

# THE FACE *of* MINISTRY IN 2020

TEXAS BAPTISTS

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## COOPERATIVE PROGRAM

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*Annual Report*





# “TWO ARE BETTER THAN ONE BECAUSE THEY HAVE A GOOD REWARD FOR THEIR EFFORTS.”

— *Ecclesiastes 4:9*

Since “two are better than one,” permit me to introduce our new Associate Director of Cooperative program, Ralph S. Emerson. And, since we can do more together than we can alone, imagine the good reward when over 5,300 churches cooperate to share the Gospel of Jesus Christ.

This 2020 Annual Report recaps the many spiritual achievements we celebrate because you, as Texas Baptists, gave faithfully to the Cooperative Program. These statistics and stories only begin to provide you a glimpse of the many things the Lord has done through Texas Baptists because of our collaborative work for the Gospel.



**BRUCE MCCOY | DIRECTOR**

*Office of Cooperative Program Ministry*  
214.828.5306 | [bruce.mccoy@txb.org](mailto:bruce.mccoy@txb.org)



**RALPH EMERSON | ASSOCIATE DIRECTOR**

*Office of Cooperative Program Ministry*  
214.828.5239 | [ralph.emerson@txb.org](mailto:ralph.emerson@txb.org)

# WHERE DOES IT GO?

## MISSIONS (37%)

## EDUCATION & HUMAN CARE MINISTRIES (28%)

## MINISTRIES (16%)

## ADMINISTRATION (12%)

## COMMUNICATION (4%)

## CHRISTIAN LIFE COMMISSION (3%)

For a complete listing of Texas Baptists Missions and Ministries and detailed 2020 Budget and Reports, including the CP Annual Report, please go to [txb.org/cp](http://txb.org/cp)

## MISSIONS (37%)

3,000+ Worldwide Missionaries  
240 BSM Missionaries on 130 Campuses  
River Ministry/Mexico  
Texas Baptists Missionaries  
410 Go Now Missionaries  
Texas Baptist Men  
Bounce (Student Disaster Recovery)  
Hispanic Ministries  
African American Ministries  
Intercultural Ministries  
Church Starting

## EDUCATION & HUMAN CARE MINISTRIES (28%)

13 Texas Baptists Universities and Schools  
7 Baptist Hospitals & Health Foundations  
4 Child/Elder Care Ministries

## COMMUNICATION (4%)

News & Media  
Design & Print  
Web & Marketing

## MINISTRIES (16%)

Evangelism  
Discipleship  
Bible Study  
Music & Worship  
Church Architecture  
Student Ministry  
Interim Church Services  
1,000+ Endorsed Chaplains  
Counseling

## CHRISTIAN LIFE COMMISSION (3%)

Ethics & Justice  
Social Issues Advocacy  
Public Policy  
Hunger & Community Care

## ADMINISTRATION (12%)

Accounting  
Technology  
Human Resources



42% of TBM  
Disaster Relief  
volunteers  
are women

**303** professions  
of faith



**63,336** volunteer  
hours served



**100,000**

meals distributed to  
unemployed Texans during  
COVID-19 shutdown

**19,651**

meals provided during  
the busiest hurricane  
season on record



**7,000**

people now have access to clean water  
through 17 wells drilled in 5 countries

# EQUIPPING BELIEVERS THROUGH APOLOGETICS

Eric Hernandez, Apologetics Lead & Millennial specialist, has stayed busy during the COVID-19 pandemic, equipping believers to articulate and defend their faith. He hosted many online Zoom apologetic conferences in 2020, including a weekly workshop for believers in the Philippines.

Hernandez explained that hosting the conferences online provides the opportunity for people from around the world to join.

“Because of the pandemic, training has moved mostly online. That has opened up more opportunities for people to watch trainings without committing to driving there and allows a sense of intimacy that might not be there when I’m in front of a group on stage,” he said.

Hernandez has observed people feel more comfortable asking questions in the online format than they do in person because he is in the same position as them, as opposed to being elevated on a stage. Apologetics have become increasingly important as people have increasingly turned to the Internet to answer their large questions about life and faith. The Truth is now at war with all of the false information available online, Hernandez explained, so it is important to have confidence in answering the hard questions from a biblical perspective.

