

2022



I am Crossroads



ANNUAL REPORT

CROSSROADS



I am Crossroads

Crossroads of Michigan is a nonprofit organization founded in 1971 by the late Reverend James A. McLaren upon witnessing countless people in Detroit who did not have access to the same resources as others. “Love, and then go where love demands” guided him into building one of the oldest nonprofits in the region that remains 52 years later. Many of the resources provided to clients then are the same resources we provide today. This has enabled us to develop a mastery that very much defines us to the community. His quest to provide dignity and respect to all people is the crossroads of how we shine. It is also the impetus for our work today that focuses on an innovative, human-centered approach to reducing poverty and affecting lives that is complemented by robust resources and unwavering care. We are Crossroads.

Photos courtesy of Rod Arroyo

1,500 NEW CLIENTS IN 2022

EXECUTIVE DIRECTOR MESSAGE

We entered 2022 much the same way the rest of the world did, with uncertainty, transition, and anticipation. We concluded the year with gratitude, clarity, and inspiration. We found a strength in each other, and we transformed that strength into being more impactful with clients, able to create better relationships with all stakeholders, a more durable and flexible operation, and new program opportunities that are attracting investment into social solutions. The contents of this report will show you how we did it and what we were able to create from it.



As our friends and our community, you've supported this success, and we've honored your trust by cutting our administrative expenses nearly in half, more than doubled the number of clients we served, attracted nearly 30% new revenues, and added 400% more volunteers and interns, and several new distinctive partnerships. This was made possible by a talented and mission-focused internal team and volunteers who inspire me every day.

In late 2022, after much research, observation, and testing, we finalized a new approach to helping people in poverty that combines resources with more intentional relationships. Our Human-Centered Poverty Reduction plan is designed to arrest generational poverty, coach towards permanent employment, and increase stability within our clients. These three innovative signature programs will define our work in how we help to reduce personal crises in 2023 and beyond.

This first year for me as Executive Director has been exhilarating and very purposeful. I've taken the time to read, listen and learn about Father McLaren and the gift he made for all of us. His intentions remain with us today and I am inspired to strengthen them. I honor his footsteps by following and caring for them which has resulted in me now feeling that I, too, am Crossroads.

Handwritten signature of Bill Sullivan

BILL SULLIVAN

RESOURCES

Poverty is a reversal of evolution.
Solving for poverty is the highest honor
of human respect.

