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# Turning Point

*August 2011*



## An Important Message From Stan Dawson

Dear Friends,

As you read through this edition of our newsletter, you will quickly realize that the tone is more somber.

The nonprofit funding sands are dramatically shifting, and we believe it is critically important for you to know what is changing, and the extent of those changes.

For those that have been to the beach and stood with their feet in the water as a wave comes in — you know what happens when that wave goes back out into the ocean. The sand around and beneath your

feet goes back out into the ocean with that wave.

...you then need to adjust your stance to remain stable and solid. From a fundraising standpoint, that's where Crossroads is. We anticipate that this coming year will be our most challenging.

From both foundation and government funding sources — we are having critical revenue streams at times cut in half, and even more alarming cut out completely.

*Our program base, including housing, is stronger than ever.*



If you know of one church, one group, or one individual I can share the Crossroads story with — we can stop "the sand" from eroding.

Please call or email me with any of your ideas or suggestions,

*Stan*

stan@crossroadsatlanta.org  
404-873-7652

## Please designate your United Way giving to come to Crossroads...!

For many years Crossroads has annually received United Way grant funding — which is separate from individual United Way donor gifts that are designated for Crossroads.

**Unfortunately, for this coming year, Crossroads will not be receiving any United Way grant funding, along with many other agencies.**

**During the fall United Way campaigns at your workplace — we ask that you remember Crossroads by designating that some or all of your individual United Way donations be designated to come to Crossroads Community Ministries, Inc.** For this coming year — your donor designated gifts for Crossroads will be the only United Way funding Crossroads will receive to support the important work we do to help thousands of metro Atlanta men, women and children each year move to economic and personal self sufficiency.

## Welcome to Crossroads' New Board Member Mary Hinton

Mary Hinton is a member of the CB Richard Ellis (CBRE) Global Corporate Services group. She manages outsourced real estate transactions, directs multi-market client relationships and assists in the development and implementation of clients' strategic real estate plans. Currently Mary is the Transaction Management Director for AT&T Mobility. Mary is also a member of St. Luke's Episcopal Church.



## Thank you and farewell to long-time volunteer and donor John Howell Cox



After retiring from the Bureau of Labor Statistics, John put his extra time to very good use.

For many years he was a dedicated and loyal volunteer at Crossroads — and a generous donor. In April John passed away, and is deeply missed.



**Mighty Young Volunteers** — Recently Dunwoody Brownie Troop 29414 collected 85 cans of food and raised \$320 to donate to Clyde's Kitchen at Crossroads. This was to earn their final service project badge for last school year.

Perhaps these young ladies will be an inspiration to others, young or adults, to explore how they can get involved with Crossroads and help us increasingly move toward sustainably ending homelessness.

Please visit the Volunteer page at the Crossroads website to learn more — or consider sending a cash donation if you do not have time to volunteer.

## Clyde's Kitchen Needs Your Help

## ... Kitchen funding cut by \$14,500



Clyde's Kitchen at Crossroads is probably our most well known and visible program. The basic human need for food is a primary reason those homeless in Atlanta turn to Crossroads for help.

For years government funding has provided \$29,000 in support for meals provided in Clyde's Kitchen. Just recently we were notified that the funding will be cut in half for this coming year.

As a tribute to the Brownie Troop girls raising \$320 to help Clyde's Kitchen — we "challenge" our other youth groups; and adults who belong to clubs, groups and organizations to also raise \$320 or more to help support Clyde's Kitchen.

What's key for Crossroads at this critical point — is to generate new and increased funds from new individuals and groups of friends.

Can we count on you to help?

***Building Crossroads' Housing Solutions******...Sponsors also Hold the Keys to Success***

Over the past two years Crossroads placed over 100 women and children into safe, affordable, permanent apartments — even during these challenging economic times, thanks to special donations received.

