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## 2025 ANNUAL REPORT

*Bringing clarity, compassion, and hope to every season of life*



[CrossroadsCareCenter.org](https://CrossroadsCareCenter.org)  
[Friends.CrossroadsCareCenter.org](https://Friends.CrossroadsCareCenter.org)

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At Crossroads Care Center, we believe women deserve more than appointments — they deserve advocacy, compassion, and care that honors the whole person.

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*“Behind every statistic in this report is a real story — a woman who felt seen, a father who felt equipped, a family who found support, and a life that was valued.”*

## Dear Friend,

This past year has been one of growth, resilience, and profound impact at Crossroads Care Center. Every day, we have had the privilege of walking alongside women and men during some of the most vulnerable and meaningful moments of their lives, and it is because of your partnership and generosity that this work is possible.

At Crossroads, we believe women deserve more than medical care alone — they deserve compassion, dignity, and support that honors the whole person.

Whether providing routine wellness services, pregnancy support, education, emotional care, or mentoring through our growing men’s ministry that equips fathers to lead and support their families, our team is committed to offering hope-centered, life-affirming care.

As we look ahead, our vision remains clear: to continue building a future where women and families feel empowered, supported, and confident in their health decisions, and where every life is treated with dignity and respect.

On behalf of our staff, volunteers, and the women and families we serve, thank you for standing with Crossroads Care Center. Your belief in this mission allows us to continue lighting the way in women’s care — bringing clarity, compassion, and hope to every season of life.

*With gratitude,*

A stylized, handwritten signature in dark blue ink.

**Lee Ekstrom**

**Chief Executive Officer, Crossroads Care Center**

# WHO WE ARE

## OUR MISSION

We are a Christian pregnancy center providing women and men with life-affirming medical care, education, practical resources, and the hope found in Jesus Christ.

## OUR VISION

To make every service that is available through Crossroads an opportunity to witness for Christ, either through our actions, words or example.

## OUR CORE VALUES

- Promote & Support Life
- Glorify God & Serve Him
- Community Impact
- Provide Resources & Education
- Share the Gospel & Show God's Love
- Support Men & Women in Vulnerable Situations

**3,771** TOTAL CLIENT VISITS & SERVICES



**195** ULTRASOUNDS PERFORMED



**571** DISTINCT CLIENTS SERVED

**174** PREGNANCY TESTS

**213** PRENATAL APPOINTMENTS

**13** ABORTION PILL REVERSAL APPTS

*“This place saved my life and my son’s life. I was in such a dark place... pregnant with chronic health issues and no insurance. Having another baby seemed impossible. God bless Crossroads.”*

— CLIENT

# The Triplets Journey

When Kaliyah first walked into Crossroads Care Center, she felt overwhelmed and unsure of what the future held.



Kaliyah's "Baby A" ultrasound



Kaliyah's "Baby C & B" ultrasound

When Kaliyah walked into Crossroads Care Center, she carried a burden no mother should bear alone.

With three children under five at home — ages four, three, and eleven months — she had just learned she was pregnant with triplets.

The father offered no support, and Kaliyah saw only darkness ahead. In desperation, she scheduled an appointment with Planned Parenthood.

But God had other plans.

A partner and friend of Crossroads heard of Kaliyah's plight and recommended she get an ultrasound to see the babies.

Within hours, Crossroads was able to schedule Kaliyah for an ultrasound where she was provided with wonderful ultrasounds of each precious baby.

As Kaliyah watched her three babies appear on the screen, surrounded by compassionate staff and prayerful support, something began to change. She was met not with pressure or judgment, but with calm reassurance, truth, and hope.

Kaliyah returned the next day for more images. Embracing our receptionist, she whispered, "I felt so loved and accepted at Crossroads." But she was still undecided.

Then came news the Sunday after her appointment: Kaliyah chose life for her triplets. Praise God!

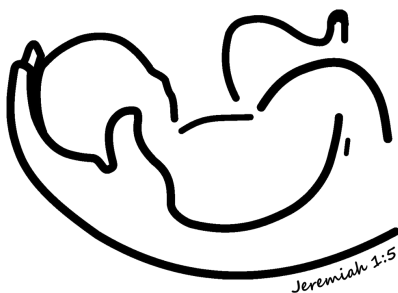
This is God working, beginning with a single ally that has now turned into an extended network of churches and supporters. This is where compassion meets action, where Christ's love transforms despair into hope.

*"I wasn't just thinking about my fears anymore. I was thinking about the three lives growing inside me and what was possible."*

*- Kaliyah*



Ultrasound of "Baby B" foot at 15 weeks



Lee kid-sitting in the waiting room

**Kaliyah's story is one of many unfolding every day at Crossroads. And with your continued partnership, we will keep lighting the way in women's care.**



# WHAT OUR SUPPORTERS SAY

*"I've been involved with this center since 1994. It is one of the most comprehensive Pregnancy Care Centers around the country. Everything they offer is provided free through donations and supporters. The staff and volunteers are some of my favorite people on earth."*

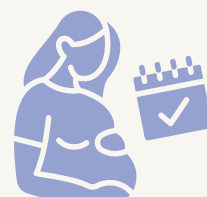
**REBECCA — Pro-Life Speaker**

*"Generous people working to inform and counsel, full of compassion and useful information."*

**VERONICA — Volunteer Advocate**

*"Crossroads provides help to the community in a non-judgmental, compassionate way. All are welcome — no one is turned away. Their medical staff is amazing and will give you accurate and truthful information."*

**BEV — Donor**





## M E D I C A L   O V E R V I E W

### A MESSAGE FROM OUR MEDICAL DIRECTOR



At Crossroads Care Center, clinical excellence and compassionate care are inseparable.

