

BEING

in all things Crossroads

..... annual report

MORE

2023

We believe that young people can shape their own futures,  
and should not be defined by their social and economic means.

With Crossroads as a committed guide on their journey,  
our young people experience the great joys of making new friends,  
exploring new horizons, and realizing their vast potential.

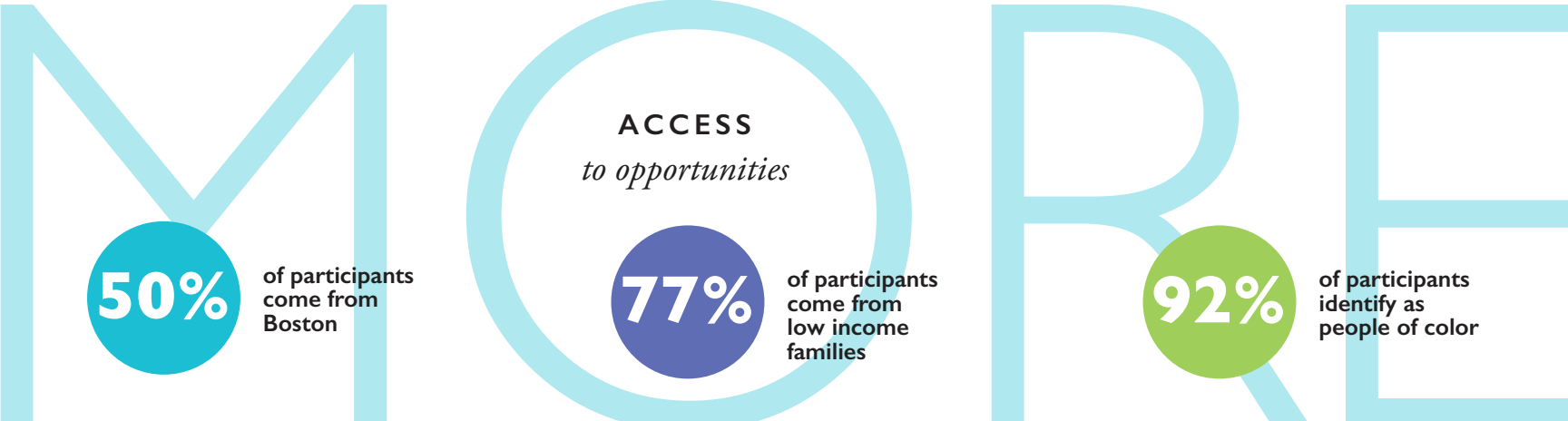


**BE HEALTHY:** *wellness & safety*  
**BE CONNECTED:** *relationships & belonging*  
**BE INVOLVED:** *agency & engagement*  
**BE MORE:** *growth & confidence*

In 2023, Crossroads served over 1,000 young people in Grades 1-12, predominantly from urban communities in Greater Boston.

In The Boston Children's Hospital 2022 Community Health Needs Assessment, researchers found that "extracurricular programming for youth is limited and, for some families, unaffordable."

Crossroads ensures access to high quality, overnight camp and leadership opportunities.





**IMPORTANT  
THAN EVER**

*Today's youth have to  
navigate a very  
complicated world.*

Crossroads partners with educators and child advocates across Greater Boston to reach kids most in need who would benefit from our programs.

The Crossroads community offers continuity and stability—and a steadfast commitment to **BEING MORE** for our young people.

**99%**

of caregivers report camp had a positive impact on child's mental health



# MORE

JOY  
*just letting kids  
be kids*

98%

of campers love  
coming here and  
have fun at camp

Our camps and programs are a fine balance of focus and frolic. Getting out into nature, playing like a kid and forming lasting friendships are balanced with learning, feelings and understanding. Crossroads is a place where all young people can find their voices and their strength to approach their futures with confidence and joy.



*“At camp, I’m accepted for who I am.”*

# MORE

**CHALLENGES**  
*learning something  
new to stretch  
and grow*

At Crossroads we talk about reaching outside our comfort zone.

Our activities are designed to help young people try new things, trust others and above all, trust themselves in their pursuit of things that interest and excite them. They learn the skills to overcome fears and challenges and accomplish their goals with confidence.

**94%**

of campers tried  
and learned  
something new



*“My son is more open to new experiences.”*





# MORE

**SWIMMING**  
*daily helps kids gain confidence in swimming skills and water safety.*

**93%**

of campers improved their swimming skills





In 2023, forty-five C5 leaders boarded planes, many for the first time, to the Rocky Mountains in Wyoming. They hiked 20 miles with full packs, navigated with a compass, slept under the stars and experienced the vast wilderness.

Through their **Hammer Year Trek**, our 10th grade C5 Leaders learn that climbing a mountain is a metaphor for life. Once they have accomplished this feat, they feel empowered to tackle anything that challenges them.

M

ADVENTURES  
*in the wilderness  
to find your way  
and find yourself*

93%  
of campers  
feel challenged  
(in a good way)

R E



“Crossroads is shaping future leaders and we’re so grateful for our part of this experience.”



Mentorship takes many forms at Crossroads. It’s a “Big” modeling leadership behavior to a “Little” in a near-peer relationship at Camp Lapham. It’s a National Outdoor Leadership School (NOLS) guide helping teens navigate the Wyoming backcountry. It’s a Crossroads C5 Leaders alum hosting high school juniors on a tour of their alma mater. It’s a community advocate partnering with high school seniors to raise awareness about the effects of homelessness. Through these supportive relationships, each young person finds inspiration for their own success story and each mentor creates generational impact in our communities.