“As Christians and believers, we know that nothing that is true is going to contradict the Word of God. But it’s important to have responses to these untrue things,” he said.

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## TEAM STATS

**104,519** ministers and lay-leaders were trained through special events, consultations and speaking engagements including:

**1,523** trained through Discipleship Events

**100,246** trained through Evangelism Events

**2,750** trained through Music & Worship Events

**2,023** participated in 4XFour Trainings

**1,500** participated in the Resourcing Worship Virtual Conference





**SPOTLIGHT**

**GREAT  
COMMISSION  
.. TEAM ..**

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A FEW RESULTS FROM **GP INVESTMENT** OF:

**\$1.96** MILLION

Within the **Great Commission team**, the Texas Baptists Evangelism Team works to equip churches with tools and resources to reach their communities with the Gospel of Jesus Christ.





**ERIC HERNANDEZ**  
Apologetics Lead &  
Millennial Specialist,  
Evangelism

# ROPING, RIDING AND SHARING THE GOSPEL

When the first cowboy churches were planted in Texas, they sought to reach out to a unique group of people who might not feel comfortable walking in the doors of a traditional church building. Boots, hats and spurs were welcomed. Greeters could be found riding horses outside the church building to welcome guests. Baptisms were often held in horse troughs.

Since that first church was planted, more than \$6 million of Cooperative Program funding has been used to expand this ministry, 191 churches have been started and thousands have come to faith in Christ. God has done amazing work through the Western Heritage movement. From thriving established churches to new church plants, the momentum has continued to move forward.

Cowboy Church of Ellis County (CCEC), founded through a partnership with Texas Baptists in 2000, was one of Western Heritage Ministries' first church plants, in Waxahachie. Now led by Pastor Gary Morgan, CCEC has faithfully partnered with Texas Baptists for the past 20 years.

Like many cowboy churches, CCEC cultivates a church culture that is different from the traditional model in order to better reach cowboys, with ministries like Arena Church, held every week in a fully-functional, on-campus rodeo arena, and Buck Out, an amateur bull-riding ministry geared toward reaching youth.

"Our motto is 'come as you are, but leave changed.' If you are in trouble, we will accept you. If you are unsure, we will pray with you. If you are searching, we will teach you," said Morgan. "We don't believe in trying to clean people up before they accept Christ. How can anyone become clean before they receive Jesus and the Holy Spirit enters their heart? That is putting the cart before the horse."

## TEAM STATS

9,500+	contacts made by Area Representatives	117	pastorless churches assisted through the Office of Interim Church Services
80	minister families assisted with counseling	\$55,000	in Minister's Financial Health Grants were awarded and \$70,000 in low-interest loans made to pastors/ministers
600+	bivocational pastors contacted and encouraged	60	pastors connected through Barnabas Network Groups
825	Cowboy Church leaders connected through Western Heritage Ministries		





SPOTLIGHT

CONNECTIONS

.. TEAM ..



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A FEW RESULTS FROM **CP INVESTMENT** OF:

**\$1.46 MILLION**

The **Connections Team** connects pastors and churches with resources and ministries available through Texas Baptists.



**GARY MORGAN**  
Senior Pastor  
The Cowboy Church  
of Ellis County

# THE UNT BSM AT WORK IN CHANGING TIMES

The Baptist Student Ministry (BSM) at the University of North Texas (UNT) did not stop reaching out to students during the COVID-19 pandemic. They have learned to achieve their mission despite the obstacles. In some cases, God has used the obstacles to open doors for ministry.

In the fall of 2020, Campus Missionary Intern Mary Taylor explained that they could not set out a table or talk to students on campus the way they would normally do. So, they started visiting an Instagram page where students go to connect with other students. They messaged students and invited them to sign up for a connect group, a weekly small-group gathering where students worship, listen to a message and have a discussion.

“It’s amazing how many people responded,” Taylor said. “One girl even signed up for a Connection meeting. These meetings give us a chance to share the Gospel and see how they want to be involved.”

The girl told Taylor that she was agnostic and did not have any interest in religion, but she decided to join a Connect Group anyway because she wanted to make some friends.

The girl has been faithfully attending meetings and has even started reading a Christian book with one of the BSM staff members.

