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Reach

REVEALING THE STORY OF JESUS THROUGH MEDIA

SUMMER 2025



A Nation On Its Knees, PEOPLE UNITING IN *Hope*

As hearts turn to prayer and voices rise in worship,
Canada awakens to the power of faith
and the strength of togetherness.

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“

I believe we can see a transformation of our nation... As we work together to see God's kingdom come, God's Will be done in Canada as it is in Heaven!”

MESSAGE FROM THE CEO

There's a growing sense across Canada — a recognition that this is a moment unlike any other. Our nation is facing economic uncertainty, political change, and a deep longing for connection and unity. But I believe — as I know many of you do — that this is not a moment to shrink back. It's a moment to ignite hope.

That's why this year, we're inviting Canadians to be part of our Ignite Hope: Power in Unity initiative — a call to unite, to pray, and to believe that God is not finished with Canada.

The heart of this campaign is captured in Jesus' prayer for all believers:

"I in them and you in me — so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me."
— John 17:23

We believe that when Canadians unite in faith, powerful things happen. We've seen it before — and we believe we'll see it again. Together, we're praying that Canada would be strong and free — not just in word, but in spirit.

Thank you for uniting with us in this mission. There is power in unity — and together, we carry hope.

Blessings,

Kevin Shepherd

KEVIN SHEPHERD,
CEO, Crossroads & YES TV

Reach Magazine BY **crossroads**.

INSPIRING STORIES. IGNITING COMPASSION. INNOVATING TOGETHER.

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Strong and Free:

UNITED IN PRAYER FOR CANADA

"May he rule from sea to sea and from the river to the ends of the earth."

- Psalm 72:8

Across Canada, believers are responding to an urgent call—joining hearts and prayers through the Strong & Free campaign. Led by Crossroads, this movement invites Canadians to unite in faith, hope, and prayer, believing for renewal in our nation at a time when we need it most.

WHY WE'RE PRAYING

The heart behind Strong & Free is simple: Canada needs prayer. As we navigate uncertainty, division, and change, prayer remains our most powerful response. God's promise is clear:

"If my people, who are called by my name, will humble themselves and pray... I will hear from heaven, forgive their sin, and heal their land."

—2 Chronicles 7:14

Through this campaign, we're standing confidently on God's promises—believing for healing, revival, and a renewed sense of unity.

WHY NOW?

Canada faces pivotal challenges, from political shifts and economic pressures to increasing social divisions. Now more than ever, it's essential we unite and pray, believing together for spiritual breakthrough.

WHO SHOULD GET INVOLVED?

This call is for everyone—church leaders, committed believers, and anyone who cares deeply about Canada's future. Your prayers and participation truly matter.

We're encouraged by how God is already moving through this campaign!

Together, let's cover Canada in prayer, believing for unity, revival, and God's direction for our nation. ■



CANADIANS RESPONDING

Hundreds have already added their names to the National Prayer Map, visibly standing together in prayer. Here's how they're responding:

➔ *"Let's stay united in prayer for our country and prepare for the revival to come."* —Anita

➔ *"God is Sovereign over Canada and all the people of this great nation."* —Theresa

➔ *"This is the best response yet to all the confusion, fear, uncertainty!"* —Bryan

How You Can Help Grow The Movement

Stand in Unity

Mark your prayer pledge on the National Prayer Map.

Pray Daily

Download the Crossroads Prayer Guide for Canada to guide your daily prayers.

Support the Mission

Your generosity fuels this movement. Consider monthly giving to ensure ongoing prayer mobilization, faith-filled broadcasts, and national impact:

🇨🇦 **Flag Level – \$60/month**
Honouring 60 years of the Canadian Flag (1965–2025), symbolizing unity and faith.

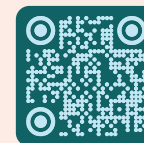
🍁 **Legacy Level – \$158/month**
Celebrating 158 years of Canada (1867–2025) and our enduring spiritual foundations.

🛡️ **Stand on Guard Level – \$365/year (\$1/day)**
A daily commitment to prayer and supporting Canada's spiritual future.

✝️ **Dominion Level – \$1,867**
A tribute to Canada's founding as a Dominion under God, inspired by Psalm 72:8.

Help Spread the Message

Access the **Strong & Free Toolkit** to engage your church or community.



STAND ON GUARD FOR CANADA!
crossroads.ca/forcanada

A BOLD VOICE FOR CANADA: Why *100 Huntley Street* Matters More Than Ever

Canada stands at a crossroads. As we face economic strain, shifting political tides, and growing uncertainty about our nation's future, one thing remains clear—we need a strong, unshakable foundation. From trade tensions and tariffs to questions of sovereignty and leadership, the pressures on our country are real. But so is our resilience.

For nearly five decades, *100 Huntley Street* has been a uniquely Canadian voice of faith, hope, and unity. We tell the stories of this land—stories of perseverance, redemption, and the power of God moving across our nation. In a time when division threatens to weaken us, we stand firm in our calling to bring Canadians together through the truth of the Gospel.

Now more than ever, Canada needs a place where faith meets real life, where challenges are met

with courage, and where the future is shaped by unwavering hope. *100 Huntley Street* is more than a program—it's a national mission, a reminder that no matter what we face, we are stronger when we stand together in faith.

Join us as we continue this journey, lifting up our country, our people, and our future—boldly Canadian, unwavering in faith.

Q&A with Lara Watson,
Executive Producer
& Host

LOOKING BACK

Over the past year, what have been some of the most defining moments on *100 Huntley Street*?

It's been incredible to see how *100 Huntley Street* has opened doors for critical conversations that impact our nation. Our recent

LARA WITH DOROTHY PANG, DIRECTOR, TYNDALE INTERCULTURAL MINISTRIES CENTRE DISCUSSING THE STATE OF CHRISTIANITY IN CANADA.

coverage of Canada's Medical Assistance in Dying (MAiD) laws was a moment where we saw the power of media to inform, mobilize, and inspire people to pray and take action. At the same time, deeply personal stories—like Lia Milousis sharing her journey through depression and how faith gave her hope—remind us why these conversations matter.

Have there been any particular guests or stories that reminded you why this show is so important for Canadians?

One that stands out is our feature on the Toronto Holocaust Museum. On International Holocaust Remembrance Day, we shared the powerful story of Dara Solomon, and it resonated deeply with our audience. It was an honour to help bring this message to Canadians, ensuring that history is not forgotten and that faith can be a source of healing.

What kind of feedback have you received from viewers that has reinforced the impact *100 Huntley Street* is having across the country?

Our co-host Daniel Im, a pastor from Beulah Alliance Church in Edmonton, shared a story about how a man recognized him from *100 Huntley Street* while shopping at Costco. The man wasn't connected to a church but faithfully watched the program every night. It's incredible to see how *100 Huntley Street* is reaching people right where they are—often before they step into a church.

In a time of uncertainty, how has *100 Huntley Street* helped Canadians find encouragement, direction, and hope?

We've seen firsthand how the Holy Spirit moves through this program. One viewer shared that on a Monday morning, as they watched *100 Huntley Street*, they physically felt the wind of the Holy Spirit fill their living room, bringing them renewed strength and peace. We continue to hear testimonies of how people are encountering God through the stories we share.

Can you tell how hosting *100 Huntley Street* has shaped or strengthened your own faith in the past year?

