

Dear Street Sense supporter,

This year has been one of tremendous growth for Street Sense. We increased our publication frequency from monthly to every other week and hired an editor-in-chief. These changes, along with others noted inside, helped Street Sense increase its sales by 48% to 20,000 papers a month and raise its number of participating vendors by 33% to an average of 60.

Besides this quantifiable growth, there was a great deal of personal growth within the vendor ranks and in the profile of the paper.

Vendor Jeffery McNeil came to Street Sense this summer with empty pockets and nearly no hope. He recently completed a corporate mentoring program and his self-confidence is now sky-high. Vendor Moyo Onibuje discovered his hidden writing talent and through his profile in the paper was able to connect to family he had been out of touch with for eight years.

Street Sense was the first to report on the closing of DC Village, the city's only emergency family shelter, and the first to put the mayor's promise of apartment-style housing for all the families on record. And a week after we published a story documenting the slow progress on DC's homeless plan and noting the dozens of unanswered phone calls to the city, the mayor announced he would increase affordable housing and shelter space.

Thanks to all those who supported our organizational, editorial and vendor growth in 2007, and stay tuned for all the new developments to come in 2008.

Sincerely,
Laura Thompson Osuri, Executive Director

Top Ten News Stories

1. Family Shelter May Close; Fenty Promises Housing – May 1
2. Slow Progress on DC's Homeless Plan – July 15
3. DC Day Labor Center to Stay Open – May 15
4. Internet Lends New Life to Violent Videos – October 15
5. Panhandlers: To Give or Not to Give? – June 15
6. Dalai Lama Reaches Out to Women's Shelter – November 1
7. La Casa Shelter to Stay – April 15
8. Edwards: Wipe Out Poverty in 30 Years – November 28
9. Rates of Mental Illness Higher in Women's Shelters – September 15
10. Redefining "Homeless" – March 1



Street Sense was the first to report about the closing of DC Village family shelter.

Top Five Editorials by Homeless Persons



Editorialist David Pirtle

1. Keep Drug Dealers Away from Shelters, by David Pirtle – July 15
2. Irony of Life, by Eric Sheptock – October 1
3. Our Society Still Rings of Racism, by Martin Walker - April 15
4. Justice or Just Them?, by Leo Gnawa – June 15
5. Black and White, Ivory Wilson, July 1

To read all these articles and more visit the Street Sense archives at www.streetsense.org or call 202-347-2006 to get a copy of the story.

2007 Top Donors

\$100 to \$199

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|--|--------------------------|---------------------------------|------------------------|
| Above the Bar | Kelly Emminger | Caroline Klam | Lois Riley |
| Aetna Foundation | Sandy and Elliot | Laura Kracum | Tom Riley |
| Alliance for International Reforestation | Feinberg | Erica Kraus | R. Ford Schumann |
| Julie Anderson | John and Ruth Ferrill | Bryan Kurtz | Martha Sherman |
| Janet Andrew | Barbara Flotte | Anne Lassiter & Doug MacMillian | Leonard R. Shindel |
| Anonymous | Mary Lou Forbes | Anthony Mauro | David Silk |
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| Laurie Asseo | Joanna K. Griffith | Janet Montgomery | Raymond Simmons |
| Ron Ball | Gabel | Alan & Anne Morrision | Theo & Sharmila Sither |
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| Hope Childs | Jeremy M. Jay | Joe & Glennette Papovich | Theresa M. Thomas |
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| Lauren M. Coletta | Maleline Johnson | Patricia Polach | Barbara Ucko |
| Robert J. Davis | Peter Johnson | Sara Rachmeler | Cecilia V. Wexler |
| Silvia J. Dominguez | John Kang | Marcia & John Ramsey | John White |
| | Patricia G. Kenworthy | | Marian Wiseman |

