Welcome to the At The Crossroads team, Charles!

MAY 2019
Hitting the Ground Running
Charles Lerner joins At The Crossroads as our new Executive Director. He leads ATC in establishing 18 month priorities including completing a strategic plan, developing ATC’s first-ever client study, and launching a social marketing campaign.

OCTOBER 2019
Being Bold
ATC hosts the “Be Bold” event at Okta HQ mobilizing 100 members of the ATC community. Guests are asked to think big and bold about how we all can contribute to eradicating chronic homelessness.

JUNE 2020
Financial Stability
ATC ends its fiscal year and celebrates a 81% increase in revenue between FY19 and FY20. Thanks to ATC’s individual, corporate, and foundation supporters, ATC achieves a level of financial stability that allows for the organization to dramatically increase its food and supply support for clients throughout the pandemic.

MARCH 2020
Navigating COVID-19
ATC creates a strategy in response to the emerging pandemic. ATC makes modifications to its programs but maintains its presence on the streets as many other programs move to virtual services. ATC begins to disseminate PPE on the streets and unprecedented amounts of food and supply support to its clients.

JULY 2020
New City Partnerships
ATC accepts its first client through Rising Up, a public-private partnership between ATC, the City, and a handful of other nonprofits. ATC will provide intensive case management to 9 clients who will secure and retain housing through the program.

SEPTEMBER 2021
Strengthening Leadership
Tara Hickey is promoted to Director of Operations and Finance. Her promotion completes the development of a leadership team over the past 15 months that includes Demaree Miller as ATC’s Program Director and Mari Amend as Director of Development and Communications.

MAY 2021
Building Bridges
ATC hosts its first collaborative event, Building Bridges, bringing together four nonprofits and their communities in order to break down nonprofit silos and foster greater cooperation in our collective effort to address homelessness.

JUNE 2021
Continuous Innovation
ATC conducts a needs assessment to identify gaps in the social service landscape and determine future growth opportunities for the organization. Our team begins to develop a compensation plan that will increase pay equity and establish an ATC minimum wage. ATC also launches a study to better understand client needs, barriers to accessing services, gaps in the homelessness response system, and future strategic directions for ATC.

COMING UP
End of Year and Beyond
ATC plans to keep the momentum going full swing as we approach the new year. This includes releasing the findings of our client study, hosting our Fall ATC Roundtable for our community to engage with ATC leadership, and sharing the next steps gleaned from our needs assessment!

NOVEMBER 2020
Getting Loud
ATC launches our first-ever social marketing campaign, “SF Can Do Better”, with a full-page ad in the San Francisco Chronicle. The campaign helps raise awareness and combat misinformation about homelessness across the city.

AUGUST 2020
Planning for the Future
ATC finalizes its 2020-2023 strategic plan and establishes three strategic directions: Broadening impact through partnerships and innovative, evidenced-based services; mobilizing a community of supporters through public awareness and engagement; and enhancing work culture to foster and support high-performing, fulfilled staff.

JUNE 2021
Needs Assessment
ATC conducts a needs assessment to identify gaps in the social service landscape and determine future growth opportunities for the organization. Our team begins to develop a compensation plan that will increase pay equity and establish an ATC minimum wage. ATC also launches a study to better understand client needs, barriers to accessing services, gaps in the homelessness response system, and future strategic directions for ATC.

COMING UP
End of Year and Beyond
ATC plans to keep the momentum going full swing as we approach the new year. This includes releasing the findings of our client study, hosting our Fall ATC Roundtable for our community to engage with ATC leadership, and sharing the next steps gleaned from our needs assessment!