

Street Sense

Annual Report





Dear Street Sense Supporters,

Last year, 2006, marked a remarkable year of growth for Street Sense filled with many “firsts” and many pleasant surprises.

This growth was possible because it was the first full year with an executive director and a board of directors in place. We also brought on our first vendor manager, Jesse Smith, in November. And we continued to expand the core group of vendors and volunteers that helped keep us afloat during the year.

A notable first of 2006 was our first formal fundraiser and silent auction, which went better than anyone expected, with nearly 60 items auctioned off and 40 people in attendance. We ended up bringing in \$9,036, surpassing our goal of \$8,000.

We also conducted the first survey of our readers, and ended up receiving 821 responses. This great return was due in large part to our vendors, who distributed the surveys and encouraged responses. These statistics have, and will continue to be, a vital resource when soliciting advertising and seeking funds from foundations.

And when it comes to vendors, we finally formalized our training process complete with a fact-filled information packet and a detailed map suggesting sales locations. We also put together our first vendor training video, showing new vendors the best sales pitches and providing them with tips on how to deal with others, from panhandlers to police officers. Additionally, we also formed our first formal partnerships with two other service providers to help vendors move into housing and meet their other unique needs.

While all the above-mentioned activities were planned for, what really stood out in 2006 were the firsts that came out of the blue. The most notable accomplishment was prompting a class-action lawsuit against eviction companies that were paying homeless individuals well below the minimum wage to make others homeless. This came after we ran an article exposing this problem and detailing the stories from many homeless participants.

Throughout the summer and fall, Street Sense also ran a number of articles on the District’s plan to close the Franklin School Shelter. This coverage, along with a very vocal group of shelter clients, convinced the city to change its plans and keep the shelter open.

And as we get into 2007, I hope that many of these firsts will reappear as seconds on an even greater scale. And with Street Sense already publishing twice a month, hiring an editor and vastly expanding advertising in early 2007, I expect this year to provide many firsts of its own.

Thanks so much for your support in the last year, and we look forward to your continued participation in Street Sense’s success during 2007,

Laura Thompson Osuri
Executive Director

Top 10 Stories in 2006

1. Homeless People Hired to Evict Tenants – *April*
2. Residents Stop Shelter Closure – *October*
3. Huge Shelter Shortage for Domestic Violence Victims – *July*
4. Service Provider Execs Shortchanged on Compensation – *May*
5. Libraries: D.C.'s De Facto Day Shelters – *December*
6. DC Nonprofits Take Lead in Building Affordable Housing – *March*
7. No Family Shelters for Handicapped – *August*
8. Woman Accused of Housing Locator Scam – *November*
9. Freelance Providers Clash, Work Towards Solution – *February*
10. DC Finally Gets Funds for Homeless Students – *September*

***To read these stories, visit www.streetsense.org and click on "Archives."
To learn more about the vendors, go to the website and click on "Vendors."*



August Mallory earned enough money selling the paper to move to Seattle to start a new business.



Conrad Cheek sold on average 1,000 papers a month, earning enough to pay for a place of his own.

2006 Top Vendor Achievements



Wendell Williams began working as a concierge at a downtown hotel, thanks to a connection he made while selling the paper.



Patricia Jefferson realized her writing talent and is now a regular contributor to Street Sense.



Chris Sellman started his own computer repair business, prompted by his time helping around the Street Sense office.

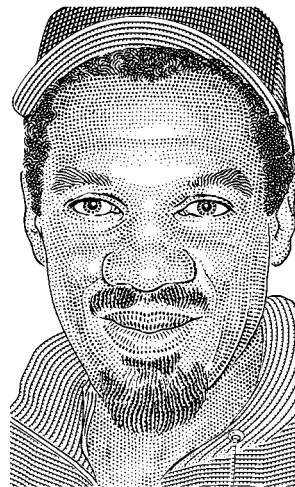
2006 REVIEW

Vendors

- Increased number of vendors 28% to 45
- “Badged” 57 new vendors
- Created 10-minute-long vendor training video
- Formalized vendor training process into an hour-long session, complete with detailed info packet and map outlining possible sales locations
- Partnered with Samaritan’s Ministry and Community Council for the Homeless at Friendship Place to help meet vendors’ needs



A clip from the vendor training video.



Vendor Jake Ashford’s picture from the Wall Street Journal article about Street Sense.

