



crossroads®

Impact Report

2023

Uniting in Faith and Action
to Build God's Kingdom

Sing to the LORD,
praise His name;
proclaim His salvation
day after day.

PSALM 96:1-2

BOARD OF DIRECTORS

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Chairman of the Board
Lawyer and Partner with
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Pastor, Kingdom House

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Testament, McMaster
Divinity College

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Engagement, Finishing-
The-Task (Saddleback
Community Church)

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Lawyer, Knights Law
Professional Corporation

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Hardware Building Centre

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Chief Development Officer

JEFF HOGAN
Chief Financial Officer

Message from the CEO

Dear Kingdom Building Partner,

We are delighted to share how God is at work through Crossroads in this Impact Report highlighting Crossroads' Fiscal 2023.

The report emphasizes our collective achievements in building God's Kingdom through faith and action over the past year. Your partnership, through monetary gifts, prayer, and volunteering, has been instrumental in our mission's success. Together, we've witnessed the incredible impact of our united efforts in spreading the Gospel, nurturing communities, and transforming lives.

As 2024 progresses, we are rejoicing in all the meaningful ministry expansion God allows us to participate in. It is humbling and fulfilling to witness the outcomes of our latest Kingdom-building efforts, such as the exciting launch of 'Anyone Pray,' a new prayer line platform for local communities. This initiative significantly broadens the potential reach of our prayer centre ministry, allowing us to touch lives in unprecedented ways.

We are deeply grateful for the divine guidance that has led Crossroads and YES TV to rededicate our studios and ensure a permanent home for our mission and future innovations. This joyous homecoming, marked by YES TV's acquisition of the studios at 1295 North Service Road in Burlington, ON, fortifies our shared commitment to growth and the spread of the Gospel. God's grace has guided this strategic purchase through much prayer, a spirit of unity, and careful stewardship, rejuvenating our shared purpose: revealing the transforming story of Jesus through inspiring and innovative media to anyone, anywhere, anytime. We are steadfast in our vision for a vibrant hub of Christian media production and furthering outreach through innovative partnerships.

Thank you for your continued support and for being an essential part of this journey. As co-labourers in the faith, we are excited to continue making impactful progress in our united mission to advance God's kingdom.

Blessings,



KEVIN SHEPHERD
CEO, Crossroads & YES TV



Your impact in FY23

78.9M

GOSPEL ENGAGEMENTS*
IN ALMOST EVERY CORNER OF THE
GLOBE PLUS HUNDREDS OF MILLIONS OF
IMPRESSIONS THROUGH ORGANIC, PAID,
AND GIFT-IN-KIND ADVERTISING

434K

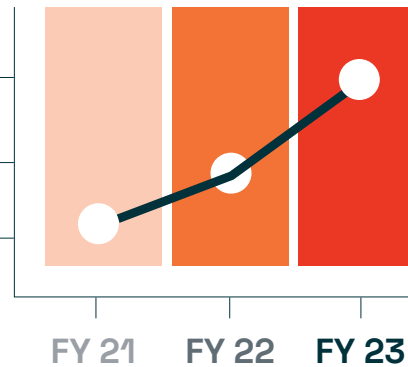
PRAYER INTERACTIONS
THROUGH THE PRAYER CENTRE THIS
YEAR, 13.6 M CALLS ANSWERED
SINCE 1977

\$1.2M

RAISED IN FY23 FOR
GLOBAL MISSIONS



78.9M
66.5M
62M



**Engagements, for the purpose of this report, are an accumulation of broadcast viewership, digital, mail, prayer calls, bible resources, and humanitarian care.*



Thank you!

TOGETHER WE REVEAL THE TRANSFORMING STORY OF JESUS THROUGH INSPIRING AND INNOVATIVE MEDIA TO ANYONE, ANYWHERE, ANYTIME.

IMPACT

What people are saying

Lauren* has been a regular caller to our Crossroads prayer lines due to the persistent, excruciating pain in her pelvis resulting from an accident years ago. However, today brings a glimmer of hope as she **wakes up without the usual agony** for the first time. We're grateful for this respite and remain steadfast in our prayers for her complete healing from this lingering injury.

