

crossroads. IMPACT REPORT 2021

Planting the gospel worldwide

INSPIRING
STORIES

IGNITING
COMPASSION

INNOVATING
TOGETHER



whoever sows
generously
will also reap
generously.

- 2 CORINTHIANS 9:6

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Message from the CEO

Dear Partner,

The mission to share the gospel started with Jesus. He went from one town to another, proclaiming the good news of the kingdom of God. In Luke 8:39, after Jesus healed the man with the demon, He instructed, "Return home and tell how much God has done for you."

Similarly, this impact report reveals God's work through Crossroads to reach the lost and restore them with His transforming love. Together we achieved 62 million gospel interactions in 2021, connecting with people through broadcast, prayer ministry, digital evangelism, and Christian mentorship. We are thankful to have such a massive planting of the "Good News" seed in people's hearts worldwide!

Because of your support:

- Crossroads produced 335 Christian TV programs, broadcast to 7M+ annual subscribers across Canada
- People heard the hope of Jesus by viewing original content on YouTube 24 million times in almost every corner of the globe
- God met people in their deepest moments of need through caring Prayer Partners who provided 475,00 prayer interactions via calls, mail, emails, and online chats

We used your donations to instil God's peace, healing, and message of hope in the lives of people facing marriage and family challenges, loneliness, mental health, pornography addiction, and more. Your investment seeded the important work of building unity across Canada and promoting racial reconciliation. Because of you, compassion was ignited for issues of justice, equality, and global humanitarian crisis.

Crossroads continues to foster Christian growth as a leading resource and support for people worldwide seeking prayer, salvation, and answers to life's most profound questions. In fiscal year 2021, Crossroads' Prayer Partners led 1,202 people to new life in Jesus!

62 million seeds were sown in faith and we are trusting the Holy Spirit to help us bring as many as possible to fruitfulness. Next time you hear "the harvest is plentiful, but the workers are few," I hope you will think of God's great work through Crossroads. He is restoring lives physically, spiritually, and emotionally. As we see God's miraculous work in our midst, we cannot help but be transformed.

Review these pages to see the fruit God is growing!



KEVIN SHEPHERD
CEO, Crossroads & YES TV



Crossroads' Purpose:

Revealing the transforming story of **Jesus**
through inspiring and innovative media to anyone, anywhere, anytime.

Here's where you made an impact in FY21

62M

GOSPEL INTERACTIONS
IN ALMOST EVERY
CORNER OF THE GLOBE

475K

PRAYER INTERACTIONS

1,202

DEDICATIONS TO JESUS



IMPACT

What people are saying

***Lois** emailed prayer@crossroads.ca to request prayer for her daughter-in-law Natalie, who was diagnosed with a large type B non-Hodgkin's lymphoma cell. She followed up with joy when the doctor told Natalie that she is 100% cured and no further treatment is required.

***Gavin** watched "New Age to Christianity: Guru Encounters Jesus & Quits New Age" on the *100 Huntley Street* YouTube channel and wrote, "I thank you from all my heart for sharing your amazing story with us. I went through a similar situation myself...I know now that all I need is Jesus to be saved."

Context Beyond the Headlines' interview with Dr. Moira McQueen, "Calls heighten for Pope Francis to apologize for atrocities committed at residential schools across Canada" made its way to the Vatican with the following response:

Dear Moira,

Thanks for sending this link to the interview. It was really well done and I appreciated your candor and sentiments—God's many blessings on your continued work in Canada.

- IN CHRIST, THE VATICAN

"We are happy to hear that communities are still being looked after with refurbished wells, even during these trying times. We thank God for the privilege of being part of this ministry, and we are more than grateful to share the love of Jesus with others. We feel privileged and excited to serve the Lord in this way."

