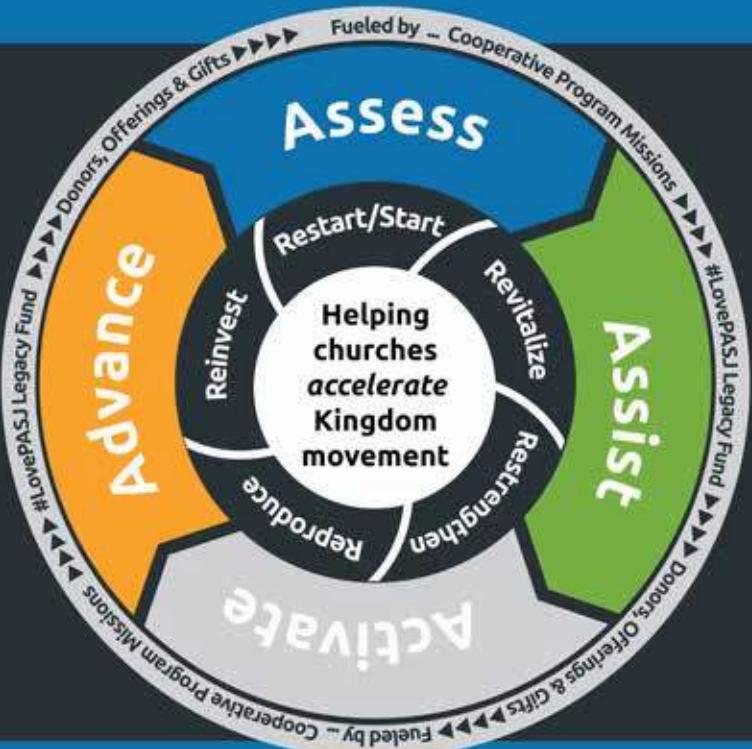


2025 IMPACT REPORT

HOW THE BAPTIST RESOURCE NETWORK ENGAGED CHURCHES IN 2025

BRNUNITED.ORG/IMPACT

BAPTIST RESOURCE NETWORK MISSION STRATEGY



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

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





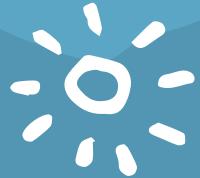
PASTORS
are our
priority



CHURCHES
are our
focus



PASJ
is our
mission
field

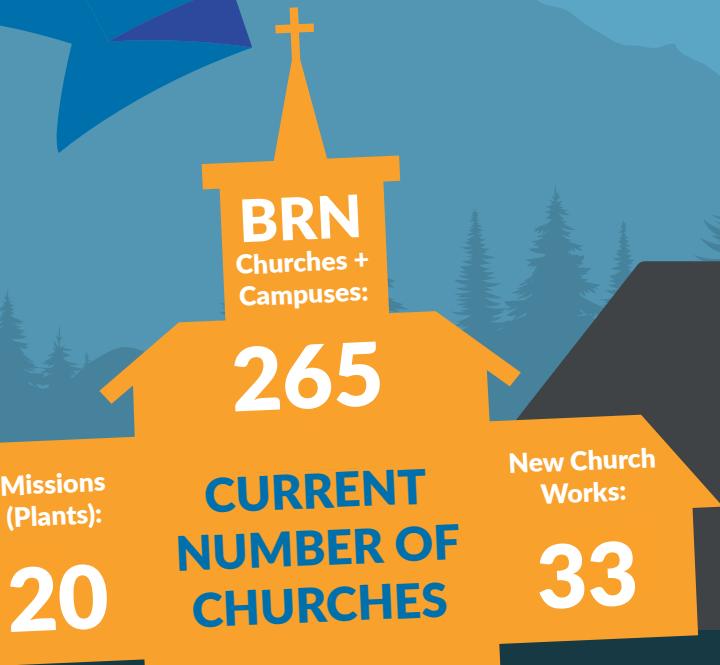


BAPTIST RESOURCE NETWORK OF PA/SJ

Accelerating Kingdom Movement

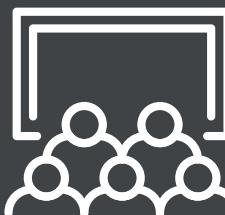
2025 Statistics

ABOUT BRN CHURCHES*



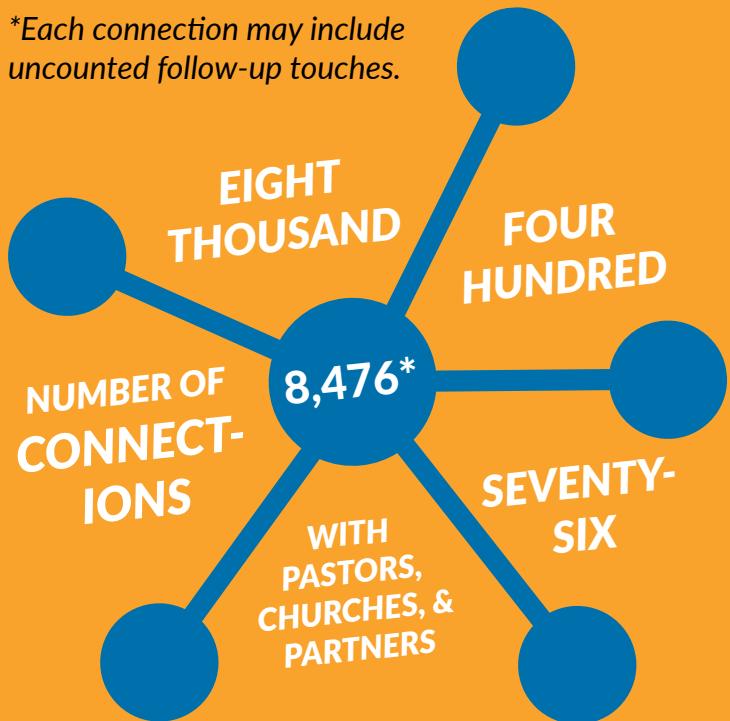
WEEKLY ATTENDANCE
Total: 23,670
Average: 85 per church

CHURCH MEMBERSHIP
Total: 25,779
Average: 92 per church



*According to the most recent ACP reported data

*Each connection may include uncounted follow-up touches.



BRN Team members strive to have consistent connections to offer support, resources, and relationships to church leaders in our network. Of the nearly 8,500 connections this past year, 7,086 represent significant engagement.

BAPTIST RESOURCE NETWORK **CONNECTIONS:**



In Person Meeting: 2,500
Virtual Meeting: 473



Phone: Conversation: 1,240
Phone: Voicemail: 89
Phone: No Response: 17
Phone: Wrong Number: 2



Text: Response Received: 1,029
Text: No Response: 431