Our medical team delivers accurate, evidence-based services in a setting where every woman is treated with dignity and respect.

Each day, we're privileged to walk alongside women as they navigate important health decisions and life transitions.

It's an honor to serve with a team deeply committed to whole-person care and to recognizing the value of every life we encounter.

**Dr. Catherine Stark**  
Crossroads Medical Director

## A Y E A R   O F   S O   M A N Y   B L E S S I N G S

Dr. Stark advocates for abortion pill reversal as a compassionate option for women who reconsider after beginning a medication abortion. As a member of the Abortion Pill Reversal Network, she provides care to patients in southeast Michigan seeking this support. She believes it is essential to offer timely help to women who have changed their minds—providing care, understanding, and a renewed sense of hope during a critical moment.

# OUR PROGRAMS

## MEDICAL SERVICES

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We provide accurate, high-quality women's healthcare in a safe and welcoming environment.

- *Pregnancy testing*
- *Limited obstetric ultrasounds*
- *STD testing and treatment in prenatal program*
- *Abortion Pill Reversal*
- *Prenatal Care*

## COUNSELING & EMOTIONAL SUPPORT

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We walk alongside women and men during emotionally complex seasons with compassion and understanding.

- *One-on-one client advocacy sessions*
- *Pregnancy decision counseling*
- *Post-abortion counseling*
- *Father of the baby coaching*
- *Ongoing follow-up care*

## EDUCATION & LIFE SKILLS

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We equip women, men, and families with practical tools for long-term success.

- *Material resources for 2 years after birth*
- *Abuse recovery program*
- *Parenting education*
- *Sexual Risk Avoidance Program in 43 schools*
- *Assistance and resources for trafficking victims*

# FINANCIAL OVERVIEW

Crossroads Care Center is a donor-supported nonprofit organization. Every service provided is made possible through the generosity of individuals, churches, foundations, and community partners who believe in compassionate, life-affirming care for women. We are committed to stewarding every dollar with integrity, transparency, and accountability — ensuring that resources are directed where they are needed most.

**\$1,050,622**

Total Revenue  
Raised

**\$930,133**

Total Operating  
Expenses

**\$120,489**

Net Income

## DONATION STREAMS

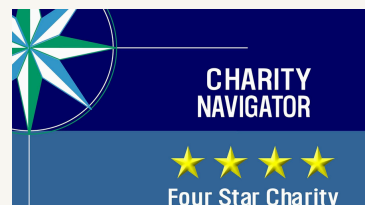
Fundraising Events 51% | \$530,679

General + Ongoing Donors 39% | \$407,195

Church Partnerships 8% | \$88,705

Grants & Foundations 2% | \$24,043

## FINANCIAL ACCOUNTABILITY & TRANSPARENCY



# GET INVOLVED

Your generosity changes lives. There are many ways to partner with Crossroads Care Center — scan a code below to learn more.

[Volunteer Opportunities](#)  
[Donation Needs](#)



[Click Here](#)

[Give Financially](#)



[Click Here](#)



Your  
generosity  
changes  
lives!

# A YEAR IN PHOTOS



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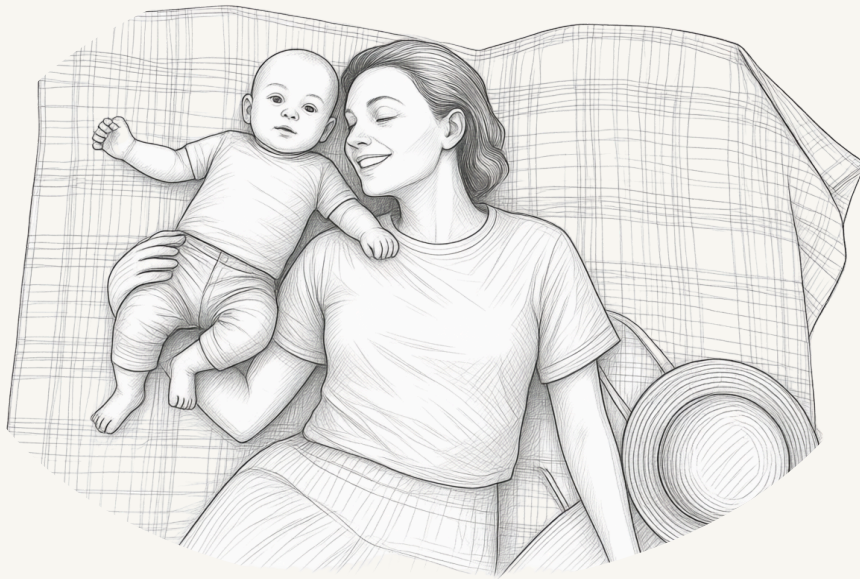
Because of your generosity,  
compassion, and unwavering support,  
Crossroads Care Center continues to be a  
place of hope, healing, and life-affirming  
care for women and families in our  
community.

Every appointment, every ultrasound,  
every conversation, and every moment of  
support is made possible by **you!**

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***Here's to 2026!***



• 2025 • Annual Impact Report •