## TEAM STATS

**138,402** students reached on 130 campuses

**7,774** students involved weekly in BSM

**27,723** spiritual conversations

**2,185** people involved in missions

**374** short-term Go Now missionaries

**439** NEW BELIEVERS





**SPOTLIGHT**

**COLLEGIATE**

**.. MINISTRY ..**

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A FEW RESULTS FROM **CP INVESTMENT** OF:

**\$3.98** MILLION

The **Collegiate Ministry** engages college students to follow Christ and transform the world.



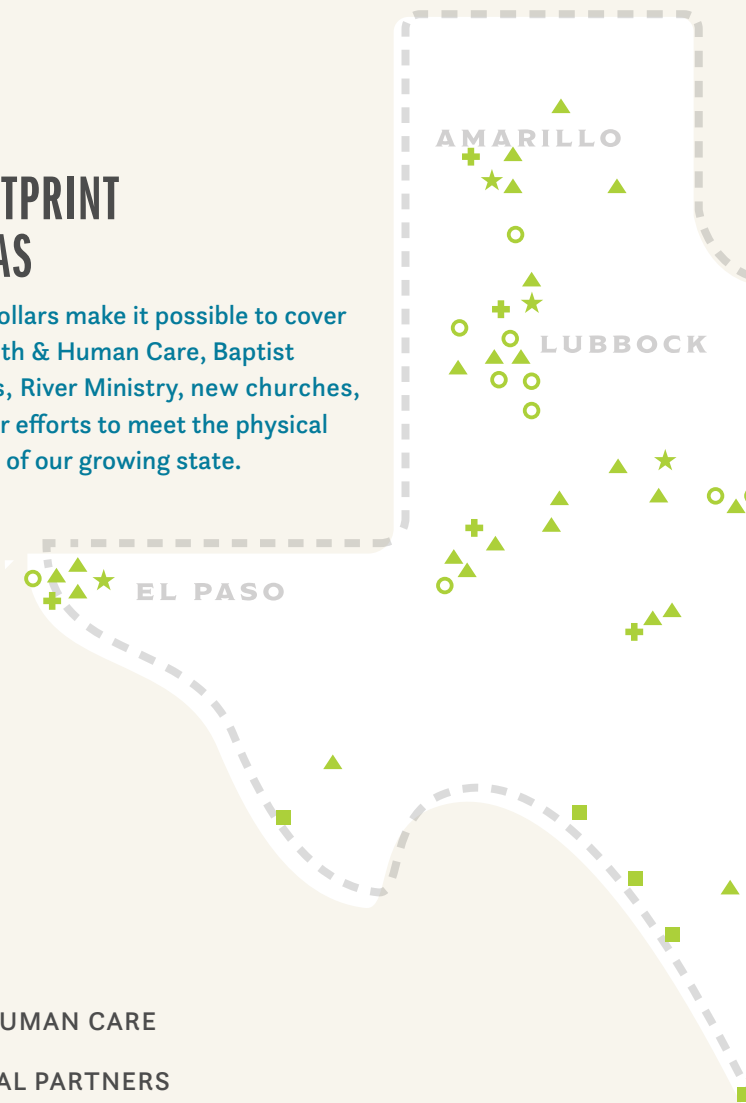


**MARY TAYLOR**  
*Campus Missionary Intern*  
UNT BSM



# BAPTIST FOOTPRINT ACROSS TEXAS

Your cooperative dollars make it possible to cover the state with Health & Human Care, Baptist Student Ministries, River Ministry, new churches, and countless other efforts to meet the physical and spiritual needs of our growing state.

