

Reach

REVEALING THE STORY OF JESUS THROUGH MEDIA

2024/2025

Power in Unity

TOGETHER NAVIGATING
THE SPIRITUAL AND
HUMANITARIAN
CHALLENGES OF
OUR TIME

PG 06

UNITING CANADA
THROUGH FAITH,
ACTION & STORIES

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RECLAIMING A
BEACON OF HOPE

PG 16

ANYONE PRAY:
PRAYER CENTRE
EXPANSION

PG 20

ROYAL ANTHEMS:
FROM THE HEARTS
OF CANADIANS

Ignite Hope

POWER IN UNITY

A MESSAGE FROM THE CEO

After Jesus had been active in his public ministry, John writes, “But despite all the miraculous signs Jesus had done, most of the people still did not believe in Him” (John 12:37). Today, it can be disheartening to see many not following Jesus despite our best efforts. Yet, Jesus never stopped reaching out and revealing that He is the way, the truth, and the life. Likewise, we must persevere in our mission to share His message.

Welcome to the “Ignite Hope: Power in Unity” campaign! Inspired by Jesus’ final prayer for His disciples and all believers, we aim to foster unity within the Church in Canada and globally. As He prepared to face the cross, Jesus prayed for us to be one, just as He and the Father are one. This unity is crucial, especially in our fragmented world. A divided church cannot effectively minister to a divided world. We’re not called to sameness but to a vibrant, diverse, yet unified body of Christ.

Our campaign is all about bringing this vision to life. Through heartfelt prayer, uplifting worship, and genuine support for one another, we can truly reflect the love of Christ. Imagine the impact we can have when we stand together, united in purpose and passion. Join us as we strive to unite the Church, transform lives, and follow Jesus’ prayer for perfect unity.

Watch for the gold ignition flame in this edition of Reach identifying the key initiatives in our Ignite Hope: Power in Unity campaign.

To learn more about how to get involved, visit crossroads.ca/ignitehope or speak with a ministry representative by calling 1-800-265-3100.

Together, let’s Ignite Hope and showcase the incredible power of unity in Christ.

With deepest gratitude,

KEVIN SHEPHERD, CEO OF CROSSROADS & YES TV



“Imagine the impact we can have when we unite together!”

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Reach Magazine

BY **crossroads**.

INSPIRING STORIES. IGNITING COMPASSION. INNOVATING TOGETHER.

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\$50M DELIVERED IN RELIEF AID

YES TV APP

Now you can live stream your favourite Crossroads shows, such as *100 Huntley Street* and *See Hear Love*, anywhere in Canada on the YES TV app or online at yestv.com.



FIRST PEOPLES VOICES

We are excited to support family garden projects in two Indigenous communities in Saskatchewan. Gardening fosters intergenerational learning, stronger family bonds, a sense of legacy, and overall health and well-being.



LIVING IN HOPE

Living in Hope is a new 6-part series hosted by Shady Farag, designed to inspire, educate, and transform lives with biblical lessons and real-life stories of overcoming. Co-produced by Crossroads and Land of Hope, this series will premiere in Fall 2024, in both English and Arabic, reaching a diverse global audience.



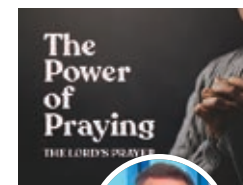
BIBLE STUDY VIDEO SERIES AND PDF STUDY GUIDE DOWNLOADS TO EQUIP YOUR CHURCH AND ENRICH YOUR FAITH

Access these free resources at crossroads.ca/biblestudy



Encountering God

This transformative spiritual series delves into faith through prayer, fasting, and lament, featuring videos from *100 Huntley Street* and teachings by Dorielis Avilan. Explore continuous conversation with God, understand the significance of fasting, and discover the power of unanswered prayers and lament as worship. Each session fosters meaningful dialogue with Scripture, guiding believers into a closer relationship with God.



The Power of Praying the Lord's Prayer

This compelling Bible study series guides people through an intimate exploration of prayer as the heart of worship and dependence on God. Through five sessions with Pastor Robbie Symons, *100 Huntley Street* Bible teacher, participants will discover God's longing for a 'house of prayer,' learn to begin prayers with worship, understand the significance of praying for God's Kingdom, reflect on daily dependence on God for sustenance and forgiveness, and delve into the necessity of divine protection.



The Book of Philippians

Join Host Melinda Estabrooks and Bible Teachers Elita Friesen and Krista Penner from Whistler, BC, for a 4-part conversation about the Book of Philippians. This letter, known for its positive tone and emphasis on joy, unity, and living a Christ-centered life, is one of Paul's most personal and encouraging epistles. Together, we'll delve into its profound teachings and learn how to find joy in Christ, regardless of our circumstances.



Unknown Women of the Bible

Join host Melinda Estabrooks and the *See Hear Love* panel of women as they reveal the incredible accounts of 10 'Unknown Women' who altered history. Through this 5-part study, you'll learn valuable lessons of faith, strength, and devotion from these inspiring women who, though often overlooked, played pivotal roles in God's plan.



A whirlwind 5-day tour to British Columbia began with Melinda Estabrooks speaking at the Sisterhood 'ROOTED' conference in Maple Ridge. The ministry tour, with BC partner Anne Miranda, visited Fort Langley, Vancouver, Kelowna, and Surrey. Melinda encouraged women leaders, listened to their needs, and shared the mission of *See Hear Love*. Hundreds of women expressed excitement for spiritual growth, resources, and connection.



Hey Meisha! is back in the studio filming content for our YouVersion Kids Bible Experience Video Bible Study! Stay Tuned for FRESH faith focused kids content!

