

Greater Measure

Crossroads' 2022 annual report



2022 In Review

INCREASING MARKETING EFFORTS:

Marketing online specifically to women who are Abortion Vulnerable or Abortion Determined was a very important step for Crossroads at the beginning of 2022. Our goal was to reach these women first when they were searching for answers. We partnered with a pro-life marketing firm so it could be successful. And it was! The statistics show that 2,963 people clicked on our ads, and we answered around 332 calls and texts directly from those ads.

ADDING ALTOONA OFFICE:

When we saw the results of our online marketing, we noticed that a significant percentage of the callers were from Blair County and they needed our medical services. Beginning in March, we sought God's wisdom in expanding to Altoona. He provided everything we needed—including Sharon Weyant as our Client Services Manager—much faster than we anticipated! Because of God's work throughout the process, our new office opened on September 27th at 212 Frankstown Rd in Altoona.

REORGANIZING OF STAFF:

As we saw growth coming, it was apparent that more staff would be needed in new roles to help maintain our quality of service to our clients. Deanne Wensel became the Director of our Reaching Destinations program that goes into the schools. Tiffani Whitsel was hired as the Director of Client Services—a new position created to help each office stay connected, ensure our Client Service Managers have the resources they need, and help us serve our clients well. With the opening of our fifth medical clinic, we hired a second nurse, Christi Portzline. Christi will eventually be handling the Mifflintown and Lewistown clinics. These additional staff members allow us to be equipped and ready for even more growth in the future.

TRIPLING OUR ULTRASOUNDS:

By July of 2022, we had already done 60 ultrasounds in our four offices. This was three times as many as we had between January and July of the previous year. By the end of 2022, we had done 123 ultrasounds. We anticipate, with the addition of the Altoona office, next year's numbers will be even higher!

Our Mission

Crossroads Pregnancy Center offers help, hope, and healing in Jesus' name and upholds the sanctity of life by providing education, medical services, practical assistance, and ongoing support.

Our Vision

Crossroads Pregnancy Center will be a trusted first option for those with needs related to pregnancy.

*Abortion-determined is a term used when women have expressed their intent to get an abortion. Also used is the term abortion-vulnerable when women express less intent but are unsure and in situations where they feel it is an option.

Letter from the Board and Director

2022 was a year of BIG changes. June 24th brought a change at the highest court to overturn Roe. Now we are reminded to be prepared for what's ahead because this change makes our work even more critical to the future. God was already preparing Crossroads to be ready for the increased need for women to have an honest, caring, and supportive place to receive truth and real help when in pregnancy-related situations.

The theme of this past year has been "It Takes a Community." The Lord has miraculously expanded our community into Blair county. He put it upon our hearts to open an office in the Altoona area to meet the needs of women seeking the medical services we offer. Our new office opened in September. We added new staff positions and hired competent Christian workers

to cover the expansion. Yet this growth isn't for the sake of simply saying we have grown bigger—it's so we can reach MORE clients with the love of Christ!

The concept of community is essential to the Lord's work since the local church is a community of believers. Crossroads is a reflection of that community. We are blessed beyond measure to see Christians, in the communities we serve, come together as never before to stand with us for life and to share the Good News of Jesus Christ. This is the territory He has given us and together we can change the world one life at a time. Your help "stirs us to love and good works" (Heb. 10:24), by your faithfulness.

A special thank you to all our supporters in every county that we serve and beyond. We could not do this ministry without your prayers and financial support. The Lord bless you all as we serve Him together.

Dennis L. Allison
Dennis Allison,
Board Chairman

Cindy Mansberger
Cindy Mansberger,
Executive Director



“The service is great and I felt safe and comfortable. I was feeling scared and nervous but with the reassurance they gave me, I felt a lot better!”
— teenage ultrasound patient with history of abuse

BY THE NUMBERS

123

ultrasounds

> *more than **triple** the ultrasounds done in 2021—even before the addition of Altoona.*

44

abortion vulnerable clients

deciding to carry

> *38 of those abortion vulnerable clients carrying had an **ultrasound**.*

320

individual clients and **patients**

2,758

individual **appointments**

59

cribs & other beds

47

car seats

1020

packs of **diapers**

122

bags of **clothing**

992

students took part in the Reaching Destinations program

> *6 new schools scheduled.*

FINANCIALS AT A GLANCE

Defenders of Life

monthly donors:

125

> *19 new Defenders of Life*

monthly **Church** donors:

20

Year-End Matching Challenge:

goal: \$27,000

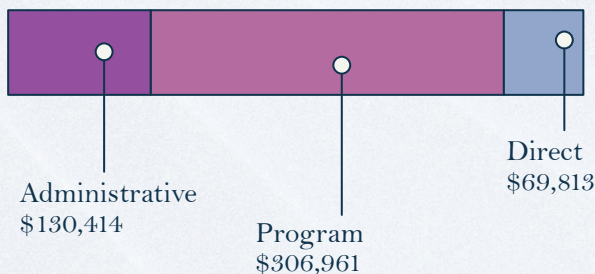
raised: \$51,213.70 for a total of: \$76,093.70

