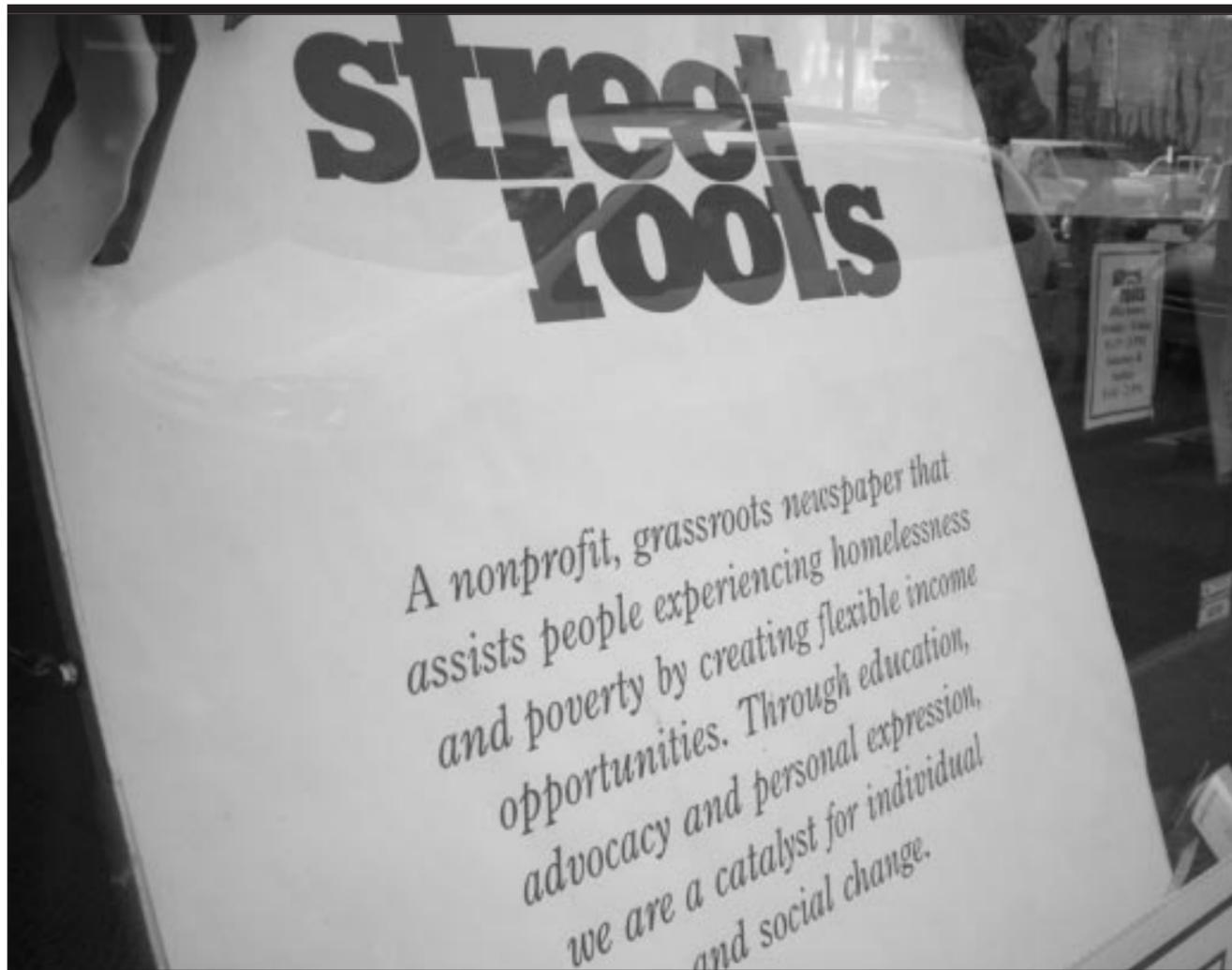


# STREET ROOTS 2006 ANNUAL REPORT



Street Roots' mission proudly displayed in our office window at 211 NW Davis St.

## Dear Street Roots supporters,

This year has been a promising year for Street Roots. In 2006 we created the organization's first Advisory Panel made up of a diverse group of homeless outreach workers, business owners, media professionals, politicians, activists, attorneys, musicians, and people experiencing homelessness.

