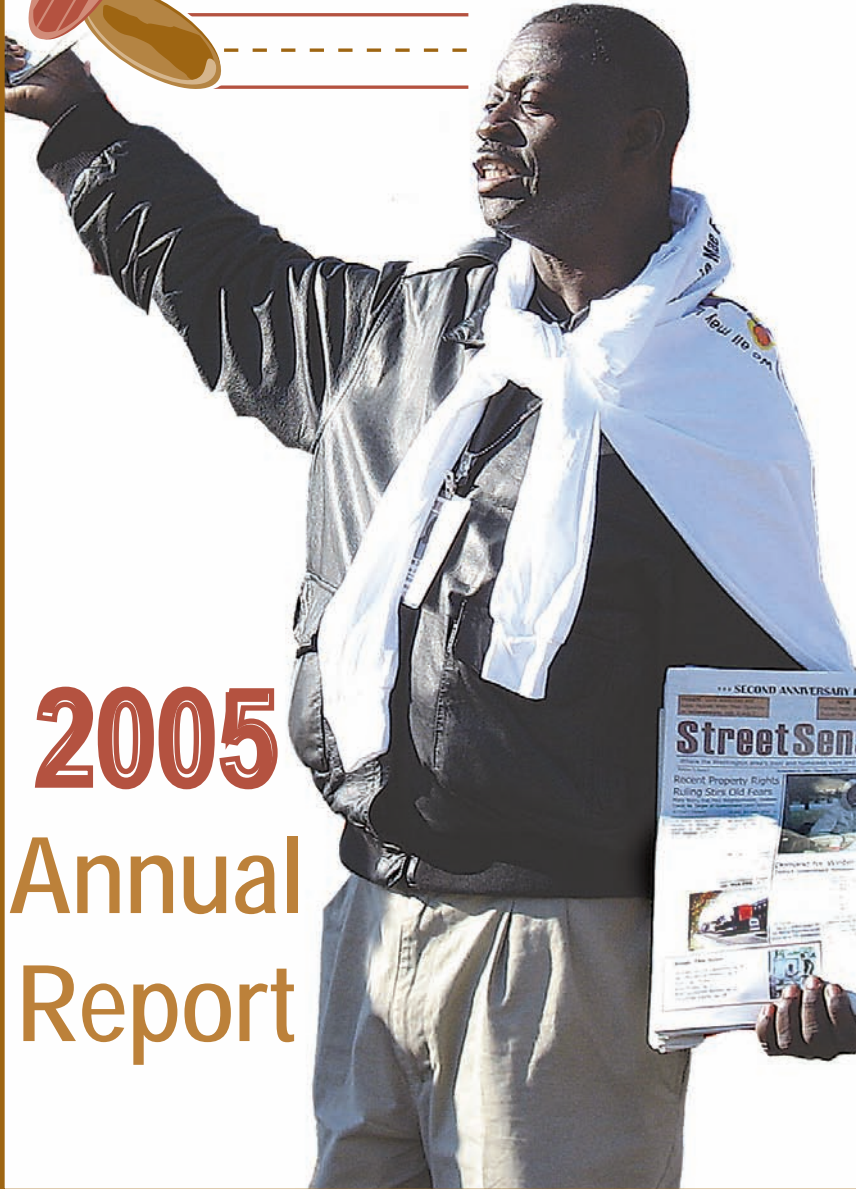


Street Sense



2005
Annual
Report

Dear Street Sense Supporters,

In October of last year, longtime vendor Alvin Dixon El moved into an apartment of his own after waiting more than three years for subsidized housing. "I could not have done this without Street Sense," he said.

In June vendor Joseph Walker started a fulltime job with the Golden Triangle Business Improvement District, helping people with directions and information just a few blocks from where he used to regularly sell the paper.

And in July vendor Tommy Bennett celebrated a full year of sobriety, and said selling Street Sense was the main reason he was able to stay clean.

While the organization itself went through many changes last year, these are its greatest accomplishments in 2005: helping vendors get off the streets and move forward with their lives.

Though, such momentous occasions could not have occurred without the stability and success that Street Sense achieved in 2005. The first half of the year was exciting in that we became a nonprofit and held our first big fundraiser. The second half of the year, however, brought the greatest amount of change. I came on as executive director, Street Sense's first fulltime employee, and we also established a seven-member working board of directors, which includes two vendors. And the most visible change was our new look complete with a redesigned logo and brighter paper.

And during all of this, the publication remained strong, increasing 18% to 13,000 issues each month, in part because the average number of vendors each month increased 40% to 35. The content itself was also more compelling than ever. We were the first to cover a range of stories including unions hiring homeless people to protest and the neglect homeless people felt in the wake of the Hurricane Katrina evacuees.

