



# A LETTER FROM BOARD CHAIR JEFF WEHLING



Dear Friends and Supporters,

As we reflect on the past year at CROSS Services, we are filled with heartfelt appreciation for the incredible generosity of our community. The unwavering support of our staff, volunteers, donors, local governments, businesses, financial institutions, schools, community organizations, foundations, faith communities, and strategic partners has made it possible for us to continue meeting the growing needs of our neighbors.

Your willingness to share your time, talents, and treasures has been a beacon of hope for those experiencing hardship. Whether by stocking shelves, attending a sponsored event, making a financial contribution, or donating food or clothing, your generosity and compassion are creating lasting change.

This past year has tested our collective resilience and resourcefulness. **We have experienced a greater than 29% year-over-year increase** in the number of people turning to CROSS Services for help, all while facing rising food costs and declining government funding. Meeting this growing demand with fewer resources has not been easy—but through careful stewardship and responsible fiscal management, we continue to prioritize client programming while ensuring CROSS Services remains a sustainable and impactful organization.

**We also marked an exciting milestone in April 2024 with the arrival of our new Executive Director, Chad Lanners.** With Chad's leadership and a renewed vision, CROSS Services has embarked on a transformative journey of innovation, deeper community connection, and sustainable growth. Together, we remain grounded in the values that have guided us since our founding and are committed to strengthening the organization for the future.

**As we celebrated CROSS Services' 48th anniversary this summer,** we are proud of our legacy and inspired by our bold vision. To realize this vision, we are implementing a focused 2- to 5-year plan that includes strategic infrastructure investments, expanded community awareness, and strengthened partnerships. But we cannot do it alone. It is only possible with your continued support!

**Thank you for being part of the CROSS Services family.** Together, we are meeting challenges with resilience, serving with heart, and creating a brighter future for all.

With deep gratitude,

**Jeff Wehling**  
Board Chair





# MISSION AND VISION

## Mission:

To meet basic needs and enhance the well-being of individuals and families in our community by providing essential food services along with compassionate, supportive resources.

## Vision:

To create a thriving community where every individual and family has access to nutritious food and comprehensive supportive services, empowering them to achieve stability and well-being.

## Core Values:

- Family First Culture
- Dignity, Compassion & Generosity
- Continuous Improvement
- Partnerships
- Fun

## Communities Served:

CROSS Services provides food security support to all who enter regardless of where they live. We primarily serve Hennepin, Wright, Sherburne counties and communities like Rogers, Maple Grove, Osseo, Corcoran, Dayton, and Champlin.

## Impact:

**When 1 in 5 Minnesota households can't afford the food they need, the urgency is real.**

This past year, CROSS Services experienced a 29% increase in service visits—clear evidence that more families are struggling to meet their basic needs. With your support, we responded with care, hope, and efficiency—delivering food, financial assistance, and family programs to thousands in our community.

## The Power of One Year: 2024 Impact Report

**20,318**

Family Visits  
to CROSS  
Services



**1,931,615**

Pounds of  
Food Given  
to Families



**19,748**

Pounds of  
Clothing  
Distributed



**557**

Financially  
Assisted



**2,329**

Supported  
by Children's  
Programs



**37,130**

Recorded  
Volunteer  
Hours



# MEETING MORE NEEDS. IMPACTING MORE LIVES.

At CROSS Services, every visit is more than food — it's hope, support, and a path forward.

## **Debra, senior citizen, CROSS Services client**

"CROSS Services has been a true lifeline for my family. By providing essential food resources, they've given us the ability to manage our monthly expenses without constant worry. Thanks to their support, we don't have to choose between putting food on the table and covering other basic needs. We're deeply grateful for the programs and services they offer—without them, so much of what we need would be out of reach. Their compassion and care have brought us hope and stability during challenging times."



## **Tony, father of four and CROSS Services client**

"When both my wife and I lost our jobs, things quickly spiraled. With four kids and my mom moving in after losing her own home, we were overwhelmed—financially and emotionally. It was my mom who told us to call CROSS Services, and that call changed everything.

CROSS Services didn't just help us with food and clothing—they made sure our kids had birthday presents and Christmas gifts. That meant the world to us. They helped us feel like a real family again during a time when everything felt uncertain.

What CROSS Services gave us wasn't just material support—it was dignity, hope, and a sense that we weren't alone. That kind of compassion is something we'll never forget."

## **Diana, divorced mother, CROSS Services client**

"After a 21-year marriage ended and retirement savings vanished, I was left starting over with nothing. I never thought I'd be the one asking for help—but I'm so grateful I did. Walking into CROSS Services with my daughter-in-law was humbling. We left with food, dignity, and hope. I'm so thankful for the support—and I look forward to giving back once I'm back on my feet."



\*photos are not actual clients to protect privacy.