A GUIDE TO PRAYING FOR CANADA



JOIN US IN PRAYER FOR THE NATION OF CANADA! DOWNLOAD OUR COMPLEMENTARY PRAYER GUIDE TO EQUIP YOU AND YOUR CHURCH: CROSSROADS.CA/PRAYER-GUIDE

UNITING CANADA

Through Faith, Action, and Inspiring Stories

100 Huntley Street took to Ottawa to interview politicians, leaders, and people making decisions that help shape our country.

BY HANNAH VANDERKOOY PRODUCER, 100 HUNTLEY STREET

God is at work across our nation of Canada, transforming lives, families and communities with the hope of Jesus, unifying Canadian Christians by the power of the Holy Spirit, and bringing biblical values that shape society. Day in and day out, *100 Huntley Street*, 'Canada's Home for Hope,' captures and shares stories that offer evidence of this undeniable truth.

This year, *100 Huntley Street* has leaned into its legacy as the leading national voice in Canadian Christian media, speaking biblical truth and values into our culture from coast to coast. Our goal is to shape Canadian culture with a biblical worldview, positively impact the lives of Canadians, infuse our nation's moral fabric with biblical principles, and unite followers of Jesus across denominational and partisan lines. Together, we aim to build God's Kingdom of love, justice, peace, mercy, and truth here on earth.

Thanks to the support of our *100 Huntley Street* family and partners like Deeks Insurance, we took *100 Huntley Street* on the road to Ottawa and Alberta. We explored current national issues through a biblical lens, spoke with followers of Jesus in all levels of government, social services, academia, put a spotlight on the local church in action, and interviewed people whose lives have been transformed by a personal relationship with Jesus.

Whether at home or on the road, we broadcast a daily show, sharing powerful testimonies of people who have committed their hearts to Jesus and are living out God's calling to share the gospel in word, deed, and action.

MEDICAL ASSISTANCE IN DYING

In March 2024, Canada's Medical Assistance in Dying legislation was set to expand



and allow people with mental illness as their sole underlying condition to access assisted suicide. *100 Huntley Street* spent the months leading up to this imminent expansion informing viewers, sharing life-

delay expansions to Medical Assistance in Dying for three years. We are certain, as are many of the partners who worked with us on this special, such as the Evangelical Fellowship of Canada and the Christian Legal Fellowship, that our advocacy to protect your loved ones, and neighbours from expansive MAID laws were key to stopping this law and to saving thousands of lives across Canada in the coming years.

But our work is not done. We must continue to advocate against Medical Assistance in Dying as the laws could further encroach in three years and allow those with mental illness to be euthanized. Moreover, MAID continues to impact many vulnerable Canadians that we are called to protect and care for as followers of Jesus. Chantal Huinink, a woman living with cerebral palsy, feels like MAID is an attack on how society values her life. "The Bible indicates the two most important commandments are to love God with all our heart, soul, mind and strength, and to love others as ourselves. And I do not think that providing someone an avenue to die is the best thing that we can do to love them," Chantal told *100 Huntley Street*.

CANADA'S COST OF LIVING CRISIS

In response to the deepening cost-of-living crisis in Canada, *100 Huntley Street* created a special 1-hour program with guest co-host Mayor Dan Carter of Oshawa, Ontario, to help us understand how many Canadians are living under financial strain



100
HUNTLEY
STREET

ILLUMINATING
GOD'S WORK IN
CANADA FOR
47 YEARS

affirming stories of those impacted by Medical Assistance in Dying, and asking viewers to call or write to their MPs and Senators to stop the assisted suicide laws from expanding.

100 Huntley Street shared those stories in an informative special 1-hour program in February 2024 that aired just one week prior to the government passing a law to



and how this is impacting mental health, physical well-being, and family life in our nation. Our featured guests and ministries, such as Daily Bread Food Bank and Scott Mission, shared the dire need in Canada when it comes to housing and food, and how so many who are using their services are employed Canadians who just can't make ends meet.

But there is hope! Our guest Angie Peters, President and CEO at Yonge Street Mission in Toronto, Ontario and author of "Just Act: We are the Solution to Poverty" says we can end generational poverty by believing in others and finding innovative ways to help people in need.

This program had an incredible impact on viewers, people just like Kyla who wrote in: "Thank you for doing your Unaffordable special. My husband and I have four kids and work full time and we have never been able to afford a house in Canada. We are considering moving to another country if things don't change and we need you to keep drawing attention to this issue."



'HUNTLEY ON THE ROAD' IN OTTAWA: AIRED JUNE 2024

100 Huntley Street took to Ottawa to interview politicians, leaders, and people making decisions that help shape our country. While in Ottawa, Lara Watson and Crossroads and YES TV CEO Kevin Shepherd partook in the most-attended National Prayer breakfast in history, an event that centres around praying for our leaders and for unity in our nation. 100 Huntley Street captured 11 interviews, including National Chief Cindy Woodhouse, leader of the Assembly of First Nations, Senator Yonah Martin, the first Korean-Canadian

parliamentarian, and several Members of Parliament whose faith influences the work they do in actionable laws that foster the protection of life for the pre-born, advocacy for those with disabilities and mental illness, and safety and justice for those who are at risk for human trafficking and online exploitation. The team also visited local ministries that help people experiencing homelessness and addiction. They toured Parliament Hill, highlighting the meanings of some of the more than 25 Bible verses that are embedded in Parliament's Peace Tower. Our conversations were full of God's truth, love, justice and mercy!

'HUNTLEY ON THE ROAD' IN ALBERTA: AIRED SEPTEMBER 2024

100 Huntley Street captured stories across Alberta in June 2024 with stops in Edmonton and Calgary to feature the faith of Western Canadians, the beauty of the land, and hearts of the people. Lara Watson and Kevin Shepherd met with people who have had life-changing encounters with Jesus and highlighted the strength and witness of local churches, like Beulah Alliance Church, and showcased the impact of outreach ministries as they share Jesus with others practically and spiritually.