The organization began a partnership with the Ethics and Excellence in Journalism Foundation, and continued our relationships with the Spirit Mountain Community Fund, the McKenzie River Gathering, Ralph L. Smith Foundation and The Catholic Campaign for Human Development. We gained dozens of new supporters and hundreds if not thousands of new readers. We celebrated several vendors gaining housing, and mourned long-time vendor and rabble-rouser Paul Ballway, who died on the streets this year. Our winter fund drive was a success, and with the support of more than 300 donors, we upgraded technology in the office, will be providing extra sales items for vendors and will be hiring more staff in the coming months.

One of the more exciting things the organization accomplished was creating its strategic plan. The next year promises to be a year of abundance for the organization and its supporters. The organization has set three goals in its strategic plan — empower vendors, increase circulation by improving the quality of the newspaper, and establishing a long-term funding program.

In order to continue building a community among vendors so that they feel encouraged, fulfilled, and empowered, the following implementations will be carried out by Street Roots:

- n Provide professional training opportunities for vendors
  - n Create orientation video for new vendors
  - n Hire vendor staff at a living wage (someone who is formerly homeless and a vendor)
  - n Identify more selling locations
  - n Provide more products for vendors to sell and earn an income
  - n Create micro-enterprises that vendors operate and benefit from
  - n Conduct more outreach in the community to reach potential vendors
  - n Have an adequate staff and volunteer network to achieve abundance
  - n Support vendor staff with physical and emotional tools needed to be viable and effective

*“Street Roots offers the needed conversation and relationship building among people on the streets and the housed community.”*

- ANNIE JESPERSON  
JOIN outreach worker

To create a successful vendor empowerment program and improve the quality of the newspaper, the organization must first continue to build a long-term funding strategy. The following goals have been set:

- n Obtain and sustain consistent revenue sources
- n Secure grants/foundations to support empowerment/quality of newspaper
- n Grow individual donations/sponsorships program to support vendor empowerment/quality of newspaper.
- n Implement financial plan for long-term sustainability and growth
- n Establish self-supported funding for core operations, including revenue from advertising, subscriptions, and special events.
- n Explore grants specifically for special projects

We look forward to working with all of you in the coming years to implement the goals outlined above. From all of us at Street Roots, we thank you for your support and dedication in 2006. The new year promises to be better than ever. We look forward to sharing it with you.

Sincerely

Israel Bayer  
Director

## HISTORY

**December, 1998** — Bryan Pollard, Michael Parker and Sheila Kelley launch Street Roots along with five vendors. The publication is a scrappy monthly with a press run of 2,000 papers.

**1999** — The organization establishes its first writers group, a weekly meeting that encourages local homeless and low-income individuals, many of whom are also vendor to contribute to the newspaper.

— An offshoot of the Writers Group is the Street Roots Cooperative Press, which has gone on to publish nine books by people experiencing homelessness and poverty.

— Street Roots sends several reporters to the World Trade Organization protests in Seattle, known as the "Battle in Seattle." The newspaper prints its first special edition with in-depth coverage of the protests. The newspaper circulation doubles overnight. The buzz spreads on the streets and the organization begins to work with a much broader population.

**2000** — Disgruntled vendors and people experiencing homelessness launch Dignity Village, Portland's only tent city. The newspaper serves as a sounding board for vendors and organizers living and working with Dignity Village.

**2001** — Street Roots is recognized as the "Most Improved Street Newspaper" by the North American Street Newspaper Association.

**2002** — After years of surviving financial hardships, the organization hires its first staff member. Several vendors are housed while selling Street Roots, and continue to volunteer at the newspaper.

**2003** — Street Roots hires experienced journalist and former editorial page editor Joanne Zuhl. The organization doubles its publication schedule to twice a month. The new publication schedule is strongly supported by readers and vendors.

**2005** — Managing Editor Joanne Zuhl is awarded the Steve Lowenstein Award, and Director Israel Bayer receives the Cecil M. Shumway award for service to the poor in Portland.

— A feature in the Society for News Design journal calls Street Roots "one of the best, if not the best, street papers in the country."

**2006** — Street Roots celebrates putting more than \$1 million dollars into the hands of vendors since its inception. More than 50 vendors are housed during that time.

— Street Roots and the North American Street Newspaper Association join the International Network of Street papers. The network spans the globe with more than 70 newspapers and a combined circulation of 55 million copies. Both Joanne Zuhl and Israel Bayer are given awards by the International Network of Papers for their work in the field. Joanne Zuhl joins the International Network of Street Papers Board of Directors, while Israel Bayer becomes Vice-Chairperson for the North American Street Newspaper Association.