Each year Crossroads has also been placing at least 10 of our Guests with a physical and/or mental disability into appropriate housing arrangements. These Guests are also those most likely to be chronically homeless.

For this new fiscal year Crossroads' goal is to place into permanent, supportive housing:

- ◆ An additional 40 women and 60 children — and continue to provide essential supportive services for the women and children already in housing.
- ◆ 10 new male Guests with physical and/or mental disabilities placed into permanent, supportive housing — and continue to provide essential case management and supportive services for those already in housing.



Contact Carol Redman 770-655-0027  
to learn more or email:  
[CommunityRelations@crossroadsatlanta.org](mailto:CommunityRelations@crossroadsatlanta.org)

***...how you can help Crossroads sustainably end homelessness***

...we need Sponsors:

- ◆ Sponsors are needed for women and children participating with our housing solutions program — clubs, groups, organizations and individuals can annually Sponsor a family for \$2,500
- ◆ Sponsors are needed for our 10 new male Guests with physical and/or mental disabilities participating with our new, comprehensive housing solutions program and 10 existing housing participants — clubs, groups, organizations and individuals can annually Sponsor one of these special men for \$2,500

Simply placing our Guests into a home does not directly translate into sustainably ending homelessness. The causes of homelessness are varied and complex — as are the solutions.

We are committed to provide essential services for those placed into safe, affordable, permanent housing — thus providing them with the best chances possible to sustainably end their homelessness.

**Plan to Leave a Legacy**

***...Where there's a Will, there's a way to benefit your family,  
your heirs ...and support Crossroads***

When you create or update your Will — would you please consider including Crossroads?

Including Crossroads in your Will is a way to plan to

leave a legacy — and help those most in need, even after you're gone.

If you have any questions or would like to let us know you have included Cross-

roads in your Will or estate planning — please contact:

Carol Redman  
770-655-0027  
[CommunityRelations@crossroadsatlanta.org](mailto:CommunityRelations@crossroadsatlanta.org)

You can help  
by making your  
online donation today  
at our website  
[www.crossroadsatlanta.org](http://www.crossroadsatlanta.org)

**DONATE NOW**

## Our Mission

*Empowering people who are homeless  
to move to economic and personal self sufficiency*

### Key Crossroads Statistics

Over the past fiscal year — thanks to your generous support Crossroads:

- Kitchen served over 74,000 hot, nourishing meals — plus thousands of sandwiches were made and donated by groups
- Helped 3,508 homeless men, women and children — a sustained 24% increase for the past two years
- Served 461 children — and a sustained 149% increase in the number of children turning to Crossroads for help
- Helped 1,006 women — 42% of those we help each year are now women and children
- Assisted 259 Veterans
- Acquired 1,527 birth certificates, and 1,616 Georgia ID's, both essential to ending homelessness
- Provided 6,528 MARTA passes to help our Guests get to where they need to go
- Provided a mailing address for thousands of metro Atlanta homeless Guests to ensure they can receive Social Security benefits, food stamps, employment and healthcare communications, as well as letters from family and friends
- Placed 307 Guests into detox/addiction treatment programs
- Partnered with St. Joseph's Mercy Care to offer free healthcare services to any Guest without insurance
- Placed 50 women and their 31 children — and 14 Guests with physical and/or mental disabilities — into safe, affordable housing

### What's New: Crossroads selected for a new HUD project !

We're so pleased to let everyone know that Crossroads has been approved for one of only four new HUD projects in metro Atlanta ...and we're on the fast track to launch this new project in September 2011.

This new HUD project will provide permanent housing and supportive services for 10 chronically homeless male Guests who also have a physical and/or mental disability.

HUD is providing rental assistance — however Crossroads is required to raise matching funds. Sponsors for our 10 new male "Residents" are also very needed — clubs, churches, groups, organizations or individuals can Sponsor a Resident.

Crossroads Community Ministries  
420 Courtland Street NE  
Atlanta, Georgia 30308