

# Cultural Crossroads, Inc



## General Information

### Contact Information

<b>Nonprofit</b>	Cultural Crossroads, Inc
<b>Address</b>	3605 Blue Ridge Boulevard Independence, MO 64052 1157
<b>Phone</b>	(816) 7375979
<b>Fax</b>	816
<b>Website</b>	<a href="http://www.CulturalCrossroads-KC.org">http://www.CulturalCrossroads-KC.org</a>
<b>Facebook</b>	<a href="https://www.facebook.com/Cultural-Crossroads/51570888935?ref=ts#!/">facebook.compages/Cultural-Crossroads/51570888935?ref=ts#!/</a>
<b>Twitter</b>	<a href="https://twitter.com/">twitter.com/</a>
<b>Email</b>	<a href="mailto:CulturalCrossroads@hotmail.com">CulturalCrossroads@hotmail.com</a>

### At A Glance

#### How to donate, support, and volunteer

There are many ways to support our mission:

- Monetary donations may be mailed to Cultural Crossroads, 3605 Blue Ridge Blvd, Independence, MO 64052
- We are always interested in partnering with like-minded organizations in programs and projects. Contact us if your organization would like to partner on a specific program or a long-term project.
- Be a volunteer -- for one event or list as a volunteer for ongoing programs.
- We welcome all ideas for programs, whether for adult or children's programming, so share your ideas with us.
- Suggest a Cultural Crossroads program to your school, local library, or civic organization.

# Mission & Areas Served

## Statements

### Mission Statement

To promote mutual respect and understanding of diversity through cross-cultural education by focusing on the commonalities among cultures, rather than the differences.

### Background Statement

The term "culture" encompasses many influences – ethnic, generational, temporal, spiritual, regional – and all those "cultures" contribute to our joint heritage. All peoples share common life experiences which cross those cultural lines and provide focus points for understanding. Cultural Crossroads, Inc. promises hope for the future by • promotion of understanding through education • appreciation of the cultural diversity in our community • establishment of a cultural heritage center as a permanent legacy Even as the internet and global business promise closer connections between peoples, old fears and misunderstandings threaten our peace and security. Now, more than ever, society is at a crossroads--- and the choice is ours between division and unity. Today is the right time and Kansas City is the right place. Cultural Crossroads, Inc. envisions a mosaic centerpiece of culture, history and area potential, blending the past, the present and the future into a continuum of the human experience in a unique Kansas City presentation....a grand junction of all the crossroads (geographic, historical and cultural) that have culminated in the Kansas City of today and tomorrow.

### Impact Statement

#### ACCOMPLISHMENTS:

- Maintained and enhanced the *Human Spirit* library collection, a dedicated collection of over 180 books on multicultural and interfaith topics, housed at the Plaza Branch Library, 4801 Main Street, Kansas City, MO. The collection was created through partnerships with the Kansas City Public Library System, the Greater Kansas City Interfaith Council and other public and private organizations, as well as through a "challenge grant" and donations. The formal opening of the collection was in August, 2014 and all books in the collection are available for circulation through the Plaza Branch Library and the inter-library loan program. Collection of specific donations for upkeep of the collection continues. In addition, we are working with library personnel to expand the collection to include a children's section.
- Enhancement of monthly e-calendar of multicultural events through use of email service-provider and increase in mailing list
- Extended co-sponsorship of community-wide dinner-and-dialogue event as ongoing, rather than once-a-year program
- Sponsored a first-ever Friendship Fair, which included activity booths of over 20 local nonprofit organizations, providing "hands-on" activities for children to teach about diversity and including live performances and games.

