

# street roots

## *Dream Office Wish List*



**spring catalog**

Questions about the campaign?  
Contact Kaia or Nina.

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# Welcome!

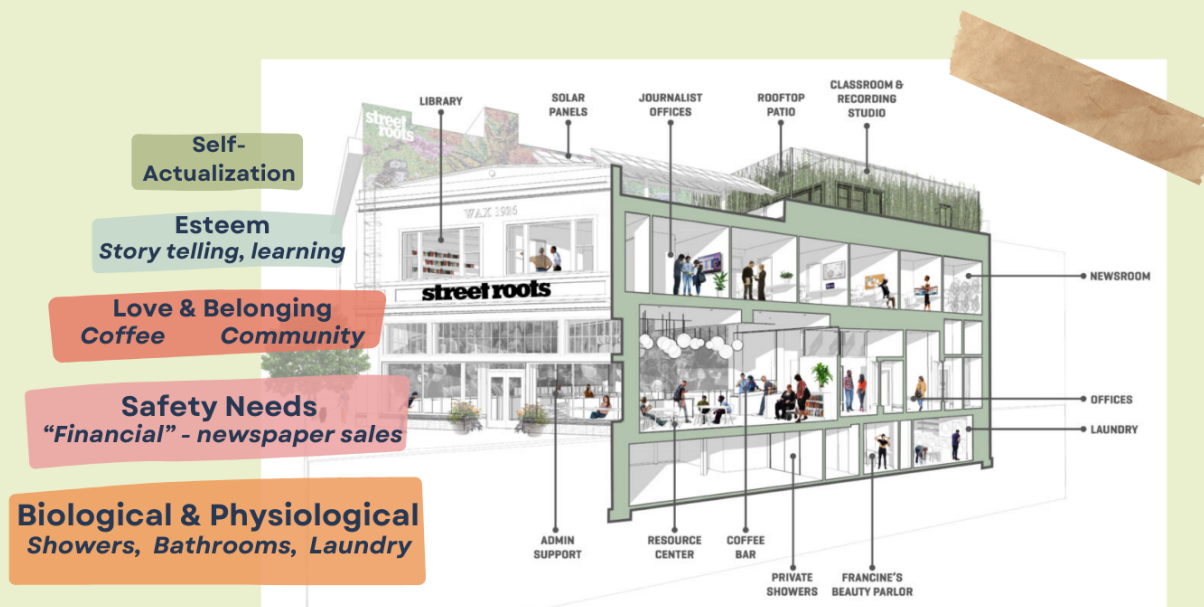
**street roots** is Portland's beloved street newspaper. Our weekly paper serves as an income opportunity for people experiencing homelessness and poverty. We seek to make income accessible to all through work that is low-barrier, and at its best, empowering. We're also much more: A place for social inclusion and belonging, a bridge to resources, and a force for advocacy. This campaign to build a permanent home will accelerate, widen and deepen Street Roots' impact.

Street Roots is in the final leg of a capital campaign to finish renovating our new headquarters on the corner of W Burnside and NW 3rd in Portland's Old Town. The multi-story building has been refurbished to include:

- A **wellness center** with showers and laundry on the basement level
- A larger, more open **vendor office** to support continued and expanded programming on the first floor
- A dedicated **newsroom and staff spaces** on the second floor
- A **rooftop classroom** we're calling "The School in the Sky"

All of these floors are connected by an elevator to make our building and programming accessible for everyone in our community.

Guided by Maslow's Hierarchy of Needs, our new building facilitates whole-person health, from basic needs being met through our wellness center through self-actualization in our school in the sky.



Maslow's Hierarchy of Needs alongside the function of each floor in the new building.