- JASON & ANGELA
SPONSORED A WELL IN UGANDA

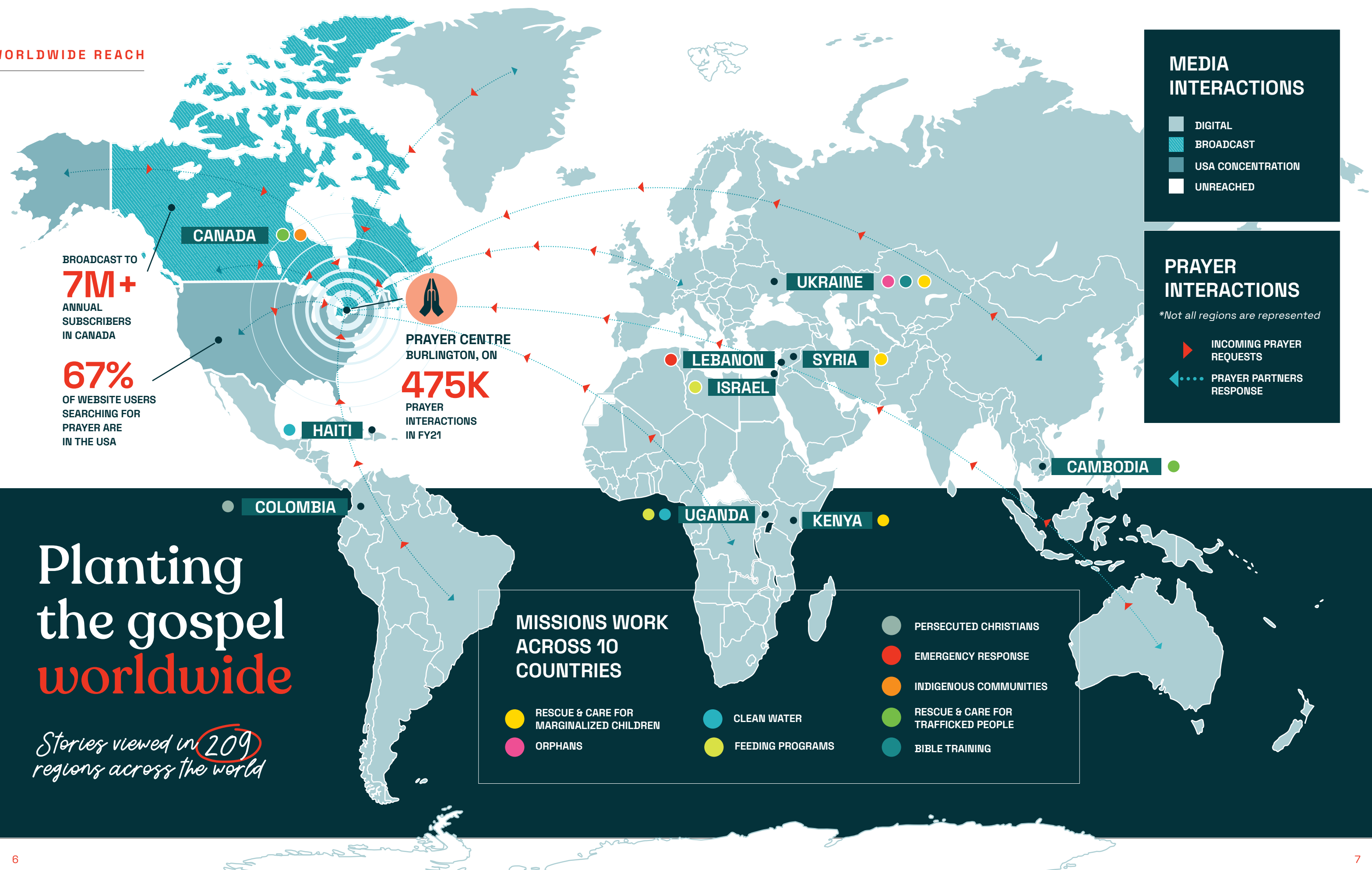
**Names changed to protect privacy*



BRADFORD, ONTARIO: The Logan family were thrilled to receive a *HEY MEISHA!* prize pack following Castle's summer VBS program!

***Salvator**, who has a history of being incarcerated, called the Prayer Centre and said, "I am not living right, and I know you are not perfect, but I think you are the best person to dedicate my wife to the Lord." At that point, the Prayer Partner asked him to put his wife on the phone. When the young lady came on the line, the Prayer Partner shared the salvation message with her. She accepted Jesus into her heart and agreed to receive follow-up ministry. Salvator then signed up for Walk of Faith, Crossroads' email-based Christian mentorship program.

