



Impact Report

FISCAL YEAR ENDING AUGUST 31, 2024

United in Christ: Growing a
Legacy of Faith From Coast to Coast

crossroads®

“Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.”

Galatians 6:9

BOARD OF DIRECTORS

STEVAN NOVOSELAC

Chairman
Retired lawyer
and Partner
with Gowling WLG
(Canada) LLP

PAUL HAZZARD

General Manager,
Southpoint Equipment
(Joined 2025)

SHAWN KNIGHTS

Lawyer/Owner
of Knights Law
Professional
Corporation
(Departed 2024)

AUGUST KONKEL

Professor of Old
Testament,
McMaster Divinity
College

TANIA MEIKLE

Co-Lead Pastor,
Kingdom House
Christian Centre

LISA PAK

Director of Global
Engagement, Finishing-
The-Task, (Saddleback
Community Church)
(Departed 2025)

PAMELA SHAW

Vice Chair
Community
Engagement
and Philanthropy

JOSIAH SHELLEY

Partner, ForwardPath AI
and Managing Partner,
Shelley Ventures
(Joined 2025)

ARNOLD SMALL

Former Owner,
Home Hardware
Building Centre

MANAGEMENT

KEVIN SHEPHERD

Chief Executive Officer,
Crossroads & YES TV

MICHELLE POMMELLS

Chief Strategy Officer,
& Chief Development
Officer, Crossroads
& YES TV
(Retired 2025)

MELISSA MCEACHERN

Chief Operating Officer
& Chief Content Officer,
Crossroads & YES TV

MIKE VAN SLINGERLAND

Chief Development
Officer, Crossroads
(Joined 2025)

JOEL AUGÉ

Chief Growth Officer,
Crossroads & YES TV

JEFF HOGAN

Chief Financial Officer,
Crossroads & YES TV

Message from our CEO

This year, we've seen what it truly means to ignite hope through the power of unity. Amid global unrest, a shifting media landscape, and spiritual hunger across our nation, your partnership has helped us meet the moment with the message of Jesus.

In a time of growing geopolitical uncertainty, Crossroads has remained a steadfast voice of hope. Together in FY24, we've increased our outreach by 6% YOY, resulting in over 83.7 million gospel engagements across broadcast, digital, and prayer ministry. We also launched the Anyone Pray platform—empowering Canadians to intercede for one another and expanding our national culture of prayer. And in a moment worth celebrating, we answered our 14 millionth prayer call—a powerful reminder of the lives being touched every day.

Through Royal Anthems, we're now serving over 1,600 churches, uniting worship leaders across Canada to lift high the name of Jesus. And with the transition from the Castle app to the new YES TV app, our Canadian digital audience is expanding. We're bringing faith-filled content to more people than ever before.

In every challenge, God has made a way. And in every moment of impact, you've been part of the story. Thank you for standing with us to ignite hope and proclaim the gospel—across Canada and beyond.

With deep gratitude,



KEVIN SHEPHERD
CEO, Crossroads & YES TV



OUR PURPOSE

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

For over 60 years, Crossroads has been a trusted voice of Christian faith in Canada—bringing hope, healing, and truth through television, digital platforms, and 24/7 prayer care. Every day, we point people to Jesus, foster spiritual growth, and build faith-filled communities across generations and cultures.

A Charity Advancing the Christian Faith

As a registered Canadian charity, we operate under the federally recognized purpose of advancing religion—which includes educating the public about Christian beliefs and practices, and demonstrating a clear public benefit.

We fulfill this mission by:

- Producing impactful content that strengthens faith and deepens discipleship
- Telling inspiring stories that reflect the power of a Christ-centred life
- Broadcasting Bible-based teaching across national television and digital platforms
- Offering **24/7 prayer support** to up to **1,300** callers every day
- Fostering communities of faith through outreach, resources, and strategic partnerships
- Providing tangible hope through food, clean water, rescue, care, health, and education

Strategic Focus in 2024

Informed by key learnings from 2023, Crossroads aligned its efforts around four strategic priorities to maximize our mission impact throughout FY24. These areas of focus helped us respond to real needs with clarity, creativity, and compassion:

- **Inspiring Stories** – Empowering content creation that speaks to real lives and lasting hope
- **Igniting Compassion** – Developing purpose-driven leaders equipped to serve with love
- **Innovating Together** – Expanding our digital brand to reach new audiences across platforms
- **Increasing Stewardship** – Focusing our time, talent, and treasure on what matters most—at the right time, for the right reason

LAST YEAR, CROSSROADS DELIVERED 83.7 MILLION GOSPEL ENGAGEMENTS

For about the cost of a sip of coffee, your generosity fuels both reach and relationship — from quick touches that spark curiosity to longer engagements that bring people to prayer, community, and Christ.



MEETING THE GROWING NEED—AND THE CHALLENGE AHEAD

A Nation Crying Out for Hope

Canadians are facing deep emotional, spiritual, and mental health challenges—while support systems strain to keep up.

- Young adults overwhelmed by anxiety and depression
- Seniors feeling isolated and spiritually adrift
- Parents and caregivers stretched thin

Emergency rooms are flooded, with long waits for counselling. At the same time, the country faces:

- Expanding MAiD laws
- A growing housing crisis
- Rising disunity and global instability
- Threats to charitable status for Christian organizations and churches

In this climate, **Crossroads stands in the gap**—offering faith-filled media, biblically rooted encouragement, and **real-time prayer support**. We meet people where they are, with the hope and truth of Jesus.

