

# Nurturing faith worldwide

INSPIRING STORIES  
IGNITING COMPASSION  
INNOVATING TOGETHER



faith comes from hearing  
the message, and the  
message is heard through  
the word about Christ.

ROMANS 10:17

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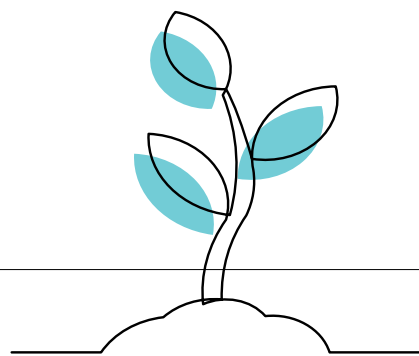
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# Message from the CEO

Dear Partner,

My daughter, Sadie and I, were looking through some photo albums the other day. We reminisced about family vacations, different places we lived, and people we have known. It was a meaningful time of reflection that made me so grateful for the way the Lord has led us through the different seasons of our life. Some seasons were tough, and when we were in the middle of them, it was hard to see how God would provide. But God is faithful! People say hindsight is 20/20, but God’s sight is 360 degrees.

The moments of our lives are like seeds that God nurtures to bear fruit in His perfect timing. Even the times that seem insignificant or impossible to produce anything good have a purpose in God’s garden. He never wastes a hurt, a crisis, a relationship, a blessing, suffering, our waiting, or our serving.

This impact report highlights the seeds that God has planted this year through Crossroads to reveal the transforming story of Jesus. Crossroads achieved **66.5 million** gospel interactions through inspiring and innovative media in 2022. Together with your partnership, we’re igniting people’s faith through Christian broadcast, prayer ministry, digital evangelism, missions, and mentorship. By supporting Crossroads, you nurture faith in others as God writes the rest of their story!

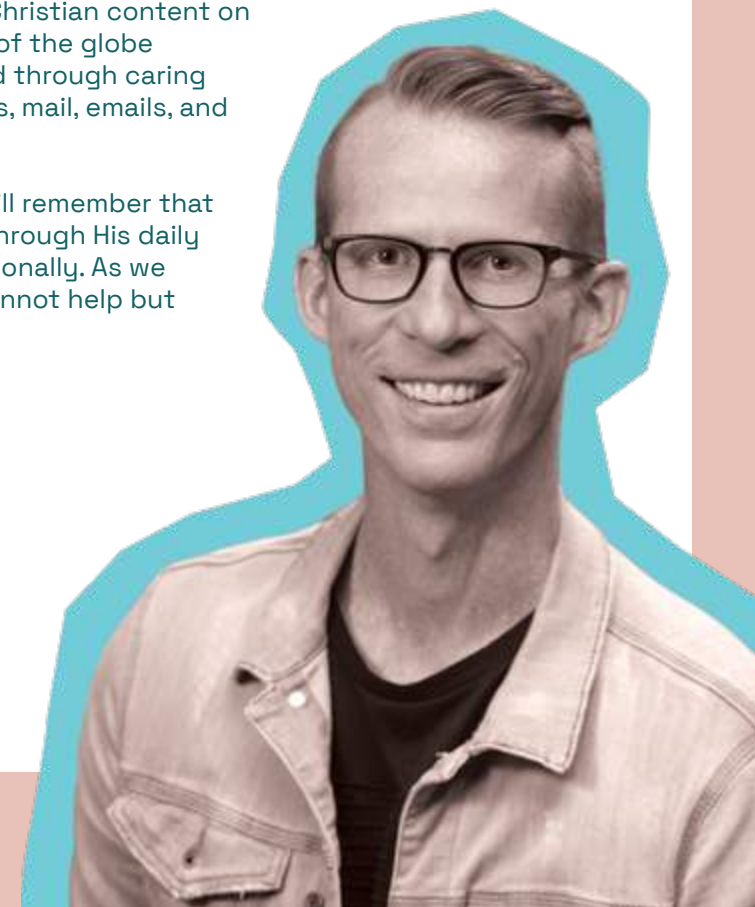
Because of your support:

