

# ANNUAL REPORT

**“BEST OF LUCK AS  
STREET SENSE  
CONTINUES TO  
EVOLVE AND GROW.  
YOU HAVE SUCH AN  
IMPORTANT MISSION.”**

**- HEIDI SCHOENBERGER-COBERT**  
*Donor*



1317 G Street, NW Washington, DC 20005  
202.347.2006 [www.StreetSense.org](http://www.StreetSense.org)  
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# LETTER FROM THE DIRECTOR

**After several challenging years,** Street Sense experienced a measure of stability and financial health in 2012. Not a single member of the staff departed during the year and we added a new full-time position – Director of Marketing and Communications – to oversee promotion of advertising sales and professionalize our social media and external communications activities. Financially, we saw significant increases in support from foundations and individual donors. Total income was higher than any year in the organization’s history. Single issue circulation hit an all-time high of 17,000 papers.

This stability, coupled with the approach of our tenth anniversary, encouraged consideration of strategies to increase our impact. We began experimenting with platforms beyond the newspaper to explore homelessness and reach a broader audience. Via our website, we launched Seeing Hope – a series of nine short films, each centered on the life of one vendor. Lessons of Hope – an ongoing series of public forums examining particular aspects of homelessness – was created for launch in 2013.

We must invest in new strategies to assist more vendors transition beyond homelessness. Toward this end, I approved a January 2013 doubling of the suggested contribution price of the paper to two dollars. This was the first “raise” given to our vendors in nine years. We feel compelled to bring vitally needed resources to those vendors who are most vulnerable – especially those living outside and in need of housing, medical and mental health services. We will be sharing these aspirations with our funders in 2013, in search of partners willing to invest in new capacity at Street Sense to build bridges to the services these vendors need.

The countdown toward our tenth anniversary officially began with the November 21, 2012, publication of Volume 10, Issue 1 of the paper. Throughout 2013 we will continue to examine the degree to which we can do more to achieve greater mission impact. In the future, I expect we will look back and view 2012 as the year that Street Sense laid the cornerstone for a second, even more impactful decade in Washington. We plan to celebrate our accomplishments and share our vision for the future at an October 10th, 2013 gala event at the historic Carnegie Library at Mount Vernon Square. We hope you will all join us!

My vision for Street Sense has it playing a central role in ending chronic homelessness in our community – through the provision of meaningful opportunities for our vendors and an expanding array of public education mechanisms all aimed at engaging the public in thoughtful debate on the root causes and solutions to homelessness. If you have not already, please consider joining us in this vital effort.

