



STREET  
SPIRIT

# IMPACT REPORT 2025



Street Spirit Vendor Kenneth Winters  
Photo: B&W photos by pablo circa

[THESTREETSPIRIT.ORG](http://THESTREETSPIRIT.ORG)

@STREETSPIRITNEWS



## AFTER NEARLY GOING OUT OF PRINT IN 2025, WE WERE THRILLED TO CELEBRATE 30 YEARS OF STREET SPIRIT IN 2024.

*Street Spirit* is an independent, monthly newspaper dedicated to covering poverty and homelessness from the perspective of those most impacted. Established in 1995, we also act as a vital source of income for the homeless people who sell our newspapers on the streets of Oakland, Berkeley, and beyond, keeping 100% of the profits they earn as salespeople. We publish original reporting, personal essays, poetry, and artwork that illuminate the experience of homelessness with unique intimacy.

The pages of our newspaper have long been a venue for civic and community participation. We provide a place for unhoused writers, artists, and poets to tell their own stories, and work with them through a supportive editorial process before publishing their work. We have often been a landing place

for early-career writers and journalists, for whom our supportive editorial process provides a helpful entry point to the media landscape.

But *Street Spirit* is more than just a newspaper. We are also a bridge between housed residents of the East Bay and those who live unsheltered. For vendors, selling our paper is an opportunity to rebuild a connection to mainstream society; for their customers, *Street Spirit* provides a chance to understand the growing number of people they see living outside. The challenge of homelessness is no longer abstract and intractable when there is a trusted and effective channel of communication for all.

Our team is small but mighty: Alastair Boone is our Director, Bradley Penner is our Editor in Chief, and Kevin Sample is our Vendor Coordinator. Thanks to UC Berkeley's Judith Lee Stronach prize, Cole Haddock and Maria Toldi are our intrepid research fellows – they're in the midst of working on a six-month journalism project, which will be complete in February, 2026.



Derrick Hayes



Jimbow & Amber



Harold & Larry

# 2025 HAS BEEN A YEAR OF EXCITEMENT AND **GROWTH.**

Street Spirit Vendor Vernon Dailey

## 2025 MILESTONES

Celebrated 30  
years in print!

Now printing  
8,000 papers a  
year

Supported over 200  
people in our office  
and drop-in center

Won our first  
journalism prize

Published 58  
new writers,  
artists, and poets

Onboarded 21 new Street  
Spirit vendors

Started work on the new,  
Street Spirit resource guide  
(to be completed in 2026)



# OUR IMPACT

- 21 new Street Spirit vendors joined our program in 2025: Joel, Tarsa, Evita, Reginald, Frank, Chinook, Andrew, Fred, Anthony, Charles, David, Preston, Matteo, Brian, Marilyn, Taylor, Jeff, Keith, James, Jeremiah, and Jon, welcome!
- Over 200 people visited our office and drop-in center in South Berkeley, where they ate a meal, grabbed some clean clothes and hygiene supplies, used the bathroom, or simply spent a quiet afternoon.
- We published 58 new writers, artists, and poets in the pages of our newspaper this year, the majority having personal experience with homelessness or poverty.
- Won our first journalism award, from the Society of Professional Journalists, in collaboration with KALW Public Media.
- The number of newspapers we are printing each month went from 6,000 to 8,000, showing that our audience is steadily growing.
- We continued to build a strong base of funding for our work, receiving nearly \$200,000 in grants and public funding, and won several prizes in recognition of our work, including from the Society of Professional Journalists, the Local Media Association, and the East Bay Young Democrats.
- We celebrated 30 years in print in March, 2025! To mark the occasion, we threw a party and panel about the history of grassroots news in the Bay Area with panelists from *The Black Panther* and the *Berkeley Barb*.







## SPECIAL PROJECTS

### A QUEER POETRY ZINE

In June, we introduced a new print project: the Street Spirit Poetry Series, which aims to center the voices in our communities through verse. In celebration of Pride Month, our first edition was a queer poetry zine filled with work by queer writers, many of whom have experience with poverty or homelessness. We folded and stapled a very limited run of 250 zines, which were sold by Street Spirit vendors in Berkeley and Oakland to supplement the money they earn selling papers.