- Crossroads produced **432** Christian TV programs, broadcast to **7+ million** annual subscribers across Canada
- People heard the hope of Jesus through original Christian content on YouTube **19.5 million** times in almost every corner of the globe
- God met people in their deepest moments of need through caring Prayer Partners who provided **442,000** prayer calls, mail, emails, and online chat support

Next time you see a sprout of new life, I hope you will remember that God isn’t finished yet. He’s tenderly restoring lives through His daily work at Crossroads, physically, spiritually, and emotionally. As we reflect on God’s wondrous work in our midst, we cannot help but strengthen our faith.

We are so pleased to share how faith is taking root!

**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 FY22

### 66.5M

GOSPEL INTERACTIONS IN ALMOST EVERY CORNER OF THE GLOBE, AND ANOTHER 304M IMPRESSIONS THROUGH BROADCAST PROMOTIONS

### 442K

PRAYER INTERACTIONS

### 966

DEDICATIONS TO JESUS



## IMPACT

# What people are saying

"I am always encouraged by the love of God that is shared in so many ways on your program and throughout the Bible teachings. I enjoy partnering with *100 Huntley Street* knowing that they care and share the heart of God. Thank you for all you do!"

**ROBERT\***

After watching Daniel Kooman's "Breath of Life" interview on *100 Huntley Street*, a woman reported to Daniel, "I was physically healed while watching the interview!"

"I called the prayer line during a difficult time when my neighbor was cyberbullying and harassing me. Speaking with the Prayer Partner prompted me to return to church, which has been life changing. I am grateful for the support that helped me overcome my suicidal thoughts, and I am now receiving help from a therapist and psychologist."

**ARJUN\***

"I love this ministry! I found Crossroads' prayer line on the internet two years ago and it has been supporting me ever since. The team is grounded in God and are kind listeners."

**MARIA\***

"Many have called for prayer about the war in Ukraine, including those with family there and those grieving for the victims. Callers turn to Crossroads seeking God's comfort, and trust Crossroads to provide aid to the people in Ukraine through food, shelter, and medical supplies in this difficult time."

**GLORIA WILLOGHBY, MANAGER OF CROSSROADS PRAYER CENTRE**

"Ruth lives in Switzerland and contacted me through Facebook. She made her first donation, and it was to help victims of the British Columbia flood. This world has truly become a global village."

**BEV HADLAND, AMBASSADOR TO THE FIRST PEOPLES**

"To have access to an Indigenous community, one has had to win the trust and respect of the band leaders. This ministry (Crossroads' First Peoples Voices) has earned that confidence."

**GLAD TIDINGS CHURCH, BURLINGTON, ON**

"I had a severe blood disorder and was healed by the power of prayer. My doctor was completely shocked when I went for a follow-up appointment. Praise the Lord our Healer!"

**BENJAMIN\***

"Your *See Hear Love* episode, "Our Response to Clergy Abuse," was so courageous, brave, and helpful. I watched it 10 times, showed it to my two teenage daughters, and have shared the link with many of my girlfriends."

**LORI\***

"Praise the Lord! I called the prayer line a couple days ago for my sister who was scheduled for doctor assisted suicide this morning. She changed her mind! Thank you, Jesus!"

**EMMANUEL\***

"My boy loves the *HEY MEISHA!* magazines! He was looking through them and saw a joke. He hasn't put them down since!"