Marvin* called last year when he was prepared to take his life, and after speaking with a Prayer Partner, **he accepted Jesus and is now connected to a wonderful church family.**

*Natasha is grateful for the Biblical resources she received from the Prayer Centre. **She found a church and has signed up for baptism.**

The *100 Huntley Street* team met Kelsey* in Newfoundland at an event. She's been watching the program and regularly calls our Crossroads prayer lines for support. After struggling with suicidal thoughts and self-harm, **she found Jesus** on Good Friday 2023. Now, she's attending church and being mentored by her female lead pastor. Kelsey stays connected with us on social media. We prayed with her for strength and healing for her mother.

A young boy called the prayer lines with his mother gently guiding him. He asked about the Prayer Partner's favourite Bible story, shared his own, and **sought advice on helping a friend** learn more about the Bible. The Prayer Partner directed him to our *Hey Meisha!* program for kids. May his friend find the ultimate friend in Jesus.

"Thank you for the privilege to partner with Crossroads to **refurbish a well** and show the community the love of Jesus."

J&A

Ashley*, once trapped in a severe drug addiction, found solace and encouragement through *100 Huntley Street*. Despite her struggles, **she was drawn to the show's messages of hope and redemption**, which played at night. Through our prayers and support, Ashley found her way to knowing Jesus' love.

"In the quiet of the night, when I seek a word from the Lord, I turn to YES TV and programs like *See, Hear, Love* uplift me. I'm grateful for Crossroads' ministry, **which brings hope and inspiration, especially during the darkest hours.**"

SEE HEAR LOVE VIEWER

Dan* injured his shoulder and lower left back so the Doctor sent him for an MRI. After calling our Crossroads' prayer lines, the **doctor couldn't believe the improvement** in both injuries and cancelled the MRI.

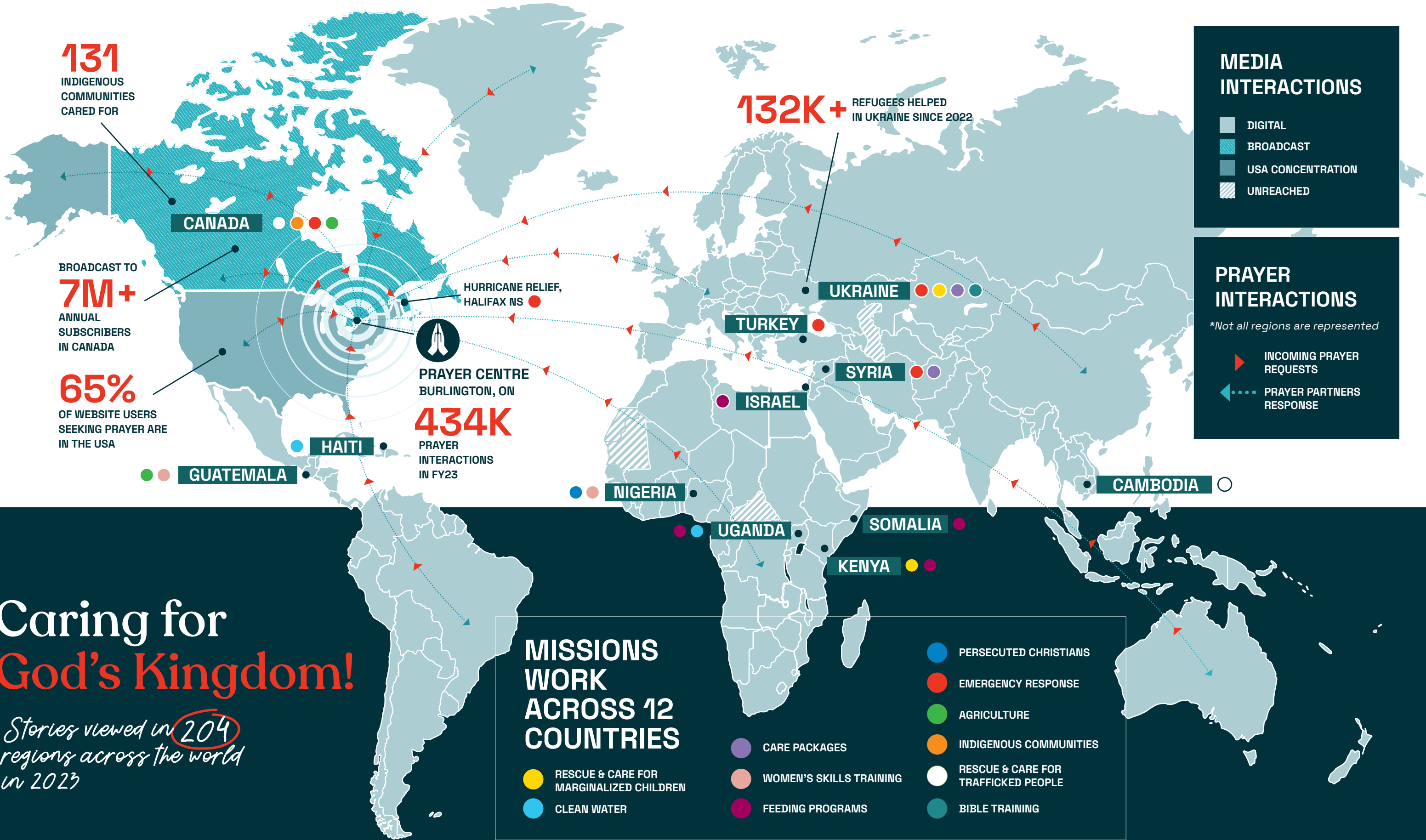
"I found the Crossroads prayer lines number on Google. It has been a life saver for me. **Thank you for being available 24/7.** I will keep the number for encouragement in the future."