We're excited to print more poetry zines in 2026.

### B SIDEWALK STORIES WITH KALW

In 2025, we launched "Sidewalk Stories," an award-winning radio series that shines a light on how unhoused people both survive and build a life outside. Made in partnership with KALW Public Media, Sidewalk Stories won the Society of Professional Journalists' Public Service Journalism award.

What is the series all about? Sometimes surviving means figuring out how to breathe when the air is dangerously smokey, or where to find a hot meal when it's desperately cold. Other times living is just living: doing the normal things we all have to do, like getting dressed, or voting, or calling our moms on Mother's Day. Sidewalk Stories brings us into the many experiences of homelessness through the lens of the ingenuity, and even joy, in the lives of unhoused people.

### C STREET SPIRIT RESOURCE GUIDE

We are starting an exciting new project: A pocket-sized resource guide to homeless services in Alameda County.

Our work teaches us that for marginalized groups, it's impossible to separate information needs from material needs. So we're going to use the tools of journalism to meet both: Using rigorous research and reporting, we will create a comprehensive guide to Alameda County homelessness services with the goal of making it easier for unhoused people to access badly needed resources.

The guides will also increase transparency in the homeless

services landscape, giving readers the opportunity to understand what kinds of resources for homeless people already exist, and where the gaps are. They will be small and easy to carry, perfect for anyone who wants to pass them out to those who need them. We will do two print runs a year to ensure the guides are accurate and up-to-date.

Thanks to funding from the Local Media Association (LMA) we have the money we need to get started on this project—but we still need to raise \$15,000 to make our first print run a reality. Our goal is to begin distribution in the Spring of 2026.

### FROM OUR POETRY ZINE

**"Get up, stand up, march  
past the soulless parades  
// together we're a united  
front, there's no need to  
be afraid // grab a  
stranger, grab a loved  
one, we're going to meet  
the man // solid in our  
principles we're going to  
take a stand!"**

By nora b

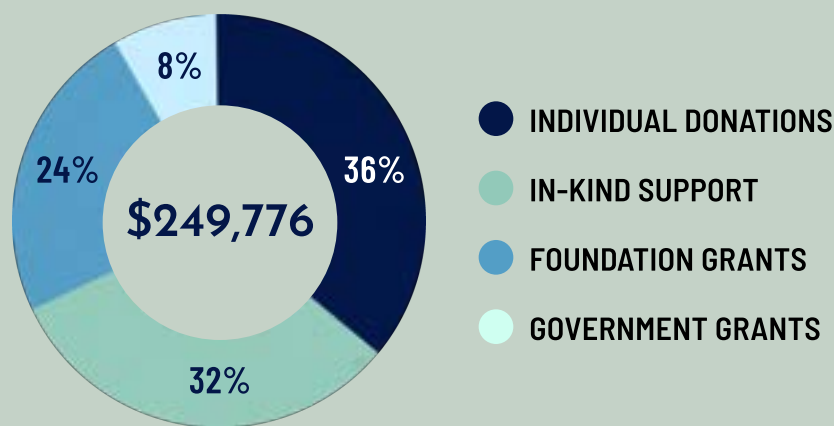


# FINANCIALS

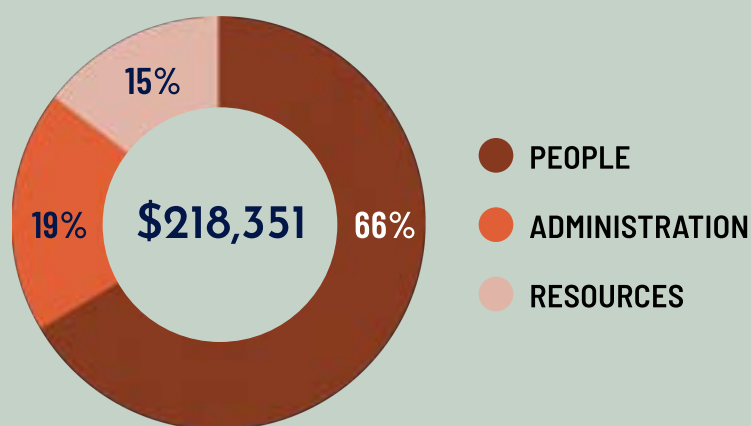
Revenue from individual donations, merchandise sales, grants, and public funding help *Street Spirit* stay in print.

