

The gospel
inside of
schools



ANNUAL REPORT

JUNE 30, 2024



Matt serves weekly at the original Kids Club.

Dear Partner in Ministry,

When I think about your partnership with Crossroads, I am filled with gratitude.

I am humbled and honored that you have entrusted Crossroads with the responsibility of sharing the Good News with children—inviting them to know and love Jesus. **When you give, you are giving through Crossroads to impact directly and eternally the lives of thousands of children.**

When I look around at our world, things seem to be growing darker and more challenging all the time. It is easy to grow disheartened and wonder what we can do. But what a joy it is to walk into a public school building at 3 p.m. and greet smiling, laughing children. When their leaders ask them, “**Who is Jesus?**” the children respond by saying:

**“Jesus is the Son of God.
He came from heaven
to the earth.
He lived a perfect life,
and then he died on a cross
to pay for my sins.
His body was put in the ground,
but three days later he rose again
victorious.
He is in heaven now preparing a place for
you and me.
He sends the Holy Spirit
to all God’s children
and prays to the Father for
each and every one.
One day, he will come again
as eternal King
and will make all the wrong
things right.”**

This is the hope you are giving to children around the nation (and world!) through Crossroads Kids Club. No matter how dark the world grows, Jesus paid for our sins, conquered the grave, and will return to make all things right.

Hearing groups of children in public schools declare these truths—believe these truths—brings tears to my eyes and joy to my heart. Thank you!

In this report, you will see some **stories**, **strategies**, and **statistics** that will give you a small glimpse of the wonderful work God has done this year.

There were more clubs, children, and leaders involved than at any time in our history. God is opening amazing doors and transforming lives, and I am so glad we are on this journey together.

I hope you are encouraged by the return on your investment and inspired to continue your partnership in sowing gospel seeds.

Thank you again,

Matt Armstrong, CEO



Scan this QR code to watch two children share “Who is Jesus?” with the hand motions.



The mission of Crossroads Kids Club

is to help young people to know and love Jesus.



We mobilize God's people

According to the dictionary, “mobilize” means “to prepare and organize (troops) for active service.” Similarly, we must inspire, train, coach, and encourage God’s people to fulfill the Great Commission and reach children. We inspire through our passion, faith, and commitment to the mission. We equip by listening, communicating, providing high-quality tools, and offering expert knowledge.

We share the Good News

Once mobilized, Crossroads volunteers share the Good News of Jesus with children. Studies show that a person’s basic worldview is set by age twelve and that more than 63% of adults who follow Christ came into that relationship by age fourteen. Therefore, impacting children with the gospel of Jesus is imperative. ***In a culture that is becoming less Christian, we have the opportunity to turn the tide in public schools.***

Our gospel opportunity is to mobilize Christians in communities nationwide to share the hope of Jesus with children in nearby schools.



The vision of Crossroads Kids Club

is to bring the hope of Jesus to children and their families and connect them to the life of a local church.



Core Values

We have five core values expressed as an organization and at each club.