BILLY*

"I feel so grateful and blessed to have this opportunity to share God's Word, pray, and **minister to others!** It's given such purpose and fulfillment to my life."

- PETER*, VOLUNTEER PRAYER PARTNER

**Names changed to protect privacy*

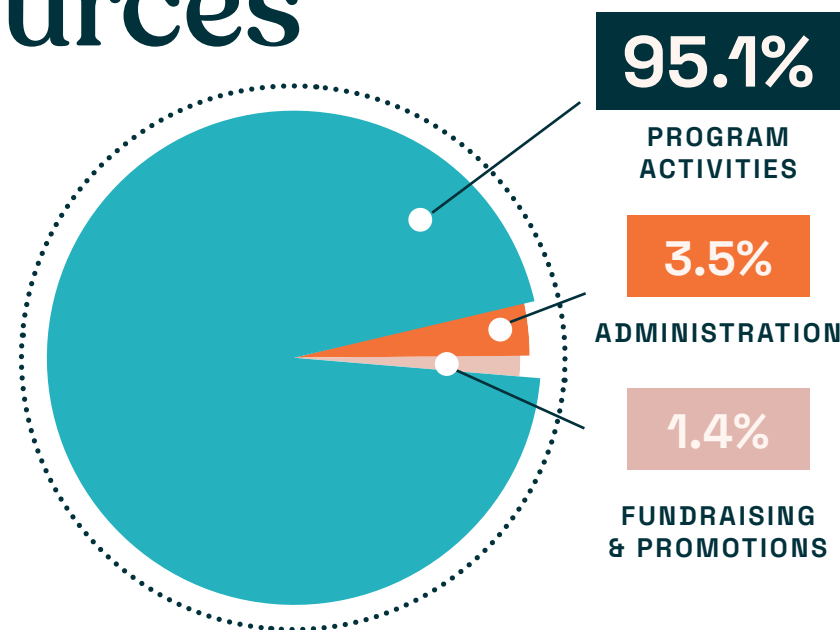


Caring for God's Kingdom!

Stories viewed in **204** regions across the world in 2023

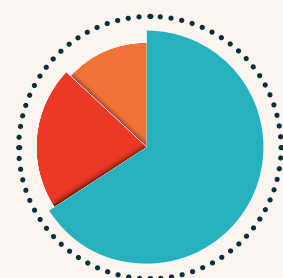
How we steward your resources

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 FY23, 95.1 per cent of expenses were used for program activities benefiting people around the globe and 4.9 per cent was used for fundraising and administration expenses.



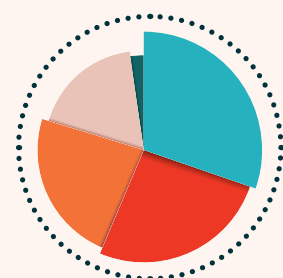
Percentages reflect the auditor's Summary of Revenue and Expenses.

