



**“The light shines in  
the darkness.”**

**John 1:5**

**2,756**

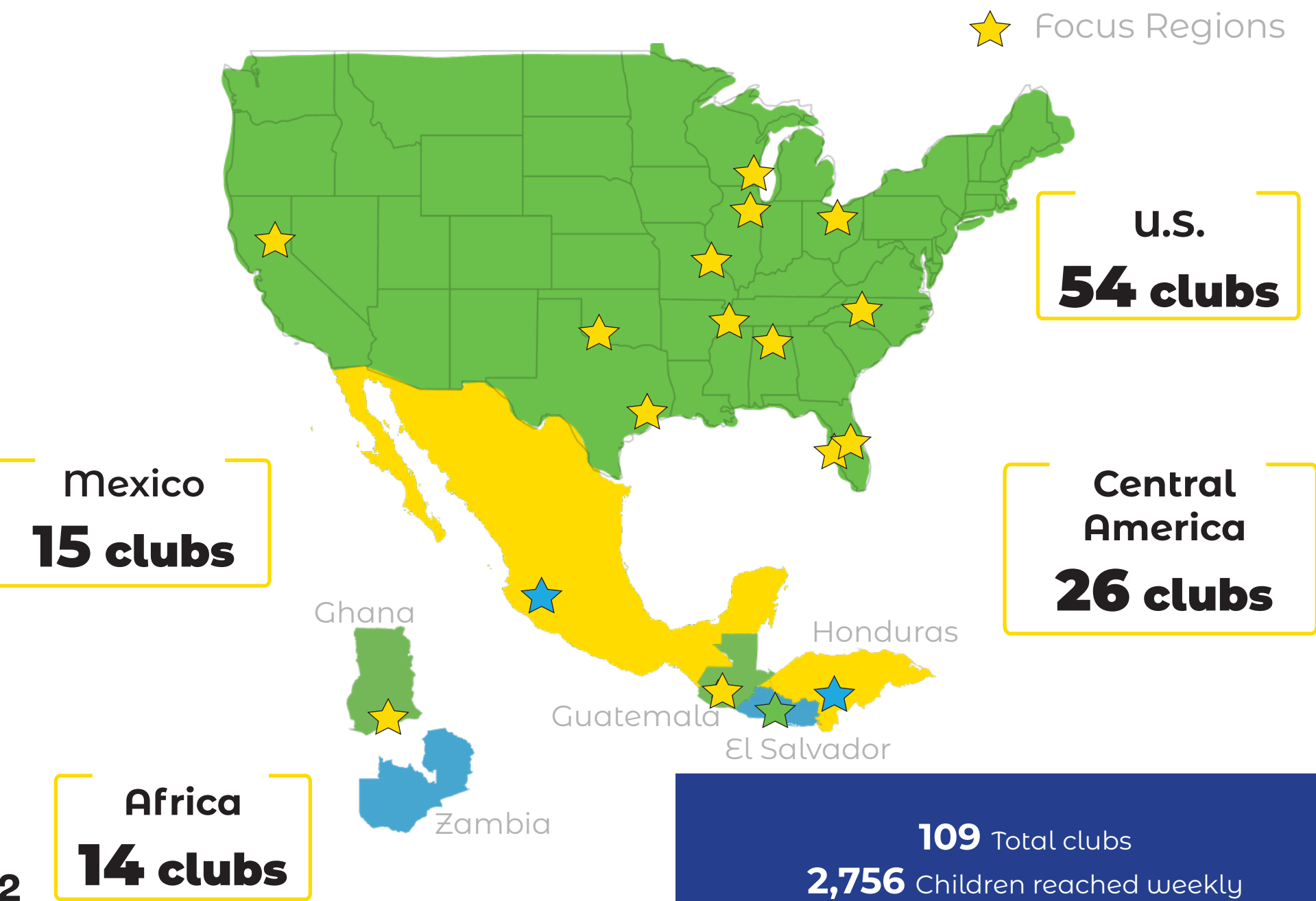
**children reached  
this year!**



**Annual Report  
2024–2025**

# Praise God!

Your impact reached 12 states and 6 other countries, and 2 continents!



message  
from  
Matt

What you just saw on the map represents thousands of moments when a child heard about Jesus!