Relationships

Focusing on people over process or program

Evangelism

Sharing the Good News

Service

Adding value to churches, schools, and families

Consistency

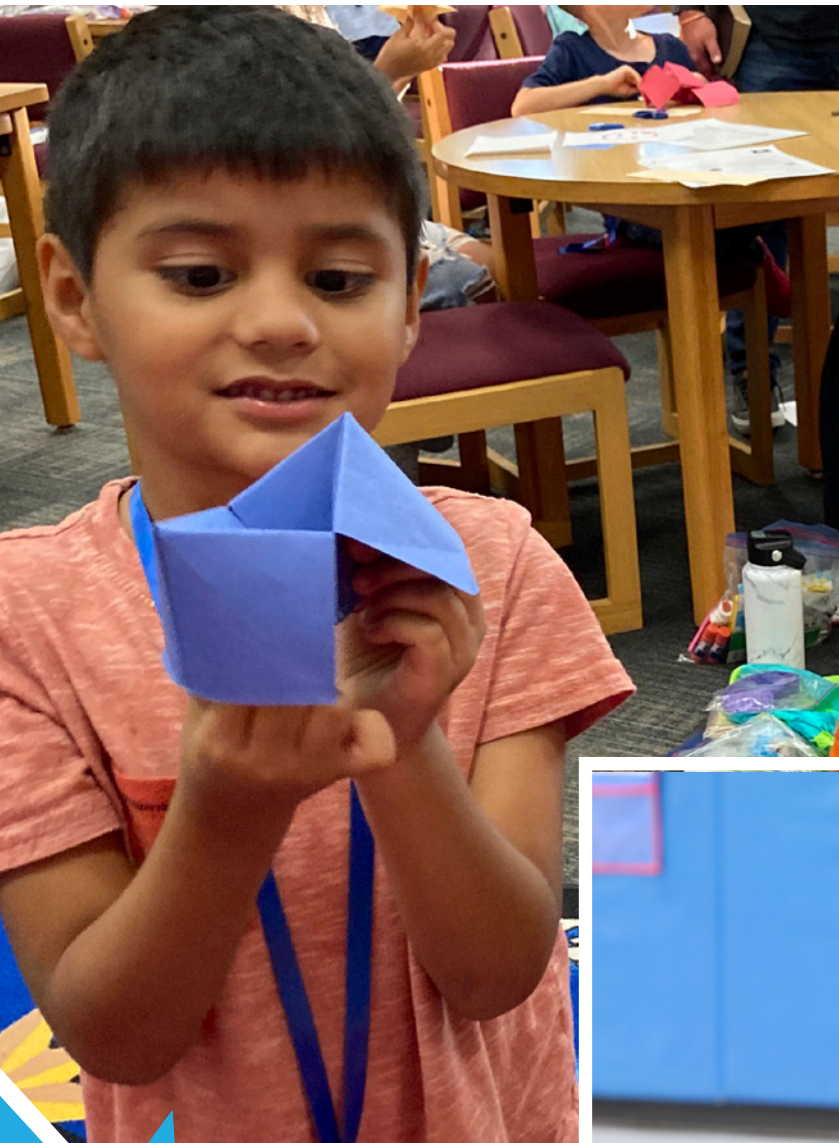
Keeping our commitments to others

Fun

Playing together to build trust and connection

Meet Michael

Discovering who Jesus is and choosing to trust him



Michael, a first-grade student, has been part of Crossroads since pre-K. This year, his curiosity about faith deepened, with particular questions about baptism and communion. As the year went on, his questions shifted to wanting to understand who Jesus is.

At the final Crossroads meeting of the year, the leader clearly presented the gospel and invited children who felt ready to follow Jesus to stay behind for a conversation. Michael stayed, and his decision to follow Christ was both heartfelt and genuine, showcasing the transformative power of God's love in a young life.

A few weeks later, Michael followed Jesus in baptism—giving public testimony of the work God had done in his heart.



Michael



From skeptical to (Crossroads) staff

Carl's journey continues

In late 2023, we shared the story of Carl Kemp in a video testimony, highlighting how the Lord used his granddaughter, Annabelle's, involvement in Crossroads to open his mind and heart to faith in Jesus. After some time, Carl began attending the sponsoring church. In June of 2023, Carl decided to trust Jesus, and he was baptized that August.

By last fall, Carl was already leading a small group at Annabelle's school, demonstrating his passion for sharing Christ. His enthusiasm is evident in his own words from the video: "So I just hope more and more I can help other people come to a decision to let Christ lead them."

About three months after filming Carl's story, on November 15, a joyful milestone occurred: a boy from his small group asked to pray with Carl and expressed his desire to receive Jesus. Carl shared that he looked up toward heaven and asked the Lord to help him find the right words. Carl reported, "Then we prayed together, and the student asked Jesus to forgive him of his sins and allow the Holy Spirit into his heart and soul. That is the first person I have ever helped to be saved. It was exhilarating!"



Carl making phone calls to help start new clubs.

This spring, Carl's journey took another exciting turn when he joined the Crossroads staff part time. He has been using his skills and passion to connect with potential church partners in Memphis, DeKalb (Illinois), and Pittsburgh, expanding the reach of Crossroads into new places and impacting dozens of church leaders.

Carl's journey from skepticism to faith, then to leading a small group, and now to serving on staff, is a powerful testament to our vision of bringing the hope of Jesus to children and their families and connecting them to local churches.



Scan this QR code to watch Carl share his story.