POWERFUL STORIES ON OUR DAILY PROGRAM



Orlando Bowen: Former CFL player Orlando Bowen, who guest-hosted 100 Huntley Street, faced immense challenges after being assaulted by police officers and wrongfully accused. Despite these hardships, he forgave his attackers and continues his mission to give back to the community, inspired by his faith and commitment to God's work.

Tionna: Tionna, who once rebelled against God and her family, found herself pregnant and estranged from her loved ones. After deciding against abortion following a timely call from her aunt,

she found support at Shifra House. Now, Tionna helps other young mothers and prays for her son, Elijah, to grow up in faith.



Anu George Canjanathoppil: CEO of International Justice Mission, grew up in South Asia where her Christian faith was persecuted. After being paralyzed by an attack, she felt God's call to leave her corporate career and fight against slavery. Today, she sees God's presence in the lives of those they rescue.



The Verhulst Family: shared who Jesus is to them both individually and as a family, reflecting on their 41-year journey with Kyle, whose birth with Down Syndrome brought immense joy and challenges, transforming their lives and deepening their faith as they embraced the blessings and uncertainties of raising a child living with a disability.

For over 47 years, 100 Huntley Street has illuminated the ways God is at work in Canada, helping to build His kingdom in the hearts and lives of Canadians and people worldwide. Thanks to partners like you, we can continue this mission of sharing the life-changing hope of Jesus and bringing biblical principles of love, justice, mercy and peace to life in Canadian culture and society. God is on the move across our nation, and together, we are moving with Him, as He transforms communities and families, unifies believers to do His work together, and redeems society. Thank you for journeying with us as we follow God's leading and take part in all that He is doing in the hearts and lives of all people in our nation and across the world. ■

Watch 100 Huntley Street weekdays at 9am/pm ET/MT on YES TV and the YES TV app. For the full schedule or to support us, visit 100huntley.com.



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Reclaiming a Beacon of **HOPE:**

THE STORY OF 1295 NORTH SERVICE ROAD

BY CROSSROADS

In the heart of Burlington, Ontario, stands a building that is more than just a physical structure; it is a symbol of hope, faith, and community. This is the story of 1295 North Service Road, a building reclaimed for a higher purpose by Crossroads and YES TV, a testament to the enduring power of vision and faith.



Strategically located in Burlington, ON, visible from three major highways and close to airports

'Crossroads' represents God's enduring legacy, 'Unity' reflects Jesus' prayer, and 'Commons' embodies the collective of creatives united to make a positive impact on the world



THE VISIONARY BEGINNINGS

The story of this iconic building began with Rev. David Mainse, the founder of Crossroads and a pioneer in faith and values media content in Canada. In 1992, Crossroads moved from its rented studio location at 100 Huntley Street in Toronto to 1295 North Service Road in Burlington, ON. The decision was driven by both economic considerations and the strategic location at the crossroads of some of Canada's busiest highways, enhancing visibility and accessibility.

From its inception, the building was envisioned as a beacon of faith—a place where people could find solace, inspiration, and community, a wellspring of hope that radiated across the nation through its broadcasts. It housed the production of *100 Huntley Street*, Canada's longest-running daily television program, which became a cornerstone of Crossroads' mission to share the transformative

stories of faith with the world. Thousands of guests, whether celebrities, world-renowned Bible teachers, sports figures, political leaders, or ordinary people, have come through the Crossroads studios to tell stories of God's redemptive love.

THE BIRTH OF YES TV

From the same location, Crossroads Christian Communications Inc. launched Crossroads Television Systems in 1998, known today as YES TV. As one of the first religious broadcasters in Canada, YESTV was a ground-breaking faith and values network that quickly became a source of positive, family-friendly entertainment. Licensed by the CRTC as a religious channel, it reaches 6.8 million homes nationwide, offering a mix of popular shows and original content that uplifts and inspires. YESTV also sells airtime to other ministry programs, expanding its reach and impact within the faith community.

The Legacy of Crossroads

For over sixty years, Crossroads has been a beacon of hope, faith, and love. Founded by David Mainse in 1977, *100 Huntley Street* has become a cornerstone of Christian television in Canada, blending stories of transformation with timeless biblical truths and contemporary relevance. Now, the program reaches millions monthly through digital platforms, extending to the corners of the globe.

Through these decades, our mission remains steadfast: to reveal the transforming story of Jesus through inspiring and innovative media to anyone, anywhere, anytime.

CROSSROADS TIMELINE

1961

CROSSROADS' FIRST BROADCAST

1977

100 HUNTLEY STREET LAUNCHES

1982

CROSSROADS BEGINS GLOBAL HUMANITARIAN OUTREACH

1992

CROSSROADS CENTRE OPENS IN BURLINGTON, ON

1998

CROSSROADS LAUNCHES CTS, NOW OPERATING AS YES TV

2007

OVER 10 MILLION PRAYER CALLS ANSWERED

2015

10,000 EPISODES OF 100 HUNTLEY STREET

2021

CELEBRATING 60 YEARS OF MINISTRY

2024

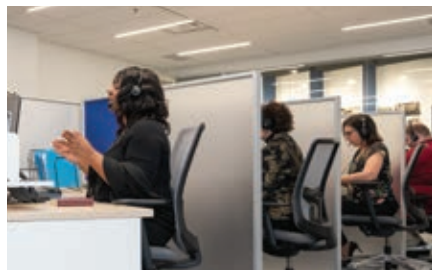
YES TV PURCHASES THE BUILDING AND RENAMES IT CROSSROADS UNITY COMMONS



YES TV's new app and website now offer live streaming of primetime favourites like *Wheel of Fortune* and *Jeopardy*, as well as Crossroads programs, available to internet users in Canada.

