



CROSSROADS
career®

REVIEW 2023 | PREVIEW 2024



**CROSSROADS CAREER
2023-2024
IMPACT**

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

Why Crossroads Career Exists

Our purpose is to help people find and follow Jesus Christ through crossroads in their career. Our mission is to educate, equip and encourage people to hear God calling, get the right job, and maximize their potential.

REAL PEOPLE. REAL STORIES.

"In my career I've worked with recruiters and I've worked with universities. What's unique about Crossroads (Career) is that it's an organization that is really committed to the individual, in recognizing their God-given talents. The fact that it is a faith-based program, that it takes into account not only what you can do and what you have done, but recognizes that as a unique child of God, you were created for a purpose. And it isn't a self-centered purpose. It is a purpose to have an impact on the world around us."

—John L., Charlotte, NC



"I have been involved with Crossroads Career for about 3 months. I immediately felt welcomed and encouraged. I had never in my life expected anyone to spend so much time and dedication and really give (their) all to keep me going through this process. They're supportive. They're knowledgeable... And once you give (Crossroads Career) a try, you'll be like 'Wow, why didn't I try this earlier?'"

—Alejandra A., Tampa, FL



REAL PEOPLE. REAL STORIES.



"I was so desperate... I reached out to Crossroads. So as they kept on pouring into me... the voice of my desperation started quieting down. This is a selfless, helpful service ministry. I will sing out from the rooftop how this truly changed me in really understanding what my life's work is and the purpose of work."

—Media I., Atlanta, GA

WHAT CROSSROADS ACCOMPLISHED IN 2023

MAJOR INITIATIVES

LAUNCHED BRAND NEW ONLINE SMALL GROUPS

Served 245 job seekers with hands-on, expert-led groups.

The new online small groups, allowed us to bring immersive ministry to people at a career crossroads, without geography being a factor. There were two types of online groups...

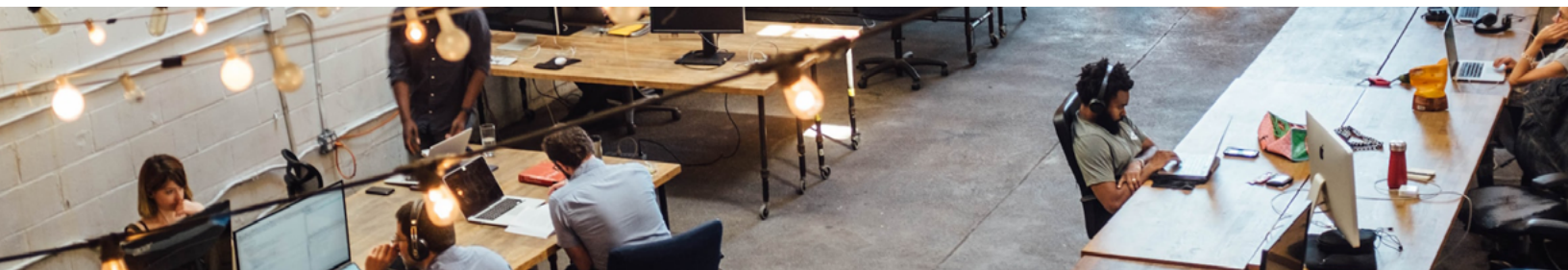
Accountability Small Group

The purpose of this group is to provide a structure and Facilitator for a small group of individuals to build relationships through shared experiences for support and accountability during their job search. As stated in Proverbs 27:17, “Iron sharpens iron, and one man sharpens another.”

Weekly Christ Centered Career Group

Our ongoing weekly career instruction and encouragement meetings called the Christ Centered Career Group (C3G). Here, people facing a career crossroads can bring their needs and questions to the experienced leaders, Job seekers also benefit from Crossroads Career materials.

Other groups included “Crash Course for Career Transition,” as well as “Work Calling—A Biblical and Practical Approach to Discerning Your Calling and Finding Career Fulfillment” and an “8-Week Job Search Strategies” class.



