

2018  
YEAR AT A  
GLANCE



**crossroads**<sup>®</sup>  
CHRISTIAN COMMUNICATIONS INC.



## OUR PURPOSE

“To proclaim the gospel of the **Lord Jesus Christ** throughout Canada and the world”

## TELLING THE GOOD NEWS THROUGH *Inspired Media*



**289 daily broadcasts** of life-changing stories including a #JesusStrong campaign to bring hope to a hurting nation. Coverage of Rev. Billy Graham's funeral led to an **unprecedented number of prayer calls**. A new versatile set was built to attract new audiences and accommodate future productions in our studio. **YouTube audience more than doubled to 100,000+ subscribers.**



**Weekly episodes** speak Christian thought into breaking news and culture shaping information. **Only media to distribute Christian testimony on the tragic Humboldt Broncos hockey team bus crash to CNN, CTV, Global and City TV.** Context brought light to the largest refugee crisis in the world, Rohingya, Bangladesh. **Viewership up 26%**



The show for millennial women moved **from a pilot web show to a professional weekly broadcast**, podcast and online destination complete with a new set and on-location specials. **49 episodes** engaged a panel of diverse women and guests on relevant issues and Biblical teaching.



**Season 2 of the coming-of-age docuseries** was filmed in the summer of 2018 presenting a Christian view of **navigating life's pressing issues.** Released in February 2019, gain insight into the Christian faith journey of *The Bachelor* contestant and *Young Once* cast member, Cassie Randolph.



We visited remote communities to gather **29 inspiring stories from Indigenous voices** for air on *100 Huntley Street*. These stories will soon be featured in a new television show produced by Yes TV. We led a **First Nations youth media mentorship** week at our Crossroads studios.



**CEO Lorna Dueck** inspired content creation for current and **new media projects to strengthen Canada's Christian voice.** Lorna was **published in 4 Globe and Mail articles** about the Supreme court decision on Trinity Western, Humboldt, Student Summer Jobs, and Rev. Billy Graham. Lorna was a **keynote speaker** at events for the National Religious Broadcasters, Harvest Festival Winkler, MB, the Parliament of World Religions and more.



**45.5 million minutes** viewed on YouTube  
*That's equal to 86 years and 208 days!*

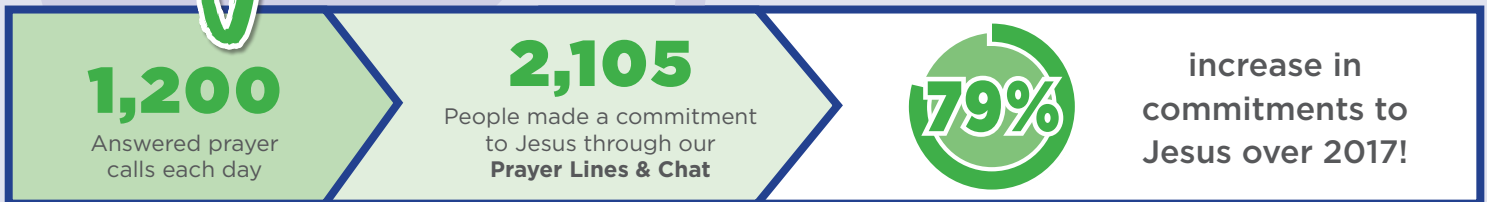
## GUIDING PEOPLE TO *Jesus...*



**NEW STREAMING SERVICE WITH BUILT-IN PRAYER CHAT**  
Launched December 2018 to increase audience of **our inspired content** and **connect people** young and old with **1 to 1 spiritual conversation and prayer.** Will feature more than **500 titles of original, life-changing content** by March 2019.



In response to younger generations engaging online, we created an extension of our Prayer Lines, the **Walk of Faith Prayer Chat and Discipleship Program** and started building a **new team of digital pastors.**



**Bible TEACHING FOR YOUR HEALTH BOOK & VIDEO SERIES**  
With a deep spiritual conviction that Christians cannot be passive about their health, Lorna Dueck and Dr. Nell DeBoer wrote the book **“For Your Health: A Look Into God's Methods for Healing”** to help Christians and spiritual seekers alike to find understanding.

The initiative included a **Restoration Service** held at Crossroads with Rev. Paul Teske and **miracles through prayer were reported.** A special week of programming aired on *100 Huntley Street.* **For Your Health series was produced for Castle** featuring true stories and video teachings for small groups.

**DAILY BIBLE TEACHING**  
Daily segments on *100 Huntley Street*

expanded into a digital email campaign featuring Biblical inspiration and learning with Pastor Robbie Symons.

**KINGDOM DRIVEN DAILY**  
What started as an Instagram account has become a vision for how God can leverage modern tools and resources to build His kingdom and make His love known through daily devotions, podcasts and social media.

## FINANCIAL

In 2018 Crossroads celebrated becoming debt-free, lowered overhead costs and for the second year in a row finished with a modest operating surplus all the while seeing a major increase in media outreach and mission impact.

## RELIEF & DEVELOPMENT

**\$600,000 WORTH OF FOOD & SUPPLIES** delivered to Indigenous families in northern Canada, plus \$30,000 raised to build a community kitchen

**15 GLOBAL RELIEF PROJECTS** including emergency, water, food, education, rescue, rehabilitation & Christian persecution