And now with all the key organizational elements in place, I expect even more success in 2006. One of the biggest changes in the year to come will likely be switching from publishing once a month to twice a month. We also hope to expand our staff on both the editorial and vendor relations sides. And most importantly in 2006 we expect to provide vendors with even more development opportunities, including advertising sales.

I really do appreciate all the readers, vendors, volunteers and donors that contributed to the success of 2005. Without your help Street Sense would simply not exist.

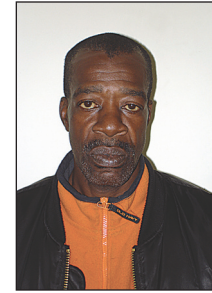
So please continue to support Street Sense long into the future.

Thank You,



Laura Thompson Osuri
Executive Director

What is your favorite thing about selling Street Sense?



"Self-work and self-worth, and also funning with the customers"

-- Charles Nelson



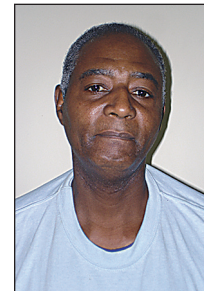
"I have a sense of purpose, and I am informing the public about homelessness."

-- August Mallory



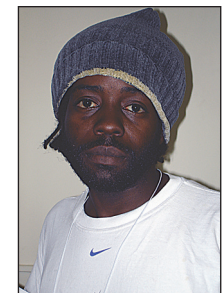
"It puts me in direct contact with people and the community."

-- Michelle McCullough



"I like knowing that what I do is making a difference and changing people's attitudes."

-- Phillip Howard



"It's a way of making a living without panhandling."

-- Bryan Morris

LOOKING BACK: 2005

Editorial

- Increased circulation 18% to 13,000
- Changed logo
- Redesigned issue and added new features

Vendors

- Increased regular monthly vendors by 40% to 35
- Lowered the price of the paper to vendors from 30 to 25 cents
- Established regular vendor training sessions twice a week
- Improved vendor recruitment with vendor recruitment cards
- Trained 106 vendors
- Introduced the first branded product for sale: bumper stickers

Infrastructure

- Became a nonprofit
- Hired executive director
- Formed a seven-member board of directors
- Established consistent volunteer presence in office

Financial

- Held first fundraiser, a benefit concert at the Black Cat, bringing in \$1,736
- Increased individual donations to \$17,248, up 175% from 2004
- Received \$6,000 in grants from the Herb Block Foundation and the Carnegie Endowment for International Peace



*The new logo, first appearing Nov. 15 (above).
The old logo from the two years before (below).*



Vendors Muriel Dixon, Tommy Bennett, Anthony Crawford and Aaron Thompson ready for action at the Homeless Walkathon in November.



Vendor Therese Onyemenom with her present from the vendor/volunteer gift exchange at the holiday party.

A Year in Pictures



The new executive director, Laura Thompson Osuri.



Vendor DeWayne Harrison reads one of his poems at our First Annual Poetry Slam in September.



The new board of directors (left to right): Michael Stoops, James Davis, Robert Egger, Kathy Whelpley, August Mallory, Barbara Kagan, Ted Henson.



Promotional poster for our Benefit Concert at the Black Cat in May.

LOOKING AHEAD: 2006

Editorial

- Publish twice a month
- Increase monthly circulation to 15,000 and semimonthly to 10,000 per issue
- Establish volunteer orientation sessions and a new writers' guide
- Expand vendor editorials, stories and features

Vendors

- Increase average number of vendors to 70
- Train 170 more vendors
- Set up computerized vendor management system
- Establish a formalized new vendor training process
- Start career development workshops for vendors
- Bring together select vendors to form an advertising sales team

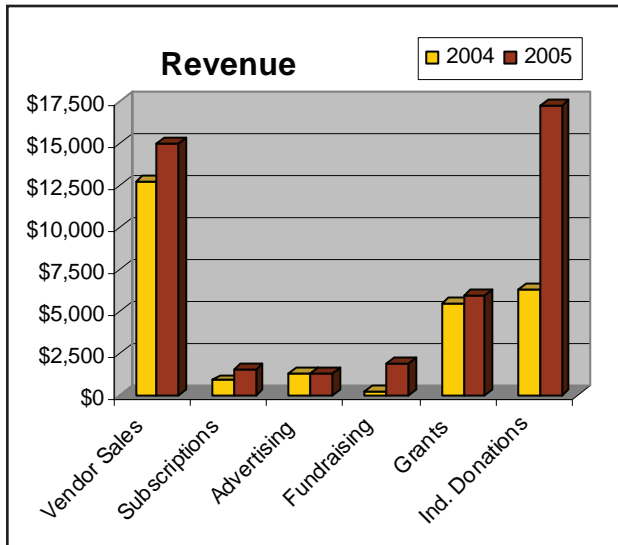
Infrastructure

- Hire a fulltime editor
- Add vendor coordinator through AmeriCorp VISTA
- Expand board by two members
- Compose three-year strategic plan
- Form partnerships with at least three service providers