— The organization creates its first Advisory Panel made up of activists, business owners, homeless outreach workers, media professionals, politicians, consultants, and people experiencing homelessness.

# STREET ROOTS 2006 ANNUAL REPORT

## WHAT OUR VENDORS SAY

"At first I was making enough selling the paper to get a cheap room almost every day. Then I got a letter of recommendation from one of the office people and it helped me get a permanent job for four years. Then that job was outsourced, so I came back to Street Roots. I always liked selling the paper and helping other people in my situation. I think Street Roots helps people in Portland stay in touch with homeless issues.

— Bob Brenner

"It offers me a dignified source of income, while looking for permanent income, without resorting to crime or outright begging."

— Ray C.

"Street Roots has put money in my pocket when I desperately needed it. They've helped develop my creativity and writing, while giving me an outlet for it. The organization has given me a sense of belonging."

— John L.

"They've offered me the job that I do, and I love it very much. I have a disability and I don't let that bother me. Street Roots looks at me like I'm like everyone else, and I take a lot of pride in that."

— Don Lavato

"Street Roots has become an effective organizing tool on social justice issues. I am proud to further the fight for civil rights, affordable housing, tolerance and income maintenance for the poor."

— Mike DeBee

*"Whenever I see a vendor selling the Street Roots paper, I feel hope. I feel hope because I see someone who is working to help themselves and make life better for themselves and others. Each person in our community has an opportunity to help solve a problem or add to it. When I see a vendor, I see someone who is trying to solve a community problem."*

— CHRISSY WASHBURN  
Portland resident and Street Roots reader



Just some of our many vendors out front of the Street Roots office this winter. At any given time, we have approximately 70 vendors selling the paper in the Portland area.

## Our Vendor Program

Since 1999, the organization has put more than \$1 million into the hands of poor people. Our dedicated vendors are at the heart of Street Roots' mission. More than 70 active vendors buy and resell Street Roots in the Portland metropolitan area and Vancouver. Between 14,000 and 20,000 copies of Street Roots are sold or distributed every month.

Vendors normally purchase papers for 30 cents each and sell them for \$1 each. The 70 cents that a vendor nets from each paper sold helps him or her meet basic housing, food, clothing and hygiene needs. Many vendors support themselves primarily through the sales of the paper. The 30 cents from each paper that remains with Street Roots is used to cover essential expenses such as printing costs, payroll, distribution costs, rent, utilities, office expenses, vendor incentives, and emergency assistance.

Vendor applicants must attend a one-hour training orientation to earn a badge certifying them as a Street Roots vendor. The orientation outlines the rules and regulations of Street Roots, while offering vendors sales techniques and empowerment tools for getting involved in the organization. Individuals are never turned away as long as a person is not under the influence. New vendors receive 10 papers to sell, on the house, to kick-start sales.

The high and continually improving quality of the paper makes Street Roots an easy sell in the community. In 2006, Street Roots developed sales locations in North Portland and in the Pearl District. Both neighborhoods have been very supportive and sales have spiked due to a growing readership. Other popular neighborhoods for Street Roots include downtown, Alberta, Irving, Hawthorne, Belmont, Northwest 21st and 23rd, to name a few.

Street Roots vendors have developed thousands of relationships with community members, while building relationships with dozens of local businesses. The simple act of buying and reading a newspaper is one step closer to breaking down the barriers that exist concerning people on the streets.

## Vendor demographics

53 of our more than 70 vendors chose to take the Street Roots survey

### Age

21-30: 1%	61-70: 14.5%
31-40: 16.4%	71-80: 1.8%
41-50: 23.6%	No response: 2.9%
51-60: 40%	

Male: 84%

Female: 16%

Currently homeless: 63%

Formerly homeless: 30%

Never homeless: 7%

### Current living situation:

Sleeping outside: 54%

Sleeping in shelter: 13%

Sleeping in car: 2.2%

Low-income housing: 19.8%

Couch-surfing: 2%

Non-subsidized housing: 5%

No-response: 4%

### How long been with Street Roots?

Less than six months: 30%

Six months to a year: 25%

One to two years: 21%

More than three years: 15%

No response: 9%

Everyday, people on or near to the streets come into the Street Roots office with a letter, poem, essay or artwork they want published. Articles written on placemats and scrap paper are combined with news reports and columnists to round out our coverage in each edition. Many of these friends and writers are first met over a visit for coffee and conversation.

