

ANNUAL 2022 REPORT

CROSSPURPOSE

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JOIN US



We celebrated 10 years of CrossPurpose at Elitch Gardens

FROM OUR CEO

Dear CrossPurpose Family,

In 2022, we celebrated ten years of serving our neighbors at CrossPurpose. Over 650 Leaders have walked through our doors, resulting in almost 1,700 people out of poverty. Each of these graduates represents a beautiful new beginning and a trajectory that can change generations.

As the numbers grow, so do the stories. I think of our early graduates who are now managing businesses and running nonprofits. I think of our most recent graduates who entered the workforce with fresh motivation and energy. I think of the kids who stood at graduation and told their mom or dad how proud they were of them.

Because these stories matter, we will keep pushing forward. By 2025 we plan to open two new locations in Aurora and Arvada, making CrossPurpose more accessible for our neighbors there.

I'm thankful that a decade of work means a decade of transformation. Together, let's continue the fight against poverty and make our city beautiful.

Sincerely,



JASON JANZ
CEO & Co-Founder



OUR

PROGRAMS

In 2022, we rebranded our continuum of program offerings to illustrate their cohesive structure. What we once called Easy Access, Core, and the Fellowship are now called Launch, Leader, and the Legacy Fellowship. The breadth of our programming allows us to serve people in all stages of their journey from generational poverty to generational wealth. Take a look at the impact of these programs in 2022.

launch ⇨ leader ⇨ legacy fellowship

launch

Launch is an online career readiness program designed specifically for SNAP recipients who are looking to start the journey towards a better career. Launch participants complete the program at their own pace and receive career readiness coaching to guide them towards further education or employment.

In 2022, Launch expanded to serve Colorado residents statewide. We also partner with CDHS to receive funding for CrossPurpose as Launch provides free programming to residents receiving SNAP benefits.

31
COUNTIES SERVED

250
PEOPLE SERVED

$1.625M
REVENUE GENERATED FOR CROSSPURPOSE

> "Launch was able to connect me with the training I needed to get a job in the medical field!"
>
> **- LAUNCH PARTICIPANT**

leader

Our Leader program is a tuition-free, six-month career training program that helps participants develop the personal and professional skills necessary to succeed in the workplace. We offer a variety of career certification and training options paired with relational support to bring about holistic transformation.

77%
OF GRADUATES REPORT JOB RETENTION 6 MONTHS AFTER GRADUATION

137
GRADUATES

343
PEOPLE OUT OF POVERTY

$20.03
AVERAGE HOURLY WAGE

506%
AVERAGE WAGE INCREASE

INDUSTRIES WE TRAIN IN:

Medical
Trades
Culinary
IT/Tech
Administrative
CDL

$541.21
AVERAGE MONTHLY WAGE BEFORE STARTING PROGRAM

$3,280.91
AVERAGE MONTHLY WAGE AFTER GRADUATING



legacy fellowship

The Legacy Fellowship is a wealth-building program for CrossPurpose Leader Alumni. In its first year, a pilot class of Alumni (called Fellows) explored financial wellness principles, career advancement opportunities, and steps toward investing and home ownership.

