



MISSION AND VISION

Our mission is to enhance the quality of life for individuals with autism and related disorders from birth through adulthood. Our vision is to ensure people with autism and related disorders participate in their communities and lead fulfilling lives.

BE A MISSION MAKER.

This #GivingTuesday, you're invited to impact people with autism and related disorders by supporting Crossroads Continuum. This year, we're asking you to help fulfill our mission by fulfilling yours. We are offering 3 separate funding options so that your money supports what matters to you. You can fund essential programs and services, ensure high-quality staff for all programs, or provide necessary operating support as we grow.

Choose Your Impact



Crossroads Continuum is a non-profit, multi-service organization dedicated to enhancing the quality of life for individuals with autism and related disorders, from birth through adulthood. For more than 20 years, we've served individuals with autism using personalized, evidence-based services and supports. Our continuum of programs accommodates the needs of individuals of all ages and abilities. In addition to our Day School, which provides individualized, comprehensive education and related services, Crossroads Continuum works with individuals and their families in their homes, communities, and other settings.

OUR PROGRAMS



School-Based Educational and Related Services for Students ages 3-22.



Center-Based ABA Services for children ages 3-6.



Home, Community, and Center-Based Services.



Community-Based Day Program for adults.

STRATEGIC PLAN: IMPACT, RETAIN, SUSTAIN.

Crossroads Continuum recognizes the needs of the autism community and launched a Strategic Plan with three high-impact goals:

1. Become a multi-service, community-based agency that provides supports and services for children, youth, and adults with autism.
2. Retain and develop the staff needed to provide high-quality, effective services for children, youth, and adults.
3. Ensure the sustainability of the organization.

This #GivingTuesday, our goal is to engage 1000 individuals in our mission and support our strategic priorities.

OUR COMMUNITY'S IMPACT

Every year since 2015, our Crossroads Continuum Community has come together to invest in our programs on #GivingTuesday. Thanks to these efforts, we have a beautiful playground on our campus, all staff were supplied laptops, and every classroom in our school has a SMART Board. #GivingTuesday fundraising efforts were essential to returning to full-time instruction during COVID and paving the way to open new programs and reaching new populations.

This year's campaign will be just as important as we celebrate our 20th Anniversary and look ahead to the future of our programs. We can't wait to see where you'll choose to make an impact!

Choose Your Impact: Program Expansion

Goal 1: Become a multi-service, community-based agency that provides programs and services for children, youth, and adults with autism.

Community support is essential as we open new programs and endeavor to help more people with autism.

Your support funds:

- Start-up expenses like leased space, furniture, curricula, and supplies for Crossroads Continuum Commons for adults.
- Operating support for Discover Program so that we can move off-campus and expand enrollment in both this program and our Day School.



I remember when our pediatrician shared [our son's] first diagnosis of mosaic down syndrome. One of her statements for us was he may not attend Harvard, but he will have good supports throughout his life. It is with great pleasure that I can say that statement was incorrect. [Our son] does have great supports and as far as we are concerned, he has been accepted to the "Harvard" level Adult Day Program, Crossroads Continuum. A program where he will receive the opportunity to continue his journey working on life skills, community trips, social activities all under the guidance of experienced, caring staff.

- Parent of Day School Graduate, Elevate Program Client, and future Crossroads Continuum Commons Client!

WAYS YOU CAN BE A MISSION MAKER...

MAKE A DONATION



Become a Monthly Recurring Donor:

- \$5 a month funds a client's participation in Cooking Group.
- \$15 a month funds software to create visual schedules and other learning materials
- \$100 funds a month of community trips for one client including vocational work, recreational trips, and opportunities to celebrate a healthy lifestyle.

Making a meaningful one-time donation in support of our new and expanding programs will help us reach our goals of serving 35 adults by the end of our first year. Your support will also help move our Discover Program to its own location and return additional learning space to Crossroads Continuum School.

Purchase something from the [Discover Program's Amazon Wishlist](#).

Scan the QR Codes for resources and more information

ENGAGE YOUR COMPANY OR A LOCAL BUSINESS



- Sponsor this campaign and/or our [Hero Happy Hour](#).
- Schedule a Volunteer Service Day for your colleagues to engage with our programs.
- Celebrate our 20 Years of Impact with a Challenge Match and encourage your employees to donate.

PROMOTE OUR PROGRAMS



- Refer a family who would benefit from one of our programs.
- Sign-up to be a [Crossroads Continuum Ambassador](#).
- Post about our Programs on your social media accounts and tag @XroadsContinuum.

Choose Your Impact: Staff Training and Development

Goal 2: Retain and develop the staff needed to provide high-quality, effective services for children, youth, and adults.

- Your support will fund our ongoing work with Wayside Equity Center to provide training and consultation on Diversity, Equity, and Inclusion Initiatives.
- As we grow and expand our programs, fundraising will allow us to continue to provide competitive compensation, a robust benefits package, and tuition reimbursement for all full-time employees, despite differences in funding.
- Fundraising will support new hire training and professional development opportunities to ensure all our programs are staffed to deliver high-quality, effective services.



WAYS YOU CAN BE A MISSION MAKER...

MAKE A DONATION



Become a Monthly Recurring Donor:

- \$5 a month funds staff professional development lunches.
- \$25 a month funds staff continuing education for Crossroads Continuum Common Staff
- \$300 a month funds monthly Diversity, Equity, and Inclusion Meetings.

Making a meaningful one-time donation demonstrates your commitment to high-quality staff and belief in the impact our team will have on individuals with autism and related disorders.