#### GOALS:

- Complete expansion of *The Human Spirit* library collection to include materials for children and youth.
- Update and expand website, both for ease of use and to serve as multicultural resource
- Financial development through direct campaign and grant applications Long-term goal remains the establishment of a physical cultural center open to the community
- Continue to develop new programs applicable to adults and children and create programs appropriate for pre-school children, in response to requests from community organizations and by identifying and working specifically with educational institutions in need

### Needs Statement

1. Increase number of volunteers
2. Continue to receive donations for library collection, as an ongoing responsibility
3. Increase visibility of organization in community
4. Continue to form partnerships with community organizations and resources
5. Increase fundraising, through donations, grants, fundraising event or campaign

## **Board Chair Statement**

Cultural Crossroads has created a presence in the Kansas City metropolitan area through the years, and, in particular, with the highly-visible *Human Spirit* library collection. Our programs are offered through libraries, churches, festivals, scout troops, and other gatherings. Our message is simple: Human beings across the world and across time are more alike than different. As we recognize our commonalities, we can create bonds that should create a more cohesive and peaceful world. Programs have served a dual purpose of bringing this message to the public as well as providing incremental income to the treasury. Through these nominal fees and contributions, we have been able to expand our vision into additional educational programs like Cultural Conversations. The major challenge, like with most non profits, is financial. The goal over the next several years is to increase our monetary through donations and grants. Another facet of our economic aim is a person or persons who are adept in the art of public relations. By promoting our successes we expect to encourage both corporate and individual donations. A secondary situation is to persuade more volunteers to participate particularly in the presentation of our programs. We urge involvement during our meetings, through email correspondence, by working with an online volunteer recruitment organization and in our newsletter publication. I expect that our organization will achieve continued success, particularly in the next year and grow over the following several.

## **Service Categories**

Cultural & Ethnic Awareness

Children's Museums

## **Areas of Service**

### **Areas Served**

#### **Areas**

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MO - Jackson County

MO - Clay County

MO - Platte County

KS - Wyandotte County

KS - Johnson County

MO - Eastern Jackson Co

MO - Jackson County Urban Core

KS - Wyandotte County Urban Core

# Programs

## Programs

### Educational programs offered at libraries, schools, etc.

<b>Description</b>	Interactive events that are focused on developing an increased awareness of the commonalities of people across age, geographic, cultural, or other diverse origins. Such events occur through specific programs and short-term displays, designed to fit with a library's overall program emphasis.
<b>Category</b>	Arts, Culture & Humanities, General/Other Cultural & Ethnic Awareness
<b>Population Served</b>	Families, Adults,
<b>Short-Term Success</b>	Students acquire increased knowledge and understanding of the commonalities of all human beings, as evidenced by the lively discussions and questions of the participants.
<b>Long- Term Success</b>	Engaged participants are exposed to the tools to live in a diverse social environment and exposed to the ideas and practices of other cultures.
<b>Program Success Monitored By</b>	Feedback from participants and hosting organizations.
<b>Examples of Program Success</b>	The number of programs have increased year over year. Many of the sponsors (libraries, schools, etc.) have requested our return and increased the number of programs each year. Our programs develop through requests and comments from employees of our sponsors.

## Communications

<b>Description</b>	Cultural Crossroads has established a professional website that includes photographs from our educational programs, calendar of community events, and access to our newsletter. The newsletter contains quality articles of historic or cultural interest, in addition to information about Cultural Crossroads activities. Since 2009, we have produced a monthly email calendar of multicultural events, which is distributed throughout the metropolitan area, with a high rate of anticipation and use. In the past year, the monthly calendar has been enhanced by the addition of an online calendar, which allows for more comprehensive additions of events, in addition to the monthly email of exhibits.
<b>Category</b>	Arts, Culture & Humanities, General/Other Arts, Culture & Humanities, General/Other
<b>Population Served</b>	General/Unspecified, ,
<b>Short-Term Success</b>	Feedback from recipients of the newsletters and email calendar is positive and recipients often offer entries for inclusion on the calendar. The email calendar is distributed through a professional service, which provides details reports; according to those reports, the average rate of use varies from 22% to 25% of the total number of recipients, which is a high percentage for a mailing list of its type.
<b>Long- Term Success</b>	Our mailing list has increased year over year. We have expanded from a record of the educational programs offered to a newsletter that provides information to its readership.
<b>Program Success Monitored By</b>	The email calendar is distributed through a professional service, which provides details reports; according to those reports, the average rate of use varies from 22% to 25% of the total number of recipients, which is a high percentage for a mailing list of its type.
<b>Examples of Program Success</b>	We are requested by other organizations to help publicize multicultural events through our online and email calendars. We also often receive comments from our readers regarding their anticipation of receipt of the information and their use of that information.

