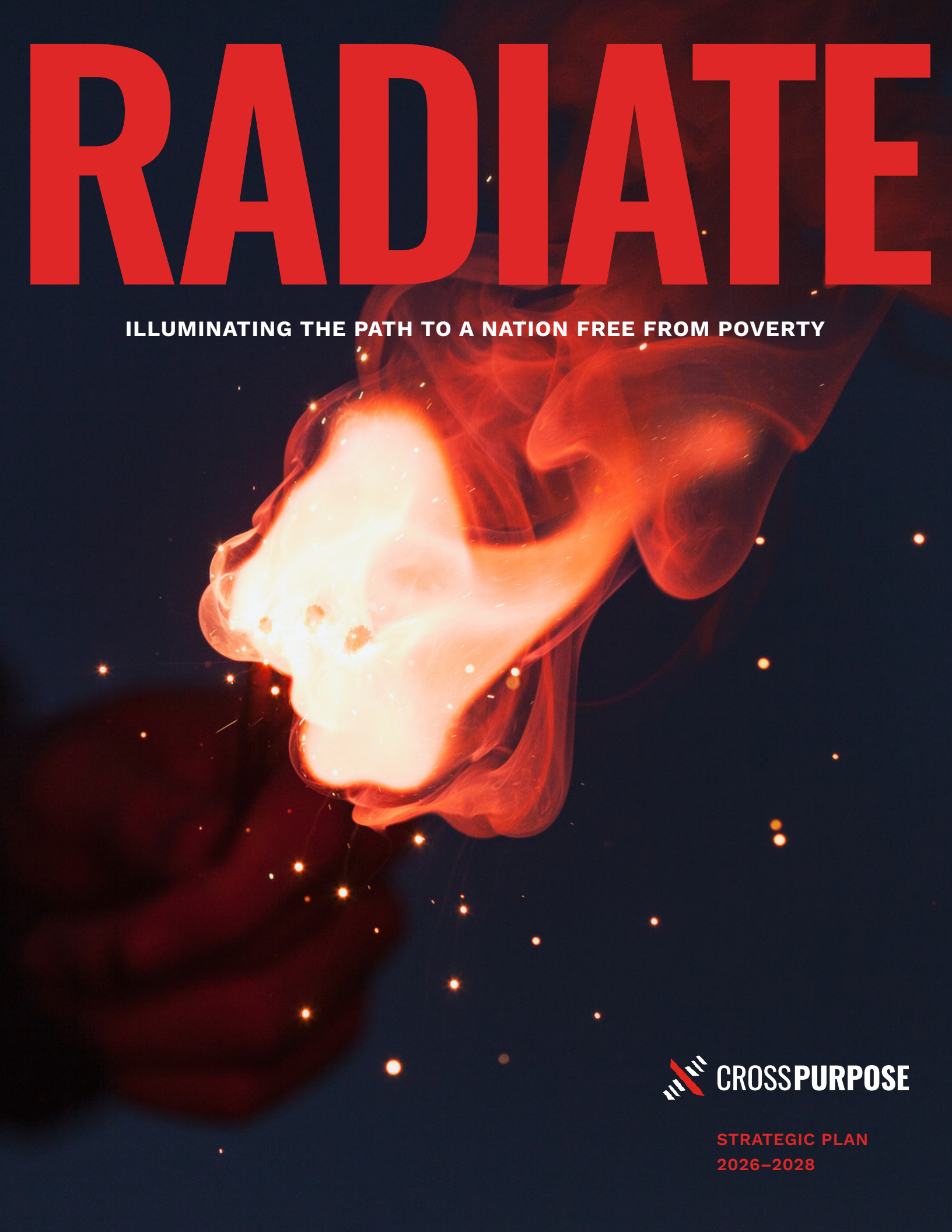
RADIATE

ILLUMINATING THE PATH TO A NATION FREE FROM POVERTY



CROSSPURPOSE

STRATEGIC PLAN
2026–2028



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In 2012, we stopped asking the question, "How can we help people in poverty?" and started asking, "How can we help people ***out of*** poverty?"

In 2020, we stopped asking the question, "Can we help our neighborhood?" and started asking, "Can we help our ***city***?"

These key reflections in our organization's history have encouraged bold thinking to pave the way toward our next chapters. And now, we again find ourselves exploring questions that are pushing our boundaries.

