



THE BIG ISSUE

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Basic information

The Big Issue is a street newspaper founded by John Bird and Gordon Roddick in September 1991 and published in four continents. What is more, it is written by professional journalists and as a response to the increasing numbers of homeless people in London, it is sold by homeless people.



Operation

The Big Issue was created as a solution to a social problem. Its main aim is to help homeless people re-enter society without making them feel inferior or pitted.

The idea is that homeless and long-term unemployed people buy the magazine for £1.25 and sell it for £2.50 earning £1.25 per copy.

Purpose

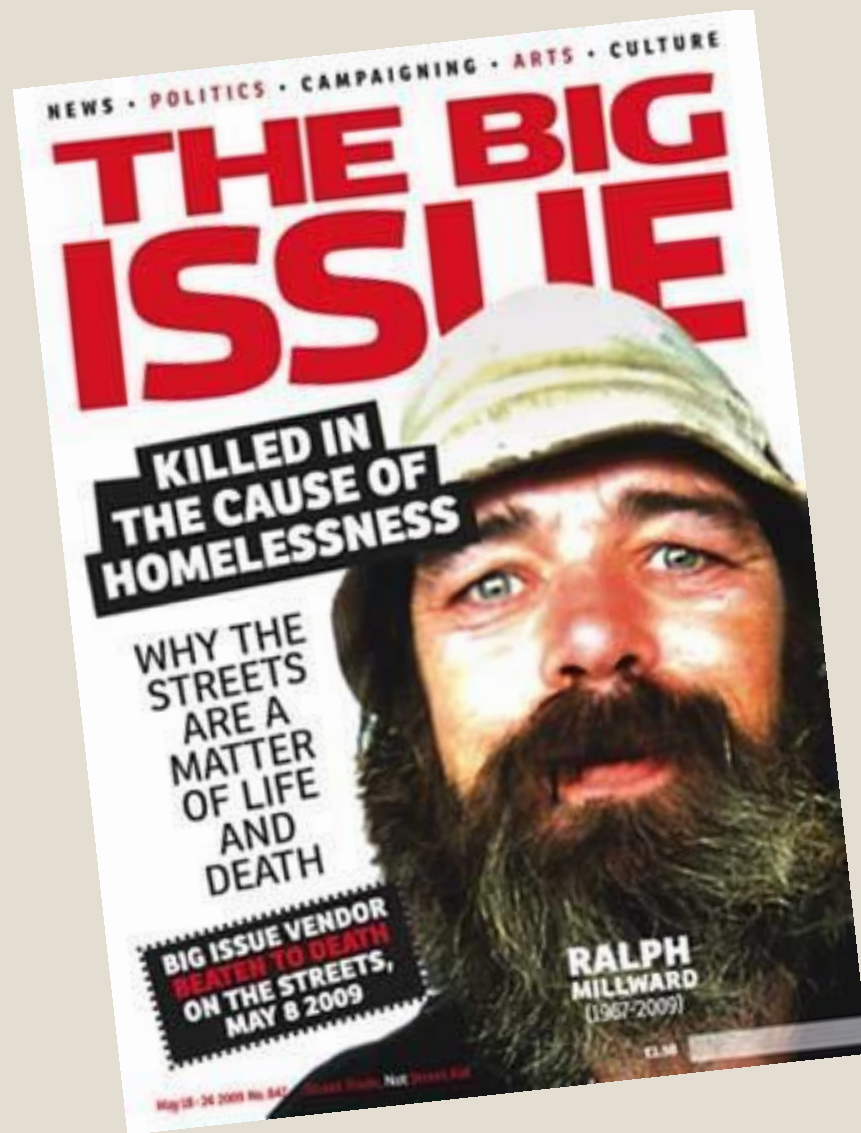
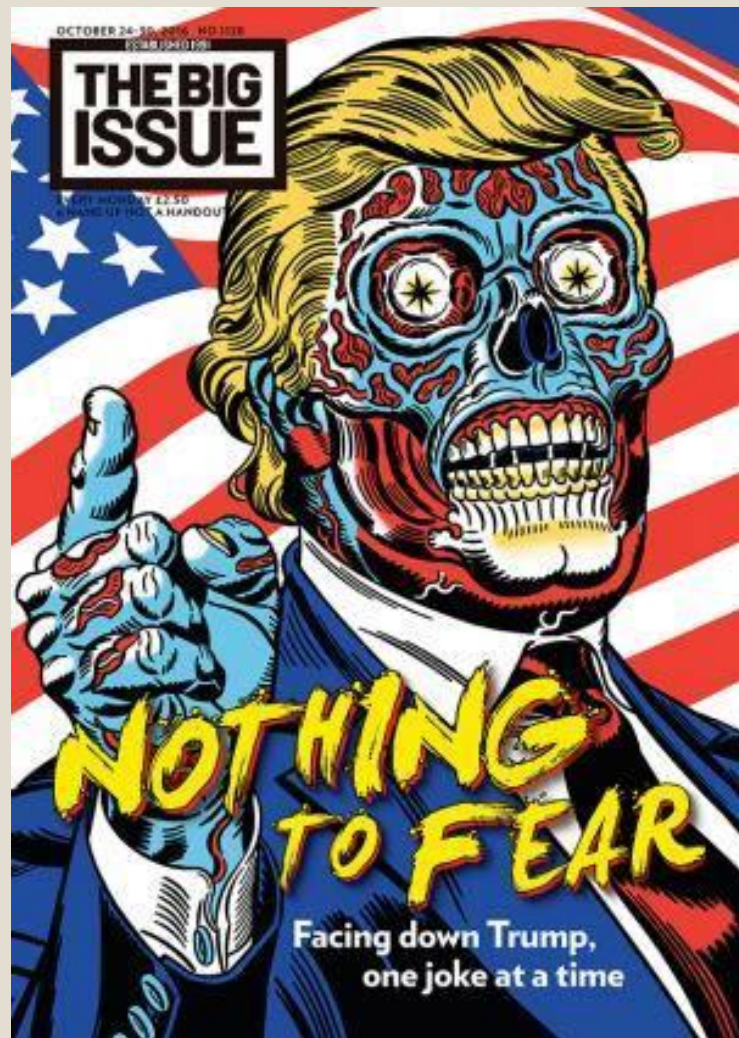
It was created for the community to show those people their active support helping them stand on their feet again maintaining their dignity. Therefore, the homeless make some money by working, not begging to provide themselves with the bare necessities while learning how to handle their finances and rebuild their confidence.