“When I couldn’t get in to see anyone, I called the prayer line. Someone prayed with me—and it changed everything.” – Prayer Centre caller

Faith Under Review

An estimated 26,000 Christian charities serve Canadians across the country, according to the Evangelical Fellowship of Canada—including Crossroads, local churches, and faith-based organizations that provide community, food, shelter, housing, and hope.

Yet the charitable status for the “advancement of religion” is increasingly under scrutiny.

If this recognition is lost, access to Gospel programming, 24/7 prayer support, and faith-based care could be diminished—impacting ministries that millions of Canadians depend on every day.

A *Cardus* study estimates the value of religion to Canadian society at over \$67 billion annually—a vital force in our nation’s well-being.

NOW IS NOT THE TIME TO RETREAT.

It’s time to meet the need with greater compassion, clarity, and conviction. At Crossroads, we remain committed to boldly sharing the transforming story of Jesus—because:

THE GOSPEL

IS STILL CANADA’S GREATEST HOPE.



Your Impact in FY24

83.7M UP 6%

GOSPEL ENGAGEMENTS*

in almost every corner of the globe, plus hundreds of millions of impressions through organic, paid, and gift-in-kind advertising

430,119

PRAYER INTERACTIONS

through the Prayer Centre this year, 14M calls answered since 1977

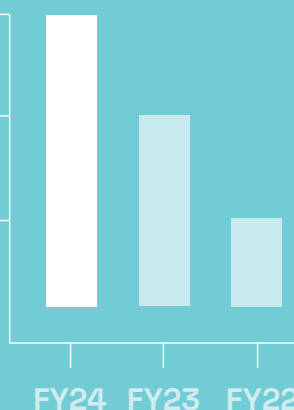
\$1.2M

invested in FY24 for
GLOBAL MISSIONS
\$51.2M since 1977

83.7M

78.9M

66.5M



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

Inspiring Stories

DAILY ENCOURAGEMENT

*Lena watches *100 Huntley Street* every morning and says the stories lift her spirit and strengthen her faith. "God uses the program to build me up and bring great encouragement."

SPEAKING UP ON MAiD

*Josie is grateful for *100 Huntley Street* addressing mental health and Medical Assistance in Dying (MAiD) which impacts her daughter. "You brought tears to my eyes. Thank you for speaking up," she said.

FREEDOM THROUGH PRAYER

*Elaine found breakthrough when she called the Prayer Line. After confronting deep unforgiveness, she now lives with peace and freedom in her heart.

HEALING FROM SURGERY

*Marsha's daughter had serious complications after surgery. Prayer turned the tide—her heart returned to normal, and healing began.

MIRACULOUS HEALING

*Marla had flesh-eating disease and faced amputation. Prayer changed everything. The infection cleared, and surgery was avoided. "God answered our prayers," said her son *Bobby.

MENTAL HEALTH BREAKTHROUGH

*Alden called for his stepson *Jones, who was in crisis. Today, he's in a safe home, thinking more clearly. "Thank you for praying us through."

UNEXPECTED PROMOTION

*Christopher asked for prayer about a new supervisor. Things improved—and he was offered a promotion. "Please keep praying for wisdom," he said.

GLOBAL BIBLE STUDY

*Tanya from New Zealand used *See Hear Love* Bible study and video resources to start a women's group. "Faith and friendship are growing—thank you!"

GRATEFUL FOR SUPPORT

"Thank you for praying with me last week when I was desperate for my new apartment. Everything worked out right on time!"

UKRAINE: HOPE IN THE HARDSHIP

A Ukrainian mother wept after receiving a care box. "We thought the world had forgotten us," she said. Your support reminded her she's not alone.

INDIGENOUS CHRISTMAS BLESSING

In a northern community, a grandmother said, "My grandkids lit up. These gifts showed us someone cares." The boxes delivered more than items—they brought dignity and love.

“

“THANK YOU FOR YOUR SUPPORT AND PRAYERS DURING THIS HEAVY SEASON. I’M SEEKING SPIRITUAL MENTORSHIP (THROUGH CROSSROADS’ WALK OF FAITH PROGRAM) TO STAY ANCHORED IN FAITH, GROW IN TRUST, AND WALK BOLDLY IN GOD’S PURPOSE.”

