



# Business Benefits

Why would you pay for a private prayer line when you can direct your members to call the Crossroads Prayer Lines for *free*?



There are many reasons why having your own prayer line makes sense.

## SUPPORT YOUR PEOPLE THROUGH PRAYER

*“Comfort, comfort my people, says your God.”* Isaiah 40:1 NIV

When someone calls, they’ll hear your business or practice name—creating a seamless extension of your care. As a Christian business leader, you can now offer your team, their families, and your clients 24/7 prayer support and a listening ear.

Through your personalized **Subscriber Dashboard**, you’ll gain valuable insights into how this service supports your community. **Anonymized analytics** help you better understand and respond to the spiritual and emotional needs of those you serve.

### KEY BENEFITS OF OUR SERVICE

- Personalized greeting with your organization’s name.
- Round-the-clock prayer support for staff, families, and clients.
- An extension of your care beyond business hours.
- Confidential analytics to guide and support initiatives.
- Professional prayer partners trained in compassionate listening.

## THE GROWING COST OF MENTAL HEALTH CHALLENGES

In today’s demanding business environment, organizations face rising challenges from stress, anxiety, and burnout. Mental health issues cost businesses at least **\$1 trillion USD annually** in lost productivity globally, with projections to reach **\$6 trillion by 2030** (The Lancet Journal Vol. 8 Issue 11 Nov. 2020).

## A PROVEN SOLUTION WITH A 4:1 ROI

**Anyone Pray** offers a unique solution: 24/7 prayer support tailored to meet the emotional and spiritual needs of your staff, families, and clients—helping you invest in both wellbeing and productivity.





- **\$3,000/year more** in health care services for employees with mental health challenges (American Psychiatric Association, 2021).
- **\$4,783/year** lost per employee due to absenteeism (National Safety Council, 2022).
- **\$5,733/year** lost per employee due to turnover (Society for Human Resource Management, 2021).

For every \$1 invested in mental health supports, businesses see a **4:1 return** in productivity (The Lancet Journal Vol. 8 Issue 11 Nov. 2020). It's a solution that supports your people and makes economic sense.

## BE A SHEPHERD OF HOPE

*“Be shepherds of God’s flock that is under your care” 1 Peter 5:2 NIV*

Support your team in a way that strengthens their hearts, minds, and productivity.

### ANYONE PRAY KEY FEATURES:



#### 24/7 UNIQUE PRAYER LINE

- Immediate, anonymous, non-judgmental, prayer support proven for over 47 years.
- Helps people feel heard, cared for, and supported.



#### SUBSCRIBER DASHBOARD

- Easy access to summary analytics—no software required.
- Understand the concerns and worries of your community.



#### SUBSCRIBER TOOLBOX

- Ready-to-use templates, graphics, and customizable videos for easy program launch.



#### VOLUNTEER TRAINING

- Equip motivated members of your team with top-tier, Scripture-based prayer training.
- Earn rebates for active, trained prayer volunteers.

## A PROVEN TRACK RECORD OF MEETING PEOPLE’S NEEDS THROUGH PRAYER

Since 1977, Crossroads has been meeting people’s spiritual needs through 24/7 prayer support, answering over **14.5 million prayer calls** and spanning over 60 years of media ministry. The Crossroads Prayer Centre connects callers across Canada, the U.S., and beyond, offering compassionate, professional prayer through a team of trained Prayer Partners.



On June 15, 1977, 100 Huntley Street made history by broadcasting from Canada’s first studio dedicated exclusively to Christian television in downtown Toronto. With a vision for two-way television, the show launched with 30 telephone Prayer Partners ready to take calls on-site. What began as a local effort quickly expanded into a nationwide ministry, eventually becoming a 24/7 prayer line providing support for callers across Canada, the USA, and beyond.