

# 2024 **IMPACT** REPORT

HOW THE BAPTIST RESOURCE NETWORK ENGAGED CHURCHES IN 2024

# BAPTIST RESOURCE NETWORK MISSION STRATEGY



Our vision: That every church in Pennsylvania and South Jersey is a healthy, multiplying church.

## Hello, BRN Family!

During the past few years, we have attempted to gather key highlights of our previous year to share with the Baptist Resource Network's Executive Board, churches, and others. This booklet will serve as a snapshot of various indicators that show how well we are accomplishing our strategy. In particular, we seek to help churches advance to their next level, moving forward from Restart/Start (beginnings or new beginnings) to Reinvest (reproducing churches that have a Kingdom vision to help other churches), *all to accelerate Kingdom movement*. As always, we thank you for your partnership in the Gospel!



Barry Whitworth,  
Baptist Resource Network Executive Director

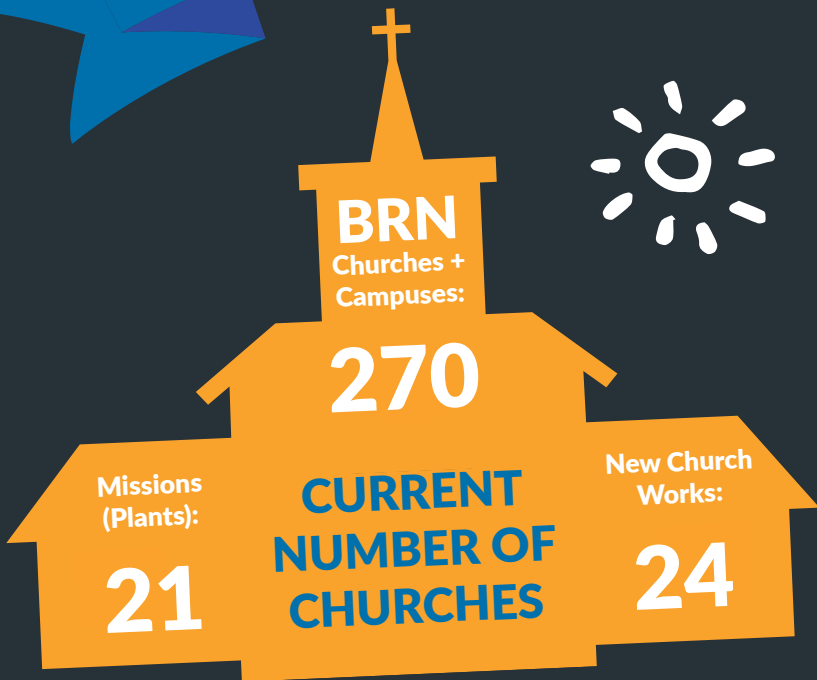
# 2024 **IMPACT** REPORT

HOW THE BAPTIST RESOURCE NETWORK ENGAGED CHURCHES IN 2024

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# BAPTIST RESOURCE NETWORK 2024 STATISTICS



BRN Team members strive to have consistent connections to offer support, resources, and relationships to church leaders in our network. Of the nearly 8,000 connections this past year, 6,263 represent significant engagement.

# OUR VISION:

By December 2028, the Baptist Resource Network will be experiencing a flourishing 25% multiplication rate, largely initiated by an interconnected, missionally vibrant core of 75 reinvesting churches and ministries initiated through these churches that are seeding out scores of indigenous, harvest-expectant leaders into our diverse mission field.

## Focused Goals:

Capacity  
Expansion



Farm-Team  
Acceleration



Missional  
Activation



Next Step &  
Next Level



# CAPACITY EXPANSION

## FUNDING STREAMS

# Meaningfully serve more churches...

- increasing our funding streams
- expanding our BRN team and family
- activating pacesetter practitioners as the BRN dream team

2024

### Cooperative Program:

\$1,138,791

### #LovePASJ State Missions:

\$28,516

### Annie Armstrong:

\$98,397

### Lottie Moon:

\$196,454

### Global Hunger:

\$10,997

### #LegacyPASJ Fund:

\$14,960

3

BRN  
Legacy  
Work-  
shops

\$

AVERAGE COOPERATIVE  
PROGRAM  
ANNUAL GIFT PER CHURCH:

\$5,237\*

\*up 5.3% from 2023

40.4%

Amount TOP 10 CP GIVING  
churches gave

55.3%

Amount TOP 20 CP GIVING  
churches gave

75.4%

Amount TOP 50 CP GIVING  
churches gave

23.9%

Percent the remaining 166  
churches gave

# >>> FINANCIALLY SERVING CHURCHES



## \$14,190

GUIDESTONE BENEFITS distributed to assist 82 pastors and ministers with life insurance, disability insurance, and retirement assistance