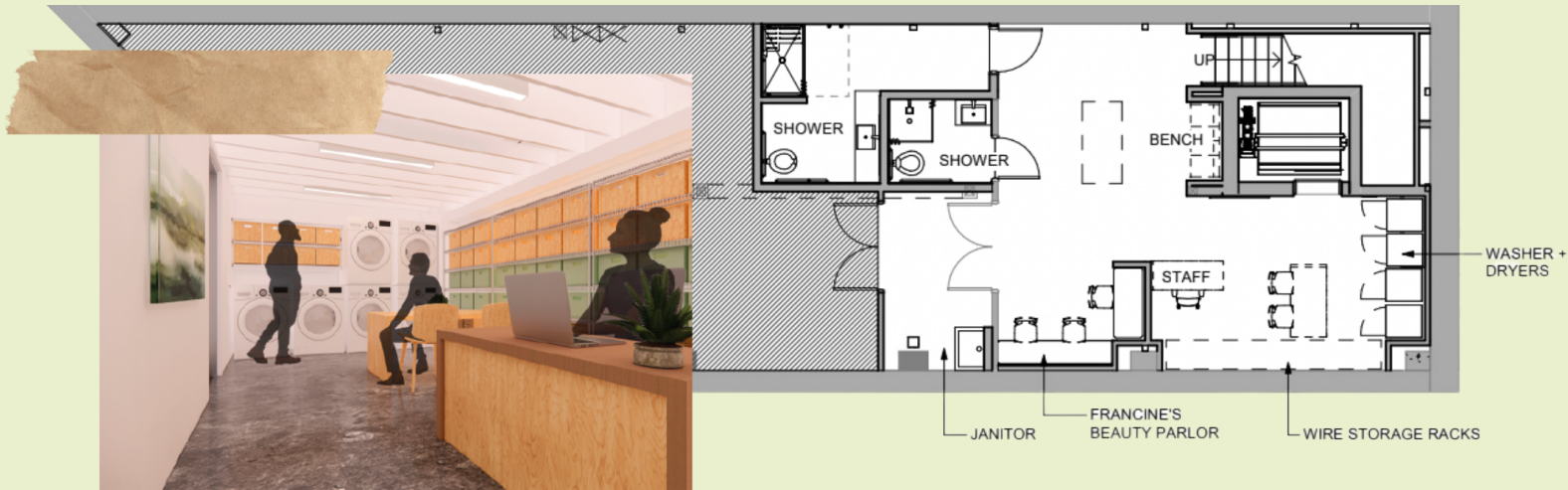
**With less than \$1,000,000 left to raise for our new building, Street Roots is excited to present you with these opportunities to support our work and help see this project over the finish line!**



# Basement-Wellness Center

\$300,000

We surveyed Street Roots vendors about what their needs and wants for the new space would be. The number one item requested by vendors, both housed and unhoused alike, were showers and laundry facilities. Our new headquarters features a basement Wellness Center, with two showers, three sets of washers and dryers and three dedicated vanity spaces for vendors to sit, do their hair and makeup, shave, have a cup of tea, and transition back to their daily routine.



Street Roots sees the addition of showers and laundry facilities as being in service of our core mission to provide a low-barrier income opportunity for folks. Lacking access to basic hygiene services – the ability to make yourself clean – has a direct impact on one’s mental health and sense of self-esteem. Since our vendors’ work is in the public sphere interacting with customers daily, this also directly impacts the income they earn.

Our Wellness Center will also provide consistent and inclusive hygiene products to ensure product regularity and an array of hair and skin products stocked to suit different races and ethnicities.

## \$300,000

### Remaining Wellness Center Costs

#### *Specific items requiring funding:*

Stackable Washer and Dryer | 2 at \$4,500 each

Front-Loading (ADA accessible) Washer | 1 at \$2,500

Front-Loading (ADA accessible) Dryer | 1 at \$2,500

Vanity Spaces with Backlit Mirrors | 1,000 each

Fund for towels, toiletries and laundry detergent | \$10,000



# Vendor Office

**\$250,000**

Our new vendor office features dedicated space for different programming. This includes room for newspaper sales; resource guide and supply distribution; our coffee station; our Street Books' partner bookcase, or our "common ground area," where vendors can gain respite from the streets and build community together. The expanded size of our vendor office also allows us to offer expanded partner programming, better connecting our vendors to other services and resources available to them.



Outside of our regular operating hours, the vendor office will also be used to host civic forums with local leaders and elected officials. The technology in the space will also provide the ability for vendors to testify remotely at city council, county commission and state legislature meetings on policies and issues that directly impact unhoused folks.

