



2020

stepping forward  
CROSSROADS  
ANNUAL REPORT

If you can't fly then run,  
if you can't run then walk,  
if you can't walk then crawl,  
but whatever you do  
you have to keep moving forward.

MARTIN LUTHER KING JR



**2020** was a year filled with suffering + turmoil + discord.

In Greater Boston, Crossroads youth and their families were among those hardest hit by the pandemic and social unrest. Educational, economic, and public health disparities laid bare the inequities that too many in our society face on a daily basis.



In spite of, or perhaps because of this,  
our young people continued to seek out the

**community +  
opportunities +  
joyful optimism**

that Crossroads represents.

## we're proud

of the way our resourceful and dynamic team stepped forward this year—providing access to mentors, peers, and powerful learning about leadership development, social justice, and responsibility to others.



## we're grateful

for our extended community of supporters—individual donors, partners, corporations, and foundations—who stepped forward to provide affirmation and encouragement to Crossroads youth when it was most needed.

Fulfilling our mission has become more important than ever and is only possible through the support of our community.

**Our Crossroads community stepped forward in 2020.**



2020

Crossroads stepped forward for Boston families, cultivating community through partnership + innovation.



# partnerships that innovated + thrived

Partnerships with BOSTON CENTERS FOR YOUTH & FAMILIES and BOSTON AFTER SCHOOL & BEYOND.

THANK YOU to the following foundations and funders who stepped forward and provided extra resources to make Crossroads summer programming possible:

- *The Charles Hayden Foundation through Boston After School & Beyond*
- *Highland Street Foundation*
- *John Hancock MLK Scholars Program*
- *Liberty Mutual Foundation*
- *Summer Fund*

5 weeks of in-person summer programming

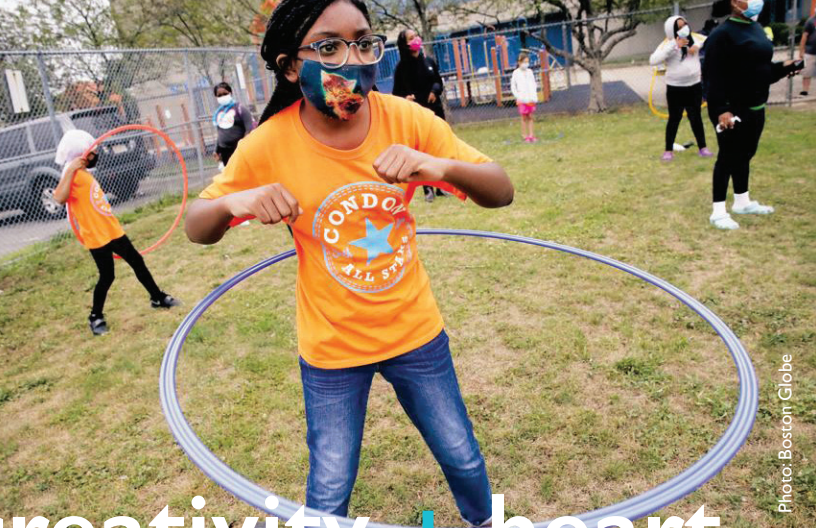
313 children served

37 summer jobs created

9 neighborhood sites throughout Boston



Crossroads stepped forward into summer with joy + creativity + heart.



# virtual growth

92% of C5 Leaders  
(438 teens)  
participated in virtual  
summer programming

117 Class of 2025  
C5 Leaders welcomed

105 hours of virtual  
content delivered

**During a summer unlike any other**, over 400 C5 LEADERS attended our 6-week, virtual leadership university. We modified our curriculum for an on-line format and maintained focus on leadership development, social-emotional learning, social action, and college and career exploration.

**During the academic year**, we have continued to innovate and adapt our programs to meet our teens' needs, and have had tremendous success working with young people in 90-minute virtual evening sessions. Since March 2020, we have:

- Hosted over 150 grade-level workshops for our C5 Leaders.
- Conducted over 700 one-on-one and small group coaching sessions.

