

## In this issue:

In order to know how to address a challenge, the challenge must be properly understood. There are between 5,000 and 10,000 homeless and unstably housed young people in San Francisco. Many of them are not being adequately reached, because they do not fit the profile of those most thought of as “homeless youth,” often because of their race or survival activities. In this issue, we explore who is on the streets, how they are perceived, and how this affects whether or not their needs are getting met. We begin by showing you the faces of our clients, in as representative a manner as possible; are you surprised by what you see?

## ATC'S CLIENTS





# Letter from the Director

Rob Gitin

San Francisco's population is less than 7% black. In 2007 and 2008, 52% of all homicide victims in San Francisco were black, and 18-29 year-olds are the age group at highest risk of being murdered. What this means is that black youth are dramatically overrepresented as homicide victims in San Francisco. **One of the untold stories around these statistics is the role that homelessness plays in creating violence in the lives of these youth.**

As you will read about in this newsletter, homelessness is a largely invisible problem among black youth in San Francisco. ATC has had its own struggles with this issue. In our Fall 2006 newsletter, I talked about how confused Taj (ATC's cofounder) and I were, initially, in approaching black youth we were seeing on the streets. We were unsure whether they were homeless, and didn't know how they would receive us. It took us a few months before we finally stepped back, clarified ATC's definition of "underserved homeless youth," and realized that they were exactly the ones we should be targeting. But this was after nearly half a year of being out there night after night, week after week.

Because of the fact that many of our black clients do not feel comfortable with the label "homeless," they often won't access services for "homeless youth," even though they have long been without homes. Because they usually do not dress or act in a way that people generally associate with homeless youth, they are less likely to be targeted by services. This leads to deep disconnection from services, including a particularly crucial one: housing.

Many of our black clients are engaged in the street economies in order to survive, in large part due to societal and historical forces. Additionally, stigma around being identified as homeless and sleeping on the streets can create more pressure to make money. This often means paying \$60 a night to stay in a horrible, run-down hotel room that has no bathroom, is dirty, and would not be considered a "home" by most anyone. They pay nearly twice as much for their hotel rooms as I pay for my one-bedroom apartment. It is ridiculous.

There are not many options to make the amount of money that the "hotel room cycle" costs, so they turn to options on the street, where violence is everywhere they turn. If you do business on the street, you will be involved in violence, as a perpetrator or a victim. It is inevitable.

For many of these youth, if you address their homelessness, you are removing the primary incentive to be in the street economy. Take them off the streets, and the violence in their lives drops significantly. I'm not saying it is quite that simple, but in some ways, it is. However, because of the invisibility of their homelessness, this solution is often overlooked.

In the past few years, San Francisco has put a great deal of time and money into violence prevention. However, I have not seen housing put forth as being central to addressing this problem. Maybe it was, and I missed it. I know that most of our clients have. Housing, while not cheap, might be the most cost-effective solution to reduce violence within the community of black street youth, who could not be more high-risk.

After-school programs, job creation, and other existing services are key components to addressing violence in this community. So is housing. ATC has done our clients a disservice by not being as vocal as it should be on the connection between homicide and homelessness for black youth (& Latino youth) in this city. Only in the past couple of years have we started to ring the alarm on this issue. I worry that a stronger voice could have helped save lives. It makes me incredibly sad to think about that possibility. It will not happen again.

*At The Crossroads is a project of Community Initiatives. If you would like a copy of one of our previous newsletters, send us an email, and we'll send it to you as long as we have some left (we have a limited supply).*



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## Mission Statement

At The Crossroads reaches out to homeless youth and young adults at their point of need, and works with them to build healthy and fulfilling lives.

### Core Values

- Prioritizing meeting the needs of our clients first
- Making services as accessible as possible
- Supporting empowerment
- Respecting individuality

## What We Do: The Basics

- ▶ ATC walks the streets three nights a week in two areas of San Francisco: Downtown and the Mission. We hand out basic necessities like food, condoms, and socks, and slowly build counseling relationships.
- ▶ We work with young people whom others have given up on, who would not get help without us.
- ▶ We meet with clients 1-to-1. We listen to them talk about anything they want, with no agenda and no judgment. We help them figure out who they want to be, and how to become that person.
- ▶ We keep working with clients after they leave the streets. We continue to support them for as long as they want, helping them build outstanding lives, not just lives of subsistence.
- ▶ We work closely with other organizations, connecting our clients with services such as jobs, housing, education, health care, and mental health services.
- ▶ We support other programs in their efforts to work with homeless youth through dialogue, trainings, and technical assistance.
- ▶ We work with city government to improve the continuum of support for all young people on the streets in San Francisco.

## Get Involved with At The Crossroads



### Make a donation to ATC

You'll experience a sense of happiness and fulfillment that you've never known. You'll want to do it again and again. In all seriousness, the future of At The Crossroads depends on the generosity of individuals who believe in our work.

**Make a credit card donation at [www.atthecrossroads.org](http://www.atthecrossroads.org).**

**Or make checks payable to: "At The Crossroads, a project of CI."**

### Watch our documentary

In Spring 2008, Monica Lam filmed a documentary that takes you into the world of our clients and our work. You can find it at [www.atthecrossroads.org](http://www.atthecrossroads.org). It is 15 minutes long, and we promise you won't regret taking the time to watch it.

### Volunteer

#### Individually

Do you have free time in the afternoon or evening? Come by our office and sort donated clothing, put away food, drive to the Food Bank and go shopping, or pitch in on a number of other tasks that keep us going. Interested? Email [getinvolved@atthecrossroads.org](mailto:getinvolved@atthecrossroads.org).

#### Collect unused gift cards

Everyone has a gift certificate (or 20) that is sitting around the house, collecting dust. ATC can put them to good use by giving them to our clients or buying items we need. In case you didn't know, most gift certificates in California don't expire. One of our volunteers has already collected thousands of dollars in gift certificates for ATC! And to make it easy, we have an email template you can use to ask friends if they also have gift certificates to donate. Interested? Email [getinvolved@atthecrossroads.org](mailto:getinvolved@atthecrossroads.org).

