



www.CYCSaco.org

Crossroads

YOUTH CENTER

A 501C3 NONPROFIT ORGANIZATION

MEDIA KIT

About Us!

.....WITHIN LIES OUR FUTURE



Crossroads Youth Center is a 501c3 youth organization. Our programs are organized and operated exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986 as set forth in the Articles of Incorporation.

Crossroads fosters positive character and education and empowers youth to value and participate in their communities as volunteers and leaders. Over the past several years, CYC has expanded its many programs internationally, reaching the US, Canada, and the Caribbean Islands, teaching tolerance, resilience, kindness, and respect in our schools, community, and the world.

THE FACTS AND HOW WE SERVE AND VOLUNTEER

Members volunteered an average of 5,000 hours per year and have grown to serve over 18,000 hours annually for the past three years in Maine and 16,000 hours nationally and internationally, totaling over 159k volunteer hours to date. School programs and events focus on our core values of inclusiveness, social responsibility and awareness education, reading, and bullying prevention.

25 YRS

Of service to
youth &
community
services

95%

Of the volunteer
hours 95% are in
schools or for
children and 100%
free of charge

500+

The membership is
over 500 youth and
teens in Maine, the
U.S. and New
Brunswick, CA

2.6 M

College
scholarships made
available annually

Our Programs

AT CROSSROADS



PROGRAMS

Unite Against Bullying ME
Raising Cain Podcast
Crown CARES
Girl CARE
Crossroads CARES
Voices in Harmony
Abbey's Tale Time
Skyla's Buddy Benches
Maine Academic Scholarship Program
Young America-Women of Service Program
Miss Sensational Program
Domestic Violence Awareness Program
Safety Program
CYC Maine COVID-19 Social Service Program
Summer STAR Camp



FUNDRAISERS

Maine Scholarship Pageant
Green Carpet Event
Green Baby Contest
Young American Women Competitions
American Women Competitions
Crown CARES and Unite Walk Run Roll



The Founders



@RAISINGCAINPODCAST



Available at



In 1997, Deb and Darrin Landry were inspired to develop an afterschool youth program that was safe and educational, supported community involvement, and encouraged volunteering. They believed that when the community worked together, they would achieve the goal of raising resilient children and creating a world of healthy, educated, socially, and environmentally conscious adults. They established Crossroads Youth Center, a 501 c3 organization that advocates for a safe, healthy environment.

Deb Landry has worked in healthcare and nonprofit administration for over 40 years as president, CEO, and co-founder of Crossroads and Bryson Taylor Inc. She oversees, develops, and manages seminars, fundraisers, project and program development, management, communications, marketing, and contracting, and serves as the Executive Director of Crossroads. Landry is a best-selling, award-winning author and co-host of the Raising Cain Podcast. She serves on the Governor's Task Force for Safe Schools in Maine and has been instrumental in supporting and working for bullying prevention laws in schools for the past 18 years. Deb has received multiple awards for her service to the Maine community. Landry recently won the NYC Book Silver Award for her memoir *Independence* and was recognized internationally for being the best state director and state pageant by Pageant Planet.

Darrin A. Landry is world-renowned for his expertise in all aspects of ophthalmic imaging. He is an author and lecturer and has been published in many medical journals. With over 30 years in medicine, Landry has authored three books, multiple papers, and articles on ophthalmic imaging and ophthalmology. He is the co-founder of Bryson Taylor Inc. and Crossroads, where he serves as Vice President for BTI and the Chairman of the Board for Crossroads. Darrin produces programs and fundraisers for Crossroads, including the Raising Cain Podcast, which focuses on social awareness, life issues, and parenting.

Testimonials

“Paramount in the Crossroads’ Maine Academic Program and Pageant is the platform Unite Against Bullying ME. Via this, members have been given a voice to ensure that this message, Bullying Prevention, is heard nationwide. Participants in the Maine Academic Scholarship Program educate thousands of school children yearly to understand bullying behaviors, to learn to recognize signs of bullying, and to know what steps to take when bullying occurs. How better to reach children from elementary school through high school than to have youth and teens take a stand against bullying and make a difference for those four out of five kids bullied daily!

