CROSSPURPOSE



ANNUAL REPORT
2024


There can be no significant change **without significant relationship.**
www.crosspurpose.org

Letter from Jason Janz



Our 2024 Annual Report showcases the progress and impact achieved this year through strong collaboration with partners, volunteers, and neighbors.

Dear CrossPurpose Friends,

In 2024, we officially crossed the 1,000 graduate mark. That's 1,000 people who said, "I'm ready for change," and took the first step toward a new future.

They didn't do it alone. They had coaches, classmates, volunteers, and donors believing in them when the world told them they'd never make it.

This year, we opened our North Metro campus in Arvada, launched new alumni programs to help families build wealth, and graduated our largest class ever. In this annual report, you'll read about the people and programs making these things possible for our neighbors.

We were also grateful to expand the reach of our Launch program, which serves SNAP recipients statewide through online career readiness curriculum.

This was a breakthrough year, and with one year left in our five-year plan, we're running full speed toward a future where more families break free from poverty for good.

Thank you for believing in this mission and in the people living it out every day.

Jason Janz

Jason Janz

Chief Executive Officer
Co-Founder



In 2024, Change Agency's Pitch Night
Raised $248,000 for 7 New Ventures





Through the Legacy program, participants have an opportunity to enter into a business accelerator called Change Agency. This year, seven Leader program graduates raised over $248,000 in seed funding for their business and nonprofit startups at Pitch Night, a crowd-funding event.





2024 Annual Report

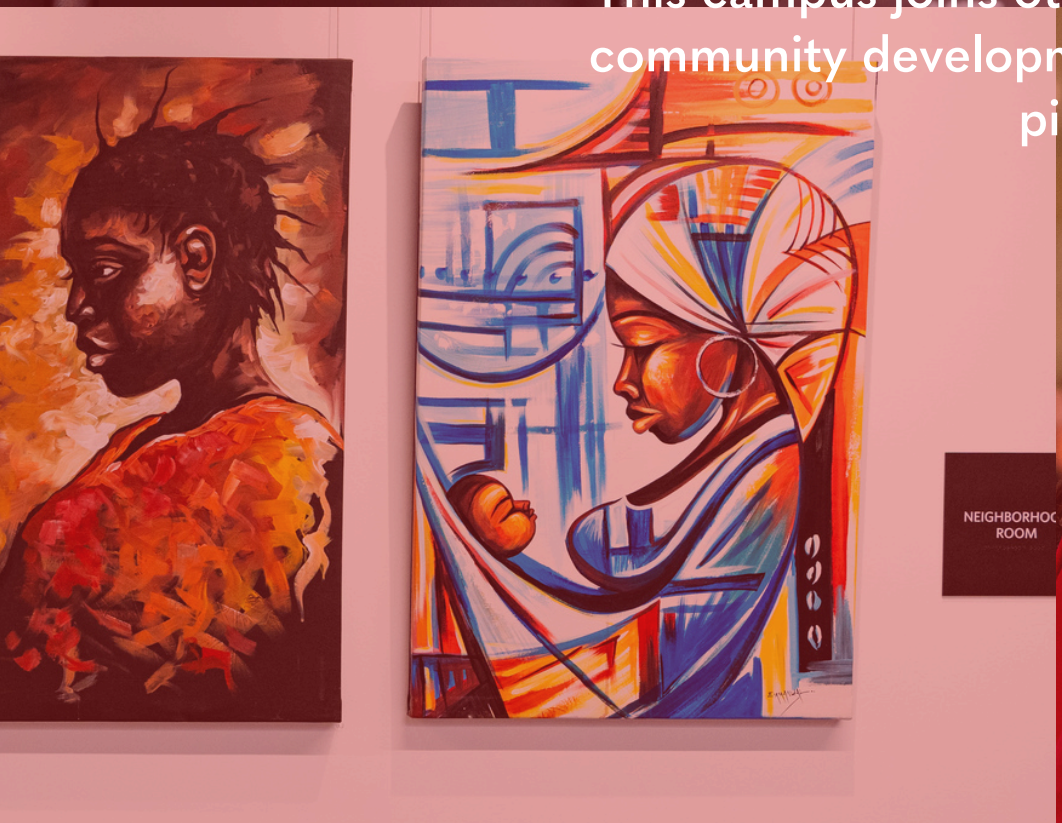


CrossPurpose North Metro Grand Opening
Growing Impact in Denver with a Third Campus