Editorial

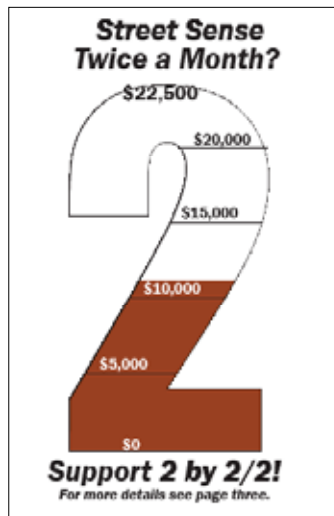
- Modified layout format to make it more appealing to readers
- Published article: “Homeless People Hired to Evict Tenants,” prompting a class-action lawsuit against eviction companies
- Published a five-part series interviewing each of the D.C. mayoral candidates
- Started regular column from the Deputy Mayor
- Started monthly photography spreads by vendor Cliff Carle
- Increased circulation 5% to 13,500

Infrastructure

- Hired vendor manager Jesse Smith through an Americorp position
- Brought on two new board members: retired journalist David Pike and *City Paper* ad director David Walker
- Conducted first readers survey with responses from 821 readers
- Started Saturday office hours

Press

- NBC4 Evening News, March
- *City Paper*, May
- *Wall Street Journal*, June
- NPR's "Day to Day," July
- *The Gazette*, August
- WAMU's "Metro Connection," December



"2 by 2/2" graph that spurred a yearend donation drive.



Jesse Smith, the new vendor manager.



Guests mingle and bid on items at our first silent auction fundraiser.

Financial

- Held first formal fundraiser reception and silent auction, raising \$9,036
- Brought in first five formal grants, totaling \$46,000
- Held second annual benefit concert, netting \$3,000
- Conducted end of the year fundraising drive, raising a record \$24,000
- Finalized first CPA-certified compilation of financial statement
- Joined the Combined Federal Campaign donations program



GOALS

Vendors

- Increase average number of vendors 55% to 70
- Begin organized case management for vendors
- Expand vendors' presence into close-in suburbs: Bethesda, Clarendon, etc.
- Start rewarding vendor sales with incentives
- Launch computerized paper sales tracking system
- Set up table at Eastern Market for vendors to sell their artwork and creations
- Partner with two more organizations to help vendors with job and housing needs

Editorial

- Start publishing two issues a month
- Publish first poetry book "Street Verses"
- Increase monthly circulation 40% to 19,000 papers (based on twice a month)
- Start series of guest columnists from authors and local celebrities
- Publish at least four in-depth investigative piece on poverty and shelter issues in the D.C. area
- Train at least two vendors to help with production process

Infrastructure

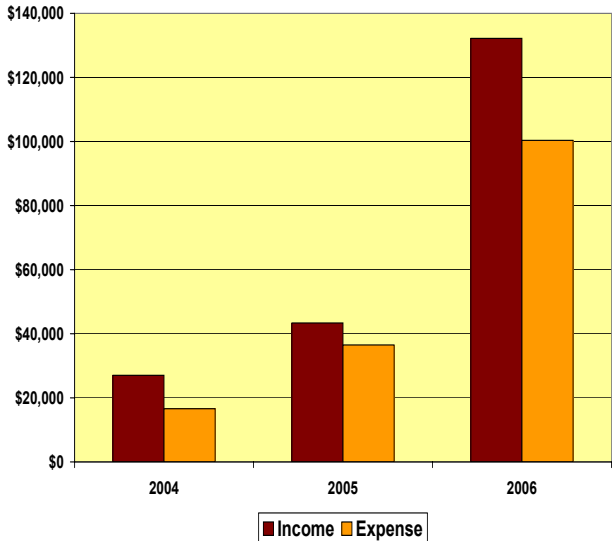
- Hire a fulltime editor-in-chief
- Hire advertising sales director
- Revamp advertising sales plan to better train vendors and improve ad sales materials
- Begin formal volunteer orientations/trainings
- Launch StreetSenseTV through DCTV, involving vendors in production and development
- Co-sponsor D.C.-based Homeless USA Cup soccer tournament in August

