Street Roots continues on the long road of social justice ...

Welcome to Street Roots’ 2015-16 annual report. It’s been a historic year.

In January, we celebrated our one-year anniversary of being a weekly publication.

By going weekly, we have been able to give vendors a more stable income, week in and week out. Newspaper sales have increased by more than 65 percent. That’s amazing. With 20,000 readers around the region, that means giving vendors a real hand up.

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

There’s something powerful about 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. Readers play a critical role in both the success of Street Roots and the success of individual vendors selling the newspaper. 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.

Since going weekly, Street Roots has gone from 75 regular vendors to more than 125 vendors working with more than 70 local businesses throughout the region.

The simple act of purchasing a newspaper allows the community to come together across class lines and hold a conversation in a safe space. The newspaper allows individuals and families to not only gain an income; it offers self-confidence and self-worth. It allows the public and vendors to build authentic relationships that would otherwise not happen without Street Roots. We are grateful.

The newspaper
- Street Roots published 52 quality editions of the newspaper last year, highlighting an array of social-justice issues.
- The newspaper highlighted more than 120 individuals experiencing homelessness and poverty.
- Street Roots has a special focus on issues facing people of color in our community, including immigrants and refugees, the environment, and the criminal justice system.
- The newspaper gave a voice to more than 30 social-justice organizations working on issues such as immigration and criminal justice reform, the environment, affordable housing and homelessness, marriage equality, and equity.

The vendor program
- Street Roots provided a safe place for more than 500 people experiencing homelessness and poverty — including access to computers, a mailing address, hygiene items, socks, fresh water, coffee (Thanks, Stumptown!) and public restrooms.
- Street Roots maintained a vendor health fund to support vendors when they are sick or in an extreme crisis.
- Street Roots offered hospitality 365 days a year, rain or shine.
- Street Roots partnered with JOIN, Northwest Pilot Project, Central City Concern and Transition Projects to facilitate housing for more than 30 individuals, while helping prevent homelessness for more than 150 people.
- Street Roots hosted a weekly Writer’s Group for people experiencing homelessness and poverty. The organization published the first zine, made up of writing and artwork from vendors.
- Street Roots also hosted a vendor holiday party, serving more than 80 vendors a fresh holiday meal.
- Partnering with Ride Connections, vendors received more than $10,000 worth of bus and MAX tickets.

Street Roots’ Rose City Resource
- Street Roots published 190,000 Rose City Resource guides distributed to more than 320 nonprofits, businesses, health care providers and government institutions. (See more on Page 3 of the annual report.)

Advocacy
- Street Roots has put much of its energy in the two years into developing leadership and support for the Welcome Home Coalition. The coalition, starting with six organizations, now has more than 100 organizations joining forces to support creating additional revenue for affordable housing in our community. Street Roots is a founding member of the organization. The organization is creating the first-ever ballot initiative to support affordable housing in the region.

What’s next?
The focus of Street Roots this next year is strengthening the organization and maintaining weekly publication.

The organization is finishing a new, three-year strategic plan. The plan focuses on a range of goals to improve both the vendor and editorial programs, which include expanding sales locations throughout the region and supporting vendors to increase their income.

The strategic plan also lays out the editorial vision of the newspaper — strengthening our support to be a social justice publication not only for the region, but throughout the Pacific Northwest.

Being able to maintain a quality publication week-in and week-out is of the utmost importance to Street Roots. Giving vendors and readers the best possible publication and being able to provide quality news will remain our top priority. We appreciate both your readership and love. #TuckABuck and support your neighborhood vendor each week. We promise you won’t be disappointed.

Executive Director
Readers help take newspaper to new level

Every sale of a Street Roots newspaper is far greater than a single purchase. It means an income for someone who is working to improve their life from some of the hardest conditions imaginable. It means bridging socioeconomic cultures. And it means the stories important to our community are reaching readers, making change with information and awareness.

It’s fertile ground. Our readers are dedicated to improving our community and engaged in the work toward social, economic and environmental justice. That’s a responsibility we don’t take lightly.

We are fortunate to have a great editorial staff working to keep the paper filled with stories you won’t find in other publications.

This past year we’ve explored the stories around our environment and our impact on climate change, right down to the foods we consume. We’ve led the way in coverage of the Native American community and its work to both restore the Native way of life and reinvigorate a new green movement in environmental preservation.

We’ve introduced you to some of our amazing neighbors who have traveled here from distance lands to shape our city. Our Planet Portland series goes deep into the lives of people who have incredible stories to tell about their journey to become Portlanders.

We’ve looked into the challenges facing rural communities. And we’ve brought you conversations with some familiar faces, including Timber Jim, Bill McKibben, Lily Tomlin and more.

And our coverage has an impact. The work by reporter Emily Green on how forestry workers are treated prompted lawmakers in Salem to conduct hearings on state contract policy. Coverage around the use of serious Measure 11 charges on juveniles was followed by new rules from the District Attorney’s Office to refrain from the practice.