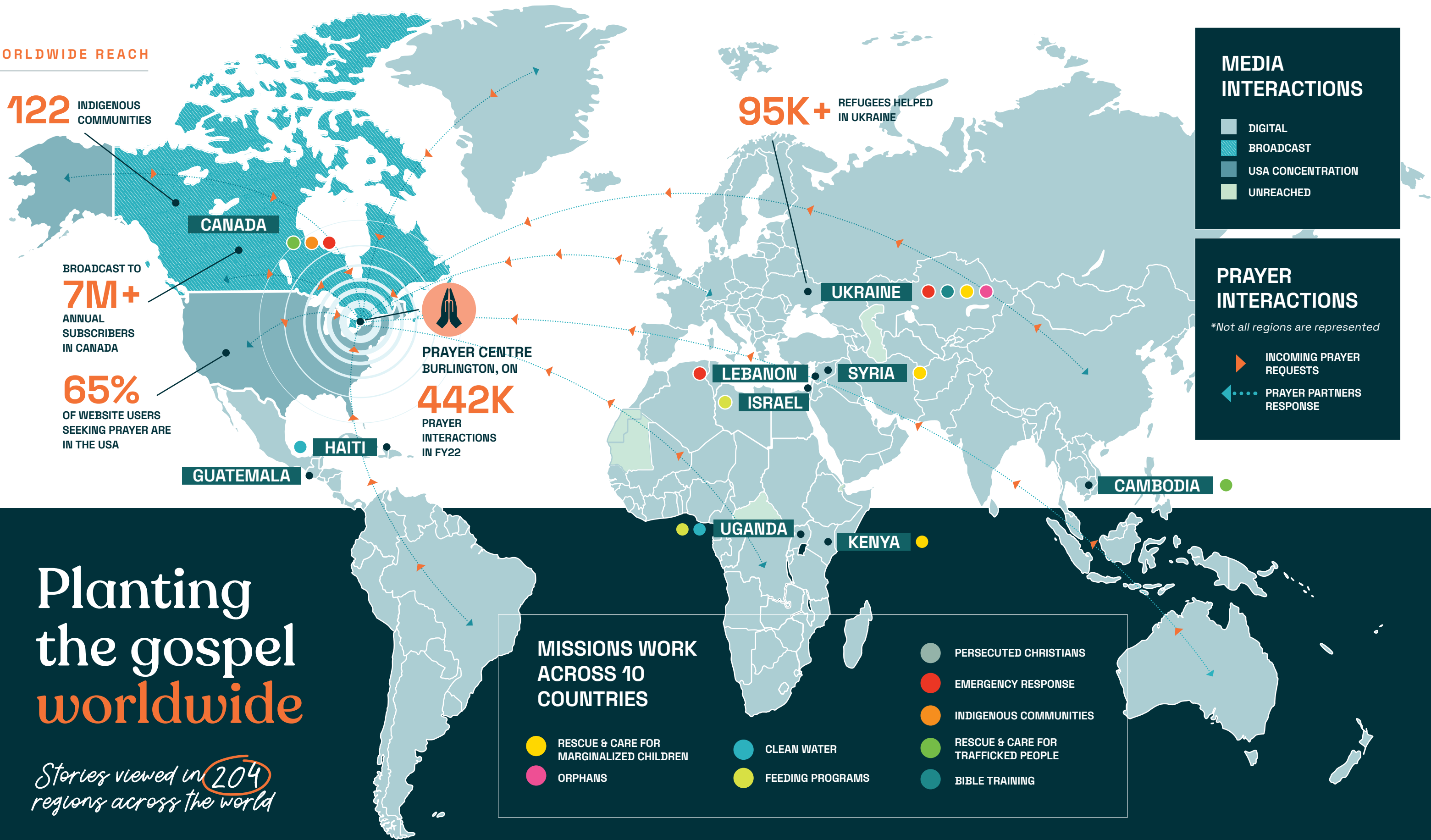
**STEPHANIE\***

\*Names changed to protect privacy

WORLDWIDE REACH

122 INDIGENOUS COMMUNITIES

95K+ REFUGEES HELPED IN UKRAINE



**MEDIA INTERACTIONS**

- DIGITAL
- BROADCAST
- USA CONCENTRATION
- UNREACHED

**PRAYER INTERACTIONS**

*\*Not all regions are represented*

- INCOMING PRAYER REQUESTS
- PRAYER PARTNERS RESPONSE

**MISSIONS WORK ACROSS 10 COUNTRIES**

- PERSECUTED CHRISTIANS
- EMERGENCY RESPONSE
- INDIGENOUS COMMUNITIES
- RESCUE & CARE FOR TRAFFICKED PEOPLE
- BIBLE TRAINING
- RESCUE & CARE FOR MARGINALIZED CHILDREN
- CLEAN WATER
- FEEDING PROGRAMS
- ORPHANS

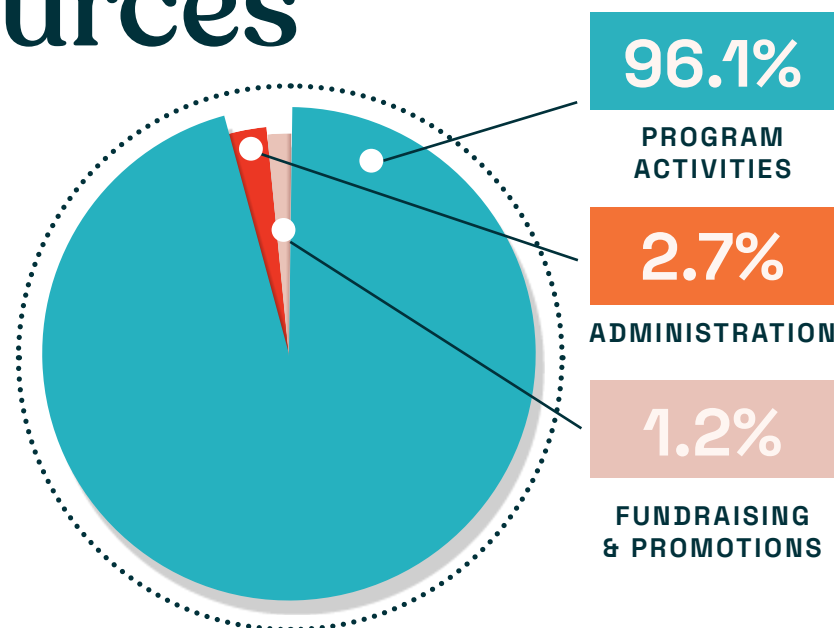
# Planting the gospel worldwide

Stories viewed in 204 regions across the world



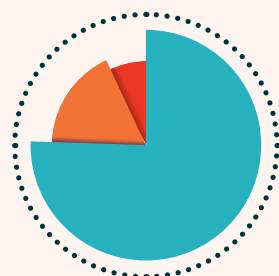
