

2020

YEAR IN *Review*



*"...but those who hope in the LORD
will renew their strength.
They will soar on wings like eagles;
they will run and not grow weary,
they will walk and not be faint."*

- Isaiah 40:31



SEE HOW *your donations*
HAVE CONTINUED TO LEAD PEOPLE TO CHRIST
IN A YEAR OF UNCERTAINTY...

mission vision purpose

WITH INSPIRED MEDIA,
WE HELP PEOPLE OF
EVERY AGE AND STAGE
BECOME FOLLOWERS OF
OUR LORD JESUS CHRIST

MEDIA MISSIONS
LEADING PEOPLE TO OUR
LORD JESUS CHRIST;
ANYWHERE, ANYTIME ON
ANY PLATFORM.

TO PROCLAIM THE
GOSPEL OF THE LORD
JESUS CHRIST
THROUGHOUT CANADA
AND THE WORLD

This year has been challenging for all of us. We have all experienced a year of change, restriction, loss, and disappointment. Yet, we must choose to see the light in the darkness, purpose in pain and hope for the future! Our prayer is that this report will fill your heart with encouragement and inspiration. We hope you see the advancement in the Kingdom that God has accomplished through this ministry despite the year's challenges and perceive our determination to propel the gospel's advancement throughout Canada like never before!

Upon stepping into leading this ministry after the fiscal year, it has been essential to survey the ministry, examine our effectiveness, and determine our preparedness for moving forward. One of the key characteristics that I've found in considerable measure throughout the Crossroads team members is missional resilience.

A MESSAGE FROM OUR

ce



As we know, Jesus trained and prepared His disciples to be resilient. He warned of challenge, hardship and struggle. Yet, amid the harsh realities they would encounter, He commanded, *"In this world, you will have trouble. But take heart! I have overcome the world."* — John 16:33

The New Testament diligently records the early disciples' inspirational determination to elevate the life-changing truth of Jesus despite an overwhelmingly hostile culture. Your giving and partnership empowered Crossroads to succeed in our resilient commitment to spreading the good news through innovation and perseverance. Our anointed team of media missionaries accomplished unprecedented achievements through all-new virtual events, including our first-ever virtual Vacation Bible School with 3,500 registered children ages 6-10. We continue to be a leading source of information and support to people worldwide seeking prayer, salvation, and answers to life's most challenging questions with 31 million minutes of Crossroads content viewed!

Join us in thanking God for the strength and wisdom He has given to enable us to advance the gospel in this season. Would you also commit to praying with and for us? We all acknowledge that the world ahead of us will be different than the world behind us. We have a calling and a mission from God to reach every person of any background, age, and culture with the love and grace of Jesus.

Given the digital landscape, we have a better opportunity to reach more people worldwide with the message of Jesus than ever before in history. We want to expand the message of Jesus with creative resilience, just like the first disciples did. Even though our methods may change, our mission must not!

Friends, we can take heart because Jesus is the Saviour of the world. Let's move forward with confidence and faith, for in all the challenges we are facing, I'm deeply suspicious that God is up to something good.

Grace and Peace,

KEVIN SHEPHERD, CEO CROSSROADS, YES TV

WHAT WE'RE ALL

about

media prayer care

Crossroads

exists to bring people to Jesus. We do this in three main ways: media, prayer, and care.

Crossroads believes that the word of God will not return void and that's why we proclaim it through the airwaves, on our prayer lines, and in our humanitarian outreach.

EVANGELIZING THE DIGITAL WORLD



Through inspired media, Crossroads helps people of every age and stage become followers of JESUS CHRIST.



LIFE-*Changing* STORIES

Broadcasting across Canada, *100 Huntley Street* brings you the amazing stories of people who have had life-changing encounters with God.

This authentic and interactive show is streamed in 203 countries, airing daily in primetime on YES TV, and is available throughout the day on YES TV, NTV, Global - Thunder Bay, CHAT, CHEK, Miracle Channel, NewCap/CITL, and DayStar.



261K
YOUTUBE SUBSCRIBERS
AND GROWING

100M
YOUTUBE VIEWS
IN 2020

4M
UNIQUE VIEWERS
IN 2020



My mother would watch 100 Huntley Street everyday. You have no idea how much your program meant to her. I give to 100 Huntley Street to honour my Mom, who has since passed away."

- 100 Huntley Street supporter



SOCIETY. JUSTICE. CULTURE. ETHICS. *God*

For 21 years, Crossroads' *Context* has been the voice of faith-based news and information, committed to creating boundary-breaking media that reveals Christ. Through Crossroads, *Context* is the only such voice in all of Canada.