**232 grants**  
**totaling**  
**\$263,421**

From 2023 to 2024, this represents a DECREASE of 6% in the number of grants given (247 to 232) and a 6% INCREASE in the amount of funds distributed (\$248,797 to \$263,421)

## GRANTS GIVEN:

- **CHURCH EVANGELISM GRANTS:**  
116 grants for \$118,460
- **COLLEGIATE EVANGELISM GRANTS:**  
26 grants for \$11,538.07
- **COMPASSION/HUNGER GRANTS:**  
54 grants for \$71,265
- **MINISTRY GRANTS:**  
36 grants for \$62,161

NUMBER OF  
MISSION:DIGNITY  
RECIPIENTS IN  
PA/SJ

# 6



Check out the BRN's Cooperative Program resources at [brnuned.org/cp](http://brnuned.org/cp).



# Cultivate a raise-and-release leadership culture...

evidenced by a leader-rich network, churches advancing through health stages, and 20 new church plants or affiliates annually.



## CONFERENCE ATTENDANCE



Check out the two QR Codes to read about the Accelerate (left) and Advance (right) Conferences.



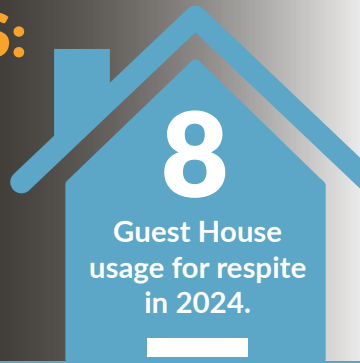
**ACCELERATE** 296  
**ADVANCE** 178

NUMBER OF PASTORAL BLESSING EVENTS



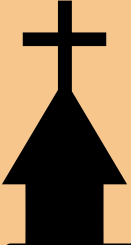
**BLESSING PASTORS:**

HEALTHY PASTORS = HEALTHY CHURCHES



8  
Guest House usage for respite in 2024.





The BRN is building a robust Accelerated Intern system to enable churches and college interns to serve together. Last year,

The BRN currently works with

**45**

**Church  
Plants &  
New Church  
Works**

**15**  
college  
interns  
served  
in PA/SJ  
churches  
*and currently,  
more are being  
recruited!*

*Woven  
Women*

- Rolled out virtual peer cohorts (Leadership Collectives)
- Offered Breakouts at BRN's Advance and Accelerate Conferences

**OVER  
100**

- Discipled & supported over 100 women's ministry leaders (*We now offer our support to every BRN Region!*)
- Participated in Serve Erie
- Sent out 12 monthly newsletters
- Planned the first WW training video

### NEXT GEN MINISTRY:

Over **7,453** college students were evangelistically engaged through **7** collegiate missionary families

**46** collegians went on short-term missions opportunities for either their spring break or summer recess

**78** students and their leaders attended a Fall Collegiate Conference at Camp Hebron

*Read about  
a collegiate  
mission trip!*



# Activating a disciple-making culture...

25% of BRN churches will be missionally engaged in their communities, tracking gospel conversations, and participating in discipleship pathways, evidenced by year-over-year increases in baptisms.

According to our data collected through the BRN's 2023 Annual Church Profile,\* there were 1,602 baptisms recorded.

This was a 61 percent increase in baptisms over 2022! That's one baptism for every 12.8 members!



*\*Stay tuned for 2024 statistics, which are still being processed.*

The BRN hosted **6dlife** CHURCH BOOTCAMPS

*emphasizing disciple-making and leadership development as a lifestyle*

## MISSION HOUSES USAGE

**VOLUNTEER HOUSE:**  
17 groups & 9 individuals/  
families, plus Disaster Relief  
volunteers

**WARREN HOUSE:\*\***  
14 groups &  
2 individuals/families

**\*\*The Warren House numbers are lower this year because of renovations**





*Read about Serve Erie*

**31 Churches**  
(with 27 BRN churches)

**7 Partnering Organizations**  
(2 universities, 1 network partner: S.C. Baptists, 4 other churches)

**4 Participating States**  
(Florida, South Carolina, Pennsylvania & New Jersey)

**19 Total Projects**  
(2 schools, 5 community organizations, 3 churches)

**294 Volunteers**

**1,286 Meals Served**

**3,448 People Served**

**306 Gospel Conversations**

**6**

## DISASTER RESPONSES

**110** volunteers from **29** BRN churches in

Maine, Vermont, Finleyville (PA), Northern PA, the Hurricane Helene response in Anderson, Beech Island, & Spartanburg, S.C., & Swannonoa, N.C., and the Hurricane Milton response in Sarasota, Fla.

Continued the **“Building our Future” DR Building Campaign**, which has raised \$135,000 so far, with plans to break ground this Spring.

