



Crossroads Kids Annual Report 2021
and 2022 Projections

Contents

1. 2021 Review Goals and report accomplishments	3
2. What happened in the ministry in 2021	4
3. What to look for in 2022	6
2022 Goals Overview	6
2022 Roadmap	7-8

1. 2021 Review Goals and report accomplishments

Evaluation of our 2021 goals - at a glance

Children:

- Re-launch Gospel Project for next three years in September.
 - Launching in September. Donna was a fantastic Curriculum Coordinator. Now, the Kwong sisters and I have been doing the job. It takes four of us to replace Donna.
- Have a summer weekday ministry for children.
 - We relaunched the kids band / worship team in February-May.
 - We then launched Summer Mystery Island.
- Use Date Nights / Kids Night Out to build a relationship with the community.
 - We have met and served 60 new families through our Kids Night Out ministry.

Team:

- Internships: Their goals were to maintain Welcome Station team and equipment, and improve welcome and check-in procedures.
 - The interns have been focused on the Welcome Station and check-in processes.
 - They have also been key leaders in our Kids Night Out outreach
- The Team for Mystery Island was fantastic. We had about 23 volunteers.

Finances:

- Invest \$600 a month towards Crossroads Kids.
 - The Crossroads Kids budget allowed for \$600 a month to be invested into Crossroads Kids.

Facilities:

- Finish the construction of playground area.
 - We have the new shed.

Outstanding Projects:

- There are a few landscaping features remaining.
- A fence around the AC units \$2,000
- New Shades \$4,000
- Painting the tricycle area

This project has been completely funded

2. What happened in the ministry this year

Sunday Morning Programs

The Sunday service offers a 3 year chronological journey through the Bible highlighting 139 different Bible stories- Connecting each story back to Jesus and the overall story of the gospel. The kids spend the whole morning in their age appropriate class settings.

Crossroads Kids restarted the 3 year journey in the fall of 2018. And are finishing it up, in the book of Revelations this summer. This Biblical Foundation will be the bedrock for their spiritual development. Our intention is to raise up a resilient generation of passionate followers of Jesus, living by faith, known by love and voice of hope in their world.

Highlights

1. Kids Night Out/ Date Night
2. Mystery Island
3. Kids Band

Finances - Where the money went

\$5000 Kids Night Out / Date Night (\$2750 bounce house)

\$1000 KidZone - Mystery Island

\$600 Kids Band

\$2000 Supplies, Materials, Snacks, Mailers

\$400 Tech

Attendance

A significant attendance drop has stymied our growth projections.

That is, unless you look at our monthly Kids Night Out program- or Summer Wednesday Night program where we see:

- 300% growth in our 2-3 years age bracket.
- 3x the number of kids who are 4-5 years old, than come on the average Sunday.
- And a sprawling collection of 1-4th grade kids – at least doubling our Sunday morning attendance.
- And 5-6 graders at 2x our average.

Do we blame Covid? Covid has played a big part.

How will we adapt to the current circumstances in 2022?

2. What happened in the ministry this year, continued

The Team

Leadership and Volunteers

It has been a tough year for key leadership roles in Crossroads Kids

We lost Donna – curriculum coordinator, teacher 2x a month in TreeTops,

We lost Hannah – Intern, kids night out / date night lead, teacher 2x a month (split)

We lost Courtney- director of Sprouts class

On the other hand, we gained many new volunteers.

For Sunday mornings

We gained Jason and Michael in TreeTops, Jean Kwong

We gained a lot of youth investment Emma, Luke, Kaylee, Kayleigh, Tucker, Owen, and even several of the new 7th graders have expressed interest.

During the Summer

Denise B joined us for KidZone lead teacher and did an amazing job.

Pam Shari and Brittany stepped up to lead classes during the kidZone as well.

To help with curriculum coordinating the Kwong sisters teamed up to help with the rollout of new curriculum.

Internships

In August, the Elder team, appropriated funds to provide interns for Crossroads Kids, for the next year (through August of 2022). There have been a few people interested in an internship position with Crossroads Kids

We have identified Brooke as a new intern for Crossroads Kids for 2021-2022. She is focused on the Welcome Station, and Kids Night Out.