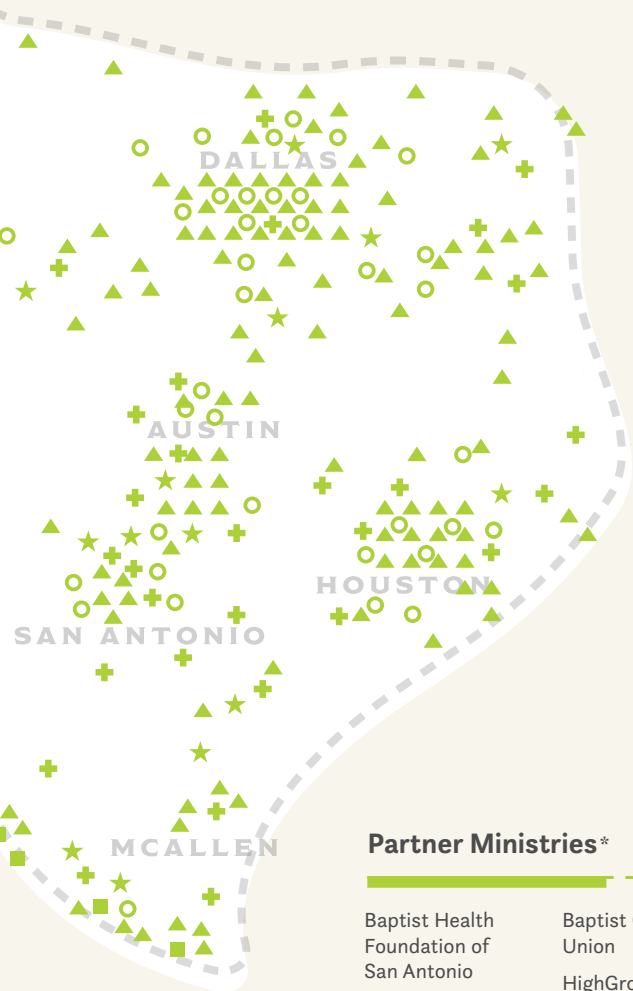


## Institution Key

- ➕ HEALTH & HUMAN CARE
- ★ EDUCATIONAL PARTNERS
- ▲ BAPTIST STUDENT MINISTRY
- RIVER MINISTRY
- NEW CHURCHES PLANTED

# \$9.93 MILLION

of your Texas Baptists  
Cooperative Program giving was used to support  
these outstanding ministries. Their work in  
Christian education, health, and human care  
reached more than 2,000,000 Texans in 2020.



## Education

Baptist University of the Americas  
Baylor University  
Dallas Baptist University  
East Texas Baptist University  
Hardin-Simmons University  
Houston Baptist University  
Howard Payne University  
Logsdon Seminary  
San Marcos Academy  
Truett Seminary  
University of Mary Hardin-Baylor  
Valley Baptist Missions Education Center  
Wayland Baptist University

## Health and Human Care

Baptist Community Services  
Baptist Hospitals of Southeast Texas  
Baptist Memorials Ministries  
Baylor Scott & White Health  
Baylor Scott & White Medical Center-Hillcrest  
Buckner International  
Children At Heart Ministries  
Hendrick Health System  
STCH Ministries  
Valley Baptist Health System

## Partner Ministries\*

Baptist Health Foundation of San Antonio  
The Baptist Standard  
BCLC Church Lending  
Baptist Credit Union  
HighGround Advisors  
Stark College & Seminary  
WMU of Texas\*\*

*\*Although not funded directly by CP, these visionary ministries are supported through the work of Texas Baptists.*

*\*\*Proceeds from the Mary Hill Davis Offering provide the budget for WMU*

# NEW CHURCHES FOR GROWING COMMUNITIES

Texas is rapidly growing and diversifying, and new churches are being started to meet that need.

Clay Jacobson, Church Starting strategist, explained that the population of Texas is supposed to double by 2050 and new churches are essential to minister to all those people.

“These are future churches that are going to invest in and support the work that Texas Baptists do. These are future leaders of the convention. I see a lot of our future in these planters,” Jacobson said.

One of the church starts that Jacobson connected with is Trailview Church in Crowley. Led by Pastor Derek Kimes, the church strives to reach people in the far south suburbs of Fort Worth.

Kimes explained that the area has seen massive amounts of growth in the past few years. More churches need to be planted as well to keep up with the growing population. Trailview seeks to engage young singles, who make up 18% of the local population, and those with no religious affiliation, who make up 54% of the local population.

The onset of the COVID-19 pandemic and the lock-down that followed prevented them from gathering at first, so they held online worship services. Despite never meeting together in person, the church grew from 16 people to a total of 110, including children, in six months. They were able to hold their first in-person service in September 2020.