I am Crossroads

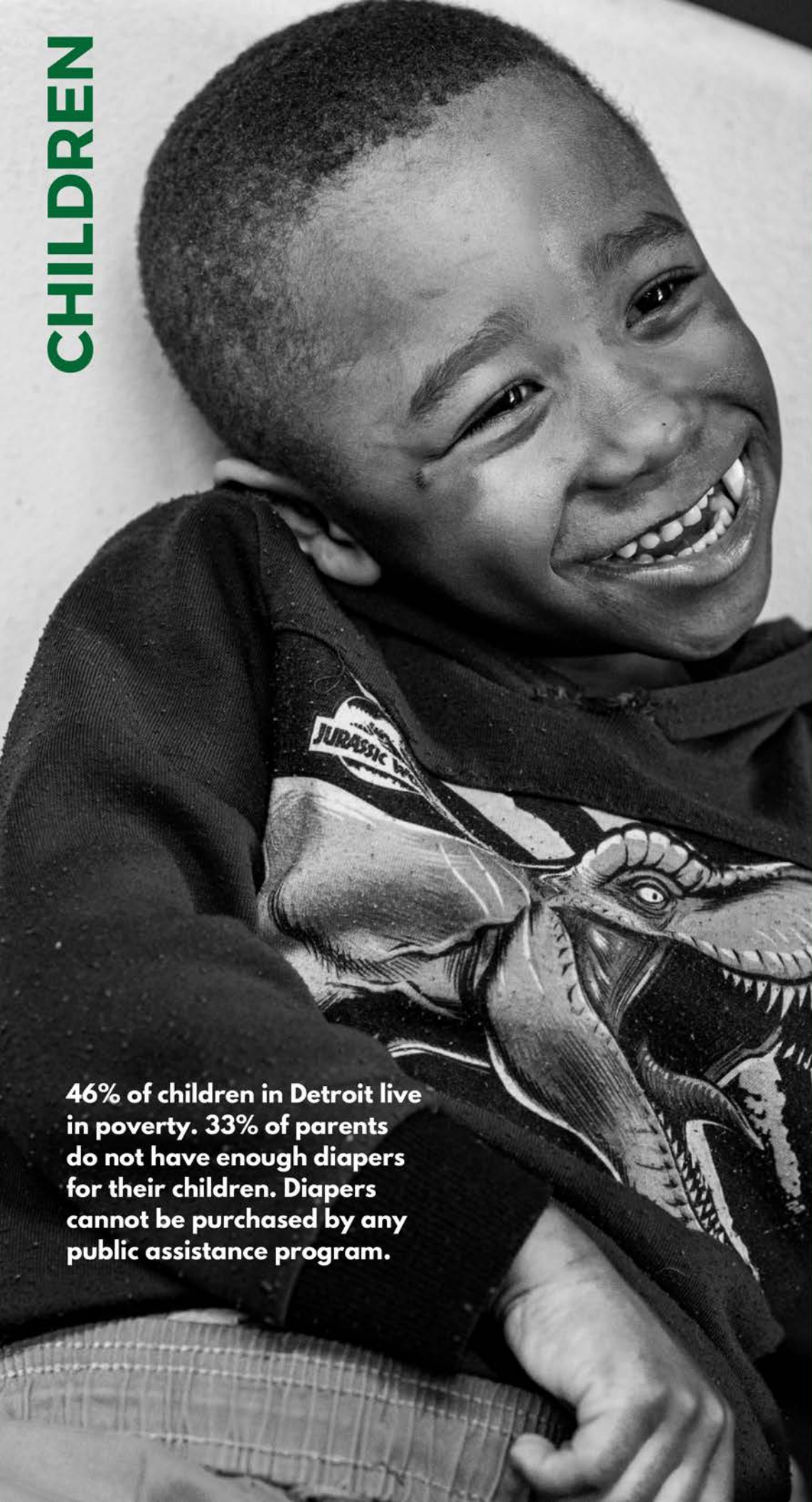
390,000+
meals from our food pantry

1,325
Birth certificates for housing

#1 need
affordable housing

12,000+
bus tickets to manage life

CHILDREN



We will never succeed
at changing the future
if we only serve adults.

I am Crossroads

46% of children in Detroit live
in poverty. 33% of parents
do not have enough diapers
for their children. Diapers
cannot be purchased by any
public assistance program.

2.6k
summer lunch
meals

85k
Diapers
distributed

200+
parents receiving
weekly support

FOOD

Crossroads of Michigan has seen a 61% increase in food requests. We are the only place to get emergency food 6 days a week within a 3-mile radius.

18,000
Meals served in 2022

242,000
pounds of food donated

1/2 million
pounds of food distributed

If you ever doubt your ability to change someone's life, feed them when they're hungry and you will forever remove the doubt.

I am Crossroads





VOLUNTEERS

Crossroads of Michigan sees volunteers as special people who are aware of their caring power and want to activate it in a meaningful way to change lives. This becomes a responsibility to us as it is a gift to nurture someone's love. We create volunteer opportunities based upon the purpose they're seeking in their lives, and this unique approach has resulted in us making many lifelong friends who are as important to us as our clients are to them.

1,400
volunteers

5X
increase in volunteers

40
academic interns in 2022

IMPACT STORIES

Client: Jamie

Navigator: Shaun

Presenting Problem: Homeless, No ID, Not able to work.