We have been asking, "How can we grow our impact?" and instead are asking, "How can ***our impact grow in Denver and beyond?"***

We are ready to strengthen our roots—creating sustainable growth in Denver and beyond. And we're taking our inspiration from Matthew 5:14-16: "You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven."

We're deeply grateful to those of you who have been on this journey with us—and we invite you to join us as we bring our three-year plan "Radiate" to life, exploring what it means to strengthen, sustain, share, and shine a light on the mission to abolish poverty.

Thank you,

JASON JANZ
CEO and Co-Founder
CrossPurpose

OUR PAST & PRESENT

CrossPurpose began in 2012 with a goal to help our neighbors move out of poverty. We initially served 19 families, learning through proximity how to create lasting change. In 2016, we committed in our first five-year plan to help 1,000 men, women, and children exit poverty—and built the foundational model that still guides our work today.

We launched our second five-year plan in 2020 to expand from one location to four across the Denver Metro Area. We celebrated this milestone in the fall of 2025, with campuses in Denver, Englewood, Arvada, and Aurora. Along the way, we have proven that our pathway out of poverty works and that thousands more across the city are ready to begin their journeys.

Today, CrossPurpose has a staff of 100+ with a $21 million budget and operates three integrated programs, supported by comprehensive wraparound services such as spiritual care, recovery, health and wellness, and mental health support. Our work has been recognized as among the most effective in Colorado, having been named one of the top two outcomes-based nonprofits in the state, a top 15 human services nonprofit in Denver, a six-time *Denver Business Journal* Best Places to Work award winner, and a finalist for the Daniels Fund Medal of Excellence.



Leader graduates at our South Metro campus.



OUR MODEL

We help people climb from poverty to prosperity using a practical, relational framework called the Mountain Model that recognizes milestones along the journey. While climbing the mountain, our three distinct tuition-free programs help build the economic, relational, and spiritual capital needed to succeed.



Launch is a six-to-eight week online asynchronous program that helps participants identify barriers, create a career development plan, and take next steps towards obtaining a job and/or entering the Leader program.



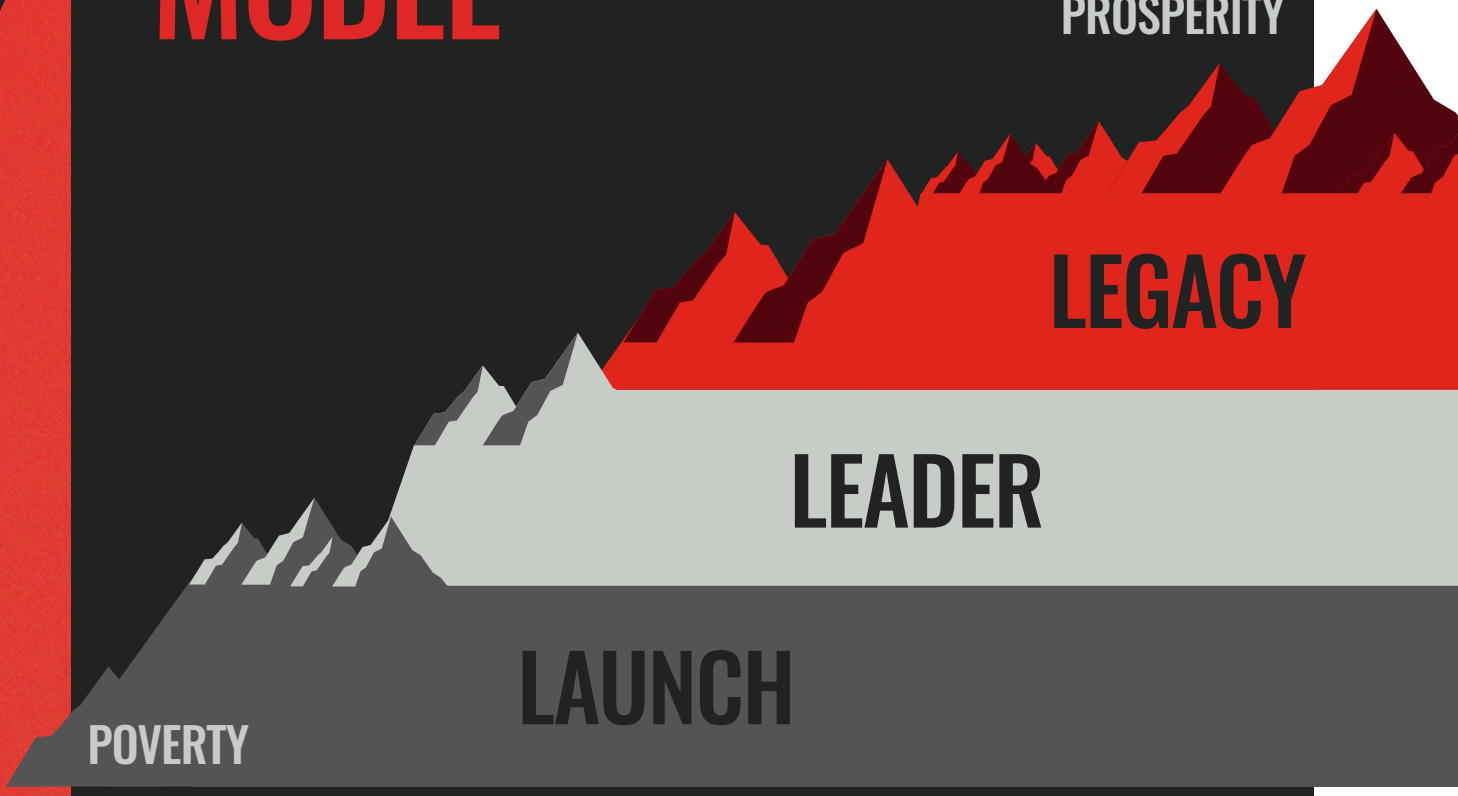
Leader is a six-month in-person program that provides participants with personal development, career training, and a career-level job.