In doing so, we have provided vital support to juniors and seniors without access to school counselors. To that end, **54 of 56 graduating seniors** were accepted to their college/career program of choice in spring 2020. Perhaps more importantly, **53 of those young people remain enrolled** in their chosen postsecondary program—a testament to the ongoing coaching and mentoring provided by our team as graduates navigate this challenging first year after high school.

## CELEBRATING OUR CORPORATE PARTNERS



Crossroads is proud to have been selected as WILLIAM BLAIR'S BOSTON COMMUNITY PARTNER for 2020 and 2021. As part of this relationship, our C5 Leaders have direct access to William Blair executives from both the Boston and Chicago offices, where they are able to learn about the varied education and career paths that led these professionals to their current roles at William Blair. In return, William Blair team members work with our youth ambassadors to get a better sense of what it takes to be a C5 Leader and how they can best support the journey.

**We look forward to another great year of programming in 2021.**

*William Blair*

While many people are working from home, there are countless members of our extended Crossroads community who step forward each day to work on the **FRONT LINES** of the coronavirus pandemic. Essential workers such as healthcare professionals, social workers, grocery store employees, postal workers, transportation providers, and police officers have continued to work tirelessly to serve others.

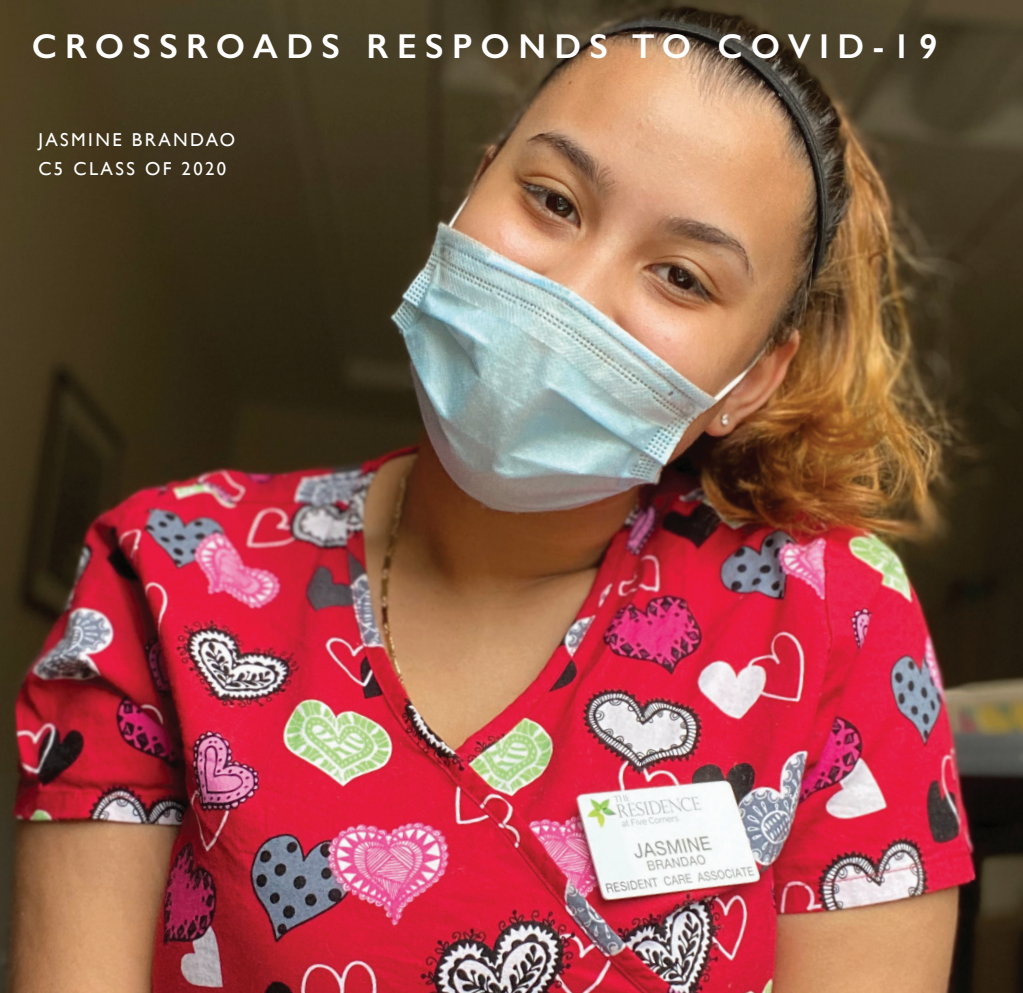
We're sending a heartfelt **THANK YOU** to these heroes.