WORLDWIDE REACH



Planting the gospel worldwide

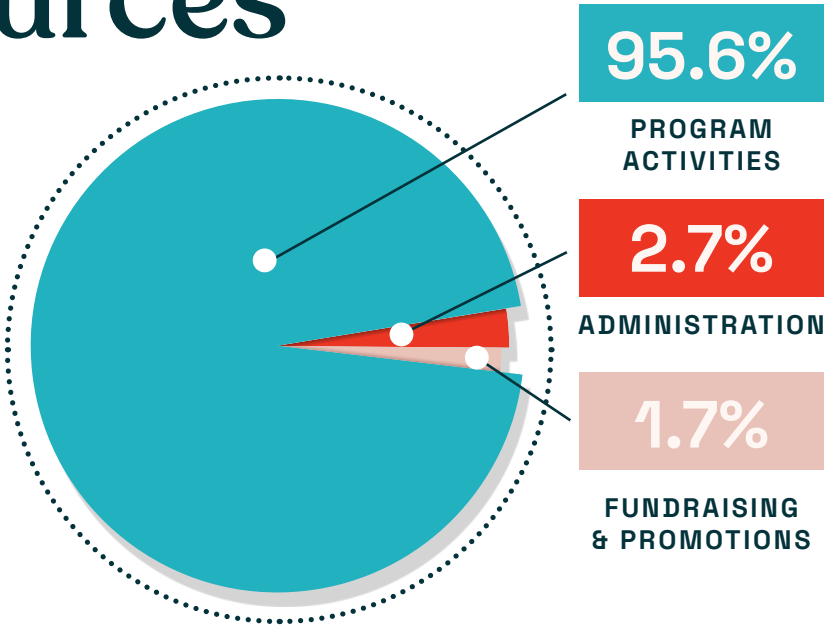
Stories viewed in 209 regions across the world



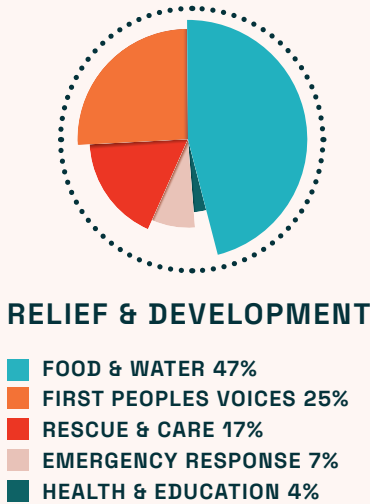
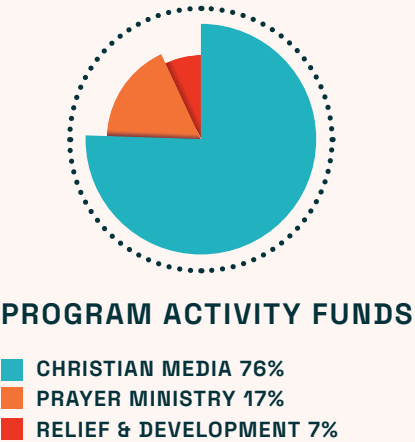
How we steward your resources

As an accredited member of the Canadian Centre for Christian Charities, Crossroads Christian Communications Inc. is committed to handling the finances entrusted to us with the utmost integrity. In FY21, 95.6 per cent of funds were used for program activities benefiting people around the globe. 4.4 per cent was used for fundraising and administration expenses.

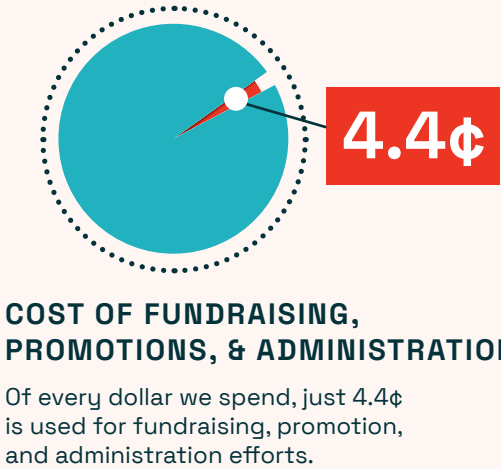
Percentages reflect the auditor's Summary of Revenue and Expenses.



HERE'S HOW DONATIONS WERE USED



For designated relief and development donations, 15% is used to support fundraising, marketing, administrative and on-air reporting of our humanitarian activities.



Of every dollar we spend, just 4.4¢ is used for fundraising, promotion, and administration efforts.

Crossroads does not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.

Summarized statement of Revenue & Expenses

YEAR ENDED AUGUST 31, 2021, WITH COMPARATIVE FIGURES TO FISCAL YEAR 2020

Revenue	FY 2021	FY 2020
CONTRIBUTIONS		
General	\$10,537,663	\$11,721,968
Designated Contributions		
Missions Fund	960,827	630,981
Debt Retirement Fund	68,000	80,500
Canadian Emergency wage subsidy	1,642,886	1,142,718
Other Income	1,630,469	1,530,079
	14,839,845	15,106,246
Expenses		
Remuneration of personnel	7,647,395	7,748,184
Airtime and production costs	1,722,605	2,016,260
Rent, utilities, and other occupancy costs	2,028,872	1,891,648
Correspondence and distribution costs	536,597	562,790
Administrative costs	360,946	459,776
Fundraising and promotion	228,363	369,868
Interest and bank charges	180,514	207,734
Other missions and programs	658,212	461,559
	13,363,504	13,717,819
Excess of revenue over expenses before undernoted items	1,476,341	1,388,427
Net Impairment loss on sale of property		(121,867)
Amortization	(952,128)	(962,444)
Loss on disposal/sale of capital assets	(16,296)	(3,134)
Unrealized gain on investments held for endowment	8,564	2,199
Provision for amounts receivable and loans receivable, net of recovery	(1,613)	(176,542)
Excess of revenue over expenses for the year	\$514,868	\$126,639

Crossroads is audited annually by Grant Thornton, and financial results are available publicly through the Canada Revenue Agency Charity Returns.

