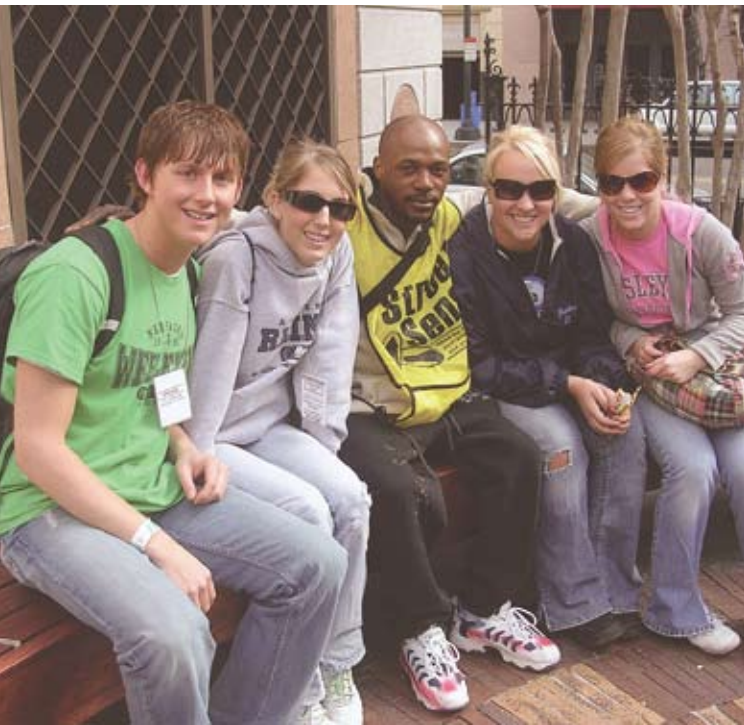


Beyond the Newsprint...

Outside of selling and writing for the paper, vendors have various other roles in the organization. One vendor is on the Street Sense board of directors, another conducts weekly trainings and two other vendors help out around the office consistently each week. Many vendors also help lead student groups in our Vendor for a Day program.

While selling the paper is the main activity for the organization, Street Sense recently expanded its services. It now connects vendors to a network of other service providers in the D.C. area to help them find housing, jobs and other resources.



What is Street Sense?

Since November 2003 Street Sense has been empowering homeless individuals and educating the public in and around the Washington, D.C. area.

Street Sense is a biweekly newspaper that not only provides immediate income to men and women on the street, but also gives them self-respect and a stepping stone into the job market. The paper is sold by homeless and formerly homeless men and women near high-traffic areas like Metro stops and supermarkets in the Washington area.

Street Sense is published every other Wednesday, filled with news stories on topics related to poverty and other social issues. The paper also contains editorials, poetry and a number of features including puzzles, fiction and restaurant reviews.

The Numbers

- 14,000** Copies each issue (every other week)
- 150** Vendors in 2008
- 90** Average monthly vendors
- 45** Active volunteers
- 11** Board members
- 3** Paid Staff

Based on statistics from February 2009

BUY
Vendors make at least 75 cents on each paper they sell, which translates into \$30 to \$50 a day for the average vendor. Through buying the paper you are not just giving the vendors financial support, you are giving them respect, encouragement and self-esteem.

PROMOTE

There are still thousands of people in D.C. that do not know about *Street Sense*, so spread the word. Buy an extra copy and give it to a friend or coworker. Leave an issue for others to read in a community room, in the lunchroom at work, or in your favorite coffee shop.

The more people that know about *Street Sense*, the easier it will be to curb homelessness in the Washington area.

VOLUNTEER

As *Street Sense* has only three full-time staff, it relies very heavily on volunteers. From working in the office to writing news articles to helping with fundraisers, *Street Sense* needs — and very much welcomes — volunteers from all walks of life.

Street Sense
1317 G Street, NW
Washington, DC 20005
Phone 202.347.2006
info@streetsense.org

DONATE
Street Sense is supported mainly by paper sales and personal contributions. As *Street Sense* is a small but growing organization, you can be assured that any amount you donate will go fully toward improving the paper and supporting vendors. You can donate online at www.streetsense.org or send a check in the mail.

ADVERTISE

If you are a local business with a social conscience and would like to support our efforts, ***Street Sense* is a great place to promote your company.** In January 2008, the paper reached 20,000 readers in and around Washington D.C., and circulation is only expected to increase. **This biweekly paper has reasonable rates and is willing to work with the smallest of companies.**



Street Sense

Empowering the homeless and informing the public one newspaper at a time

www.streetsense.org



Sybil Taylor

How Does It Work?

Vendors buy the paper from the organization for 25 cents and then sell it for \$1, though readers often given more. New vendors go through an hour-long training session and get a temporary badge and 10 free papers, and then it is up to them to decide when, where and how much to sell. Vendors get a permanent badge after buying papers twice in two weeks, and vendors in good standing get a vest after a month.

The paper is almost entirely produced by volunteers and vendors. Vendors write about half of the stories in the paper, including most of the editorials, poetry and features. Volunteers from all walks of life write the majority of news stories and help with photography and editing.



Jeffery McNeil

Be a Part of Street Sense

I would like to:

- Subscribe to *Street Sense* for one year, 26 issues (\$40)
- Make a tax-deductible donation
- Receive information about volunteering
- Buy advertising in *Street Sense*

“Street Sense gives you a lot of **confidence**, and really helps you get back on your feet.”

Sybil became homeless after losing her job as a hotel maid and consequently, losing her apartment. She then lived with friends but when they kicked her out, she moved into a shelter. Sybil started Street Sense in November 2008 after she saw a vendor selling papers in downtown D.C. Since joining Street Sense Sybil has found temporary housing through her church and she is saving up money to buy a place of her own. She also uses her Street Sense earning to buy food and clothing.

“I just be myself, and be honest.”

The Vendors

- 70% are male
- 49% are ages 51 to 60
- 49% have taken some college classes
- 41% have been homeless for 1 to 4 years
- 48% sleep in a shelter or on the street
- 21% have started part-time jobs since selling Street Sense
- 19% have moved into their own place since selling Street Sense

Based on a survey of 59 vendors from December 2008

DID YOU KNOW?

There are 22 other cities in the United States with street newspapers and dozens more through the world -- sold by homeless people and based on the same model as Street Sense -- can be found in places like Boston, Chicago, Cincinnati, Portland, San Francisco and Seattle.

“You want people to buy Street Sense not because they’re **sorry**, but because they know you’re **working and earning** it.”

Jeffery became homeless about three years ago when he lost his job due to alcoholism. A veteran of the military himself, he became involved with Street Sense after talking with another vendor. He joined in July 2007 and has been a top seller and a very active writer for the paper ever since. Jeffery enjoys his work with Street Sense because it allows him to be a freelance writer and to meet new people and make key connections. Since joining Street Sense he has graduated from a management training course and reconnected with his family.

“I am homeless not helpless”

Method of Payment

Please write checks to *Street Sense*. You may also donate online by credit card at www.streetsense.org.

Name _____

Address _____

City _____ State _____ Zip _____

E-mail _____

Phone _____

SEND TO:
Street Sense
1317 G Street, NW
Washington, DC 20005