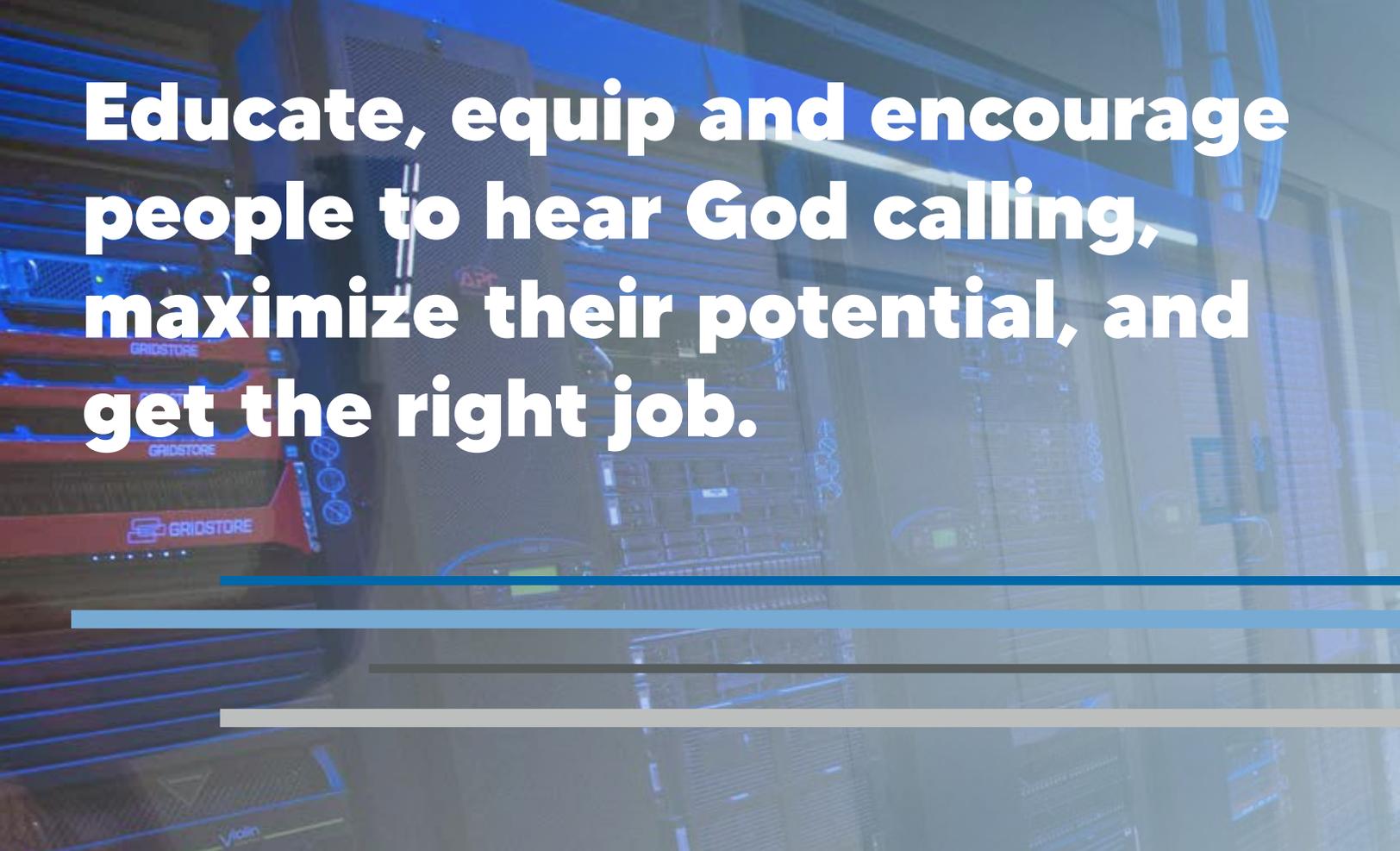




Review 2021 | Preview 2022



Crossroads Career **2021 / 2022** **Impact**



Educate, equip and encourage people to hear God calling, maximize their potential, and get the right job.