E. Jane Smith, MS, CAS Principal Maine Indian Education,
Peter Dana Point, Former Principal:
Dr. Levesque Elementary and Woodland Elementary

As Crossroads family members since its inception, we have enjoyed the sense of community and mentoring that began when our children were young and continued into their adulthood. Deb and Darrin are truly caring people and their programs have helped many young people gain confidence and a greater sense of self-esteem.

Lauren Folsom, Esq. UMaine Graduate

It's critical that we support young men and women on their path to financial independence and career success. Programs like Crossroads empower the next generation to reach their greatest potential through professional development, personal coaching, and lifelong peer-to-peer support.

Justin Chenette, Former Maine State Senator

Crossroads helped me build confidence and find my voice as a young boy. I joined when I was in the fourth grade and participated in many of the art-based and afterschool programs, occasionally still volunteering as an adult. As a second family, I will be forever thankful for Crossroads and the long-term friends I have made. To say it made a difference in my life is an understatement.

Joshua Going
Original Crossroads Kid, College student and Host of Going Nowhere Podcast

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Contact & Social Media

FOR CROSSROADS

CONTACT

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For more information on our programs,
visit these websites:

www.cycsaco.org
www.UniteAgainstBullyingME.org
www.CrownCARES.org
www.AmericanWomenofService.com

SOCIAL MEDIA

Facebook

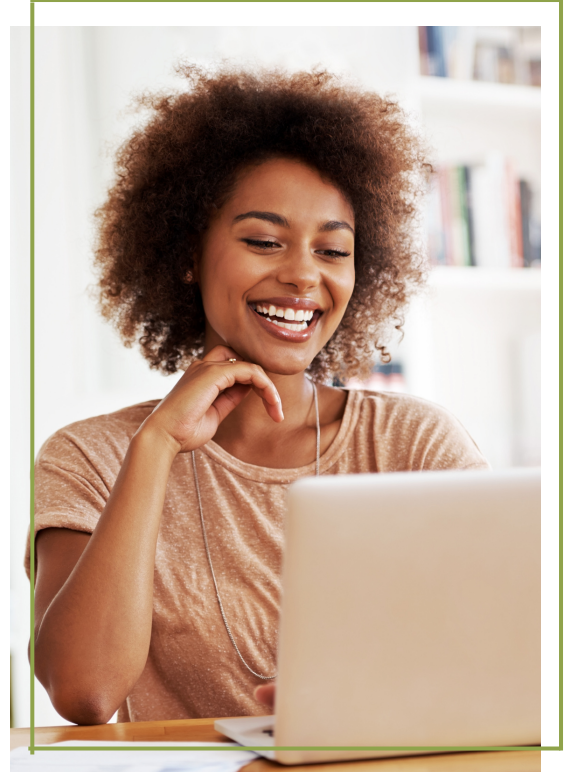
<https://www.facebook.com/thecrowncares>
<https://www.facebook.com/CrossroadsSaco>
<https://www.facebook.com/RaisingCainPodcast>

Instagram

<https://www.instagram.com/thecrowncares/>
<https://www.instagram.com/raisingcainpodcast/>

Pinterest

<https://www.pinterest.com/thecrowncares/>



FOLLOW US:



Sponsorship and Partnerships

There are many items needed for our members and for our fundraisers. Based on the level of donation, our valued sponsor receives a uniquely designed packet of items below. Your donations, whether monetary or in-kind, is most appreciated.

- Listed as the official educational partner on Crossroads and American Women of Service websites, marketing material, and social media sites internationally, access to over 900,000 youth, teens, and parents nationwide
- 2-Full page color ad in the Crossroads quarterly magazine
- Ad in International AWP Program
- Logo on all Ads as a partner on CC ads nationally and statewide
- Article or ad posted in the Crossroads Crown CARES Magazine
- Complimentary Ticket to all productions
- Complimentary sponsorship booth at all annual and local programs
- Complimentary Dinner Tickets to International Award Dinner
- Award presented in your academic association's name
- Sponsor Shoutouts weekly on all social media pages
- Listed as official academic sponsorship on Raising Cain Podcast
- Guest on Raising Cain Podcast
- Listed as international magazines as top prize package sponsor
- Logo feature on banners at Pageants and Fundraisers, and much more!



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KEEP IN TOUCH

Thank you for supporting our youth and children.

.....within lies our future

Deb & Darrin