Each club. Each country. Each number represents children discovering that God sees them, knows their name, and loves them deeply.

This isn't just about numbers or geography. It's about **Dre**, who went from wandering and angry to surrendering his life to Christ. It's about **Hamilton**, who came hungry but left spiritually fed. It's about **Sharay** in Mexico, whose heart began to heal through the consistent love of Crossroads volunteers.

The stories you're about to read represent just a few of the **2,756** that your partnership made possible this year.

What started as a vision to reach kids in U.S. public schools has become a global movement. The darkness has not overcome the light of Christ, and it never will.

Thank you for choosing to shine the light.

With deep gratitude,

Matt Armstrong, CEO

## YOUR IMPACT IN 2024

**2,756** children reached with the gospel weekly  
↑26% year over year

**109** weekly clubs  
↑20%



This year Crossroads had a  
**93%**  
success rate in gaining access to public schools.

Average **25** children per club weekly

**\$30**/month = 1 child reached for a year  
That's all it takes for a child to hear about Jesus every week.

## MISSION

To mobilize God's people to share the Good News in public schools through church-led clubs.

## VALUES

 **Relationships**  
**9** new regional coordinators were trained and launched

 **Consistency**  
**664** club leaders showed up for kids

 **Evangelism**  
**28** new lessons were created to help children get to know Jesus

 **Service**  
**Over 1000** churches received information about starting a Crossroads club in their community

 **Fun**  
**58** games and object lessons published this year



# What happens at club?



**Building relationships through conversation, activities, and prayer**  
20 minutes

## Small Group Part 1

*We learned all about Jesus, and I was able to share that with my friends.*  
Student, Orlando FL



**Creating joy and connection through active, structured play**  
25 minutes

## Game Time

*A second-grade student reported he was reading the Bible. His family did not go to church, but it was obvious he was reading the Bible from his knowledge! He also said he had given his life to Jesus the previous year!*  
Leader, St. Louis, MO

## Small Group Part 2

*Students that may have been to the office a few times are making better choices. I don't see them.*  
Principal Audie Confesor  
Island Village Elementary, Celebration, FL



**Teaching truth in an interactive, engaging way**  
15 minutes

*Our kids love Crossroads! The leaders provide a safe and fun space for our kids. The change I've seen in our kids is a desire to know more about God.*  
Parent, St. Louis, MO



**Helping kids personally apply what they've learned**  
30 minutes

## Something Began to Shift

When Dre arrived at Crossroads Kids Club, he was new to the school and neighborhood, and **looking for somewhere to belong.**

He came from a divided home, and **stability—school routines, familiar faces, a place to land—was something he hadn't known yet.**

*He wandered, sometimes literally, slipping out of rooms, untethered.*

**His anger flared up easily.** He pushed limits and moved through the day like he was **waiting for something to go wrong.**

But Dre **continued to return to Crossroads.** He heard stories about Jesus. *He listened to prayers spoken aloud.* And something—**slow and unseen**—began to shift.

One afternoon, unprompted, **Dre walked up to a leader and said, “I can lead the ‘Who is Jesus?’”** He had memorized the full gospel declaration, **complete with hand motions.** So they let him.

At the year's final club, **he surrendered his life to Christ** and went to church the next Sunday with his mother.

***The wandering stopped. The Word had settled somewhere deep.***

And Dre stood still—rooted, finally, in the light.







## When They Keep Showing Up

At Hamilton's school, some kids didn't always have enough to eat. **Crossroads saw that and started serving full dinners at club—not just snacks.** Hamilton came hungry, **and he kept coming.**

**The leaders kept showing up, too.** Not just for club, *but during lunch and recess.* They *learned names, asked questions,* and **stayed longer than they had to.** Hamilton noticed.

Over time, he **started to talk more, stay longer, and trust them.** He began listening more closely during the lessons. *Sometimes he lingered after the others had run off to the gym.* A shift was happening that was **gradual, but clear.**

Then, late in the year, during a club meeting, **Hamilton asked to pray with a leader.** *It wasn't something he'd planned.* But **the message that day stayed with him,** and *he didn't want to leave without responding.*

**He responded to Jesus with open arms at that moment.**

But *it wasn't just about that afternoon.* It was about **all the weeks that came before—and the path ahead, now lit with something new.**



## From Silence to Strength

**Sharay lives in Guadalajara, Mexico.**

She grew up in a home ruled by chaos.