Legacy is a three-year hybrid (online and in-person) program that equips graduated Leaders to build generational wealth through upskilling, investing, homeownership, and entrepreneurship.

All three programs are strengthened through wraparound support services in the areas of counseling, recovery, health and wellness, spiritual development, and lifelong alumni support.

THE MOUNTAIN MODEL



ALL-TIME IMPACT

(2012-2025)

$174M
Total Wealth Created

7,678
Total People Served

4,360
Total People Out of Poverty



Maria Luisa, 2014 graduate, at work.

OUR RENEWED COMMITMENT

Last year, we refreshed our mission statement to reflect the evolution of CrossPurpose and reaffirm our commitment to creating pathways out of poverty:

We fight alongside our neighbors as we climb together from poverty to prosperity through pathways that cultivate economic, relational, and spiritual wholeness.

Over the years, we've witnessed transformation beyond what we imagined possible. But we've also seen the growing reality that more neighbors than ever are facing barriers to stability, opportunity, and long-term prosperity. The need in our communities continues to rise, and we believe we are called to grow alongside it.

Meeting this moment will require renewed commitment and significant investment. Our work has always been powered by faithful partners who choose to walk alongside our neighbors, and this next chapter will be no different. Together, we have the opportunity to meet a growing need with lasting, transformational impact.

To guide our next stage of growth, we started with a 10-year vision that is rooted in the conviction that economic mobility begins with community.

Our moonshot?
By 2035, our Denver-based, world-class programs will ignite change in 25 cities, while our influence redefines how America solves poverty.

Our aim is to solidify quality before quantity—refining the Mountain Model, advancing wealth-building opportunities, and ensuring the organization's financial position.

THE 10-YEAR VISION

I.

STRENGTHEN
THE LIGHT

Deepen the quality and impact of our Denver programs so every neighbor can thrive

III.

SHARE
THE LIGHT

Replicate our proven model responsibly in new cities through partnerships and training

II.

SUSTAIN
THE LIGHT

Build lasting financial and operational strength to ensure long-term stability

IV.

SHINE
THE LIGHT

Contribute to national conversations on poverty, work, and wealth building through thought leadership

THE THREE YEAR VISION

Our three-year strategic plan, "Radiate," begins translating the 10-year vision into action, reinforcing excellence, strengthening financials, preparing for replication, and expanding thought leadership.

I.

STRENGTHEN THE LIGHT

PROGRAM EXCELLENCE

Our highest priority is to ensure every CrossPurpose program delivers transformative, data-driven, and equitable outcomes for our neighbors.