HERE'S HOW DONATIONS WERE USED



PROGRAM ACTIVITY FUNDS

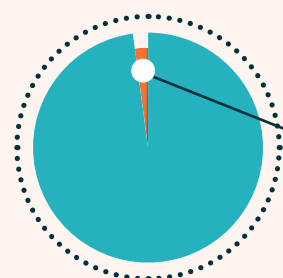
- CHRISTIAN MEDIA 66%
- PRAYER MINISTRY 21%
- RELIEF & DEVELOPMENT 13%



RELIEF & DEVELOPMENT

- EMERGENCY RESPONSE 30%
- RESCUE & CARE 26%
- FOOD & WATER 23%
- FIRST PEOPLES VOICES 18%
- EDUCATION 2%

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 spent in FY23, just 4.9¢ 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.

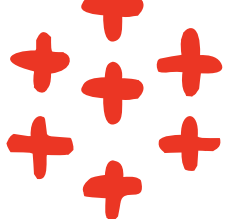
Summarized Statement of

Revenue & Expenses

YEAR ENDED AUGUST 31, 2023, WITH COMPARATIVE FIGURES TO FISCAL YEAR 2022

	Capital and Operating Fund	Externally Restricted Funds	FY2023 Total	FY2022 Total
Revenue				
Contributions				
General	\$ 17,017,999	\$ -	\$ 17,017,999	\$12,289,869
Designated contributions				
Mission Funds	-	1,204,134	1,204,134	1,623,546
Debt Retirement Fund	-	50,100	50,100	28,100
Canada emergency wage subsidy	-	-	-	79,931
Other income	1,196,079	20,484	1,216,563	1,097,750
	<u>18,214,078</u>	<u>1,274,718</u>	<u>19,488,796</u>	<u>15,119,196</u>
Expenses				
Remuneration of personnel	7,839,012	255,271	8,094,283	7,633,097
Airtime and production costs	1,986,692	-	1,986,692	1,882,034
Rent, utilities and other occupancy costs	1,862,292	-	1,862,292	1,814,304
Administrative costs	497,489	2,335	499,824	374,540
Correspondence and distribution costs	459,425	-	459,425	556,744
Fundraising and promotion	205,330	-	205,330	167,755
Interest and bank charges	167,496	9,690	177,186	159,733
Other missions and programs	1,616	954,209	955,825	1,459,345
	<u>13,019,352</u>	<u>1,221,505</u>	<u>14,240,857</u>	<u>14,047,552</u>
Excess of revenue over expenses before undernoted items	5,194,726	53,213	5,247,939	1,071,644
Amortization	(844,537)	-	(844,537)	(903,363)
Loss on disposal/sale of capital assets	(42)	-	(42)	(345)
Unrealized gain (loss) on investments held for endowment	3,290	-	3,290	(7,010)
Excess (deficiency) of revenue over expenses for the year	<u>\$ 4,353,437</u>	<u>\$ 53,213</u>	<u>\$ 4,406,650</u>	<u>\$ 160,926</u>

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



Homecoming: Marking a Pivotal Milestone in Crossroads' Journey



The year 2023 was a landmark period for both Crossroads and YES TV, as their board and executive teams dedicated themselves to securing a permanent home. Their efforts came to fruition with **YES TV's purchase of the original Crossroads property** at 1295 North Service Road, Burlington, ON—a place deeply intertwined with Crossroads' founding legacy and mission. This significant acquisition not only marks a return to Crossroads' roots but also stands as a testament to God's faithfulness and the organizations' commitment to its long-term growth and stability.


In 2018, Crossroads decided to sell the building due to financial pressures and the buildings' significant renovation requirements. Instead of owners, Crossroads and YES TV became tenants of their home studios after its sale to a new owner. Yet, through a season of collective prayer and judicious stewardship, a door opened: In December 2023,

YES TV was able to redeem the recently modernized property through a receivership process. This turn of events has secured our ministry home and is a tangible sign of **God's continued blessing** and affirmation of our collective mission.