> *doubled our population reach.*

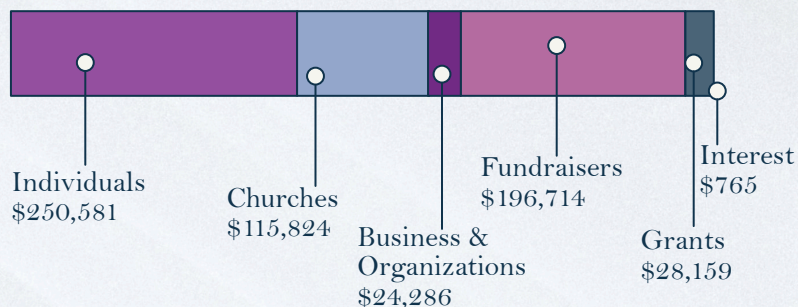
**NOW SERVING
4 COUNTIES**



Expenses



Revenue





Cove Kohl

This is Cove Kohl, born to Rachel and Elijah.

Rachel and (her then-boyfriend) Elijah came in 2021 for an ultrasound. Rachel later came back to be an “ultrasound model” when our nurse, Tresa, was being trained to use the new machines. Unfortunately, during this extra ultrasound, it was discovered that her baby had died. Everyone was shocked.

Rachel kept coming to Crossroads though. And her advocate was able to take her through Bright Course lessons on miscarriages, grief, making the marriage choice...etc.

Rachel became pregnant again and married Elijah in July 2022. They bought and moved into a new home in October, and on December 29th safely delivered Cove Kohl.

Board Members

Dennis Allison, Chairman
Jeanette Saner, Vice Chair
Linda Ross, Secretary
Shelly Brown, Treasurer
Amy Lowey
Mike Long
Pam Thomas
Ron Eddy
Roxann McGinnis
Zane Bilger

Debra Pike, M.D.,
Volunteer Medical Director

Staff Members

Cindy Mansberger, Executive Director
Caitlin Myers, Executive Assistant
Stephanie Dye, Development Director
Tiffani Whitsel, Director of Client Services
Deanne Wensel,
Reaching Destinations Director
Malynda Tamang,
Communications Coordinator
Tresa Mansberger, R.N., Nurse Manager
Christi Portzline, B.S.N., R.N., Staff Nurse

CLIENT SERVICES MANAGERS

Bonnie Ritchey, Lewistown
Mary Jefferis, Huntingdon
Bobbi Stewart, Mount Union
Tabitha Goodling, Mifflintown
Sharon Weyant, Altoona

Volunteer Positions

Prayer Partner

Donate Financially

Client Advocate: Crossroads trains individuals to meet one-on-one with clients in the BRIDGES program.

Spanish Translator

Baby Boutique Organizer

Church Liaison

Board Member

LAMB Project (Love A Mom & Baby)

Our Client Services *All free & confidential*

Medical-grade **Pregnancy Tests**

Limited **Ultrasound** for confirmation of pregnancy

STD testing and treatment

Life-affirming, Christian **Counseling**

Abortion Recovery & Pregnancy Loss Classes

Bible studies to mentor new believers

Sexual Integrity Program: one-on-one teaching about God's plan for sexuality and relationships.

BRIDGES Program: an “**Earn-While-You-Learn**” initiative that teaches moms and dads about parenting. Clients can “exchange” the completed lessons for cribs, car seats, clothes, diapers, etc. With repeated visits, we build “bridges” of relationship with our clients enabling us to share more.

Reaching Destinations: Sexual-Risk-Avoidance Program which presents programs to schools and youth groups—teaching about healthy choices and relationships.

Referrals to other agencies that have resources from which our clients would benefit.



119 South Division Street
Mount Union, PA 17066

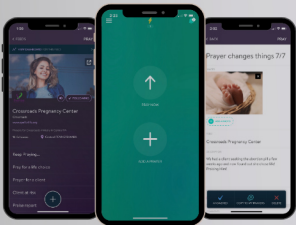
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*INSIDE: the
amazing things
that happened
in 2022*

> *Crossroads' 2022 annual report*

“I have learned so much coming to
Crossroads and watching the videos.”

— Lauren, Bridges Client



ECHO™

ECHO EXISTS TO
HELP YOU PRAY.

Download and find the
Crossroads feed.

[echoprayerfeeds.com/
crossroads-pregnancy-center](https://echoprayerfeeds.com/crossroads-pregnancy-center)



“I love my clients and being involved in
Crossroads. What’s special is being
able to help my girls and have a
positive influence in their lives.”

— Connie, Client Advocate Volunteer