A PLACE OF PRAYER AND SUPPORT

Beyond broadcasting, the building at 1295 North Service Road has become a hub for spiritual support. Crossroads' 24/7 prayer lines, which answers up to 1,300 calls daily, offer a lifeline of hope to those in need of prayer and guidance. This service is a testament to Crossroads' commitment to being there for people in their moments of need, anytime, anywhere.



GOD'S PROVISION IN TIMES OF CHALLENGE

However, the journey was not without its challenges. Crossroads was in financial straits and lacked the means to support the ageing building, forcing its sale. Under new ownership, the building was modernized, improving its facilities and infrastructure. By God's providence and following consecutive years of surplus



revenue, YES TV was able to purchase and redeem the building through a receivership process. This act of reclamation is a powerful testimony of perseverance and a step of faith that has reignited hope in our mission. Support for the ministry and our 'Ignite Hope: Power in Unity' vision campaign is essential for us moving forward. As it is written, "And we know that in all things God works for the good of those who love him, who have been called according to his purpose" (Romans 8:28).



It's not just the building—God is working in miraculous ways at Crossroads, reaffirming that He is with us, guiding our way, and revealing His plan for this ministry.

TODAY'S MEDIA PROJECTS

Today, 1295 North Service Road is bustling with vibrant media projects that continue to inspire and uplift. The flagship program, *100 Huntley Street*, remains a cornerstone of Christian broadcasting across Canada.



See Hear Love with Melinda Estabrooks provides a platform for women to engage in heartfelt discussions on faith and life. *Hey Meisha!* engages children with dynamic, Bible-based content, while *My Single Story* offers insights and encouragement for Christians navigating singleness. Additionally, Crossroads Prayer Centre is expanding through



Anyone Pray, and the Royal Anthems project brings together Canadian worship leaders and songwriters to create music that resonates with the global Church. These projects exemplify Crossroads' commitment to producing diverse and impactful media that reaches a wide audience.

A LEGACY OF HOPE

The reclamation of 1295 North Service Road and its new name, 'Crossroads Unity Commons,' is not just a physical restoration but a spiritual one. It is a place where faith, hope, and community intersect, creating a beacon of light that stretches to the corners of the earth. As Crossroads and YES TV continue to innovate and adapt, they remain rooted in their purpose to reveal the transforming story of Jesus through inspiring and innovative media to anyone, anywhere, anytime.

This building, once a dream, now stands as a testament to what can be achieved when vision, faith, providence, and community come together. It is a story of redemption, of reclaiming a space for a higher purpose, and of the enduring power of hope in Jesus.

In the words of our CEO Kevin Shepherd, "I am deeply suspicious that God is up to something good!" ■





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community

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 1295 North Service Road, Burlington ON

WHATEVER HAPPENS

conduct yourselves
in a manner worthy
of the gospel
of Christ.

PHILIPPIANS 1:27



EXCERPT FROM *WHATEVER HAPPENS* BY ROBERT J. MORGAN

The *Washington Post* recently asked readers to describe today's world in a single word. Some of the answers were unfit for a family newspaper, but the top three printable responses were: Exhausting. Lost. Chaotic.

Who doesn't feel that way?

Sometimes I feel exhausted, lost, and chaotic too. Don't you?

What can we do about it? Thanks for joining me on this trip (and back in time) to revisit the ancient church of the Philippians. No passport needed.

We've landed in northeastern Greece, where we've entered a lovely villa belonging to a member of the local

church. People are gathering quickly because news has spread that a letter has arrived. A traveling church member has returned from Rome, where he saw the imprisoned apostle Paul. The traveler brought precious cargo—what we know as the epistle to the Philippians.

We take our seats with other Christ followers as the pastor calls the service to order. We see with a glance the letter isn't long. A couple pieces of parchment, which the pastor unrolls and begins to read. He speaks loudly so no one misses a word.

"Paul and Timothy, servants of Christ Jesus, to all God's holy people in Christ Jesus at Philippi." That's you, that's me. We've put ourselves in the picture.

As we listen, we realize afresh that even the most prominent missionary in New Testament history lived with uncertainty.

Paul wrote phrases like: "what has happened to me" (Philippians 1:12); "what has happened to me will turn out" (Philippians 1:19); "whatever happens, conduct yourselves in a manner worthy of the gospel" (Philippians 1:27); "as soon as I find out what is going to happen to me" (Philippians 2:23 nlt); "whatever happens" (Philippians 3:1 nlt); and "whatever the circumstances" (Philippians 4:11).

Whatever. Whatever happens. The apostle Paul was facing uncharted circumstances and an unsettled future. He didn't know if he would be released or

"WE HAVE A SAVIOR WHO GIVES US THE STRENGTH TO DO ALL THINGS THROUGH HIM."

PHILIPPIANS 4:13

executed. He didn't know if he would live or die. But he knew one thing: Whatever happened, he was going to stand firm in the faith and conduct himself in a manner worthy of the gospel.

So must we. You and I are living in unpredictable days, and no one knows what will happen to our world, our nation, or our families from day to day. This uncertainty leaves so many exhausted, lost, in chaos.

But not us. We should be standing firm in the Holy Spirit (Philippians 1:27); having the mind of Christ (2:5); being children of God in a warped generation (2:15); pressing toward the upward goal (3:14); acting like citizens of heaven (3:20); practicing joy (4:4); turning problems into prayer (4:6); having a peace that transcends understanding (4:7); learning to be content whatever the circumstances (4:11); and knowing God will meet all our needs according to the riches of His glory (4:19).

That's the message of Philippians.

Every verse reminds us to keep ourselves together in a world that's falling apart because we have a Savior who gives us the strength to do all things through Him (4:13). We can trust our unchanging God with the uncertainties of today, tomorrow, and beyond as we hold firmly to the truth in a world that's hanging by a thread. Even as the globe unravels, we can stay unruffled.

