



Street Sense

*“Three cheers -- no a million
cheers -- for the good work
of Street Sense!!”*

JoAnne Growney
Reader

2011 Annual
Report >>>

From the Director

2011 was a difficult year for Street Sense. Stability in executive leadership following the December 2009 departure of co-founder Laura Thompson Osuri continued to prove elusive. Individual and institutional donors had every right to doubt the organization's stability. This doubt, coupled with the national economic downturn that began in 2008, cut deeply into several crucial revenue streams. Individual contributions fell by 31% over 2010 levels. Grant income fell by 35%. Corporate income by 96%. Recognizing that the organization's future was at stake, Street Sense's board of directors asked Osuri to return as CEO to guide it through the treacherous waters it found itself in, while it embarked on a search for a permanent CEO.

Remarkably, the paper continued to publish on schedule throughout this period. With the exception of the Editor-in-Chief Mary Otto, the entire staff turned over during the summer of 2011. In August, professional graphic designer Eric Falquero was hired as Managing Editor. Vendor recruitment and training continued without falter, first under the guidance of volunteers and veteran vendors, and then under the leadership of Allen Hoorn, who was hired as Vendor and Volunteer Manager. Under this patchwork of solid stewardship, and the never-wavering work of our vendors, income from paper sales rose to an all-time high of \$60,150, a 21% increase over 2010 levels! Further financial assistance came when our donors responded generously to a September 2011 direct appeal from the Board.

In November 2011, the Board invited me to be Street Sense's 4th Executive Director. I am honored to take the helm of an organization whose mission is more relevant than ever. And I am deeply grateful to the leadership that Laura Thompson Osuri, Mary Otto, and our board provided during 2011.

My vision for Street Sense has it playing a central role in ending chronic homelessness in our community – through the provision of meaningful economic 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

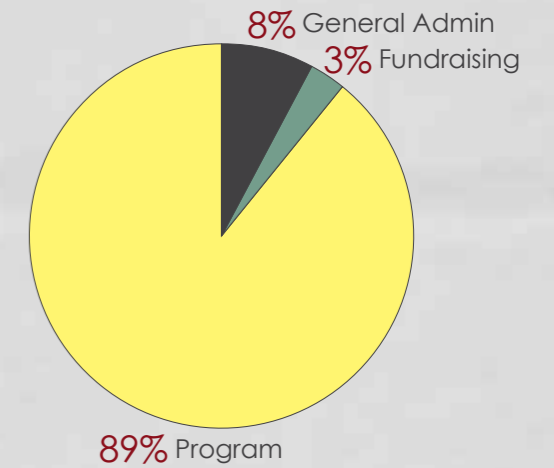
“Everybody is somebody. I'm Tommy. That's who I am.”

Tommy Bennett
Vendor

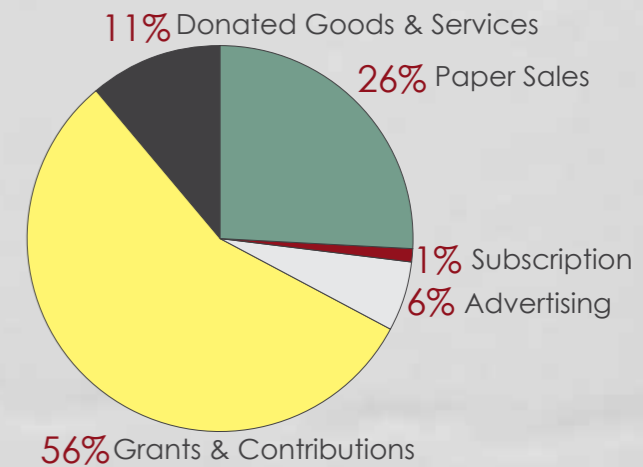
Vendor Achievements

- > Jeffrey McNeil published his 2nd book of political commentary based on his writings in Street Sense
- > Tommy Bennett led the way among vendors by celebrating 9 years of sobriety
- > Kenny Belkosky reunited with his family after many years as a result of his involvement with Street Sense
- > James Davis reached 75,000 newspapers distributed for Street Sense
- > Dwight Harris gained local notoriety after being assaulted by the Metro Transit Police while distributing the Street Sense newspaper
- > Phillip Howard was recognized as a model tenant through Catholic Charities
- > Ivory Wilson and Jeffrey McNeil wrote more than 60,000 combined words for publication in the newspaper
- > Michael Davidson and Nema Dixon were able to enroll their daughter in kindergarten and Michael accepted a full-time job at the Washington Convention Center

Expenses | \$226,053



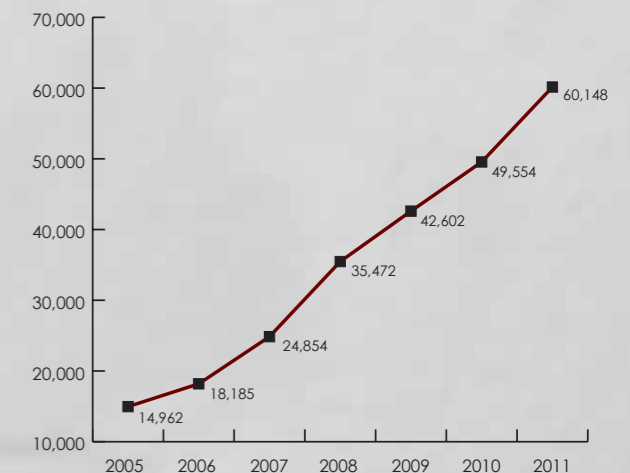
Revenue | \$231,606



Year at a Glance

- > Welcomed three new staff members: Executive Director Brian Carome, Vendor and Volunteer Manager Allen Hoorn, and Managing Editor Eric Falquero
- > Partnered with DC Water during the summer to distribute more than 500 water bottles to our vendors and others on the street at risk of dehydration
- > Received the sixth annual Freshman Service Grant from American University for \$500
- > Street Sense vendors participated in poetry readings at George Washington University, American University, and Georgetown University
- > Welcomed more than 800 participants to the Vendor for a Day program
- > Students from American University volunteered more than 200 hours to help Street Sense move offices
- > Intern Kathy Reinecke was honored by the North American Street Newspaper Association (NASNA) for the best photograph at their annual convention
- > Continued to publish the paper without missing a single deadline despite moving offices three times in one year

Paper Sales | 2005-2011



“ See what I'm saying... ”

Mark Jones
Vendor

Editorial Highlights



March



May



June



July



September



October

- > "Death on a Dark Road" – Mary Otto
January
- > "Veterans Face a Stark Reality on the Streets"
– Gretchen Grant
February
- > "A Poet Rises from an Epidemic"
– Mehreen Rasheed
March
- > "Homeless as a State of Mind" – Maurice King
April
- > "Filling a Need for Dental Care" – Mary Otto
May
- > "Excessive Force"
– Erin Durkin and Zachery Davidson
June
- > "Model Vendor also a Model Tenant"
– Hannah Traverse,
July
- > "Protecting DC from HIV one Flavored Condom
at a Time," – Erin Durkin,
August
- > "Capital Ride: One Group's Path to Ending
Homelessness" – Allen Hoorn
September
- > "In a Time of Need, Hunger Program that Serves
Seniors Almost Lost" – Anna Katharine Thomas,
October
- > "Wandering Acting Troupe Finds Fellow Travelers at
Saint Elizabeth's" – Nicole M. Jones,
November
- > "Making Room for Christmas and More Families
at DC General" – Mary Otto,
December

1317 G Street, NW Washington, DC 20005 – 202.347.2006

StreetSense.org



/streetsense



@streetsensedc