# A DAY AT CROSS SERVICES

## CLIENTS

### Welcome & Check-In

Clients are greeted with dignity and compassion.



### Food Shelf Visit



Families choose fresh, healthy, and culturally appropriate foods.

### Meet with Family Advocate



One-on-one conversation to understand needs and goals.

## FAMILY PROGRAMS

- Peaceful Dreams, Beds for Kids
- School Supplies and Backpacks
- Birthday and Holiday Toy Shop



## FINANCIAL PROGRAMS

- Peace of Mind Financial Assistance (housing, car repair, utilities, etc.)
- Sweet Repeat Boutique (affordable clothing/household shop)
- CROSS-Over Scholarships (financial support for extracurricular activities)



## ADDITIONAL RESOURCES

- Referrals to County Benefits
- Employment Service Referrals
- Referrals to Community Partners



# THE HEARTBEAT OF CROSS SERVICES

At CROSS Services, our impact is powered by people from the volunteer who sorts food or delivers kindness with every cart to the staff member who guides a family through crisis to the board member who shapes our long-term strategy. Every person connected to CROSS Services shares one thing: a belief that everyone deserves dignity, stability, and support. Together, we are building a stronger, more compassionate community.



## Volunteers

Over 37,000 hours of volunteer services were donated this year—equivalent to more than \$650,000 in staff time. From stocking shelves to hosting food drives, our volunteers are the hands and hearts behind our mission.

“I get to see the benefits of helping people every time I am here. I hope that my volunteering and my positive attitude will be beneficial to someone else.”

– **Kathryn, Volunteer**

## Staff

Our small but mighty team supports thousands of families each year with empathy and expertise. Under the leadership of Executive Director Chad Lanners, CROSS Services has prioritized initiatives that strengthen internal operations, improve onboarding, and foster a healthy, mission-aligned workplace culture.

“At CROSS Services, we believe that dignity should never be a luxury. Every person who walks through our doors is treated with compassion, respect, and equality—whether they come for food, housing support, or simply someone to listen. We walk alongside families not just to meet needs, but to build hope.”

– **Kelly, Family Advocate Manager**



# OUR PEOPLE

## Board of Directors

This year we welcomed our new Board Chair, Jeff Wehling, added several new members, and expanded our Board of Directors to strengthen our leadership. The CROSS Services' Board is committed to guiding and supporting strategic efforts that reduce food insecurity, strengthen community well-being, and drive long-term financial sustainability and growth.

"Being on the board of CROSS Services has been an experience I treasure and I am grateful for my fellow board members. I have been so proud to watch this organization grow and refine itself into the amazing service organization it is now. This board is deeply committed to ensuring that our clients have the services they need, our employees have kind and thought forward leadership and our volunteers are supported and honored. Everyone does matter here and will for years to come."

**– Teresa, Board Member**



# STEWARDING EVERY DOLLAR. PLANNING FOR THE FUTURE.

Your generosity — and our accountability — make a difference.

For every dollar donated to CROSS Services, 86% goes towards supporting the programs while 5% goes towards covering the administrative costs. The balance of 9% is used for future growth, program development and capital projects.

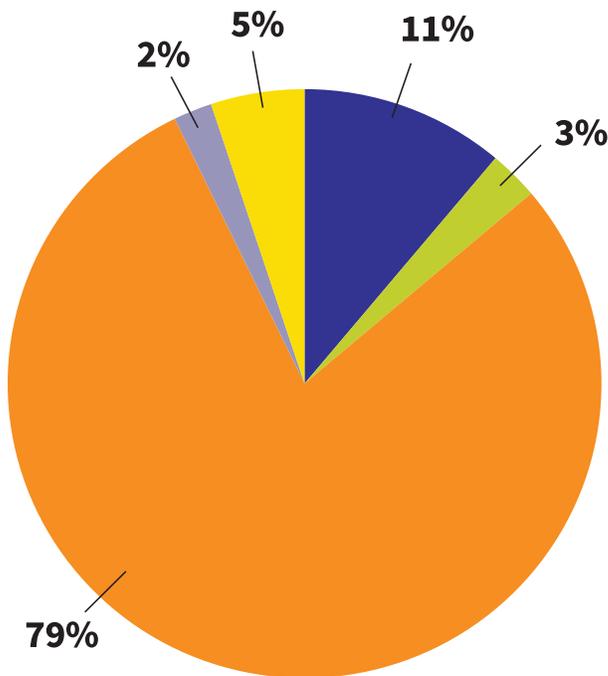
FY2024-2025 Financials - April 1, 2024-March 31, 2025

FY24-25 Financial Snapshot:

## TOTAL INCOME

\$ 7,381,432

- In-Kind (food and other) \$5,829,107
- Contributions \$820,798
- Other \$376,312
- Grants \$199,788
- Events \$155,427



