



THE YEAR AT A GLANCE

- featured in a *New York Times* article and online slideshow
- doubled our office space
- held second annual David Pike Memorial Awards, keynoted by author, David Shipler, and DC Council Member, Tommy Wells
- attended the North American Street Newspaper Association (NASNA) Conference
- Received \$10,000 grant from Abell Foundation
- held Vendor Appreciation Picnic
- launched new website: streetsense.org
- developed new year-round internship program with the Washington Journalism Center
- held fourth annual Silent Auction fundraiser, raising \$8,600
- published full issues on Financial Crisis, Mental Illness, the Arts, Budget Crisis, and Hypothermia (right)

“ I appreciate the incredible work you all do to put out this awesome paper. Your vendors are some of my favorite people in DC! ”

- Vasudha Desikan,
Washington, DC



For more information on how you can help Street Sense, please contact us:

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Washington, DC 20005

As was the case with most non-profits, 2009 was a difficult year for Street Sense. Revenue-generation was a challenge as donors, foundations and advertisers cut back on spending. Street Sense managed to minimize the brunt of the economic downturn in a clever way - by playing off of the "bank bailout" with a bailout of its own. Donors were asked to help *Street Sense* through the tough time, and they did, minimizing the drop in donations over the previous year to only 7%. Through their generosity, donors made a statement: Street Sense has become a part of the community's social fabric, and we want it here to stay. To ensure Street Sense's financial viability in perpetuity, however, it will need to significantly increase its donor base.

Additionally, Street Sense made the strategic, yet very difficult, decision to increase the cost of the paper to vendors by 10 cents while simultaneously decreasing printing costs through a change in paper stock, allowing the organization to increase revenue from paper sales by 20% over the previous year. At the same time, the organization stepped up its efforts to provide vendors with support.

The Street Sense Silent Auction was one of the year's highlights, raising awareness amongst new community members and supporters. Editorially, the content of the paper improved significantly under the leadership of Mary Otto, and included serious, in-depth reporting on issues of homelessness, including a March 18th feature entitled, "Life, Death and Uncertainty on the Streets: A vigil for the homeless reveals someone once thought dead is alive and well, raising questions about those who disappear."

Finally, despite the year's challenges, the Street Sense Board of Directors set out to hire a new Executive Director—only the second such person in the role since the organization's inception—proving that it was strong and stable enough to make the leadership transition. On a personal note, my introduction into Street Sense has been both overwhelming and inspiring. I am humbled to follow in the footsteps of visionaries, Laura Thompson Osuri and Ted Henson, who co-founded the organization in 2003. They've created what so many would not dare try.

Yet, there is much to be done - professionalizing the operation, building capacity, providing more structured training and skill-building to our vendors and mobilizing a movement of supporters. Each day, I speak with readers who are moved by the mission, volunteers of all ages and backgrounds who are eager to help and supporters who are investing philanthropically to ensure our financial future.

Thank you for your support of Street Sense. I encourage you to share our mission with your friends and colleagues. Together, we can work to address the challenges of homelessness in DC.

Warm regards,



Abby Strunk



"I love Street Sense because it's a simple yet powerful concept: Help the homeless help themselves. I've also learned so much about homelessness and the issues surrounding it since I've started reading Street Sense."

- Marsea Nelson, Falls Church

VENDOR ACHIEVEMENTS

Chris Shaw is took writing courses at Green Door; Patty Smith took an Office Support Specialist course at CTI; Louise Davenport took a CPR-First Aid Course; and Carl Turner and Sammy N. Ngatiri completed computer classes offered by MLK Library.

Sybil Taylor, Lawless Watson, Donna Barber, Kenneth Belkosky, Jeffery McNeil and John C. Matthews and others obtained housing.

Vendors secured employment at the National Portrait Gallery, the Census Bureau, CSC Events and Jubilee Jobs.

Others have sought rehabilitation services at Pathways, Cataada House and the Psychiatric Institute of Washington.