#### Email list

Sign up to receive emails twice a month about volunteer opportunities, organizational updates, and ways to get involved. Send an email to [getinvolved@atthecrossroads.org](mailto:getinvolved@atthecrossroads.org), with the subject heading "Join the ATC email list."

### Expand our network

#### Share our documentary

After you watch our documentary, if you like it, invite your friends over for lunch, cocktails or dinner to check it out. An ATC staff member can join you to discuss our work. It's a great way to introduce people to ATC. Email [getinvolved@atthecrossroads.org](mailto:getinvolved@atthecrossroads.org) and let us know.

#### Share our newsletter

Please let others who might be interested in ATC know about our work! If you want us to send people our newsletter, email us their names and addresses, and we'll send them copies. Email [getinvolved@atthecrossroads.org](mailto:getinvolved@atthecrossroads.org).

#### Be creative

We're open to hearing your ideas for supporting ATC. If you have any questions, feel free to contact us through email ([getinvolved@atthecrossroads.org](mailto:getinvolved@atthecrossroads.org)) or phone (415-487-0691 x101).



## What are some of the differences between black and white youth on the streets?\*

### Family

Both white and black youth describe significant family dysfunction in their childhood homes, including physical, sexual, and emotional abuse, neglect and abandonment, and parental drug abuse.

Black youth were far more likely to report having been in foster care than white youth (61% vs 23%).

When asked if they had stayed with family in the past month, 27% of black youth said yes, whereas only 8% of white youth said they had.

### Housing Status

81% of white youth, and 37% of black youth described themselves as literally homeless\*\* during the month preceeding interviews.

The average age youth reported first becoming homeless is 15.

### Survival Activities

63% of white youth reported panhandling as one of their primary modes of making money, while only 17% of black youth did.

### Drug Use

Intravenous drug use was reported by 44% of white youth, and only 1% of black youth.

### Service Utilization

51% of white youth had used a drop-in center or outreach services in the past three months, as compared to 18% of black youth.

\* Source: Hickler, B., Auerswald, C., "The worlds of homeless white and African American youth in San Francisco, California." Social Science & Medicine (2009)

\*\*living in a place not meant for human habitation (street, park, abandoned building, beach, vehicle)

## The Differing Experiences of Black and White Street Youth

In 2009 the Journal of Social Science and Medicine released an article titled, "The worlds of homeless white and African American youth in San Francisco." This article speaks directly to the disparities between black and white youth living on the streets, and has brought attention to an issue that ATC has been witnessing for many years. The differences focus on how youth identify themselves, what behaviors they participate in on the streets, and the roles that their families and larger communities play in their lives. It sheds light on how these differences affect the way that they seek out support.

### How the project came about

Colette (Coco) Auerswald, the lead researcher for this project, has dedicated a great deal of her time over the past 15 years to homeless youth. In the mid 90s, when Coco started working with marginalized communities, specifically focusing on youth and HIV, she noticed that the majority of the research focused on "the bad things these bad kids do." An important fact missing, she realized, was that they were living on the streets. "It was disembodied from the fact that they were homeless," says Auerswald, a physician specializing in adolescent medicine, "and there was therefore a social circumstance and a culture that would affect what people's choices were."

During the course of previous research with youth living in the Haight and Castro, it became obvious to Coco that "there were these big groups of kids who lived in the same space but actually had totally different life experiences and were labeled homeless kids, and did not necessarily see themselves in the same way." Missing were the many youth who lived and hung out on Market Street, who are predominantly black. For this reason, her recent research focused on interviewing as many youth outside of the Haight and Castro areas, and worked on including black youth. She says, "We were interested in what their experience was on the street and how that translated for service providers in terms of risk behavior and access to services."



**"I think that it is very important to pay attention to disparities and if we just ignore them people get left out."**

— Colette (Coco) Auerswald

Coco is quick to point out that just talking about differences can make it seem as if difference is all there is. In many ways, the reality of living on the streets is universal. For all youth, not having money, food, and shelter leads them to have to make choices around selling drugs, survival sex, engaging in street economies, and drug use, regardless of their backgrounds. However, she says, "I think that it's very important to pay attention to disparities, and if we just ignore them, people get left out."

### Disconnect with services

The differences between black and white youth mostly center around identity, connections with community and family, and accessing homeless youth services. "What it really seemed to me," says Coco, "was that the white kids have a strong identity, were easy to identify, were easy to count, and so they were identified as homeless. Many of them were very vocal about their needs and very visible about finding services." Black youth, on the other hand, were more likely to say that there were no services for them or to point to programs in the communities where they come from that no longer existed due to lack of funding.

Many black youth, she says, reported only accessing services in jail. "Basically they would get arrested, and when you go ask them how they got tested for STDs, for the most part, they would say, 'I got tested when I was in jail.' But that's really not a way to get services." These youth, she found, simply did not see themselves as homeless, so the services targeting homeless youth were of little interest to them. "So instead of having this immense catalog of services that they accessed, there was nothing they said they were accessing. These youth sounded like they were sort of humoring the outreach workers, 'Oh yeah, I take the toothbrush and then I give it to someone who really needs it.'" This is something ATC has frequently experienced, where black youth have an initial skepticism around our work, and question whether it is a fit for them.

Black youth tend to eschew the label "homeless" and are more difficult for traditional homeless

youth providers to target as potential clients. "They have new clothes, they look really great, yet they are unstably housed. The young people of color generally rejected the term homeless and so if we would ask them if they were homeless, they were insulted because for them that term was affiliated with these gross, smelly, injection drug-using white kids, who

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# On The Streets, But Not Always “Homeless”

Approximately 70% of the youth we work with are black or Latino. They are generally well-dressed, and people walk by them never considering that they could be homeless. They get labels like drug-dealer or gang member, and are often targeted exclusively by the police, rather than by homeless youth services. Yet they exist on the streets, making money however they can to get by, without a consistent place to sleep, years removed from anywhere that felt like “home.”