COVID-19 Recovery

A TIME TO STRENGTHEN AND A TIME TO INNOVATE

The COVID-19 pandemic brought many call centres to the brink of closure. Still, because of the faithful support of donors, Crossroads managed to keep its prayer call centre open. There were two significant challenges to overcome.


STAFFING THE VOLUNTEER PROGRAM

One month after the WHO declared COVID-19 a pandemic, Crossroads Prayer Centre lost approximately 50% of its Prayer Partner volunteers. Sadly, many precious volunteers left due to family and life issues or because they couldn't transition to remote volunteering during a season of public health restrictions. Without enough volunteers, prayer calls go unanswered, and many people remain unserved. Crossroads' Prayer Partners are essential to providing care and spiritual support, typically handling 1,300 prayer interactions daily through calls, emails, mail, and online chats. To fill the gap, Crossroads strengthened its volunteer training team, shifting its focus to recruit, train, and equip new volunteers who could work from home. Crossroads trained more volunteers in FY2021, up 367% from FY2020. However, scheduling remains challenging as active monthly volunteers continue to fluctuate from pre-pandemic times.

INCREASE TRAINING AND SCHEDULING EFFICIENCIES

Crossroads also wanted to overcome a slow and manual application and training process to increase the number of Prayer Partners and answer more calls. Crossroads fields over 100 new volunteer applications every month, but until recently, the screening, interviewing, training, and vetting were done manually and were very time-consuming. Creating a robust online volunteer application, training, and onboarding platform will dramatically improve Crossroads' impact in a lasting way.

Thanks to an injection of capital investment, we've started the groundwork to accelerate online training and resourcing, as well as better volunteer scheduling and management. An application submission process that often took months to complete manually will now take just 30 minutes!



30 minutes

The application submission process for new volunteers can be achieved in 30 minutes, compared to a months-long manual process. Crossroads can now handle more applications and invite more volunteers into Prayer Partner training in a shorter time

Partnerships

We are so grateful to those who partnered with Crossroads to grow the life-changing mission of Crossroads in various ways, including seeding their time and talents and through financial gifts.

13,567
INDIVIDUALS WHO
GAVE FINANCIALLY

440
GUESTS WHO SHARED
THEIR STORIES,
TALENT, AND INFLUENCE

93
SUPPORTING CHURCHES
AND ORGANIZATIONS

53
AVERAGE MONTHLY VOLUNTEER
PRAYER PARTNERS

59
NEW LEGACY GIVING
ESTATE PLANS

9
SPONSORS



Legacy Giving

Leaving a legacy of Christian faith is within reach of all of us. Legacy giving builds sustainability for Crossroads to seed into the next generation the transforming love of Jesus for years to come.

Crossroads.ca/legacy

400

CROSSROADS DONORS ATTENDED LEGACY SERIES WEBINAR ON ESTATE PLANNING

\$432K+

VALUE OF 40 LEGACY GIFTS BEQUEATHED TO CROSSROADS THIS YEAR

Sowing the gospel through MEDIA



100 Huntley Street

Broadcasting across Canada, *100 Huntley Street* brings you the amazing stories of people who have had life-changing encounters with God. It's Canada's home for hope, hosted by Greg Musselman, Lara Watson, Mark Masri, and Cheryl Weber.

This authentic and interactive show is streamed on YouTube in 209 regions around the world, airing daily in primetime on YES TV, and is also available throughout the day on NTV, Global - Thunder Bay, Chat, Chek, Miracle Channel, and Newcap/CITL.

Watch weekdays 9am/pm on YES TV, or on demand at IntoTheCastle.com.

100Huntley.com

24.6M

YOUTUBE VIEWS
IN FY21 WITH 13%
YOY GROWTH

42K+

FACEBOOK
FOLLOWERS
IN 2021



A Better Us

A Better Us, co-produced by Crossroads, strengthens couples through Bible-based insights, honest and fun discussions, and practical tools.

Join hosts Ron and Ann Mainse for a weekly broadcast that gives couples hope for everyday life.