The acquisition of 1295 North Service Road property is far more than a real estate transaction; it embodies the **vision for innovation and partnership** in the Christian mission that both Crossroads and YES TV uphold. By rededicating this space, the organizations have set the stage for a new era of collaboration, **leveraging the power of media to spread the Christian message**. The building, which once buzzed with the early ambitions of Crossroads, is poised to become a new spiritual hub of creativity and technological advancement, fostering partnerships that will expand the ministries' outreach and impact in contemporary ways.

crossroads & yesTV: FUELING FAITH TOGETHER


1962	1992	1998	2008	2018	2023
Crossroads founded	Crossroads builds new media centre	Crossroads launches CTS	CTS rebrands to YES TV	Media centre sold & partially renovated	YES TV purchases media centre



crossroads.
Crossroads, a charity supported by like-minded partners, advances the message of Jesus through media creation, a 24/7 prayer line, and global missions. Its faith-based content supports YES TV's CRTc mandate for Canadian programming.



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



yesTV
YES TV, a commercial television station, offers positive, family-friendly entertainment. Regulated by the CRTc as a religious channel, it reaches 6.8 million Canadian homes. Profits support our shared purpose.

Revealing the Hope of Jesus Through MEDIA

MEDIA PROGRAMS PRODUCED IN FY23





260
BROADCAST EPISODES & 30 NEW PODCAST EPISODES

50% ↑
YOUTUBE SUBSCRIBERS YOY



100 Huntley Street serves as a unifying force in Christian media, uniting believers across Canada and globally to share Jesus' transformative message. Through captivating storytelling and dedicated programming, with special on-location programs from Alberta and Newfoundland and Labrador, it celebrates Canadian diversity and faith. Recent efforts include supporting Hurricane Fiona victims in Nova Scotia and launching **30 new podcast episodes**, deepening engagement. Digital audience growth on our YouTube channel significantly extends the message of Jesus to every corner of the world.

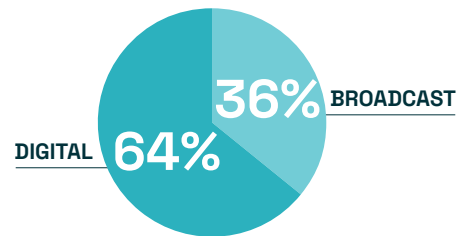
The program airs daily in primetime on YES TV, and is also available throughout the day on NTV, Global - Thunder Bay, Chat, Chek, Miracle Channel, and Newcap/CITL.

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

100Huntley.com

*In FY23, **Context Beyond the Headlines** completed its final season and Crossroads moved its current affairs content into the 100 Huntley Street program.

DISTRIBUTION OF MEDIA INTERACTIONS

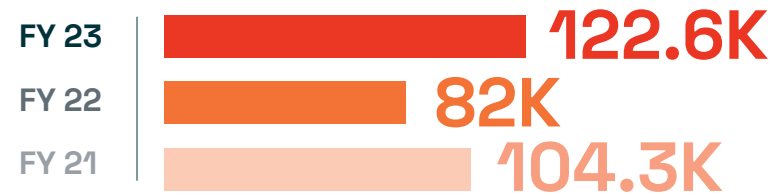


Christian Testimonies ▶ Play all

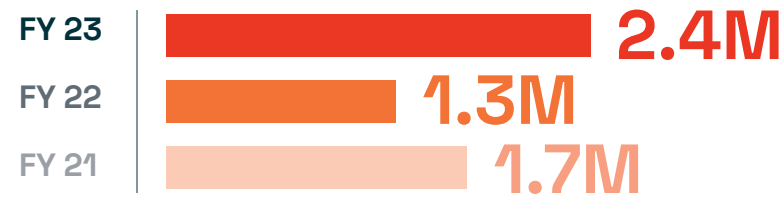
- Pilot miraculously survives crash.** Then God tells him 3 words... 8:47
- IRAN: Fastest Growing Church in the World** Ex-Muslim sparked Christian revival. 11:18
- "I survived my mom's abortion."** And met her 30 years later. 8:32
- Ukrainian Choir "Precious Lord Take My Hand" (Kyiv Symphony)** 3:19

YouTube.com/@100Huntley

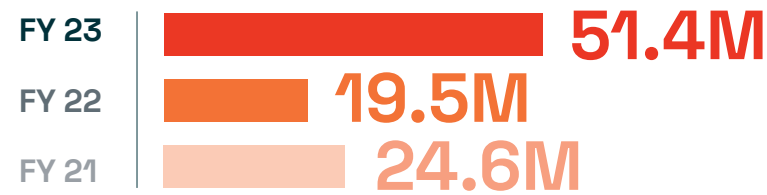
100HS YOUTUBE: NEW SUBSCRIBERS ANNUALLY



100HS YOUTUBE: WATCH HOURS ANNUALLY



100HS YOUTUBE: VIEWS ANNUALLY



TESTIMONY

"The interviews and uplifting teaching. Knowing that the ministry is involved all over the world and in Canada. As supporters, we have a part in all you do for God's Kingdom."