ESTIMATED INVESTMENT

$56.5M

(2026–2028)

2026: $18.75M
2027: $18.25M
2028: $19.5M

Includes program staff, site operations, technology, counseling expansion, and curriculum development

OBJECTIVES BY 2028

➔ Refine the **Launch** program, serving 7,000 Explorers (increase from 1,700 to 2,500 annually)

➔ Build the **Leader** program to full program capacity, moving from 12 to 16 classes annually across all four sites and resulting in 2,300 Leaders served (increase from 690 to 800 annually)

➔ Complete the design of the **Legacy** program and increase service capacity, resulting in 350 graduates served (increase from 50 to 200 annually)

➔ Complete a unified Learning Management System for all programs, codifying curriculum and outcomes

Leader graduates embrace at graduation.

II.

SUSTAIN THE LIGHT

FINANCIAL STRENGTH AND ORGANIZATIONAL CAPACITY



Patmos, Legacy graduate and entrepreneur, presents his business at Pitch Night.

To deliver durable impact, CrossPurpose must pair mission excellence with fiscal resilience. CrossPurpose is a philanthropy-first organization, while also benefiting from public sector partnerships such as the Colorado SNAP Employment & Training contract.

These funds have expanded opportunity for hundreds of families—yet leadership recognizes the need to diversify funding streams to safeguard against the volatility of government budgets and ensure long-term independence.

OBJECTIVES BY 2028

➔ Increase cash liquidity with four months of cash reserves

➔ Develop and launch an earned-revenue strategy to supplement philanthropic and public revenue sources

ESTIMATED INVESTMENT

$14M

(2026–2028)

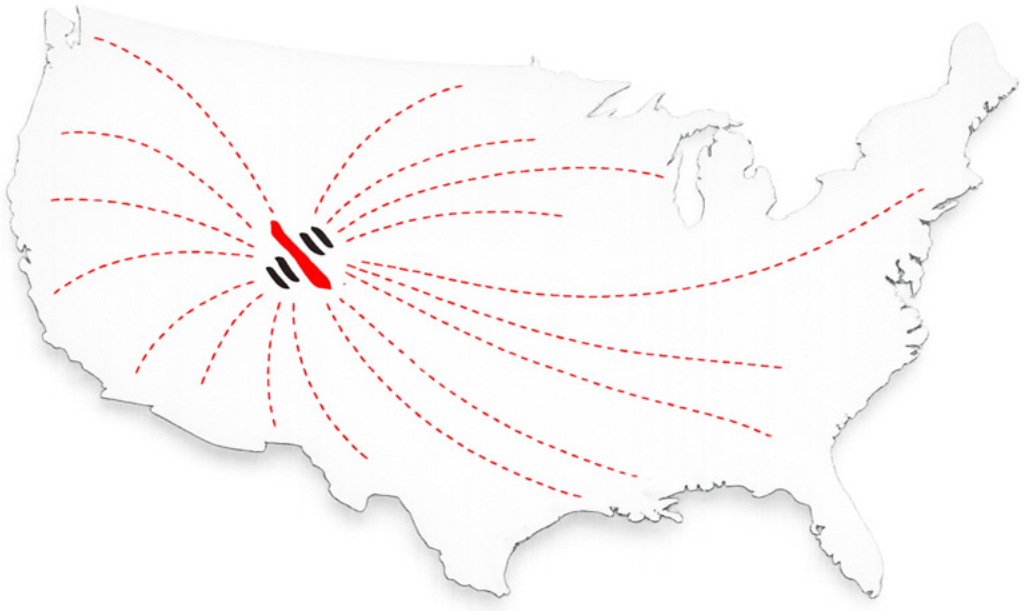
2026: $4.5M
2027: $4.75M
2028: $4.75M

Includes reserves build-up, technology systems, leadership hires, and revenue-diversification initiatives

III.

SHARE THE LIGHT

REPLICATION READINESS



While maintaining primary focus on Denver, we will prepare the model for responsible, values-aligned replication.