# How we steward your resources

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 FY22, 96.1 per cent of funds were used for program activities benefiting people around the globe and 3.9 per cent was used for fundraising and administration expenses.



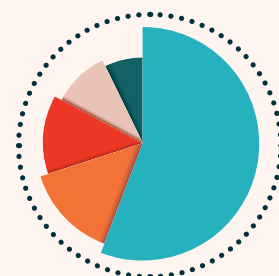
Percentages reflect the auditor's Summary of Revenue and Expenses.

## HERE'S HOW DONATIONS WERE USED



### PROGRAM ACTIVITY FUNDS

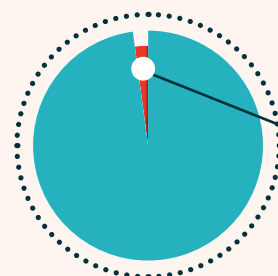
- CHRISTIAN MEDIA 68%
- PRAYER MINISTRY 19%
- RELIEF & DEVELOPMENT 13%



### RELIEF & DEVELOPMENT

- EMERGENCY RESPONSE 56%
- FOOD & WATER 14%
- RESCUE & CARE 13%
- FIRST PEOPLES VOICES 10%
- HEALTH & EDUCATION 7%

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



### COST OF FUNDRAISING, PROMOTIONS, & ADMINISTRATION

Of every dollar we spend, just 3.9¢ 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.