We have also brought on Lexi as an intern for Crossroads Kids, for a 6 month internship. She is focused on Sundays at 9am and Kids Night Out.

The challenge before us is to identify and recruit and train people in new leadership roles. At the same time we are limited on how frequently a volunteer can serve in these ministry roles.

3. What to look for in 2022

We are raising up a resilient generation of passionate followers of Jesus

2022 Goals Overview

Programs: To see kids growing spiritually, emotionally, relationally

Families: To support and build relationships with the families in the community

Team: To see more staff intentionally building relationships with kids and families

Finances: To wisely Invest \$800 a month towards Crossroads Kids

Facilities: To get the most out of our buildings while maintaining their integrity and usefulness

Vision: To articulate and adopt a 2025 VISION Campaign for Crossroads Kids

2022 Roadmap

“Goals must have plans to make them work.”

Take the goals and ask WHAT DO YOU MEAN? and HOW? Then WHAT’S FIRST and SO ON...

Programs:

In order to see kids growing spiritually, emotionally and relationally we will

- Aim to experience a doubling of our average Sunday 10:30am attendance from 2021 to 2022
- Teach the Bible, and promote and nurture Spiritual formation and development weekly
- Develop and launch a new 9am hour and 10:00-10:30am program
- Aim to see 20-25 kids attending the 9am hour of CK

Maximize the Summer!

- Plan and execute another summer weeknight program
- Provide for a summer camp for 3-6th grades?

Families:

In order to support and build relationships with the families in the community we will

- Continue Kids Night Out / Date Night outreach, on a monthly basis
Planning to offer kids night out.
- Develop a Promotions Plan and budget for promotional materials for CK
Allow for \$1200 for the year to promote and communicate to the broader community: those near our church and connected to our church family.

Expand our impact through

KNO: communication/marketing improvements
including developing promotional videos,
story in the paper,
discovering the power of a personal testimony

Rewarding kids who invite their friends

Investigate and utilize direct mail marketing at key moments of the year e.g. summer

- Attract 15 new families in 2022 to be active attenders of our Sunday ministries
- Improve follow-up: Goal of make 10-15 contacts each week with families, 2 touches in first 10 days.
- Create events for parents and kids, to enhance family bonding and growing together

Team:

In order to see more staff intentionally building relationships with kids and families we will

- Train and cast vision for relational children’s ministry in staff training environments and in personal conversations.
- Make plans for hiring additional children’s pastoral and/or support staff, especially if internship program does not develop or provide investment into Crossroads Kids.
- Internships:
 - Develop internship program: Identify strengths, clarify roles, position them into real leadership, Work weekly with the interns, oversee their growth and investment,
- Re-establishing a background check process for volunteers, plan funding and storage, develop process
- Annual team trainings with volunteers, and intentional training with new volunteers

Finances:

In order to wisely Invest \$800 a month towards Crossroads Kids we will

- Articulate a budget, with categories for Kids Night Out, General Supplies, Curriculum, Technology, Classroom environments, Staff development and recognitions, Snacks and Prizes, Summer Program and Promotions

2022 Budget:

• Kids Night Out	\$200
• General Supplies	\$75
• Curriculum	\$50
• Technology	\$50
• Snacks and Prizes	\$75
• Promotions	\$100
• Classroom Environments	\$100 (\$25 per classroom/mo)
• Staff development	\$50
• Summer Program	\$100
Total	\$800

- Evaluate and Present Budget Spending Report annually, in August, and project for next year budget

Facilities:

In order to get the most out of our buildings while maintaining their integrity and usefulness we will

- Place signage on Building B – to help people find their way around the classrooms.
- Begin to dream more intentionally (investigate and draft 3 potential plans) for increasing capacity for Crossroads Classes (retrofitting the Ed Building?).

Vision:

In order to articulate and adopt a 2025 VISION Campaign for Crossroads Kids we will

- Develop a three-year plan, for years 2022, 2023 and 2024, and strategically communicate it