When you see people publicly writing on our YouTube videos, "I need help..." or "I want to accept Him, but I don't know how", you realize that *100 Huntley Street* is standing in the gap for people who may never step into a church. It has deepened my own faith because I see firsthand that the Gospel is still changing lives in Canada today.



TOP LEFT: WITH DEREK ROSS DISCUSSING HUMAN TRAFFICKING, RIGHT: WITH DARA SOLOMAN AT THE HOLOCAUST MEMORIAL MUSEUM, BOTTOM LEFT: WITH DANIEL IM PRAYING IN EDMONTON, AB.



OVERLOOKING PARLIAMENT HILL, WITH JULIA BEAZLEY, POLICY DIRECTOR FOR THE EVANGELICAL FELLOWSHIP OF CANADA, DISCUSSING NEW RISKS FOR CHRISTIAN CHARITIES.

WHY 100 HUNTLEY STREET MATTERS FOR CANADA

100 Huntley Street has been a part of Canadian television for decades—why do you think it remains so relevant today?

Because faith, hope, and truth are more needed than ever. We're seeing an increase in people searching for meaning, struggling with anxiety, and facing challenges in ways they never have before. Through our partnership with churches like Portico Community Church in Mississauga, which offers holistic care for mental, physical, financial, and spiritual needs, we're able to shine a light on solutions rooted in faith.

With increasing pressures on Canadian identity and faith in public life, how does 100 Huntley Street serve as a vital platform?

We give a voice to the concerns that matter most to Canadians. Whether it's standing for life, addressing religious freedom, or covering the growing challenges in our country, 100 Huntley Street ensures that faith is not left out of the national conversation.

The media landscape is crowded with voices pulling people in different directions—how does 100 Huntley Street offer something truly unique to Canadians?

Unlike mainstream media, we don't just report the news—we offer the hope of Christ in the midst of it.

A viewer in Saskatchewan recently shared how 100 Huntley Street has been a beacon of light for all these years. That's our mission: to bring hope, not fear.

Canada is diverse in culture and faith backgrounds—how does 100 Huntley Street serve as a bridge for people seeking spiritual encouragement?

We meet people where they are. We've heard from donors who hadn't watched in years but felt prompted by the Spirit to tune in again—and in doing so, they were moved to support a ministry that is reaching Canadians at a crucial time. 100 Huntley Street isn't just about creating content—it's about building connections. That's why we take the show on the road, meeting Canadians where they are and sharing their powerful stories. From Newfoundland to Alberta, Vancouver to Ottawa, we are committed to shining a light on the faith, resilience, and hope that define our nation.

Looking ahead, what is your hope for the future of 100 Huntley Street, and how can viewers support and be part of this national mission?

I pray 100 Huntley Street continues to be a lifeline of hope and faith for people across Canada, offering a space for truth, encouragement, and community. Viewers can pray, share our stories, and support us financially to ensure that 100 Huntley Street remains a strong, unwavering voice for faith in our nation. ■

BY CANADA, FOR CANADA: YOUR PRAYERS AND FINANCIAL SUPPORT KEEP 100 HUNTLEY STREET A STRONG VOICE FOR FAITH AND TRUTH. LEARN MORE AT 100huntley.com

100 HUNTLEY STREET®

SINCE 1977



Canada's Christian Talk Show

- Life-changing stories
- Critical conversations
- Powerful prayer moments
- Biblical lessons

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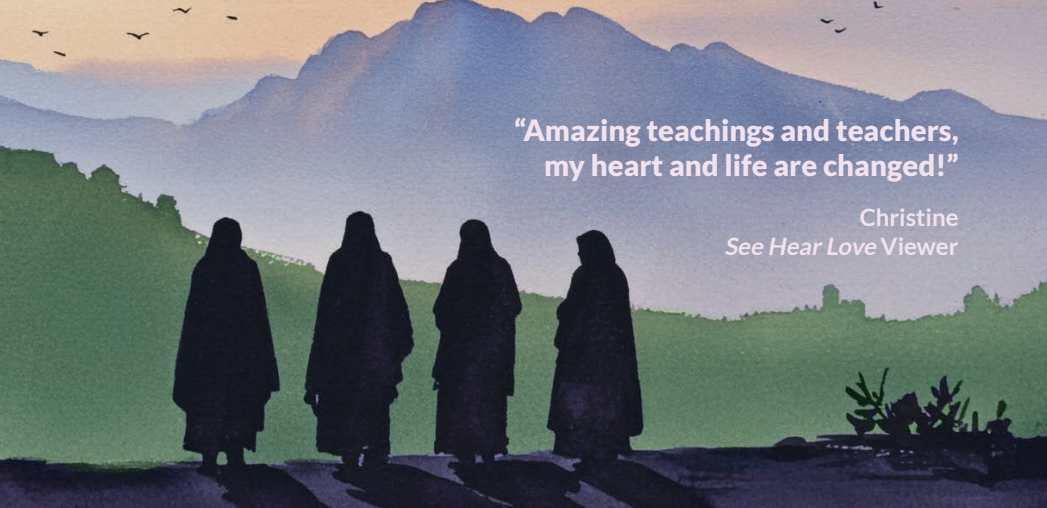
ICHEK

citi

CHAT TV
THE PRIME TIME SHOW

ntv

NewCap
TELEVISION



"Amazing teachings and teachers,
my heart and life are changed!"

Christine
See Hear Love Viewer

The Power of the **Unnamed**: *Women Who Changed Biblical History*

Once heard someone say, "If no one remembers your name, does your story still matter?" It made me pause. In a world obsessed with recognition, it's easy to believe that our value comes from how well-known we are. But Scripture tells a different story—one where some of the most powerful acts of faith come from women whose names we will never know. And yet, God knew them. He saw them. He worked through them.

Throughout the Bible, many women played vital roles in shaping faith, yet their names were never recorded. These daughters, mothers, sisters, widows, and seekers of justice left behind powerful legacies. This Bible study shines a light on their courage and perseverance—and how their stories connect with ours.

WOMEN WITHOUT NAMES, STORIES WITHOUT LIMITS

Over 600 women in the Bible are mentioned without names. Some are known by their roles—Peter's mother-in-law, Jairus' daughter—while others are identified by status or ethnicity. But even when history forgot their names, God never did. Their stories reveal His provision, healing, and mercy.

LESSONS FROM THEIR LIVES

I'm honoured to walk through this study with amazing Bible teachers—Pastor Helen Burns, Dr. Sarah Han, Bishop Jenny Anderson, and Pastor Anne Miranda. Together, we uncover lessons of trust, courage, and resilience. Here are just a few highlights:

The Widow of Zarephath (1 Kings 17:8-16)

Despite having nothing left, this widow trusted God and experienced miraculous provision. Her story reminds us to rely on God's faithfulness—even when resources seem to be running out.

The Servant Girl Who Spoke Boldly (2 Kings 5:1-16)

Though taken captive, this young girl boldly pointed Naaman to healing. Her faith reminds us that God can use our voices, no matter where we are.

The Woman Caught in Adultery (John 8:1-11)

When this woman was brought before Jesus for condemnation, she instead received grace. Her story reminds us that no one is beyond God's forgiveness.