ENGAGE YOUR COMPANY OR A LOCAL BUSINESS



- Sponsor this campaign and/or our Hero Happy Hour.
- Share your talent and expertise with our staff by hosting a training or professional development event.
- Offer a discount for Crossroads Continuum staff.

PROMOTE OUR CAREER OPPORTUNITIES



- Refer someone who would be a great fit to work in one of our programs.
- Post about the impact of our staff on your social media accounts.

Scan the QR Codes for
resources and more
information

Choose Your Impact: Sustainability

Goal 3: Ensure the sustainability of the organization.

Funds donated toward Goal 3 will be used where they are needed most. A donation toward the sustainability of the organization shows your investment in Crossroads Continuum and all of our programs and that you believe in the potential of people with autism and related disorders.

Our Sustainability initiatives:

- **Diversifying Revenue:** increasing non-event fundraising, like corporate partnerships and cultivating prospective donors.
- **Marketing:** increasing marketing efforts to ensure we hit our programmatic goals and reach more families in need of our services.
- **Community Engagement:** establishing a volunteer program to engage people in our mission and cultivate community members for potential board service.



WAYS YOU CAN BE A MISSION MAKER...

MAKE A DONATION



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information

The ultimate way to be a "Mission Maker" this #GivingTuesday is to join our "Mission Maker Club" and give monthly. You will make a big impact and be the first to hear about exciting program developments and organizational news. You will also receive special event invites and discounts throughout the year to celebrate your commitment to our programs and those we serve.

- Crew: \$5/ month
- Companion: \$25/ month
- Champion: \$100/month

ENGAGE YOUR COMPANY OR A LOCAL BUSINESS



- Sponsor this campaign and/or our Hero Happy Hour.
- Celebrate our 20 Years of Impact with a Challenge Match and encourage employees to donate.
- Schedule a fundraiser to raise money for Crossroads Continuum.

SUPPORT OUR VOLUNTEER PROGRAM



- Sign-up for one of our current volunteer opportunities.
- Schedule a Volunteer Service Day for your business or organization.
- Participate in our Ambassador Training Program.
- Share our Volunteer Program information with your social network.

MISSION MAKER SPONSORSHIPS

Champion (\$5,000)

- 20 tickets to Hero Happy Hour.
- Logo on Crossroads Continuum website during #GivingTuesday Campaign.
- Prominent logo placement on #GivingTuesday Page, communications, shirts, and Hero Happy Hour materials.
- Inclusion in press materials and opportunity to participate in interviews.
- Company mentioned in campaign social media posts.

Most Valuable Partner (\$2,500)

- 10 tickets to Hero Happy Hour.
- Logo on #GivingTuesday Page, communications, shirts, and Hero Happy Hour materials.
- Inclusion in press materials.
- Mention in social media posts throughout campaign.

Super Fan (\$1,000)

- 5 tickets to Hero Happy Hour.
- Name on #GivingTuesday Page.
- Logo placement in #GivingTuesday communications and on shirts.
- Mention in press materials and social media posts.

Team Player (\$500)

- 2 tickets to Hero Happy Hour.
- Mention in social media posts throughout campaign.
- Name on #GivingTuesday shirts.



What is most amazing to me, from our almost 10 years with Crossroads Continuum's programs, has been his progress with communication. [He] went from imitating sounds and learning how to sound out vowels to saying Mama pretty quickly. Eventually he was saying "I Love You" back to me.

-Crossroads Continuum Parent

HERO HAPPY HOUR SPONSORSHIPS

#GivingTuesday, December 15, 6:00-8:00pm | Apex Entertainment Center - Marlborough

Pizza Party Sponsor (\$1,000)

- 10 tickets to Hero Happy Hour
- Logo on Hero Happy Hour website and emails
- Name on #GivingTuesday website and emails
- Recognition at Hero Happy Hour
- Mention in Press Release

Bowling Lane Sponsor (\$250)

- 4 Tickets to Hero Happy Hour
- Sign on Bowling Lane
- Name on Hero Happy Hour website and emails

SWAG Bag Sponsor (\$100)

- 2 Tickets to Hero Happy Hour
- Logo on SWAG Bag

PLEDGE TO BE A MISSION MAKER

Choose Your Impact

Program Expansion

Staff Training and Development

Sustainability
Where It Is Needed Most

Select your Sponsorship:

Mission Maker Sponsorships

- Champion (\$5,000)
- Most Valuable Partner (\$2,500)
- Super Fan (\$1,000)
- Team Player (\$500)

Hero Happy Hour Sponsorships

- Pizza Party Sponsor (\$1,000, 4 available)
- Bowling Lane Sponsor (\$250, 8 available)
- SWAG Bag Sponsor (\$100, 10 available)

Make a Gift:

- \$10,000
- \$5,000
- \$1,000
- \$500
- Other: \$ _____

Payment Information:

- Invoice Me
- My Check is Enclosed (Made out to *Crossroads Continuum*)

Contact Information:

Name: _____ Title: _____

Pronouns: _____ Phone: _____ Email: _____

Recognition Name: _____

Company: _____

Address: _____

Website: _____ Social Media: @ _____

Marketing Contact Name: _____ Title: _____

Pronouns: _____ Phone: _____ Email: _____

Logo Deadlines: T-Shirts: Monday, November 14; Hero Happy Hour Materials and Signage: Thursday, December 8.

Please send completed form and logo files to development@crossroadscontinuum.org.

Mail donations to Crossroads Continuum, 43 Broad Street, Suite C300, Hudson, MA 01749