## TEAM STATS

<b>529,762</b>	lives impacted through Multi-housing/Organic Church Ministries	<b>79,039</b>	people reached by Texas Baptists missionaries
<b>87</b>	missionaries were supported by MAP (Missionary Adoption Program) in more than 8 countries	<b>42,327</b>	people reached through River Ministry missionaries
<b>83</b>	new churches started	<b>15</b>	River Ministry missionaries
<b>432</b>	students served through BOUNCE Student Disaster Recovery Spring Break mission and BOUNCE Back Home Day of Service	<b>5,409</b>	<b>NEW BELIEVERS</b>





**SPOTLIGHT**

**MISSIONS**  
**.. TEAM ..**

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A FEW RESULTS FROM **CP INVESTMENT** OF:

**\$1.98** MILLION

Your gifts made it possible for the **Missions Team** to connect, equip, and mobilize churches for mission opportunities across Texas and around the world.





**DEREK KIMES**  
*Lead Pastor*  
*Trailview Church*



# MICAH 6:8 CONFERENCE ENCOURAGES LOVE AND UNITY IN DIVISIVE TIMES

On Oct. 26-27, attendees of the Micah 6:8 Conference gathered in-person at Howard Payne University and virtually to learn about engaging with hot-button issues, such as racial inequalities and gender gaps, from a Biblical perspective. The event, sponsored annually by the Christian Life Commission (CLC), is focused on bringing the Old Testament words of Micah 6:8 to life for a new generation.

Speakers included Katie Fruge, director of the Texas Baptists Hunger Offering; Mark Grace, chief of Mission and Ministry at Baylor Scott & White Health; Jeremy Everett, executive director at the Baylor University Collaborative on Hunger and Poverty; Kathryn Freeman, former CLC director of Public Policy; Everett; and Gus Reyes, CLC director.

Gus Reyes, director of the CLC, summarized some of the issues the 87th Texas Legislative Session would address, including COVID-19 policies, payday and auto loans, and race relations. He encouraged those in attendance to seek out their representatives and make their voices heard.

Reyes also urged conference participants to stick to the principles of Micah 6:8 and see beyond politics to the people behind them.

"I hope you will be kind in your heart to people who do not agree with you...Christians don't follow the agenda of the elephant or the donkey, we follow the agenda of the lamb. That agenda instructs me to love my neighbor," Reyes said. "If we're ever going to pull this country together, we're going to need to figure out how to follow Jesus's agenda and love our neighbors."

## TEAM STATS

+ Co-sponsored the Texas Rally  
for Life attended by thousands

**\$142,633** allocated through Community  
Care Grants

**544** professions of faith through  
CP-supported community  
outreach programs

**100,655** individuals served through  
CP-supported community  
outreach programs

**\$427,021** raised by CP-supported staff for the  
Texas Baptist Hunger Offering

**1,927,526** individuals served through  
Texas Baptist Hunger Offering



**SPOTLIGHT**

**CHRISTIAN LIFE**

**.. COMMISSION ..**

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A FEW RESULTS FROM **CP INVESTMENT** OF:

**\$977,000**

**CLC** serves as agents of transformation, speaking to Texas Baptists rather than for them, equipping them to apply their faith to life in Ethical Conduct, Public Policy and Community Ministry from a biblical perspective.





**KATIE FRUGÉ**  
Director, Texas Baptists  
Hunger Offering  
Associate Director, CLC

# AFRICAN AMERICAN CHURCH SERVES LOCAL COMMUNITY

Over two decades ago, Dr. Elmo Johnson, pastor of Rose of Sharon Missionary Baptist Church in Houston, had a vision of restoring Houston's Fourth Ward to a neighborhood of vitality and community. Once an affluent area, unforeseen growth turned the Fourth Ward into one of Houston's most dilapidated neighborhoods, with almost 50% of its residents living below the poverty line in 1980.

For 24 years now, volunteers and corporate sponsors known as "Elmo's Army" have been helping Dr. Johnson revitalize this historic African American neighborhood, providing hope along the way. Rose of Sharon Missionary Baptist Church sits strategically in the middle of the small but mighty Fourth Ward community, and members host a wide variety of public outreach events each year.

These events are aimed at providing much-needed supplies, clothing and food for local residents. For instance, before the 2019 school year began, church members collected and distributed around 200 backpacks to students who otherwise would not have been able to afford them.

Dr. Johnson is one of many Texas Baptists church leaders doing great ministry within the African American community.