Financial

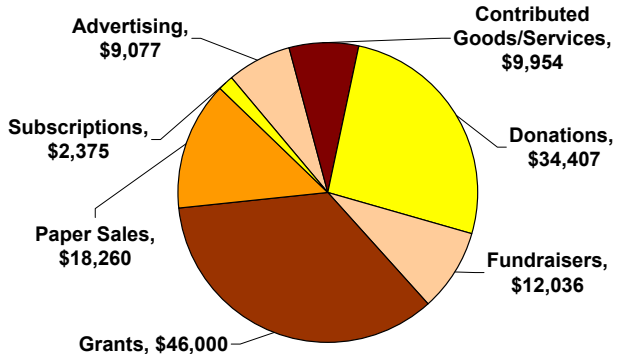
- Increase advertising sales 200% to \$27,900
- Hold fundraiser reception and silent auction to raise \$15,000
- Hold Weekend of Music benefit to raise at least \$3,500
- Participate in the Fannie Mae Homeless Walkathon



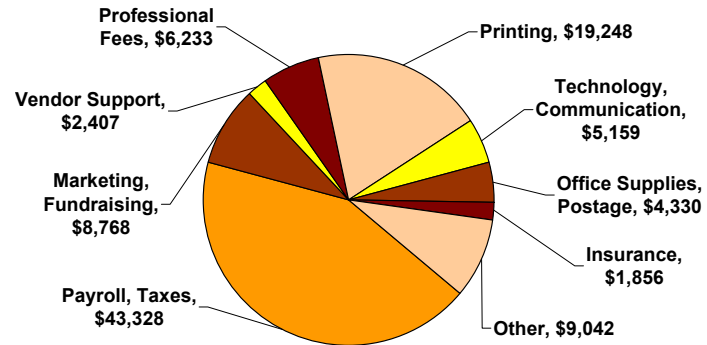
2006 NUMBERS



**Income:
\$132,175**



**Expense:
\$100,371**



2006 DONORS

\$49 and under

Ray Avrutis
Scott Benedict
Diane Matthew Brown
Susan C. Burns
George S. Cardillo
Maren Childs
Patricia Clark
Sarah Combs
Peter Day
Jacqueline I. DeCarlo
Karen Dubin
Dennis Feerick
Thomas & Patricia Fitzgerald
Robert L. Fleshner
Oron Goldstein Gan
Kate Gersh
Paul Grant
Carrie Green
Suzanne Jakobowski

Peggy P. Jones
Lara Thornely Hall
Dyresha Harris
Gina Sangster Hayman
Bradley Heller
Joseph & Margery Hoffman
Amy E. Howard
Laurence & Angeline Kelley
Kim Griffith Interiors
Patricia Henry
Adam Levner
Janet Love
Jennifer Amy Mandel
Ellen Marshall
Diane J. McCarthy
Zemoria D. McClain
Kara Miller
Masako Morgan
Sunderan & Evan Moses
Rosa Muleta
Elaine M. Murray
Nisey's Boutique
Mary Grace A. O'Malley
David Orlin

Elisa Ortiz
Micahel D. Puccetti
Marcelo Raimon
Keri A. Rasmussen
Reuters America
Daniel Lewis Robinson
Adam Rocap
Sandra Rose
Sam Rothenberg
Heather Salko
Harold Sharlin
Peter L. Stramese
Edward Tabor & Linna Ding
Shalinda Tennakoon
John & Lilya Wagner
Helen R. Walsh
Maria Weber
Jeffrey A. Wisniewski
Daniel Witsil
James W. Zimmer

\$50 to \$99

Above the Bar

Anonymous
Susan Henson Baker
K. Bradley
Keisha Byam
Anonymous, INO Cherry
Clements
Cindy Collins
Mary Rose Curtis
Patricia M. De Ferrari
Susan M. Demando
John & Ruth Ferrill
Kimberly Fluker
Carolyn Godwin
Ann K. Gray
Richard & Jacquelin
Harwood
Rose Harper-Elder
Joe Hicken
Andrew Hinson
Audrey Hoffer
Keith Ivey
Stephanie Kay
John Kenny
Pamela Kesner

Steven & Doreen Larson
Julie Long
Michelle Manz
Shayrn Meister
Jana Meyer
Nancy Moss
Sanjeev & Pamela Osuri
Benoy & Irene Pandit
Stravross Papadopoulos
Anthony Park
Donna Patroulis
Adrian Pressley
Millie A. Riley
Amanda Sebra
Avery Smith
Diane Strelow
Blair Taylor
Wendy Taylor
TENAC
Robert Trautman
Anita Wallgren
Kimberly Weidman
Cynthia R. Woodside
Sandra Young