## Homeless? Nah, not me.

Many of these youth do not identify as homeless, and therefore are unlikely to go into programs for “homeless youth.” For Veronica, a Latina client ATC has been working with for eight years, being out on the streets did not make her identify as homeless, and she would do whatever she had to in order to avoid sleeping on the streets. “I was not homeless like other people, but I was a drug addict. A homeless person is somebody who sleeps in the streets, who doesn’t shower, who doesn’t take care of themselves, don’t really do nothing for themselves.” This is how many of our clients feel, that if they are not

**“The biggest fear is that people will perceive me as sketchy, desperate or needy.”**

—John

literally sleeping on the streets, they are not homeless. As Jenecia, a black female client ATC’s been working with for seven years, puts it, “none of us were like, ‘Oh, we’re homeless.’ Because we is, but we ain’t.”

Then there are others who do think of themselves as homeless, but are uncomfortable admitting it to others. There is a often a cultural discomfort with the label “homeless,” as Mar Mar, a black male client of ATC for two years, describes, “It’s not easy to say I’m homeless. I don’t want to say ‘yeah, I’m homeless.’ I’m just going to be stubborn and say ‘no, I’m not homeless.’”

These youth often categorically reject services for homeless people, even if those services

could meet their needs. Many of the black and Latino youth that we encounter have never had any kind of significant relationship with a service provider, despite the length of time that they have not had homes.

For white youth, it is often easier to accept the label homeless; there is less of a stigma in their peer community. Travis, a white male client ATC has been working with for three years, has no problem with the term homeless. “I definitely considered myself homeless when I didn’t have a stable place to stay. Just having a bed in a hotel doesn’t mean you’re not homeless. Having a few places to crash out doesn’t mean you’re not homeless. You’re homeless unless you have a home.”

Travis now has a permanent place to live, but he remembers when he was living on the streets, panhandling, and he would have a sign that read, “Stranded from home.” At first, he says, “because of my general appearance people would be compassionate towards me until I started to speak. Then they would see I was missing teeth and generally think I was some type of drug addict. So you don’t have to be pushing a cart to get lumped in to some kind of category.”

## The weight of judgment

Many of the youth we work with have struggled with how others perceive them, especially law enforcement. When Mar Mar was asked how he feels the police view him, he says he’s seen “as a drug dealer, and that I am up to no good.” About whether he considers himself homeless, Mar Mar says “I didn’t consider myself homeless. I don’t sleep on a corner. I don’t smoke dope.”

People’s judgments can significantly affect our clients’ self-esteem. “It isn’t easy being homeless,” says Luis, a young Latino male who has worked with ATC for two years. “People didn’t like me or something. There’s this girl that I really liked and when she found out I was homeless, she just looked at me differently. That crushed me.” Making it harder is that Luis does not identify this way. “I’m not homeless, I’m houseless.”

Lani, a mixed race female who has been an ATC client for four years, has been on and off the streets. She has squatted in abandoned buildings and slept under bridges in order to find shelter. She feels other people rejected her when she was homeless. “They looked down on me, even though I tried to keep my clothes clean and

keep my appearance cleaner than other homeless people, which made me miserable.”

John, a white male client working with ATC for two years, worries about how people perceive him. “I don’t want to be perceived the wrong way, cause I mean, I feel too.” Earlier in his life on the streets, he struggled to keep clean. “I remember wearing the same outfit for at least a week and my beard was growing, and I was starting to end up living in the streets because my whole day was spent wandering and trying to find a place that I could use a restroom. I was starting to look pretty disheveled and I remember people treating me way different. And that’s the biggest fear is that people will perceive me as sketchy, desperate and needy.”



Travis and his friend Mike



Freddy



Leafjay and her daughter Karizma



## No one knew

Even though many of her peers were also homeless at the time she was living on the streets, LeaJay, a young black mother of two who met ATC on the streets eight years ago, feels that some people who know her today would be surprised to know that she used to be homeless. “I don’t tell everybody that I was homeless. I don’t tell everybody that I used to be addicted to drugs, especially crack and heroin. And only people who know me really good know I used to prostitute.” Even when LeaJay was on the streets, few people were aware she was homeless. When we first met her, she looked like a fairly typical 19-year-old, and did not have most of the expected external signs of homelessness. It was a secret that was easy for her to keep.

Sometimes our clients are extremely good at fitting in, with no one knowing that they are homeless, because they don’t fit the typical profile. Jasmine, a mixed race female client we met a little over a year ago on the corner of Market and 5<sup>th</sup>, has spent the past four years being homeless and yet, by her estimation, many folks do not know her situation at first glance. “If I was to tell people I was homeless, lots of people wouldn’t believe me, because I don’t fit. Because they expect me to look really ratty,



**“Some people try to argue against me if I don’t look homeless. They think that if you’re homeless, you’re on drugs or totally insane.”**

—Jasmine

really covered in dirt. I guess because I just paid attention to detail and I always had a comb with me and cut my hair all the time when I couldn’t shower everyday.”

Generally she prefers that people not know she’s homeless, as she doesn’t like the stereotype: “I’m not some panhandler. Some people try to argue against me if I don’t look homeless. They think that if you’re homeless you’re on drugs or totally insane. I have problems but I’m not on drugs, I’ve never had a drug habit, I’m not an alcoholic, and you know just because I have anxiety or depression doesn’t mean that I am not going to try to take care of myself.” She adds, “I smile all the time, and that’s another reason people wouldn’t think that I was homeless, because I’m very much present. I’m aware. I’m sober.”

Not fitting the stereotype has made it challenging for Jasmine to access services. “I would always wash my hands and my face whenever I could. And when I was waiting in line for some program, I would have some people say to me ‘This is for the needy,’ and ‘What are you doing here?’ and I was like ‘I’m homeless, trust me, I’m in need.’”

## How can we help?

Generally the youth we work with are not connecting with other service organizations. Either because they are not being targeted, or they don’t consider themselves homeless and do not seek out the available help. This is where ATC comes in. We are out on the

## Young, female, and on the streets

“When you say homeless person to me, I think of a man on the street. I don’t think of a woman...I don’t see a woman as homeless.”

These words came from Julia, a 24-year old Latina client who has been working with ATC for five years, who identifies as homeless. Why is it that for most people, male or female, the image that pops in their mind when they think of a homeless person is a man?

