

## Q&A

### Q. What does **STREETSMARTS** do?

A. This unique not-for-profit, biweekly magazine offers social programs working with the hard-core unemployable the opportunity for their clients to earn immediate income as part of that program's continuum of care.

### Q. How?

A. StreetSmarts teaches basic business and life skills to those who want to work, then sells them StreetSmarts magazines (the first ones are free) wholesale for 40¢ which they resell as independent contractors for \$1 whenever and wherever they wish.

### Q. How much can a **STREETSMARTS** vendor make?

A. In other US communities it is not uncommon for vendors to earn \$2,000 a month. Top vendors in Chicago, for example, earn \$600 a week. The monthly average is \$500.

### Q. Won't homeless vendors use their earnings to buy drugs?

A. Some will. But we feel *earning* that money is preferable to theft and prostitution. And while a vendor is in this program we have a chance to steer him or her to treatment and other needed social services.

### Q. What kind of editorial matter will appear in **STREETSMARTS**?

A. Articles of general interest to locals and visitors, humor, travel, details about South Florida social-service agencies — their volunteer and gift needs — news of agency success stories, and positive stories and art by and about those having difficulty integrating into the community. The magazine will be in both English and Spanish.

### Q. How many poor and unemployed persons will be impacted by this program?

A. We estimate that 2,100 South Floridians will apply for the program in 1999 of which 1,680 will graduate from the 12-hour training program. Of these at least 1,000 will earn significant income, about 250 at any given time.

### Q. How much funding does **STREETSMARTS** need to do the job?

A. **STREETSMARTS'** start-up budget is \$144,900 with an estimate of \$470,165 for the first full year of operation. First-year sales of magazines and advertising will earn an predicted income of \$111,500. *Total funding needed: \$503,565 or approximately \$500 per hard-core unemployed person earning income and winning new confidence and self-sufficiency through this program.*



Selling **STREETSMARTS** empowers those having difficulty integrating into the community to become self-sufficient through gainful employment. By offering a hand up, not a handout, **STREETSMARTS** helps these men and women earn the money and the skills needed to win dignity and control over their lives.