## Cultural Exhibits

<b>Description</b>	Short-term displays on a variety of topics, located in various locations across the metroplex. Each display utilizes a specific theme, with the goal of illustrating the commonalities and the diversity in a multicultural approach. (International dolls, clothing from different cultures, and everyday lifestyle objects are displays currently in use, with additional display themes in process.)
<b>Category</b>	Arts, Culture & Humanities, General/Other Cultural & Ethnic Awareness
<b>Population Served</b>	General/Unspecified, ,
<b>Short-Term Success</b>	Positive feedback from public and sponsoring facilities.
<b>Long- Term Success</b>	Expansion of exhibits to increased number of facilities.
<b>Program Success Monitored By</b>	The sponsoring facilities have requested development of additional exhibits around more themes.
<b>Examples of Program Success</b>	The international doll display in Dearborn, Missouri, provided a touching example of the impact of the exhibit -- two young boys (high school athletes) were stopped by the color and variety of the display and exclaimed how they had "never seen anything like it" before...and one boy was excited to go home and tell his younger sister to come to the library and see the exhibit.

## Food and Thought - an interfaith and intercultural conversation

<b>Description</b>	After two successful years of producing this program on an annual basis in small groups, Cultural Crossroads and its partner, the Greater Kansas City Interfaith Council, will expand the program to a quarterly event, hosted by organizations, thus providing more opportunity for more people to participate and discuss the issues of a pluralistic and multicultural society.
<b>Category</b>	Arts, Culture & Humanities, General/Other Arts, Culture & Humanities, General/Other
<b>Population Served</b>	General/Unspecified, General/Unspecified, General/Unspecified
<b>Short-Term Success</b>	In the near term, the organization is able to reach out to a new population, with educational opportunities.
<b>Long- Term Success</b>	The ultimate change will be increased understanding and respect of those of different faiths and cultures, through personal interaction.
<b>Program Success Monitored By</b>	Evaluations completed by participants indicate positive responses to the ideas presented within the discussion groups.
<b>Examples of Program Success</b>	New hosts volunteered during the second year of the program and are on a list to host during the coming year.

## "The Human Spirit" library collection

<b>Description</b>	In 2014, Cultural Crossroads culminated a two-year project to create a public diversity library collection, raising the funds necessary to establish it. The collection, which opened in August 2014 at the Plaza Branch Library in Kansas City, MO, contains over 180 works of a multicultural and interfaith nature, designed to underscore the importance of both elements in forming human relationships. At the present time, both organization and the public library system are working to enhance the collection with the addition of materials for children and youth.
<b>Category</b>	Education, General/Other Library
<b>Population Served</b>	Adults, ,
<b>Short-Term Success</b>	Although the collection only officially opened in August 2014, books began to circulate as soon as they were placed on the shelves.
<b>Long- Term Success</b>	The collection is a permanent addition to the library and will continue to be enhanced, with additional volumes added, as well as a future component for children's literature.
<b>Program Success Monitored By</b>	The library plans to monitor circulation patterns, which will be analyzed by both this organization and library personnel to determine which volumes should be replaced and which retained.
<b>Examples of Program Success</b>	The collection continues to attract readership and research use. Following a reception, attended by over 200 people, to view the opening of the collection, a capacity audience attended a subsequent workshop to learn tips on how to research using the collection.