One of the reasons may be that women on the streets tend to be more invisible. Quite literally, there aren’t as many of them out there, in ATC’s experience. About 65% of the youth we see on outreach are male. A part of this is that the streets, while unsafe for all, pose an even greater risk for young women. “I feel like prey out there sometimes,” Julia says. “There’s not one woman that you can run into that’s homeless on the streets that hasn’t been attacked. All of us have been attacked.”



In part because of the dangers of the streets, young

women on the streets will often end up trading sex for a place to stay. Many of them do not view it as sex work; it is simply a way to avoid sleeping on the streets.

Jenecia, a young black woman who has been working with ATC since “Rob had black hair,” recalls one night when she was kicked out of the place she had been crashing, and was desperate for a place to stay. “I spent the night with a dude I didn’t want to spend the night with.” This is a common experience for our female clients. Because Jenecia was able to avoid spending nights sleeping on the streets (save once or twice), people didn’t see her as homeless. In her friends’ minds, “I was just outside, like they were. Nobody ever knew.”

For both Julia and Jenecia, their experiences on the streets have helped make them the strong women they are. Julia, who is now clean and living in permanent housing, looks forward to “being seen as an individual. And says, “I’m going to have a voice.” Jenecia feels that “being homeless made me a believer that if I stand for nothing, I’ll fall for anything. It taught me to really stand up for myself and appreciate myself.” They may have been somewhat invisible, but clearly are not anymore.



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streets, approaching youth and creating connections with them, regardless of how they present themselves. We treat each youth as an individual, not worrying about how they look, only caring about who they tell us they are. If we see the same youth out on the streets, night after night, then we know something is up with their living situation, and we are going to approach them. And even if at first they are a bit uncomfortable with us, they see us night after night, and eventually start to work with us.

After 10 years, Freddy, a Latino male, still remembers meeting Rob and ATC on outreach. He was in the Mission selling drugs in order to get a place to stay and get his next fix. He saw Rob standing looking at him and mistook him for a cop. “Rob lifted his shirt up telling me he’s not wired and he’s not a cop. He showed me what he had in his backpack - candy, condoms, bandages, water, cotton, stuff like that.” The next time

he saw Rob, he apologized, talked for about half an hour, and ATC has been working with him ever since. Offering a consistent, non-judgmental presence has helped Freddy and his wife Julia in their efforts to get clean and off of the streets.

Luis remembers when he first met ATC counselors two years ago. Like many of the youth of color we work with, he had no idea that there could be help for him. He also considers himself rather shy and it took



him a while to feel comfortable meeting us during the day outside of outreach. Having people who were relaxed and welcoming was important for him to make the connection necessary to get the support he needed. “You guys were the coolest people that I’ve ever met in my life. I was homeless, and I was really hungry and you guys really helped me out.” At the end of the day, for most of our clients, they just want someone safe to talk to. §

**“I didn’t consider myself as homeless. I don’t sleep on a corner, I don’t smoke dope.”**

**—Mar Mar**

*continued from page 4: Black and White Street Youth*

in general don’t have a lot of respect in our society. It’s not like it’s specific to them, we objectify people who are homeless. So people don’t want to be identified with the term that objectifies them. But what we found was that if we said, ‘Are you unstably housed?’ then that was okay.”

## **Making connections**

How youth perceive their connections to family and community is another important factor to understand in order to help them move forward in life. For black youth, says Coco, “they primarily see themselves as part of their community, and a lot of the couch surfing that they are doing is within networks of kin and non-kin people that they are staying with.”

ATC has seen, time and time again, the crucial role that extended family has played in helping black clients stabilize their lives. This is rarely the case with white clients, who are often geographically and emotionally disconnected from their extended families.

For white youth in the study, who have been living with little contact with any blood relatives, and identify more strongly with their street families, services are often their only option for getting support. “I think supporting these kids in their independence, giving them tools that are really appropriate

to wherever they are, but even just being sure that everyone can get an ID, so what services they do need, they can access.”

## **The general response**

At a recent panel hosted by TAYSF (Transition Aged Youth San Francisco), Coco presented the findings of her work to a room full of homeless youth providers, clients and city department officials from The Department of Children, Youth and Families. Coco is excited to disseminate the information she has, but is frank about the challenges. For her, the issue of youth not having an organized voice is critical to understanding who is advocating for them. And then there is the issue of translating academic work to a wider audience.

“I know a lot about writing academic papers,” says Coco, “but knowing exactly how to crystallize this for the community has been more challenging. You know kids aren’t all the same. You have to understand where people are in their trajectory, then you can help them, and providers know this.”

The reception to her work has generally been very positive, as service providers (ATC included) have lauded the fact that there is finally research that speaks to the experience of what they have been seeing for years.

“This is an article that actually took us four to five years to write,” explained Coco. “Just the feeling that someone was finally talking about

this was, it was amazing, and people were like, ‘Ah yes!’ And especially people who were providers of color or working with youth of color.”

ATC and other similar organizations have been gathering anecdotal data for years about working on the streets with youth of different racial backgrounds. Using research, such as Coco’s, to back up these experiences will go a long way toward creating services better geared to meet the differing needs of black and white youth. For Coco, the possibility that her research leads to systemic changes that improve cultural competency and accessibility is what it is all about.

## **Next steps**

Coco, the consummate researcher, is already looking forward. She sees her next project focusing on developing accurate counts of homeless youth, in order to help inform funding priorities and policy decisions regarding this population. Her recent research provides the perfect foundation for understanding how to count these youth, because in her mind, “I see that the issue of identity relates to invisibility, then invisibility leads to not being counted and not being counted leads to not being included and not having services.” §

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Marc Scoppettone & Grant Gibson  
Lateefah Simon\*  
Janine Spaulding  
**Stadler/Hiller Family**  
Carolyn & Richard Storer  
Mychelle Turner  
**Nicholas Walsh, Jessica Mega & Tobias Walsh**  
Cedric & Amy Wiesner\*  
Kerith Wilkes  
**Frank & Lisa Wohl**  
LE & Josh Wolovits