Transforming Hearts

The Holy Spirit moves in a small group

Peg Miller, a small-group leader at Kids Club, had an incredibly fruitful year with her group of third-and-fourth-grade girls. Over the past two years, Peg had been teaching them about Jesus' availability using a powerful visual aid: an empty chair. She asked the girls to imagine Jesus sitting there, ready to listen and be present all the time, helping them grasp that Jesus is accessible 24/7. Her goal was to help them cultivate a living relationship with the Lord.

Earlier in the school year, Peg provided the girls with a printed version of a prayer of salvation, encouraging them to consider inviting Jesus into their lives if they felt drawn to make that commitment at any point during the year. Building on previous lessons about Jesus' journey and the "Who is Jesus?" call and response highlighted on page 3, Peg aimed to deepen their understanding of Jesus' identity and work.

One day at club, the Crossroads lesson used a hard-boiled egg to illustrate how sin hardens

hearts. As the girls peeled away the hard shell, it symbolized how Jesus can soften and cleanse their hearts. This hands-on activity led to a profound moment: a girl approached Peg, eager to ask Jesus to be her Savior. The very next Sunday, this girl and her family showed up at the sponsoring church!

A few weeks later, another girl approached Peg and shared that she had prayed to receive Jesus on her own. Later that same day, four other girls approached Peg and asked if they, too, could receive Jesus!

By the end of the year, all nine of the girls in Peg's group had accepted Jesus. The final girl, initially hesitant, began to weep as she prayed—overwhelmed by the presence of the Holy Spirit. "I'm so happy," she said.

An amazing aspect of Crossroads is that while children's lives are transformed by the gospel, we, too, experience profound change. As Carl put it, it's "exhilarating" to witness God working through us!



Join us!

If you're inspired by these stories and interested in getting involved, here are four impactful ways you can contribute:

Play

Get hands-on by serving directly with the kids (like Peg and Carl and hundreds of others) and making a difference in their lives. You can make an eternal impact in just 90 minutes a week!

Pray

Keep Crossroads in your prayers and sign up for our prayer updates. Just write "Prayer" in the subject line of an email to contact@crossroadskidsclub.com to join the list.

Pay

Support our efforts with financial contributions. Your investment helps us reach more children and families with the Good News.

Say

Share the exciting stories of what God is doing at Crossroads and invite others to join us in this mission. (You could pass this report along as a start.)

For more information or to get involved in any of these ways, please contact Kim Kline at kim.kline@crossroadskidsclub.com.



Did you know?

90 total clubs



39 brand-new clubs launched this year!

On average 2210 students participated weekly.



515 leaders served every week.



According to George Barna's research, a person's moral foundations are generally in place by the time they reach age nine (4th grade).

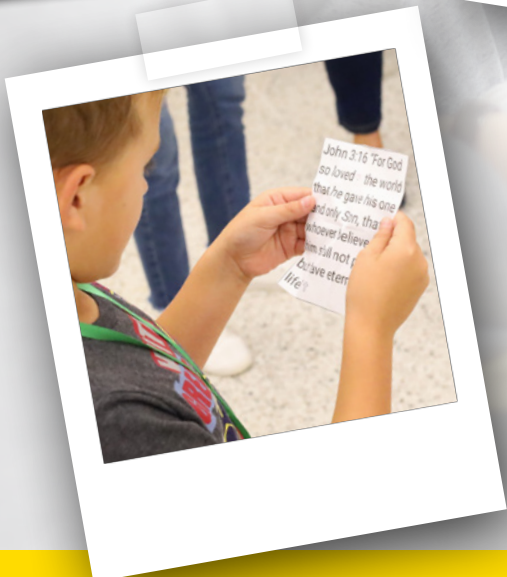
91% of kids are in public schools.



94% of U.S. clubs met inside schools.



Across America the ratio of churches to schools is 3:1.



Is it really possible to reach a school with the gospel?

Many believers are surprised to learn that Crossroads Kids Club can bring the Word of God into public schools. Federal law has created three different ways to share the gospel with public-school students. Each method has its pros and cons, and there are wonderful ministries operating in each way.

