

Moving forward, looking ahead

Welcome to the 2010 Street Roots Annual Report. The past year has been a breakthrough year for the organization.

With the great recession hammering our city, SR has become a go to for Portlanders for many different reasons. It's easy to feel helpless, or to not understand how to help during these hard times. SR serves as an important tool that offers tangible and proactive ways to make a difference.

For people on the streets and experiencing poverty, it has become a stopgap tool to create stability and get off the streets or avoid homelessness. We've had people walk through our door who have been homeless for years, and others for only days – people who sell the newspaper on the weekends after working one or two part-time jobs to maintain their housing, health care and their quality of life.

From a reader perspective, SR has become an important tool in understanding and engaging in the issue. The newspaper and vendor program allow thousands of Portlanders to become proactive in the fight against poverty. Whether that's building a relationship with someone on a street corner or becoming educated and learning how to take action through reading the newspaper.

This past year, SR became more of a leader on the poverty and social justice front. We led campaigns in partnership with government to start counting individuals who pass away on the street. We helped ease tensions on sidewalks through the sales of the newspaper and by creating a poster campaign to educate panhandlers in the city. We also continue to call for a long-term revenue stream for affordable housing in our region. We exposed a group of right-wing Catholics that are driving the defunding of social justice organizations in Portland and around the country, including SR. We have helped facilitate conversations among non-traditional partners to help understand the

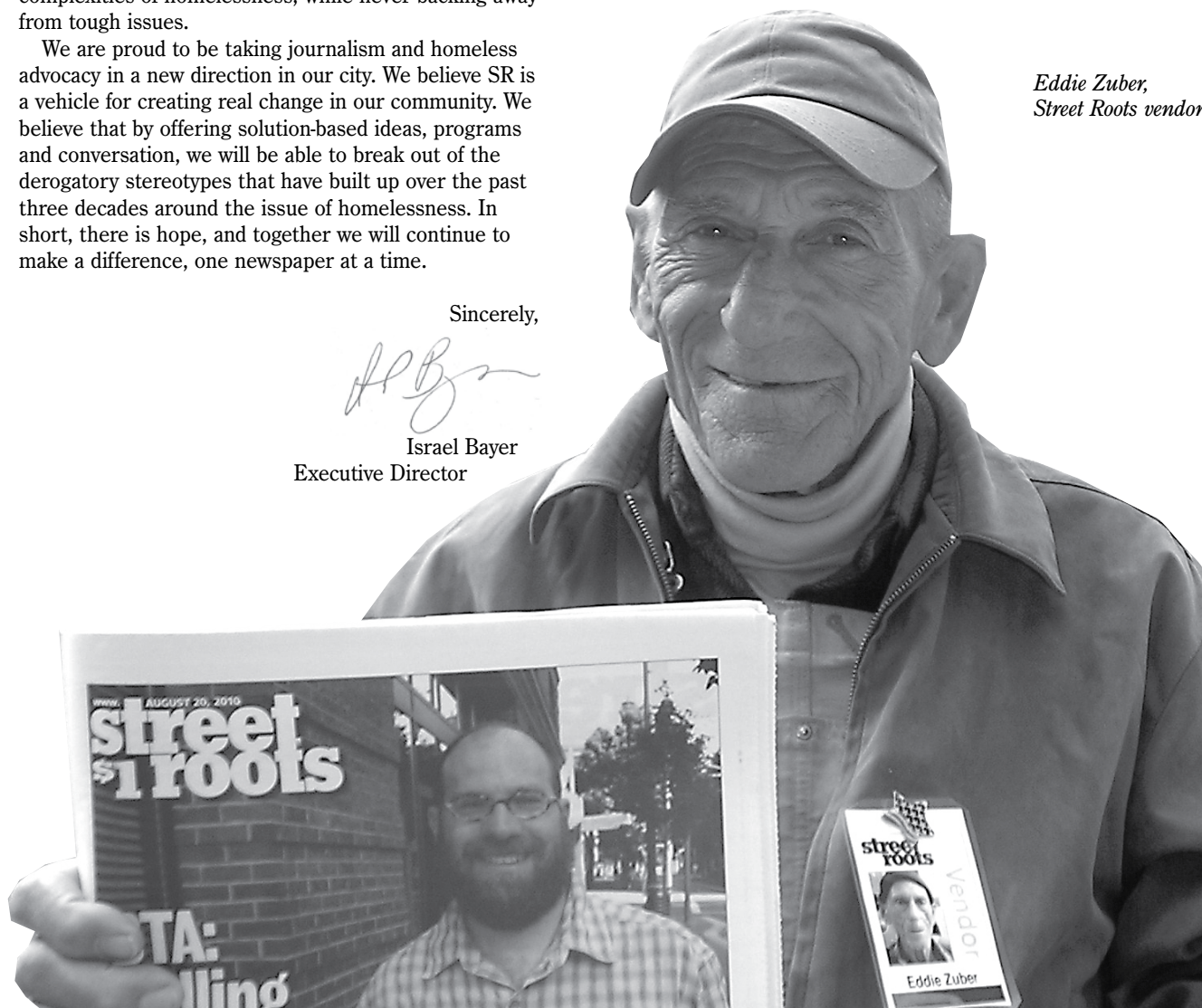
complexities of homelessness, while never backing away from tough issues.

