and the team of staff and volunteers who ensure vendors have a quality publication to sell every month as well as providing invaluable support to the vendors. It's been yet another year where Sean and the team has made a step change in the organization—this year Megaphone brought the Hope in Shadows project into the fold as a way of increasing its positive impact for the homeless and low-income community in Vancouver and Victoria. The board of Street Corner Media Foundation would like to extend our thanks to all of you, the Megaphone Magazine and Hope in Shadows contributors, vendors, customers and partners, sponsors and donors.



## Letter from the Executive Director Sean Condon

"I'm incredibly proud of the strides that Street Corner Media Foundation took in 2015. Taking on the management of the Hope in Shadows calendar was a big step in our work with the vendors. It allowed us to increase vendor revenue and improve our vendor programming. Between the monthly magazine, the calendar and Voices of the Street, vendors earned a record \$118,000 in 2015. It is a huge honour to lead this organization as it continues to provide economic opportunities and a voice to people experiencing poverty and homelessness in Vancouver and Victoria."

## BOARD OF DIRECTORS

Nezihe Aquino  
(Treasurer)

Bob Dennis

Emma Gauvin

Kevin Hollett  
(Vice-Chair)

David Lee (Chair)

Michael Roberts

Jo Shin (Secretary)

## STAFF

Sean Condon  
(Executive Director)

Jessica Hannon  
(Operations Manager)

Misha Golston  
(Vendor Coordinator)

Stefania Seccia  
(Editor)

In 2015, Megaphone employed a support worker for the Hope in Shadows calendar program, and a part-time vendor coordinator in Victoria. We also employed a fall/winter intern through a grant with the Vancouver Community Network. Megaphone also worked with a large team of volunteers, freelance writers, designers, photographers, and writing workshop facilitators. In 2015, editor Jackie Wong left the organization and was replaced by Stefania Seccia.





Megaphone produced 12 editions of the 32-page magazine in 2015. Print runs were between 3,000 to 5,000 an issue.

Topics in the magazine ranged from social justice features and local news to community profiles to celebrity interviews. Some of the stories featured in the magazine included:

- **Vancouver Whitecaps' Deybi Flores, who made his way out of dire poverty in his native Honduras through soccer**
- **An interview with the Dalai Lama about global poverty and street papers**
- **An interview with famed social justice activist and journalist Naomi Klein**
- **A profile of an emerging feminist roller derby collective in Victoria**





Story

# Change the Rhythm

**JB the First Lady  
is revolutionizing  
hip-hop**

By Kairina Jones  
Photo this page courtesy of Nadya  
Kwandibens / Red Works Photography  
Photo p. 26 courtesy of Jerilyn Webster

**I**t's evident from the moment she shakes your hand—Jerilyn Webster's generous warmth and kindness is immediately obvious and generously dispensed. But the strength of her presence speaks to a keen understanding of what it means to go without; the single mother in her early 30s has experienced homelessness, deep poverty, and racism through years of moving across a country that prides itself on its prosperity and inclusiveness.

Today, she performs hip-hop as JB the First Lady. She's one of B.C.'s few female, aboriginal MCs. With three albums to date (her latest, *Indigenous Girl Lifestyle*, was released last year), plus five Aboriginal Peoples Choice Music Awards nominations under her belt, her work is making waves in Vancouver and across Canada.

