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This builds on our history of delivering social impact and also shows our commitment to more sustainable initiatives moving forward. Through investing into purpose-led organisations like us, we can change the lives of even more people. In 2022, Big Issue Invest funded and assisted 138 social enterprises and charities, who in turn have worked with over 2 million people. Most of these organisations are delivering solutions that tackle poverty. We also understand the importance of initiatives that prevent poverty and social inequality. We launched Big Futures, a campaign calling on the government to enact significant policy change in three key areas – housing, low wages, and green jobs.

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1. Office of National Statistics, UK Consumer Price Inflation, October 2022, [Link](#).
2. Joseph Rowntree Foundation's Cost of Living Tracker, winter 2022-23, [Link](#).
Introduction

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Changing Lives Through Enterprise

Our **Vision** is a world that works for everyone.

Our **Mission** is to create innovative solutions through enterprise, to unlock social and economic opportunities.

Our **Values** are:

**INCLUSIVE**
We believe in a fair, open, and inclusive world and treat everyone with respect.

**ADAPTIVE**
We are quick to respond to changing circumstances to deliver solutions that drive positive change for ourselves and those we work with now and for future generations.

**COLLABORATIVE**
We encourage open and honest communication and teamwork in order that people and ideas can thrive.

**Entrepreneurial**
We are passionate about empowering people to design and create opportunities that drive change and growth for themselves and for others.
2022 in numbers

Our five-year goal is for 11-million people to engage with our products and be positively impacted by our services in 2026. To achieve this goal, we work across three distinct pillars:

**INNOVATION**
Creating innovative solutions and income generating opportunities for marginalised people.

- **3,637** Big Issue vendors (10% increase on 2021).
- **899** vendors sold the Big Issue for the first time in 2022.
- **2.22 million** copies of the Big Issue Magazine sold (34% increase on 2021).
- **£3.76 million** collectively earned by vendors (38% increase on 2021).
- **404** additional vendors supported to accept cashless payments.
- **226** vendors supported with free data through our partnership with O2 Telefonica and Good Things Foundation National Databank.
- **5,813** customers supporting with a subscription to the Big Issue magazine.
- **3,189** customers shopping with Big Issue Shop (41% increase on 2021).

**PREVENTION**
Offering direct support to help individuals avoid poverty while influencing, through campaigns and journalism, for meaningful social change.

- **1,174** vendors supported by our additional support and signposting services in areas like housing, health and education.
- **£64** eyecare voucher for every vendor through our partnership with Specsavers.
- **13** new jobs created by Big Issue E-Bikes in Bristol and Aberdeen.
- **7** new journalists trained through our Breakthrough programme.

**INVESTMENT**
Investment and lending opportunities for sustainable business, focused on delivering positive social and environmental impact.

- **138** social enterprises supported with investments.
- **£37.5 million** in current investments and available for new investments.
- **2.1 million** end customers reached by companies we have invested in.
- The first enterprise launched through our new Enterprise Programme by a Big Issue vendor.
- **63** investment options available to the public through The Big Exchange.
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In the first year of our five-year strategy we have grown the number of customers engaging with our products and being positively impacted by our services by 58%. This puts us more than halfway towards our strategy goal for 2026.

In 2022, we grew:  
- 91% growth in investment end customers  
- 50% growth in bigissue.com readers  
- 41% growth in Big Issue Shop customers  
- 34% growth in Big Issue magazine buyers  
- 10% growth in Big Issue vendor numbers  

In 2021, we grew:  
- 34% growth in Big Issue magazine buyers  
- 10% growth in Big Issue vendor numbers

In 2026, our goal is to reach:  
- 11 million customers

68% Annual Customer Growth, including:
- 91% growth in investment end customers
- 50% growth in bigissue.com readers
- 41% growth in Big Issue Shop customers
- 34% growth in Big Issue magazine buyers
- 10% growth in Big Issue vendor numbers
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