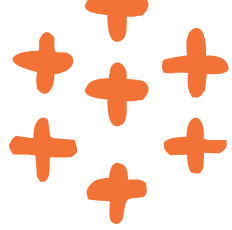
## Summarized statement of

# Revenue & Expenses

YEAR ENDED AUGUST 31, 2022, WITH COMPARATIVE FIGURES TO FISCAL YEAR 2021

	Capital and Operating Fund	Externally Restricted Funds	FY2022 Total	FY2021 Total
<b>Revenue</b>				
Contributions				
General	\$ 12,289,869	\$ -	\$ 12,289,869	\$10,537,663
Designated contributions				
Mission Funds	-	1,623,546	1,623,546	960,827
Debt Retirement Fund	-	28,100	28,100	68,000
Canada emergency wage subsidy	79,931	-	79,931	1,305,721
Other income	1,093,333	4,417	1,097,750	1,630,469
	<b>13,463,133</b>	<b>1,656,063</b>	<b>15,119,196</b>	<b>14,502,680</b>
<b>Expenses</b>				
Remuneration of personnel	7,416,934	216,163	7,633,097	7,647,395
Airtime and production costs	1,882,034	-	1,882,034	1,722,605
Rent, utilities and other occupancy costs	1,814,304	-	1,814,304	2,028,872
Correspondence and distribution costs	556,744	-	556,744	536,597
Administrative costs	371,736	2,804	374,540	360,946
Fundraising and promotion	167,755	-	167,755	228,363
Interest and bank charges	137,690	22,043	159,733	180,514
Other missions and programs	4,199	1,455,146	1,459,345	658,212
	<b>12,351,396</b>	<b>1,696,156</b>	<b>14,047,552</b>	<b>13,363,504</b>
Excess (deficiency) of revenue over expenses before undernoted items	1,111,737	(40,094)	1,071,644	1,139,176
Amortization	(903,363)	-	(903,363)	(952,128)
Loss on disposal/sale of capital assets	(345)	-	(345)	(16,296)
Unrealized (loss) gain on investments held for endowment	(7,010)	-	(7,010)	8,564
Provision for amounts receivable and loans receivable, (net)	-	-	-	(1,613)
Excess (deficiency) of revenue over expenses for the year	<b>\$ 201,019</b>	<b>\$ (40,093)</b>	<b>\$ 160,926</b>	<b>\$ 177,703</b>

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



# A Life Devoted to Prayer



Crossroads' Volunteer Prayer Partners logged over 1 million (1,006,111) cumulative hours of ministry by the end of FY22. This is a valued costs savings of approximately \$17.4 million since the 24/7 prayer line opened in 1977.

In FY22, Crossroads Prayer Centre provided 1,200 prayer interactions daily, and this was made possible because of faithful volunteer Prayer Partners. When we discovered Theresa C. was our most generous volunteer last year, serving nearly 800 hours, we knew we wanted to inspire others with her story!

Theresa C. watched *100 Huntley Street* twelve years ago and discovered the need for new Prayer Partners. Theresa said, "When I heard this invitation, my heart started pounding, and I was in tears." She shared this experience with a friend who encouraged her to apply. Once accepted, she followed through with Crossroads' professional training program and began answering prayer calls.

Today, Theresa is a passionate team member, serving on the prayer lines nearly 800 hours last year—that's an average of two hours per day! In addition to her scheduled shifts, Theresa shared that she logs in and answers prayer calls whenever she feels led by the Lord to pray for people. Her heart's desire is to see people accept Jesus as their Lord and Saviour, and walk in the freedom that Jesus offers.