Her father's addictions made the house feel unsafe—**marked by insults, violence, and fear.**

From an early age, **Sharay learned to survive by going silent.**

*The pain was constant, and eventually, she turned it inward.*

**Hurting herself became a way to cope.** She did things she now knows were wrong, but at the time, it felt like the only way through.

She had known the church as a child, **but when a Crossroads Kids Club started near her home in Mexico, something shifted.**

**She returned.** Week by week, she watched the leaders show up with **kindness and faith**, and for the *first time in a long time*, she felt drawn in.

**Slowly, her heart began to heal.**

*It didn't undo the past. But* **the weight of it began to crack under something stronger than what she'd carried alone. Now she serves other kids walking paths like hers. And even when it hurts to remember, she keeps going—because God carried her, and she knows he can carry them, too.**

## Spreading the Light Globally

While Crossroads Kids Club remains focused on reaching children in U.S. public schools, **God has opened unexpected doors around the world**—and we're following his lead.

**It began in 2018**, when the Lord used a connection in Chicago to introduce us to Pastor Rolando González in Mexico. That relationship has grown into something beautiful, producing lasting fruit like **Sharay's transformed life** (opposite page) and many others who have encountered Christ's love.

As we've sought to remain faithful to serve where the Lord opens doors, opportunities have multiplied. Today, children in **Guatemala, El Salvador, Honduras, Ghana, and Zambia** are hearing the Good News in their own languages through local leaders we've equipped and empowered to carry out the same Crossroads model.

Our heart remains anchored in American public schools, but we've learned that when God moves, **borders don't limit his reach.** We invest up to 10% of our resources supporting international clubs focusing on under-resourced areas where local leadership shares our passion for reaching children.

**The light shines wherever he sends us.**

*Watch the international story.*





# Financial Reports

## Statement Of Position June 30, 2025

### ASSETS

Cash & Cash Equivalents	\$350,135
Investments	\$402,921
Net Fixed Assets (equipment)	\$1,696
<b>TOTAL ASSETS</b>	<b>\$754,752</b>

### LIABILITIES & NET ASSETS

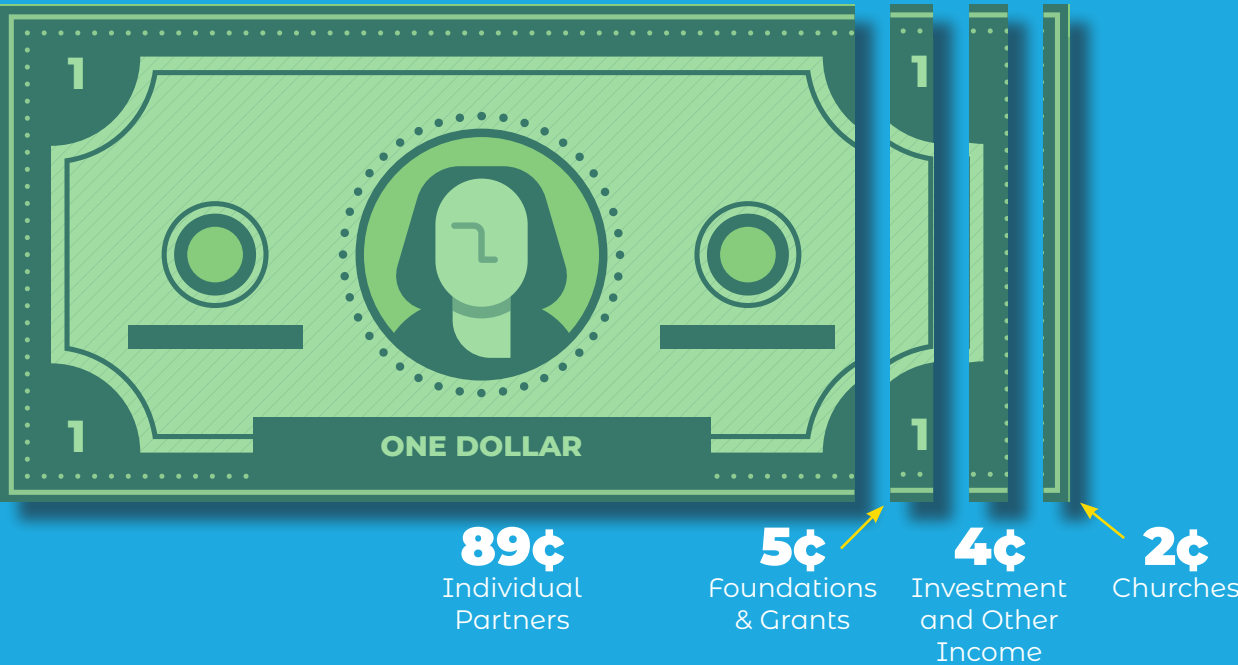
Payables	\$11,903
Total Net Assets	\$742,849
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$754,752</b>