## Friendship Fair

<b>Description</b>	Cultural Crossroads, in partnership with over 20 nonprofit organizations from throughout the metropolitan area, held a Friendship Fair, focusing on learning about diversity and inclusion. The Fair featured interactive activities, performances and games.
<b>Category</b>	Arts, Culture & Humanities, General/Other Arts, Culture & Humanities, General/Other
<b>Population Served</b>	Children and Youth (0 - 19 years), ,
<b>Short-Term Success</b>	More than 100 children and their families attended this first event.
<b>Long- Term Success</b>	The program is being evaluated for its feasibility as an annual event.
<b>Program Success Monitored By</b>	Based on feedback from adults and enthusiasm of children, the event was a success.
<b>Examples of Program Success</b>	Several partner nonprofits indicate continuing interest in their individual programs, as a direct result of their participation in the event.

### **CEO Comments**

The education of children and adults are the cornerstone of our goals. Our ultimate goal is to have a building, a physical structure, where we can offer a greater variety of programs, including cooking, technical, and creative arenas. Until that ultimate goal is realized, we are realizing separate elements of that ultimate goal, by the production of programs and exhibits in libraries, adult dialogue programs in partnership with other civic organizations, the creation of the diversity library collection and the ongoing digital communication.

# Leadership & Staff

## Executive Director/CEO

**Executive Director**  
**Email**

Board President is Executive Director  
culturalcrossroads@hotmail.com

## Senior Staff

Ms. Mary McCoy

**Title**

**Experience/Biography**

• Real estate attorney with 30 years experience • Present and previous director and officer of various professional real estate associations • Founder and director of international performing dance troupe • Co-host of community-based ethnic dance organization • Co-chair of Scottish Highland Games standing committee • Past member/performer with numerous ethnic dance groups • Volunteer experience with arts and education programs

## Staff

<b>Paid Full-Time Staff</b>	0
<b>Paid Part- Time Staff</b>	0
<b>Volunteers</b>	40
<b>Retention Rate</b>	100%
<b>Paid Contractors</b>	0

## Formal Evaluations

<b>CEO Formal Evaluation</b>	No
<b>CEO/Executive Formal Evaluation Frequency</b>	N/A
<b>Senior Management Formal Evaluation</b>	No
<b>Senior Management Formal Evaluation Frequency</b>	N/A
<b>NonManagement Formal Evaluation</b>	No
<b>Non Management Formal Evaluation Frequency</b>	N/A

## Plans & Policies

<b>Organization Has a Fundraising Plan</b>	Under Development
<b>Organization Has a Strategic Plan</b>	Under Development
<b>Management Succession Plan</b>	Under Development
<b>Organization Policy and Procedures</b>	Under Development
<b>Nondiscrimination Policy</b>	No
<b>Whistleblower Policy</b>	No



## Collaborations

The organization works with several community and civic organizations to achieve goals in excess of its size. In the course of creating *The Human Spirit* library collection, the organization has partnered with the Greater Kansas City Interfaith Council, Ten Thousand Villages, the International Visitors Council, KCPT-TV, the Raphael Hotel, Unity Temple on the Plaza, Aquarius Books, Travelscope, the Shumaker Family Foundation and both Kansas City and Mid-Continent Public Library systems.

## Government Licenses

**Is your organization licensed by the government?** No

### **CEO Comments**

Day-to-day governance is under the auspices of the Permanent Executive Committee.

# Board & Governance

## Board Chair

<b>Board Chair</b>	Mrs. Mary Gibson McCoy
<b>Company Affiliation</b>	Retired
<b>Term</b>	Jan 2001 to Dec 2018
<b>Email</b>	culturalcrossroads@hotmail.com

## Board Members

<b>Name</b>	<b>Affiliation</b>
Mrs. Barbara McAtee	Fire Consulting International, Inc.
Mrs. Mary Gibson McCoy	Retired
Mr. Gregory Lindsey McCoy	Kansas University Medical Center

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	1
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	2 Arab-American and part Native American

## Board Demographics - Gender

<b>Male</b>	1
<b>Female</b>	2
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	0
<b>Board Term Limits</b>	0
<b>Board Meeting Attendance %</b>	100%
<b>Written Board Selection Criteria?</b>	Under Development
<b>Written Conflict of Interest Policy?</b>	Under Development
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	100%
<b>Constituency Includes Client Representation</b>	No
<b>Number of Full Board Meetings Annually</b>	1

## Standing Committees

### **CEO Comments**

Day-to-day governance is under the auspices of the Permanent Executive Committee, which is also the current Board of Directors.