## FRIEND - \$100-\$249

Anonymous (multiple)  
Meg Autry  
Drew Bamford  
**Sandra Baron & Joel Blau**  
Tim Berthold  
Don & Jeanne Boyd \*  
**Irv & Lila Brandwein**  
Mimi Brasch  
Ruth & Fred Brousseau\*  
Robert & Betty Brown  
Javier Campbell  
Mary & Tom Cao  
Susan Carey  
Timothy Caro-Bruce\*  
**Cari & Eric Chen**  
Nancy Conner  
Kinga Crary  
Greg & Lucia Dalton  
Karen Daniels  
Julie Doherty  
**Mark Dwight**  
Miriam Dym  
Caitlin & John Evans  
Allison MacQueen Felder & Jonathan Felder  
David Fleishhacker  
Jennifer Gardner\*  
Drs. Nanette Gartrell & Dee Mosbacher\*  
Jerry George  
David Gerstbacher  
Joseph Giugliano & Nicholas Munafa  
Allee Goldstein  
Mary Griffin\*  
Lindsay Griffith  
**Jim Grimes**  
Eric & Marianne Haesloop  
Eric Halperin & Susannah Fox  
Jackie Haslam  
Trudis Heinecke  
Miranda Heller  
Marsha & Rick Hiscocks  
Farhad Imam  
Erik & Laura Irvine  
Randall Isaac  
Jack Jacqua  
Megan Keane & Nevin Cheung  
Christie McRae Kirmses  
Leslie Kleinberg  
Hannah Koltuv  
Tom & Linda Krippaehne  
Ted Labbe  
Peter Lam  
Peter Laub  
Paula LeVeck  
Stuart & Chun Levin  
George Lewandowski  
Justin Lewis  
Bret Lobree & Alexandra Nelson  
Lois & Ron London\*  
Sarah London  
**Dr. Warren LoPresti**  
Therese Mai  
**Tom & Maureen McCracken**  
Macy & Mac McGinness  
**Ye Min**  
Maureen O'Neill-Irvine  
Raven Pardue  
Ben Peterson & Wendy McKennon  
Julien Phillips\*  
Heather Ponts  
Hannah Raymond-Cox, Fiona Raymond-Cox & Mark Kelly\*

Margaret Rhodes  
Stephen & Christine Rhodes\*  
Maury & Mickey Riad\*  
Laura Rosenbury  
Gregory Ruben  
**Carroll & Robert Sandel**  
Paul Schlaud  
Jackie Schmidt-Posner & Barry Posner  
Staci Selinger  
Daniella Sirokskey  
Irene Sirokskey  
Ronald Smith  
Andrew Stadler  
**John and Sara Stassen**  
Victor Talavera, Jr.\*  
Glady Thacher  
Howard H. Ting\*  
Kirya Traber  
Mark Vermeulen\*  
**Carter Wall**  
Carol Wang  
Rebecca Weil  
Eric Weld  
Mark Wheelles  
Michael & Marianne Wiener  
Keith Wilson  
Betty Sun, John and Jerrold Wong  
Molly Wood  
C.M. Woolie

## PATRON - \$1-\$999

Anonymous (multiple)  
Suzanne Abel  
Acarasiddhi  
Mason Austin  
Pamela Babey  
Melinda Bach  
Adrianna Bamber  
Harvey & Ellen Berenson  
Roberta & Stephen Berk  
Gloria Bruce  
Nancy Cavanaugh  
Dan Ciccarone\*  
Carla Cochran  
Caitlin Copple  
Shirley & Ernest Corvo  
Alan Davidson  
Barbara Dolan  
Sara L. Dwyer  
Jennifer Ebojo  
Gerald Eisman  
Mary Flynn  
Lee Follett  
Linda Fox  
Ryan Roth Gallo  
Kica Gazmuri  
Shayna Glender  
Rob & Susan Glen  
Lina Goldberg  
Gregory Gooden  
Leah Grass  
Carol Greenberg  
Martha & Jim Gregg  
Will Gregory  
Barbara & Barrie Grenell  
Joseph Guagliano  
Carlina Hansen\*  
Archie & Janet Held  
Abigail Paisley Heuga  
Brian Hoard  
Trish Hooper  
Christina Hsieh\*  
Kristen Hulvey  
Meredith Johnson\*  
Robert W. Johnson  
Ryan Keeshan  
Bob King  
Suzanne Kissinger  
Vivian & Wilson Lem  
Clynton Lowry  
**Stephanie Mann**  
Judy Mattivi  
Sage McCotter & Randy Hulett  
Rachel McLean  
Jason Menayan  
Adam Miller  
Elizabeth Moore  
Katie Morris\*  
Timothy Morrison

Brad O'Donnell & Jessica Haberer\*  
Scott Owens, Jr. & Steven Miller  
Maria Parreño  
Michael Reeder  
Lesley Regalado  
Patricia & Nicholas Reveliorty\*  
Linda Rivers  
Joshua Robertson  
Lynne Rodezno\*  
Jennifer Ruskin & David Rose  
Natasha Sattin  
Charles Schlangen  
Anne Shelley & Muppy Fund  
Nancy Sheppard  
Sabina Maier Smith\*  
Dan Soto

**John Stassen**  
Amanda Stein  
Maggie Stern  
David Stollow  
Ben Stricks  
Jean Tarantino  
Paul Thomas  
Charis Thompson  
Jason Thompson & Vivian Barad  
Gregory Tucker  
Abigail Unger  
Magaly Vallejo-Sun  
Viradhamma  
**David & Ilona Weber**  
William & Roschelle Weiman  
Sandra Weinberg  
Kate Wenninger  
**Amanda West**  
Peter Westermayer  
**Christopher & Susan Wilkens**  
Gail Woolaway\*  
Ryan Young

## FOUNDATIONS

**Anonymous Foundation**  
**\$50,000**  
Mortar Foundation \$50,000  
**Louis R. Lurie Foundation**  
**\$46,000**  
GGS Foundation \$30,000  
Five Bridges Foundation  
\$20,000  
**van Löben Sels/ RembeRock Foundation**  
**\$20,000**  
John Burton Foundation  
\$15,000  
**Nick Traina Foundation**  
**\$11,000**  
Anonymous Foundation  
\$10,000  
William G. Gilmore  
Foundation \$10,000  
Jamieson Foundation\* \$10,000  
**Union Bank Foundation**  
**\$10,000**  
Stanley S. Langendorf  
Foundation \$7,500  
The Capital Group Companies  
Charitable Foundation \$5,000  
Baker & McKenzie Foundation  
\$1,000  
Bill Graham Supporting  
Foundation \$1,000  
The Odell/ Kemp Fund \$1,000