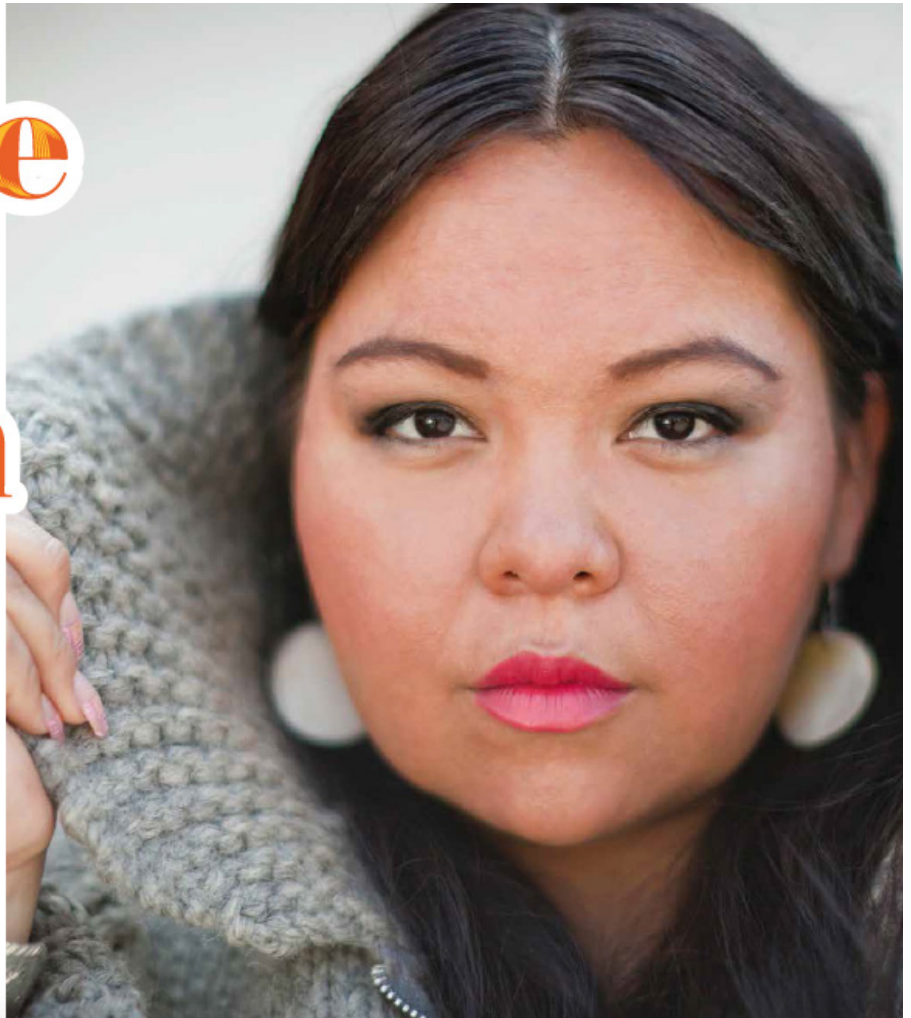
By insisting on a new, empowered representational reality for young Indigenous women, JB is making a unique and necessary mark on a Canadian music scene dominated by men and by non-Indigenous people.

Part of the Cayuga and Nuxalk First Nations, she's a leader, an amplifier, and an advocate for aboriginal people. "My Mom told me she sees me as a palm tree," she says. "If there's a hurricane, palm trees are built so that they can bend all the way down, but as soon as it's sunny, they move all the way up. I see that for my people too. People push us down, but we'll come right back up."

In addition to her work as a hip-hop artist, JB is a public speaker, workshop leader, producer, mentor, and parent.

Her words are positive and her message is clear: through knowledge, support and love, anything is possible.

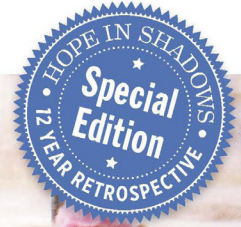
Megaphone sat down with Webster near her home off Commercial Drive. Here's what we discussed.



Megaphone published **an average of 3.75 pieces from our writing workshops in each issue** of the magazine. These stories and poems often looked at what it was like to live in poverty, addiction or mental illness.

Megaphone also republished a number of features from the International Network of Street Paper's Street News Service (the news wire for street papers).





# HOPE IN SHADOWS

Portraits of our Community

## HOPE IN SHADOWS

In 2015, Pivot Legal Society requested that Megaphone take over management of the Hope in Shadows calendar, which is a project of the charity, Hope in Shadows Inc.