The Syrophoenician Woman's Persistent Faith (Mark 7:24-30)

This Gentile woman boldly sought healing for her daughter, and Jesus honoured her faith. Her persistence encourages us to approach God boldly, knowing He hears us.

WHAT THEIR STORIES MEAN FOR US

These women's experiences remind us that we don't need to be famous to be significant. Their acts of faith shaped history, just as our small steps of obedience can have a lasting impact. As you reflect on their stories, consider:

- Where is God calling me to trust Him more deeply?
- How can I speak with boldness and faith, like these women did?
- Am I extending the same grace to others that Jesus has given me?

YOU ARE SEEN, HEARD, AND LOVED

Even when you feel unseen, God sees you. Just like these women, your story matters.

So, will you join me? Grab your Bible and journal, and let's dive in together!

Head on over to
seehearlove.com/unnamedwomenstudy
to watch the Bible study episodes
and download the study guide.

With love and excitement,

Melinda Estabrooks

Melinda Estabrooks,
Host & Executive Producer,
See Hear Love



TO LEARN MORE ABOUT SEE HEAR LOVE'S TELEVISION SHOW, PODCASTS,
BIBLE STUDIES, AND SPEAKING EVENTS, VISIT seehearlove.com

Comma

Season 10 Highlights

Harvest Conference
Moncton, New Brunswick



See Hear Love Donor Event
Val-des-Monts, Quebec

International Women's Day
Crossroads Unity Commons



You Belong Conference
Whitehorse, Yukon



Whitehorse, Yukon



Filipino Alliance Church of Toronto

Bethel Christian Reformed Church
Acton, Ontario



First taping of
Unnamed Women of the Bible



Rebecca St. James
& Cubbie Fink Podcast

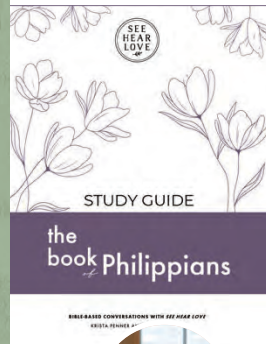


First taping of
Jesus' Encounters with Women



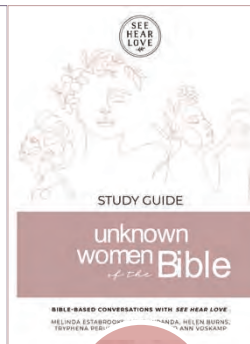
Bible Studies

Discover how See Hear Love's Bible study series explores profound biblical themes through the experiences of women, fostering a deeper understanding of scripture and its relevance to modern life.



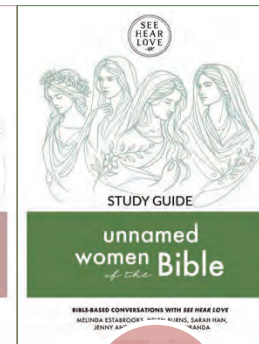
The Book of Philippians

Join Melinda Estabrooks, Elita Friesen, and Krista Penner for a 4-part study on Philippians, exploring its joyful message, unity, and Christ-centered living, and discovering how to find joy in Christ despite circumstances.



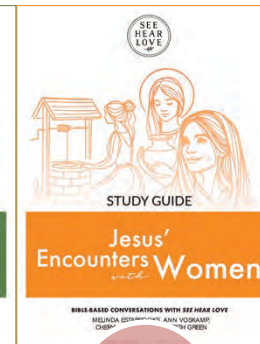
Unknown Women of the Bible

Join Melinda Estabrooks and the See Hear Love panel for a 5-part study on 10 unknown women who shaped history, uncovering faith, strength, and devotion from these overlooked yet pivotal figures in God's plan.



Unnamed Women of the Bible

Explore the impactful stories of unnamed women in the Bible. They played crucial roles as mothers, wives, prophetesses, and more. Join Melinda Estabrooks and Bible teachers to uncover their context and eternal significance.



Jesus' Encounters With Women

Join our Host Melinda Estabrooks and Bible Teachers Ann Voskamp, Cheryl Nembhard, and Beth Green as they share each Jesus encounter.

DOWNLOAD FREE BIBLE STUDY GUIDES AND VIDEO SERIES AT seehearlove.com

A Medal of Honour: RECOGNIZING GOD'S WORK THROUGH CROSSROADS IN UKRAINE



Dennis Scraba, a ministry partner with Lviv Theological Seminary, recently delivered a Medal of Honour to Crossroads Cares from President Volodymyr Zelenskyy and the Government of Ukraine. This recognition reflects God's work through generous donors and the brave individuals bringing hope to war-torn Ukraine.

A LEGACY OF COMPASSION

Since February 2022, Crossroads Cares has provided **\$828,000 in aid**, impacting **137,922 people** with food, clothing, blankets, and medical supplies. More than meeting physical needs, this support brings the hope and love of Christ to those in desperate situations.

Despite immense danger, ministry partners continue serving those fleeing violence and enduring attacks, embodying Christ's love on the front lines.

TRANSFORMING ORPHANAGES

Crossroads Cares' support has upgraded seven state-run orphanages, improving bomb shelters, drainage, lighting, and ventilation—critical for children seeking refuge underground. Additional upgrades, including gas heaters, ovens, and windows, have created safer, warmer environments.

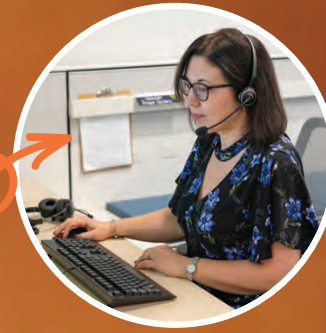
Seminary students minister weekly to 600+ children, offering resources, love, and hope to those scarred by trauma, helping them find comfort and belonging.

TO GOD BE THE GLORY

The Medal of Honour symbolizes the power of partnership in ministry. Your prayers, donations, and faith in action are transforming lives.

Let's keep making a difference for orphans in Ukraine. ■

Faith Unites: HOW CROSSROADS RESPONDED TO THE LOS ANGELES WILDFIRES



When wildfires ravaged California last year, the devastation was overwhelming—179,000 people evacuated, 28 lives lost, and entire communities left in ashes. In the midst of the crisis, faith united us beyond borders.

The Crossroads 24/7 Prayer Centre became a place of refuge for thousands seeking hope. Over 32,000 calls came from California alone, making up 17% of all U.S. calls to our Prayer Centre in 2024. People who had lost everything found comfort in the voice of a Prayer Partner, reminding them that they were not alone.

STORIES OF HOPE IN THE FIRE

In those desperate moments, God was at work.

- A caller broke down in tears after losing contact with family members during evacuations. Our Prayer Partner prayed, and hours later, they called back—everyone had made it out safely.
- Elizabeth, one of our Prayer Partners, shared a miracle—her brother's home was untouched while the surrounding neighbourhood was destroyed.
- Connie, a Prayer Partner in California, continued taking calls even as she navigated the wildfires herself.

These stories are just a glimpse of how faith united people in crisis, transcending distance, politics, and division.

YOUR SUPPORT MADE THIS POSSIBLE

When disaster struck, our community of faith responded. Your generosity ensured that:

- Our Prayer Centre remained open 24/7 for those in need.
- Prayer Partners were equipped and ready to provide comfort and encouragement.
- We met the overwhelming demand, offering thousands of moments of hope.