- Co-hosted the **Southern Baptist Disaster Relief Roundtable** in Ogletown, Del.
- Held **one Advanced DR training** and ongoing online training (**153 people** have enrolled in the online training!)
- Participated in the **National Mass Care Exercise** at Shippensburg University, the **Emergency Preparedness Day** at Allenwood Federal Correctional Institution, and the gigantically successful **Serve Tour in Erie, Pa.**
- Sent Diann Toone to **Nepal** to explore a possible Region 3/Send Relief partnership
- Delivered Shower/Laundry Units, the Rapid Response Kitchen, and Western Shelters to help **7 BRN churches** support mission teams, VBS, & community events



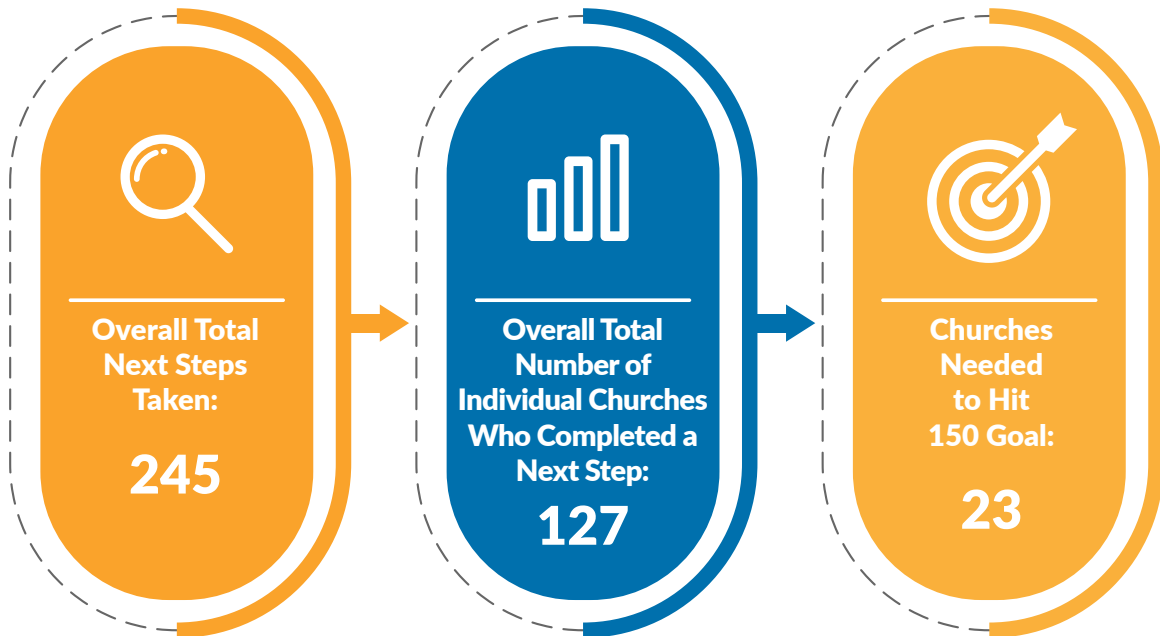
*Read about the Disaster Relief Hurricane Response*



## *With an eye toward multiplication...*

we will have celebrated 150 churches that have taken their next step and 25% of churches that have achieved their next level in church health.

The BRN is committed to helping churches take their next step in ministry, whatever that step may be, and, ultimately, to help them achieve their next level in ministry.



# WHAT NEXT STEPS DOES THE BRN MEASURE?

*Any effort that the church has never done or hasn't done in a long time, such as:*

- First-time exegesis of church's community
- First-time mission trip, VBS, or other outreach
- Getting involved in assessments, cohorts
- Addition of small groups/Sunday school classes
- Addition of new leaders, ministries, or new church
- Attendance at a BRN conference/event
- First-time or increased cooperative financial gift

