Welcome to the 2013-14 Street Roots Annual Report. It’s been an exciting year at Street Roots. At the heart of the Street Roots community is more than 300 vendors experiencing homelessness and poverty. Vendors are able to earn a dignified living by selling Street Roots in front of more than 70 local businesses. A community is built on street corners and in neighborhoods throughout Portland because of the more than 15,000 regular readers of the newspaper.

There’s nothing more powerful than being able to support individuals and families who endure the hard realities of poverty while overcoming their circumstances collectively to improve their quality of life. By working together with local businesses, community members and others, we are able to witness both the power of love and the strength of the human spirit.

The simple act of purchasing a newspaper allows the community to come together across class lines and to hold a conversation in a safe space. Besides being able to access quality journalism and voices from the community, your readership is giving individuals and families hope and self-confidence. It is possible for a woman to recover and give back to his community. Stereotypes about the poor are shattered. Lasting relationships are built. Community. Prescription for the poor.

The human spirit allows the community to come together and to hold a conversation. Members and others, we are able to witness both the power of love and the strength of the human spirit. Community.

What we’ve accomplished this past year

The newspaper:
• Street Roots published 26 quality editions of the newspaper this past year highlighting an array of social justice issues.
• The newspaper highlighted more than 100 individuals experiencing homelessness and poverty.
• The newspaper gave voice to more than 30 social justice organizations working on issues ranging from immigration and criminal justice reform to the environment, affordable housing and homelessness, marriage equality and equity.

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The vendor program:
• Street Roots provided a safe space for more than 500 people experiencing homelessness and poverty—including access to computers, a mailing address, hygiene items, fresh water, coffee (Thank you, Shipton!) and public restrooms. Street Roots offers hospitality 365 days a year, rain or shine.
• Street Roots partnered with Central City Concern to sign up more than 90 percent of our vendors with health care.
• Street Roots partnered with JOIN, Northwest Pilot Project, Central City Concern and Transition Projects to facilitate housing for more than 40 individuals, while helping prevent homelessness for more than 100 people.
• Street Roots hosted a weekly Writer’s Group for people experiencing homelessness and poverty.
• Street Roots worked with individuals and institutions to provide monthly summer barbecues for vendors, tickets to Trail Blazers games and marching in the Veteran’s Day and Pride parades.

Street Roots Rose City Resource Guide:
• Street Roots published 140,000 Rose City Resource guides distributed to more than 400 nonprofits, businesses, health care providers and government institutions. (See more on page 3 of the annual report.)

Advocacy:
• Street Roots worked to secure $1.7 million dollars in one-time funding for short-term rent assistance.
• Street Roots partnered with the City Club of Portland, Oregon ON and the Cinerius Crime Commission to present a series on homelessness at the City Club of Portland.
• Street Roots Board Member and Vendor Leo Rhodes is currently working with the City Club of Portland on a research project looking at health care and homelessness.
• Street Roots advocated on a range of different social justice issues in the newspaper—supporting marriage equality, the legalization of marijuana and increased housing resources, to name a few.

Street Roots is working in partnership with a group of housing and homeless organizations to create a metrowide coalition that will be launched at the end of the year to support increased revenue for housing and homeless services.

Why go weekly?

Nearly 70 percent of the sales of Street Roots occur during the first week of publication. The newspaper sells like hotcakes. Vendors do very well. During the second week of publication, the newspaper experiences a significant decrease in sales—which is hard for vendors to maintain a stable income to support their quality of life. By going weekly, it’s our goal to give vendors a more stable income, week in and week out.

Being a weekly publication will also allow Street Roots to be more in the news—department—offering the same quality journalism and voices from the community that readers have come to expect from the newspaper.

Your support means giving Street Roots and vendors a hand up in the community. It means supporting individuals and families to collectively seek solutions and work toward making our community the best it can be. Your support means helping the organization go weekly, which ultimately means giving vendors who sell the newspaper a quality product and a better life.

Israel Bayer
Executive Director
News that truly has an impact

Fifteen years ago, Street Roots was an organization with little more than a big heart to build upon. Today, we’re laying the foundation to go weekly. Going to a weekly publication cycle will mean more news and features in a newly formatted publication. It will still be the familiar Street Roots, but brought to you in a more timely fashion. At the core of this decision is the significant benefit this will have for the vendors. A weekly cycle means a more stable income and, over the long-term, increased sales. This is community journalism with a real impact.

With each year, sales of the newspaper increase, and this year was no exception. We’re delighted to reach more readers with each edition, which we know means more interaction among the community.

This year, we were proud to highlight some of Portland’s dynamic residents, spanning the arts, advocacy and social justice. They include reproductive rights maverick Judith Arcana, artist Samir Khurshid, Sen. Ron Wyden, in addition to local lawmakers and officials.

We’ve investigated stories about Nevada sending mentally ill patients on one-way bus trips to Portland and other cities with little or no support, and the impact of a payee service closure that left a thousand low-income and homeless people struggling to restore a vital financial service.

We reported on the lawsuit Oregon spearheaded against the Drug Enforcement Agency after it was discovered that the DEA was tracking your prescription records.

And of course, we wouldn’t be Street Roots without poetry. From our first printing, our poetry has provided readers with another view to the streets — both the good and the bad, from thoughts of whimsy to despair. It will always be a part of this newspaper.