A LASTING IMPACT

Months later, many of those same callers have reached out again—not in fear, but in gratitude. They share how those moments of prayer sustained them, helped them move forward, and, in some cases, restored their faith.

This is the power of faith uniting us in action.

Thank you for being part of this response. Because of you, the Crossroads Prayer Centre continues to be a beacon of hope—no matter the crisis, no matter the distance. ■

WHEN HEARTS CRY OUT, HEAVEN LISTENS

For nearly 50 years, Crossroads' 24/7 Prayer Centre has provided hope, comfort, and breakthrough to millions, answering over 14 million calls. Countless lives have been transformed through the power of prayer. No matter what you're facing, you are not alone. Call **1-866-273-4444** anytime—our Prayer Partners are ready to stand with you in faith.

LIFE-CHANGING STORIES OF PRAYER

A Legal Battle Won

Cecilia* was losing hope after an 18-month fight to keep her home. In desperation, she called the prayer line. That same day, she called back in joyful tears—she had been granted full rights to stay. "God made a way where there was no way."

Healing from Chronic Pain

Rick* suffered unbearable nerve pain and had lost the will to live. One night, he called the prayer line. As the Prayer Partner prayed, peace filled his heart—and the pain vanished completely. Now, he shares his story, pointing others to Jesus' healing power.

Freedom from Betrayal

Katarina* carried the weight of betrayal for years. One call changed everything—she encountered God's presence, forgave, and found a loving church family. "His love has restored me."

Strength for a Grieving Mother

After losing her son to cancer, Nina* found solace in prayer. One day, she prayed for another grieving person and realized God was using her pain as a testimony of hope.

A Friend's Miracle Surgery

Karlene* prayed for her friend Doris*, who faced an impossibly long wait for heart surgery. Days later, Doris was unexpectedly scheduled. "God made a way when it seemed impossible."

A Lifetime Prayer Answered

Bruce* longed for a life partner after 65 years of faithfulness. Weeks after calling the prayer line, he met his God-ordained soulmate. "Prayer truly changes everything."

These stories remind us—God sees you, hears you, and loves you beyond measure. Need prayer? Call today. ■

*Names have been changed to protect privacy

CALL THE CROSSROADS PRAYER LINE ANYTIME AT 1-866-273-4444

NEW BOOK FROM JOHN ELDREDGE

Transformation Starts with Jesus

Before we can pray for a nation, we need to experience Jesus ourselves. John Eldredge reminds us that when we hear from Jesus personally, it changes how we see the world — and how we pray for it. If we want to see Canada transformed, it begins with Canadians encountering Jesus — personally, deeply, really.

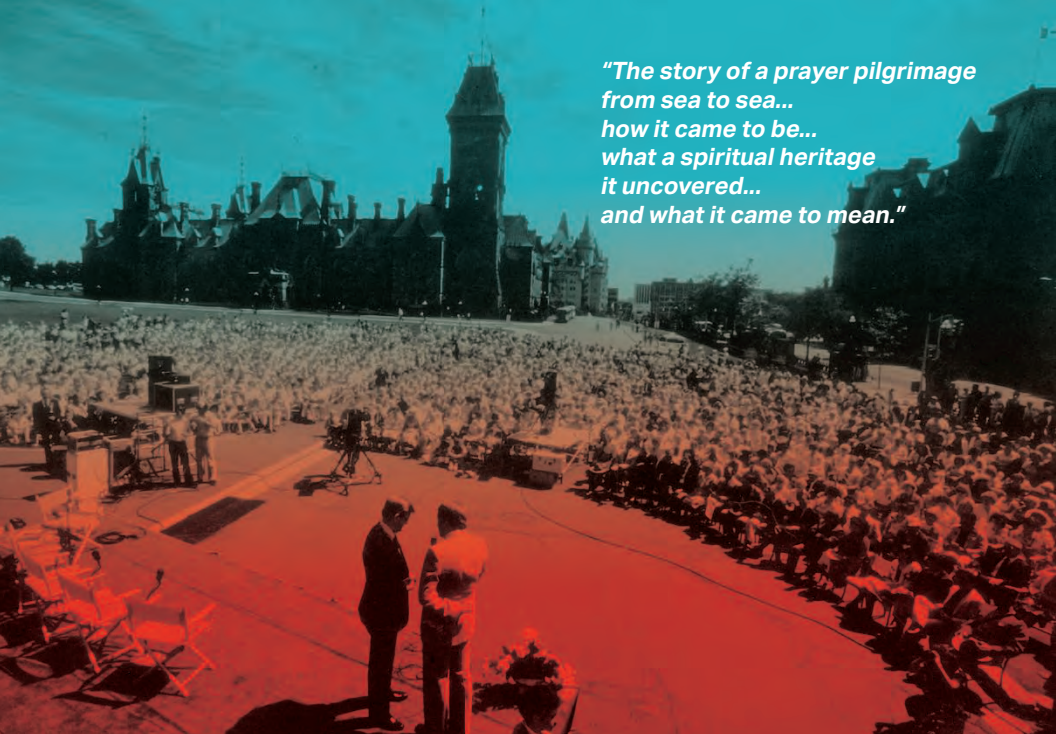


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**Minimum gift of \$40 required. Available while supplies last.*

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*"The story of a prayer pilgrimage
from sea to sea...
how it came to be...
what a spiritual heritage
it uncovered...
and what it came to mean."*

Copyright © 1981, Mainroads Productions Inc.

And what a morning it was! Absolutely gorgeous! The sky was perfectly clear, save for some high, thin, wispy strands of clouds. And the Parliament Building, with the heavy dew still clinging to it, glistened in the early morning sun. So did the green, in front of it... the dew-covered lawn shone like a precious gem. And directly above, the Peace Tower with its soaring, copper-sheathed spire held aloft the Maple Leaf, the flag starched by the wind. Fantastic! O Lord, what a morning you have given us!

In the production meeting, everyone there had caught the special excitement, too. It was as if we already knew that God was going to hit a home run today, and we could hardly wait to start playing ball. I knew the reason why: prayer support. For we were about to walk on ground that had already been prepared by prayer.

"Sometimes it seemed like they were joined together in a great invisible prayer meeting — and in the eyes of God, maybe one man or woman was rising and really taking hold, and becoming the leader of that unseen meeting, one leading them to the throne of grace, unknown to themselves or others, but known to God..."

No wonder we were grinning, and just waiting for the words: play ball!

About fifteen minutes to air, a strange thing happened: the Eternal Flame went out. Normally, it hovered over the centre of a circular fountain, but now there was just gas bubbling up through the spilling water. I had never heard of it going out before, but it was certainly out

now. Yet even as we were wondering what to do, Willis Eade, the driver who had raised his hand to receive the Holy Spirit in Sudbury, found a match somewhere, leaned way over, and re-lit it. It seemed fitting — in Sudbury, he had specifically prayed to receive the gift of prophecy.

I chuckled when I heard about it, and for some reason I thought of young Arthur pulling the sword Excalibur out of the stone.

Five minutes to air, and the green in front of Stagecoach was filled with people. Judging from the size of our previous audiences, there must have been a good five thousand people there, and they were still coming, many bringing their own lawn chairs.

"The clock is stopped, ladies and gentlemen, however you want to look at it, at either one minute to noon or one minute to midnight. And I think that's prophetic of what is happening in our nation right now... That is why we're soaking this nation in prayer!"