At Crossroads Kids Club, we keep financial reserves on hand for two important reasons:

- 1. Cash flow timing.** Most of our donations arrive during year-end and spring campaigns, but ministry expenses continue steadily all year. Reserves allow us to cover operations during slower giving seasons like summer and fall.
- 2. Stability and flexibility.** We maintain an operating reserve as a safeguard to ensure ministry continues even in the face of unexpected challenges and to respond quickly when God opens new doors.

Your  
generosity  
fuels this  
mission.

## Where Revenue Comes From



+22%  
Revenue



+26%  
Children  
reached



-4%  
Cost per  
Child

\$364 or about  
\$30 a month

As the ministry grows, core investments like curriculum development and volunteer training now serve 26% more children. The result? The cost per child decreased by 4%.  
Your dollars are now going farther.

	2024	2025	Change
Revenue	\$839,680	\$1,025,763	+22%
Expenses	\$831,235	\$1,003,679	+21%
Net Income	\$8,445	\$22,084	+161%



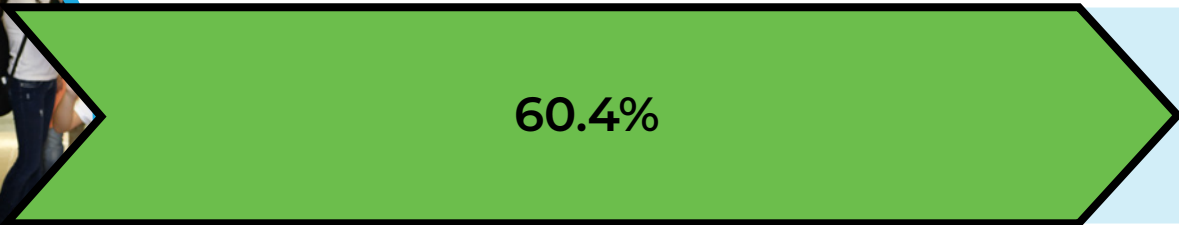


# Ministry Expenses

How your giving impacts kids



**\$1,025,763**  
Total Income

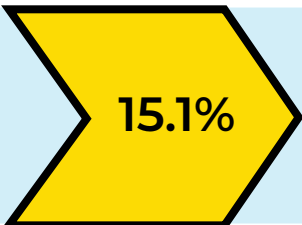


**\$605,921**

## Ministry Mobilizers

The people behind the program

At Crossroads, people costs are program costs. Your gifts support team members who write curriculum, train volunteers, coach churches, and help open schools. They equip leaders to confidently share the gospel with children, and they tell the stories that help grow the ministry to reach even more kids. This category includes salaries, benefits, taxes, training, and professional development.

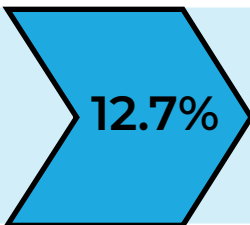


**\$151,191**

## Fundraising & Administration

Running the ministry well

Essential costs to operate effectively including donor relations, office operations, technology, facilities, and professional services that ensure good stewardship of your gifts.