Each time she begins a call, she asks the Lord to guide her in encouraging each caller with prayer and scripture. Theresa has a deep passion for praying God's will for her callers using the Word of God and believing in His loving power. While we cannot solve

everyone's problems, we can introduce them to the One who can.

She also shared how being on the prayer lines has helped her to grow in her study of scripture, as the conversations on the phone will lead her to research a new area of God's Word after her shift.

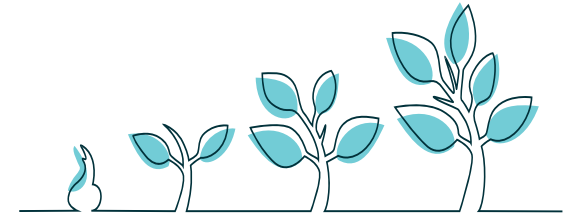
One day, Cassandra\* called the prayer line, and Theresa answered the call. \*Cassandra had a lot of questions, and Theresa simply asked God to help her pray for this caller. At the end of the prayer, the caller said she felt an extraordinary peace in her heart during the prayer time.

Theresa encourages anyone considering becoming a volunteer Prayer Partner to follow the promptings of the Holy Spirit, as you may be moved like she was, to join the Crossroads' prayer team.

If you have a heart for prayer and personal ministry, if you feel the nudge of the Holy Spirit to volunteer, go to [crossroads.ca/prayervolunteer](https://crossroads.ca/prayervolunteer) for more information and to access the volunteer application form.

We are grateful for our faithful volunteers like Theresa and look forward to seeing how God will inspire others to join His work at Crossroads through prayer.

# Partnerships



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

12,729

INDIVIDUALS WHO GAVE FINANCIALLY

54

SUPPORTING CHURCHES AND ORGANIZATIONS

36

NEW LEGACY GIVING ESTATE PLANS

444

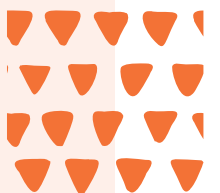
GUESTS WHO SHARED THEIR STORIES, TALENT, AND INFLUENCE

60

NEW PRAYER PARTNER VOLUNTEERS TRAINED AND ANSWERING CALLS

11

INDIVIDUAL & CORPORATE SPONSORS



354

DONORS ATTENDED LEGACY SERIES WEBINAR ON ESTATE PLANNING

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.

\$500K

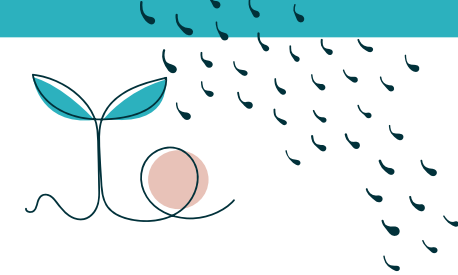
VALUE OF BEQUESTS TO CROSSROADS THIS YEAR

[Crossroads.ca/legacy](https://crossroads.ca/legacy)





# Inspiring Stories, Innovative 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](http://IntoTheCastle.com).

[100Huntley.com](http://100Huntley.com)

**19.5M**

YOUTUBE VIEWS IN FY22 WITH 13% YOY GROWTH

**48.5%**

INCREASE IN SOCIAL MEDIA REACH YOY WITH 21% UNDER THE AGE OF 34



## 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](http://IntoTheCastle.com).

[ABetterUs.tv](http://ABetterUs.tv)

**193%**

YOY GROWTH IN YOUTUBE VIEWS

**126K**

FACEBOOK FOLLOWERS AT THE END OF FY22 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.

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

Stream *Context* episodes on demand at [IntoTheCastle.com](http://IntoTheCastle.com).