*ALISON



*Names and photos have been changed to protect privacy

Igniting Hope Through Global Reach

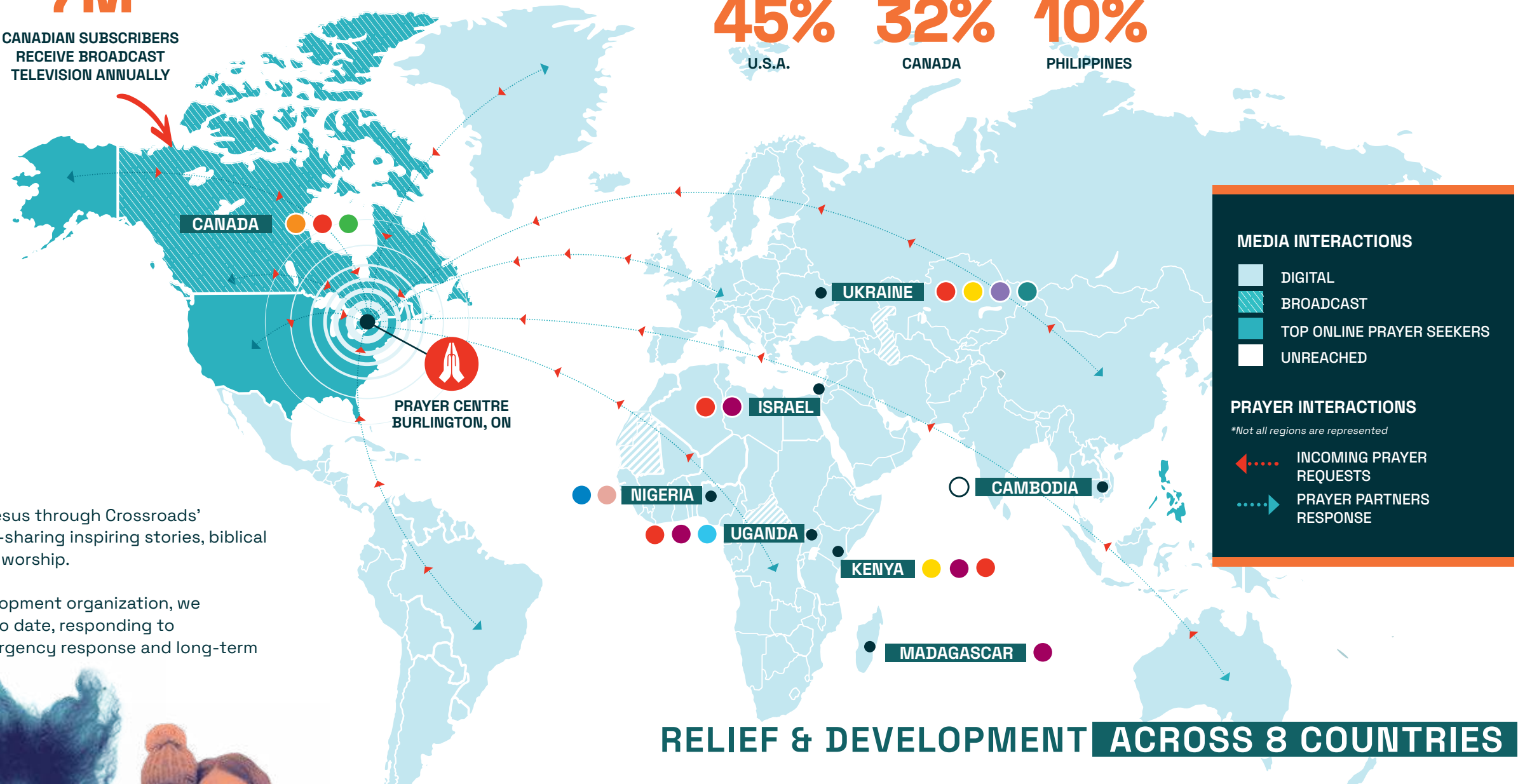
**STORIES VIEWED
IN 211 REGIONS
ACROSS THE WORLD
IN 2024**

Each month, millions encounter the hope of Jesus through Crossroads' broadcast, digital, and social media outreach—sharing inspiring stories, biblical lessons, and igniting faith through prayer and worship.

As a faith-based humanitarian relief and development organization, we have invested a total of **\$51.2 million** globally to date, responding to humanitarian crises with both short-term emergency response and long-term development projects.

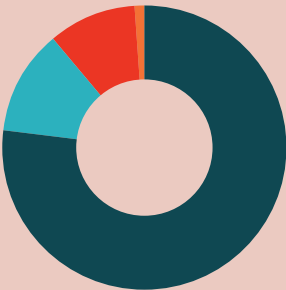


7M
CANADIAN SUBSCRIBERS
RECEIVE BROADCAST
TELEVISION ANNUALLY



How We Stewarded Your Resources in FY24

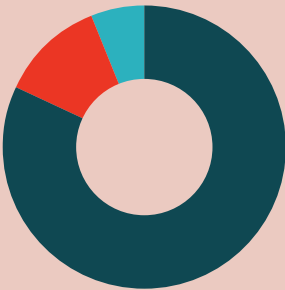
As an accredited member of the Canadian Centre for Christian Charities, Crossroads Christian Communications Inc. is committed to stewarding the finances entrusted to us with the highest integrity.



REVENUE

- GENERAL DONATIONS 77%
- GIFTS IN KIND 12%
- RELIEF & DEVELOPMENT 10%
- OTHER 1%

TOTAL REVENUE: \$12,225,539



EXPENSES

- PROGRAM ACTIVITIES 82%
- FUNDRAISING & PROMOTION 12%
- MANAGEMENT AND ADMINISTRATION 6%

TOTAL EXPENSES: \$15,074,523

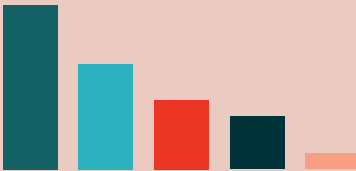
In FY24, **82%** of Expenses went to Program Activities.

PROGRAM ACTIVITIES



- MEDIA MINISTRY 62%
- PRAYER MINISTRY 25%
- RELIEF & DEVELOPMENT 13%

RELIEF & DEVELOPMENT



- FOOD & WATER 38%
- EMERGENCY RESPONSE 28%
- RESCUE & CARE 18%
- FIRST PEOPLES VOICES 13%
- EDUCATION 3%

In FY23, Crossroads received an extraordinary one-time gift from a major donor. While FY24 donations were below expenses, planned adjustments will produce a more balanced result in FY25 and beyond.