According to the Bureau of Labor Statistics, in November 2021, the number of American who were considered Unemployed was 6.9 million.

- Per a Gallup survey in July 2021, “48% of America’s working population is actively searching or watching for opportunities.” That’s approximately 76 million people!
- 2021 had the highest average number of people quitting their jobs each month, more than 3.9 million workers per month, per the Bureau of Labor Statistics.

Reason for unemployment

Lost jobs or completed temporary jobs	3,323,142
Left jobs/resigned	847,363
Looking to re-enter the workforce	2,154,476
Looking to enter workforce for first time	440,198

“Joy was amazing...took time to talk life, help, and encouragement. She is a joy to work with!”

~Hunter



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What Crossroads Accomplished in 2021

- Created a new workbook, *Hear God Calling You*, specifically designed to provide more depth on the first goal of our mission
- Launched Crossroads Connections, our “direct to consumer” network of volunteers for job seekers and unfulfilled workers to have confidential Christ-grounded conversations and chats
- Engaged our national Ambassador and Ministry Partner community in Atlanta with our first in-person conference since 2014, in addition to weekly communication rhythm
- Started a bi-monthly podcast to provide more insights with guests who have extensive experience in helping gain more clarity on topics useful to unemployed and unfulfilled workers
- Designed a ministry dashboard with key performance indicators
- Re-imagined our social media presence and activities to expand our reach



“I feel very hopeful because of the quality and ongoing help I am receiving from Roger and his Saturday morning group. I am also utterly amazed and so thankful that this service is cost-free: that is a significant gift of grace. I have already shared Crossroads with others who are connected to people who could use this help. The icing on the cake...or perhaps the cake itself...is how Christ-centered the ministry is.

I am amazed and so thankful that at 50, God has provided a network of godly, quality help as I transition into a new calling. By the way, whoever is in charge of the podcasts, please ask them to make more! They were instrumental in my reaching out to Crossroads for help, and I recommend those also to people. Thanks again! May God bless Crossroads and every volunteer or employee involved.”

~Heidi



Job loss and career crisis change...

People seeking new jobs experience a range of emotions, and it's our goal to help them transition to a hopeful new future.

- People feel isolated and hurt because of job loss or job transition and are fearful of the future, but don't know who or how to ask for help.
- People put their identity in their jobs, and there is a social stigma toward unemployment.
- People don't know how to approach job loss or job transition.
- People are overwhelmed by too much information and need guidance.

Crossroads Career helps job seekers go from:

- ⇒ Fear to Faith
- ⇒ Despair to Hope
- ⇒ Pain to Healing
- ⇒ Confusion to Clarity
- ⇒ Shame to Dignity
- ⇒ Overwhelmed to Peace



“Your prayers, constant encouragement, practical tips, and Biblical focus helped me maintain a pretty positive attitude throughout this process, and I can’t begin to express how much it meant to me and my family during this incredibly challenging time...”

~Alan

“Crossroads Career was very prompt in responding to my request for assistance. Jerry contacted me right away and set up an appointment. At our first session, we started with a prayer, which I appreciated, and then Jerry spent a good deal of time with me, listening to my story and explaining how to get started on my path to finding a good career and a job.

He also followed up immediately with resources for me to use. Both Jerry and Crossroads Career were very professional and prompt, and I would recommend this service for anyone in need of job assistance.”

~Sally

“Igor was very kind, supportive, informative, courteous and professional. It was very helpful to work with such a knowledgeable person.”

~Alex

“Dave really helped me prepare for an initial phone screen interview with a recruiter. Since I haven’t interviewed in 11 years, I really had to brush up. Dave gave me a list of 4 questions that he would commonly ask a potential candidate and also let me do a mock interview with him. Dave also prayed with me before we finished up which was amazing. I felt very prepared going into the interview.”