Joanne Zuhl, managing editor



The newspaper is produced at the Street Roots office in the Old Town/Chinatown Neighborhood, and sent over the Internet to Oregon Lithoprint in McMinnville for printing. Before the paper is sent to the printer, volunteers help input material and copy-edit the content, vendors double check their stories that are going in, and the editorial board reviews its position for the issue.



Jamie McDermott and Millard Gullede, vendors

# STREET ROOTS 2006 ANNUAL REPORT

Dear readers,

In December, 1998, two homeless advocates combined free speech and social enterprise to empower people on the streets with both a voice and an income. In the seven years since, the model has galvanized volunteers, vendors and advocates, making Street Roots what it is today – Portland's only nonprofit, social justice publication providing jobs for people experiencing homelessness and poverty.

But we can do better, thanks to your help. The paper you're reading now was published on the same computer that created the very first Roots in 1998. That's about to change.



Vendor and volunteer John Lisifka mans the front desk on Mondays, selling papers and conducting orientations to new vendors

*"Street Roots is truly the people's newspaper. It is not afraid to tread where other periodicals are afraid to, but should, explore – areas such as homelessness, poverty, and human rights and dignity. Street Roots' strength and piercing insight come from the voices of homeless and poor community members – people whose voices are too often overlooked or outright ignored."*

- ADAM ARMS  
Portland attorney and Street Roots reader

This year we will be moving to new computers and programs, funded through our Winter Fund Drive, to improve efficiency and create a better newspaper. Thank you, readers!

As we look forward to the coming years, our paper will reflect what we've learned and where we want to go. From our roots in homelessness, we have broadened our coverage to wider ranging social justice issues, including federal policies on affordable housing, access to health care and the experiences of immigrants and refugees.

This year, we will be looking more in-depth at the larger issues affecting all of us, and most significantly the poor and the homeless. We have established an editorial committee, bringing

together more than a dozen community leaders to develop our coverage on matters of economic and social justice. We will be highlighting the innovators and their impact, along with the Average Joes who change lives every day. We will incorporate more voices, from on and off the streets, into the dialogue, and we hope to hear from you, as well.

This year, we created Act Now, a new feature advocating action on an important issue, with information on how every reader can weigh in and get heard. In each issue, we will be featuring more volunteer opportunities with some amazing local organizations, bringing attention to their work and how people working together can make a difference.

We hear your call for more news, and are exploring a new venture for publishing the Rose City Resource as a separate item, opening up four more pages for international coverage, youth-oriented material and special features. Looking long-term, our strategic plan directs us toward becoming a weekly publication, incorporating full color images and a new design, ultimately establishing the paper as the essential social justice publication in the Portland community. On the business side, we are strengthening our advertising program to make the newspaper itself more financially sustainable and affordable to our

vendors, and we have just begun to embark on a marketing program that will educate this diverse and active community on what we're all about.

With all of these changes, one thing will remain – our commitment to giving a voice to people on the streets. We often use the tag line, "for those who can't afford free speech," meaning we are there for the voices that don't fit the conventions of economic privilege. Our commitment to constantly improving the newspaper translates to increased circulation, better sales for our vendors and more opportunities for housing and independence. Thank you being a part of this incredible organization.

Sincerely,

Joanne Zuhl  
managing editor

## NETWORK AFFILIATIONS

Street Roots is part of an international movement of Street Papers. We are active members of both the North American Street Newspaper Association and the International Network of Street Papers.

The North American Street Newspaper Association exists to support and build effective, self-sustaining street newspapers that promote power and opportunity for people living in poverty. NASNA offers technical assistance to new and growing street newspapers, content sharing with the

Street News Service, and an annual conference featuring skills building workshops and other topics of common interest. The mission of the North American

*"The region's foremost truth sheet!"*

- ARTIS THE SPOONMAN  
Musician and Street Roots Reader

Street Newspaper Association is to support a street newspaper movement that creates and upholds journalistic and ethical standards while promoting self-help and empowerment among people living in poverty. Learn more about NASNA at [www.nasna.org](http://www.nasna.org)

The International Network of Street Papers is a global organization set up to promote the concept of the street paper as a means to address homelessness, social exclusion and poverty in our society. INSP is a network of 80 street paper members situated across 27 countries. INSP's head office is located in Glasgow, Scotland. INSP offers support and developmental opportunities to its members and provides advice to individuals or projects seeking to develop street papers. It lobbies on behalf of the street paper movement and on behalf of homeless and socially excluded people in our society. The network has been built on the back of the incredible success of street papers throughout the world. They operate mainly as small non-profit making businesses, which give homeless vendors the opportunity to earn a living through their own efforts.