Outcome: Empowered Transformation

Jaime was ready to change his life so he turned to us for help. Upon helping him acquire his birth certificate, bus tickets to job interviews, then a work uniform, he now has a permanent home and is employed. As with any client, we went a step further and helped him furnish his new home.

Client: "Dan"

Navigator: The Village

Presenting Problem: Homeless

Outcome: Empowered Compassion

Our Impact Success program harnesses the collective caring power of our staff, leveraging personal and professional networks to find scarce resources to increase client stability beyond traditional case management. Dan was client #1 and within 3 weeks he went from homelessness to fully furnished permanent housing, weekly financial coaching, weekly therapy, and an actionable plan to maintain and increase long term stability.

Client: Melvini

Navigator: Eric

Presenting Problem: Homeless, No ID, Limited Access to Services

Outcome: Restored Dignity and Love

Melvini needed help accessing essential benefits and services that we provide every day. We work with Melvini frequently. She was very appreciative of the resources but was most struck by her feeling of working with our staff. She confided in us that Crossroads is the only place she can go to feel loved.

Client: Belle

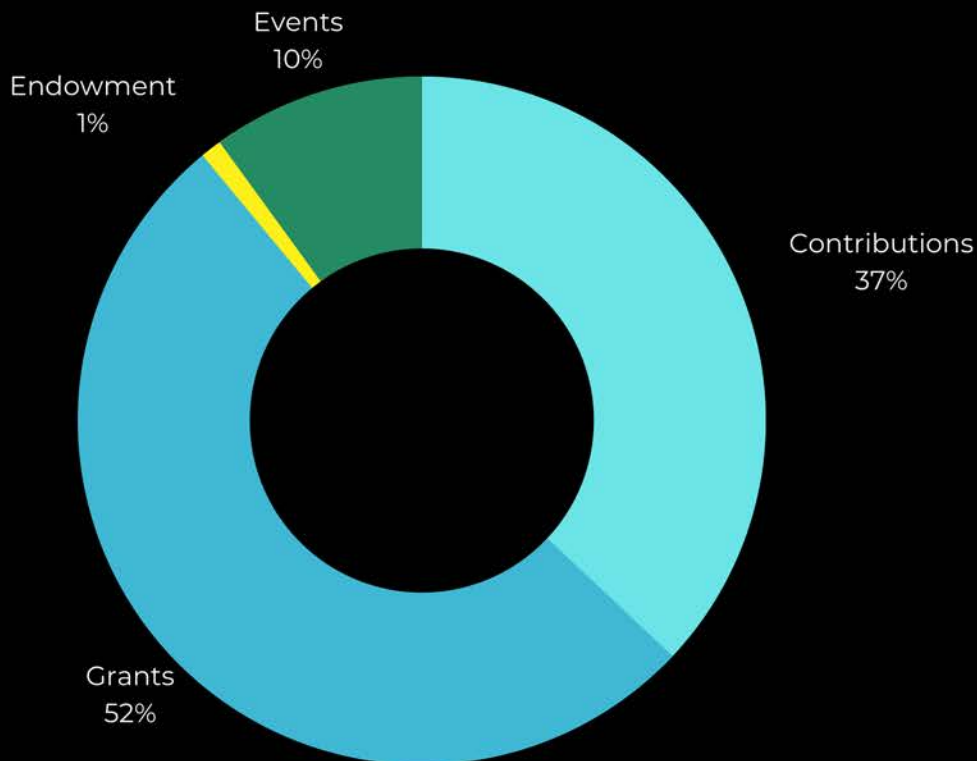
Navigator: Tina

Presenting Problem: Unemployed, No Income, No ID

Outcome: Empowered Parenting

Belle came to us with her children and was unemployed and in a high-risk pregnancy. She was seeking our support to acquire housing because she heard we are good at restoring ID. Tina introduced her to our other programs that resulted in food, clothing, and becoming enrolled in our parenting program that lessened the pain Belle feels every day.