We also want to recognize the millions of people around the world who have fallen ill or passed away from COVID-19, including the hundreds of thousands infected in the Bay State.

**WE STAND BESIDE YOU.**

## CROSSROADS RESPONDS TO COVID-19

JASMINE BRANDAO  
C5 CLASS OF 2020



# Do Good



Shortly after the pandemic hit, longtime Crossroads donor and former trustee **TIM CARROLL** challenged our C5 Leaders to submit proposals to aid members of their communities impacted by the pandemic. C5 Leaders submitted dozens of grant proposals, all showing their creativity and compassion in the face of adversity. In the end, 20 generous grants were awarded to C5 Leaders, allowing them to bring joy, hope, and vital resources to their communities.



## CROSSROADS COMMITMENT TO DIVERSITY + EQUITY + INCLUSION

The murder of **George Floyd** stirred our national consciousness and was one more confirmation that systems of oppression, brutality, and white supremacy remain firmly in place to subjugate communities of color. At Crossroads we say “**NO MORE!**” to the endless cycle of racial violence that stretches from the arrival of slaves in this country to **Jim Crow** to **Emmet Till** to **Trayvon Martin** to the insurrection which saw a **Confederate flag** besmirch the Capitol Rotunda.

Never has the Crossroads mission of inspiring young people to realize their potential and positively impact the world been more relevant. Now is the time to nurture their dreams, foster their aspirations, and attend to their fears—in the hope that these young people become the kinds of leaders and citizens this nation needs to progress toward a place of greater equity and justice for all.

**To our youth: we see you + we stand with you + we will amplify your voices.**



# our leadership

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**We're grateful** to our community of donors for your overwhelming commitment and affirmation of our mission. The following list reflects all gifts and pledges received between October 1, 2019 and December 31, 2020 from individual donors, family foundations, corporate sponsorships, and matching gifts.

## \* Campaign for Crossroads Donors

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- Demond and Kia Martin Foundation

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## ♦ Faces of Crossroads Challenge Donors

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**Crossroads Community Heroes** are special donors who have made a multi-year commitment of \$4,000+ annually to the C5 Leaders program. These dedicated philanthropists provide a reliable stream of financial support, demonstrating their belief and investment in the 400+ dynamic C5 Leaders we serve each year. Inspired by a matching gift from Crossroads Trustee Sharon Fownes and her husband Rick, the following donors have made a commitment to support the C5 Leaders Class of 2021.

### Crossroads Community Heroes

- Peter & Laurie Annicelli
- Christopher & Birte de Roethth
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- Julie & Richard Eiermann



**“Ever since my firsthand experience as a counselor at Crossroads many years ago, I have been in awe of the organization's mission and the positive impact that the programs have for so many well-deserving kids. The continuing experience for those who participate in the C5 Leadership program is an amazing concept, and we were happy to help in any way we could.**

**In 2020, the unprecedented stress that the world has encountered has made it even more important for us all to think about how we can support programs that can improve people's lives – especially those programs that have sustainable long term impact. “**

NICHOLAS + ANNIE TCHEREPNIN, CROSSROADS COMMUNITY HEROES

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*in memory of Horace O. Bright*  
 Anthony Britt



**"Having Alex in Crossroads has made such an impact on his life, and mine! I wish every child could have the opportunities that Crossroads has to offer...Please keep doing what you do. In the world we live in today, we need children to become the leaders that will change the trajectory of our current course. They are our hope for a better, brighter and more peaceful world!"**

PAMELA PROVENZANO, MOTHER OF ALEX, CS LEADERS CLASS OF 2020

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 Nona Bryant  
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*in honor of Dr. Peter Grape*  
 Zach Grasso



**“Crossroads is a place where leadership is taught and values are instilled. As long-time annual donors, we are investing in a place that mentors and empowers so many children and teens—a place that will continue to produce the leaders we need.”** BOB + JANE PALMISANO