11
FELLOWS IN PILOT CLASS

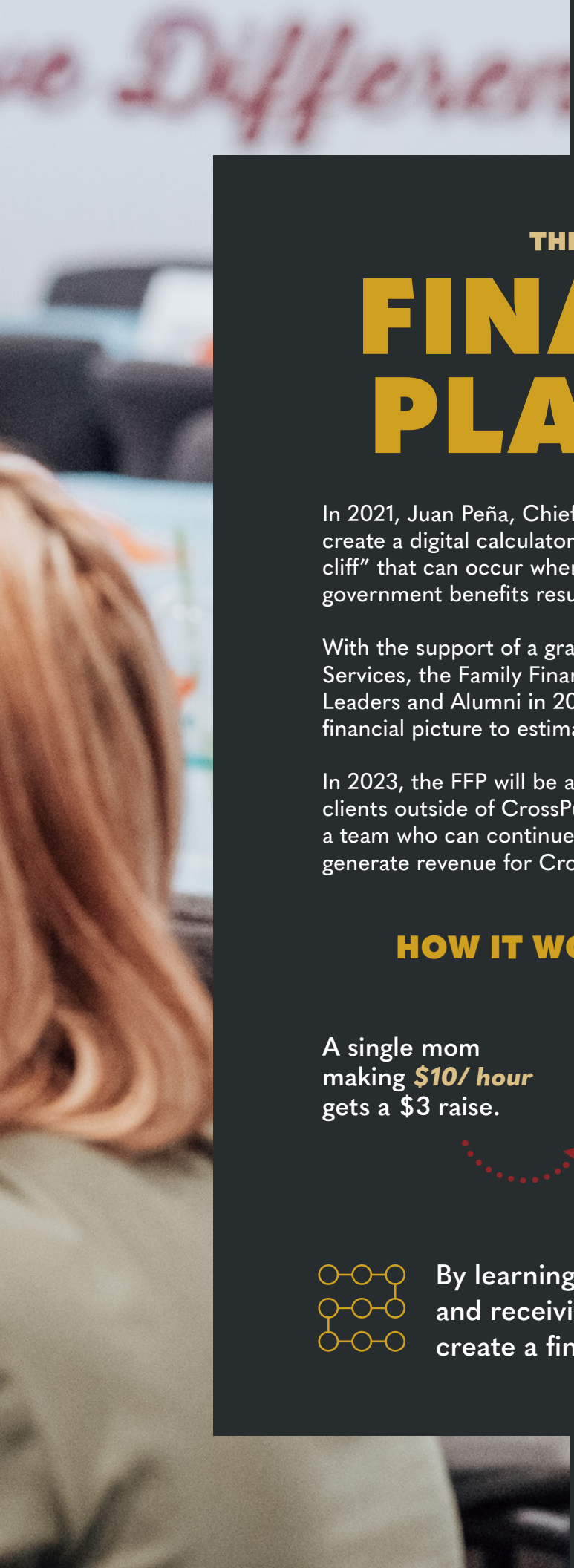
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FELLOWS BEGAN THE PRE-HOME OWNERSHIP PHASE

> "I'm learning things that I can put in place for my daughter, to be able to build generational wealth for her. It's really fulfilling to be in a program that's teaching me how to do those things." -KARIE, 2022 FELLOW



"This budgeting tool has allowed me to view my tax refund, annual income, and projected costs all combined. I've never been able to view the cost of living in one area before. I've learned more about my spending habits, saving habits, and increase in cost of living."

- CROSSPURPOSE GRADUATE



THE IMPORTANCE OF

FINANCIAL PLANNING

In 2021, Juan Peña, Chief Innovation Officer, worked with a team to create a digital calculator that helps our families prepare for the "benefits cliff" that can occur when a sudden and disproportionate decrease in government benefits results from a small increase in income.

With the support of a grant from the Colorado Department of Human Services, the Family Financial Planner (FFP) debuted to 28 CrossPurpose Leaders and Alumni in 2022. Trained coaches input the Leader's entire financial picture to estimate a family's net annual income and cash flow.

In 2023, the FFP will be available to all CrossPurpose Leaders as well as clients outside of CrossPurpose. As the tool's usage grows, we'll build a team who can continue developing the technology and find ways to generate revenue for CrossPurpose programming.

HOW IT WORKS

A single mom making ***$10/ hour*** gets a $3 raise.

Due to a loss of benefits, she only ***nets a 10 cent*** income increase.

She'll need to make ***$26/hr*** to start seeing any meaningful change in her net annual income.

By learning how the cliff effect affects her family and receiving coaching and support, she can create a financial plan and roadmap for the future.

THE PEOPLE DRIVING

CHANGE



Behind the scenes, it takes a village of people to keep everything in motion.

Staff, volunteers, and partners make it possible to carry out our mission day in and day out.

"Being an Ally was not always easy, but it was always beautiful. The entire experience was like a mirror for me - I saw some blindsides, parts I need to heal, stories I need to more openly share, and human beings, neighbors, I need to intentionally love more and judge less. "

- FIRST TIME ALLY

VOLUNTEERS

CrossPurpose volunteers invest in meaningful relationships that cross over social, economic, racial, and societal barriers. Our volunteer program is composed of highly skilled professionals, compassionate relationship builders, and exceptional community givers who have one thing in common: a desire to love their Denver neighbors. Volunteers are the significant change in the lives of Leaders, and Leaders are the significant change in theirs.