Philippians is one of the most practical books of the Bible. I've been teaching and preaching from its four chapters for half a century, yet its message to me is ever fresh. Its theme is summed up in these words: "Whatever happens, conduct yourselves in a manner worthy of the gospel of Christ. . . . Stand firm . . . without being frightened in any way by those who oppose you" (1:27–28).

We can trust our unchanging God with the uncertainties of today, tomorrow, and beyond as we hold firmly to the truth in a world that's hanging by a thread.

It's high time we did that because the world isn't likely to get better before Christ comes. And until that happens, He wants His children to live with relentless courage and irrepressible joy, just as Paul told the Philippians to do.

I first presented these chapters as episodes on my Bible study podcast—The Robert J. Morgan Podcast. Now, with heavenly help, I've converted them into thirty-one short chapters to encourage you to remember, though the times are uncertain, God's truth is unfailing.

In the following pages, let's linger a while in our Philippian villa and ponder every word of the letter that was first read there—crafted by Paul, inspired by God, highly useful, written for us, giving critical directions for these critical times. The letter to the Philippians will show us what to do, whatever happens in this world. ■

For a ten-part study guide and video series based on this book, visit robertjmorgan.com.

Taken from *"Whatever Happens: How to Stand Firm in Your Faith When the World Is Falling Apart"* by Robert J. Morgan. Copyright ©2024 by Robert J. Morgan. Used by permission of Thomas Nelson.



ROBERT J. MORGAN ON 100 HUNTLEY STREET, JULY 2024



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Crossroads Unveils 'Anyone Pray'

An innovative Prayer Line Platform for churches, ministries, and other Kingdom-minded organizations

FAZAL KARIM | ORIGINALLY PUBLISHED IN THE CHRISTIAN HERALD

One of the best-known Christian ministries in Canada is Crossroads Christian Communications, producers of the daily television program *100 Huntley Street*.

A key feature of *100 Huntley Street*'s daily ministry has been its call-in Prayer Centre, which has fielded over 13.7 million calls since its inception in 1977. Viewers have been encouraged daily to call in to the 24-hour line with prayer requests, and the Prayer Centre's volunteers and staff have not simply prayed with callers, but have ministered to a wide variety of spiritual needs, with callers suffering from loneliness, depression, grief, addiction, heartache and more.


A 24-hour call-in prayer line is a community service that many churches and ministries would love to offer, but the barriers to entry can be high for small organizations.

Volunteer recruitment and training, equipment, and technical support costs can make such an endeavour difficult for churches and ministries to launch. So, Crossroads decided to build on the success of its Prayer Centre ministry, and partner with local congregations and ministries to increase community impact.

COULD YOUR CONGREGATION USE ITS OWN 24-HOUR PRAYER-LINE?

Anyone Pray offers a unique service for churches seeking to deepen their pastoral care. Upon dialing, callers are greeted

by their own church's name, fostering immediate connection. The platform allows churches to manage follow-ups personally, providing that crucial touch of care and attention to individuals in need. The service's standout feature is the innovative online Subscriber Dashboard, delivering insightful analytics on call



anyonepray
powered by crossroads.

Empower Your Community with 24/7 Prayer Care Anytime, Anywhere!



ANYONEPRAY.COM

patterns and revealing the community's spiritual needs.

Designed for churches and other Christian organizations, Anyone Pray represents an innovative approach to pastoral care, offering a cost-effective solution for 24/7 crisis pastoral prayer support. "There are very few things in life that gives a person both the value of an eternal impact and the satisfaction of seeing lives transformed. Anyone Pray is one of those initiatives," said Kevin Shepherd, Crossroads and YES TV CEO. Anyone Pray ensures anonymity for those who may hesitate to contact church leaders directly, and nurtures a sense of being known and cared for within a church or ministry community.

ENHANCED CONNECTION THROUGH PERSONALIZED PRAYER LINES

With Anyone Pray, churches and organizations can extend their outreach beyond their walls, addressing the needs of the wider community and potentially welcoming new members into their fellowship.

Calls can be answered either by Prayer Centre volunteers or by a church's own staff and volunteers. Crossroads handles the backend of the system for a fee (billed per call or annually), and allows congregations to access 'best-in-class' training for their prayer line volunteers.

The Anyone Pray Online Subscriber Toolbox is a valuable resource that

equips churches and organizations with all necessary materials to launch the program seamlessly, including logos, videos, email scripts, and social media graphics.

Crossroads believes the Anyone Pray project will begin a new era for church and organizational prayer support, and will provide tremendous growth and discipleship opportunities for church leaders and their congregants, and ministry partners.

TESTED PLATFORM AND LAUNCH

A number of local congregations and Christian ministries have been involved with the launch and testing of the system over the last year. On January 25, 2024, Anyone Pray officially went live.

The Perspective TV ministry launched their prayer line on the Anyone Pray platform. "Being able to direct "anyone" at "anytime" to a prayer line where they can receive prayer, encouragement and hope

is absolutely huge for our ministry" says Dr. Mike Sherbino of The Perspective. "The availability of this prayer line 24/7 means that in those dark moments of the soul there is a place where people can reach out to us for help. This is a huge boost for the effectiveness of The Perspective TV ministry as we seek to share the gospel across Canada and beyond." ■

TRANSFORMATIVE TESTIMONIES FROM CROSSROADS PRAYER CENTRE



"Going through the online training grew my faith...it brought me peace and a deeper application of my faith—praise God!"

- ANGELICA M. VOLANTE
PRAYER PARTNER



"My wife said that all my theological training didn't teach me how to become a pastor - rather being on the Prayer Lines was what gave me the heart and compassion to truly pastor."

- Alex



Carlo* thanked God for his spiritual growth over the past three years, attributing significant contributions to the Crossroads Prayer Centre and his church, reflecting increased passion and the Fruit of the Spirit in his life.