Released time education

Historically, receiving religious instruction was considered part of a well-rounded education. However, since public schools cannot endorse any specific religious viewpoint, faith communities were given the opportunity to provide such education to students. This began in the early 20th century, and in 1952, the Supreme Court upheld the legality of this approach with these key parameters:

- *The program must be voluntary and up to the parents.*
- *It must be off-site (not on campus).*
- *No public funds can be used to support it.*

Today, a minority of states require school districts to allow released time, while the majority either allow it or are silent on the matter. **A key limitation is that schools in most states can decline this approach.** However, a strength is that during the school day, there is no competition from after-school programs and activities. Children are typically released during lunch or library time, making nearly 100% of the student body available. Challenges include finding an off-site location, transportation, and the brief time with the children. Still, this is a solid method of reaching children in public schools for Christ.

Student-led clubs

In 1984, Congress passed The Equal Access Act, which prohibits schools from discriminating against student-led religious clubs. If

there are student clubs of any kind, then the school must treat Christian clubs the same way. Strengths include access to the public address system, bulletin boards, and even funding if such resources are available to other clubs. **This approach is very effective in high schools, where students have the maturity to reach and disciple their peers.** However, limitations include that adults from the community are not allowed to attend regularly, and it is challenging at the middle school level and nearly impossible in elementary schools, as it is not adult-led.

Community use (the Crossroads way!)

In 2001, the Supreme Court ruled that schools that make their space available to community groups cannot discriminate based on religious viewpoints. This means that if a school is open to outside groups (like scouts, athletic clubs, etc.), it must be available to all groups equally.

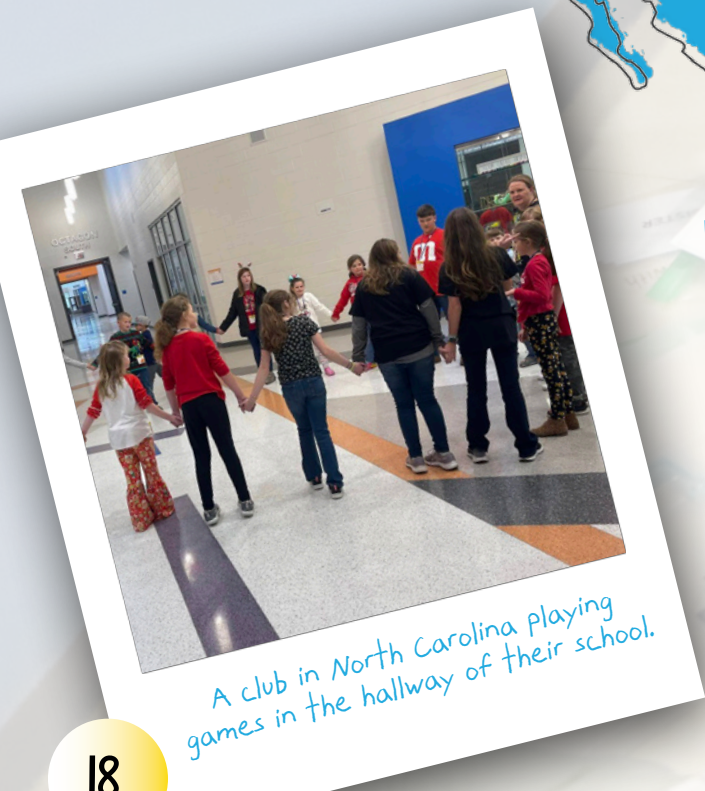
Crossroads works with local churches to become “community users” of the school space. This means that the church has a contract with the school district to use the space. Key advantages include that adults from outside can come into the school and lead the club. Also, unlike released time, we can be on campus, meeting the students where they are. This strategy works in all fifty states and does not limit the time we can spend with the students to their lunch or library period. The biggest challenge with our model is that other after-school activities can compete for students’ attention.

At Crossroads, we are glad that amazing ministries operate in each of these lanes, and we believe that each tool has a place in reaching our nation’s schools. Please help spread the word! Schools are much less closed than Christians commonly think, and with solid legal knowledge, good relational skills, and some creativity, the opportunities for impact are huge!



Where were the clubs?

The 90 Crossroads Clubs met in twelve states and six other countries this year.