**\$250,000**

## Remaining Vendor Office Costs

### *Specific items requiring funding:*

- Vendor Coffee Station | 1 at \$500**
- Vendor Program Dishwasher | 1 at \$1,000**
- Vendor Front Desk Computers | 3 at \$1,500 each**
- Vendor Sales Register/Point-of-Sale System | \$4,000**
- Street Books' Bookcase | \$1,000**



*Let the Light in for Street Roots!*

**Window panes in the Vendor Office | 148 panes at \$100 each**

Donate at [streetroots.org/wishlist](http://streetroots.org/wishlist)



# Newsroom - Staff Space

\$100,000

For the first time in our 25 year history, Street Roots will have a dedicated newsroom! The second floor of our new headquarters will house our newsroom as well as other dedicated work spaces for staff.

A shared common area will facilitate staff and team meetings, provide additional work spaces for freelance writers, other contractors and consultants and staff, and have dedicated space for lunches and other breaks. Additionally, dealing with the realities of hybrid working and meetings, our meeting space will have monitors and projectors to ensure that those attending hybrid meetings can participate equally in both virtual and in-person settings.



\$100,000

Remaining Newsroom and Staff Office Costs

## *Specific items requiring funding:*

Conference Room Screen | 1 at \$1,000

Conference Room Speaker & Camera | 1 at \$2,500

Refrigerator | 1 at \$1,000

New Technology Fund | \$10,000



Donate at [streetroots.org/wishlist](https://streetroots.org/wishlist)



# Rooftop - Classroom

\$250,000

At the top of Street Roots' new headquarters we built a rooftop classroom which we call "The School in the Sky." Similar to how the basement Wellness Center meets our vendors' basic needs around survival, our School in the Sky supports their self-actualization. The School in the Sky will feature a wide array of programming either offered by or for our vendors.



Our vendors will lead courses in trauma-informed care, de-escalation, assertive engagement, and survey and outreach work. We will continue to offer our Mobile Journalism (MoJo) program, which gives our vendors real-time skills in journalism and provides outlets for their work to be published. We will also partner with outside organizations to provide trainings and other workshops that help connect our vendors to better jobs and more gainful employment.

**\$250,000**

**Remaining Classroom Costs**

## *Specific items requiring funding:*

**Classroom Table | 1 at \$1,500**

**Classroom Chairs | 20 at \$50 each**

**Jasmine Plants | 32 at \$25 each**

**Pavers | 200 at \$50 each**

**Outdoor Benches | 3 at \$2,500**

Outside of the classroom will be additional meeting and gathering space with benches and jasmine planters, which will provide a physical and visual break from the busyness on the streets and provide our vendors with an additional space to rest, gather and talk.



# Trauma-informed Design

## Fund

Our past and current relationship with and experiences of trauma directly impact how we view and interact with the world. For folks living on the streets, lack of access to basic needs and services can lead to a state of re-traumatization. To support our vendors and help alleviate the experience of trauma, we partnered with Holst Architecture and Jessica Helgerson Design to imbue trauma-informed design into the space: Lots of open space; calming colors like green and blue; soft, natural lighting; ceiling acoustic treatment to soften sound; and plenty of wayfinding signage make the space easily navigable.

Walkers, wheelchairs and other mobility devices are commonplace at Street Roots. One of the major needs for our new vendor office was a large space to accommodate different mobilities, so we designed our programming in a way that doesn't hinder or restrict mobility. Our vendor office also features a wheelchair charging station.



### Trauma-Informed Design Funds

Wheelchair Access & Charging Fund | \$50,000

Trauma-Informed Design Fund | \$50,000

*(lighting, paint, acoustic treatment and way-finding)*

Naturescape/Ongoing Maintenance Fund | \$10,000

PRECEDENT IMAGES  
STREET ROOTS SECRET GARDEN



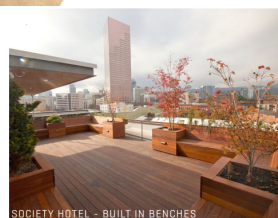
TALL PLANTER GRASSES



HOLST OFFICE - JASMINE



NEW BUILDING - JASMINE



SOCIETY HOTEL - BUILT IN BENCHES



WATER GARDEN



BIKINI WOOD TILES



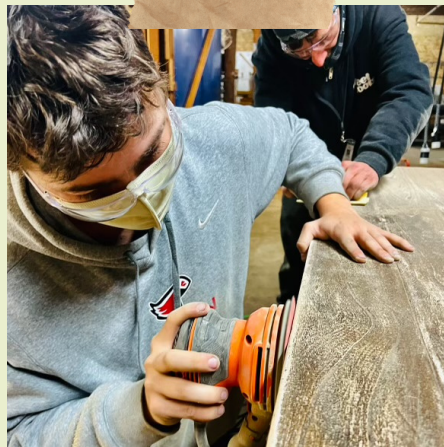
HELL'S STRUCTURE

In addition to housing our expanded educational programming, the rooftop will also be a place of respite for our vendors. Too often unhoused folks are “on display” when outside or in nature, so the jasmine garden provides a place for folks to connect with nature in privacy.