Learn more about the INSP at [www.street-papers.org](http://www.street-papers.org)



Art Garcia, vendor coordinator

The paper is delivered to our office two days later on the first and third Friday of every month. Vendors volunteer to help unload the truck and stock the office with between 7,000 and 8,000 copies of Street Roots. On a daily basis, vendors volunteer to manage and maintain the office.

Street Roots is open for paper sales 365 days a year, and sales are vigorous on the first weekend of a new paper. Vendors buy the paper for 30 cents and sell them to the public for \$1. Stocked up on papers, it's time to grab the last cup of coffee of the morning, a little breakfast, and head out to the sales locations where customers are waiting.

David Armitage, vendor



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## To our supporters, thank you!

### Up to \$100

Robert & Ellen Reynolds  
Gail E. Pyle  
Alexis K. Tompkins-Larrance  
James & Camille Harris  
Michael & Amy Contreras  
James & Lynn Harris  
Bethany L. Macneur  
Kathleen E. Jasper  
Michelle & David Harris  
Jared Spencer  
Laura McIlhennon  
Veronica Valerivela  
John Canda  
Tom Peavey  
Maria Rubio  
Sara Culp  
Mayor Potter  
John Doussard  
Austin Raglione  
Jerry Sundall  
Ingrid Fish  
Jesse Rhodes  
Adam & Megan Hyla  
Timothy Harris & Carolyn Frimpter  
Cydney Gillis  
Timothy Burton  
Webster Walker  
Anne McLaughlin  
Erin Snyder  
Michael & Barbara Reding  
Shawn & Jane St. Michael  
Gloria Ellis  
Myra Himmelfarb  
M.R. & L.V. Francillon  
David Schultz/Rhonda Rasmussen  
Sharon Monk  
Harold & Bernice Hurwitz  
William Menz & Sarah Traxler  
Monica Beemer & Johanna Rayman  
Inez E Whitmore  
Amber Ackerson & John Stump  
Constance San Juan & Gabriel Leavitt  
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David and Kathleen Ingerson  
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Lynn Knox & Howard Klink  
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Jacqueline & Tom Vangundy  
Kathleen Perkins  
Celeste Baskett  
James Wilder  
Gill Dennis & Kristen Peckinpah  
M. Margaret Rogers  
Carol L. Markewitz  
Jonathan Fields & Jacquie Moon  
E. M. Crow  
Maia Gay & Paul Conrad  
Terrence & Marguerite Haas  
Christopher & Barbara Warner  
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Robert Johnson & Karen Boelling  
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Julie Gefroh  
Melody Beier  
Faye Brown  
Nancy Drake  
Amanda Fritz  
Robert & Julie L. Granger  
Musik Center  
Amy Whitworth  
Rosemary J. Rettig  
Marcus & Janet Anderson  
Jane Graf  
Craig & Mary Ruble  
Orion Grey  
Arthur & Marianne Gustavson  
Heather Staddick  
J. Patrick Martinez  
Susan Hay & Michael Becker  
Paul Papak & Krista Van Engelen  
Colin Grey

R. Rasmussen & D. Schultz  
Lynn & Steven Musgeus  
Kathleen Spike  
Jason & Kelly Myers

### \$100-\$200

Richard & Judy Decker  
Elizabeth Kennedy-Wong  
Cortlandt Smith  
Ann Turner & Catherine Bax  
Dr. Gin Mcollum  
Mary Louis & Thomas Bartlett  
Rachael Myers  
Stephon Voss & Charlene Kannankeril  
Eva L. Menger-Hammond  
Mary Anne Joyce  
Peter Shaw & Jessica Ly  
PNW Welfare/Judy  
Stephen Fellin  
Billy Menz  
Kelly Richardson & Sarah Beaubien  
John D. Mecray  
Ron & Lynn Spitaleri Handlin  
Heather Brown  
Martin & Patricia Gerrard  
Suzanne Zalokar & Ed Ansorg  
Myra & Kurt Sussman  
Linda Ornelas