~Aaron

Themes

That Summed Up Crossroads Career's Focus For Each of the Last 4 Years

2018 - Leaned In

- Hired Executive Director
- Expanded Board
- Focus on Fundraising
- Workbook and Website Updated

2019 - Overhauled

- Moved Away from Executive Director Model
- Board Shifted to Working Board
- Workbook Revamped (again)
- Website Revamped (again)

2020 - Reimagined

- Crafted New National “Direct Connection” Ministry model
- Launched Mobile App
- Implemented Contractor Model
- Began Operational Documentation
- Adopted long-term donor relationship approach

2021 - Operationalized

- Instituted Operational Processes and Technologies for the Purpose of Supporting the New Ministry Model
- Laid the Foundations of our long-term donor relationship approach



crossroads 2022

The Rallying Cry for 2022...

Expansion

5 Goals for 2022

- 1. Increase our reach:** The Crossroads Career content is solid and life-changing. More people to know about our ministry and the resources
- 2. Further expand our technology:** Primarily through our mobile app, to serve job seekers with encouragement and accountability through their transition.
- 3. Connect with Employers:** Launch a clear, compelling value proposition to this stakeholder category.
- 4. Continue building out our Ambassador group:**
Broadening this group will lead directly to more Guides and potential funding opportunities.
- 5. Focus on fundraising approaches:** Find like-minded people who will share the Crossroads Career mission with us, both through major gifts disciplines and personal networking appeals.



COST for Expansion in 2022

Increase our Reach

Investment:
\$20,000

In 2022, double the number of job seekers who are aware of Crossroads and have interacted with at least one Ambassador or resource.

Expand our Technology

Investment:
\$50,000

Update the mobile app and expand the live chat capabilities to be able to minister to more people going through job transition.

Connect with Employers

Investment:
\$15,000

Quadruple the number of Employers who are aware of Crossroads' ministry model. Double the number of companies who use Crossroads for outplacement services in a "Pay it Forward" model.

Build out Ambassadors

Investment:
\$10,000

Leverage paid media to increase awareness of Crossroads Career's many "volunteer opportunities." Quintuple the number of Ambassadors in 2022.

Fundraising

Investment:
\$15,000

By fully moving fundraising efforts to donor model, Crossroads Career can execute fully planned donor campaigns to reach maximum sustainability.



Prayer Requests

Crossroads Career does what it does because job transition is an area that people are still struggling to trust God in...

“I recently relocated to Atlanta from Texas. Prayers for strength, health, family, career, a church home and for my husband and family.”

~Felicia

“My fiance has been out of work for the last 3 months and I’m struggling to make ends meet during the holidays, I am looking for any work opportunities on the weekend to help make ends meet.

I was also out with covid for 3 weeks which really hurt... I pray for an opportunity to support my family.”

~Andres

“I am challenged-over-educated, unemployed, unable to secure work, business contracts, or amicable employment in areas of expertise.

Now regrouping I am studying for my mental health license.

Lord help me to meet my expenses.”

~MVB

Thank you for partnering with Crossroads Career

- Donations directly change lives.
- Our board is 100% volunteer; donations are not tied to administrative overhead.
- Career services do not usually minister to the spiritual well-being of their audience as Crossroads Career does.
- Helping people gain financial independence through employment positively impacts crime, domestic violence, suicide rates, and other social issues. With one donation you help reduce other social challenges.
- People come to a life-saving knowledge of Christ through the Crossroads Career “7-step” process.

For many people, a time of crisis is the moment God uses to bring them to salvation. Crossroads Career offers spiritual hope through a scriptural framework, while also providing career help using industry-standard human resources practices. Thank you for your generosity in supporting this important work.

When you partner with Crossroads Career as a donor, you further our mission of helping people hear God calling, maximize their potential, and get the right job. This is a unique opportunity for you to help bring people through crossroads in their careers and to encounter Jesus Christ during a critical time in their lives.

Give online at <https://crossroadscareer.org/donate/>

You can also give by check or money order:

Crossroads Career Services, Inc. c/o Greyrock Accounting
135 South Main Street, Suite 600
Greenville, SC 29601

Crossroads Career Services, Inc. is a faith-based 501c3 nonprofit organization (Tax ID #58-1989263), which means that your gifts are deductible as charitable contributions for federal and state income tax purposes. If you have a question, email us at support@crossroadscareer.org.

