CROSSPURPOSE

2025 ANNUAL REPORT



LETTER FROM THE CEO

In 2025, we completed our ambitious five-year plan, growing from one campus to four while preserving the relational foundation at the heart of CrossPurpose. We launched that plan amid the uncertainty of COVID-19, and your steadfast support showed what was possible: even when the world seemed to stand still, CrossPurpose could continue moving forward.



This report celebrates the milestones we reached in 2025 and the momentum carrying us into our next chapter. Building on the progress you helped power, we are casting new bold visions about how we can extend the light of CrossPurpose to more neighbors and communities than ever before.

I hope you'll take a moment to celebrate the impact you made possible last year—and look ahead with us as we help more of our neighbors move from poverty to prosperity.

With gratitude,

Jason Janz
CrossPurpose CEO

LETTING HER LIGHT SHINE



They called her the Birthday Bible Lady in prison. Julie Hillshafer assembled all the Bible verses that corresponded to someone's birthday (ex: February 26 = Chapter 2 verse 26) and wrote down the meaning of each verse as a point of inspiration and education for her fellow inmates. These small pieces of scrap paper whispered hope and encouragement into other women—Julie was a light and a gift to all those around her.

But her light had not always shined so brightly. Tampered by abuse, alcoholism, and unemployment, Julie's life had been a roller coaster leading up to her time in prison. When she was released, she started CrossPurpose's Leader program in April 2025, determined to rebuild her future.

What she found was more than just a career. "That personal development class put me right where I needed to be," she says, "mentally, physically, and spiritually to get ready for a job." After graduating, Julie began a full-time job in medical billing and coding and secured an apartment at Los Altos, the housing complex attached to CrossPurpose's new Aurora campus. She's even served as a volunteer Ally, offering her wisdom and joy to other Leaders on their own journeys.

Today, the Birthday Bible Lady continues shining brightly through her side business, Brilliant Outside the Shell—you can order your own birthday book at **brilliantoutsidetheshell.org**

2025 HIGHLIGHTS

AURORA CAMPUS GRAND OPENING

In 2025, CrossPurpose, Columbia Ventures, and Living Hope Community Church partnered to open Los Altos, a five-acre, mixed-use campus located in one of the Denver metro area's most poverty-affected neighborhoods.



A first-of-its-kind campus for CrossPurpose, Los Altos brings together 137 new affordable homes and our newest program site, offering Aurora residents free career training and ongoing support.

The Aurora location welcomed its first Leaders in January 2026, joining our Denver, Englewood, and Arvada campuses in serving neighbors across the metro area.

By 2030, we project that 600 people will begin their career and wealth-building journeys here.

HOLISTIC SUPPORT TO ENSURE SUCCESS

In 2025, we enhanced and expanded our holistic support offerings to serve more Leaders and Alumni than ever before. Participants can now engage in optional spiritual development, recovery, counseling, and physical wellness sessions to help them thrive in every area of life.

- **1,765** people engaged with recovery programming
- **160** people received counseling
- **151** people participated in spiritual development offerings
- **110** people attended a Whole Health Partners class



"NO MATTER WHAT YOU'VE DONE, YOU ARE WORTHY OF LOVE. YOU CAN BE WHATEVER AND WHOEVER YOU WANT TO BE."

Amber,
CrossPurpose Recovery

2025 PROGRAM OUTCOMES

LAUNCH

Explore Possibilities

- 1,537 people received online training and one-to-one coaching to make a career plan, find a job, or prepare for the Leader program
- 93 secured new jobs

LEADER

Find a Career

- 446 graduates received professional development, a rich community of support, a technical certification, and a new job that launched a career
- Companies who partner with us hired 326 of our graduates

LEGACY

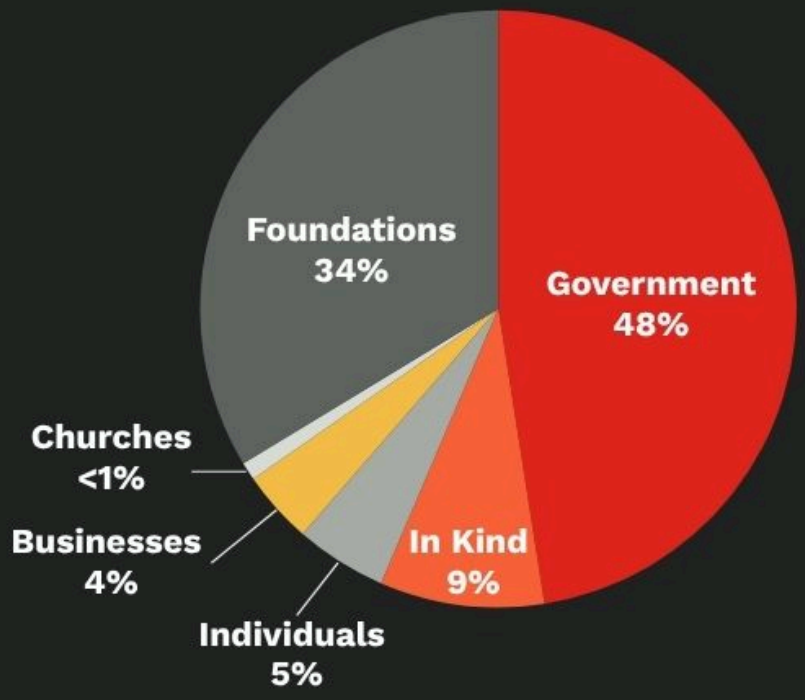
Build Wealth

- 115 people grew their financial literacy and built generational wealth
- 7 people bought their very first home
- Change Agents raised $126,532 for their new small businesses

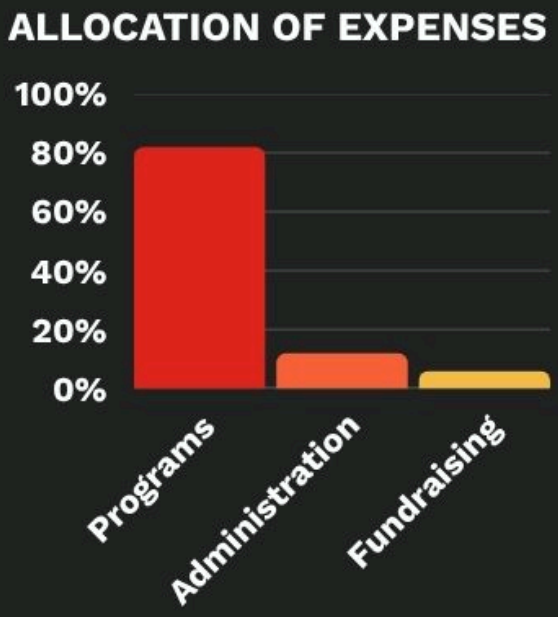
CrossPurpose graduates have generated $154M in wealth

FINANCIALS

REVENUE
$27,127,551



EXPENSES
$23,660,331





CROSSPURPOSE

SUPPORT THE MISSION

Experience mutual transformation when you walk alongside a neighbor on their journey out of poverty

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