## CORPORATIONS

Heffernan Insurance Brokers  
\$5,000  
Levi Strauss Foundation\*  
\$5,000  
Perkins + Will \$2,000  
Bank of the West \$1,500  
Reason To Party \$1,280  
Antique & Art Exchange \$1000  
Baker & McKenzie, LLP, San Francisco office \$1,000  
Diwali Group \$1,000  
Gap, Inc.\* \$1,000  
HSBC Private Bank \$1,000  
PriceWaterhouseCoopers \$1,000  
The Wiseman Group \$500  
Carbon Five \$250  
Mission Street Food \$240  
Andalu \$239  
Aveda Experience Center \$200

Golden State Activewear \$100  
Phoenix Day Co. \$100

## CORPORATE IN-KIND DONORS

Benefit Cosmetics  
Bridgespan Group  
Collective Merchandising  
Exact-Science  
First DataBank, Inc.  
Gap\*  
Hotel Tomo\*  
Hunter Amenities  
JetBlue  
K&J Orchards  
Learn iT!  
Levi Strauss & Co.\*  
Magnolia Pub & Brewery  
Old Navy  
Rickshaw Bagworks  
Robert Frear Architects  
Safeway  
Seidel Advertising and Marketing  
Social Imprints  
Southwest  
STRANGEco  
Therapy  
**Timbuk2 Designs**  
Union Bank of California\*  
Urban Outfitters\*  
Wide Range Transportation Services

## IN-KIND DONORS

Anonymous  
Acarasiddhi  
Jen Blackman  
Gabriel Branbury  
Robert & Betty Brown  
Chonthicha Cree  
Nadine Cruz  
Lisa Cutler  
Jocelyn Everroad  
CeeCee Fairley  
Allison MacQueen Felder  
Deb Gitin  
Malka Gorman  
Rena Ivy  
Meredith Johnson  
Megan Keane  
Jamie Kramer  
Lori Lerner  
Wennie Liao  
Edna Rivera  
Roxanne Somboonsiri  
Christine Wilcox

## OTHER IN-KIND DONORS

**Condom Distribution Program, SFDPH**  
Food Runners  
**San Francisco Buddhist Center**  
San Francisco Food Bank

## DISCOUNTED GOODS PROVIDERS

San Francisco Food Bank

## DURING 2009, DONATIONS WERE MADE:

**Various donations and volunteer hours were generously matched by the following companies:**

- AAA Northern California, Nevada and Utah "Dollars for Doers" grant program
- The Capital Group Companies Charitable Foundation
- Gap Foundation Gift Match Program
- Genentech's Employee Giving Program and Volunteer Match Program
- Google Matching Gifts Program
- Levi Strauss & Co's Employee Community Involvement Program
- Louis R. Lurie Foundation
- Pacific Foundation Services
- Private Ocean
- San Francisco Foundation's Employee Matching Program

Donations were made in honor of the following:

*Rena Ivy's Birthday:*  
**Charlie & Sandi Brown**

*Eliza Gregory & Ryan Meyer's wedding:*  
Will Gregory

*Amy Davidson and Will Liu's wedding:*  
Karen Hjelm

*Mary Gregory:*  
Caroline Orrick  
Tom Steyer and Kat Taylor

*The McCracken family:*  
**Diane Crowley**

*Erica Morse:*  
Anne & Jeff Morse

*Patty Daniels:*  
Karen Daniels

*Sibyl Diver:*  
CP Diver

*Dr. Elise Riley:*  
Pam Graham

*Kristina Chance:*  
Kevin & Casey Keeshan

*Emily LoSavio:*  
Michael Heffernan

*The good work of Jenny Stadler:*  
David Stollow

*Paul Boyer:*  
Anne Lang

*Jon Brownell:*  
Patricia Chiota

*Audrey Crane & Ryan Brown:*  
Brad O'Donnell & Jessica Haberer\*

*Wes & Evelyn Risedorff, Lynne Rodezno, and Alan & Annaliese Herren:*  
Joanne & Alan Herron\*

## HOLIDAY PARTY DONATIONS

Deborah Bard  
Kristina Batiste  
Gabrielle Best  
Chuck Brackett  
Sam Brasch\*  
Ah Kim Chu\*  
Douglas Cope  
Patty Daniels  
Laura DePalatis  
Caitlin & John Evans  
Tracy Kennedy Flynn  
Lilia Fulton  
Jim & Leslie Gallagher\*  
Aria Galletti  
**Mitch Gitin**  
Dana Hansen  
Stacey Jenkins  
**Max Koltuv**  
Jason McCarthy  
Ye Min\*  
Mortar Foundation  
Leah Reveliorty  
Edna Rivera  
Linda Rivers  
**Lynne Rodezno**  
San Francisco Foundation  
Marlo Simmons-Briggs & Rich Briggs\*  
Daniella & Irene Sirokskey  
Lisa & Seth Socolow\*  
Gwynne Stoddart\*  
Howard Ting  
van Löben Sels/RembeRock Foundation  
Elizabeth Wei  
Liz Weiss  
Darcy Wheelles & Chris McCaslin  
Christine Wilcox\*  
Jennifer Yeo

**Bold** indicates donors who have supported us annually, for at least five years

\* Donors who have supported us annually, for at least three years.