One of our first guests was Deputy Mayor, Monsieur R.A. Robert, who said something that took me by surprise:

"I think that this Salute to Canada will bring more people to our churches, which we need today... I hope they will go home to their neighbours and ask them to go to church, which we need very, very badly."

"That is exactly what is in my heart!" I exclaimed.



EXCERPT FROM

God Keep Our Land

By David Mainse with David Manuel



**A REFLECTION
BY AMY LAFORET,
DIRECTOR OF
MARKETING
& COMMUNICATIONS**

God Keep Our Land is more than a book — it's a story of faith, history, and bold adventure in Canadian broadcasting. Reading David Mainse's reflections on the 1981 Salute to Canada tour — 25 cities in one month — I'm reminded how relevant his heart for Canada still is today.

David described the tour as "a symbol of the prayers we're praying for this nation of Canada... for the regional interests, just as much

as for those things we all share in common as Canadians." That stayed with me — because today, our Strong and Free digital prayer map carries that same symbolism. It's a visual reminder of Canadians uniting from sea to sea — hands joined in prayer for this nation.

The 100 Huntley Street team — and all of us at Crossroads — share that same passion: to tell messages of hope, the transforming story of Jesus, and remind Canadians that we're stronger when we come together in faith.

That legacy of faith is still alive — and we're honoured to help carry it forward. ■



Two of our other guests were the Reverend Roy Stewart and Roy Rowe, the first in charge of our Ottawa (Prayer Line) centre. They told the story of praying and fasting for a week, believing for a counselling centre. At the end of that week, the call came (from 100 Huntley Street): "You may have your counselling centre."

"In the three and a half years that we've been open, as of this weekend, we have received our seventy-thousandth call."

"Seventy thousand!"

Norma-Jean, Glen, and Reynold sang next. A young lady, Cindy Mead, who had ridden all night in a wheelchair on a bus from Toronto, handed me a poem she had written:

SALVATION TO CANADA

*"May we as Christians pray,
Seek His face, and then obey;
God has promised to hear,
To forgive us, and heal our land,
As we upon His Word firmly stand."*

One of our many distinguished guests that morning was Walter Dinsdale, and I asked him what he would say to the nation he had served so long and so well.

"David, I met you ten days ago at the centre of Canada, in my own city of Brandon, Manitoba, and as you know, Manitoba comes from the Indian word Manitou, and means 'the dwelling place of the Great Spirit.' And as I look back over thirty years on Parliament Hill, we are now facing a time when it can't be done by politics. Reconciliation cannot be achieved by politics. 'It is not by might, nor

by power, but by my Spirit, saith the Lord.' Man proposes," he concluded, with a twinkle in his eye, "but, thank goodness, God disposes!" ■

A UNION STRONGER THAN NATIONALISM

In moments of national crisis — political division, economic pressure, even trade tensions with our closest allies — it's natural to ask: What is God's answer?

David Mainse wrestled with this same question. He recognized that Canada, with all its beauty and diversity, has often struggled to find unity. Unlike other nations, patriotic slogans and political movements alone weren't enough to hold us together.

But there is a place where a deeper unity is found — at the foot of the Cross. There, all labels fade. Rich or poor, East or West, rural or urban — we all kneel the same, in need of grace. It's not through power or policy, but through humility, prayer, and a return to God that healing begins.

"If my people, who are called by my name, will humble themselves and pray and seek my face and turn from their wicked ways, then I will hear from heaven, and I will forgive their sin and will heal their land." (2 Chronicles 7:14)

*God's answer is still Jesus.
Still the Cross.*

As David wrote:

"Canada might never be as united nationally, as the U.S. was, but she could be united spiritually... and perhaps that union would prove the strongest of all." ■



Your Legacy. Their Future.

LEAVE A KINGDOM IMPACT WITH CROSSROADS

"We will tell the next generation the praiseworthy deeds of the Lord, His power, and the wonders He has done."

Psalm 78:4

When you leave a legacy gift to Crossroads, you ensure that the Good News continues to reach the next generation through powerful media, digital platforms, and 24/7 prayer support. Your investment today inspires faith and hope for years to come.

This year, we give thanks for generous legacy gifts from individuals, families, and foundations — together making an eternal impact.

WAYS TO LEAVE A LEGACY:

- Include Crossroads in your Will – Simple, flexible, and tax-effective
- Charitable Gift Annuities – Guaranteed lifetime income with Kingdom impact
- Gifts of Securities or Property – Significant tax savings
- Introduce Crossroads to your children and grandchildren - passing the torch from generation to generation

Thank you for helping pass faith from one generation to the next. ■

LEARN MORE

1-800-265-3100
LEGACY@CROSSROADS.CA
crossroads.ca/legacy

INTERESTED IN A REPUBLISH? Currently, *God Keep Our Land* is not available to order. However, if you'd love to see it republished, we'd love to hear from you. Email us at reach@crossroads.ca and if there's enough interest, we will prayerfully consider it.



Ignite Hope

POWER IN UNITY

A Vision For Unity, Transformation, And Global Impact

"I in them and you in me—so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me."

— John 17:23



BY ROB ENNEMA,
VISION CAMPAIGN
DIRECTOR
rennema@crossroads.ca

Canada's spiritual landscape is shifting. More people than ever feel disconnected from faith and community. Secularism and individualism have taken hold, and we risk losing an entire generation to spiritual disconnection. But we believe there is hope — and that hope is found in unity.

Through our Ignite Hope: Power in Unity campaign, Crossroads is calling Canadians to rise together in faith, prayer, and action. This multi-year vision rekindles faith, rebuilds communities, and extends Christ's love — not just across Canada, but globally. Together, we can reshape our nation's spiritual future.

We're thrilled to share that we're nearing our \$2 million year one milestone, a strong start toward our **\$8.5 million goal by 2027**. But to continue successfully growing this movement, we need your

prayers, your partnership, and your financial support.

At the heart of this campaign are three strategic initiatives designed to achieve impact: **Anyone Pray**, **Royal Anthems**, and the **Ministry Hub** at the Crossroads Unity Commons building.

1. EXPANDING PRAYER THROUGH ANYONE PRAY

Crossroads' 24/7 Prayer Centre has served Canadians for over four decades. Now, we're expanding this ministry through Anyone Pray — a powerful new platform that equips churches, ministries, and other organizations, to launch their own prayer lines with Crossroads' support.

Thirty-eight churches and ministries have already subscribed to the platform, and many more are preparing to do so. Together, they're extending the reach of prayer, offering care, and transforming communities. Our goal is to help 100 churches and organizations launch prayer lines by the end of

Unity Momentum Meter

\$1,844,489 92% OF YR 1 GOAL!

the campaign — reaching tens of thousands more with the hope of Christ.

2. UNITING THE CHURCH THROUGH ROYAL ANTHEMS

Royal Anthems is a groundbreaking worship initiative uniting Canadian worship leaders and songwriters to create new music that reflects our nation's diverse culture and love for Jesus in a voice that is wholly Canadian. So far, songwriters from every province have contributed, with 10 original worship songs released and the full album, "The First Gathering", coming in May 2025.

This spring, Royal Anthems will host their second songwriting camp, continuing to fuel creativity and national unity through worship. The collective also launched a 4-Part Worship Miniseries on the YouVersion Bible App, expanding our

reach to millions globally and inviting people everywhere into a deeper worship experience together.