2022 INCOME

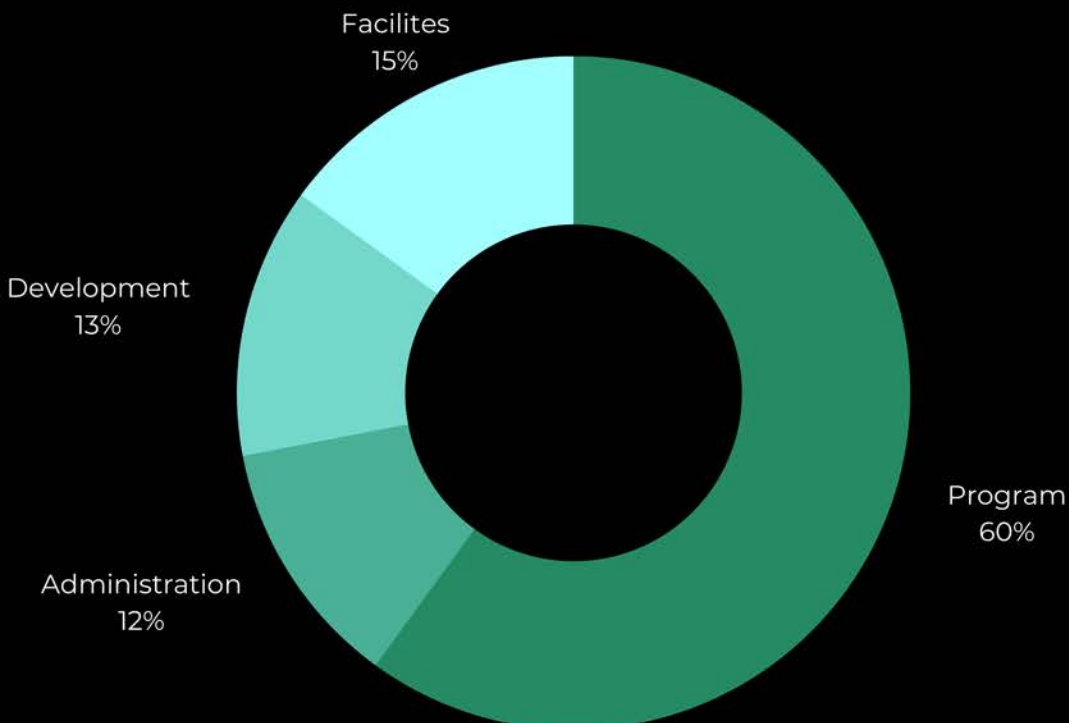


86%
of grants pursued
were awarded

#1
highest revenue raised
from our gala

\$49
avg cost of resources
per client

2022 EXPENSES



\$30k
spent on bus tickets

85k
diapers
distributed

1,325
clients entered
permanent housing

MEMORANDUM TO THE COMMUNITY

Subject: A Clear and Defined Direction for 2023 and Beyond

Following a year long examination of our strengths to define our evolution as a social impact organization, we are ready to implement a highly-researched plan to reduce poverty. Our **HUMAN-CENTERED POVERTY REDUCTION** plan is an innovative way to address social and economic issues that affect every one of our clients. Though we will always rely upon the resources we provide to help people with basic needs, our new and unique approach to attacking the causes of poverty will include understanding the influences of racism, classism, trauma, employment, and opportunities within our interventions. This holistic approach includes the following 3 signature programs that will define our work.

Attacking Generational Poverty through a Child Opportunity program that focuses on helping parents to identify and then pursue life opportunities for their children that the generational condition of poverty often prevents. To be effective we will first stabilize parents with resources to help them out of immediate crisis.

Permanent Employment through a Workforce Readiness and Jobs program that individually coaches clients to successful employment by understanding their resource and emotional barriers that usually results in intermittent and inconsistent employment by those who live in poverty.

Increasing Stability through a unique Impact Success program that harnesses collaboration and caring power of individuals within formal and informal networks to fulfill resources that are often scarce or unavailable which contributes to immediate crisis and long-term instability.