Only 15% of Relief and Development donations is applied to support management and administration of our humanitarian activities.



In cases where designated donations exceed what is needed, or project needs are met or otherwise conclude, Crossroads redirects funds to similar activities that reveal the transforming story of Jesus.

SUMMARIZED STATEMENT OF REVENUE AND EXPENSES

FISCAL YEARS ENDED AUGUST 31, 2024 (FY24) AND AUGUST 31, 2023 (FY23)

	FY24	FY23
Revenue		
Contributions		
General	\$ 9,116,566	\$ 17,017,999
Designated contributions		
Mission Funds	1,242,903	1,204,134
Debt Retirement Fund	342,000	50,100
Other income	<u>1,524,070</u>	<u>1,216,563</u>
Total	<u>12,225,539</u>	<u>19,488,796</u>

Expenses

Remuneration of personnel	8,178,727	8,094,283
Airtime and production costs	1,918,355	1,986,692
Rent, utilities and other occupancy costs	2,052,800	1,862,292
Correspondence and distribution costs	485,296	459,425
Administrative costs	508,749	499,824
Fundraising and promotion	210,769	205,330
Interest and bank charges	136,488	177,186
Other missions and programs	<u>1,040,349</u>	<u>955,825</u>
	<u>14,531,533</u>	<u>14,240,857</u>
Excess (deficiency) of revenue over expenses before undernoted items	(2,305,994)	5,247,939
Amortization	(532,908)	(844,537)
Loss on disposal/sale of capital assests	(279)	(42)
Unrealized loss (gain) on investments held for endowment	<u>(9,803)</u>	<u>3,290</u>
Excess (deficiency) of revenue over expenses for the year	<u>\$(2,848,984)</u>	<u>\$ 4,406,650</u>

Crossroads is audited annually. For FY24, Crossroads was audited by BDO Canada LLP. A copy of the auditor's report and the complete audited financial statements can be found at crossroads.ca/about/annual-reports.

The summarized statement above and the T3010 return filed annually with the Canada Revenue Agency present revenue and expenses differently. As a result, revenue and expense classifications do not match exactly, yet agree in total as they are based on the same underlying financial records.



Revealing The Hope of Jesus Through Media

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 of Jesus into their homes, streets, workplaces, schools, and institutions of our country.



Good News Kids is a biblical teaching variety show for kids, featuring Masha and the Good News Kids. This show is available to stream on the YES TV app.

See How Love's mission is to create a safe space of belonging for women. It is a community where we value authenticity, transparency, vulnerability, and encourage us to discuss challenging issues and topics and themes. It is a community where we amplify our voices and make space for our experiences and lived experiences. It is a community where we are grounded and guided by our Faith and Hope in Jesus. It is a community where we listen, learn, and grow.

As we witness God's movement in the nation, let's continue to pray for revival and for Canada to embody biblical values. Together, through the power of united prayer, we can make a significant impact and prepare to build a legacy of faith for Canada.



260
BROADCAST EPISODES
ACROSS 10 TV NETWORKS
LAST YEAR

637K
YOUTUBE
SUBSCRIBERS
(UP 16% YOY)

🇨🇦 CANADA'S CHRISTIAN TALK SHOW SINCE 1977

100 Huntley Street continues to be a unifying force in Christian media, connecting Canadians coast to coast with the transformative message of Jesus. Through compelling storytelling and on-location episodes from Newfoundland and Alberta, the program reflects the heart of Canadian faith, culture, and community.

In FY24, 100 Huntley Street addressed vital national issues—from wildfire relief efforts to conversations on affordable housing, mental health, and the growing concerns around Medical Assistance in Dying (MAiD). The program also highlighted stories of baptism, international impact through Nigeria feeding programs, and celebrated arts and culture, including special coverage of JUNO Week and gospel music nominees.

Viewers were inspired by interviews with Christian voices like Sadie Robertson and Jonathan Roumie (*The Chosen*), along with biblical insights and expert advice on topics such as anxiety—offering hope and wisdom for daily life.

100 Huntley Street airs weekdays in primetime on YES TV, with additional coverage on NTV, Global Thunder Bay, CHEK, and Miracle Channel.

Watch weekdays at 9 a.m. and 9 p.m. on YES TV or stream anytime on the YES TV App.

100huntley.com

We are Canada's longest running daily television show and the sixth longest running daily television show in the world. Authentic and interactive, 100 Huntley Street brings together the amazing stories of people who are world, leaders, celebrities, athletes, authors, or even people who have had a life-changing encounter with God.



DISTRIBUTION OF MEDIA ENGAGEMENTS



67.7%

DIGITAL
(UP 5.78% YOY)

32.3%

BROADCAST

TOP 100 HUNTLEY STREET
YOUTUBE VIDEOS BY VIEWS FY24



KORN'S BRIAN WELCH
REVEALS CHRISTIAN
TESTIMONY

100huntley
7.8M views



WHAT ANTICHRIST WILL DO IN
ISRAEL IS SHOCKING

100huntley
5.5M views



NBA PLAYER JADEN IVEY
SAYS 'JESUS IS COMING
BACK'

100huntley
3.9M views



JESUS APPEARS TO JEWISH
WOMAN

100huntley
1.9M views



DOCTOR DIES, TALKS
TO JESUS & HEARS
HEARTBREAKING MESSAGE

100huntley
1.5M views

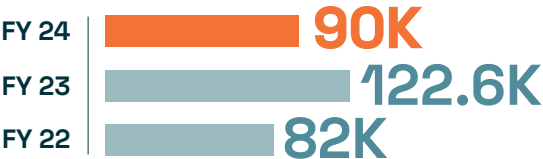


DR. BEN CARSON: 'GOD IS NOT
POLITICALLY CORRECT'