We are proud to be taking journalism and homeless advocacy in a new direction in our city. We believe SR is a vehicle for creating real change in our community. We believe that by offering solution-based ideas, programs and conversation, we will be able to break out of the derogatory stereotypes that have built up over the past three decades around the issue of homelessness. In short, there is hope, and together we will continue to make a difference, one newspaper at a time.

Sincerely,



Israel Bayer
Executive Director



Eddie Zuber,
Street Roots vendor

Street Roots Vendor Program

More than 70 vendors buy and sell Street Roots daily in the Portland metropolitan area. Between 18,000 and 23,000 newspapers are sold each month. Street Roots served more than 400 individuals experiencing homelessness and poverty last year.

Selling the newspaper gives individuals experiencing homelessness and poverty immediate income, while helping improve people's quality of life.

While the income generated from the sales of the newspaper is an important and vital component of the vendor program – it also gives many individuals the ability to connect with the larger community and build relationships with readers, supporters and businesses. By creating a path to self sufficiency, including skill development, resume building and fostering self-respect and a sense of personal worth, we are making a difference in the lives of people on the streets.

In 2010, Street Roots opened a satellite office with our community partners at JOIN in East Portland, and helped

create income for individuals that haven't traditionally had access to Street Roots. The move also allowed the organization to streamline individuals selling the newspaper to have access to the supportive services they need, including getting housing. In 2010, Street Roots, with the help of community partners, connected hundreds of individuals with housing, employment, recovery and health care resources, case management and so many other building blocks toward security. Just as important, the organization helped another prevent approximately 150 individuals from becoming homeless.

Street Roots is proud to be facilitating dialogue between the larger community and people experiencing homelessness and poverty on street corners throughout the city. Both through the vendor program and the newspaper, we continue to change the way the region thinks and acts on the issue of homelessness. From all the vendors at Street Roots, we thank you for your support.

“Street Roots is the definition of a great social enterprise – a publication that tells real-life stories even as it changes peoples’ lives. As the mayor of this great city, I am incredibly proud to count Street Roots among our community’s chorus of media voices. Keep doing what you’re doing.”

— PORTLAND MAYOR
SAM ADAMS



New year brings new opportunities

With every edition, Street Roots seeks to reconnect journalism with one of its founding principles of empowering people with the knowledge and understanding to make a difference in their world.

We can only do that on the strength and diversity of a hundred or so volunteers, including the members of our Editorial Committee, our writers, photographers and copyeditors. All of them have a hand in making Street Roots better with each passing season, as do the hundreds of vendors who take each edition the extra mile.

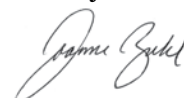
In 2010, we received three first-place awards and a third-place award from the Society of Professional Journalists Oregon-Washington Chapter, and we were honored with an award for our journalism from the North American Street Newspaper Association.