These programs can be utilized individually or in unison, determined by the needs of the client. They are human-centered and scalable and will benefit tremendously from the experience and expertise of our many academic, resource, and service partners. Thank you for guiding and supporting this advancement of our mission and changing the lives of others.

Thank you,
Bill Sullivan
Executive Director

You Won't Want to Miss This!!

**LIMITED
TICKETS!**

Date: September 21, 2023

Location: **TOP SECRET** to be announced

What to expect: the unexpected

Theme: **TOP SECRET** and never before experienced

Activities: Too many to count and endless surprises

Why: Celebrate, make new friends, shake your groove thing, to give you reasons to talk about us, and to support our mission

CALL TO HOLD YOUR TICKETS!

Thursday, September 21st

ON OUR APPROACH

We think differently
with our clients.

We live in the world of “yes”
until we’re exhausted,
then we live in the world of
“let’s try again”.

If that doesn’t work,
we live in their world
with them as long as
they’ll have us.

We consistently do better
this way.

How we think

ON GENERATIONAL POVERTY

We arrest generational
poverty by helping parents
identify and pursue
opportunities for their
children. The immediate
impact is upon parents.
The long-term impact is
transformational to
children.

And, to the world.

ON HUMAN POTENTIAL

People are not best characterized
by what they experience today,
but rather by their potential that is often
shadowed by circumstances.

It is within the human spirit to grow, adapt, and
become stronger. Yet, our social environments that
are often intended to support us are regularly
constructed in ways that inhibit the natural order of
potential. Reorganize the systems and you reorganize
the outcomes.

It is only when people are
confident in their survival or growth
that they can begin to develop
a relationship with their potential.

ON CHILDREN

Most see children.
We see lives
depending on us.

ON OPPORTUNITY

There is no better
disrupter of crisis than
opportunity.

ON PURPOSE

Contrary to popular belief,
loving others authentically
has a high price.
It requires you to find the
best of yourself and be
confident your value to
others is worth sharing.

Find it, and you find
purpose.

ON AFFECTING CHANGE AROUND YOU

The world changes by
our actions, not our
opinions

ON POVERTY

Living in poverty
is living to survive.
Survival is
not living,
It’s about
preventing death.

WHO WE ARE

We see ourselves as
facilitators of love.
Between those who
have it to share,
and those who need it.

That’s our success.

ON VOLUNTEERISM

Some volunteer experiences involve
sharpening pencils.
We don’t have pencils.
We have lives that need sharpening.

TRUSTEES

- Bob Beverwyk, President
- Casie Ocaña, Vice President
- Kimberly Kersten, Secretary
- Charlie Zalud, Treasurer
- Fritz R. Damm, Chancellor since 1971
- Bill Sullivan, Executive Director, joined 2022
- Dr. Carly Cassleman
- Wendy Ellis
- Colleen Fitzgerald, joined 2022
- Whitley Granberry, joined 2022
- Janet Lawson, joined 2022
- Dr. Takisha Lashore, joined 2022
- Nancy Mitchell, joined 2022
- Doug Plant, joined 2022
- Dennis Richardville, joined 2022
- Greg Stemas, joined 2022
- Davis Strobridge, joined 2022
- Margaret Trimer, joined 2023
- Anne Vetter, joined 2022
- Cordelia Ziraldo



STAFF

- Maya Armour
- Dawn Bunkley
- Lawrence Carter
- Allecia Duncan
- Meredith Gray
- Aja Gregorowicz
- Leland Harrison
- Cathy Jensen
- Stephanie Lett-Perry
- Shaun Lowery
- Sam Miners
- Toné Oglesby
- Tina Smith
- Bill Sullivan
- Michael Teasley
- Elizabeth Walters
- Frank Wilson
- Joe Zakens

SUPPORTERS

We received support from 451 donors including:

- 33 companies
- 29 churches
- 5 Family Foundations
- 5 Corporate Foundations
- 3 Community Foundations

THANK YOU!