Hope in Shadows is an annual calendar that features photography from Downtown Eastside residents of their community. It has been publishing since 2003.

The calendar is then sold on the streets of Vancouver and Victoria from October to January every year. Vendors buy each calendar for \$10 and sell it for \$20, keeping the profit.

Megaphone had been partnering with Pivot on the Megaphone/Hope in Shadows vendor program since 2009

and sharing office space since 2011. The two organizations have jointly employed a vendor coordinator since 2012.

In order to facilitate the transition, this year's calendar was a retrospective, featuring photos over the past decade of the project.

The calendar was launched at a ceremony in October at the Carnegie Community Centre, which involved photographers, sponsors, vendors, community members, and the media. Megaphone trained roughly 150 vendors to sell the calendar in Vancouver, North Vancouver and Victoria, who sold more than 7,000 calendars in 2015.





## VOICES OF THE STREET

In May, Megaphone released its fifth annual literary issue, *Voices of the Street*. This special issue exclusively featured pieces from the writing workshops and profiles of Megaphone vendors.

The issue was funded through sponsorships, and writers were paid through a City of Vancouver grant.

Megaphone printed 1,500 copies of this issue and the issue sold out in record time (six weeks). Vendors bought each issue for \$2.50 and sold it for \$5.

As part of the issue's launch, Megaphone held a sold-out reading event at SFU Woodward's in May, where published writers shared their work to a full house.





***"Being a Megaphone and Hope in Shadows vendor gives me the freedom to earn an income, stay connected with my community and make great friendships with my customers."***

**Eric**  
Megaphone Vendor

## VENDOR PROGRAM

A total of 164 vendors sold Megaphone and Hope in Shadows in 2015.

Vendors purchased a total of 37,362 copies of Megaphone magazine in 2015 and earned an additional 3,692 copies for signing up to sell the magazine, coming to meetings, writing articles and other volunteer duties. A total of 41,054 copies were distributed to vendors.

Vendors purchased a total of 1,405 issues of Voices of the Street.

Vendor purchased a total of 7,339 copies of the Hope Shadows calendar and earned an additional 322 calendars.

By selling each copy of the monthly magazine for \$2, the Voices of the Street issue for \$5 each, and the Hope in Shadows calendar for \$20, Megaphone vendors earned approximately \$118,747.50 in net revenue.

Megaphone continued to run monthly vendor trainings, social events, the Vendor Advisory Board, and monthly meetings to help vendors increase their sales and feel connected to their community.





## VICTORIA

Megaphone continued to work with vendors in Victoria, sending copies of the magazine to the capital city.

In June 2015, Megaphone hired a part-time vendor coordinator to help train new vendors and work with the existing vendors.

Each issue of the magazine contained content about Victoria: vendor profiles, arts features and new stories. In 2015, Megaphone published two cover stories about people and events in Victoria.

## VENDOR FIRST PITCH

Megaphone ran its fifth-annual Sales Pitch/First Pitch contest with the Vancouver Canadians minor league baseball team.

Megaphone vendors provided their best sales pitch that was then voted on by vendors and customers. The winning vendor, Suzanne, threw out the ceremonial first pitch at a July Vancouver Canadians game.



## INSP CONFERENCE

In June, three Megaphone staff attended the International Network of Street Papers (INSP) in Seattle, WA. Along with having the opportunity and network with other street papers from around the world, Megaphone won an INSP award for Best Technology Innovation for our Vendor Finder App.

***"Being published in Megaphone made me feel like I have something important to say and that it's worth listening to."***

**Jim Ryder**  
Megaphone writing  
workshop participant



## WRITING WORKSHOPS

In 2015 Megaphone continued to run a series of **writing workshops for marginalized writers** in the Downtown Eastside and downtown Vancouver through contracts with Vancouver Coast Health, SFU Woodward's and the City of Vancouver.