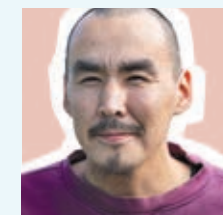


Donald* shared the wonderful news that his sister Eva* shows no signs of cancer, asking for continued prayers for her healing from treatment.



I'M FINALLY PAIN-FREE!

Lauren* expressed gratitude for waking up without excruciating pelvic pain for the first time since her accident, as we pray for her complete healing.



Rob* is thankful that his community returned safely home after wildfires, crediting tireless work and volunteer efforts to clean up the town.



"My spouse says that I'm a changed person (for the better) since becoming a Prayer Partner."

- ANNE



IT SEEMED IMPOSSIBLE...

Alaya* rejoiced in being approved for a townhouse and her son's return, grateful for prayers and God's provision after years of hardship.

"I've been calling the prayer line since my breast cancer diagnosis, and I'm grateful to report that God healed me! This miracle and your faithful prayers have been crucial in my healing."

- DENICE, CALLER



"I wanted to 'give back' to the Lord by serving Him on the Prayer lines, as a way to thank Him (...) and the Prayer Partners helped me through to such a good place in God and in my faith!"

- JASON

More information on the Anyone Pray prayer ministry platform, including pricing, can be found at anyonepray.com

*Names and photos changed to protect privacy

Prayer:

A HEART-TO-HEART WITH GOD



MICHELLE POMMELLS CHIEF STRATEGY OFFICER & CHIEF DEVELOPMENT OFFICER

People often wonder about the power of prayer. When we pray, it's like having a direct line to God, a real heart-to-heart where we can share our deepest thoughts, fears, and hopes. It's more than a religious act; mindful prayer brings us into the presence of the God who cares and has compassion for us, who's always there, always listening. Millions around the world rely on the power of prayer.

UNDERSTANDING PRAYER: MORE THAN WORDS

Put simply, prayer is about building a relationship with God. It's like opening a door to another room to talk with someone who knows you better than you know yourself. It's about pouring your heart out, seeking guidance, or just saying thank you for the blessings He has brought to your life.

Ps 86:15 "And thou, O Lord, art a God of compassion, and merciful, patient, and of much mercy, and true."

THE COMFORT OF PRAYER: GOOD FOR THE SOUL

Ever noticed how a good chat with a friend can take a load off your mind? Prayer does that and more. It's a stress-buster, a way to find peace in an uncertain world. When we pray, it's like handing our

worries over to God and saying, "I trust You with this." It's a reminder that we're not alone and that there's a bigger plan in play, even if we can't see it just yet.

GROWING THROUGH PRAYER

However, prayer isn't just about asking for things; it's a growth journey. It's similar to having a personal coach in your corner, guiding you to be the best you can be. Through prayer, we learn patience, find strength we didn't know we had, and get a little closer to being the kind of person God wants us to be.

FINDING COMFORT IN TOUGH TIMES

Prayer is like a comforting hug for the soul when life throws a curveball. In those quiet moments of prayer, we often find the strength to keep going, the peace to accept what can't be changed, and the hope that better days are ahead. It's a reminder that even in our darkest moments, God's love is like a beacon of light. That's the power of prayer.

THE ENDURING POWER OF PRAYER

One of the shortest verses in the bible is 1 Th 5:17 "Pray without ceasing." The beautiful thing about prayer is that it's timeless. In our ever-changing world, it's a constant, a steady rock that we can turn to, knowing that God is faithful and true.

Whether we're whispering a quick thank-you, pouring out our hearts in times of need, or just sitting in silence, feeling God's presence, prayer is a powerful part of our lives. It connects us to a holy God and a source of strength and comfort for generations.

In wrapping up, prayer holds immense power, offering comfort, guidance, and a reminder of God's ever-present love and grace. So, next time you're feeling overwhelmed, grateful, or just in need of a chat, remember that prayer is just a breath away. It's your personal time with God, a chance to share your heart and listen for His voice in your life. Whether you're in a church, sitting quietly at home, or even out for a walk, know that each word, each moment spent in prayer, is a step closer to the peace, understanding, and growth that God has in store for you.

Remember, too, that prayer is not about getting everything we ask for; it's about strengthening our connection with God, aligning our hearts with His will, and finding the beauty and purpose in our journey. It's about coming as you are, being real, and knowing that you're heard and loved, no matter what. So go ahead, have that heart-to-heart with God. It's the most rewarding conversation you'll ever have. ■

If you need prayer, our prayer lines are open 24/7 365 days a year. Call us at 1-866-277-4444, or visit our website at crossroads.ca/247prayer



Leading, Serving, and Belonging

See Hear Love's International Women's Day event, hosted by Melinda Estabrooks, brought together Christian women leaders to celebrate unity, service, innovation, and belonging.

Below are some key takeaways of this dynamic gathering:

- 1. WE ARE CALLED AND CHOSEN:** As Christ-followers, we are not imposters in the spaces we dream of occupying. Rather, we are called and chosen by a higher purpose, urging us to step into our roles with confidence and purpose. - *Dorothy Pang, Interim Director, Tyndale Intercultural Ministries Centre*
- 2. EVEN IN OUR TOUGHEST CHAPTERS, WE ARE NOT ALONE:** With faith as our anchor, we can weather any storm, knowing that our story ends in victory. - *Sue Wigston, CEO, Givesome*
- 3. STAY TRUE TO YOUR VALUES DURING CRISES:** Hold fast to your core beliefs and trust in a sovereign God who guides us through every challenge. - *Caroline Riseboro, President & CEO, Trillium Health Partners Foundation*
- 4. LIVE AUTHENTICALLY AND COMMUNE WITH GOD DAILY:** Show up as your true self and engage deeply with others. - *Allison Alley, President & CEO, Compassion Canada*
- 5. TALENTS ARE DIVINE GIFTS:** Bezalel was a master artisan chosen by God (Exodus 31:1-5), reminding us that our talents are divine gifts meant to be embraced and shared with the world. - *Ellen Graf-Martin, President & Chief Marketing Strategist, Graf-Martin Communications*
- 6. SEEK MENTORSHIP:** The idea that leadership is reserved for extroverts is a myth. Embrace your unique traits as strengths and keep seeking until you find a suitable mentor. - *Michelle Pommells, Chief Strategy & Development Officer, Crossroads & YES TV*
- 7. THERE IS POWER IN SAYING "NO":** Protect your priorities and nurture your well-being. - *Alana Walker Carpenter, CEO of Intriciti*
- 8. EMBRACE CRITICISM WITH RESILIENCE:** Recognize that criticism refines rather than defines us. - *Stacey Campbell, President & CEO, Prison Fellowship Canada*
- 9. OUR ROLES ARE TEMPORARY GIFTS:** Leadership stewardship is a temporary gift to be managed wisely. - *Dr. Marjory Kerr, President & Vice Chancellor, Tyndale University*
- 10. CHAMPION INNOVATION:** Leaders need to create spaces where every voice is valued and empowered. - *Angie Peters, President & CEO, Yonge Street Mission*
- 11. INCLUSIVE BELONGING:** Consider the importance of inclusivity and belonging, especially for those with disabilities. - *Jasmine Duckworth, Community Development Manager, Karis Disability Services*
- 12. HOLD FAST TO YOUR PURPOSE:** In the face of adversity, knowing your purpose will anchor you through life's storms. - *Melissa McEachern, Chief Operating & Content Officer, Crossroads & YES TV*
- 13. APPROACH LEADERSHIP WITH INTENTIONALITY AND CURIOSITY:** Embrace opportunities for growth and learning. - *Melinda Estabrooks, Host & Executive Producer, See Hear Love*
- 14. ANCHOR YOURSELF IN GOD'S TRUTH:** Living by God's truth frees you from the weight of others' opinions. - *Cheryl Weber, Director, Crossroads Cares; Co-Host, 100 Huntley Street*
- 15. FOSTER SISTERHOOD:** In uncertain times, embrace the power of sisterhood and collective wisdom to help chart your course forward. - *Lara Watson, Executive Producer & Host, 100 Huntley Street*

To you, a leader—whether in the corporate world, ministry, or your own home—remember that you are called and chosen for a higher purpose. Let your leadership reflect your faith, staying anchored in Jesus, confident that you are truly seen, heard, and deeply loved by God. ■



See Hear Love, produced by Crossroads, broadcasts Mondays at 9:30am/pm on YES TV and the YES TV APP. Join the See Hear Love community and become a monthly member at seehearlove.com



Q&A WITH JOEL AUGÉ



Royal Anthems is an exciting new initiative by Crossroads, aimed at uniting the Canadian Church by creating worship songs for Jesus that resonate globally. Following an unprecedented songwriting camp at Crossroads Unity Commons, which brought together 22 writers from across Canada, Royal Anthems will release four new worship songs on streaming platforms in the summer of 2024. We asked Joel Auge, Chief Growth Officer at Crossroads, to share his heart behind the project.

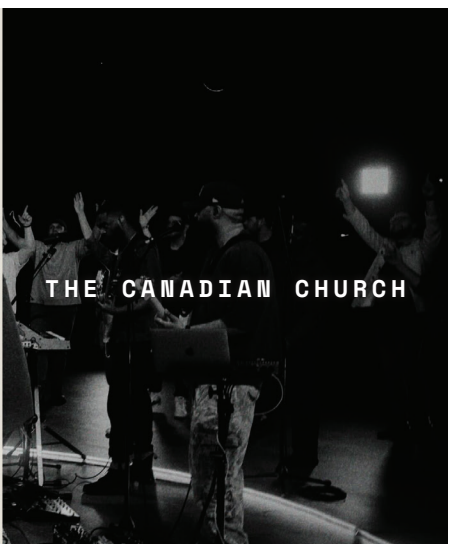
Q: What inspired the creation of the “Royal Anthems” project?

Joel: The growth team at Crossroads is tasked with exploring new initiatives, and we were inspired by John 17:23, which emphasizes God’s desire for unity among believers. Worship songs are a powerful unifying force across denominations, and research from CCLI (Church Copyright License International) highlighted that Canada is the fourth largest consumer of congregational worship music globally. This begged the question: where are the Canadian songs? Crossroads saw an opportunity to innovate

songwriting, so the group needed to be small and composed of local church worship leaders and pastors. We wanted the songs to be inspired by real experiences at the local church level. Additionally, we aimed for a national representation that reflected the rich and diverse nature of the Canadian church, gathering individuals from various provinces, church backgrounds, denominations, and cultural backgrounds. With seven writing rooms and to avoid overwhelming the sessions, we decided to invite 21 worship leaders. In the end, we invited 22, and all 22 came.

Q: How do you envision the songs from “Royal Anthems” impacting the Canadian church and the global Christian community?

Joel: I foresee these songs bringing countless individuals to know Jesus through the unity of local churches singing them. This national initiative is unique globally, and I believe that as our hearts turn towards Jesus in worship, we become bolder in sharing His love. These songs will empower Canadian believers to bring Jesus’ love into all aspects of their lives. I think these songs will embolden believers in Canada to bring the saving love



in worship music. We identified key problems we could address:

1. There’s no infrastructure in Canada to develop, record, and distribute worship songs.
2. Canada’s vast geography leads to a “loneliness issue” among worship leaders, who often feel isolated.
3. Media is crucial for songs to travel, requiring video, social media, charts, stems, and more. Major labels handle this, but there are none for Canadian worship songs.