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Andrew Merz & Anne Broussard  
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Sandra Mitchell,  
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Anne Mulkern,  
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Ethan Pollock  
Zane Polston  
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Angela Ramseier  
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Elisabeth Snyder  
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Doreen Solomon  
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Ollie Spalding  
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Laura Stephens  
Miranda Stevens  
Scott Stewart  
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Deborah Kim Stirtan  
Joan Stone  
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Wendy Stewart  
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 Rita Wang  
 Glenn & Janice Ward,  
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 Keith Watson  
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 Roberta & Stephen Weiner  
 Stephen Weiner

Katie Weisenburger  
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 Richard Whitney  
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 Gary & Beth Williams  
 Amy Wilson  
 Gabrielle Wilson  
 Corey Wisneski & Brian Caswell  
 Ariana Wolk  
 Francesca Woll  
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 Isabel Yalouris  
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 Michelle Yianakopoulos  
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 Mike Zaccardo  
 Robin Zaccardo  
 Nicholas Zachariades  
 Alec & Jenna Zadek  
 Sonny & Sue Zaverucha  
 Jenny Zhang  
 Laura & Jason Zilewicz  
 Constantinos Zioze

*This donor report was prepared with great care, however if errors have occurred, please contact Monika Schlaak, Director of Development at monika@crossroadsma.org.*

**In-kind Donors**  
 Alvin Hollis & Co.  
 Peter Annicelli  
 Colby Badeau  
 Boston Professional Hockey Association  
 Amber Bryant  
 Sue & Topher Callahan  
 Tim Carroll  
 Coca-Cola North America  
 Casey Devane  
 Vic & Karen Digravio  
 Duxbury Saltworks  
 Etcetera Women's Clothing/Wendy Barker Smith  
 Beverly & Morton Fearey  
 Sharon & Mort Fearey  
 Sharon & Rick Fownes  
 Elaine Haffey  
 James Greenwood  
 Maureen & John Hailer  
 Dan Horan  
 Harmon Golf & Fitness Club  
 Chuck & Teak Hewitt  
 J. Hilburn  
 Island Creek Oysters  
 Tatiana Joyce  
 Kate & Steve MacQuarrie  
 Montauk Tackle Company  
 Sonny & Sue Zaverucha  
 New England Patriots Charitable Foundation  
 Kristin O'Sullivan  
 Mike Phalen  
 Ripe Bar Juice  
 Rogers & Gray  
 Sara Campbell Ltd.  
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 Snug Harbor Wine  
 Saylor Scheller  
 Steve Stewart  
 Leo M. Vercollone

**Philanthropic grants** from the following foundations are critical to helping children and teens thrive in Crossroads' culture of curiosity, creativity, and active citizenship. (Grants awarded from October 1, 2019 to December 31, 2020)

**\$100,000+**

- Anonymous Foundation supporting the *Cradles to Career Initiative*
- The Devonshire Foundation
- The Ellison Foundation
- Jack & Kathy Shields Foundation
- The Kraft Family Foundation

**\$50,000-99,999**

- Amelia Peabody Charitable Fund
- Anonymous Foundation
- Bank of America Charitable Foundation
- Jane's Trust
- The Karp Family Foundation
- Liberty Mutual Foundation
- Libra Foundation
- Mabel Louise Riley Foundation

**\$25,000-49,999**

- Highland Street Foundation
- Kingsbury Road Charitable Foundation
- John Hancock MLK Scholars Program
- The Lynch Foundation
- The Nordblom Family Foundation
- Safe Family Foundation
- Saquish Foundation
- Summer Fund

**\$10,000-24,999**

- Albert O. Wilson Foundation
- Bighthouse Financial Foundation
- The Charles Hayden Foundation through Boston After School & Beyond
- Hamilton Company Charitable Foundation
- Hanscom FCU Charitable Foundation
- Hunt Street Fund
- James E. and Allyce Darling Nesworthy Charitable Trust
- John Homer Dix Trust
- John J. Sacco and Edith L. Sacco Charitable Foundation
- Mr. Owl Foundation
- Liberty Mutual Foundation
- Perpetual Trust for Charitable Giving
- Roessner Family Foundation
- William Blair