We’ve also featured a direct commentary from a woman working on the shores of Greece, rescuing Syrian refugees.

Our pages are a platform for many in our community who are seldom heard, including our vendors themselves.

We continue to lead the way in covering our cultural diversity, reporting on the men and women from the many communities of color in our region.

We’re pushing conversations forward around addiction, drug policy and criminalization. And when it comes to issues around homelessness and affordable housing, we keep the conversation moving forward.

Street Roots is a longtime member of the International Network of Street Papers, along with more than 120 newspapers and magazines around the globe. This network allows us to bridge cities and issues, and share stories from around the world, illustrating the universal concerns of people everywhere.

And, of course, no mention of the paper would be complete without thanking our vendors for their street poetry. There is simply no other paper in the city providing the work of people on the street, and it’s an honor to have it in Street Roots.

We’re proud to be members of the Society of Professional Journalists and recipients of the local chapter’s top honors for our reporting on social issues and the environment.

For all the work we do at Street Roots, none of it moves forward without you, our readers. Without people like you willing to take that first step and buy a newspaper, none of this would be possible. Thank you!
Street Roots is reader inspired: 2,186 individual donors donated to Street Roots in 2015-16. Thank you!

Street Roots partnered with more than 170 local businesses in 2015-16 through both the vendor program and Street Roots’ online auction. Thank you!

Street Roots is proud to partner with the following foundations:

- Coon Family Foundation: $25,000
- Evelyn L. Jones Fund of the Oregon Community Foundation: $15,000
- Garapati Fund: $10,000
- Larson Legacy: $1,000
- Madeline More Donor Advised Fund: $2,000
- Marian and Elihu Schott Family Fund of the Oregon Community Foundation: $2,000
- Meyer Memorial Trust: $50,000
- OCF Joseph E. Weston Public Foundation: $2,000
- Tides Foundation: $1,500
- Wyss Foundation: $1,000
- Peter H. Michaelson Foundation: $5,000
- Joseph E. Wentz: Oregon Community Foundation: $2,500
- Northwest Health Foundation: $500
- Morgan Family Foundation: $500
- O’Callaghan Family Foundation: $300
- Kahn-Ables Foundation: $1,000
- Susan Koe Foundation: $500
- Marian and Elihu Schott Family Foundation: $1,000

Street Roots Rose City Resource

Street Roots published 190,000 Rose City Resource guides, distributed to more than 340 organizations and business in the Portland region.

The Street Roots Rose City Resource is a pocket-sized, 104-page guide filled with the most comprehensive, updated list of services for people experiencing homelessness and poverty in Multnomah and Washington counties.

This year, Street Roots put a special focus on distributing the guide to culturally specific organizations.

Street Roots and Rose City Resource Sponsorships:

| Metro: $5,000 | Clean & Sale: $500 |
| Portland Patrol Inc.: $1,000 | Volunteers of America: $500 |
| NW Natural: $1,500 | Alano Club: $500 |
| Oregon Food Bank: $1,000 | Sisters Of The Road: $500 |
| United Way Columbia-Willamette: $1,000 | Beneficial State Bank: $2,500 |
| Albina Community Bank: $500 | Travel Portland: $1,000 |
| Central City Concern: $1,000 | Portland Business Alliance: $1,000 |
| JOHN: $500 | Care Oregon: $6,000 |
| Home Forward: $1,000 | Portland Development Commission: $2,500 |
| Planned Parenthood: $500 | McKnight & Bonner Associates: $2,500 |
| Salvation Army: $500 | Williams/Dame & Associates: $500 |
| Transition Projects Inc.: $500 |

Financials

Revenue: $504,851
- Newspaper sales: 20%
- Individual donations: 42%
- Foundation support: 13%
- Government (Rose City Resource Guide): 19%
- Business/Nonprofit Support/Sponsorships: 3%
- Advertising: 3%

Expenses: $455,535
- Newspaper and Vendor Program: 63%
- Rose City Resource: 19%
- Administration: 18%

Willie Bradford sells at the downtown Multnomah County Library. He is one of 125 vendors who sell the paper at more than 50 sales locations in the Portland metro area.
Thank you!

To all of our wonderful supporters!

Invest in ideas. Underwrite advocacy. Contribute to hope.

Give a one-time or recurring donation today. You can donate securely online or by mail at Street Roots, 211 NW Davis St., Portland, OR 97209

Interested in donating stock or including Street Roots in your will? Contact Sarah Cloud at scloud@streetroots.org or 503-228-5657

streetroots.org

Street Roots is among 120 street newspapers and magazines around the globe united through the International Network of Street Papers. We are proud to take a leadership role in working with other thriving street papers across the country. Street Roots is also an active participant in the Street News Service, which consolidates news and features about social justice for the worldwide network.