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
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.
390,000+ meals from our food pantry
1,325 Birth certificates for housing

#1 need affordable housing
12,000+ bus tickets to manage life
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.

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

I am Crossroads

2.6k summer lunch meals

85k Diapers distributed

200+ parents receiving weekly support
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.

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

18,000
Meals served in 2022

242,000
pounds of food donated

1/2 million
pounds of food distributed

I am Crossroads
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
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

- Contributions: 37%
- Grants: 52%
- Events: 10%
- Endowment: 1%

86% of grants pursued were awarded

#1 highest revenue raised from our gala

$49 avg cost of resources per client

2022 EXPENSES

- Program: 60%
- Administration: 12%
- Development: 13%
- Facilities: 15%

$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**
How we think

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 AFFECTING CHANGE AROUND YOU
The world changes by our actions, not our opinions

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

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

ON OPPORTUNITY
There is no better disrupter of crisis than opportunity.

ON 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 CHILDREN
Most see children. We see lives depending on us.

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 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.
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 Cranberry, 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

SUPPORTERS

We received support from 451 donors including:

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

THANK YOU!

www.crossroadsofmichigan.org