\$200 to \$499

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|-------------------------------|---------------------------|-----------------------|------------------------------------|
| Gary & Mary Ellen Abrecht | Paul Dinapoli | Horvitz & Levy | Jennifer Rich |
| David & Dorreen Albertson | Jane Holmes Dixon | Florence W. Liddell | Susa Kassel & Lee Schwab |
| American Rivers Inc. | Lois Dunlop | Kathleen E. Loehr | David A. Sellers |
| Terri Anderson | Louis Eby | Christine Luby | Neil & Jodi Simon |
| Mary & Larry Barcella | George Eaton | Mary G. Lynch | Larry & Dede Snowwhite |
| Bob & Barbara Basler | Aaron Epstein | C. Peter Magrath | Kirsta L. Hanson & Burke Standbury |
| John Burd | Robert J. Fehrenbach | Sharyn Meister | Steve Strauch |
| Mary & Jim Campbell | Ann H. Franke | Caroline R. Merriam | Blair Taylor |
| Eugene Versluisen & Jane Cave | Alan & Elizabeth Griffith | David G. Murray | Brad Terry |
| Chester River Assoc. | Gerald Hauser | Jennifer E. Park | Bernie & Becky Thompson |
| Gregory Chronister | Chris & Nora Hohenlohe | Arne C. Paulson | Jackie & Bob Van Hook |
| Deborah Cowal | Barbara Kagan | Wendy Paulson | Terri Nally & Ric Weibl |
| John Cutler | Anna Karavangelos | Laura Platter | James L. Weinberger |
| Amanda & Jack Cutts | John Killpack | Sophie Prevost | Rebecca Wodder |
| | Jason Ladnier | Project Energy Savers | |
| | | Barbara Rehm | |
| | | Wiley Rein | |

\$500 to \$999

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|-------------------|------------------------|--------------------------|-----------------------------|
| Anonymous | Sharon Goodman | Michael & Swinitha Osuri | Gail Ross |
| Anonymous | Michael Mavretic | Terry Peister | Sanders-McClure Family Fund |
| Anonymous | Deb McKeeman | Ane Powers | Brad Scriber |
| Charles Consolvo | Anthony Minvera | Patricia Powers | Gregory Stohr |
| Kenneth T. Durham | Kent Mitchell | Ranjeev Purohit | Catherine Van Way |
| Linda Fibich | Sanjeev & Pamela Osuri | Tracy Roman | Holly Wiseman |

\$1,000 or more

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|-----------------------|-----------------|--------------------------|-----------------------|
| Defenders of Wildlife | Samuel D. Meals | Rabbi Mindy Portnoy | Eloise & Peter Smyrl |
| Caroline D. Gabel | Al & Peg Minert | Sue & Rodger Schlickisen | Brian Tefft |
| Robin Goracke | Mary Pike | | Pew Charitable Trusts |

Grantmakers

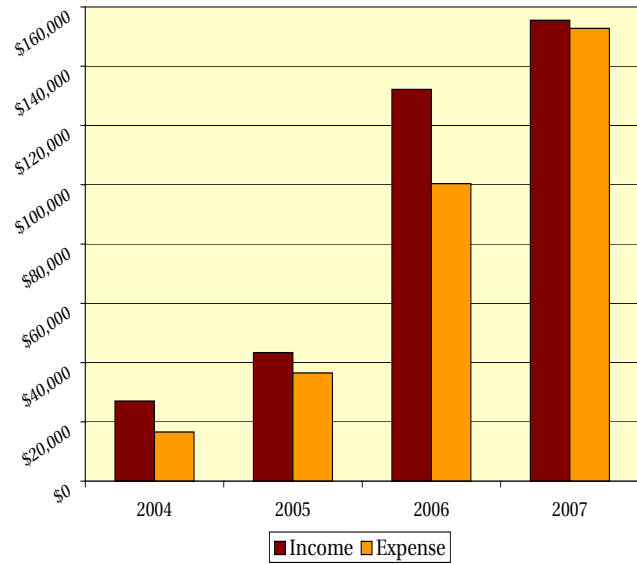
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| Ethics & Excellence in Journalism Foundation | Park Foundation | The Spring Creek Foundation | The Washington Post |
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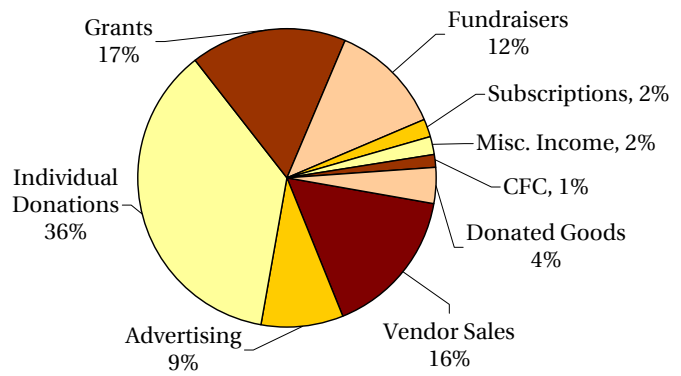
Annual Report



