



2022

# ANNUAL REPORT

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## OUR MISSION

Crossroads4Hope's network of support embraces all people touched by cancer—the diagnosed and their loved ones—providing access to resources and evidence-based programs of support, education, wellbeing, and hope.

Crossroads4Hope is committed to upholding the dignity of all people through cultural humility and respect for gender identification, sexual orientation, race, ethnicity, and income difference.

Taking On Your Cancer Journey. Together

Our vision is to be THE safe space to turn first to restore one's whole being and improve the life of persons with cancer and their families beyond the disease.





# OUR IMPACT

## PEOPLE SERVED

Since 2004, Crossroads4Hope has served more than 18,453 people, resulting in 90,762 visits and over 115,766 hours of programming delivered, always offered at no charge.

In 2022 alone, Crossroads4Hope served 2,890 individuals, increasing from 1861 individuals in 2021.

Our Founders developed a vision that they wanted to ensure that all those affected by cancer – people with cancer and their loved ones — should have a safe place to turn for emotional and social support programs and services, at no charge.

# PROGRAMMATIC PILLARS



Support4Families



Nutrition



Multicultural  
Outreach



Unmet Needs



Person & Family  
Centered Care

We are working to transform the cancer experience for all those affected by the disease by leveraging our expertise in psychosocial support and patient activation with innovative technology, and strong community partnerships.

Our roadmap for the future includes programmatic innovation and growth focusing on Multicultural Outreach, Support4Families, Nutrition, Unmet Needs, and Person and Family-Centered Care.



# FINANCIALS 2021

Total Liabilities and Net Assets:

2021: \$2,772,929

2020: \$2,270,401

Program Expenses: 2021

Support & Education \$854,210

Management & General: \$122,039

Fundraising: \$30,074

Total Expenses: \$1,006,323

# OUR SERVICES

WE ARE EXPERTS IN ONCOLOGY MENTAL HEALTH. OUR SERVICES INCLUDE PROFESSIONALLY-LED INDIVIDUAL AND GROUP SUPPORT, EDUCATION, DISTRESS SCREENINGS, NUTRITION AND HEALTHY COOKING, HEALTH AND WELLNESS CLASSES, SOCIAL CONNECTIONS, AND RESOURCES & REFERRALS, SOME EXAMPLES LISTED BELOW.

Cancer Support  
When and Where it's  
Needed Most

## MYGO2SUPPORT

MyGo2Support puts cancer support and resources directly into employees' hands via smartphone, without the need to download an app. Core to the program is our support team's ability to identify and address distress and resource needs in real-time.

MyGo2Support integrates the best practices in patient activation and psychosocial with behavioral health technology to enable members to move through a health crisis caused by cancer to become active and resilient in their ability to take control of their health and care.



Family and Friends  
Living with Advanced Cancer

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Culinary Crossroads  
One on One Nutritional Counseling

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Cognitive Fitness  
Planning for Peace of Mind

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Yoga, Breathe, & Balance  
Move and Tone

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Book Club  
Coffee, Tea, & Talk

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Kid Support/Parent Support  
School-Based Support Groups



# LOOKING AHEAD

The American Cancer Society has stated that cancer is a disease that can affect anyone but does not affect everyone equally, citing a variety of social and structural barriers that limit access to treatment and effective prevention and survival [ACS, 2021]. In addition, institutions such as the World Health Organization (WHO), National Academies of Medicine, and National Comprehensive Cancer Network (NCCN) have advocated for decades that quality health care must address the psychosocial needs of the person, not just the treatment of their disease.

Efforts have been underway to shift towards patient-centered healthcare by requiring providers to integrate discrete psychosocial interventions into treatment protocols. Incentivizing this movement are value-based payment models and accreditation standards. However, seamless and systemic integration of psychosocial care into clinical workflows to reduce distress and the burden of cancer across the continuum of care for patients and caregivers remains elusive. A major contributing factor has been the inability to scale traditional models of psychosocial support historically delivered in person, individually, or in small group settings.

Crossroads4Hope is bringing psychosocial support into the 21st century through a unique model that can scale nationally. We have taken our expertise in delivering community-based psychosocial support and patient activation models and integrated it with a behavioral health technology platform: MyGo2Support powered by GoMo Health. MyGo2Support will allow for previously unattainable scale in social and emotional interventions because it puts exceptional evidence-based, personalized psychosocial resources into the hands of individuals and families when and where they need them. In addition, the program delivers continuous and subtle screenings for health disparities, as well as distress and risk for depression, providing triage to our clinical team for timely and proactive interventions.

With Crossroads4Hope's community-based programs and interventions "wrapping-around" MyGo2Support, we intend to scale this solution nationally by integrating it where people live, work, and receive their care. MyGo2Support enables data collection on a highly diverse cancer population along the entire continuum of care into survivorship—or bereavement, for loved ones experiencing loss—and will correlate the impact of psychosocial support on an individual's quality of life, health outcomes, and cost of care. We are also piloting its integration through our public health outreach initiative in vulnerable communities across New Jersey, which focuses on creating sector alignment across social services, public health, and healthcare to increase access to timely care.

Individuals in vulnerable communities face challenges and barriers to care, including due to race, ethnicity, gender, income, insurance coverage—or lack thereof—and absence of a usual source of care, and traditionally have not been able to access dignified treatment and support [AJMC, 2006]. In response, Crossroads4Hope is deploying its public health resources into vulnerable communities to create points of entry to our program and interventions for previvors, those seeking cancer screenings, the diagnosed, caregivers, and loved ones, including children, youth, and teens. This effort will work to normalize conversations around cancer; address unmet social needs; empower activation and resilience; instill healthy behaviors and increase access to psychoeducation and resources. In addition, we are launching our Gladiator Program to activate Champions in vulnerable communities through training that enables them to act as first responders to anyone facing a cancer diagnosis.

The training will strengthen their ability to provide initial support and referrals, reinforce health advocacy behaviors, and support individuals preparing to participate in treatment decision-making with their healthcare team. By transferring knowledge and skills to Champions, Crossroads4Hope can extend access to vital programs, services, and resources in other vulnerable communities while remaining connected. Crossroads4Hope will assign a Health Educator to each community to liaise with the Champions, community leaders, and other non-profits to coordinate the delivery of psychoeducation, interventions, and resources while referring individuals and families with more complex psychosocial issues back to Crossroads4Hope. Combining the Gladiator Program with MyGo2Support helps to ensure we can reach a wide range of at-risk individuals while maintaining high-quality, personalized support.

Within these communities, healthcare access points, such as clinics, Federally Qualified Health Centers (FQHCs), and public hospitals, are essential. We are beginning to work with these systems to offer solutions that benefit people with cancer, their families, and medical professionals.

MyGo2Support integrates with clinical workflows, automating referrals and data, and triaging for social needs, distress and risk for depression to meet accreditation and quality standards. The data we collect through MyGo2Support also can be translated for providers to show insights into their patients' cancer journeys.

Additionally, we plan to enhance the cultural and psychosocial humility of healthcare professionals by developing training tools and aids based on collected data to improve communication with different populations, as well as developing feedback processes to measure the effectiveness and appropriateness of those communications.

We are piloting this comprehensive outreach effort in New Jersey initially through philanthropic funding and social investment. We will eventually move beyond its borders to partner with community leaders, non-profits, and healthcare providers, creating unprecedented systems-level change for individuals and families affected by cancer; the communities where they work and live; and the healthcare providers who serve them. These efforts will bridge gaps within the healthcare system and reduce the burden of cancer



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