**\$5,000-9,999**

- 3M Foundation
- Anonymous
- The Anne E. Borghesani Community Foundation, Inc.
- Henry Hornblower Fund, Inc.
- Jason Hayes Foundation
- The John Donnelly Trust
- Miss Wallace M. Leonard Foundation

**\$2,500-4,999**

- Adelaide Breed Bayrd Foundation
- Ciccolo Family Foundation
- Eastern Bank Charitable Foundation
- TCC Gives



In September 2020, Crossroads C5 Alumna, former Crossroads staff member, and current Emerging Leader **TATIANA JOYCE** rode for Crossroads in the **RODMAN RIDE**. Tatiana and her friend Elizabeth Maloney rode 50 miles in memory of her friend, Don Rodman. We're proud to share that the duo raised **\$3,030** for Crossroads from 77 supporters.

"I wanted to rise to the challenge of Don's legacy and honor my history with Crossroads. What better way to show our youth that you never stop needing to be resilient, challenge ready, and committed to a better future than by training for 6 months to go from a couch potato to a cyclist during a pandemic?"



# THANK YOU for stepping forward with creative giving

During summer 2020, members of the **BOSTON RUGBY FOOTBALL CLUB** challenged others in a month-long effort to benefit Crossroads youth. Team members set up individual fundraising pages to inspire support from their friends and family—pledging to run one mile for every \$50 raised. With over \$6,100 raised by 87 supporters, that's over 122 combined miles and a lot of stepping forward.

Thank you to our many supporters and friends who have used **FACEBOOK** and other crowdfunding campaigns to raise over **\$7,000** for Crossroads in 2020!

**Top fundraisers include:**

- Jack's Half Ironman for Crossroads
- Daniel Kurganov – Brahams for Crossroads
- Cici's Birthday Fundraiser for Crossroads
- Claire's Giving Tuesday Fundraiser for Crossroads
- Jason Feitelberg's Fundraiser for **FACES** of Crossroads
- Elaine Haffey's Fundraiser for Crossroads

During nationwide demonstrations following the death of George Floyd, Board Member **ALAIN MATHIEU** stepped forward to ask his network to invest in the empowerment of Black and Brown youth by donating to Crossroads. Offering a match of up to \$500, Alain raised nearly **\$30,000** from 225 donors and introduced many new friends to our community.

"This is just the beginning. I hope that you will continue to support Crossroads, to engage with me and other Black and Brown people, and to continue to fight against systematic injustice and inequality side-by-side with us. We have a lot of work to do. #BlackLivesMatter."





## FACES OF CROSSROADS

When our annual URBAN CAMPFIRE event was cancelled amidst the pandemic, we knew we needed to find another way to celebrate Crossroads youth while bringing much needed resources to our organization. In spring 2020, we launched our FACES OF CROSSROADS campaign and asked our young people, families, alumni, staff, partners, and friends to take the FACES OF CROSSROADS CHALLENGE in support of our mission.

**Wow** did our community deliver! Thanks to over 460 AMAZING SPONSORS + DONORS, we exceeded our fundraising goal and activated a match from a generous group of challengers including longtime Crossroads friends GRACE + JERRY BIRD. In the end, our Faces of Crossroads supporters provided over \$600,000 to help us advance our mission when Crossroads youth needed it most!

### Here are some more reasons to celebrate:

- 2nd largest event fundraising total to date
- Highest # of donors in a fundraising campaign (nearly 200% increase)
- Highest # of new donors in a fundraising campaign: 252

“Many of our young people and their family members are on the front lines of this pandemic and are critical to the fabric of our community. The prospect that we can support, nurture, and mentor those who are helping us is overwhelming. Crossroads is an incredibly effective vehicle to make that happen.”