### \$200-500

Kim Anne Thomas & John Morrison  
Chrissy Washburn  
William & Margaret Padian  
Helen G. Burlingham  
June & Robert Wojda  
Christie Mason  
David Barts  
Colonial Mirror & Glass Corp  
Katherine Wilson  
Ms Caroline Werth  
Addie Boswell  
Roots Realty  
Lawrence P Grant

### \$500-\$1,999

Suzanne Clark  
Grey Matter  
Manu Rehani & Jyoti Singh  
Meyer Memorial Trust  
Myra & Lorenz Al-Saeed  
Patricia B. Masalonis  
Alan Armstrong & Amanda Zergkr

### \$2,000 to \$5,000

Kahn-Abeles Foundation  
Susan Bennet  
Spirit Mountain Community Fund

### \$5,000 or more

Ethics & Excellence in Journalism  
Ralph L. Smith Foundation  
McKenzie River Gathering  
Catholic Campaign for Human Dignity

## Board of Directors

### Officers

Billy Menz, chairman  
Marv Mitchell, co-chairman  
Heather Staddick, treasurer  
Chelsea Clark-James, secretary

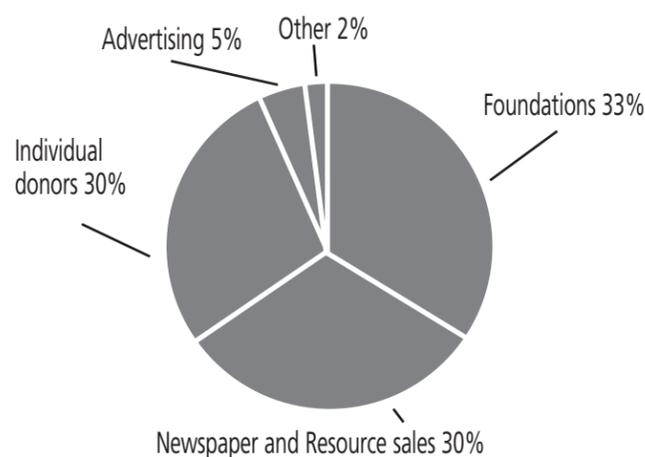
### Members:

Ruth Kovacs  
Eddy Barbosa  
Bruce Anderson  
Keith Vann

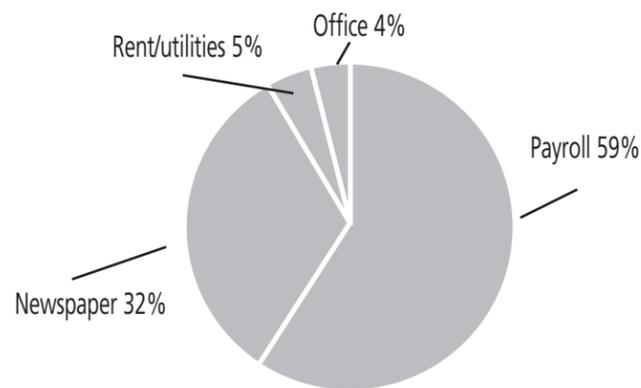
## Advisory Panel

Adam Arms	Artis the Spoonman	Bryan Pollard
Monica Goracke	Jay Thiemeyer	Erik Sten
Erin Snyder	Genny Nelson	Michael Anderson
Marshall Runkel	Annie Jespersion	Chris Lydgate
Amy Jenniges	Amy Dudley	

## Revenue and Expenditure Summary



**Income: \$90,307.25**



**Expenses: \$81,951.86**

**Net income: \$8,355.39**

*Every month more than 70 vendors experiencing homelessness and poverty earn money they need while helping build a better community we all live and work in.*

*Our biweekly newspaper brings you community voices you can't find anywhere else, and professional journalism on the issues Portland cares about. We offer you the information you need to take action, and make a difference in the world.*

*Street Roots is reader-supported. Last year, thousands of people helped make Street Roots a better paper by supporting the work we do.*

*Won't you join us?*

## PLEDGE YOUR SUPPORT

Street Roots is a 501(c)3, nonprofit organization. All donations are greatly appreciated and tax deductible.

I would like to contribute: \$10 \$20 \$50 \$100 \$250 \$\_\_\_\_\_

## TO SUBSCRIBE

Please add me to your subscription list for 24 issues. I have enclosed a check or money order payable to Street Roots for \$35. Two issues are mailed once a month.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_

Send to: Street Roots, 211 NW Davis  
Portland, OR 97209

Now donate online at  
[www.streetroots.org](http://www.streetroots.org)