CROSSROADS URBAN CENTER, Salt Lake City, Utah
Organizational Description and 2020 Annual Program Report

Crossroads Urban Center is a nonprofit, grassroots organization that assists and organizes Utahns with low incomes, those with disabilities, and people of color to meet basic survival needs and to address essential issues affecting quality of life. Established in 1966, we are a multi-faith, community center with broad support from many religious communities as well as businesses, individuals and foundations. Our main office and one of our emergency food pantries are in a building near downtown Salt Lake City that has been owned by the United Methodist Women since 1905.

Two emergency food pantries, a free/low cost thrift store, and community organizing assistance to low income people and the faith community are among Crossroads’ activities. Crossroads has also initiated new community organizations to provide services not otherwise available in our community. Utahns Against Hunger (70’s), Wasatch Community Gardens (80’s), the Disabled Rights Action Center (1993), and The Community Co-op (2012) are some examples. Crossroads helped establish the first permanent, public homeless shelters in Salt Lake, and Utah's alternative payroll deduction giving program.

DIRECT SERVICES: Crossroads operates two emergency food pantries in Salt Lake City. The Luisa E. Lema Emergency Food Pantry (est. 1967) is open 9 AM to 5 PM, Monday through Friday and located downtown at 347 S. 400 East. Our Westside Food Pantry (est. 2017) is open 9 AM to 5 PM, Monday, Tuesday, and Thursday at 1358 W. Indiana Ave. During 2020, Crossroads served 16,472 households containing 21,975 members with emergency food orders. We provided 109 orders of baby formula, and 691 packages of diapers for families in need. In addition, Crossroads organizes Holiday Food Distributions at Thanksgiving and Christmas. This past season Crossroads served 3,483 households at Thanksgiving and 526 families at Christmas. COVID-19 IMPACT: Our Downtown Pantry remained open every day throughout the pandemic with limited hours. The Westside Pantry was closed for a time and re-opened with limited hours. Our Holiday Food distributions were re-designed as drive-thru, contactless events.

Crossroads' Thrift Store (est. 1966) in Salt Lake City (1385 W. Indiana Ave.) distributes clothing and household goods free of charge to thousands of households annually. In 2020, 2,079 households containing 4,246 people received free items valued at approximately $85,786, including new children's clothing and shoes. The store also sold items at low cost valued at $16,226. The Store is open 10 AM to 6:30 PM, Tuesday through Friday, and 10 AM to 5 PM on Saturdays. COVID-19 IMPACT: The Thrift Store was closed for a time and re-opened with limited hours and other precautions.

Crossroads maintains an Emergency Fund to assist with gasoline, prescriptions, transit passes, utilities, and other urgent needs. In 2020, 4,401 households containing 5,221 people received gas vouchers, transit passes, or prescription assistance, while 101 families including 203 members received other assistance through the fund. COVID-19 IMPACT: Following the end of the utility cut-off moratoriums, we expanded our work to stop utility shut-offs.

COMMUNITY ORGANIZING & ADVOCACY: Our annual People’s Summit on Poverty, and our free “meet-the-candidate” picnic in July were not held in 2020 due to the COVID-19 pandemic. We sponsored the following advocacy projects in 2020:

The Community Housing Advocacy Project (CHAP) (est. 2005) works to preserve and increase low income housing opportunities in Utah. In 2020, CHAP advocated for more resources to preserve and expand low income housing opportunities and counter the negative impacts of gentrification.
The Coalition of Religious Communities (CORC) (est. 1995) is a statewide group of religious congregations and people of faith from different traditions in Utah whose purpose is to influence public policy by informing and educating government leaders on low income issues. In 2020, CORC worked to stop the proposed increase in the grocery tax in Utah, promoted the development of low income housing, and focused attention on the needs of homeless children.

The Poplar Grove Neighborhood Alliance (PGNA) (est. 2017) works to empower residents in an ethnically diverse, lower income community on the Westside of Salt Lake City. PGNA has addressed a range of neighborhood issues such as dangerous school crosswalks and rail crossings, the lack of freeway sound walls, crime and police response, and inadequate community engagement by the City.

Powerful Moms Who Care (PMWC) (est. 2018) is an organization of low-income women working toward safer communities and healthier families, especially for people living in extreme poverty and struggling with homelessness. PMWC works to increase the availability of low-income housing for families, as well as accessible, affordable childcare, health care, and education and job training.

Our 2020 Budget:

| Revenue   | $999,160 |
| Expenses  |          |
| Program   | $784,182 |
| Fundraising | 52,866   |
| Administration | 44,055 |
| Total Expenses | $881,103 |

In addition to the above expenses, we added $195,763 to our endowment fund. We distributed approximately 299,359 pounds of donated food to the hungry in 2020 with administrative costs of only 11%. Net assets, including property, receivables, and a modest endowment fund, were $2,183,208 as of December 31, 2020. We are a 501(c)(3), nonprofit organization and donations made to Crossroads are tax deductible.

Our 2021 Board of Directors:

Chair – Don Rudy (2021-23) Vice Chair – Alice Griffin (2021-23)
Treasurer - Stephanie Wilson (2019-21) Secretary – Cynthia Din (2021-23)
Andrew Clark (‘20-22) Gaylene Dawes (‘20-22) Lori Garcia (‘20-23) Kris Koford (‘20-22)
Rev. Lynn Miller-Jackson (‘20-22)

In 2020, the Board of Directors met on February 12th (annual meeting), March 11th, May 13th, June 10th, August 12th, September 9th, November 11th, and December 9th at 5:30 PM. February and March meeting were held at our main building at 347 South 400 East in Salt Lake City, while all other meetings were held virtually. The Executive Committee (officers and the executive director) met in the months the Board did not meet. Officers are elected in February and serve one-year terms. Board Members are elected to three-year terms on a staggered basis.

Executive Director - Glenn L. Bailey (glenn@crossroadurbancenter.org)

For more information: Call us at (801) 364-7765 or toll free at (888) 747-8482. Access our web site at crossroadurbancenter.org.