Growing hope

Our strategy for reaching more kids in the year ahead

Building on success

Remember Michael from Houston, featured on page 8? His story of finding faith was nurtured at a thriving Crossroads Club, thanks largely to Amber Neuse, one of our first regional coordinators. Amber's dedication to advancing Crossroads in Houston since the regional coordinator model began just 17 months ago is one example of the incredible impact our regional coordinators are having.

In just the past year, regional coordinators like Amber have helped launch a record number of new Crossroads Clubs across America. **For example, Sara Palla, another coordinator, spearheaded our efforts in Florida, going from zero to six clubs in under six months!** This momentum continued with Gail Reese, who joined the team in January and successfully launched six clubs in Ohio during the spring semester.

Expanding our reach

The needs facing children are growing, and Crossroads is committed to reaching as many kids as possible across the nation. To accelerate this growth, we're piloting a new strategy for developing regional coordinators. Instead of launching a club first and waiting for a regional coordinator to emerge, we're hiring regional coordinators in several key cities and then working through them to establish clubs.

These new team members will receive comprehensive training at our headquarters before returning to their communities to launch and lead a new Crossroads Club this fall. This hands-on experience allows them to build a successful model club and generate local support. Following a successful launch this fall, they'll leverage connections to recruit and train additional partners for the following year, multiplying the impact in their region.

Join the movement!

This innovative strategy is poised to make a significant difference in children's lives. By successfully training and sending out workers, we can quickly multiply their efforts and expand rapidly. And we need your help! We're looking for passionate individuals to join our team as regional coordinators. Do you know someone in your community who is passionate about reaching the next generation for Christ?

Please share this report with them, and ask them to email their resume to matt.armstrong@crossroadskidsclub.com. Together, we can ensure Crossroads continues to grow and reach even more children across the nation.



Financial Reports

STATEMENT OF POSITION

June 30, 2024

ASSETS

Current Assets

Cash & Cash Equivalents	\$359,524
Investments	\$376,257
<i>Total Current Assets</i>	<i>\$735,781</i>

Fixed Assets

Equipment	\$3,282
Accumulated Depreciation	-\$930
<i>Net Fixed Assets</i>	<i>\$2,352</i>

TOTAL ASSETS¹ \$738,133

LIABILITIES & NET ASSETS

Current Liabilities

Payables	\$17,368
<i>Total Current Liabilities</i>	<i>\$17,368</i>

Net Assets

Without Donor Restrictions	\$703,114
With Donor Restrictions	\$17,651
<i>Total Net Assets</i>	<i>\$720,765</i>

TOTAL LIABILITIES & NET ASSETS \$738,133

¹ As a steward of the resources God has entrusted to us, Crossroads Kids Club seeks to maintain a five-month operating reserve to ensure financial stability and fulfill our mission consistently. In the current year, that reserve target is \$368,305 on a budget of \$883,861. In addition, while the fiscal first quarter (July-September) typically accounts for a small fraction of our income (just 6.7% or \$56,550 last year), our expenses are more evenly distributed through the year. This level of net assets allows us to maintain the operating reserve target for long-term sustainability while also meeting the ministry's short-term seasonal needs during the early months of the year.

STATEMENT OF ACTIVITIES

for the 12 months ending on June 30, 2024

REVENUE

	TOTAL	PERCENT
Contributions	\$790,724	94.2%
Interest & Investment Income	\$46,834	5.6%
Other Income	\$1,387	0.2%
Program Income	\$701	0.1%

TOTAL INCOME

\$839,644

EXPENSE

Staff Team	\$529,832	63.7%
International Ministry	\$74,120	8.9%
Donor Relations & Fundraising	\$60,202	7.2%
Club Health & Growth	\$59,345	7.1%
Travel	\$38,425	4.6%
Professional Fees	\$17,665	2.1%
Occupancy	\$17,216	2.1%
Office Expenses	\$14,686	1.8%
Shipping, Postage & Promotion	\$14,216	1.8%
Insurance	\$4,839	0.6%
Depreciation	\$656	0.1%

TOTAL EXPENSE

\$831,200

NET INCOME

\$8,445

Scan the code below, or go to crossroadskidsclub.com/financial-reports to find more details.

Independently compiled reports will be available by 8/31/2024.





Thank you!



Crossroads Kids Club
P.O. Box 699
Streamwood, IL 60107-0699

www.crossroadskidsclub.com/give