3. GROWING OUR MINISTRY HUB AT THE CROSSROADS UNITY COMMONS BUILDING

The Ministry Hub at the Crossroads Unity Commons building is a collaborative space for connection, innovation, spiritual growth, and global impact. This new hub houses studios, offices, and event spaces — empowering Christian leaders, creatives, and organizations to work together in unity to amplify God's message of hope.

Together, we can ignite a movement of hope, unity, and faith.

Your support will help advance these initiatives, empower new ministries, and strengthen the Church in Canada. ■



LEARN MORE

JOIN US ON THE PATHWAY TO UNITY!

LEARN MORE AND GET INVOLVED AT crossroads.ca/ignitehope

Bringing Hope Within Reach



LEARN MORE



BY SHERRY STAHL,
ACCOUNT MANAGER

We have the honour of helping churches, schools, and organizations launch their own Anyone Pray

prayer lines—and we're continually humbled by how God is moving. In a time when loneliness, anxiety, and isolation are on the rise, this powerful tool is turning communities into praying communities, elevating the importance of prayer, and inviting the Father's intercession for our individual needs and for our nation. Anyone Pray is more than a 24/7 prayer line—it's a life-giving extension of care that gives people real hope and reminds them they are not alone. Ultimately, Anyone Pray is about sparking prayer revival—one individual, one church, one organization, one neighbourhood, and one city at a time. A vision of prayer that is sweeping our nation.

As Scripture reminds us, "Be shepherds of God's flock that is under your care." (1 Peter 5:2) — Anyone Pray helps you live out that calling, offering a safe place for people to reach out and experience the love and care of Christ.

HOW IT WORKS

Launching your Anyone Pray line is simple:

- **Subscribe:** Choose the plan that fits your mission and unlock 24/7 access to prayer support for your community.
- **Launch:** Receive a dedicated phone number for your organization.
- **Real Conversations, Real Prayer:** Every call is answered by a trained Prayer Partner—ready to listen, pray, and speak hope into people's lives.
- **See the Impact:** Get regular dashboard reports showing lives touched, caller prayer needs, and hearts encouraged.

"Comfort, comfort my people, says your God." (Isaiah 40:1) — this is the heartbeat of Anyone Pray. Through every call, every prayer, you're offering comfort and care for people seeking prayer help.

HOW ANYONE PRAY SERVES YOUR ORGANIZATION

One of the things I love most is seeing how Anyone Pray uniquely serves different organizations—each with their own mission and people to care for.

FOR CHURCHES:

- Extends pastoral care beyond Sunday—24/7 access for your members and community.
- Acts as a Crisis Pastor for a fraction of the cost.
- Personalized greeting featuring your church's name.
- Multiplies your impact and shows your community you care—even if they've never walked through your doors.

FOR NON-PROFITS:

- Expands support for those you serve with a safe, anonymous space.
- Builds trust by making people feel seen, heard, and valued.
- Adds emotional and spiritual care alongside your programs.
- Personalized greetings that connect callers directly to your organization.

FOR SCHOOLS:

- Nearly 50 years of experience supporting students, staff, and families.
- A confidential space for those not ready to approach a counselor or school leader.
- Trained Prayer Partners who create a caring, judgment-free environment.
- Offers seminary students hands-on ministry training in compassionate care.
- Personalized greetings that connect callers directly to your organization.

FOR BUSINESSES:

- A caring, professional resource that supports employee and client well-being.
- 24/7 prayer support that extends beyond business hours.
- Confidential insights that can help guide wellness initiatives.
- Personalized greetings that connect callers directly to your organization.
- A reminder that investing in mental and spiritual health is good business—The Lancet reports every \$1 invested in mental health returns \$4 in productivity.



"Anyone Pray is an answer to prayer! We're excited to finally launch our prayer line and to do so in partnership with Crossroads; a proven leader in prayer line ministry."

— Mike Sherbino, The Perspective



ANYONE PRAY LAUNCH,
PARKWOOD CHURCH,
WINDSOR, ON
(FEBRUARY 2025)



WHY CHOOSE ANYONE PRAY?

When you subscribe to Anyone Pray, you're not just offering a phone number—you're creating a lifeline.

- **24/7 Support:** Compassionate, professional Prayer Partners are always ready.
- **Scalable:** Grows with you, whether you're a small non-profit or a large church.
- **Insightful Reports:** Your dashboard keeps you connected to the impact you're making.
- **Free Marketing Toolkit:** We equip you with materials to promote your prayer line.
- **Optional Volunteer Training:** Scripture-based prayer training is available to strengthen your own teams because "He gave...to equip the saints for works of ministry and to build up the body of Christ." (Ephesians 4:12).
- **Confidential & Compassionate:** Every caller is treated with dignity and care.
- **Effective Outreach Tool:** Helps live out your mission and ministry.

"The support has been fantastic and the programs easy to work with, very user friendly. We have seen a rise in the prayer life of the congregation. In handing out the cards many have had an immediate opportunity to pray with others, some with complete strangers."

— Pastor Jody Holmes, Boom Road Pentecostal Church, NB

A TRUSTED LEGACY OF PRAYER

For over 60 years, Crossroads has been a trusted voice of hope through media like *100 Huntley Street*, Canada's longest-running TV program. Behind the scenes, our Prayer Centre has quietly been supporting people through life's toughest moments—answering over 14 million prayer calls across Canada, the U.S., and beyond.

Our trained Prayer Partners are ready to support your organization with professionalism, empathy, and Spirit-led care. You can trust that every call is handled with the utmost compassion and respect.

AFFORDABLE AND ACCESSIBLE

Anyone Pray is affordable for organizations of all sizes. Whether you're a small local church or a large non-profit, there's a plan that fits your mission and your budget. Choose monthly or annual subscriptions—whatever works best for you.

READY TO CARE FOR YOUR COMMUNITY IN A NEW WAY?

If you're looking for a way to expand your ministry or care for your team, Anyone Pray is ready to partner with you. Together, we can build a growing network of churches, non-profits, schools, and businesses offering prayer support to anyone, anywhere, anytime.

Let's bring hope within reach. Tell your church or ministry. Visit [AnyonePray.com](https://anyonepray.com) to learn more—or reach out to me directly. I'd love to help you take that next step. ■

PROUD ANYONE PRAY PRAYER
PARTNER STANDING IN FRONT
OF SOUTHPORT CHURCH

A Small Town's Big Step:

HOW ONE CHURCH SPARKED A MOVEMENT OF PRAYER AND COMPASSION



Last summer, in the lakeside town of Southampton, Ontario, SouthPort Church—a congregation of about 200 led by Pastor David Baker—took a bold step. They became one of the first churches in Canada to partner with Anyone Pray, a prayer line ministry powered by Crossroads Christian Communications.

The impact was immediate. Local Rogers TV aired 30-second spots inviting viewers to call for prayer—day or night. Soon after, the local hospital requested Anyone Pray posters for their palliative care unit, recognizing the need for spiritual support during life's most vulnerable moments. Today, over 40 posters hang throughout the hospital, offering hope in places often filled with pain.

Even local businesses got involved. One shop owner, inspired by the church's step of faith, began attaching Anyone Pray cards to

customer receipts—quietly offering prayer to every person who walked through the door.