JUDY*, 100 HUNTLEY STREET VIEWER



49
BROADCAST EPISODES & 43 NEW PODCAST EPISODES

35% ↑
YOUTUBE VIEWS YOY



In FY23, *See Hear Love* (SHL) sparked inspiring discussions among women on topics including perfectionism, living out faith, crucial conversations, aging gracefully, and healing from church-related pain. SHL engaged audiences nationwide, notably in Vancouver, BC, with impactful interviews, a Bible Study series, and recordings at a Women's Conference in Whistler.

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

SeeHearLove.com

GROWING AUDIENCES ON DIGITAL PLATFORMS



Hey Meisha! (HM) 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.

In FY23, HM produced **8 new episodes, 6 new titles** for the YouVersion Bible App Kids Bible Experience, and expanded distribution to Yippee TV.

Stream on demand at IntoTheCastle.com.

HeyMeisha.com

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

In FY23, ABU produced **13 new episodes for 364 broadcast airings**, and garnered 50K new Facebook followers

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

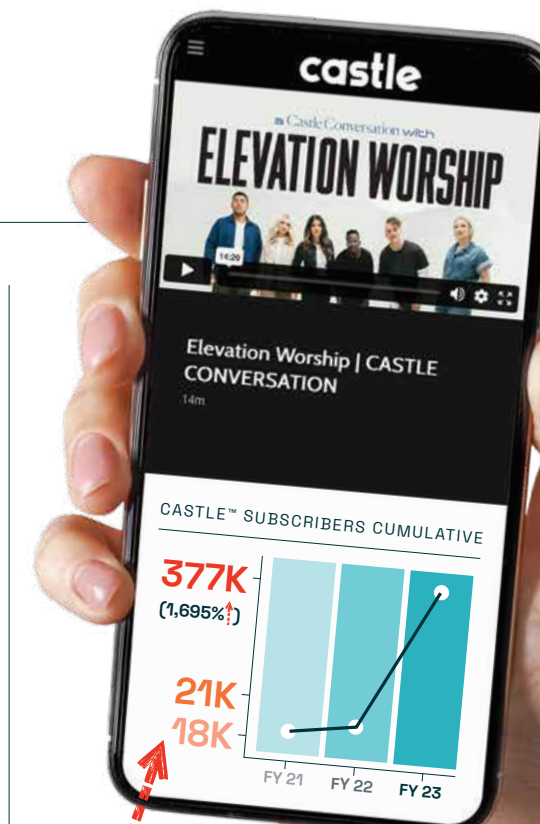
Watch on Thursdays at 9:30am/pm on YES TV, or on demand at IntoTheCastle.com.

ABetterUs.tv

My Single Story (MSS), hosted by Meisha Watson, is a brand-new podcast that not only discusses the good, the bad, and the cringeworthy but also makes space for the 'Christian Singles' community as we are equipped, heard, and cherished by God.

In FY23, MSS produced **12 new podcast episodes** and reaches **15-25K people monthly**.

Stream on Castle™ or look for *My Single Story* on your preferred podcast provider.



CROSSROADS' PROGRAMS ARE AVAILABLE TO WATCH ON OUR FREE STREAMING PLATFORM CASTLE™, INTOTHECASTLE.COM, WHICH HAS SEEN SIGNIFICANT SUBSCRIBER GROWTH THIS YEAR, IN PARTICULAR FROM INDIA.



PRAYER CARE SINCE 1977

13.6M+
PRAYER CALLS
ANSWERED

1,017,711
HOURS OF VOLUNTEER
PRAYER MINISTRY



Our commitment to spiritual care knows no bounds or hours. Our 24/7 prayer lines are a lifeline, offering solace and guidance to souls reaching out in search of help and hope.

We arm individuals with our prayers and an arsenal of Biblical resources, each one a tool to fortify their faith and accompany them on their journey towards spiritual fulfillment.