62
NEW ALLIES

80
VOLUNTEERS SERVED AS MOCK INTERVIEWERS, COMMUNITY EXPERTS IN FINANCE, BOOKKEEPING, ELECTRICAL & LEGAL SERVICES, AND CHANGE AGENCY COACHES

STAFF

29
NEW HIRES

84%
STAFF RETENTION

8
CROSSPURPOSE ALUMNI NOW FULL-TIME EMPLOYEES

#1
DENVER BEST PLACES TO WORK AWARDED FOR THE 3RD YEAR IN A ROW

DISCIPLERS

At CrossPurpose we encourage everyone to pursue spiritual development. We define "spiritual" as that which pertains to the mind, the will, and the emotions. For some, this means they will explore their spiritual journey through our optional, Christian faith-based spiritual development classes.

11
NEW CHURCH PARTNERS

26
LEADERS MATCHED WITH VOLUNTEER DISCIPLERS

121
LEADERS ATTENDED SPIRITUAL DEVELOPMENT CLASSES

> **"My relationship with God is the most valuable takeaway. I am connected and a part of Wellspring and being among the community brings me a sense of peace and joy I have never known. I couldn't have done it without the Life with Purpose class that CrossPurpose offered while I was there."**
>
> **-ERIKA, 2022 SOUTH METRO GRADUATE**

LIVEDIFFERENT RECOVERY

In 2022, we launched a recovery program to serve our neighbors in active recovery. LiveDifferent Recovery is open to the community and served over 400 people this year.

424
UNIQUE VISITORS

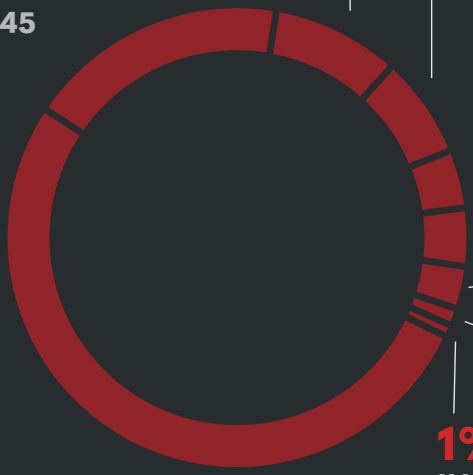
27%
OF VISITORS WERE CROSSPURPOSE ALUMNI/LEADERS

73%
OF VISITORS CAME FROM THE BROADER COMMUNITY



OUR FINANCIALS IN 2022

EXPENSES
$8,552,733



7% MARKETING $611,352

9% OCCUPANCY $751,862

4% PROFESSIONAL FEES $319,064

19% PROGRAMS $1,632,945

4% OTHER $377,167

3% IN KIND DONATIONS $299,214

51% PERSONNEL $4,374,648

2% TECHNOLOGY $129,158

1% INSURANCE $57,323

ALLOCATION OF EXPENSES

TOTAL
$8,552,733

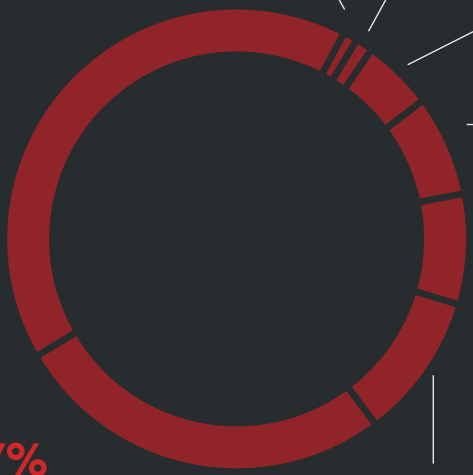


15% ADMINISTRATION $1,264,710

73% PROGRAMS $6,241,514

12% FUNDRAISING $1,046,509

REVENUE
$10,040,944



1% CHURCHES $104,916

1% OTHER $96,658

5% IN KIND $500,451

7% BUSINESSES $663,848

8% INDIVIDUALS $816,678

10% PROGRAM $1,032,675

27% GOVERNMENT $2,710,037

41% FOUNDATIONS $4,115,681





At the close of 2022 we are two years into our five-year expansion plan. We wouldn't be here without the support of our generous donors, and continued support will be essential to help us see this plan through to completion.



CROSSPURPOSE

JOIN US

Explore how you can support CrossPurpose through giving, volunteering, hiring our graduates and more at ***crosspurpose.org***.

JOIN THE NEIGHBORHOOD

From near or far, you can support CrossPurpose as a member of the Neighborhood - our community of monthly givers. Recurring gifts help provide a reliable source of funding and allow us to focus on the most important work of all - loving our neighbors.

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