The need was real. One night at 3:30 a.m., a man named *Justin remembered the card a friend had given him. Overwhelmed and alone, he dialed the number—and someone answered. That simple call became a lifeline, offering hope and pointing him toward the love of Christ.

SouthPort's "yes" is already transforming their community—proving that when prayer is made accessible, lives change in homes, hospitals, and businesses. ■

*Name changed for privacy.



Learn how
Anyone Pray is
transforming
Communities!



SHERRY STAHL ACCOUNT MANAGER, ANYONE PRAY
sstahl@crossroads.ca

LEARN MORE AT anyonepray.com

HEAR THE SOUND OF CANADIAN WORSHIP:

ROYAL ANTHEMS RELEASES *THE FIRST GATHERING*



LISTEN NOW!



BY JOEL AUGÉ,
CHIEF GROWTH OFFICER

Canada's worship movement is gaining momentum like never before. *Royal Anthems: The First Gathering* is more than an album—it's a declaration that Canada has a worship voice ready to be heard.

I've felt for too long, Canadian-written worship songs have remained in the background of global church music. Despite Canada being the third-largest market for worship music worldwide, no homegrown songs have reached the CCLI Top 50. That's changing. Royal Anthems began as a national songwriting initiative, and after an incredible first gathering of 22 worship



leaders from coast to coast, the movement is now releasing its first full album, *The First Gathering*, capturing the heart of Canadian worship.

THE BIRTH OF A WORSHIP MOVEMENT

Royal Anthems began with a simple yet powerful mission: to unite worship leaders across Canada and create songs that would

resonate in churches nationwide. The first writers camp, hosted at our Ministry Hub at the Crossroads Unity Commons building, sparked a creative revival and led to the release of 10 original worship songs—including "Thank You," also recorded in French as "Merci."

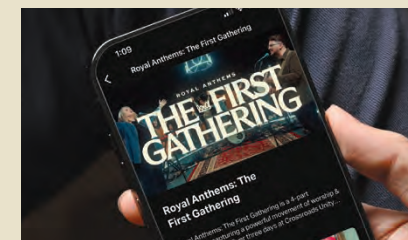
The songs quickly gained traction, generating over 1.6 million views on Instagram before the album launch. Today, Royal Anthems worship songs are being sung in over 1,475 churches worldwide, and the momentum continues to grow.

In May 2025, the second Royal Anthems writers camp will return to the Ministry Hub at Crossroads Unity Commons in Burlington, Ontario—gathering new voices and building on the wave of revival rising through Canadian worship.

NOW ON YOUVERSION: WORSHIP AND THE WORD

Royal Anthems has also expanded into digital discipleship through a new 4-part worship miniseries now available on the **YouVersion Bible App**. Featuring behind-the-scenes moments from the first songwriting camp, this devotional series brings the stories and spirit of *The First Gathering* to a global audience.

With YouVersion installed on over 875 million devices worldwide, this partnership is amplifying Canada's worship voice and inviting believers everywhere to experience the sound of revival rising from the North.

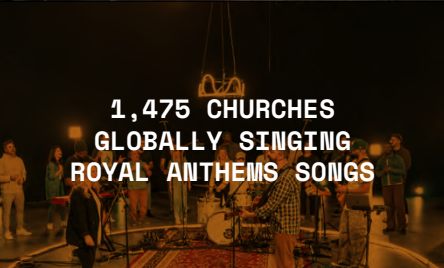




50 SONGWRITERS
ACROSS TWO
SONGWRITING CAMPS



RELEASED 10 SONGS
+ 4 LIVE MUSIC VIDEOS



1,475 CHURCHES
GLOBALLY SINGING
ROYAL ANTHEMS SONGS



1.6M INSTAGRAM VIEWS
IN THE PAST YEAR



PARTNERSHIP WITH
YOUVERSION BIBLE APP

HOW YOU CAN BE PART OF THE MOVEMENT

Royal Anthems is more than a music project—it's a movement. Whether you're a worship leader, pastor, or passionate believer, here's how you can join in:

- **Listen to the Songs** - stream on popular streaming services like Spotify, Apple Music, and more.
- **Sing the Songs** - Introduce Royal Anthems songs in your church worship sets.
- **Watch the YouVersion Series** - Use it for personal reflection or with your worship team.
- **Follow and Share** - Stay connected and help spread the word through social media.
- **Support the Movement** - Through Crossroads' Ignite Hope: Power in Unity campaign, you can help disciple worship leaders and grow this national revival.

THE FUTURE OF WORSHIP IN CANADA

For decades, I've watched Crossroads pioneer faith-based media that unites and strengthens the Church. That legacy began in 1962, with its very first broadcast from Pembroke, Ontario—featuring Norma-Jean Mainse and her brothers, the Rutledge family. Though I wasn't there at the beginning, I've seen the ripple effect of that moment shape lives, families, and faith across the nation.

Royal Anthems continues this legacy—discipling worship leaders, writing new songs, and amplifying a national sound rooted in faith, unity, and purpose.

The release of *The First Gathering* is just the beginning. As new voices rise and more churches unite in worship, Canada's spiritual sound is no longer hidden—it's rising with strength and purpose, ready to impact the world. ■

LISTEN TO ROYAL ANTHEMS: *THE FIRST GATHERING*
AND JOIN THE MOVEMENT AT royalanthems.com

ROYAL ANTHEMS

FULL-LENGTH DEBUT WORSHIP ALBUM



The First Gathering

ALL SONGS WRITTEN AT THE FIRST ROYAL ANTHEMS WRITING CAMP

01 GOOD GOOD DAY / 02 ONLY YOU / 03 CAPTURE MY HEART / 04 WE WILL NOT FORGET YOUR WAYS /
05 THERE IS A CLOUD / 06 BE ENTHRONED / 07 GREAT IS THE LORD / 08 HOW GREAT THE LOVE
09 GRACIOUS KING / 10 THANK YOU / 11 MERCI / 12 GOOD GOOD DAY (LIVE)

Apple MUSIC Spotify music Music DEEZER

OUT
MAY 2



BY crossroads.

Crossroads Ministry Hub at Crossroads Unity Commons

WHERE FAITH MEETS POSSIBILITY



BY MELISSA MCEACHERN,
COO & CCO
CROSSROADS
& YES TV

Step into the Crossroads Ministry Hub - a vibrant faith community nestled within Crossroads Unity Commons, the landmark building established by Crossroads Christian Communications Inc. in 1998.



COWORKING OFFICE SPACE
& MEETING ROOMS

Strategically located at the junction of the 403/QEW highway, this distinctive destination is now owned and operated by YES TV, with Crossroads continuing as a valued tenant, honouring a legacy of impactful media, ministry, and community service.

Our desire is to create a thriving Christian ministry hub, bringing together faith-based organizations in a space where they can connect, collaborate, and amplify their Kingdom impact. This vision drives our growth strategy as we welcome more ministries into our community while expanding our reach through the varied spaces available within Crossroads Unity Commons - from professional offices to event and meeting rooms with production studios, and contemporary coworking areas.

The Crossroads Ministry Hub offers a distinctive environment that nurtures ministries and faith-based organizations who seek more than just office space - they desire inspiration, connection, and spiritual alignment. Several Christian ministries have already made the Hub their home, pursuing their unique callings while remaining connected to a broader ecosystem of like-minded organizations. We've intentionally created an environment where ministries can flourish alongside other faith-focused initiatives - united through shared values and complementary missions.