We don't profit off of newspaper sales because *Street Spirit* vendors keep 100% of the profits they earn as salespeople: They don't pay a penny up front for the papers we print for them each month.

## REVENUE



## EXPENSES







LOOKING FORWARD

TO MEET OUR GOALS  
IN 2026, WE NEED TO  
RAISE **\$100,000**

## NOTE FROM THE DIRECTOR

To readers and supporters of *Street Spirit*,

We're still here!! I never get tired of saying this. After briefly going out of print in 2023, this newspaper is stronger than ever before. The last two years of building *Street Spirit* into an independent organization have been the most exciting and challenging years of my life. It has been such an incredible pleasure to watch our organization grow, and to meet all the amazing people who believe in our work: In the value of tangible print media, in human connection, and in uplifting the humanity of unhoused people in the Bay Area and beyond.

2025 has been a year of immense growth for *Street Spirit*. We are on a journey of building new connections and pursuing new projects, all of them founded on community connection. Maybe you've been to one of our happy hours, panels,

or events. Maybe you buy the paper every month, and chat with our vendors. Maybe you've visited our office and drop-in center for unhoused people in South Berkeley. Maybe you have submitted writing, artwork, or poetry for publication in the paper. Maybe you have supported our work with a donation. Whoever you are, you play a vital role in our future: The continued expansion of our vendor program, our new, pocket-sized resource guide for unhoused people, creative programming for our vendors, and more. Thank you for being part of the network that holds us up.

*alastair*

Alastair Boone, Director



WHAT COMES NEXT?

# HOW YOU CAN HELP

Here's a breakdown of how donations will be used in 2025:

(NEW!)

## SUBSCRIBE TO STREET SPIRIT

Maybe you don't regularly carry cash, or moved away from the East Bay. Maybe you're not making it out too much these days but want to stay up-to-date with our reporting. You're in luck: You can now subscribe to *Street Spirit*!

Make a monthly donation and get a copy of the paper delivered to your doorstep. All subscription funds will go back into our vendor program, so you're still supporting *Street Spirit* vendors who sell papers on the streets of the East Bay.



SIGN UP BY MAKING A  
RECURRING DONATION OF  
\$10, \$25, OR \$100 A MONTH

## CORPORATE MATCHING & DONATIONS OF STOCK

If your employer offers a match program, consider getting some colleagues together and giving a donation together through your employee match program. We can also now accept donations of stock. We can help you figure out how to do these things if you haven't done them before!

## INDIVIDUAL DONATIONS

\$100	Provides a monthly supply of food & hygiene for our vendors
\$500	Pays for 6 months of "Vendor Lunch" – the monthly hot meal Street Spirit vendors receive when the new paper comes out
\$1.1K	Provides 1 year of bus passes for Street Spirit vendors
\$1.5K	Covers one month of printing the newspaper
\$5.5K	Covers the printing costs for one limited-edition poetry zine
\$6K	Supports new writer's workshops and creative programming for unhoused community members
\$10K	Covers one year of office rent and utilities for our South Berkeley office and drop-in center
\$15K	Pays for the launch of our Street Spirit Resource Guide: Our comprehensive guide for homeless services in Alameda County

## FREQUENTLY ASKED QUESTIONS



### How do I donate?

All the information you need about how to donate can be found at [thestreetspirit.org/give](http://thestreetspirit.org/give)



### Are donations tax deductible?

Yes, all donations to Street Spirit are tax deductible.