EDITORIAL HIGHLIGHTS

Top 10 News Headlines

HINI: Coming to a Shelter Near You?
Carrie Hopper, November

DC Weighs Cost of Homeless Services
Mary Otto and Bob Blair, May

N Street Village Cinderellas Ready for Ball
Mary Otto, January

Back to School? Growing Number of Homeless Families Struggle to Keep their Kids in School
Karen Thomas, August

Who Really Counts? 2010 Census Attempts to Count Homeless
Marcus Williams, September

From L.A.'s Skid Row to Capitol Hill
Bob Blair, April

City Cuts Vital Services
Shivan Sarna, October

After War, Homeless Veterans Continue to Fight
Marcus Williams, July

Who's Attacking the Homeless?
Mary Otto, January

Policy Experts Address Smoking Rate Among Homeless Individuals
Shivan Sarna, November

Additional Articles of Note

Tribute to Randy Evans [using photos he took of his life]
November

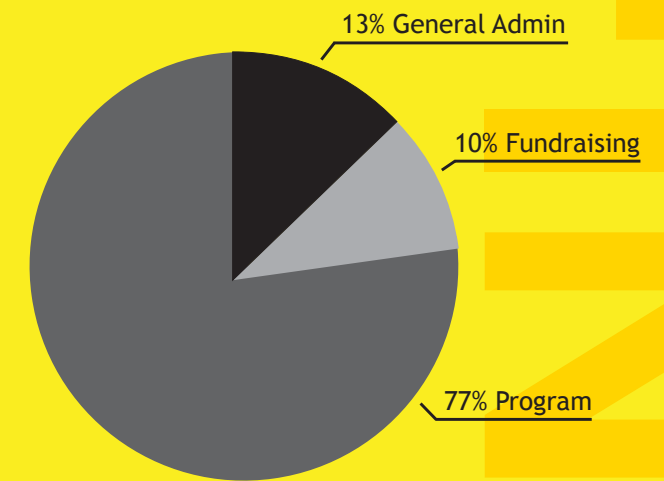
Homeless Speak out on City Council Conflict with Catholic Charities over Gay Marriage
Marcus Williams, November

Please Say No to Closure of Mental Health Clinic at 35 K Street
JoAnn Jackson, January

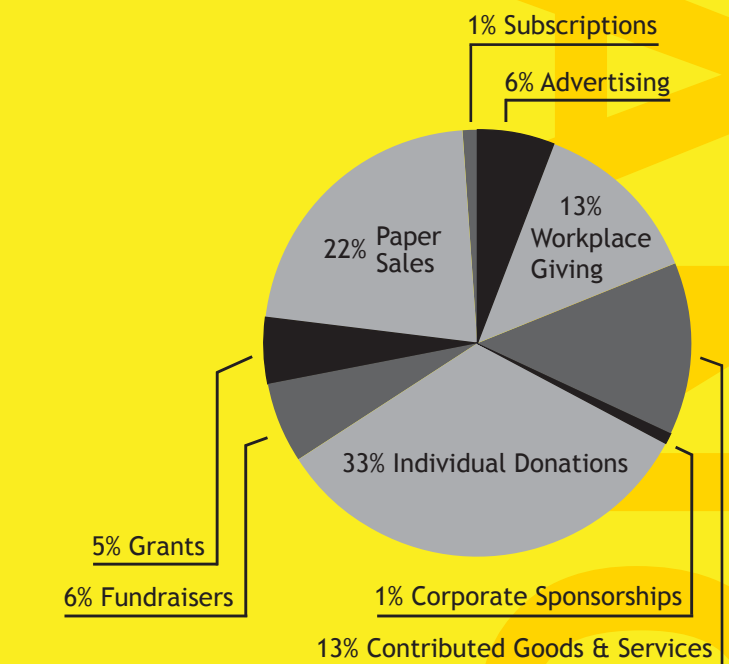
This is About Gun Control
Ken Belkosky, August

Fashion Preview: Street Sense Style
Vanessa Voigt, September

Expense | \$204,650



Revenue | \$193,389



Paper Sales | 2005 - 2009