Street Roots is finding more readers by investing in our journalism, diversifying our coverage with new columnists, and expanding our pool of talented writers – on and off the streets – to keep Street Roots as the unique, must-have source for news and perspective in Portland. Among them is a new column by Portland Police Officer Robert Pickett, who talks about the streets from the perspective of the

men in uniform. Our circulation continues to rise each year, just as the number of vendors increases with each passing month, both indicators of the times we live in. The world is awash with information about social justice and poverty, and there are a hundred ways to access it. Street Roots works to provide both context and the opportunity for people to overcome complacency, get involved and create change. We will be doing that not just through the newspaper, but also with a new website that will expand our coverage in news and commentary, and provide new ways readers and writers can get involved.

We're not content to say this is as good as it gets. That's not our style. We are excited about the coming year and what it will bring, and we hope to share it with you with every edition of Street Roots. Thank you for that opportunity.

Joanne Zuhl



Managing Editor

STREET ROOTS 2010 ANNUAL REPORT

Street Roots is proud to introduce you to all of the Street Roots supporters who support the work of the vendor program and newspaper along with the Rose City Resource.

For such a small organization – we are proud to have a such a broad and diverse funding stream that reflect individuals and businesses, churches and foundations, non-profits and government.

We thank you for your generous support.

Individual donors (up to \$249)

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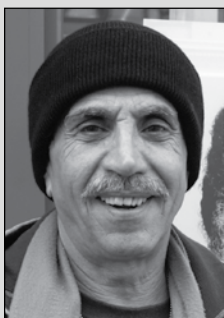
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“This paper is truthful and straightforward. I’m honored to write and sell this paper. All of the people involved in this organization care deeply about how we present ourselves and how we can make real difference in our community.”



— SAM AL-JONDI, VENDOR AND WRITER

REVENUE: \$249,889.32

Newspaper sales: 11.5%
Individual donations: 18.6%
Foundation support: 38.7%
Government (Rose City Resource): 14.3%
Business/corporate support: 6.4%
Advertising, subscriptions: 3.7%
Sponsorships: 4.2%
Event: 2.6%

EXPENSE: \$184,931.45

Newspaper & vendor program: 59.1%
Rose City Resource: 26.3%
Administrative: 14.7%

STREET ROOTS 2010 ANNUAL REPORT



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 Parmeter, James R
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 Patton, Nancy P
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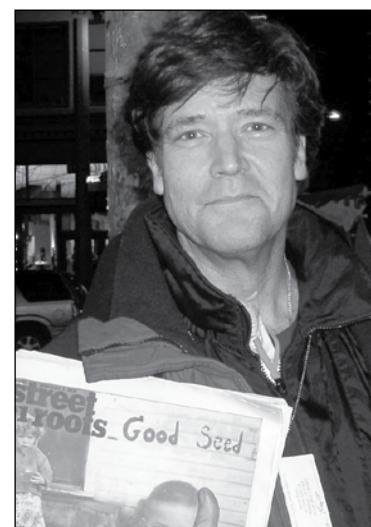
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 Alexis Restaurant
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 East Burn
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 First Unitarian Church
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 Gravy
 GUMBO
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 HELD Vegan Belts
 Hopworks Urban Brewery
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 Jake's Famous Crawfish
 Jonathan Hedstrom Consulting
 Kahneeta
 Katie Todd
 Kenton Library
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 New Cascadia Traditional
 New Heights Integrative Therapy
 New Seasons Market
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 Northwest Natural Gas Company
 Northwest Pilot Project
 NW Burger
 Oakridge Hostel
 Old Wives' Tale
 OR Coalition On Housing & Homelessness
 Orchid Salon
 Oregon Adventures
 Oregon Halfway House
 Oregon Nikkei Legacy Center