Outcome

Since it was first launched in 1991, it has helped thousands of people in need to regain control of their lives. **The Big issue** currently circulates around 100,000 copies per week and is working with about 2,000 homeless people all over the UK.

The content of the magazine includes independent journalism and exclusive interviews with the most elusive superstars.

Moreover, the Big issue has become an inspiration for more than 120 street papers in other countries.



Other Countries

- Australia
- Japan
- South Africa
- South Korea
- Namibia
- Kenya
- Taiwan
- Malawi

The magazine won a habitat scroll of honor award in 2004 along with a west and young social entrepreneur of the year award in October 2008.



Korea



Japan

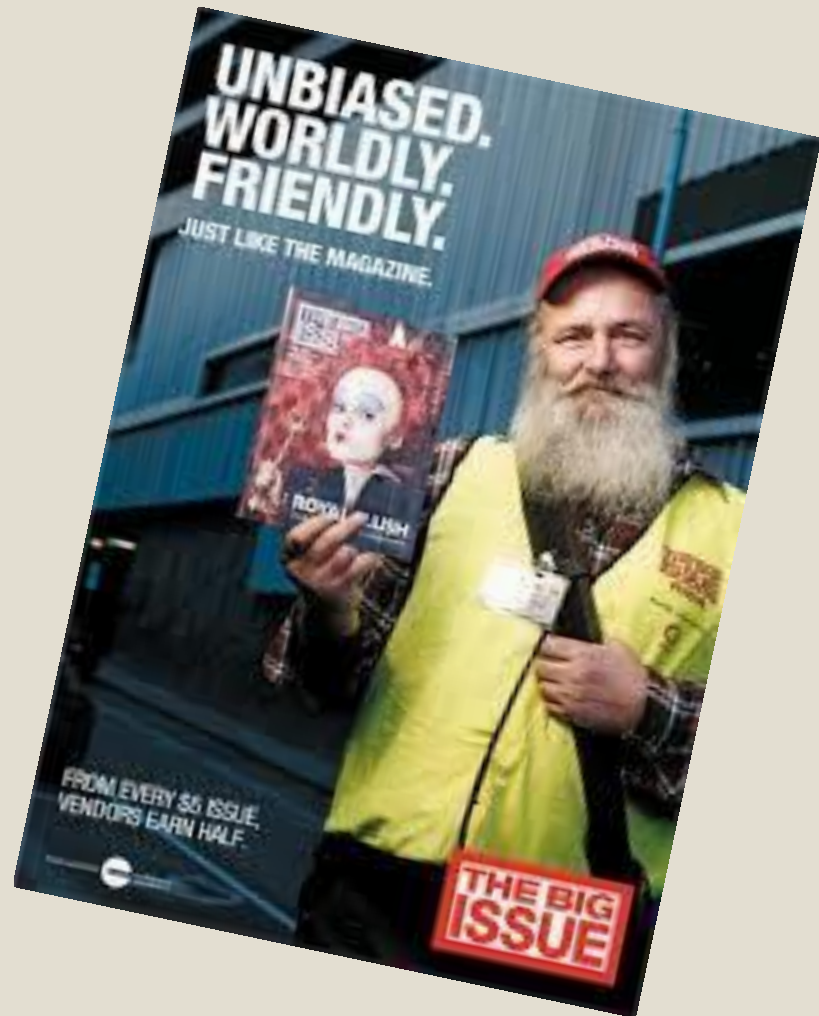


Australia

Details

To become a vendor, one needs to be homeless or socially excluded. Because the big issue's main goal is to deal with the various problems which lead to homelessness, it supports its vendors by taking control over their lives in a way in which it will tackle those kinds of problems. That is the reason why it was created and why it accepts only people who live under those circumstances.

SELF WORTH
ACCOMMODATION
A HAND UP NOT A HAND OUT
THE BIG ISSUE FOUNDATION
DONATE
NO FIXED ABODE
REBUILDING LIVES
SELF RESPECT
HOPE
THE BIG ISSUE MAGAZINE
EMPLOYMENT
ASPIRATIONS
PEOPLE WHO ARE HOMELESS
EDUCATION AND TRAINING
WORKING NOT BEGGING
TOWARDS A BETTER LIFE
"CUSTOMERS" NOT "CLIENTS"
STABILITY
NON-JUDGMENTAL
HEALTHCARE
THE BIG SLEEP OUT
GUIDING LIGHT
VITAL SUPPORT
A BIG NIGHT WALK
A FUTURE TO PLAN
FOR INCLUSION
PEOPLE WHO ARE HOMELESS
STABILITY
NON-JUDGMENTAL
HOPE
A LIVELIHOOD AND A LIFE



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Thanks for watching!!