We opened our third CrossPurpose location in September 2024. This campus joins other community resources in The Bridge community development complex in Arvada. In our first two pilot classes, we celebrated 56 graduates.

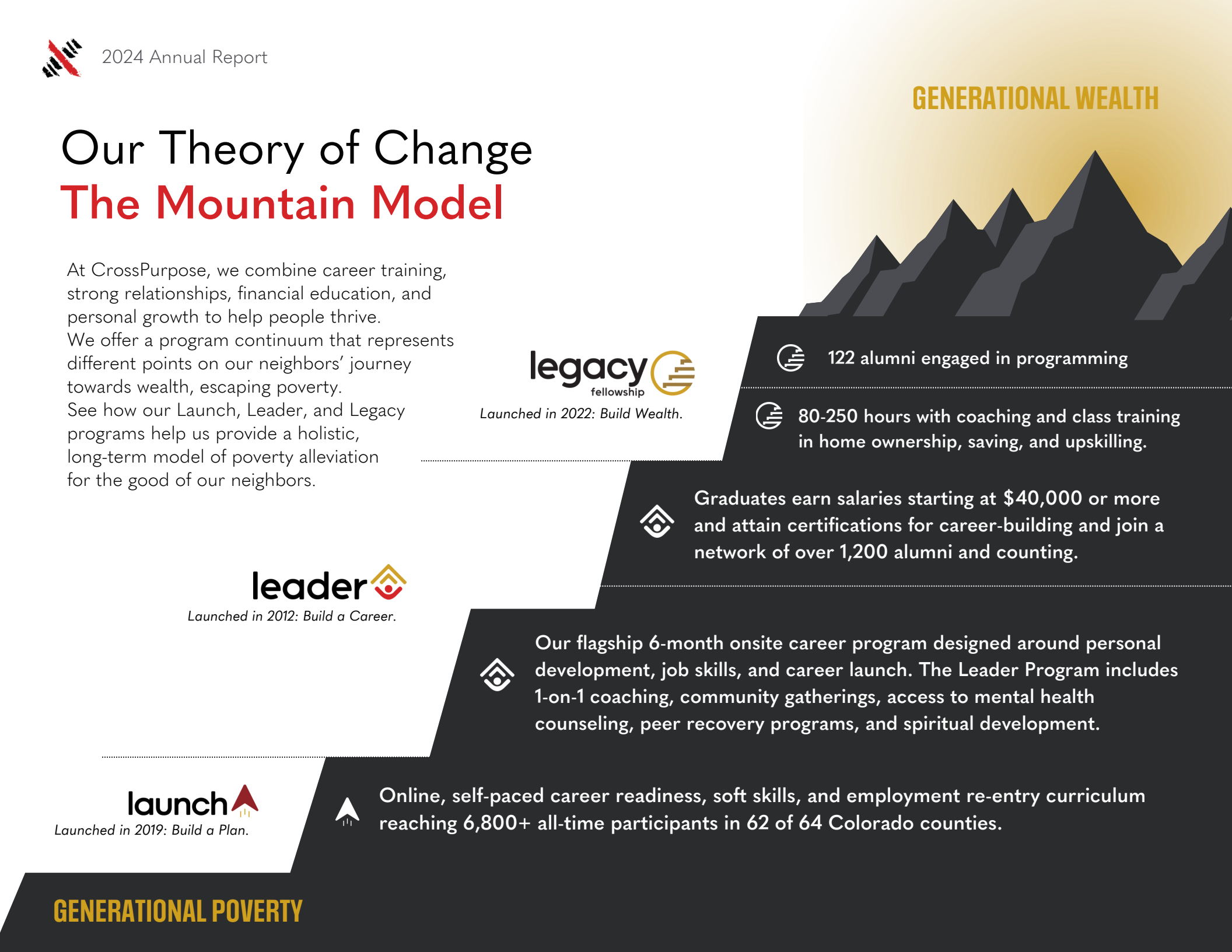




Our Theory of Change

The Mountain Model

At CrossPurpose, we combine career training, strong relationships, financial education, and personal growth to help people thrive.
We offer a program continuum that represents different points on our neighbors' journey towards wealth, escaping poverty.
See how our Launch, Leader, and Legacy programs help us provide a holistic, long-term model of poverty alleviation for the good of our neighbors.



Scaling New Heights
Program Outcomes

82
participants in 2024

55
alumni and Legacy Fellows have purchased homes

22
businesses and organizations have launched

277
program graduates in 2024

$22.87
average hourly wage of 2024 graduates

83%
job retention after 12 months

1,531
total participants served in 2024

62
of Colorado's 64 counties have Launch participants

6,863
all-time participants since 2019



Crossing Borders
Finding Purpose



Armilanie S.
2024 Graduate
Certified Nursing
Assistant,
Craig Hospital

I was born and raised in a poor community in the Province of Mindanao, Philippines. My family didn't have much—our home had bamboo and coconut flooring, no electricity, and no running water—but it was full of love and a deep moral compassion for helping others. Growing up in that environment, I never felt like I was missing anything important. In fact, it inspired me to pursue a career in social work with the Philippine government.

As an adult, my family and I made the life-changing decision to move to America. But when I arrived, I found out that my credentials as a social worker weren't valid here. It was a tough blow, but I knew I still needed to find a way to help others. After a lot of research, I found CrossPurpose. The program offered a pathway to become a Certified Nursing Assistant (CNA), which felt like the perfect way for me to make a meaningful impact again.