SERVED 70,000+ PEOPLE WITH LIFE-CHANGING CONNECTION AND CAREER RESOURCES

2,570 - number of Crossroads Career Mobile App users

804 - number of NEW Job Connector Job Search users

182 - number of job seeker sessions with a Crossroads Career Guide

69,000+ - number of visitors to the Crossroads Career web site



PEOPLE FINDING CROSSROADS CAREER THROUGH GOOGLE SEARCH

69,000+ visitors to the Crossroads Career web site
68,000+ of which are NEW visitors (98.5% of all visitors)
52,000+ of all visitors came via PAID search (75% of all visitors)
21,500+ Conversions (defined as action take on site)
6,700+ File downloads (many were ministry materials)

91,000+
Web site sessions (unique visits to web site)



TOP 7 CITIES SERVED BY WEB SITE

CITY	# OF INDIVIDUALS TO VISIT WEB SITE
1. New York	1,900+
2. Atlanta	1,700+
3. Washington, D.C.	1,500+
4. Chicago	1,500+
5. Dallas	1,100+
6. Los Angeles	966
7. Houston	687

THEMES

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

2022 - Expanded

Increased our reach through solid and life-changing content and more targeted use of our search engine strategy. • Served more people through the launching of Online Groups • Quadrupled the number of mobile app users

2023 - Connection

Doubled the number of Connectors recommending Crossroads • Served 245 job seekers through the Crossroads Career online groups • Developed an easier form for prospective connectors to connect with Crossroads • Added 12 new Guides to serve job seekers with high touch service • Prayed for 374 prayer requests



2024

AREAS OF FOCUS

Fundraising—Implement disciplined, methodical donor program to support sustainable operating model

Marketing—Develop and execute a digital marketing campaign to expand our reach and increase job seekers

Partners—Find 5 strategic partnerships / affiliations to help one another and expand our reach

Guides—Enlist 100 more Guides and continue to engage the Guide community

Resources—Continue to improve technology capabilities and content footprint



CROSSROADS THEME FOR 2024

engagement

noun

... the action of engaging or being engaged.

Crossroads' commitment in 2024 is to engage (at a deeper level) job seekers, donors, partners, guides, and volunteers, and help each of these audience segments move to a greater level of involvement with the ministry.

"I wish I had known about Crossroads Career Services many years ago. My uphill battle with job searching would have been a much smoother road to travel.

"The workbook, Hear God Calling, has provided a deeper sense of well-being and clearer sense of what I am being called to do... I would highly encourage anyone, regardless where they are in their career path, to explore the many ways this program can bring joy and love into a well-rounded lifestyle."

—Shelly, Crossroads Career Small Group Member



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.

We are grateful for the ongoing commitment by our Board of Directors. They are not just overseers, but actual shepherds of the ministry. All praise be to Christ for assembling this competent and compassionate group of people!

Meet the Team



Hannah Childs, Consulting

Hannah is a passionate member of the Board, with a love for people's stories, developing dreams, and seeing God transform it all! Hannah brings perspective from her time at Texas A&M, an early career transition, and experience in the non-profit field. God allowed the team at Crossroads Career to play a critical role in her pivot from an analyst in the corporate world to a program director of two ministries.



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.



Jan Miyoda, Human Resources

Jan brings her experience as a lifelong follower of Jesus Christ and her professional experience in human resources to her role on the board. Advising business leaders on integrating business strategy and talent strategy, while creating and supporting a positive and inclusive culture where all employees can maximize their personal and professional God given abilities have been her areas of professional focus for over 25 years.



James Moore, Strategy

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.

**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.

**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.

**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 United Healthcare. Marcus earned his B.S. in Marketing and Information Management from the University of Tennessee.

**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 United Health 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!"



"Crossroads is a blessing for job seekers. It provides all kinds of resources and also encouragement. I would highly recommend Crossroads to anyone who is in a job search. You can never have too much information!"

—Stephen, Job Seeker and member of Crossroads Career Online Group



www.crossroadscareer.org/donate

Copyright © 2023-2024 Crossroads Career Services, Inc