M

MENTORS  
*who are there to  
support our youth on  
every journey*

97%  
of campers have  
an adult to trust  
and look up to

77%  
of our college  
attendees are  
first generation  
college bound

R E



A shared experience can go a long way. Quiet cabin talks, conquering fears on the high ropes course, talking honestly about social justice issues, and encouraging each other to make it to the top of the mountain. Our youth learn from each other every day and in doing so, understand the challenges and the beautiful things that make us all different and the same.

# MORE

*Our Crossroads  
youth have different  
backgrounds.  
Coming together creates  
**UNDERSTANDING**  
that lasts a  
life time.*



*“It was so fulfilling to see how close staff became with one another and with our campers.”*



Staff training is critical to ensuring that Crossroads’ philosophy and methods are conveyed and passed to new staff every year. Crossroads fosters a welcoming environment and inclusive culture where participants experience a deep sense of community. On Juneteenth in 2023 our seasonal and year-round staff convened for a day of learning and training. Crossroads continues to focus on equity, and strives to create a community of inclusion and belonging for all.

# MORE

**TRAINING**  
*our team plays  
and works hard to  
create an environment  
uniquely Crossroads*

**91%**

of staff report  
they have grown  
as a professional

*IN 2023 we asked campers and caregivers about our programs so we can measure results and deepen our impact.*

## BE HEALTHY



- Physical & emotional safety
- Increased physical activity & fitness
- Engaged with nature & time outside

*“I’ve never known much about nature but here we’re outside all of the time. I like it a lot.”*

## BE CONNECTED



- Positive adult & peer relationships
- Belonged with a group or team
- Connected with a mentor

*“I love my counselors and feel like they are always there to cheer me on.”*

## BE INVOLVED



- Tried something new
- Learned something new
- Contributed to the camp community

*“When I got to camp I was afraid of the pool but I worked to get my green band to swim in the deep end.”*

## BE MORE



- Believed in self
- Identified a strength and weakness
- Took responsibility for actions

*“Being a leader in our 24 hour challenge taught me that even though I’m shy I can be a good leader.”*



# MEMORABLE



**CLICKS +**

**LIKES + VISITS**

*as we stepped up our  
social media presence  
and launched  
a new website.*



# MORE

ENGAGEMENT  
+ DONORS +  
COMMUNITY  
*expanding our  
community in  
many ways*

**MORE Community:** 200+ volunteers at Community Action Day

**MORE House Parties:** 150+ guests at trustee-hosted events

**MORE Camp Visits:** Longtime donors, foundation funders and alumni, including our oldest surviving alums

**MORE Younger Donors:** 70+ guests at tailgate party at the Stockade

**MORE New Donors:** 300+ in 2023

**MORE Impact:** 200+ donors inspired by the 4x Patriots Challenge

**MORE Generosity:** Record-breaking event day donations at the C5 golf tournament



**MORE THANKFUL!** *Our donors help ensure that accessibility is never an issue for any child, regardless of financial circumstance.*

**VISIONARY**

\$50,000 and above

- Anonymous (2)
- Boston Children's Collaboration for Community Health
- Karp Family Foundation
- Libra Foundation, Inc.
- Massachusetts Department of Elementary & Secondary Education
- The Ellison Foundation
- The Nordblom Family Foundation



**The Jack & Kathy Shields**  
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*William Blair*

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+ =deceased

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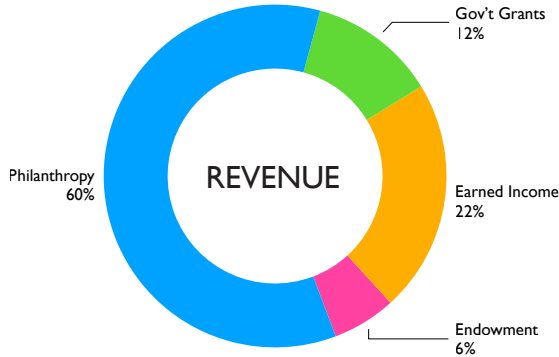
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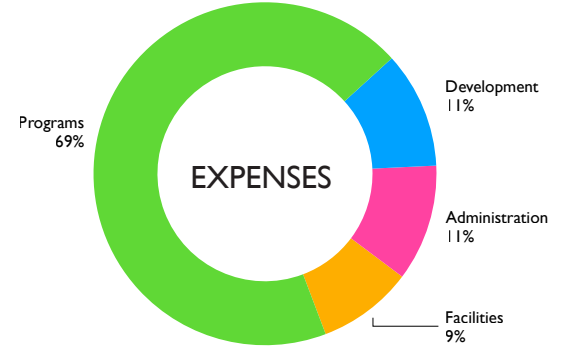
2023 CROSSROADS  
UNAUDITED FINANCIALS

January 1, 2023-December 31, 2023

*Audited financials will be available in the summer of 2024.*



Philanthropy .....	\$2,910,448
Government Grants .....	\$568,566
Earned Income .....	\$1,056,348
Endowment .....	\$289,470
<b>TOTAL .....</b>	<b>\$4,824,832</b>



Programs .....	\$3,408,542
Development .....	\$542,737
Administration .....	\$549,729
Facilities Maintenance .....	\$453,824
<b>TOTAL .....</b>	<b>\$4,954,832</b>

Note: In light of the extraordinary challenges our young people are facing—specifically the uncertain health, social, and economic landscape—our Board approved a \$187K deficit budget in 2023. The actual year-end gap of \$130,000 in funding will be closed drawing from operating cash reserves.

Crossroads, Inc. is a 501(c)3 organization. Our tax-id number is 04-2103837





crossroads

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info@crossroadsma.org

www.crossroadsma.org