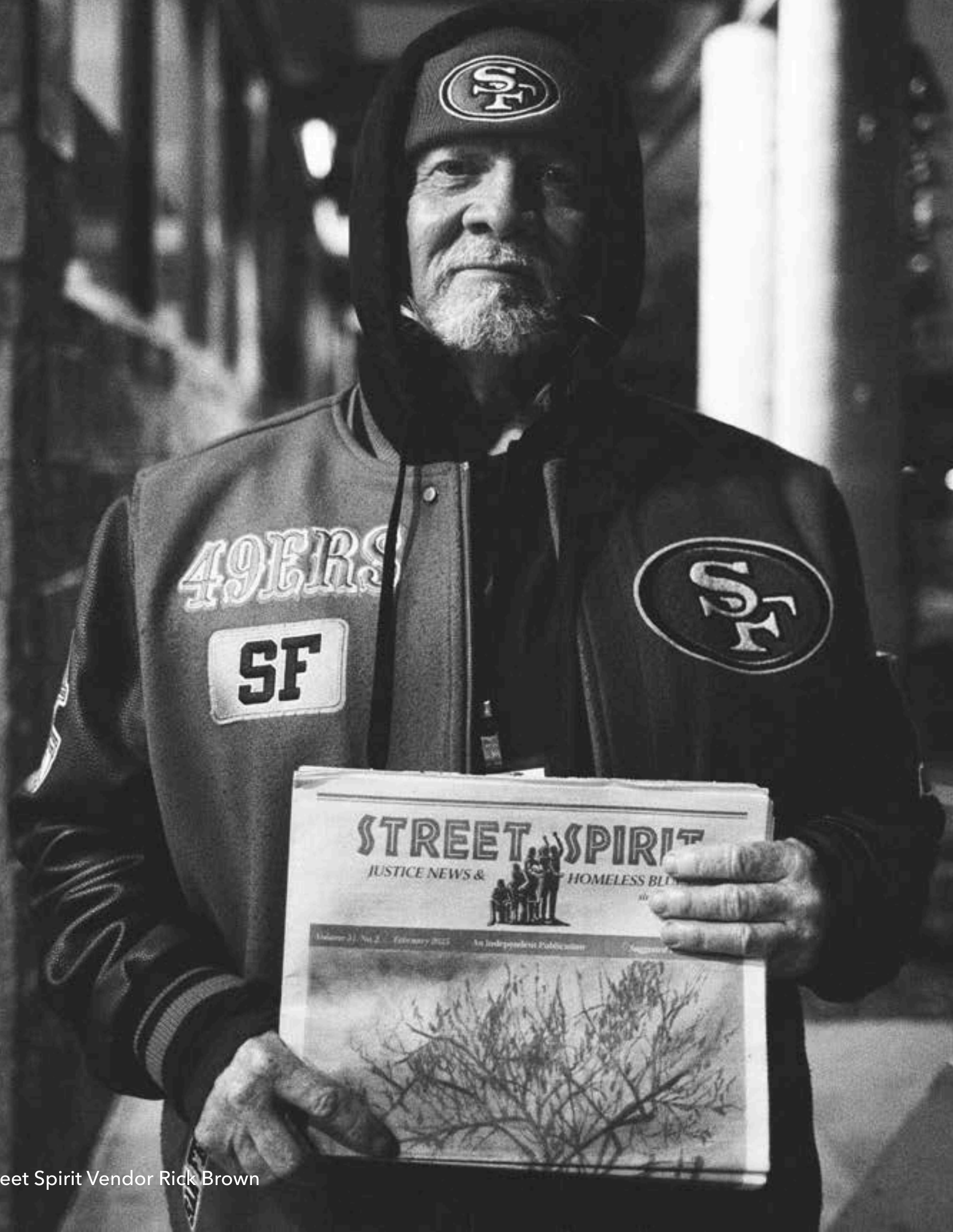
### Can I speak to someone?

Questions or requests for info can be sent to (415) 350-3626 or [streetspiritnews@gmail.com](mailto:streetspiritnews@gmail.com)





STREET  
SPIRIT



Street Spirit Vendor Rick Brown