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	Jan 01, 2016
<b>Fiscal Year End</b>	Dec 31, 2016
<b>Projected Revenue</b>	\$300.00
<b>Projected Expenses</b>	\$500.00
<b>Endowment Value</b>	\$0.00
<b>Percentage</b>	0%

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Revenue</b>	\$1,076	\$11,440	\$12,410
<b>Total Expenses</b>	\$1,558	\$8,278	\$3,923

### Revenue Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Foundation and Corporation Contributions</b>	\$0	\$11,229	\$8,538
<b>Government Contributions</b>	\$0	\$0	\$0
<b>Federal</b>	\$0	\$0	\$0
<b>State</b>	\$0	\$0	\$0
<b>Local</b>	\$0	\$0	\$0
<b>Unspecified</b>	\$0	\$0	\$0
<b>Individual Contributions</b>	\$555	\$0	\$0
<b>Indirect Public Support</b>	\$0	\$0	\$0
<b>Earned Revenue</b>	\$521	\$211	\$117
<b>Investment Income, Net of Losses</b>	\$0	\$0	\$0
<b>Membership Dues</b>	\$0	\$0	\$0
<b>Special Events</b>	\$0	\$0	\$3,755
<b>Revenue In-Kind</b>	\$0	\$0	\$0
<b>Other</b>	\$0	\$0	\$0

### Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$1,108	\$7,861	\$3,353
Administration Expense	\$146	\$284	\$570
Fundraising Expense	\$304	\$133	\$0
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	0.69	1.38	3.16
Program Expense/Total Expenses	71%	95%	85%
Fundraising Expense/Contributed Revenue	55%	1%	0%

### Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$6,620	\$6,954	\$14,277
Current Assets	\$6,620	\$6,954	\$14,277
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0
Total Net Assets	\$6,620	\$6,954	\$14,277

### Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	--	--	--

### Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

### Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	Individual Donors \$555	Individual Donor \$500	Shumaker Family Foundation \$5,000
Second Highest Funding Source & Dollar Amount	Sale of Multifaith Calendars \$157	Ten Thousand Villages \$227	Ten Thousand Villages \$687
Third Highest Funding Source & Dollar Amount	Programs \$65	Individual Donor \$100	Individual Donor \$300

## Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00
Capital Campaign Anticipated in Next 5 Years?	No

### Organization Comments

Cultural Crossroads has generally accomplished its short-term goals without grants. In November, 2010, the organization received a Small Arts Grant from Francis Family Foundation, which allowed organization to expand the number of multicultural educational programs available to children and families throughout the metropolitan area. Through the judicious use of those funds, we were able to produce programs throughout the 2011 year and into the 2012 year, while other programs have been produced with volunteer support and donations. In 2013, Cultural Crossroads received a "challenge grant" in the amount of \$5000 from the Shumaker Family Foundation, to establish *The Human Spirit* library collection. Because of the extraordinary expenses associated with the creation of *The Human Spirit* library collection, the financial information for the years 2013 and 2014 reflect a higher-than-usual income and expense situation. As of 2015, the collection has been established and, except for expansion into a children's section (which is anticipated to be accomplished in 2017), the collection is in a maintenance status, which results in income and expenses in 2015 returning to a pre-2013 level.

**Foundation Comments**

- FY 2015, 2014: Financial data reported using the organization's internal financial documents.
- FY 2013: Financial data reported using the IRS Form 990.