100huntley
1M views

YouTube.com/@100Huntley

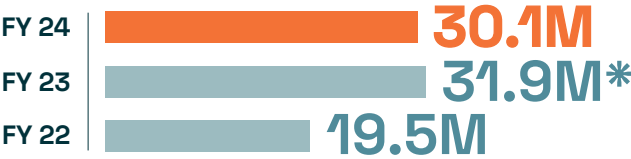
100 HUNTLEY STREET YOUTUBE:
NEW SUBSCRIBERS ANNUALLY



100 HUNTLEY STREET YOUTUBE:
WATCH HOURS ANNUALLY



100 HUNTLEY STREET YOUTUBE:
VIEWS ANNUALLY



*Changes in platform view counting methods led to restatement of prior year metrics for consistency in this report.



22 CANADIAN WORSHIP
LEADERS AND SONGWRITERS
GATHERED

16 ORIGINAL SONGS
WRITTEN AT FIRST
SONGWRITING CAMP

In FY24, **Royal Anthems** hosted its first songwriting camp at the **Crossroads Unity Commons** in Burlington, ON. **Twenty-two** worship leaders from diverse church backgrounds across Canada gathered for a time of prayer, worship, and collaboration—co-writing **16** original songs, capturing **4** live music videos, and releasing **4** debut singles that summer. By Spring 2025, Royal Anthems music has been accessed by over **1,600 churches globally**, including a YouTube cover of Thank You from a church in Jakarta, Indonesia—evidence that a sound born in Canada is now echoing worldwide.

royalanthems.com



42
NEW EPISODES
(TV/PODCAST) & 12
KEYNOTE SPEAKING
EVENTS

20%↑
YOUTUBE
VIEWS
UP YOY



In FY24, *See Hear Love* sparked inspiring discussions among women on topics including **Unknown Women of the Bible** (1,500 Bible study downloads), **Necessary Endings** and **New Beginnings**, **Navigating Through Perimenopause and Menopause**, and more.

Melinda Estabrooks reached over 1,500 women across Canada through conferences, university talks, and *See Hear Love* events—sharing her powerful message that women are seen, heard, and deeply loved by God, and inviting them to foster a culture of belonging.

Watch *See Hear Love* Mondays at 9:30am & 9:30pm on YES TV and the YES TV App—also airing on CHEK, Miracle Channel, and follow on podcast and social media.

seehearlove.com

GROWING AUDIENCES
ON DIGITAL PLATFORMS



In FY24, **Hey Meisha!** continued to disciple and delight young viewers with the release of **Season 2** on Yippee TV and YES TV. The Crossroads-produced series added **29** new episodes, blending vibrant entertainment with faith-based teaching. This expansion allowed more children and families across Canada and beyond to engage with Bible truths in a fun, relatable way—planting seeds of faith in the next generation.

HeyMeisha.com



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

Join hosts Ron and Ann Mainse for a weekly broadcast that gives couples hope for everyday life. **Facebook followers increased 65%** this year—come see why!

Watch on Thursdays at 9:30am/pm on YES TV or the YES TV app.

ABetterUS.tv



Crossroads partnered with Land of Hope to produce **Living in Hope**, a 6-part TV series featuring evangelist Shady Farag. Exploring biblical stories of faith through adversity, the series aired in **English and Arabic** on YES TV and SAT-7, reaching audiences in Canada and the Middle East.

A free Bible Study Guide in both languages helped viewers go deeper in their faith.

crossroads.ca/LivingInHope



CROSSROADS' PROGRAMS ARE AVAILABLE TO WATCH FOR FREE ON THE NEW YES TV APP, MAKING OUR MINISTRY PROGRAMS ACCESSIBLE TO ANYONE IN CANADA WITH AN INTERNET OR DATA CONNECTION.

Transforming Hearts Through Prayer

SINCE
1977

14M

PRAYER CALLS
ANSWERED

127,633

RECORDED SALVATIONS
AND REDEDICATIONS

1,025,516

HOURS OF VOLUNTEER
PRAYER MINISTRY



Crossroads’ dedication to prayer care remains steadfast and available at all hours. Through our 24/7 prayer line, we have offered a vital source of comfort and guidance to individuals reaching out for hope and encouragement.

By providing heartfelt prayers and a rich array of biblical resources, we have empowered countless individuals to deepen their faith and grow spiritually—equipping them to navigate life with renewed strength and purpose. These tools have played a key role in strengthening community connections and fostering personal transformation.



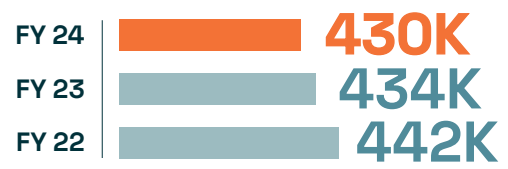
CROSSROADS PRAYER CENTRE VOLUNTEERS ANN JOHNSTON AND JAMIE NAYAK RECEIVE RECOGNITION FOR THEIR MANY YEARS OF DEVOTED SERVICE.