Context broadcasts across Canada on YES TV, Global - Thunder Bay, CHEK, NewCap/CITL, Miracle Channel, Salt + Light, CTV - Toronto, Ottawa, Sudbury, and Montreal.

32

ORIGINAL TV EPISODES

203,176

YOUTUBE VIEWS
JANUARY-JUNE 2020



Your topics are so "real world" and so timely! It's like a Christian 60 minutes."

- Anonymous, Context viewer





I love listening to See Hear Love. I find myself taking notes and there is so much gold! I end up talking about the content with my coworkers, particularly the topic about young women's challenges in their lives. Thank you for all you do."

- Karen Wiseman, See Hear Love viewer

YOU ARE SEEN, HEARD AND DEEPLY LOVED BY *God*

Through Crossroads, *See Hear Love* envisions a world where real women, living an authentic life, champion other women to grow in their faith.

By continuing to offer this platform, Crossroads will be able to increase *See Hear Love's* profile, produce more podcasts, and online programs, connect with local communities, grow our donor base and seek funding opportunities through sponsored programming.

35

ORIGINAL TV EPISODES

9M

WEEKLY RADIO REACH
IN ONTARIO





GROWING FAMILIES IN *Christ* THROUGH VIDEO ON DEMAND

Castle is Crossroads' FREE FAITH-BASED, and KID-SAFE streaming service with a built-in live 24/7 prayer chat function that provides Christian spiritual support and prayer to its users. In addition to Crossroads original programs, Castle's lineup of premium entertainment includes an array of family-friendly shows like *Relative Race*, *Hey Meisha!*, *Owlegories*, *Bibleman*, and *Build It Forward*.



14K+

SUBSCRIBERS
AND GROWING

3,766

TITLES
IN 2020

2,400

ENGAGEMENTS
WITH A DIGITAL PASTOR

intothecastle.com





“

My name is Imani and I am 10 yrs old. I love your shows because they are funny and you talk about God. I think that is important because not many shows teach that.”

- Imani, VBS camper

Thanks to the support of Crossroads' generous donors, our *Hey Meisha!* Virtual Vacation Bible School was a smashing success! Over \$54,000 was raised to fund Bible learning, worship, and fun activities for 3,568 registered campers!

With your continued support, Crossroads will be able to reach and inspire many more children in the years to come, helping to form them into faithful followers of Christ.



3,568

CHILDREN ATTENDED
AUGUST 2020

4,000

WEBPAGE VISITS
AUGUST 2020

1,330+

PLAYBACK HOURS
AUGUST 2020





A 24/7 LIGHT IN THE DARKNESS

Prayer is the beating heart of Crossroads' ministry. As such, we offer three unique ways of connecting people to Jesus: supporting them in their spiritual needs, facilitating deeper faith, and discipleship.

prayer

CONNECTING PEOPLE TO *Jesus*

- **24/7 PRAYER CENTRE:** dedicated volunteers take calls, and prayer requests around the clock.
- **WALK OF FAITH DIGITAL MENTORSHIP:** Crossroads connects people with digital mentors, provides resources, and walks alongside them in their spiritual journey.
- **PASTORS EDGE:** Crossroads builds sustainable relationships with multi-denominational pastors, supporting them while working toward unity in diversity.



12.4M

PRAYER CALLS ANSWERED
SINCE 1977

1,600

PRAYER CALLS ANSWERED
PER DAY



I've never felt better! Now I'm aware of the calling on my life and I thank Crossroads for helping me get on track. God sends the biggest battles to his strongest warriors!"

- Earl Butler

crossroads.ca/247prayer
1-866-273-4444





I was so blessed to learn about the wonderful partnership that is being developed with local pastors through Pastors Edge. I believe it will be a unifying force that releases God's voice, vision and heart for our nation."

- Pastor Jon Sarpong, Inspire Church Toronto



EXPANDING SPIRITUAL *impact*

Initiated in 2019, our Pastor's Edge Network's mission is to build sustainable relationships in support of the pastorate and the local church, while being a strong united voice for Christ.

The shift from in-person to virtual meetings has meant a broader reach in Canada, the United States and 14 other nations.