Oregon Shakespeare Festival
 Orleans Candle Company
 Paccini Restaurant and Bar
 Patagonia
 People's Food Co-op
 Philip Queeley L.Ac.
 Physical Element
 Pilates Conditioning
 Pistils Nursery
 Planned Parenthood
 Por Que No
 Portland Center Stage
 Portland Community College
 Portland Patrol Inc.
 Portland Rescue Mission
 Portland State University Bike Hub
 Portland State University Women's Resource Center
 Portland Trail Blazers
 Portland Writers
 Portobello's Vegan Trattoria
 Potluck In The Park
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 Power and Light
 Professional Business Solutions
 Providence Health System (Oregon Health Study)
 Quality Methods International
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 Recruiter Watch PDX
 Regence
 Rejuvenation
 Riegel Vocational Consultation
 Safeway
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 Self Aligned Bodywork
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 Taste Tickler
 The Bhaktishop
 The Grotto
 The ODS Companies
 The People's Sandwich Of Portland
 The Standard
 Toys N More LLC
 Trade Roots
 Trader Joe's
 Tully's Coffee
 Voodoo Doughnut
 Wabi Woolens
 Western Regional Advocacy Project
 Willamette Mtn. Mercantile
 William Temple House
 Wingnut Confections
 Wisconsin Historical Society Library
 Wolf Haven Intl.



Foundation Support

McKenzie River Gathering, \$20,000
 Larson Legacy, \$3,500
 United Way of Columbia Willamette, \$11,000
 Kahn-Ables Foundation, \$400
 Starseed Foundation, \$250
 O'Callaghan Family Foundation, \$360
 Ganapati Fund, \$500

Meyer Memorial Trust, \$19,833
 Koe Family Foundation, \$500
 Oregon Community Foundation, \$25,000
 Hoover Family Foundation, \$5,000
 Kinsman Foundation, \$10,000
 Henry Lea Hillman, Jr. Foundation \$10,000

"I've admired Street Roots for many years now. Not only does SR provide a job and sense of dignity to its vendors, but the paper itself always contains well-written, educational articles and moving, often heartbreaking poetry. Street Roots offers a real voice and platform for Portland's homeless and lower income community. We have been proud to support SR for many years now."

KATHY CHAPMAN LARSON
 VICE PRESIDENT, THE LARSON LEGACY

STREET ROOTS 2010 ANNUAL REPORT

Street Roots Rose City Resource

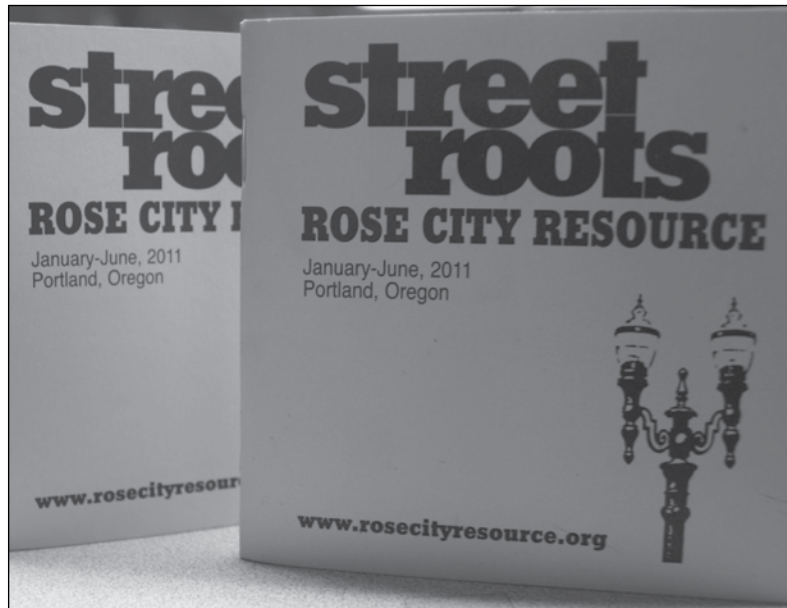
The Rose City Resource is a 4 x 4, 104-page pocket guide of services that exist for people experiencing homelessness and poverty in the region. The guide has become one of the most important tools for people experiencing homelessness and poverty, and those looking to avoid living on the streets. Nicknamed the "Hobo's Bible," the guide is an important tool for people to be independent in their search for services.