\$100 to \$199

Julie Anderson
Charles B. Andrews
Anonymous
The Ark Inc.
Marie Bass
Pamela Blumenthal
Alfreda M. Brewer
Tino Calabria
Russell C. Capps
Stephen Cohen
David Cooper
Mark Davidson
Robin Dunnington
George Eaton
Elizabeth Falloon
Adrienne Fields
Michael Fox & Sharmini
Marshall
Joe & Merna Guttentage
Gerald Hauser
Ann Held
Lynn & Tom Hommeyer
Daniel J. Horner

Amy Hubbard & Mark Lance
Veronica Jenkins
Robert B. Kehew
Eileen Kelly
Alan Kline
Karin Lee
Regina Liwnicz
Peter Loge
Peter Magrath
Jacqueline Martin
Tinica Mather
Peg Mauzy
Tracey Mills
Jill Morrison
Janice Moskowitz
Sharon & Rob Orndorff
Joe & Glennette Papovich
Kathryn Petit
Lois Riley
Leigh Rollins
Theodore Sitther
Ernestine Slaughter
Laura & Bill Slover
Bradley Smith

Gale Stieler
Jessica Stuart
Jean M. Sutherland
Joel Sweibel
Jane Thompson
Sonya Thompson
Phillip Wallach
Cecila V. Wexler
Marian Wiseman

\$200 to \$499

Virginia S. Albrecht
Thomas Block
Renaë & Chad Campbell
Deborah Cowal
Amanda & Jack Cutts
Kenneth T. Durham
Robert J. Fehrenbach
Joseph Francis
Ann H. Franke
Christel & Remy Hennet
Andrea How
Finnie & Harrison John

Erica Kraus D
Monica Lamboy
Todd E. Marlette
Michael Mavretic
John McCaughey
Joni Miller
David G. Murray
Nader For President
Terri Nally & Ric Weibl
Betty B. Pair
Jennifer E. Park
Rabbi Mindy Portnoy
Tracy Roman
Diana Simpson & Eric Saul
Takoma Park Friends
Meeting
Raymond Watts
Sandra C. Young
Corrine Yu

\$500 to \$999

Anonymous
Anonymous
Lee F. Berger & Linsey Silver
Calvert Social Investment
Fund
Mariann Durante
Lois Dunlop
Edward A. Grefe
Dora Y. Lee
Lucinda McCarthy
R. Scott Mc Neilly & Sharon
Goodman
Michael & Swinitha Osuri
David F. Pike
Bernie & Becky Thompson
Shelia A. Walsh
Aloysuis Yoon

\$1,000 and more

Anonymous
DC Central Kitchen
Caroline D. Gabel
Andrew Kogan
Caroline Ramsay Merriam
Leroy Pingho
The Washington Post

Grantmakers

John Edward Fowler
Memorial Foundation
The Morris and Gwendolyn
Cafritz Foundation
Spring Creek Foundation
The Rapoport Family
Foundation
Weissberg Foundation

THANK YOU!

2006 READERS

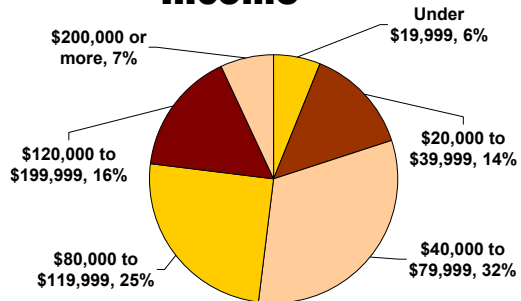
33% Have been customers for **ONE TO TWO** years.
28% Have been customers for **MORE THAN TWO** years.

58% Read nearly **EVERYTHING** in the paper.
31% Read about **HALF** the paper.

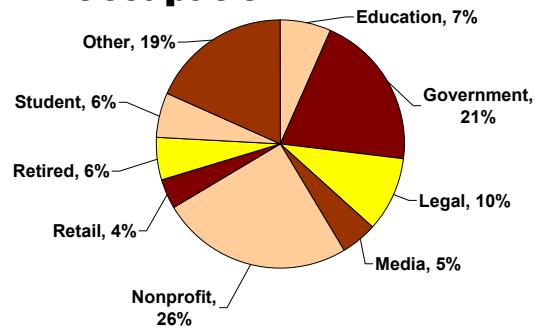
47% Say the **LOCAL NEWS** is their favorite part.
39% Say the **VENDOR PROFILE** is their favorite part.