Crossroads.ca/247Prayer

PRAYER INTERACTIONS ANNUALLY
(CALLS, EMAILS, CHATS, MAIL)



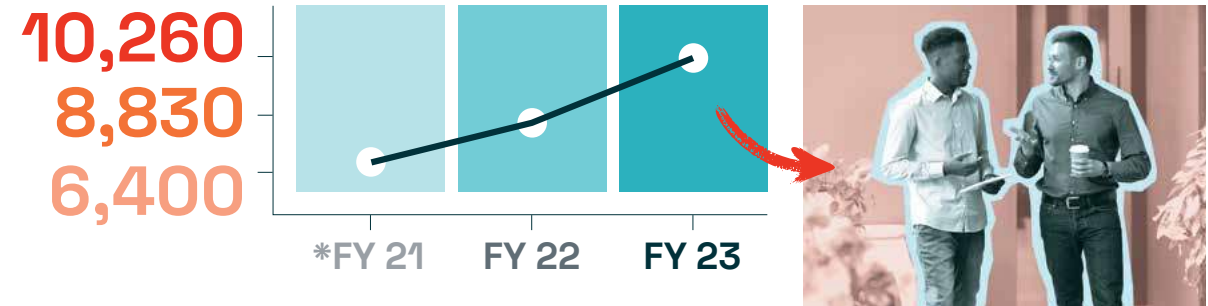
*COVID-19 global pandemic

LIVES DEDICATED TO JESUS THROUGH
THE PRAYER LINES ANNUALLY



Our mentorship programs are a journey of spiritual enrichment, guiding new believers and seekers as they cultivate a profound wisdom and knowledge of their faith.

WALK OF FAITH MENTORSHIP PROGRAM SUBSCRIBERS CUMULATIVE



PREPARING FOR
PRAYER CENTRE GROWTH:
ANYONE PRAY

In FY23, we introduced phase two of our proprietary prayer line platform 'Anyone Pray.' This initiative was generously supported by a forward-thinking donor partner, with the goal of improving the caller, volunteer, and prayer experience within local communities. We are thrilled to announce that 'Anyone Pray' has successfully launched in FY24, and the Prayer Centre's impact is already growing, steadfast in its mission to serve churches, charities, and like-minded organizations.

AnyonePray.com

EQUIPPING VOLUNTEER
PRAYER PARTNERS TO
ANSWER MORE CALLS

Each Prayer Partner volunteer is a vessel of compassion, meticulously trained to respond to prayer calls with the utmost empathy and understanding. We are constantly seeking new volunteers to answer more calls and spread Jesus' hope to more people.

	FY 23	FY 22	*FY 21
NEW APPLICATIONS	167	60	85
NEWLY TRAINED & ACTIVE PRAYER PARTNERS	34 (+61 in progress)	29	43 (Includes training for remote work due to COVID lockdown)
TOTAL ACTIVE	115	85	56



\$1.2M
RAISED IN FY23
FOR GLOBAL MISSIONS

130K+
PEOPLE CARED FOR IN
FY23 (APPROX.)



Feeding Ukrainian orphans

In FY23, Crossroads Cares enabled our mission-driven viewers to support those in dire need, raising **\$1.2 million** thanks to the generosity of our donors. This substantial aid was a response to the urgent needs arising from the ongoing conflict in Ukraine, the devastation of Hurricane Fiona, and the catastrophic earthquake in Turkey and Syria.

Additionally, our continuous endeavors, such as providing clean water, operating feeding programs, and caring for orphans and vulnerable children, were sustained through these contributions.

UKRAINE RELIEF EFFORTS

FUNDS ALLOCATED:
\$209K+

ASSISTANCE PROVIDED:
TRANSPORTATION, FOOD,
SHELTER, BEDDING, AND
HYGIENE SUPPLIES

PEOPLE HELPED:
18K+
DISPLACED INDIVIDUALS



WATER AND WELL-BEING IN UGANDA

FUNDS ALLOCATED:
\$168K

PROJECTS:
WELL DRILLING/REPAIR
IN 19 COMMUNITIES,
CONSTRUCTION OF A
CHILDREN'S DINING
HALL, SCHOOL FEEDING
PROGRAM SUPPORT