So often, when students and community members come to visit our organization, they ask how we develop our stories. Street Roots relies on people like you, our readers, along with people reporting from the streets and the tremendous experience that our city has to offer. Our Editorial Committee brings together people from many walks of life, and we’re proud to share the table with so many creative and innovative minds. Together with our expanding team of talented reporters, we produce a newspaper vendors are proud to sell.

That’s why we’re looking forward to the coming year, to a new weekly product and bigger and better opportunities for our readers. And we’re excited to be sharing this remarkable journey with readers like you!

The Nick Gefroh Vendor Fund

Last year, Street Roots launched the Nick Gefroh Vendor Fund, made possible through a generous annual contribution from Nick’s family to support vendors experiencing homelessness and poverty at Street Roots. Nick Gefroh was a humble human being. He gave back to the community and was a mentor for many individuals who walked through the door at Street Roots, Nick served as a board member for two years with the organization, and was a longtime vendor at Northeast Ninth Avenue and Broadway. Nick also contributed poems, op-eds and artwork to the newspaper.

Nick’s life was cut short at the age of 41, but he left behind a legacy of great stories and laughter, a reminder to all of us of a youth of carefree memories and an adulthood packed with beautiful peaks and troubled valleys.

Nick, along with many fellow vendors who have died before their time, reminds us of how fragile and short life really is, and that each one of us should never be afraid to go above and beyond for others. This fund is dedicated to the many Street Roots vendors who are working to improve their lives and those at Street Roots who passed before their time. They include Nick Gefroh, George Kay, Roger Gates, Ted Jack, Nathan Roper, Alan Fitch, and other beloved friends who are missed every day.

You can be a part of this fund with a donation at streetroots.org.
Street Roots Rose City Resource

The Street Roots Rose City Resource is the most comprehensive, updated list of services for people experiencing homelessness and poverty in Multnomah and Washington counties.

Street Roots produced 140,000 guides last year (60,000 in the summer and 80,000 in the winter).

The guide is distributed to more than 300 organizations and institutions throughout the Portland region.

The guide is provided to social services, local businesses, law enforcement, health care organizations and hospitals, among others. For more information about receiving the guide or becoming a sponsor, contact Street Roots at www.streetroots.org.

“Over the past several years the Rose City Resource Guide has become a comprehensive, invaluable and irreplaceable tool for our street outreach workers and resource specialists who make it their business to provide accurate, up-to-date referrals. The usability and design of the guide truly empowers folks experiencing hardship to take control of their situation and make informed decisions. Janus Youth’s mission to connect our community’s most vulnerable young people to resources and services would be much more difficult without the Rose City Resource.”

— Dennis Lundberg, Associate Director, Janus Youth Programs

Financials

Revenue: $319,478.72
- Newspaper sales: 15%
- Individual donations: 39.2%
- Foundation support: 20.1%
- Government (Rose City Resource Guide): 20%
- Business/Nonprofit Support/Sponsorships: 3.8%
- Advertising: 1.3%

Expenses: $323,455.95
- Newspaper & Vendor Program: 62%
- Rose City Resource: 21%
- Administration: 17%

$43,981.10 was carried over for reserves and grants allocated for the next fiscal year of 2014-15.

Nearly 1,000 individual donors gave a total of $144,744.24. Your support means the world to us. Thank you!

Street Roots partnered with more than 150 local Portland businesses in 2013-14 through both the vendor program and Street Roots online auction. Thank you!

We are proud to partner with the following organizations to bring you the Rose City Resource:

- OMBU Web Development
- NW Natural
- United Way of Columbia-Willamette
- 211 Info
- Oregon Food Bank
- Portland Patrol Inc.
- Home Forward
- Portland Trail Blazers
- Care Oregon
- Sisters Of The Road
- Planned Parenthood
- Transition Projects, Inc.
- Oregon City Council
- JON
- Salvation Army
- Oregon Opportunity Network
- Voodoo Doughnut
- City Club of Portland
- Albina Community Bank
- Swanson, Thomas, Coon and Newton
- Metro
- City of Portland
- Multnomah County

Street Roots is also partnering with Meyer Memorial Trust, completing the second of a two-year capacity building grant allocated in the fiscal year 2012-13.

Street Roots partnered with the following foundations:

- Coon Family Foundation: $22,500
- McKenzie River Gathering: $20,000
- Oregon Community Foundation: $20,000
- OCF Joseph E. Weston Public Foundation $2,000
- Fidelity Charitable Gift Fund $1,000
- Garapati Fund: $1,000
- Henry Lea Hillman, Jr. Foundation: $5,000
- Kahn-Abbiss Foundation: $500
- Kinsman Foundation: $2,500
- Larson Legacy: $1,000
- Morgan Family Foundation: $2,400
- Starseed Foundation: $500
- The Wyss Foundation: $1,000
Thank you!

To all of our supporters!

Help Street Roots go weekly by making a one-time or recurring donation

You can donate securely online or by mail to Street Roots, 211 NW Davis St., Portland, OR 97209

streetroots.org

Vendor David Boston was able to use Street Roots as a stepping stone to other employment.

Raymond Thornton received the Vendor Community Award from the North American Street Newspaper Association for his work in the community and selling Street Roots.