A MIRACLE BEHIND THE LINES

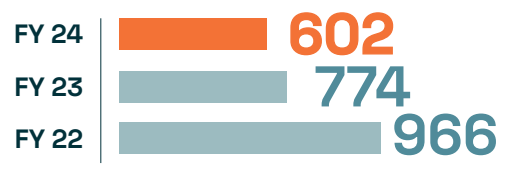
In FY24, Crossroads’ 24/7 Prayer Centre faced a critical moment. With just 30 days’ notice, we were informed our phone provider had been sold—and costs were about to **triple**.

For a ministry that had served nearly **14 million people at that time**, the surprise increase would have been **unsustainable had we not already been preparing for what came next**.

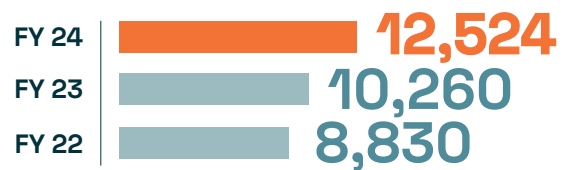
PRAYER INTERACTIONS ANNUALLY (CALLS, EMAILS, CHATS, MAIL)



LIVES DEDICATED TO JESUS THROUGH THE PRAYER LINES ANNUALLY



WALK OF FAITH MENTORSHIP PROGRAM SUBSCRIBERS CUMULATIVE



ACTIVE PRAYER PARTNER VOLUNTEERS



Thanks to God’s provision, proactive planning, and a faithful partner who believes in the mission, our team had already begun **modernizing equipment** and building a custom, in-house call platform. Just in time, we flipped the switch—seamlessly continuing prayer support for those in need.

That launch marked the beginning of the **Anyone Pray** platform—expanding our reach and empowering more believers to stand in the gap through prayer.

It was no coincidence. This moment affirmed God’s leading and renewed our team’s sense of mission and momentum. ■



Meeting the Need for Prayer in a Post-Pandemic World



At Crossroads, we believe no one should ever have to pray alone. That's why the Crossroads Prayer Centre—open 24 hours a day, 7 days a week—has been the heartbeat of our ministry for over four decades. Every call is a sacred connection, offering a listening ear, a compassionate heart, and an invitation for God's presence to enter life's hardest moments.

In recent years, God stirred our hearts to do more. Following the COVID-19 pandemic, anxiety and loneliness have reached epidemic levels in Canada. Churches and ministries are seeing rising needs, but struggling to keep up. The Flourishing Congregations Institute reports 40% of Canadian pastors have seriously considered stepping away due to burnout. While the desire to care for people has never been greater, the capacity to do so has never felt more stretched.

At the same time, Crossroads was experiencing a challenge of our own: the Prayer Centre's legacy technology wasn't built to scale with the growth we envisioned. We needed to innovate to meet the need.

That's when we launched Anyone Pray—a ministry overflow solution and outreach tool powered by Crossroads Prayer Centre.

Anyone Pray launched in FY24 as a soft pilot with six churches. It offers organizations—churches, nonprofits, schools, and even businesses—the ability to open their own dedicated 24/7 prayer line, with all calls answered by Crossroads' trained prayer volunteers.

Each subscriber partner receives a unique phone number, customized prayer cards and posters, and ongoing support. Their community gains 24/7 spiritual care. Their leaders gain peace of mind, knowing someone is always there to respond with compassion and prayer.

By Spring 2025, Anyone Pray has grown to **41 subscriber partners—39 in Canada and 2 in the U.S.A.**—and the impact is spreading:

- A business owner began stapling prayer cards to customer receipts.
- A hospital requested posters for palliative care units.
- A community TV station began airing Anyone Pray prayer line spots.

Behind the scenes, we built and launched a new custom prayer platform—designed from the ground up to handle high call volumes, route calls



“I’M GOING TO PUT THE NUMBER ON A SHIRT—SOMEONE’S BOUND TO ASK ABOUT IT. THEN I CAN TELL THEM ABOUT THIS INCREDIBLE SERVICE AND MAYBE, JUST MAYBE, HELP BRING THEM CLOSER TO GOD.”

- VOLUNTEER,
SOUTHPORT CHURCH,
SOUTHAMPTON, ON

securely, and empower our prayer team with real-time tools. This technology now powers all Anyone Pray lines and the entire Crossroads Prayer Centre.

We also celebrated our 14 millionth prayer call and welcomed new volunteers—trained and ready to stand in the gap for others.