Last year Street Roots distributed 60,000 guides to more than 180 organizations, businesses and institutions throughout the metro region. From hospital emergency rooms and the public schools to libraries, non-profits and government institutions – the guide has become a tool for dialogue and education.

One park ranger told SR that before the guide came along, he never really had anything good to tell someone when he asked individuals on the streets to leave a park. Now, the park ranger says he uses the guide to sit down with people and brainstorm ways to help. "It's an amazing tool." Street Roots vendors also distributed more than 7,000 of the guides peer-to-peer in 2010, creating an environment where people on the streets can work together to change their lives for the better.

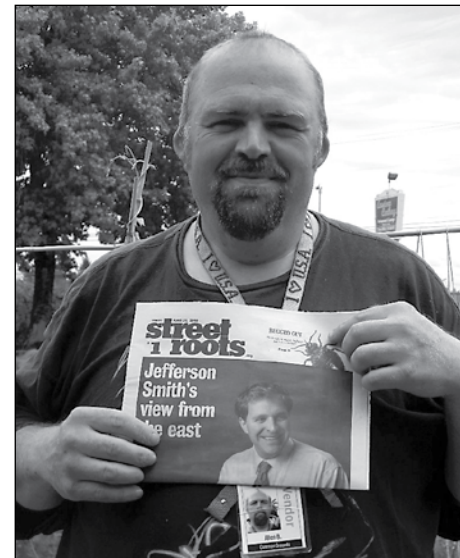
"Street Roots is made up of a group of really special people doing important work that makes a significant impact on the community. In turn, as a volunteer, I feel special. Working among the vendors and writers and staff at Street Roots is a favorite part of my week."

— ELIESE BAKER, VOLUNTEER



Rose City Resource Sponsors:

City of Portland
City of Gresham
Multnomah County
Washington County
211 Information and Referral
United Way of Columbia Willamette
Sisters Of The Road
Oregon Food Bank
Portland Trail Blazers
Oregon Health Study
Central City Concern
JOIN
Potluck in the Park
Office of Neighborhood Involvement
Oregon Opportunity Network
Transition Projects Inc.
Planned Parenthood
Portland Rescue Mission
NW Natural



Above, vendor Allen Bennett, one of several who are reaching new neighborhoods on the city's east side. Below, Mary Pacios, Ruth Kovacs and Jan Bayer, volunteer copyeditors, review proofs of the paper before it goes to press.



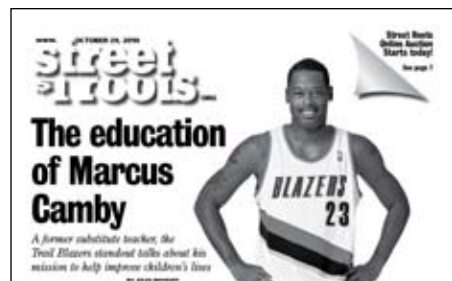
Street Roots Volunteers

From copy editors, photographers and writers, to the people who work one-on-one with vendors, to individuals that help update and distribute the Rose City Resource – the volunteer program is the backbone of the organization.

Street Roots volunteers range from people on the streets to students to professionals to retirees. For example, on our volunteer photography team, you will find people from the New York Times, The Oregonian,

retired professionals, up-and-coming amateur photographers and people on the streets. In many ways, it represents the class diversity that Street Roots has come to represent. Our volunteer program is made up of a wonderful and diverse group of individuals – both in ethnicity, age and experience.

Street Roots currently works with around 70 volunteers at any one time. If you are interested in becoming a volunteer go to www.streetroots.org.



Marcus Camby, Casey Neill, Storm Large and Scott Simon are just some of the personalities to talk with Street Roots.

Join us this year

Stay in touch with Street Roots through Facebook, or sign up for regular updates at www.streetroots.org.

You can also show your support by making a one-time or recurring donation. You can donate securely online at www.streetroots.org. Or you can mail in your support directly to:

Street Roots
211 NW Davis St.
Portland, OR 97209