Total Expenses	\$7,447,640	100%
Program	\$7,016,217	94%
Fundraising	\$337,993	5%
Administration	\$93,430	1%

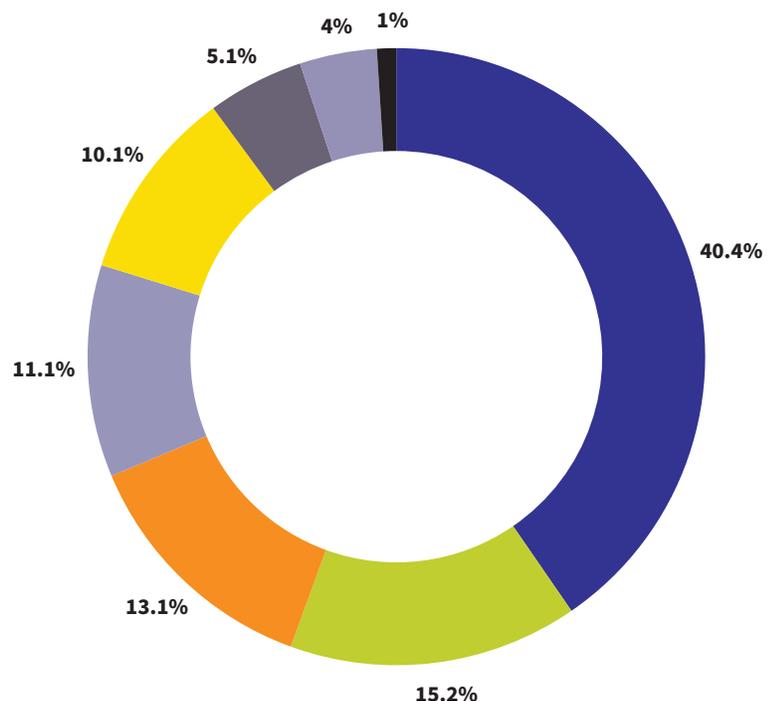
## BALANCE SHEET

Total Assets \$1,432,288

Total Liabilities \$496,567

## FINANCIAL DONATIONS 2024

- Individuals
- Organizations
- Grants
- Faith-Based Communities
- Businesses
- Program Income
- Events
- Other



For a deeper dive into our financials, please visit our website for CROSS Services' 990 form.

# COMMUNITY ENGAGEMENT

**Collaboration drives change and creates lasting impact.** At CROSS Services, we know that lasting impact requires more than direct service—it requires connection. Our work is made possible by a vibrant network of partners who fuel our mission through donations, collaboration, advocacy, and shared commitment. From food rescue to housing referrals to grassroots engagement, these partnerships expand our reach and deepen our impact every day.

## Community & Partner Highlights

- **21 food rescue partners** help reduce waste and keep our shelves full.
- Over **300 local businesses** support us through drives, donations, and sponsorships.
- We partner with over 30 faith communities who walk alongside us in service and compassion.
- **70+ community organizations** collaborate to expand services and outreach.
- **45+ referral partners** in health, housing, employment, education, and legal aid connect families to comprehensive care.
- **Second Harvest Heartland and The Food Group** supply critical food resources and logistics support.
- **Government organizations** partner with us through advocacy efforts, grant funding, and community outreach—including local police and fire departments.



"Local food shelves like CROSS Services are where the rubber meets the road. That's where people are actually getting the food and services they need," Caleigh said. "We need each other. I'm just really grateful to have a partner with so much get-up-and-go."

"CROSS Services also provides a space for community," Caleigh added. "It's not just what you give—it's what people receive when they come together. Whether it's a volunteer, donor, or someone coming for food, everyone walks away with something."

**Caleigh, Public Affairs Advocacy Manager,  
Second Harvest Heartland**

you *matter* here.



EMPTY  BOWLS



# you matter here.



# YOUR GENEROSITY IS THE HEART BEHIND WHAT WE DO

**you** *matter* **here.**

Whether you gave once or gave often... whether you donated your time, your resources, or both—you made a difference.

Each act of support—large or small—helped ensure families could put food on the table, access critical services, and take steps toward lasting stability. The impact of your generosity is reflected in every story shared, every service provided, and every life touched.

This report is for you, because of you, and in honor of the compassion you've shown. Your commitment to CROSS Services is seen, felt, and deeply appreciated.

Every gift matters. Thank you for being a lifeline to our neighbors in need. Together, we are building a stronger, more hopeful community.



Book a tour, volunteer, donate:

## STAY CONNECTED

Visit: [www.CROSSservices.org](http://www.CROSSservices.org)

Follow us: [Facebook](#) | [Instagram](#) | [LinkedIn](#)

Contact us: 763-425-1050 • [info@crossservices.org](mailto:info@crossservices.org)  
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Serving the Community Since 1977