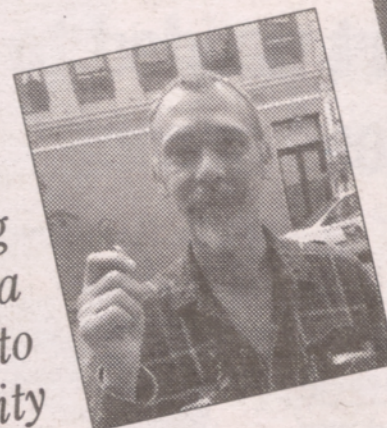


Sales transform housing from a dream to reality



Make every week count!

Your Street Roots vendor wants to sell a weekly publication

BY ISRAEL BAYER
EXECUTIVE DIRECTOR

Currently, Street Roots publishes the newspaper every two weeks, 26 times a year. We give more than 400 individuals and families a hand up through the sales of the newspaper. We give people the opportunity to build self-confidence while also improving their quality of life. It means giving people dignity.

A weekly publication of Street Roots would:

- Provide an increase in sales and income for the vendors and double most of their incomes.

- Connect vendors and readers more frequently. With more than 70 percent of papers sold the first week after publication, there are limited human connections for vendors the second week.

- Increase the number of high quality new stories Street Roots is able to publish and allow the newspaper to be more responsive to events and news.

- Inform readers across in a more timely manner on a range of social justice issues.

What does going weekly really mean?

With weekly publication we will double our publication schedule to 52 papers annually. Not only will vendors' incomes increase, but their human connections will too. We are often

asked why our vendors are so friendly. It's simple — vendors know they have the support of readers like you. For individuals battling homelessness, human connections can be what get's individuals and families through the day.

Street Roots vendors currently sell about 70 percent of the newspapers in the first week of publication. With a drastic drop in sales, the second week can be lonely and not very profitable. With a weekly publication, we could vastly increase the support vendors have to improve their quality of life.

With your support we can get there. Street Roots needs to raise \$200,000 over the next year to provide the staffing and other supports necessary for a weekly publication with the journalistic excellence our readers and vendors expect.

"Going weekly would mean I would be entirely self-sufficient. It would be awesome," said George, a Street Roots vendor.

In this edition of the newspaper you'll find an envelope. If every reader donates just \$25 a year, Street Roots would be a weekly publication by the end of 2014. If you can give more, please do.

Now is the time to double down and support our mission of creating income opportunities for people experiencing homelessness and poverty who sell the newspaper.

You can make every week count.

See OUR VENDORS, page 5

You can also give online at www.streetroots.org, or at the Williamette Week Give!Guide starting Nov. 6 at www.giveguide.org Want to donate stock? Inquire at Israel@streetroots.org



Scan this code with your smartphone to donate securely online!

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Alvin Smith was 59

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