Watch on Thursdays at 9:30am/pm on YES TV, or on demand at IntoTheCastle.com.

ABetterUs.tv

110%

YOY GROWTH IN
YOUTUBE VIEWS

104K

FACEBOOK
FOLLOWERS
AT THE END OF
FY21 WITH AN
865% INCREASE
IN REACH

Context Beyond the Headlines

Context Beyond the Headlines is the voice of faith-based news, committed to creating boundary-breaking media that reveals Christ.

Hosted by Maggie John, *Context* discusses conversations that explore the intersection of justice, culture, society, and ethics, and is the only such voice in all of Canada.

Context broadcasts across Canada on YES TV, Global - Thunder Bay, Chek, Newcap/CITL, and Miracle Channel.

Watch Wednesdays 9:30am/pm on YES TV, or on demand at IntoTheCastle.com.

Context.Show

170K+

NEW YOUTUBE
VIEWERS

2.6K

NEW SUBSCRIBERS
IN SIX MONTHS



HEY MEISHA!

Hey Meisha! is a biblical teaching variety show for kids of all ages that uses the process of comedy sketches, original worship music, animation, and the Bible verse of the day to inspire children to have a personal relationship with Jesus.

Join Meisha Saturdays 8am on YES TV, or on demand at IntoTheCastle.com.

HeyMeisha.com

16

NEW EPISODES
PRODUCED
FEATURING
6 ORIGINAL
WORSHIP SONGS

1K

DAILY ONLINE
VACATION
BIBLE
SCHOOL
CAMPER



See Hear Love

See Hear Love is a community where diverse women champion other women and affirm they are seen, heard, and deeply loved by God.

Join host Melinda Estabrooks and her guests on Mondays 9:30am/pm on YES TV, or on demand at IntoTheCastle.com.

SeeHearLove.com

2.1K%

INCREASE IN
INSTAGRAM
VISITORS YOY

183

PODCASTS AND
LIFE-CHANGING
WEBINARS



Castle

Castle is Crossroads' free faith-based, and kid-safe streaming service. The platform offers 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*.

IntoTheCastle.com

18K+

SUBSCRIBERS
IN FY21, A 32%
INCREASE YOY

2K

ENGAGEMENTS
WITH A DIGITAL
PASTOR ACROSS
ALL PLATFORMS
SINCE 2018

Nurturing faith through prayer

Prayer Centre

Crossroads has become the go-to prayer centre for North Americans seeking comfort and hope, and it's increasingly becoming the go-to prayer centre for people worldwide.

We consistently provide more than 1,300 prayer interactions daily (calls, emails, mail, and online chats), half of which come from Canada and the United States and the rest from over 80 countries around the world. Caring Prayer Partners pray with people in their moment of need and help connect them to a loving God. Pastoral follow-up offers new believers print and digital resources and suggestions for finding a local church.

Crossroads.ca/247prayer

475K

PRAYER
INTERACTIONS
IN FY21

1,202

DEDICATIONS TO
JESUS IN FY21



Walk of Faith

The Walk of Faith program connects new and growing Christians with mature mentors who can walk alongside them in their step-by-step spiritual journey.

The two-year program is email based and has a 97% retention rate. More than 6,400 people have enrolled in the Walk of Faith program and are deepening their faith through Christian discipleship.

Crossroads.ca/247prayer



1,281

NEW WALK OF FAITH
SUBSCRIBERS
IN FY21, 6,400
SUBSCRIBERS
SINCE 2018

97%

SUBSCRIBER
RETENTION RATE

Caring for people through missions

Crossroads Cares

Crossroads Cares provides food, water, care, and emergency aid to those who need it most.

In fiscal 2021, Crossroads partnered on mission work across 10 countries, donating over \$658K. See the map on pages 6/7 for more details.

Crossroads.ca/cares

\$47M+

GIVEN IN RELIEF AID ACROSS
40 COUNTRIES SINCE 1982

200K+

PEOPLE HAVE
DAILY ACCESS
TO CLEAN WATER

1K+

CHILDREN RECEIVED
CHRISTMAS GIFTS
IN UKRAINE & SYRIA IN FY21



First Peoples Voices

First Peoples Voices builds relationships with 122 Indigenous communities across Canada and ignites hope by providing spiritual and material assistance.

FirstPeoplesVoices.ca

122

INDIGENOUS
COMMUNITIES
SERVED

\$955K+

WORTH OF
DONATED ITEMS

94

INDIGENOUS
TESTIMONY VIDEOS





**Anytime, anywhere,
we're here for you.**

Crossroads Prayer Line: 1-866-273-4444

Stay updated by following us on social media:

@CROSSROADSMEDIA



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