

STREET ROOTS 2010 ANNUAL REPORT

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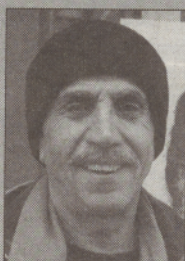
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"This paper is truthful and straightforward. I'm honored to write and sell this paper. All of the people involved in this organization care deeply about how we present ourselves and how we can make real difference in our community."



— SAM AL-JONDI, VENDOR AND WRITER

REVENUE: \$249,889.32

Newspaper sales: 11.5%
Individual donations: 18.6%
Foundation support: 38.7%
Government (Rose City Resource): 14.3%
Business/corporate support: 6.4%
Advertising, subscriptions: 3.7%
Sponsorships: 4.2%
Event: 2.6%

EXPENSE: \$184,931.45

Newspaper & vendor program: 59.1%
Rose City Resource: 26.3%
Administrative: 14.7%