From the onset, it was important for Street Roots to design a new headquarters to be a beautiful space in which our vendors feel pride, ownership and a sense of belonging. Creativity is a Street Roots value. The artwork of vendors and others adorn the walls of our current office, and we wanted this appreciation for art to move into our new space.

Early on, we decided to work with local artists on several different projects and installations in the new space. Taking flight and metamorphosis - change- are two common themes at Street Roots, and birds, butterflies and similar metaphors will be imbued in murals, collages and other artwork throughout the building. Paper cranes will line the ceiling of the stairwell and copper butterflies will grace the walls. Local artists include Cole Reed, Alice Price, and Mariana Cruz.



## **Specific items requiring funding:**

**Paper Cranes | 500 at \$50 each**

**Copper Butterflies | 50 at \$333 each**

**Local Artist Fund | \$20,000**

**Flight Crew Stipends | \$10,000**



Additionally, Street Roots is also seeking additional ways to tap into our vendors existing skills and aptitudes and provide them with new outlets. Many of our vendors have skills in carpentry and construction, so they are working with local artist Cole Reed as part of the Flight Crew, refurbishing and building chairs, desks, tables and other items for the vendor office, while also supporting the artwork installations in the building – all while being paid an hourly stipend for their labor.



# Make Our Dream Come True!

## Donate Today

View this catalogue online and help Street Roots' fulfill items on our Dream House Wish List by making a gift through our secure donation portal today:

**[streetroots.org/wishlist](https://streetroots.org/wishlist)**

Send a donation to us through the mail! Make checks payable to "Street Roots."

Street Roots  
ATTN: Wishlist  
211 NW Davis St  
Portland, OR 97209

## Other Ways to Give

### IRA

If you are over age 70 ½, you may give a gift from your IRA as a tax-free distribution to a qualified nonprofit. This means an amount (up to \$105,000 annually) transferred from your IRA directly to a nonprofit like Street Roots may be excluded from your federal taxable income and potentially provide other benefits. Questions? Please contact development manager Nina Lee at [nina@streetroots.org](mailto:nina@streetroots.org).

### Stocks, Securities, and Mutual Funds

Street Roots accepts donations of stocks, securities and mutual funds. Please contact development manager Nina Lee at [nina@streetroots.org](mailto:nina@streetroots.org) to learn more about how to donate stocks, securities or mutual funds to Street Roots.

### Donor Advised Fund or a Family Foundation

Street Roots accepts donations from Donor Advised Funds and Family Foundations. Please contact executive director Kaia Sand at [kaia@streetroots.org](mailto:kaia@streetroots.org) to request a one-pager or for Street Roots to submit a proposal to your family foundation.

### Additional Giving through Corporate Matches

Many corporations and foundations offer matching programs. Such programs may allow donors to double or triple their contribution. Consult your benefits coordinator or human resources manager. If no formal matching program is available, ask your employer—your gift may be matched anyway. Questions about matching gifts? Contact community partnerships coordinator Kodee Zarnke at [kodee@streetroots.org](mailto:kodee@streetroots.org).



# We Can't Wait!

## What Street Roots vendors are looking forward to about the new building



**“Well, I’ve been coming here for the last 14 years. It’s about time. We deserve it. The whole facility, like the showers, I’ve heard it’s pretty uptown.”**

**-Michone**

**“It’s a lot bigger for everyone to move around and meet new people. This nonprofit organization is growing bigger and bigger. I’m looking forward to seeing new people, and how big its going to grow (with) so many people coming through.”**

**-Chenai**



**“I can’t afford to do my laundry. It’s too expensive. And showers are important, because what good are clean clothes if you’re dirty? And when you’re clean and have clean clothes, more people will stop to talk to you and buy a paper.”**

**-Duane**