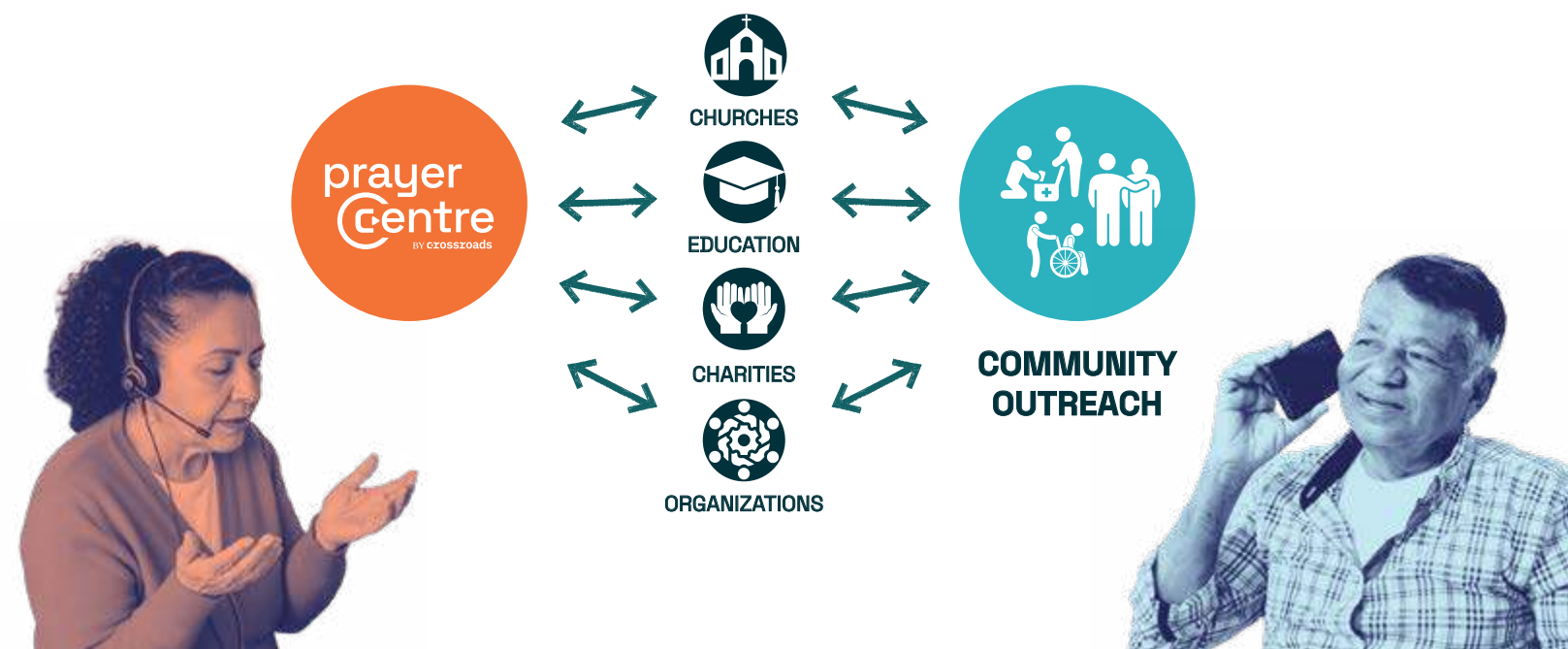
We're just getting started.

Anyone Pray is opening doors across Canada for people to experience the presence of God through prayer. And because of your support, more Canadians now have someone to go to God with—day or night.

In a hurting world, this ministry is a living reminder: You are not alone. Prayer is always within reach. And yes—anyone can pray. ■

anyonepray.com

ANYONE PRAY PATHWAY



Igniting Compassion Through *Relief & Development*



Crossroads Cares provides missions-minded viewers with meaningful opportunities to support people in need. In FY24, generous donors gave **\$1.2 million** in response to urgent crises, including the ongoing war in Ukraine, drought-related hunger in Madagascar, and flood relief in Kenya. Faithful supporters also continued to give toward our ongoing projects, such as clean water initiatives and feeding programs.

crossroads.ca/cares

CHANGING LIVES IN UGANDA

\$251K HELPED CONSTRUCT AND FURNISH A 2-CLASSROOM BLOCK FOR **60+** PRESCHOOLERS, FED **500+** CHILDREN FOR A YEAR, AND GAVE **14,500** PEOPLE ACCESS TO CLEAN DRINKING WATER IN **19** COMMUNITIES



RESCUE FROM HUMAN TRAFFICKING IN CAMBODIA

50

WOMEN HELPED THROUGH CRITICAL PROGRAMS SUPPORTING PREVENTION, PROTECTION, RETURN, AND RESTORATION FOR SURVIVORS



STANDING WITH UKRAINIANS

\$146K+ SUPPORTED DISPLACED FAMILIES WITH TRANSPORTATION, FOOD PACKAGES, SHELTER, MEALS, AND HYGIENE SUPPLIES, HELPING **16,800+** PEOPLE, ALONG WITH MINISTERING TO **650** ORPHANS



FIRST PEOPLES VOICES

51

INDIGENOUS COMMUNITIES CARED FOR ACROSS CANADA

\$12,400

IN CHRISTMAS GIFTS, WINTER GEAR, AND MEALS—BRINGING CARE TO COMMUNITY MEMBERS, INCLUDING THOSE LIVING ON THE STREETS

200+

CHILDREN AND YOUTH WERE IMPACTED THROUGH CAMPS AND PROGRAMS

FAMILY GARDENS OFFERED FRESH PRODUCE, AND **2** SASKATCHEWAN COMMUNITIES RECEIVED YEAR-ROUND SUPPORT

Less than 500 years ago, the on Peoples. The Indigenous people unique relationship with our country, but also new chapters of healing.

Together, through our shared love of life, can be a blessing with us.

YOUNG INDIGENOUS GIRL ATTENDING A SUMMER FESTIVAL IN MASCKWACIS, AB



CROSSROADS CARES PARTNERS WITH JASON JOHNSON TO MINISTER TO CHILDREN THROUGH A SUMMER SPORTS CAMP IN SANDY BAY, SK.