"CrossPurpose has changed the trajectory of my life, and I'm so grateful for the opportunities they've given me."

After completing the Leader program, I landed a position at Craig Rehabilitation Hospital. It's a world-renowned facility, and I'm proud to say I've quickly become a patient favorite because my heart for others shines through in everything I do. Now, with a great career, I can support my family while also working toward my goal of earning a master's degree in the U.S. to become a Licensed Clinical Social Worker.

I truly believe that none of this would have been possible without CrossPurpose—their program, their staff, and the systems they have in place. They've changed the trajectory of my life, and I'm so grateful for the opportunities they've given me.



"After completing the Leader program,
I landed a position at Craig Rehabilitation Hospital.
It's a world-renowned facility, and I'm proud to say
I've quickly become a patient favorite...
Now, with a great career, I can support my family."



Employer Partners

CrossPurpose graduates are trained and certified to fill essential roles across industries. Our employer partners have access to a pipeline of talented, hard-working individuals who graduate from our program.

51

employers signed partnership agreements



Church Partnerships

The local church provides spiritual, relational, and economic support for our Leaders. Scattered across the city, each church partner also provides a welcoming, long-term community for CrossPurpose Leaders and graduates.

14

Denver churches partner with us



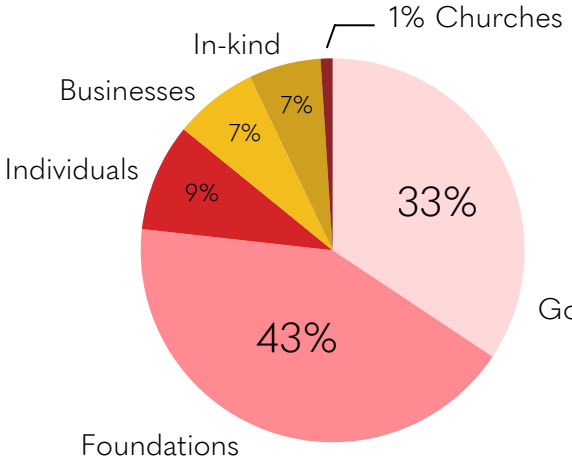
Community Partners

Organizations across our city work to meet our neighbors' needs. These community partners refer their own clients who are ready to take the next step in their journey with CrossPurpose.