IMPACT:
SAFE DRINKING WATER FOR
20.8K+
PEOPLE, NUTRITIONAL
SUPPORT FOR 600+
CHILDREN



TURKEY/SYRIA EARTHQUAKE RESPONSE

FUNDS ALLOCATED:
\$126K

AID DELIVERED:
EMERGENCY RELIEF SUPPLIES

4.7K+
PEOPLE ASSISTED IN
TURKEY AND SYRIA POST 7.8
MAGNITUDE EARTHQUAKE

RENEWAL IN NIGERIA

FUNDS ALLOCATED:
\$147K

DEVELOPMENT:
DORMITORY FOR
PERSECUTED WOMEN
AND CHILDREN
(MARA'S HOUSE)

BENEFICIARIES:
240+
INDIVIDUALS
RECEIVING EDUCATION,
SKILLS TRAINING,
AND MEDICAL CARE



FIRST PEOPLES VOICES
OUTREACH:



Sharon Martell / FIRST PEOPLES VOICES
Monday, November 21, 2022 - clip
Sharon Martell shares her testimony of how God's love completely transformed her life after being released from prison for attempted murder.



CONTRIBUTIONS:
\$552K
WORTH OF
CHRISTMAS GIFTS



COMMUNITIES:
131
INDIGENOUS
COMMUNITIES REACHED



HYGIENE SUPPLIES:
120
FOR INDIGENOUS WOMEN
IN REMOTE COMMUNITIES



HERITAGE SEEDS:
200K
TO 51 INDIGENOUS
COMMUNITIES



PEOPLE FED:
1,200+
CHRISTMAS MEAL
RECIPIENTS



FOOD HAMPERS:
400
DISTRIBUTED
TO FAMILIES



SUMMER CAMPS:
150
CHILDREN AND
YOUTH CAMPERS



CONTINUED SUPPORT:
WINTER ESSENTIALS,
MEALS FOR
THE HOMELESS,
BIBLE RESOURCES

Naomi from Weagamow Lake in northern Ontario expressed gratitude for the recent delivery from Crossroads' First Peoples Voices program. Before the arrival of 14 Christmas boxes, their church had no resources to offer the community for Christmas. Because of the gift of supplies and resources they had an abundance to assemble "blessing bags" for those in need. Naomi conveyed her heartfelt appreciation, saying, "Thank you all so much."

TESTIMONY

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.

10,598
INDIVIDUALS WHO
GAVE FINANCIALLY

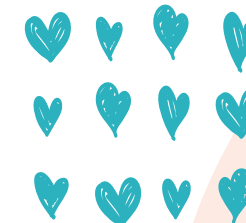
36
SUPPORTING CHURCHES
AND ORGANIZATIONS

157
NEW LEGACY GIVING
ESTATE PLANS

500+
INTERVIEWS WITH
GUESTS WHO SHARED
THEIR STORIES, TALENT,
AND INFLUENCE

115
ACTIVE VOLUNTEER
PRAYER PARTNERS

24
INDIVIDUAL &
CORPORATE
SPONSORS (INCLUDING
PARTNERSHIPS)



Leaving a legacy of Christian faith
is within reach of all of us.

Legacy giving ensures Crossroads' sustainability
to pass on the transformative love of Jesus to
the next generation for years to come, building
an eternal kingdom legacy.

crossroads.ca/legacy



Unite for Jesus: Join Our Faithful Community as One of Our New Monthly Members Today!



Your **monthly support** provides a lifeline of consistent support to Crossroads, ensuring we can plan ahead with confidence and continue our vital work without interruption, truly making every day a chance to share the Gospel message.

MONTHLY MEMBERSHIP IS EASY:

Choose Your Membership Level: Select the membership level, \$30, \$50, \$100, or any amount that suits you best. We encourage you to prayerfully make this decision.

Sign Up Online: Visit our website and complete the simple online registration process by **choosing “Monthly”** giving. Or, using your online banking, add “Crossroads Christian Communications Inc” as a payee (just like you would for a bill), and schedule as a monthly payment.

Make a Difference: When you become a Crossroads member, you’re joining a community of like-minded individuals who share your passion for faith, values, and positive change. Together, we can grow spiritually, support one another, and make a difference in the world.

PLUS! The first 100 **NEW MONTHLY MEMBERS*** will be entered for a chance to win a draw for a new iPad!



Choose “monthly” at
crossroads.ca/member
OR CALL 1-800-265-3100

*New Monthly Members are individuals who have not previously enrolled in a monthly giving plan before August 31, 2023. To qualify, promotional draw winners must be residents of Canada or the USA.