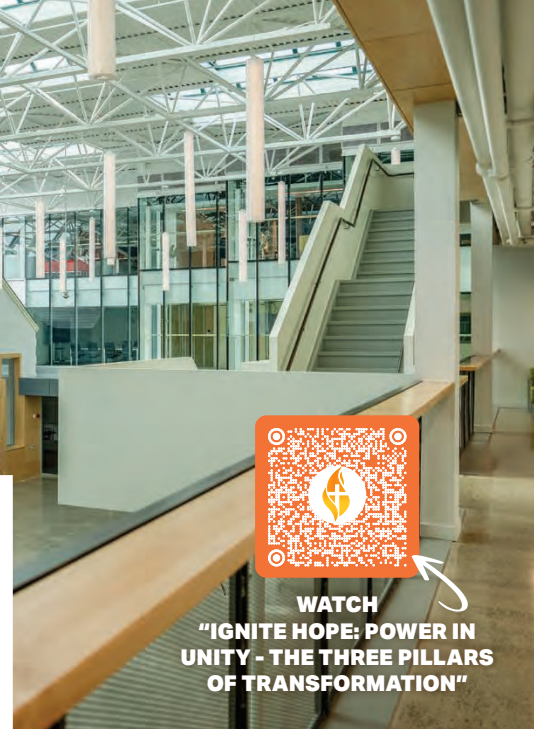
TV & PODCAST STUDIOS



CONFERENCES & WEDDINGS

Beyond dedicated ministry workspaces, the Crossroads Ministry Hub hosts transformative gatherings, including ministry camps, conferences, weddings, church services, and more. Our adaptable spaces and modern amenities within Crossroads Unity Commons create the perfect backdrop for your ministry's most important moments. Whatever your vision - leadership retreats, community celebrations, worship services, or focused prayer sessions - we help bring it to life.

Our state-of-the-art production studios continue the building's original media legacy, serving ministries and Christian content



WATCH
"IGNITE HOPE: POWER IN
UNITY - THE THREE PILLARS
OF TRANSFORMATION"

creators for filming, broadcasting, and innovative faith-based media projects. This creative infrastructure reflects our commitment to excellence in communicating the gospel message through modern channels.

The Crossroads Ministry Hub is a community where faith, media, and innovation meets. We invite you to join us and discover how your ministry might grow through the unique synergies that happen here among fellow believers pursuing God's calling.

Join us at the Crossroads Ministry Hub - where your mission finds its home. ■

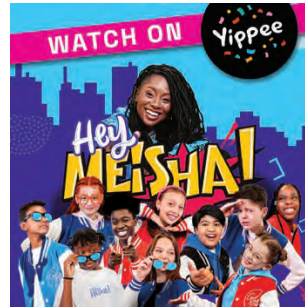
**TO EXPLORE JOINING THE CROSSROADS MINISTRY HUB,
COME TOUR CROSSROADS UNITY COMMONS. TO LEARN ABOUT EVENT
RENTALS, OFFICES FOR LEASE AND COWORKING OPTIONS
VISIT crossroadsunitycommons.com**

DISCOVER MORE!



STRONG & FREE: PRAYER MOVEMENT TOOLKIT

Help spread the message of prayer and unity with the Strong & Free Marketing Toolkit—featuring slides, posters, printables, and more to engage your church or community. Download your free toolkit today at crossroads.ca/forcanada and be part of uniting Canada in prayer.



HEY MEISHA! AND THE GOOD NEWS KIDS

Expands its reach with Season 2 now streaming on Yippee TV! With 29 episodes full of music, comedy, and Biblical truths, this vibrant series inspires young viewers through worship, faith lessons, and fun-filled stories every Saturday on YES TV.

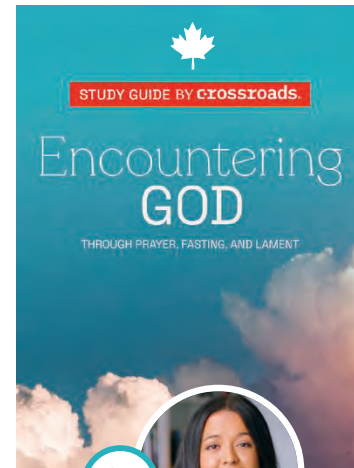


CANADA'S YES TV APP

Experience the best in uplifting entertainment with Canada's YES TV App! Livestream exciting game shows, inspiring lifestyle content, heartwarming series, and powerful faith-based programming - including *100 Huntley Street* and *See Hear Love!* Enjoy exclusive on-demand shows anytime, anywhere in Canada - all here for you!

BIBLE STUDIES

Discover how our Canadian-made Bible studies can transform your journey of faith, deepening your understanding of Scripture and enriching your spiritual life.



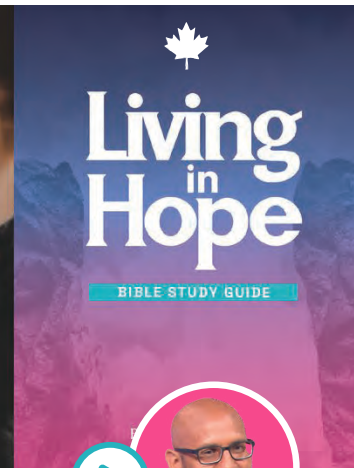
Encountering God

This spiritual series explores prayer, fasting, and lament through *100 Huntley Street* videos and Dorielis Avilan's teachings, fostering Scripture-based dialogue to deepen faith, embrace unanswered prayers, and cultivate a closer relationship with God.



The Power of Praying the Lord's Prayer

This 5-session study with Pastor Robbie Symons explores prayer as worship and dependence on God, focusing on God's longing for prayer, Kingdom petitions, daily reliance, forgiveness, and divine protection through *100 Huntley Street*.



Living In Hope

Living in Hope, a 6-part series hosted by Shady Farag, inspires through biblical lessons and real-life stories of overcoming. Co-produced by Crossroads and Land of Hope, it premiered in Fall 2024, in English and Arabic.

DOWNLOAD FREE BIBLE STUDY GUIDES AND VIDEO SERIES AT crossroads.ca



Warm up your marriage on a Caribbean Cruise alongside Ron and Ann Mainse from the marriage TV show, *A BETTER US!* More info and great rates available online now at ABETTERUS.TV

Strong and Free:

UNITED IN PRAYER FOR CANADA

*"He shall have dominion also from sea to sea,
and from the river unto the ends of the earth."*

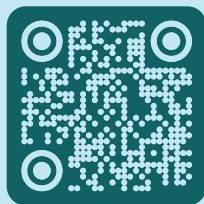
- PSALM 72:8

Let's stand together.



Canada is at a pivotal moment. As challenges arise, believers are uniting in prayer. Crossroads and 100 Huntley Street invite you to join Strong & Free: United in Prayer for Canada — a movement calling Christians to stand together in faith.

Together, let's seek God's wisdom, healing,
and direction for our nation.



JOIN THE MOVEMENT: [CROSSROADS.CA/](https://crossroads.ca/forcanada)**FORCANADA**

crossroads®

**100
HUNTLEY
STREET**