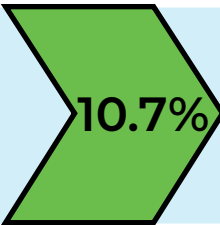


**\$127,404**

## Clubs & Travel

Supporting the frontlines

Direct ministry support including international programs, church partnerships, club materials, training events, and travel—all to serve kids worldwide.



**\$107,168**

## Outreach & Marketing

Investing in future growth

Expanding our reach through media campaigns, website development, promotional materials, printing, and communications that help more children hear the Good News.



**\$11,996**

## Other Expenses

Operational necessities

Includes insurance, depreciation, and miscellaneous costs necessary for ministry operations.

Scan the code below, or go to [crossroadskidsclub.com/financial-reports](https://crossroadskidsclub.com/financial-reports) to find more details and our independently compiled reports.





# What's Next for Crossroads

The light is shining in more places, but there's still so much to do.

In the year ahead, we're asking God to multiply the impact of Crossroads Kids Club in new schools, new cities, and even new countries. With your partnership, here's where we're going.

# Spreading the Light Further in 2025

The darkness hasn't overcome the light—and it never will. But there's still so much work to do.



## More Children Will Hear

Our goal is simple: reach 3,500 children each week with the gospel. That means launching 30-40 new clubs while strengthening the ones already shining bright.



## More Leaders Will Answer the Call

We're praying for 850 volunteers to step into schools to advance the mission. When God's people respond, children's lives change.



## More Countries Will See His Light

As the Lord opens doors, we'll follow—adding one new country and equipping local leaders to carry the light into their communities.



## More Resources Will Serve Leaders

Fresh curriculum, enhanced training, and better tools will help every club leader confidently share the hope of Jesus with the next generation.

The harvest is plentiful. The schools are open. And God is moving and using your partnership to accomplish so much. Together, we'll watch the light shine in even more places where children desperately need to hear: "God sees you. He knows your name. He loves you."



# Love Crossroads?

## Pass it on!

1. Tear the brochure at the dotted line.
2. Fold it in half.
3. Give it to a friend who you think would be interested to hear what God is doing through Crossroads!

Children are the most open, most reachable, and most spiritually responsive group on earth.

Nearly two out of three believers come to faith between the ages of four and fourteen. Yet this critical window is often overlooked. Crossroads Kids Club is changing that.

We partner with local churches to bring the gospel into public elementary schools—right where kids already are. We provide curriculum, training, coaching, and ongoing support.

We offer it all **free** to children, families, schools, and churches because others have chosen to give in support of this vital outreach.

Your help to reach the next generation is needed now more than ever.

Join the movement!

## Now is the time.

CrossroadsKidsClub.com



Only **22%** of kids in America are in church, but **84%** attend public schools.

What if we brought the gospel to them—right where they are?

With Crossroads Kids Club, you can bring the light of Jesus into public elementary schools around the nation.

## Every child needs to hear the gospel.



## The next generation is growing up in the dark.

Most kids today aren't hearing about Jesus. They don't know the God who made and loves them.

Instead, they face confusion about identity, purpose, and right and wrong—often alongside serious challenges at home and school.

1 in 4 children will face anxiety before adulthood. Over a million live in poverty. 600,000 will be exposed to pornography by age ten.

But this doesn't have to be the end of the story.

## You can help change it.

Through Crossroads Kids Club, the gospel is reaching public schools—meeting kids where they are and helping them discover who they are in Christ.

In classrooms and cafeterias, children are hearing—many for the first time:

*"God sees you. He knows your name. He loves you."*

## You can be part of the solution.

Public schools are open to Crossroads, and the harvest is plentiful.

You can help connect children to God, his Word, and his people.

Whether you pray, volunteer, or give, your involvement makes an eternal difference.



## Four ways to make an impact

### Pray

Sign up for updates and ask God to reach children, open more schools, and raise up his people.

### Give

Clubs are free thanks to generous supporters. Your gift helps reach the next generation.

### Serve

Just 90 minutes a week can impact a child's life forever.

### Share

Tell your church and friends. This mission field is right outside our doors.







[CrossroadsKidsClub.com](http://CrossroadsKidsClub.com)



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