2,480 PACKETS OF SEEDS WERE DISTRIBUTED TO SUPPORT FAMILY GARDENS, WITH A TOTAL VALUE OF \$8,391

OVER **897+** CHRISTMAS MEALS WERE SERVED TO INDIVIDUALS AND FAMILIES IN NEED

CHILDREN'S SPORTS EQUIPMENT WAS DELIVERED TO **10** COMMUNITIES IN EASTERN CANADA, ENCOURAGING HEALTHY ACTIVITY AND CONNECTION

5

CHILDREN DEDICATED THEIR LIVES TO JESUS





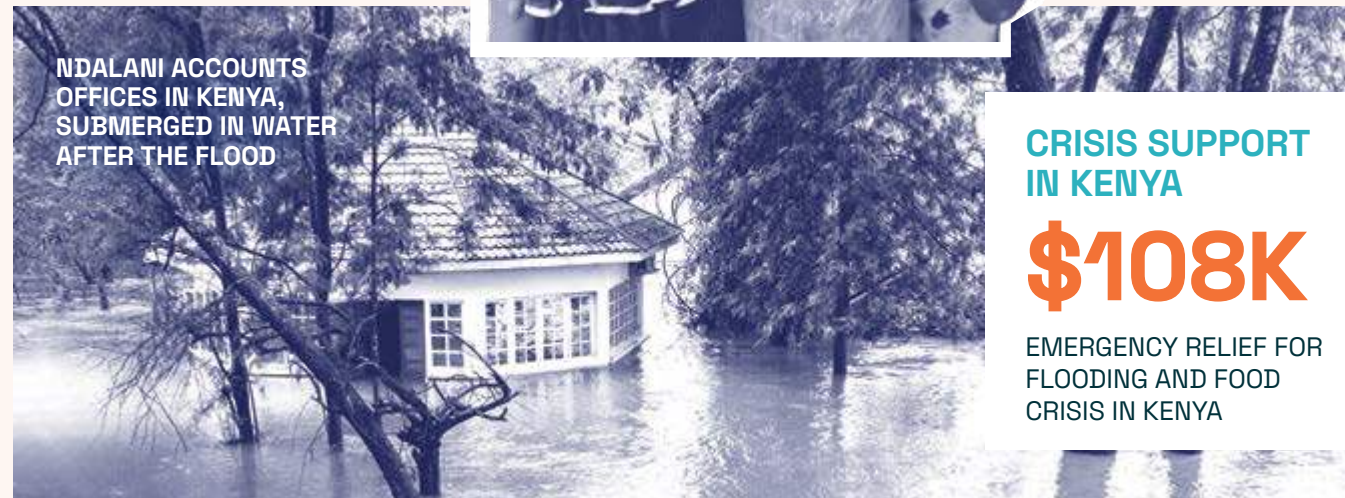
EMERGENCY FOOD FOR MADAGASCAR \$206K

PROVIDED A FEEDING PROGRAM TO 2,000+ PEOPLE FACING STARVATION DUE TO ONGOING DROUGHT CONDITIONS

Your outpouring of support serves as a beacon of hope, demonstrating the power of compassion and being the hands and feet of Christ in addressing urgent humanitarian challenges. It underscores the profound impact that collective action and empathy can have in alleviating the suffering of those most vulnerable to times of crisis.



NDALANI ACCOUNTS OFFICES IN KENYA, SUBMERGED IN WATER AFTER THE FLOOD



CRISIS SUPPORT IN KENYA \$108K

EMERGENCY RELIEF FOR FLOODING AND FOOD CRISIS IN KENYA

CARING FOR THOSE ADVERSELY AFFECTED BY THE ISRAEL–MIDDLE EAST WAR

\$201K

PROVIDING 73,000 HOT MEALS, FRESH PRODUCE AND NEEDED SUPPLIES IN ISRAEL



We're providing nutritious meals, fresh produce and needed supplies to those adversely affected by the Israel–Middle East war, channeled through local associations. Our goal is to ensure that the elderly and homeless receive the sustenance they require during these trying times.

YEAR ONE UPDATE

Ignite Hope

POWER IN UNITY

When We Are Brought to Complete Unity, the World Will Know...



Canada is experiencing deep spiritual and cultural fragmentation. Many believers feel isolated, churches are stretched thin, and ministries often work in silos—limiting our collective impact. Without unity in prayer, worship, and innovation, the witness of Christ's love risks being diminished. In May 2024, Crossroads launched the 3-year vision campaign **Ignite Hope: Power in Unity**—uniting believers through prayer, worship, and innovation, based on John 17:23.

Year 1 Highlights

- **Anyone Pray:** 41 new ministries subscribed to 24/7 prayer lines; 89 new volunteers mobilized.
- **Royal Anthems:** 11 original songs released, a national songwriting camp held, and a YouVersion miniseries launched.
- **Ministry Hub at Crossroads Unity Commons:** A centre for innovation where multiple ministries engaged with new office, studio, and event space.



Together, supporters helped us raise **\$1.92M—96% of our Year 1 goal!**

As we move into Year 2, our \$4M goal will expand prayer ministry through *Anyone Pray*, unite more worshippers through *Royal Anthems*, and foster innovation and collaboration at the *Ministry Hub at Crossroads Unity Commons*.

LEARN MORE



Will you join us on the Pathway to Unity?

crossroads.ca/ignitehope



crossroads®

Unite for Jesus

Together, we ignite hope and share the love of Christ with a world in need.

Whether you give, become a monthly partner, volunteer your time, or pray alongside us, you're helping Crossroads reach people with hope, healing, and the message of Jesus. Together, we're building a movement of faith that transforms lives.



crossroads.ca
1-800-265-3100

Anytime. Anywhere. We're here for you. Call our 24/7 Prayer Line 1-866-273-4444

