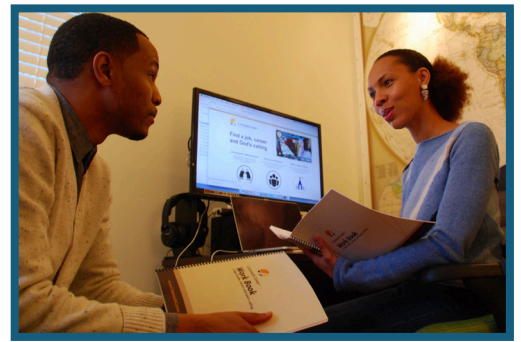


PRESENTING
MINISTRY
MAY 25, 2017



Crossroads Career[®]
NETWORK



MISSION

Educate, equip and encourage people who are seeking jobs, careers and/or God's calling

CUSTOMER

- Our PRIMARY customer is an individual who is unemployed, underemployed or misemployed, seeking a job, career, or calling
- Our SUPPORTING customers are churches / ministries, employers with jobs, and donors / sponsors

CUSTOMER'S VALUE(S)

- 7 step process and Workbook
- Online resources: job connection, resume builder, interest profiler, prayer network and 200 more career and ministry tools and tips
- On-the-ground personal help through member churches/ministries providing workshops, small groups and coaching

OUR PLAN

IMPACT each person deeper
SUSTAINABLE financial growth
REACH more people

RESULTS

During 2016:

- 84,831 visitors came to the Crossroads Career website
- 3,868 people registered for job and career resources
- 1,968 Crossroads Career Workbooks were sold

As of April 12, 2017:

- Individual registrations total 48,318
- Employer registrations total 3,599
- Job postings total 198,717

CEO NAME & TITLE

Brian Ray, Executive Director

ADDRESS

14716 Ballantyne Glen Way,
Charlotte, NC 28277

PHONE

404-317-4251

EMAIL

brian@crossroadscareer.org

WEBSITE

www.crossroadscareer.org

YEAR FOUNDED

1987

TOTAL EMPLOYEES (PT & FT)

All volunteer leadership and 3 contractors

TOTAL VOLUNTEERS

800+ volunteers primarily in churches/ministries

TOTAL BOARD MEMBERS

4

TOTAL DONORS (last 24 months)

55 during 2015 through 2016

ORGANIZATIONAL MEMBERSHIPS

OTHER: MINISTRY VENTURES

IS YOUR IRS 990 FORM AVAILABLE FOR PUBLIC INSPECTION?

Yes

DO YOU HAVE AN ANNUAL AUDITED FINANCIAL STATEMENT THAT MEETS ECFA'S STANDING NO. 3 AND IS IT AVAILABLE TO THE PUBLIC?

No

FINANCIALS



	LAST FISCAL YEAR ACTUAL	CURRENT FISCAL YEAR BUDGET
INCOME		
Donated Income	72,075	100,000
All Other Income	60,107	50,000
Total Income	132,182	150,000
EXPENSE		
Program Services	79,250	100,000
General & Administrative	47,254	30,000
Fundraising	0	5,000
Total Expense	126,504	135,000

S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Christ centered and biblically based • 30 year job-career ministry and brand • Strong Board • Website w/ 200+ resources and 50,000+ registrants • Served 400+ churches with 800+ volunteers • 7 step process workbook • Strong board/leadership • Asset cash positive 	<ul style="list-style-type: none"> • Need continuous updating content • Promotion & marketing • Funding for outreach • Most churches have no job or career ministry • No paid staff 	<ul style="list-style-type: none"> • Direct engagement with Employers leveraging Crossroads Career job postings • Church, nonprofit, government & employer partnerships • Cross-referral collaboration 	<ul style="list-style-type: none"> • Succession for 72 year old founder director • Financial vulnerability, assets and income

HOW YOU CAN HELP

STRATEGIC ASKS

- 1) Start a Crossroads Career ministry at your church.
Target Date: June 2017
- 2) Post your business's job opportunities on the Crossroads Career website.
Target Date: July 2017
- 3) Be the Charlotte Metro Coordinator to make the vision for Crossroads Career happen in Charlotte.
Target Date: Let's talk now!

MAJOR PRAYER REQUEST:

God's vision – wisdom – strength – courage. Lift Brian up that he abides in Jesus Christ always in all ways.

THE BIG QUESTION:

How do we pull together the resources of the Christian marketplace community to help the 60,000 unemployed find a good job that God has prepared for them?