The weekly workshops were held at the following locations:

- ➔ **Drug Users Resource Centre**
- ➔ **Onsite**
- ➔ **Gathering Place (community centre in downtown Vancouver)**

Megaphone continued to hold regular drop-in writing support at the office for the following:

- ➔ **Megaphone vendors**
- ➔ **Downtown Eastside community members**

Megaphone also held two five-week community journalism workshops at SFU Woodward's (spring and fall sessions).

In 2015 Megaphone published 77 pieces from the writing workshop classes in the monthly magazine and the special Voices of the Street literary issue.

Having their work published gave the writers a platform to talk about issues related to poverty, homelessness, addiction and mental illness. Getting published helps writers feel validated and helps connect the general public to these important social issues.



# MEGAPHONE FUNDERS, PARTNERS AND ACCOUNTS

Our work is made possible through generous contributions from a range of supporters, including foundations, government agencies, unions, credit unions, non-profits and individual donors. We are deeply grateful for this support. In 2015, our funding partners included:

BC Federation of Labour, BC Government Employees Union, British Columbia Arts Council, Business in Vancouver, the Canadian government, CCEC Credit Union, Central City Foundation, Choices Market, City in Focus, City of Vancouver, the Co-operators, Coast Capital Savings, cStreet Campaigns, CUPE BC, CUPE Local 15, Denim & Steel, Diamond Delivery, Dossier Creative, Eclipse Awards, Ethical Bean Coffee, Elmor Seymour Foundation, Henriquez Partners Architects, Hive, Intact Insurance, International Web Express, Mills Office Productivity, Pivot Legal Society, Portland Housing Society, Radius SFU, Rain City Chronicles, Realize Strategies, Salt Spring Coffee, Simon Fraser University, The Tyee, Vancity, Vancouver Courier, Vancouver Public Library, Vancouver Special, Victoria Disability Resource Centre, Yulu

Summary of financial assets (year ending December 31st, 2015)

REVENUE	2015	2014
Foundations	\$6,000	\$0
Community Groups	\$87,680	\$5,200
Grants	\$78,426	\$50,620
Donations	\$108,344	\$42,655
Advertising Sales	\$1,975	\$3,518
Street Sales	\$83,497	\$36,983
Fundraising Events	\$4,947	\$12,460
Writing Workshops	\$20,050	\$23,010
Other	\$13,009	\$1,418
<b>TOTAL</b>	<b>\$403,910</b>	<b>\$178,864</b>

EXPENSES	2015	2014
Administrative Staff	\$176,915	\$77,083
Writing Workshops Contracts	\$11,675	\$17,034
Editorial Contracts	\$12,978	\$24,406
Writing/Photo Stipends	\$4,415	\$3,515
Accounting Fees	\$5,665	\$3,321
Facilities	\$17,065	\$6,224
Other Supplies	\$1,885	\$463
Printing Costs	\$72,023	\$32,150
Promotion	\$103	\$983
Travel/Conferences	\$4,003	\$610
Other	\$75,471	\$751
<b>TOTAL</b>	<b>\$382,198</b>	<b>\$200,614</b>

ASSETS	2015	2014
Chequing	\$117,517	\$90,975
Prepaid Expenses	\$500	\$500
<b>Total Current Assets</b>	<b>\$118,017</b>	<b>\$91,475</b>

LIABILITIES AND EQUITY	2015	2014
Payroll Liabilities	\$4,977	\$0
GST/HST payable	(\$22.15)	\$0
Unrestricted Net Assets	\$43,349	\$65,225
Capacity Fund	\$48,000	\$48,000
Net Income	\$21,711	(\$21,749)
<b>Total Equity and Liabilities</b>	<b>\$118,017</b>	<b>\$91,475</b>

These financial documents were prepared by Glasshouse Business Services and approved by the Street Corner Media Foundation board on February 29, 2016.