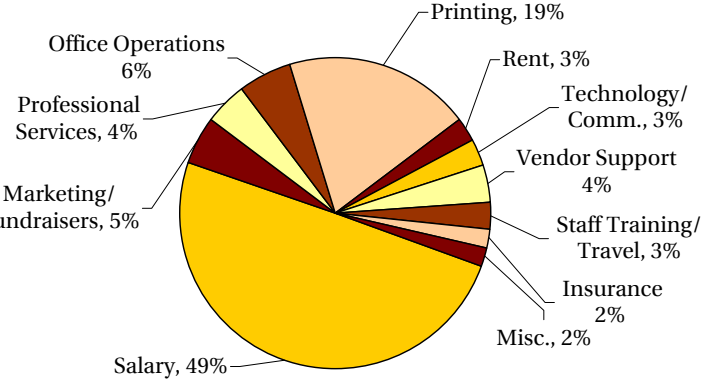
Finances



Income: \$155,501



Expense: \$152,746



2007 REVIEW

Vendors

- Increased active vendors by 33% to an average of 60 per month
- “Badged” 85 new vendors
- Launched computerized paper sales tracking system
- Started rewarding vendor sales with incentives

Editorial

- Increased publishing frequency from monthly to biweekly
- Published poetry book “Street Verses”
- Increased circulation 48% to 20,000 papers per month
- Started biweekly e-newsletter
- Created special theme issues on topics including technology and religion
- Started a weekly vendors writers group

Infrastructure

- Hired a fulltime editor-in-chief, Kaukab “Koki” Jhumra Smith
- Developed strategic plan for 2008-2010
- Began formal volunteer orientations
- Kicked off “Vendor for a Day” program for high school and college students
- Developed advertising guidelines and created ad brochure

Financial

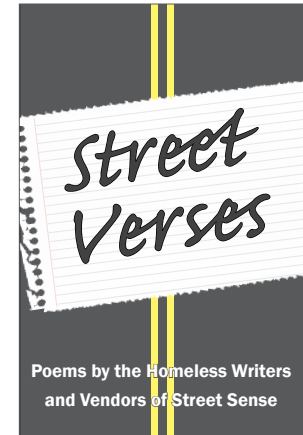
- Raised \$14,500 at second annual reception and silent auction
- Raised \$25,000 within eight weeks in “Four More Years” end-of-year donation push
- Raised \$5,000 through Combined Federal Campaign contributions
- Completed first CPA-certified audit



Koki Smith started in June as editor-in-chief of Street Sense.



Some of the 134 guests at the Second Annual Silent Auction and Reception bid on the nearly 90 items available.



Street Verses, the organization's first published book, was released in June.



Vendor Martin Walker bonds with a group of college students who participated in the Vendor for a Day program in the fall.

2008 PLEDGE

Vendors

- Form six partnerships to offer vendors housing, drug treatment and jobs and writer programs
- Increase active vendors by 33% to average of 80 per month
- Improve new vendor sales training to include vendor partnerships
- Post vendor resumes online and develop “help offered” classifieds
- Start a program for existing vendors to develop their sales skills and get jobs in the industry

Editorial

- Redesign layout and update logo
- Increase circulation 25% to 25,000 issues a month
- Publish regular column of vendor success stories
- Begin editorial internship program for vendors
- Expand Web site to make it more interactive for readers

Infrastructure

- Hire ad sales manager and develop ad sales program
- Improve office technology to support growth
- Strategically expand board of directors and invest in board development
- Improve measurements for tracking vendors’ success and editorial impact
- Place public service announcements on television, radio and Metro buses
- Develop formal fundraising plan

Financial

- Raise \$20,000 at the third annual silent auction and reception
- Raise \$15,000 at the Street Sense Write for Poverty fundraiser
- Increase advertising sales income by 250%
- Join the United Way giving campaign

Vendors

The Majority

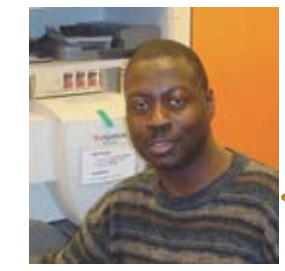
- Male (80%)
- 51 to 60 years old (49%)
- Attended college (59%)
- Homeless for 1 to 4 years (41%)
- Sleep in a shelter (40%)

19% have moved into their own place since selling Street Sense

Vendor Dennis Rutledge moved into his very own apartment just in time for Christmas.



21% of vendors have gotten fulltime or parttime jobs since selling Street Sense



Vendor James Davis got a job at Ritz Camera through a connection he made selling the paper.

Why do you sell Street Sense?

“It gives me a chance to redeem myself and my dignity, plus I feel good about myself since working for Street Sense.”

“I make friends and meet people every day.”

“It gives me an opportunity to prove I am an excellent salesman, making me confident to deal with my present situation.”

“It gives me a sense of hope.”

“The way I can use the money to help with my food, clothes and bus fares, and I like the staff, the way they help you with whatever you need.”

Results are from a survey of 50 vendors in December 2007.