Meet the Team



Dave Sparkman, Chairman of the Board

Dave Sparkman currently serves as the Crossroads Career Ministries Chairman of the Board. Dave has served on the board for 5 years, and prior to that led the local Crossroads ministry at Grace Church in Eden Prairie, MN for 10 years. Dave's previous work experience includes serving as the SVP, Culture at UnitedHealth Group, a Fortune 5, large highly-diversified health and well-being company, based in Minnetonka, MN. Prior to that he was a partner at Arthur Andersen in Los Angeles, CA. Dave and his wife split time between CA and MN (you can guess why...), and they love spending time with their four young adult children. Dave's practical theology application for Crossroads is "to have faith at work, you've got to have work!"



Brian Ray, Co-Founder

Brian has been writing, speaking and connecting people to Christ in the workplace for 45 years. He is Co-Founder of Crossroads Career Services, former Chick-fil-A restaurants VP for Human Resources and Administration, and Owner of Primus Consulting executive search. He has authored Christian resources including *Mastery of Leadership*, *Real Success at Work*, and *New Job Jump Start*. Brian and his wife Kristy live in the Charlotte, NC area.



Tim Krauss, Technology

Tim is a Digital Entrepreneur, Founder, and Creator of many things. He has the unique ability to find needs, create solutions and bring it to market. Tim was the previous Executive Director of Crossroads Career for over 2 years. He created the Job Connection technology which has helped over 115,000+ people find jobs, careers and God's calling. He is married and has 4 kids with lots of energy.



James Moore, Operations

An accomplished leader in the manufacturing sector for more than 30 years, James has a passion to help others reach their potential. For more than 15 years, James has served hundreds of people through coaching, consulting, and training. A Certified Career Management Coach (CCMC), James and his wife, Dr. Kim Moore, live in Tampa, FL where they attend Grace Family Church and serve in the Career Ministry.



Kristin Sherry, Coaching

Kristin Sherry is a career consultant, international speaker, trainer and three time author. She is the creator of the YouMap® career profile and managing partner of YouMap LLC, which certifies coaches, career services and HR professionals as YouMap® coaches and workshop facilitators.



Marcus Robinson, Sales

Marcus Robinson is a follower and lover of Jesus Christ, husband to Jayme Robinson, father to Beniah and Noah Robinson and an experienced sales strategist and leader. He currently is Vice President of Small Business Sales for the Georgia market at UnitedHealthcare. Marcus earned his B.S. in Marketing and Information Management from the University of Tennessee.



Becca Christensen, Sales

Becca works in Healthcare Administration and Medical Office Management. She connected to Crossroads during a job search and credits it with having directed her current path. She attends Grace Family Church in Ybor City where she serves on the women's teaching team and volunteers at the Dream Center of Tampa Bay.



Gregory Perkins, Pastor

Gregory Perkins is the Lead Pastor at The View Church in Menifee, CA and a Crossroads Career board member. He was born in Dallas, Texas and raised in San Diego, CA. Pastor Perkins has extensive human resource experience stemming from serving as the National Vice President, Human Resources for the American Diabetes Association, Chief Administrative Officer for the German Marshall Fund of the United States, and as Director, Office of Personnel and Administration for CHF International.



Angela Patterson, Coaching

Angela has 20 years of experience in the career transition space. She has delivered one-on-one coaching, group coaching, and workshops on a variety of career-related topics for several premiere outplacement firms. Additionally, she developed expertise as a valued contributor at a Fortune 500 company, at start-ups, and at an individual consulting practice. Angela holds a Master's degree in Education and a Bachelor's degree in Industrial Organizational Psychology, both from the University of Illinois, Urbana-Champaign.



We are grateful for our partnership with you to bring hope, resources, and tools to persons journeying through job loss or job transition. Transitions can be difficult. Your gift enables us to continue the work of the ministry that provides resources, tools, and community to our benefiting partners. Your gift matters and we are grateful for it.

–Pastor Gregory Perkins, Crossroads Career Board Member



www.crossroadscareer.org/donate