

Reflecting on a great year and anticipating the one ahead

Welcome to the 2013-14 Street Roots Annual Report. It's been an exciting year at Street Roots.

At the heart of the Street Roots community is more than 300 vendors experiencing homelessness and poverty. Vendors are able to earn a dignified living by selling Street Roots in front of more than 70 local businesses. A community is built on street corners and in neighborhoods throughout Portland because of the more than 15,000 regular readers of the newspaper.

There's nothing more powerful than being able to support individuals and families who endure the hard realities of poverty while overcoming their circumstances collectively to improve their quality of life. By working together with local businesses, community members and others, we are able to witness both the power of love and the strength of the human spirit.

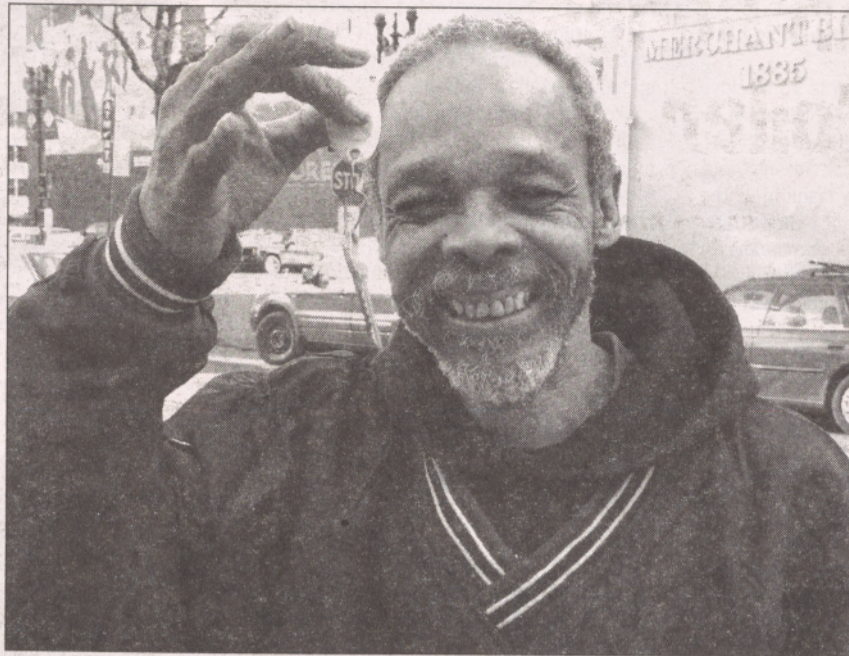
The simple act of purchasing a newspaper allows the community to come together across class lines and to hold a conversation in a safe space. Besides being able to access quality journalism and voices from the community, your readership is giving individuals and families hope and self-confidence.

It is possible for a woman to restore her strength after experiencing the horrors of domestic violence and sexual assault. We can support a man in finding stability after experiencing years of addiction and abuse on the streets. Collectively, we are giving a veteran experiencing the trauma of war the space to recover and give back to his community. Stereotypes about the poor are shattered. Lasting relationships are built. Real social change is occurring.

What we've accomplished this past year

The newspaper:

- Street Roots published 26 quality editions of the newspaper last year highlighting an array of social justice issues.
- The newspaper highlighted more than 100 individuals experiencing homelessness and poverty.
- The newspaper gave voice to more 30 social justice organizations working on issues ranging from immigration and criminal justice reform, the environment, affordable housing and homelessness, marriage equality and equity.



Vendor William Howard was homeless when arriving at Street Roots. During his time with the organization, he was able to stay clean and sober and obtain housing.

The vendor program:

- Street Roots provided a safe space for more than 500 people experiencing homelessness and poverty – including access to computers, a mailing address, hygiene items, fresh water, coffee (Thanks, Stumptown!) and public restrooms. Street Roots offers hospitality 365 days a year, rain or shine.
- Street Roots partnered with Central City Concern to sign up more than 90 percent of our vendors with health care.
- Street Roots partnered with JOIN, Northwest Pilot Project, Central City Concern and Transition Projects to facilitate housing for more than 40 individuals, while helping prevent homelessness for more than 100 people.
- Street Roots hosted a weekly Writer's Group for people experiencing homelessness and poverty.
- Street Roots worked with individuals and institutions to provide monthly summer barbecues for vendors, tickets to Trail Blazers games and marching in the Veteran's Day and Pride parades.

Street Roots Rose City Resource Guide:

- Street Roots published 140,000 Rose

City Resource guides distributed to more than 400 nonprofits, businesses, health care providers and government institutions. (See more on page 3 of the annual report.)

Advocacy:

- Street Roots worked to secure \$1.7 million dollars in one-time funding for short-term rent assistance.
- Street Roots partnered with the City Club of Portland, Oregon ON and the Citizens Crime Commission to present a series on homelessness at the City Club of Portland.
- Street Roots Board Member and Vendor Leo Rhodes is currently working with the City Club of Portland on a research project looking at health care and homelessness.
- Street Roots advocated on a range of different social justice issues in the newspaper – supporting marriage equality, the legalization of marijuana and increased housing resources, to name a few.
- Street Roots is working in partnership with a group of housing and homeless organizations to create a metro-wide coalition that will be launched at the end of the year to support increased revenue for housing and homeless services.

The Street Roots Reader Experience

Street Roots worked to understand at a deeper level our readership and support of the organization this past year. The reader experience (see below) has served to give vendors and the organization a better understanding of how people come in contact with Street Roots and how one might become a regular reader and supporter. While the document was meant for internal use, we've decided to publish the diagram for readers in the annual report to better explain our thinking when it comes to supporting the mission of the organization.

Street Roots is hoping to go from a bi-weekly to a weekly publication by the end of the year. With the support of local foundations and readers like you, we're hoping to add editorial staff in October and launch in December.

Why go weekly?

Nearly 70 percent of the sales of Street Roots occur during the first week of publication. The newspaper sells like hotcakes. Vendors do very well. During the second week of publication, the newspaper experiences a significant decrease in sales – making it hard for vendors to maintain a stable income to support their quality of life. By going weekly, it's our goal to give vendors a more stable income, week in and week out.

Being a weekly publication will also allow Street Roots to be timely in the news department – offering the same quality journalism and voices from the community that readers have come to expect from the newspaper.

Your support means giving Street Roots and vendors a hand up in the community. It means supporting individuals and families to collectively seek solutions and work toward making our community the best it can be. Your support means helping the organization go weekly, which ultimately means giving vendors who sell the newspaper a quality product and a better life.

Israel Bayer
Executive Director