*Our donors are extremely important to us. If you notice omissions or errors, please email sarabb@atthecrossroads.org.*



# Annual Donors 2010 (so far!)

## PARTNER - \$10,000 AND ABOVE

### Anonymous

ALLY - \$1,000-\$4,999

### David Hand

ADVOCATE - \$500-\$999

Cynthia Nadai

SUPPORTER - \$250-\$499

### Patty Daniels

Mae Stadler

### Tim Treadway & Bill Poland

FRIEND - \$100-\$249

### Janet & Ernest Batiste

Beta Sigma Phi Preceptor Kappa Lambda

Mitchell Benjamin

Ellen Borgersen

Gail Brousal

Ruth & Fred Brousseau\*

Mary & Tom Cao\*

### Lynn Charles

Laura DePalatis\*

Tracey Helton

Trish Hooper\*

The MacMillan Family

### Stephanie Mann

Steve Matsuoka

Fran & Tom Mollerus

Patricia & Nicholas Revelioty\*

### Katie Solomon

### Gwynne Stoddard

### Victor Talavera Jr.

Paul B. & Karen H. Van Buren

Family Fund

Cedric & Amy Wiesner\*

PATRON - \$1-\$99

Diane Bisgeier

Martine Darwish

Mark & Carmela Hansen

Abigail Heuga

Christina Hsieh

Donald & Jeannie Iverson

Jane Kim

Michelle Lee

Brian Mattarochia

Tung Phan

Erich Pitcher

Jay & Zack Ruskin

Matt Solomon

Dan Soto\*

Maureen Wilson

## FOUNDATIONS

Mortar Foundation \$40,000

van Löben Sels/Rembe Rock Foundation \$20,000

Five Bridges Foundation \$20,000

The Capital Group Companies

Charitable Foundation \$5,000

Bamford Foundation \$5,000

Heffernan Foundation \$4,000

Bill Graham Supporting Foundation

\$1,000

Y & H Soda Foundation \$1,000

## CORPORATIONS

Levi Strauss Foundation\* \$3,500

Advent Software \$2,000

Sports Basement \$85

Baking for Good \$7

## CORPORATE IN-KIND DONORS

Gap/Old Navy\*

Grasshopper Salon

Levi Strauss & Co.\*

Oracle

Peninsula Beauty

Salesforce.com

Timbuk2 Designs

Union Bank

## IN-KIND DONORS

Jen Blackman

Christine Beliveau

Gabriela Corral

Lisa Cutler

Deborah Gitin

Mitch Gitin

Rena Ivy

Eve & Max Koltuv

Terry Rillera

Lisa Socolow

Janine Spaulding

Sam Test

Veronica Vaskin-Lew

## OTHER IN-KIND DONORS

Condom Distribution Program,

SFDPH

Food Runners

## DISCOUNTED GOODS PROVIDERS

San Francisco Food Bank

DURING 2010, DONATIONS WERE

MADE:

Various donations and volunteer hours were generously matched by the following companies:

• Genentech's Employee Giving Program and Volunteer Match Program

• San Francisco Foundation Employee Matching Program

Donations were made in honor of the following:

Mitch Gitin's 70<sup>th</sup> Birthday

Laura Bradley

Al & Liz Dossa

Rena Ivy

Bill & Sharon Neuman

The Otters

Dale Shapiro

## Jean Sullivan

John Worden

Gordon Yamamoto

Jane Nicholson, Joanne & Alan Herren, and Bob & Irene Risedorff

Lynne Rodezno

The marriage of Kim Page & Joel Swartz:

Randall & Patricia Brown

Judith Hahn

Ellen Stein

**Bold** indicates donors who have supported us annually, for at least five years

\* Donors who have supported us annually, for at least three years.

Our donors are extremely important to us. If you notice omissions or errors, please email [sarahb@attthecrossroads.org](mailto:sarahb@attthecrossroads.org).

# I Think I Can thank many awesome businesses...

The outstanding raffle prizes from our Campaign Launch Party:



jetBlue®

Generous donors from the Ferry Plaza Farmer's Market

Affi's Marin Gourmet

Happy Girl Kitchen Co.

Allstar Organics

I Preferiti Di Boriana Montepulciano

Andante Dairy

Massa Organics

Anna's Daughters Bakery

Mountain Ranch Organically Grown

Benedetta

Petaluma Farms

Cap'n Mike's Holy Smoke

Rancho Gordo

Core Elations

Redwood Hill Farm & Creamery

Cypress Flower Farm

Ridgecut Gristmills Inc.

Eatwell Farm

Rose Pistola

Fatted Calf Charcuterie

Saint Benoit Yogurt

Frog Hollow Farm

Hog Island Oyster Co.

Hamada Farms

Additional raffle prize donors

JetBlue Airways

Foreign Cinema

Bi-Rite Creamery

Wish Bar & Lounge

The amazing thank you gifts that we gave to our I Think I Can Campaign participants; that's some serious generosity!

Benefit Cosmetics

Boulette's Larder

G.L. Alfieri

Jelly Belly

K & J Orchards

Peninsula Beauty

Rickshaw Bagworks

Social Imprints

Suhki's Gourmet Indian Foods

The great incentive gifts we gave away throughout the Campaign:

Bella Concierge

Bubbles & Shampoo

Chenery Park

Cole Hardware

Common Scents

Forbeadin'

Hayes Street Grill

Lark Creek Steak

LiveFit Gym

Marathon Matt

Nancy Boy

PacWest

San Francisco 49ers

San Francisco Giants



Our fabulous Launch Party host

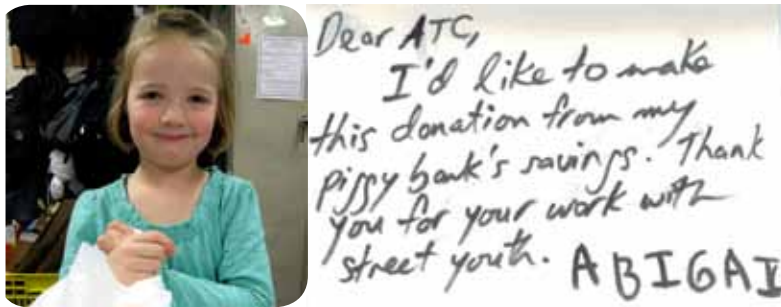
A special thank you to Orson, which hosted our Launch Party and gave us a significant discount, making it possible for us to have a much cooler party than we could have ever hoped for otherwise. Their outstanding staff, delicious food, and beautiful space made for a memorable night!