By addressing these issues, we aim to create a trusted destination for new Canadian worship songs and foster a supportive community for worship leaders.

Q: How did you select the 22 worship leaders and songwriters who participated in this project?

Joel: With the help of our partner and consultant Matthew Grieve, who brought extensive relational capital to the endeavor, we defined a number of specific goals. Firstly, we wanted to fully utilize the Crossroads Unity Commons (formerly the Crossroads Centre, recently purchased by YES TV in December 2023). Secondly, we aimed to build relationships through

Q: Can you describe the atmosphere and experience of having so many talented worship leaders and songwriters together for three days?

Joel: Truthfully, it’s very difficult to describe how humble, how caring, how beautiful everyone’s attitudes and hearts were in this unified experience. We already have a tremendously dedicated group of workers and worshippers on our internal teams at Crossroads. In addition, the evident talent from these worship leaders from across Canada clearly demonstrated purity and purpose throughout the event. It was a unified and uplifting atmosphere.

Q: What are some of the key themes or messages that emerged from the collective songwriting sessions?

Joel: We imagined we might create two or three decent songs, since few of us had ever written songs together before but what happened was truly miraculous! We were amazed to hear 16 songs presented, each one moving us to tears as we played them for each other. The common threads were gratitude and God’s kindness. I would add though, with so many songs, many themes were captured.

of Jesus into the homes, streets, workplaces, schools, and institutions of our nation.

Q: Can you share any behind-the-scenes stories or moments that stood out during the songwriting and recording process?

Joel: With more songs written than we had anticipated, we formed a team who deliberated until 2:30 a.m. to select four songs to record live, which was incredibly difficult due to the high quality of all the songs. Ultimately, we chose songs that included as many voices as possible from a broad selection of churches. The four songs we selected are amazing, but we also have 12 more amazing songs we hope to release in the future as part of a full album!

Q: What makes the Canadian sound unique in worship music, and how is this reflected in the “Royal Anthems” project?

Joel: This is an interesting question. I think what makes up a sound has a lot to do with how good an “ear” you have to listen to what God is saying and doing. I think since these songs are written by local church worship pastors, many of whom have been serving in their local churches for a decade or more, you’ll hear an innate authenticity. These are words which are born out of a local church

“A big vast land of a few people—can anything good come out of Canada? I’m convinced that not only something good, but we’ll see revival come out of Canada and impact the nations. I feel privileged to be part of something like this.”

- DAVID HUTCHINSON,
SASKATOON



experience. The ideas and aches inside of the lyrics and voices are a reflection of just how dynamic the Canadian church is - and yet - there is a cohesiveness to it which points to the unity we sought.

Q: What are your hopes and goals for the future of “Royal Anthems” and similar collaborative worship initiatives?

Joel: I think Royal Anthems will play a key role in developing infrastructure for worship songs and worship leaders to keep serving in their local churches, with an opportunity to discover and delight in new songs created in unity with other worship leaders across the nation. We have a deep desire to resource local churches across the nation to develop their worship leaders into songwriters who can write the songs of the nation - and we’re doing everything we can to resource that. As we unify in worship nationally, we anticipate God will open more opportunities for growth and impact. ■

ROYAL ANTHEMS TO RELEASE
FOUR NEW WORSHIP SONGS
ON STREAMING PLATFORMS
SUMMER 2024.

Raise your voice,
Make an impact.

Tag and follow @royalanthems on Insta.

If you know someone who’s passionate about the power of song to unite & inspire, let them know their support can make a kingdom impact! Encourage them to join our mission with a *charitable donation* at crossroads.ca/royalanthems.

Stay updated on all things Royal Anthems when you subscribe to our newsletter at royalanthems.com

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THE ROYAL ANTHEMS PROJECT AND OUR MISSION!

Transform Lives With Clean Water

JOIN CROSSROADS CARES IN MAKING A DIFFERENCE



“LET’S POUR HOPE INTO EVERY CUP”

CHERYL WEBER DIRECTOR, CROSSROADS CARES

How often do you think about the water that flows from your taps? Imagine if that lifeline was miles away. This is the daily reality for 38 million Ugandans. At Crossroads Cares, we’ve seen the joy that springs from a new well — children’s laughter replacing the toil of a miles-long trek for water. When I danced with them in celebration, my eyes welled up with tears — not of sorrow, but of overwhelming joy and gratitude for the countless compassionate individuals whose dedication has brought this dream to fruition.

THE DIFFERENCE A DROP MAKES:

- **Health:** Access to clean water means a decline in waterborne diseases.
- **Education:** With nearby water sources, children, especially girls, gain hours daily — time now spent in school.
- **Safety:** The journey for water can be dangerous. Wells in villages mean safety for all, especially women and girls.
- **Economy:** Water is prosperity. Farmers grow more, families thrive, and villages flourish.

We’re on a mission: 25 new villages will gain access to clean water this year. That’s 25 communities who can

bloom with health, education, and economic growth.

YOUR ROLE IS CRUCIAL: You have the power to end the water walk. With your support, we’re not just drilling wells, we’re building futures. Can we count on you to bring clean water to one more village? To gift health and hope to hundreds more children?

ACT NOW: Your contribution matters! Visit crossroads.ca/cleanwater to make a donation. Your generosity is the wellspring of this transformation.

Let’s pour hope into every cup. Together, we can make clean water a reality for every Ugandan. ■



United in Faith, Unstoppable in Hope

A single call to our Prayer Centre changed the course of an entire family for eternity. Her dad accepted Jesus, marking the start of their family's faith journey. Today, she encourages us to "Continue to do what you are doing as lives like mine have been impacted through the incredible people at Crossroads."

By becoming a monthly supporter, you ensure that more families can experience the life-changing power of faith. Know that your contribution is making a difference.

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AND BE PART OF THIS INCREDIBLE MISSION!**

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