[Context.Show](http://Context.Show)



**22%**

INCREASE IN WEEKLY AVERAGE MINUTE AUDIENCE ON BROADCAST TV YOY

**2.3K**

NEW YOUTUBE SUBSCRIBERS IN 2022



## 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](http://IntoTheCastle.com).

[HeyMeisha.com](http://HeyMeisha.com)

**16**

NEW EPISODES PRODUCED FEATURING 6 ORIGINAL WORSHIP SONGS

**300**

KIDS JOINED A LIVE PRAISE PARTY IN ATLANTIC CANADA



## 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](http://IntoTheCastle.com).

[SeeHearLove.com](http://SeeHearLove.com)

**479%**

INCREASE IN INSTAGRAM REACH YOY

**36**

NEW PODCAST EPISODES



## 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](http://IntoTheCastle.com)

**21K+**

SUBSCRIBERS IN FY22, A 17% INCREASE YOY

**8.8K**

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 1,200 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](https://Crossroads.ca/247prayer)

442K

PRAYER INTERACTIONS IN FY22

966

DEDICATIONS TO JESUS IN FY22



## 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 8,830 people have enrolled in the Walk of Faith program and are deepening their faith through Christian discipleship.

[Crossroads.ca/247prayer](https://Crossroads.ca/247prayer)

8,830

WALK OF FAITH SUBSCRIBERS SINCE 2018 WITH 162 ENGAGED MENTORS

97%

SUBSCRIBER RETENTION RATE



# Igniting Compassion through MISSIONS

## Crossroads Cares

Crossroads Cares gives our missions conscious viewers opportunities to give to people in need and FY22 resulted in \$1.6M from compassionate donors due to the war in Ukraine and the BC Floods along with our regular projects providing clean water, feeding programs, and caring for orphans and marginalized children.



- **Ukraine: \$668K+**  
Supported displaced families with transportation, food packages, shelter, mattresses, blankets, meals, and hygiene supplies etc., helping 95,300 refugees.

- **Uganda Clean Water: \$129K**  
Dug or refurbished wells for 22 communities, impacting 16,750 people.



- **Guatemala: \$112K**  
A new women's empowerment program trained 92 women in vocational skills and small business practices so they can provide for their families.

- **British Columbia Floods Emergency Relief: \$202K**  
Provided around-the-clock meals, lodging, hygiene supplies, and laundry services for 26 days. Also assisted in home clean-up and repairs.



[Crossroads.ca/cares](https://Crossroads.ca/cares)



200K+

EMERGENCY RELIEF AID TO BRITISH COLUMBIA

\$129K

HELPED BUILD AND/OR REFURBISH WELLS IN UGANDA

\$112K

INVESTED IN EMPOWERING WOMEN IN GUATEMALA

\$668K+

IN RELIEF AID TO UKRAINE, HELPING 95,300 REFUGEES

## First Peoples Voices

Christmas boxes were packaged and shipped to 122 Indigenous communities (approximate value \$200K+). FPV supported children's outreaches/camps, served meals, and provided winter items for the Indigenous homeless. Turkeys, hams, and moose meat were distributed to families and elders. The team also attended the Papal "penitential pilgrimage" in Quebec City.

[FirstPeoplesVoices.ca](https://FirstPeoplesVoices.ca)



\$200K+

WORTH OF CHRISTMAS GIFTS SENT TO 122 INDIGENOUS COMMUNITIES

1,400

PACKAGES OF SEEDS FOR COMMUNITY GARDENS SUPPORTING 70 FAMILIES IN BIRCH NARROWS, SK





# Thank you!

Your partnership helps more people encounter  
the hope of Jesus through media!



Scan to give, or visit [crossroads.ca/impact](https://crossroads.ca/impact)

Crossroads  
PO Box 5100, Burlington, ON L7R 4M2  
Partner Services: 1-800-265-3100  
[crossroads@crossroads.ca](mailto:crossroads@crossroads.ca)

Crossroads Prayer Line: 1-866-273-4444

[crossroads.ca](https://crossroads.ca)