## Our favorite siblings

Siroskey Sisters. Sounds like a duo you wouldn't want to mess with. Well, you'd be right. But ATC is lucky to have **Daniella and Irene** on our side. Actually, they are two of the nicer people you will ever meet. And boy, do they come through for us. There is no volunteer activity that they don't offer to help with. They are especially adept at cleaning used bike-messenger bags, a talent they didn't even know they had. And when we run out of ideas for them, they just come up with new ones. What do you call two people who notice how dirty our floors are, and then come in and scrub them, out of the goodness of their own hearts? The Siroskey sisters. There are no others like them. And we are so grateful to have them as part of our organization.



## And our favorite little volunteer



Donations come in all different sizes. So why is it that a recent \$11.08 donation seemed like one of the biggest ones we've ever gotten? Because it came from someone under four feet tall, and it comprised the majority of her net worth. **Abigail Paisley Heuga** has two wonderful parents, **Julie and Michael**, who are donors, campaign participants, and in Julie's case, a weekly volunteer. Abigail occasionally comes along and joins mom in stocking our food cabinets to keep our clients happy. Well, after carefully weighing her options of where to invest her leftover allowance (T-Bills, Hedge Funds, Bank of Piggy), Abigail decided to put her faith and money into homeless youth; she's one sharp investor! We hope our little **Warren Buffett** inspires people a little bit older than her to follow suit.

## And our favorite party people

Over the past year, ATC has been lucky enough to be selected as the beneficiary of a few local events that were created to make the Bay Area a better place for us all. Last summer, **Reason To Party** turned out about 400 people who drank and danced to support ATC. Late last year, **Mission Street Food**, a roving restaurant that always donates its profits to San Francisco non-profits, decided to help out ATC on one of its most delicious nights. And this Spring, **Yuppie Friday** threw a happy hour to raise money for our cause. It is an amazing feeling for our work to be recognized by people who have dedicated their time and energy to raising money for their community. We love the support that these grassroots groups provide us, and feel honored that they value our work and our clients.



## And our favorite Campaign volunteers



Like the look of our Campaign website and brochure this year? We sure did. A big shout out to **Seidel Advertising and Marketing**, which created our lovely Campaign logo and brochure, and came up with the memorable slogan "The Little Engine for Good." And special thanks to **Josh Howe, Kiley Hertel, Michael Short, Vic Su, and Jim Miller**, otherwise known as the **Fab Five**, the individuals responsible for our fantastic website. All of the people mentioned worked under great time pressure and still managed to do an outstanding job!

The 2010

# I Think I Can

Campaign:  
Bigger and Better Than Ever!



This year, ATC's community showed its incredible creativity, passion and commitment through its participation in our **LITTLE ENGINE FOR GOOD**. Here are some stats on what has been accomplished (so far):

**95 participants**

**1484 Donors**

**\$90,749 raised**

This pays for all of our outreach in 2010, enabling ATC to reach 1,000 young people, and to give them the support they need to build outstanding lives. In addition, these 95 people improved their own lives, accomplishing both long-held and brand new goals, and inspiring those around them, including everyone involved with ATC! And if you look very closely at this page, you will see all of them. We are so grateful.

We wish we had the space in this newsletter to acknowledge all of the amazing people who donated to the campaign. But, sadly, we will have to rely on that newfangled creation, the World Wide Web. Please go to [www.attthecrossroads.org](http://www.attthecrossroads.org) to see the names of the generous folks whomade the campaign such a success this year!

## Some of the Coolest Kids on the Campaign Block: five campaigns that rocked our world



**Bonnie Puckett -**  
**Making her birthday a gift to others**

Bonnie celebrated her 30th birthday by getting 37 of her friends to volunteer at the SF Food Bank, and raised \$1,830 from 51 people.



**Mateo Burtch -**  
**Eat your heart out, New Yorker**

Mateo used his sharp wit and sharper pencil tip to create 35 cartoons in 30 days, and raised \$2,953 from 52 people.



**Mark Dwight -**  
**Apparently, no one told him about airplanes**

Mark Dwight decided to take a quick bike ride down the coast, a mere 525 miles, and raised \$10,681 from 87 people.



**Dave Stassen -**  
**Channeling the magic of Prefontaine**

Dave, showing a heretofore unseen will and drive, ran 150 miles in 30 days, and raised \$5,145 from 70 people.



**Dawn Pavli -**  
**Discovering the joy of broccoli**

Dawn gave up sugar for 30 days (a fairly masochistic and heroic act), and raised \$1,085 from 37 people.

**There is still plenty of time to Hop on Board the 2010 Campaign!**  
**To learn more and join on visit [campaign.attthecrossroads.org](http://campaign.attthecrossroads.org)**



# Summer SunDay

Lace up your boots and **RAISE MONEY FOR HOMELESS YOUTH** this summer.

**At The Crossroads** will be **HIKING UP MT. TAM** on **August 15** and we'd love you to join!

Learn more and sign up at [www.atthecrossroads.org/summersunday](http://www.atthecrossroads.org/summersunday)



## HIKING FOR HOMELESS YOUTH



### SF Giants “Step Up to the Plate” and recognize the work of At The Crossroads

A home run for ATC! On **Tuesday, August 24**, the San Francisco Giants will be hosting Step Up to the Plate night, honoring five local nonprofits at the game, and ATC is thrilled to be one of them!



The best part is that **Kristina Chance**, an ATC Outreach Counselor, will be **singing the National Anthem**, fulfilling her I Think I Can Campaign Goal! Support her in this amazing effort by going to: [www.atthecrossroads.org/campaign/kristinachance1](http://www.atthecrossroads.org/campaign/kristinachance1)

Come join us for this great night! Enjoy the best pitching staff in baseball, root root root for the home team and ATC, and listen to the greatest National Anthem rendition ever!

**Don't just buy a regular ticket! Purchase it through the special events site, and \$8 will be donated to ATC:**

**Step 1** - Go to [www.sfgiants.com/specialevents](http://www.sfgiants.com/specialevents)

**Step 2** - Click on “Step Up To The Plate” night on special events calendar

**Step 3** - Follow the instructions to purchase tickets to benefit ATC

The ticket option should be up by mid-June, end of June at the latest.