## TEAM STATS

- +** Held a virtual "Camp Exalted" that reached 8.75% more than an in-person camp
- 5** regional consultants enlisted by African American Ministries to serve pastors across Texas
- 8** Intercultural Strategic Partners Projects (ISP) supported overseas by Texas Baptists Intercultural Pastors
- 740** touches of help for Refugee Families by Project: Start Refugee Resource Center
- +** Transitioned the Office of Hispanic Ministries to Texas Baptists en Español
- 35** Webinars hosted by Texas Baptists en Español with 415 attendees from the U.S., 16 countries, 5 conventions/associations and 40 Hispanic Companerismos





**SPOTLIGHT**

**CULTURAL  
ENGAGEMENT**

**.. TEAM ..**



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A FEW RESULTS FROM **CP INVESTMENT** OF :

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**\$1.07** MILLION

The **Cultural Engagement Team** is reaching myriad people groups from around the globe right here in Texas.



**ELMO JOHNSON**  
*Pastor, Rose of Sharon  
Missionary Baptist Church*





## EXECUTIVE DIRECTOR'S OFFICE

Through the office of Executive Director David Hardage, we continued to support Disaster Relief through Texas Baptist Men, forge new and stronger relationships with our San Antonio area institutions, and expand awareness of all that can be done through cooperative giving.

A FEW RESULTS FROM  
CP INVESTMENT OF:

**\$3.57**  
**MILLION**

**80** linear feet of historical material has been acquired by the Texas Baptist Historical Collection including the personal papers of Bruce Bowles and the records of Highland Park Baptist Church in Dallas.

**4,735** donors made 24,706 gifts through the Texas Baptist Missions Foundation, which provided \$5,208,819 for current ministry needs and \$8,399,317 for endowments that will provide for future needs

**66,000** magazines printed, 25,158 impressions on digital publications earned, 1.9K posts across 5 social media accounts published, 390 email newsletters sent, and 270 stories made available on [txb.org](http://txb.org), all telling the amazing story of what God is doing in and through Texas Baptist churches, ministry partners and staff

**400+** requests for information from churches, individuals, and institutions have been answered





## ASSOCIATE EXECUTIVE DIRECTOR'S OFFICE

A FEW RESULTS FROM CP INVESTMENT OF:  
**\$11.06** MILLION

If your church gives through Texas Baptists CP, you impact millions of lives of all ages and cultures every year through the Office of the Associate Executive Director. One out of every 12 Texans is impacted by our education and human care institutions.

**26,957** Baptist university students received \$7.8 million in aid

**1,296** ministry students received Ministerial Financial Assistance

**275,350** lives impacted in Texas through child and human care institutions

**1,027** total chaplains endorsed to serve around the world

**1,771** customers using Baptist Way Press literature

**456** churches assisted with \$226,750 in grants and loans

**\$808,515** contributed to help ministers save for retirement

A MOVEMENT  
OF GOD'S PEOPLE TO

SHARE CHRIST  
SHOW LOVE

5

ALL NEW

## MINISTRY CENTERS

CENTER for  
CHURCH HEALTH

CENTER for  
MINISTERIAL HEALTH

CENTER for  
CULTURAL ENGAGEMENT

CENTER for  
MISSIONAL ENGAGEMENT

CENTER for  
COLLEGIATE MINISTRY

SEE ALL 5  
CENTERS

[txb.org/ministries](http://txb.org/ministries) →



Southern  
Baptist  
Convention

In 2020, Texas Baptists  
churches, through  
the BGCT, contributed

**\$21,432,113**

to the SBC to reach the  
lost around the world  
for generations to come

**imb**

INTERNATIONAL  
MISSION BOARD



North American  
Mission Board

**8,873**

full and part-time missionaries  
resulting in roughly

**113,610**

**NEW BELIEVERS**

**7,433\***

future and current  
ministers training at  
six SBC seminaries

*\* Approved CP Funding*



# Connect with Us

## Contact

📞 888-244-9400

✉ [bruce.mccoy@txb.org](mailto:bruce.mccoy@txb.org)

📍 7557 Rambler Road, Suite 1200  
Dallas, TX 75231

## Social Media

📘 TexasBaptistsCP

🐦 @TexasBaptists

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This report is available online at [txb.org/cpannualreport](https://txb.org/cpannualreport)