OBJECTIVES BY 2028

➔ Finalize affiliate model and partner criteria

➔ Launch a pilot cohort of 5 cities training in the CrossPurpose model

➔ Codify curriculum and governance tools ensuring consistent quality and equity

ESTIMATED INVESTMENT

$2M

(2026–2028)

2026: $250K
2027: $750K
2028: $1M

Research, pilot design, partner training materials, and replication infrastructure

IV.

SHINE THE LIGHT

THOUGHT LEADERSHIP

CrossPurpose aims to share what works—helping communities nationwide reimagine economic mobility through relationship, dignity, and local ownership.

ESTIMATED INVESTMENT

$2.5M
(2026–2028)

2026: $500K
2027: $750K
2028: $1.25M

Includes content creation, communications staffing, convenings, and media production.

OBJECTIVES BY 2028

➔ Publish the Mountain Model book, titled Together We Climb, in 2026.

➔ Establish CrossPurpose as a key thought leader on poverty alleviation through workshops, shared research and digital storytelling to reach 100,000 people.

➔ Initiate Mountain Model-based Navigational Alliances in five cities in the U.S.

Jason Janz joins a radio show in Louisiana to share how the Mountain Model can work for different cities.

PROJECTED OUTCOMES BY 2028

RADIATE

By 2028, the light of our work will reach further than ever before. Thousands more neighbors will move toward stability and prosperity—supported by a stronger, more sustainable CrossPurpose. What began in Denver will spark conversations across the country, as we share the proven methodologies that work. This is how our impact grows beyond us—by radiating what works.

BY THE END OF 2028, WE WILL SEE:

➔ 7,000 Launch participants pursuing stability
➔ 2,300 Leaders building a career
➔ 350 Alumni building wealth
➔ 4 months in cash reserves
➔ National replication pilot cohort launched
➔ Thought Leadership Center established, amplifying practitioner voices

TOTAL 2026-2028 IMPACT WILL BE:

9,650

People Served

3,505

People out of Poverty

$227 MILLION

Wealth Generated

TOTAL 2012-2028 (ALL-TIME) IMPACT WILL BE:

15,326

People Served

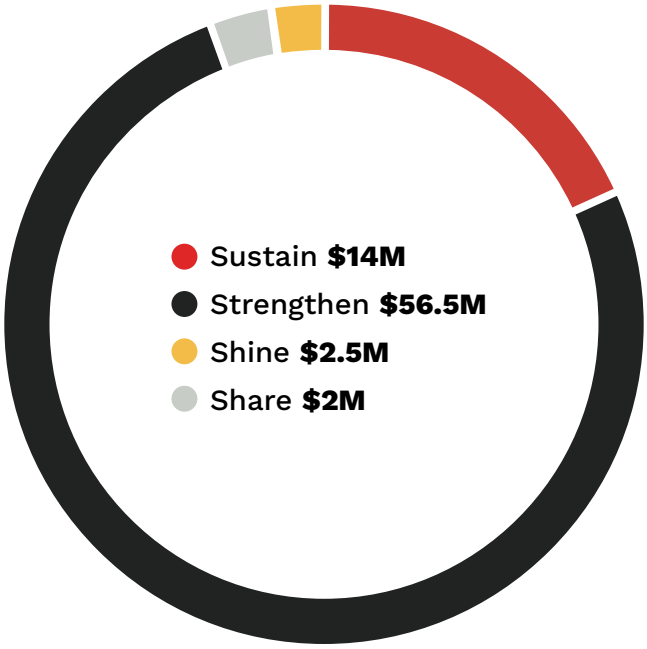
7,585

People out of Poverty

$381 MILLION

Wealth Generated

PARTNER WITH US



$75 MILLION

Total Estimated Cost (2026–2028)

CrossPurpose stands at a critical inflection point. We have proven that relational, community-based career pathways can break cycles of poverty. The next three years will determine the impact of a wealth-building continuum—through financial stability, scalable systems, and holistic support for the families we serve.

Your partnership will allow us to:

➔ Strengthen quality across all Denver sites and expand wealth-building outcomes

➔ Secure long-term sustainability through diversified revenue streams

➔ Prepare a responsible pathway for national replication and thought leadership rooted in equity and excellence

Visit **crosspurpose.org/radiate** to make a transformational impact.



THANK YOU

Together, we can ensure that the light we've built in Denver continues to radiate—illuminating the path toward a nation free from poverty.

CROSSPURPOSE

crosspurpose.org/radiate