The BRN  
reported

**280**

Next Step  
Conversations

Of those,  
churches  
completed

**98**

Next  
Steps

That  
includes

**28**

**FIRST-  
TIME**

Next  
Steps

**Of those  
churches,  
some have  
taken  
multiple  
steps:**

**1 Step: 63**

**2 Steps: 37**

**3 Steps: 12**

**4 Steps: 7**

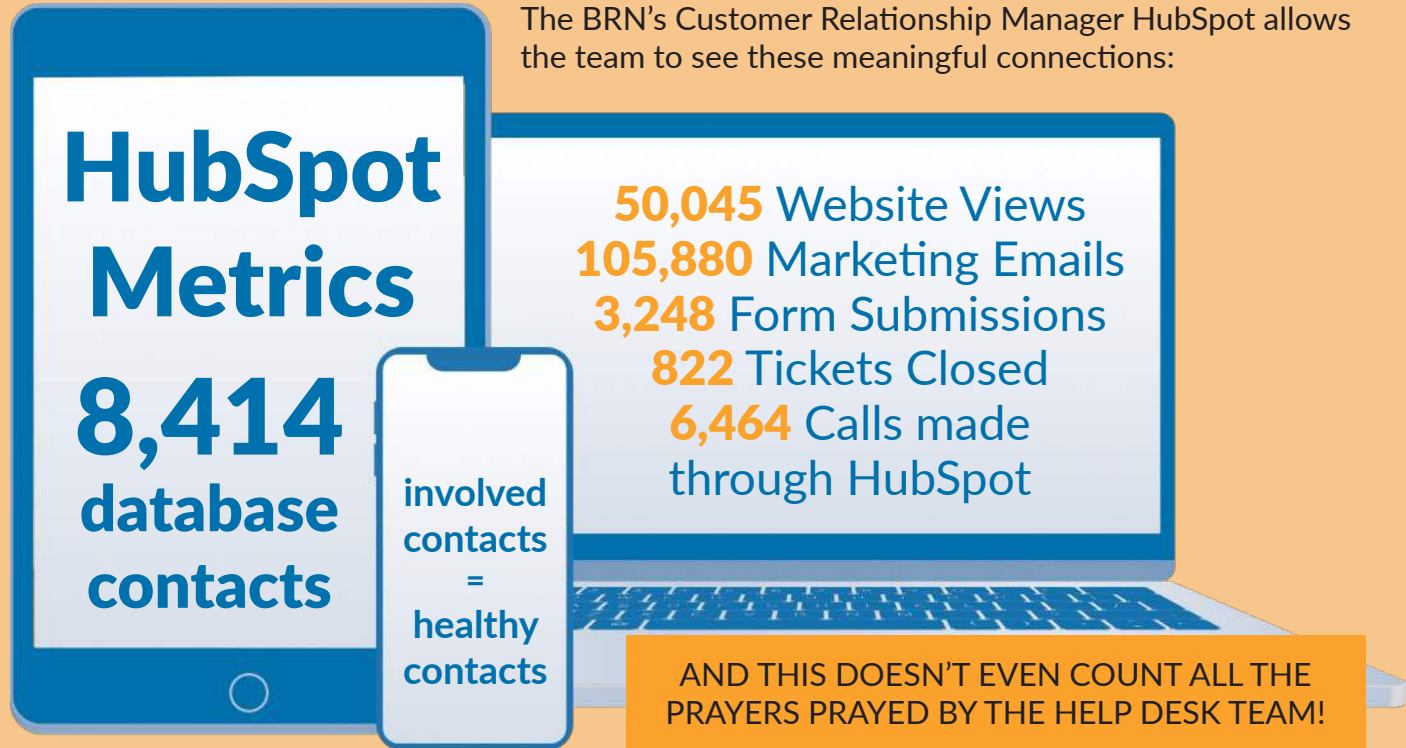
**5 Steps: 4**

**6 Steps: 4**

## Striving for meaningful connections...

the Baptist Resource Network's Hub and Communications teams work tirelessly behind the scenes to excellently care for and inform network churches of opportunities, resources, and celebrations.

The BRN's Customer Relationship Manager HubSpot allows the team to see these meaningful connections:



AND THIS DOESN'T EVEN COUNT ALL THE PRAYERS PRAYED BY THE HELP DESK TEAM!

## COMMUNICATION NEWSLETTERS

- Produced 51 editions of BRN United, including:
  - 10 Special Editions
  - A New Missions Minded column (7 articles)
  - Articles published nationally in Baptist Press, The Baptist Paper, and other outlets
- Produced 12 editions of Woven Women
- Produced 11 editions of #TransformPASJ



### Produced/edited 96 videos:

Weekly Executive Director  
Monthly Top Five  
Event Promos/Recaps  
Conference Replays  
Testimonials  
and more!



*Catch all the news here*



## Other Good News:

- **Social Media:** Facebook had an increased reach of 60% in 2024 and a 33% increase in content interactions in 2024.
- **BCA Awards Received:** 1 (for the Celebrating Cooperative Missions Podcast)

### ALSO PRODUCED:

- Next Level Conversation Starter
- Cooperative Program animated explainer and related guide
- New online affiliation process
- Support for three major conferences

# OUR HELP DESK STANDS READY TO ASSIST YOU:

**CALL OR TEXT:** (717) 652-5856  
**EMAIL:** [helpdesk@brnunited.org](mailto:helpdesk@brnunited.org)

## OTHER WAYS TO CONNECT WITH US:

**Pastor Prayer Line:** (800) 451-6599 x7  
4620 Fritchey Street, Harrisburg, PA 17109  
[www.brnunited.org](http://www.brnunited.org) | [sendnetworkpasj.com](http://sendnetworkpasj.com)

**Facebook:** @baptistresourcenetwork  
**Instagram:** @baptistresourcenetwork  
**X (formerly Twitter):** @brnonline