GRACE + JERRY BIRD

**Medallion Sponsors**  
\$50,000+  
Anonymous

**Compass Sponsors**  
\$25,000-49,000  
Erin & Devin Condron  
George Macomber Family Fund  
Bill & Lynda Glavin  
John Hancock MLK Scholars Program  
Kelleher Family Foundation

**Hammer Sponsors**  
\$10,000-24,999  
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**Flint Sponsors**  
\$2,500-4,999  
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The Schochet Group, Richard J.  
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Sing To Support/Dan Kinan  
Ed & Laura Smith  
Webster Bank



“On behalf of my co-chair, Tim Carroll, and the entire Golf Committee, I could not be more proud that we were able to safely celebrate and raise essential funds for the vibrant C5 Leaders at the 8th Annual Crossroads C5 New England Golf Classic in September. In this particularly challenging year, when our young people needed access to mentors and their Crossroads community more than ever, the generous support of our Golf Classic sponsors, Golf Committee, golfers, silent auction donors, and winning auction bidders was so gratifying. While we missed being able to interact with the amazing youth in person, we look forward to seeing them and hearing about their wonderful accomplishments in 2021.” STEVE STEWART, CROSSROADS TRUSTEE + GOLF CLASSIC CO-CHAIR



**\$185,000 RAISED!**

**Medallion Sponsors  
\$15,000+**

Anonymous  
Brook & Whittle Ltd.  
J.C. Kellogg Foundation  
The Phalen Family  
William Blair

**Compass Sponsor  
\$10,000-14,999**

Avery Dennison  
Mollie Baldwin Foley & Bill Foley

**Hammer Sponsors  
\$6,000-9,999**

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Coca Cola Beverages Northeast  
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**Lantern Sponsors  
\$4,000-5,999**

Stephen & Jean Stewart  
Shaw's/Star Market  
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**Flint Sponsors  
\$2,000-3,999**

Cape Cod 5  
Coca Cola  
Brian & Chris Hotarek  
Leslie's Pool Mart  
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Stop & Shop Supermarket Co.  
UPM Raflatac



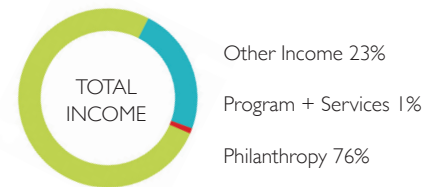
In December 2019, DEMOND MARTIN of Adage Capital joined Crossroads for our second annual C5 LEADERS CAREER EXPLORATION DAY.

The day was memorable in more ways than one, as Demond and a group of C5 Leaders became stuck in an elevator for more than an hour. In recognition of the C5 Leaders' challenge-ready attitudes and resilience, he treated the group to a luxury suite to watch the Boston Celtics take on the LA Lakers.

THANK YOU Demond for your generosity and giving our C5 Leaders two experiences they will never forget!

# CROSSROADS 2020 FINANCIAL SUMMARY

Unaudited. FY20 audited financials will be available in April 2021.



## Income

Philanthropy . . . . .	\$ 2,642,277
Program & Services . . . . .	\$ 31,654
Other Income . . . . .	\$ 801,484
<b>Total Income . . . . .</b>	<b>\$ 3,475,415</b>

## Expenses

Administration . . . . .	\$ 384,779
Development . . . . .	\$ 447,454
Programs & Services . . . . .	\$ 2,341,706
<b>Total Expenses . . . . .</b>	<b>\$ 3,173,939</b>

## A NOTE FROM THE PRESIDENT + BOARD CHAIR

### For institutions like Crossroads, this is not a moment to cancel.

Rather, this is a moment to extend ourselves, to innovate, and to advance our mission in the face of intensified risk. Whether this takes the form of on-line programming, partnering to safely serve the children of Boston at neighborhood community centers, or guiding our C5 Leaders to realize their postsecondary aspirations, never before has the Crossroads mission of inspiring young people to realize their potential and positively impact the world been more relevant.

### Now is the time to nurture dreams, foster aspirations, and attend to fears

—in the hope that these young people become the kinds of leaders and citizens this nation needs to progress toward a place of greater equity and justice for all. As spring and summer approach, we invite all of you to join us in supporting the brave, resilient, and hopeful young people of Crossroads.

Onward,



SIMON HESS  
PRESIDENT



MARY RENNER  
BOARD CHAIR



we're ready  
to leap forward.

For more information on how you  
can help Crossroads leap forward,  
please contact: **Monika Schlaak**  
Director of Development  
[monika@crossroadsma.org](mailto:monika@crossroadsma.org)

[crossroadsma.org](http://crossroadsma.org)





with high hopes for 2021