2,235

PEOPLE RECEIVED JESUS
WALK OF FAITH - IN 2020

6,276

PEOPLE BEGAN DISCIPLESHIP
WALK OF FAITH - SINCE 2018

100+

DIFFERENT DENOMINATIONS/AFFILIATIONS
ACTIVELY INVOLVED

400+

CHURCHES PARTICIPATING
GROWING FROM 31 IN THE FIRST YEAR





“

*by giving to Crossroads I
can be the missionary I
always wanted to be.”*

- Crossroads Partner



**BEING THE HANDS
AND FEET OF CHRIST
TO THE WORLD**

Crossroads is committed to giving tangible hope and support to projects around the world through food, water, rescue & care, health, and education.

Cares

PROVIDING TANGIBLE *hope*

Crossroads Cares is honoured to have partners on the ground who are the hands and feet of Jesus, caring for those in need even during a pandemic.

- **ORPHAN CARE:** Crossroads Cares supplied new beds, mattresses, night tables, and sanitation kits to Ukraine orphans.
- **CLEAN WATER:** 10,700 people in Uganda and Haiti have access to clean water through new/refurbished wells and bio-sand filters.
- **FEEDING PROGRAMS:** Helped provide 100,000+ meals, nourishing children, the homeless, and elderly.



25,443 lbs

OF MAIZE, FLOUR, & BEANS
DISTRIBUTED IN UGANDA TO 257 FAMILIES

30+

PERSECUTED COLOMBIAN FAMILIES
RECEIVED IMPROVED HOUSING

3,000

KENYAN CHILDREN
RECEIVED FOOD, AND SANITATION KITS

crossroads.ca/cares



FIRST PEOPLES VOICES



14 people have died from suicide, drug overdoses, and other illnesses. But Crossroads came and prayed with us. Today you give us hope!"

- Chief Darlene Hunter, Halfway River First Nation

SHOWING THE FACE OF *Christ*

In 2020, Crossroads' First Peoples Voices brought hope and love to Indigenous people through media representation (National Indigenous Peoples Day, Missions Special on Suicide, and Orange Shirt Day), building relationships with 168 Indigenous communities, and providing \$655,577 worth of material assistance.

Through Crossroads, First Peoples Voices partnered with Life Light Ministries Winnipeg, Joyce Meyer Canada, Canadian Bible Society, and Gideon's Canada to send thousands of outdoor toys for all ages, as well as inspirational books, and Bibles, to 112 Indigenous Communities across Canada.



500

CHILDREN'S
SNOWSUITS

477,070

SERVINGS OF
FRESH PRODUCE

52

BROADCASTS FROM
SEPT 2019-AUG 2020

22,846

LEISURE AND EDUCATIONAL
ITEMS FOR CHILDREN & YOUTH

15

INDIGENOUS LEADERS SPONSORED
IN DISCIPLESHIP TRAINING





Crossroads was a spiritual blessing to Helen. Her gift will help thousands of people, every age, and stage, become followers of Jesus through Crossroads' inspired media."

- Helen's Pastor and Power of Attorney

LEGACY AND PLANNED *Giving*

Crossroads' Care ministry goes beyond relief and development. In 2017, Crossroads partnered with Advisors With Purpose to create a planned giving ministry which combined our resources with AWP's financial expertise to provide Crossroads donors with solid estate planning guidance.

Crossroads continues to receive legacy gifts from our loyal partners. In 2019/2020 we received over \$1 million in bequest gifts. When our partners choose to leave a legacy in their will, it builds sustainability for Crossroads to impact the next generation with the love of Jesus for years to come.



292

**DONORS REGISTERED
FOR THE WEBINARS**

35

**NEW ESTATE PLANS
AS OF 2020**

\$1,063,600

**VALUE OF THE 35 NEW ESTATE PLANS
CROSSROADS LEGACY PARTNERS**



SUMMARIZED STATEMENT OF *revenue* AND *expenses*

YEAR ENDED AUGUST 31, 2020, WITH COMPARATIVE FIGURES FOR 2019

revenue

	FY 2020	FY 2019
Cash Donations	11,277,812	11,056,361
Trusts	108,500	687,940
Gifts in kind	1,047,137	1,589,573
Investments and Other income	2,647,502	1,892,907
Total Revenue	15,080,951	15,226,781

expenses

Christian Media Production	6,395,766.33	7,825,274
Prayer and Discipleship	1,976,732	1,813,633
Digital Outreach Castle	986,725.90	860,953
Humanitarian Outreach	640,198.19	678,241
Fundraising/Marketing	1,800,027	1,984,026
Mission Marketing	368,680	414,667
Administration	1,524,395	1,454,149
Total Expenditures	13,692,524	15,030,943



*“..being confident of this,
that He who began a good work in you
will carry it on to completion
until the day of Christ Jesus.”*

- Philippians 1:6