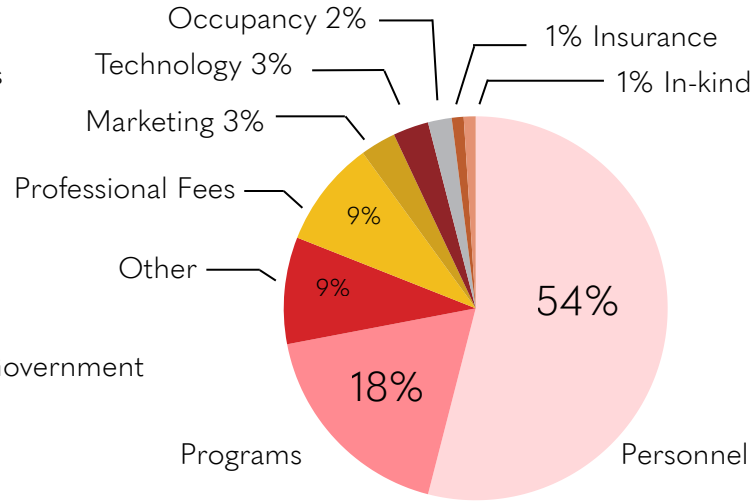
600

valued community partners

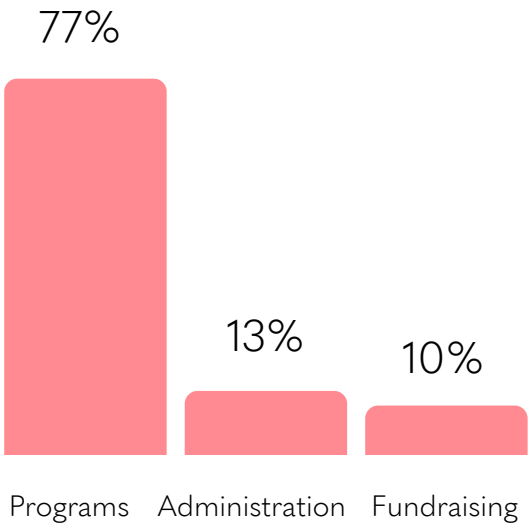
Revenue
$17,427,377



Expenses
$15,441,052



Allocation
of Expenses



The financials reflect our 2024 Audited Financial Statement. You can request a copy at: finance@crosspurpose.org.

Meet Our Team
& Board of Directors

Jason Janz
Chief Executive Officer

Casey Johns
Chief Development Officer

Jennifer Janz
Chief Programs Officer

Scott Lanzen
Chief Financial Officer

Mkale Warner
Chief Operating Officer

Jason Janz
Board President

Bill Kurtz
Vice Chair

John Hyde
Board Director

Faith Kingsinger
Board Director

Ray Torres
Board Director

Ben Warwick
Board Director

Sawyer Gordon
Board Chair

Ken Floyd
Board Director

Tiffany Johnson
Board Director

Jeff Krommendyk
Board Director

David Walker
Board Director


Live different
together.
BAD KINGS
www.crosspurpose.org

CROSSPURPOSE

Sparking a neighbor-loving movement **in Denver and beyond.**

CrossPurpose is on a mission to abolish economic, relational, and spiritual poverty through career and community development across the Denver Metro. Learn more about our flagship 6-month free career training school and other programs we offer at *crosspurpose.org*.

www.crosspurpose.org

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