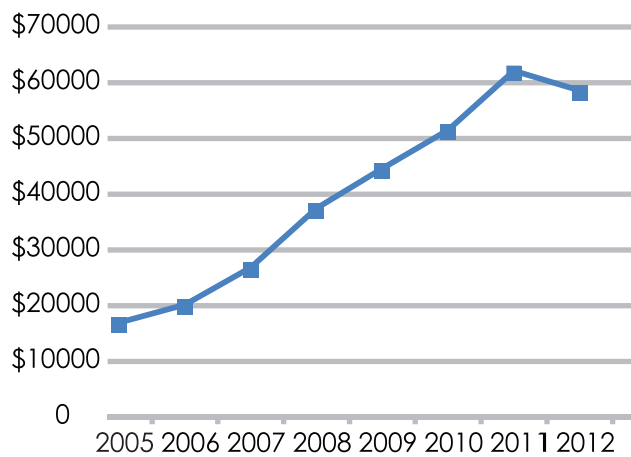
Sincerely,  
  
 Brian Carome, Executive Director

# YEAR AT A GLANCE

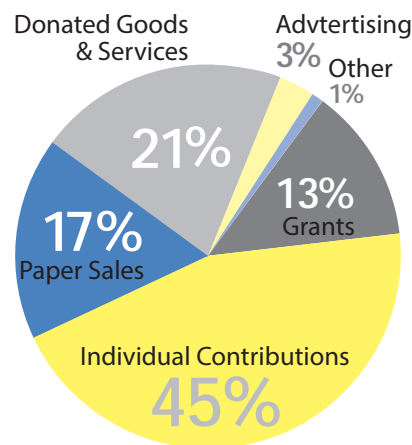
- Trained 20 new permanent vendors
- Stanford student Travis McCain produced “Homeless Humanity” featuring Street Sense vendors’ work
- Karate instructor Sarah Wolf taught self-defense to the Women of Street Sense group
- Created a new educational initiative called Teaching Hope aimed at informing students about the history of homelessness in DC and offering methods to ending homelessness in our lifetime
- Targeted by Georgetown University for 2012 Hilltop Consultants Business Strategy Challenge, Business students from around the country competed to innovate new opportunities for Street Sense
- Conducted the 2012 Reader Survey
- Hosted Rebecca Stewart, an AmeriCorps VISTA volunteer, from August 2012-August 2013
- Abby Evans, an anthropological student at Hobart and William Smith Colleges, recorded extended video profiles of vendors for her “Seeing Hope” project
- Honored the passing of Jesse Smith, first Vendor Manager of Street Sense, on May 12, 2012
- 50 students from the Iraqi Young Leaders Exchange Program participated in Vendor for a Day, precursor educational program to Teaching Hope
- Honored the passing of vendors Tyrone Murray, 11.08.2012 and Tommy Bennett, 11.18.2012
- Hosted 24 editorial, 1 graphic design and 1 development interns and received over 1300 hours of donated volunteer time from over 30 volunteers

## FINANCES IN REVIEW

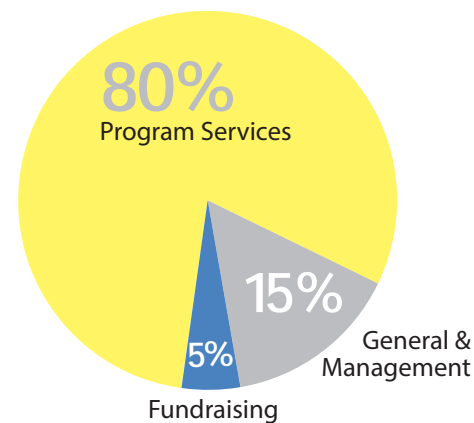
### Paper Sales 2005-2012



### Revenue \$325,221



### Expenses \$302,027



# 2012 EDITORIAL HIGHLIGHTS



- January**  
*“Homeless Lives Too Often Cut Short”* by Editor-in-Chief Mary Otto
- February**  
*“Counting the Survivors”* by Managing Editor Eric Falquero
- March**  
*“Meeting an Invisible Need”* by Editorial Intern Abby Woodfin
- April**  
*“DC Youths At Risk of Homelessness”* by Editorial Intern Evi Mariani
- May**  
*“Homelessness Up 6 Percent in 2012”* by Editor-in-Chief Mary Otto
- June**  
*“Suburban Communities: Hidden Worlds of Homelessness”* by Editorial Intern Laura Lindskov Jensen
- July**  
*“Man Marches for Homeless Vets: 2,800 Miles to Meetings on Capitol Hill”* by Editorial Intern Faithful Okoye
- August**  
*“2012 Street Soccer U.S.A. Cup: Celebrating Life Beyond Hardship”* by Editorial Intern Chris Trevino
- September**  
*“Addressing Issues that Confront Urban Schools”* by Editorial Intern Joel Barnes
- October**  
*“Natural Pesticides”* by Vendor Cynthia Mewborn
- November**  
*“Taking a Break for Fantasy and Fun”* by Editorial Intern Sydney Franklin
- December**  
*“Arlington Neighbors Debate New Shelter”* by Editorial Intern Mark Rose





# VENDOR ACHIEVEMENTS

- Morgan Jones enrolled in college classes at the University of the District of Columbia.
- Jeff McNeil found employment with Golden Triangle.
- Clifton Davis found employment with Black Salt Seafood and saved enough money to rent a room.
- Charles Woods gained employment at the Union Station Burger King.
- Franklin Sterling was re-hired as an on-call employee by a former employer.
- Robert Warren started a full-time position at George Washington University Hospital.

- Gary Jones found employment at Checkers.
- Glenn Artis found an apartment through a housing assistance program at So Others May Eat (SOME).
- Michael Pennycook saved enough money selling Street Sense to rent a room for \$800 a month. In April 2012 he and his girlfriend had a baby boy.
- Phillip Black moved into a 2-bedroom apartment in Oxon Hill after being on a housing waiting list for 3 years. A short while later his two daughters moved in with him.
- Ivory Wilson took Street Sense to NYC while promoting the reprinting of his book *A Player's World Manual: Wanna Be A Pimp?*



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