***All numbers are based on a survey of 821 readers from June 2006.*

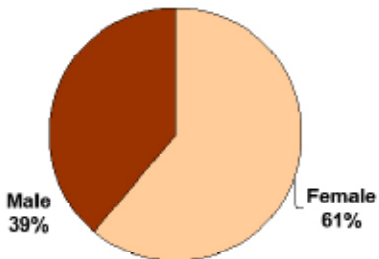
Income



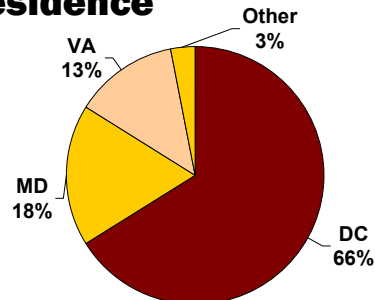
Occupation



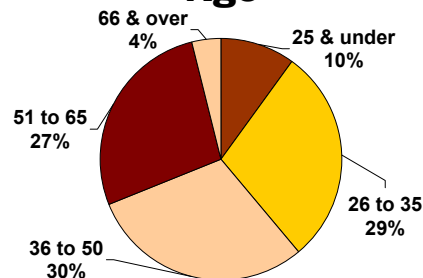
Gender



Residence



Age



2006 VENDORS

52% Lived in **D.C.** all their life.

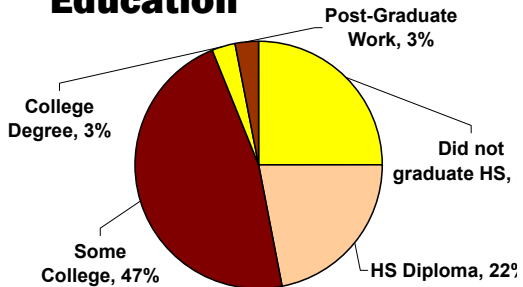
36% Sell Street Sense 20 to 40 **HOURS** a week.

14% Moved into **HOUSING** since selling Street Sense.

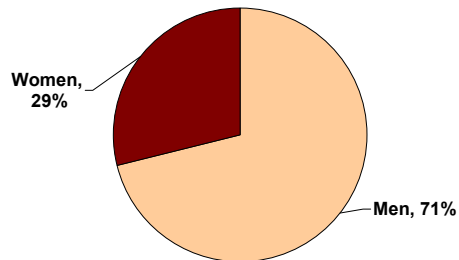
27% Started full- or part-time **JOBS** since selling Street Sense.

***All numbers are based on a survey of 30 vendors from December 2006.*

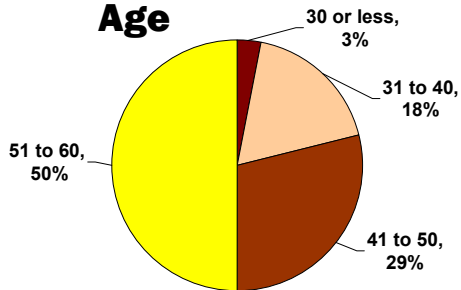
Education



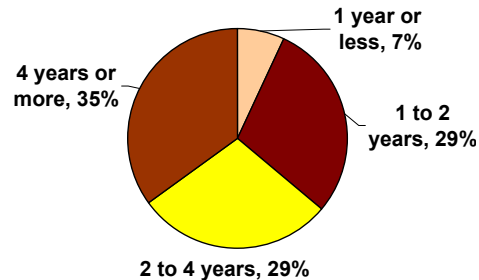
Gender



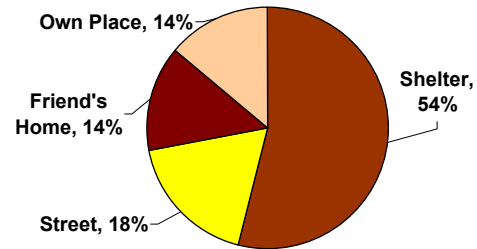
Age



Homelessness



Sleeping Place



VENDOR VOICES: What's your favorite part about selling Street Sense?

*"It gives me a sense of dignity,
self-esteem, self-respect."*

*"The chance to earn a good wage based
on my efforts and willingness to work."*

*"I like meeting new people every day.
Also talking to people is very educational
and a learning experience."*

*"It brings light to the plight of the homeless. It shows the public we homeless are not
necessarily looking for a handout but a hand up to rise above our circumstances."*

*"It's a good thing to do, meeting people, doing
something positive and staying out of trouble."*

"The ability to be independent."

"The activism, the real story about homelessness."

*"It gives me time to do something
good. I love to talk to people."*