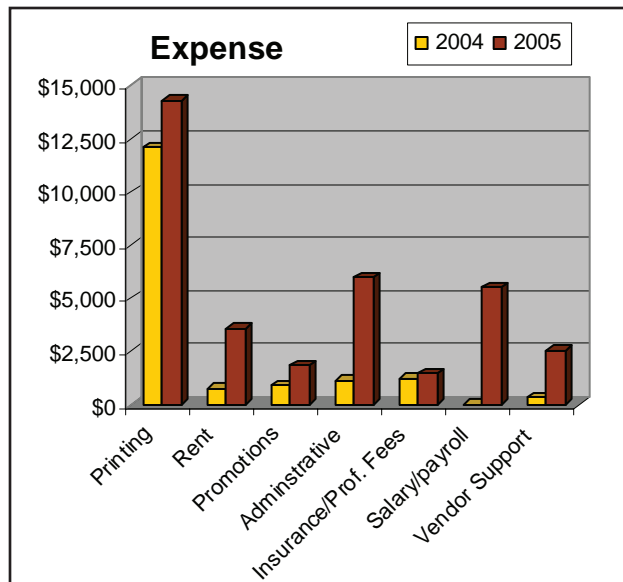
Financial

- Hold first fundraising reception in September
- Hold second annual benefit concert, to raise at least \$3,000
- Take in at least \$20,000 in grants
- Increase advertising to two pages of ads per issue

The Numbers: Funds



Total Revenue
 2004:
\$27,030
 2005:
\$43,367



Total Expense
 2004:
\$16,597
 2005:
\$36,505

The Numbers: Vendors

Age

4% 30 or younger
 19% 31 to 40
 38% 41 to 50
 35% 51 to 60
 4% 61 or older

Gender

69% Male
 31% Female

16% Moved into housing since joining Street Sense

56% Lived in D.C. most of their life

Education

23% Did not graduate HS
 19% HS diploma
 42% Some college
 12% College degree
 4% Some post-grad work

20% Started part-time jobs since joining Street

52% Formerly Incarcerated

Time Homeless

4% 6 months or less
 15% 6 months to 1 year
 27% 1 year to 2 years
 35% 2 years to 4 years
 19% More than 4 years

Living Situation

40% In a shelter
 16% On the street
 16% At the home of friends/family
 16% In my own place, I moved in since joining Street Sense
 12% In my own place, I moved in before joining Street Sense

39% Treated for mental illness

39% Veterans

39% Treated for drug or alcohol abuse

From a survey of 28 vendors in Dec. 2005

2005 DONORS

\$49 and under

Laura Akgulian	Steven Hill	Lori Sueter
Anonymous	X-Abian Montsho JahI	Thomas Paul Terlizzi
Anonymous	Yann Leu	Charlotte Thompson
Diane Matthew Brown	Mary L. Liepold	Edward Waldman
Cristian Camarena	Regina Mack	Jeffery A. Wisniewski
Kenneth J. Carroll	Todd E. Marlette	Alexius Wong
Everett A. Coleman	Michael and Penny	Carmen Wong
Stephanie Fine	Jeanette Miller	Cynthia R. Woodside
Gertrude Gongora	Chanda O'Donnel	Voice and Pen
Rosely Greenlee	Vilas Pathikonda	
James P. Harold	Anita Siegel	

\$50 to \$99

Anonymous	Maggi A. Lazarus	Donna Patroulis
Susan Marie Branting	Lindsay Larson	Sandra E. Remond
Janet Cyphers	A. Mallory	Robbe Richman
Adrienne Fields	Mennonite Voluntary	Mary Beth Titus
Malik F. Johnson	Service Unit	Raj Verma
Barbara Kagan	Christopher Middleton	Anita Wallgren

\$100 to \$199

Susan Atkin	Peg Mauzy	Diane Strelow
Renae & Chad Campbell	Shayrn Meister	Jean M. Sutherland
George Eaton	Janice Moskowitz	TENAC
Frederick Gugat	Joe Papovich	Jane Thompson
C. Peter Magrath	Kathryn Petit	Michael William
Michael Mauretic	Lois Riley	Marian Wiseman

\$200 to \$499

Anonymous	Nader For President	Robert Trautman
Kenneth T. Durham	Michael & Swinitha Osuri	
Celeste Monforton	Steve Strauch	

\$500 to \$999

David F. Pike	David G. Murray	Bernie & Rebecca
Jack Hiday Foundation	Sanders-McClure Family	Thompson
John Hoffman	Fund	Aloysuis Yoon

\$1000 and more

Anonymous	Community Foundation for	The Cromwell Group
Carnegie Endowment for	the National Capital Region	Caroline D. Gabel
International Peace	Anonymous	Herb Block Foundation

Thank You for Your Support !