Email: Response Received: 1,635
Email: No Response: 780

Not counting email newsletter subscriptions



Sent a Letter/Card: 67

Not counting Christmas cards and event postcards



HubSpot Chat: 2
Website Contact Form: 2
Facebook Messenger: 5

Other: 202

Why do connections matter?

MAKE IT PERSONAL: *No pastor is meant to lead in isolation. Healthy leadership is sharpened in relationship.*



CONNECTIONS BRING PERSPECTIVE

When you're serving the same congregation week after week, it's easy to develop blind spots or become overly shaped by local pressures. Trusted leaders from outside the church can help pastors see more clearly, ask better questions, and discern what is cultural versus what is biblical.



CONNECTIONS PROVIDE WISDOM & ACCOUNTABILITY

Outside partners can speak truth with honesty and grace. They help pastors stay grounded, humble, and faithful, especially when facing difficult decisions, conflict, or success that could otherwise lead to isolation or pride.



CONNECTIONS FOSTER ENCOURAGEMENT & RESILIENCE

Pastoral ministry can be lonely and emotionally demanding. Outside leaders remind pastors they are not alone, that others are carrying similar burdens, and that God is at work beyond their local context. This shared strength helps prevent burnout and sustains long-term faithfulness.



CONNECTIONS EXPAND A PASTOR'S KINGDOM VISION

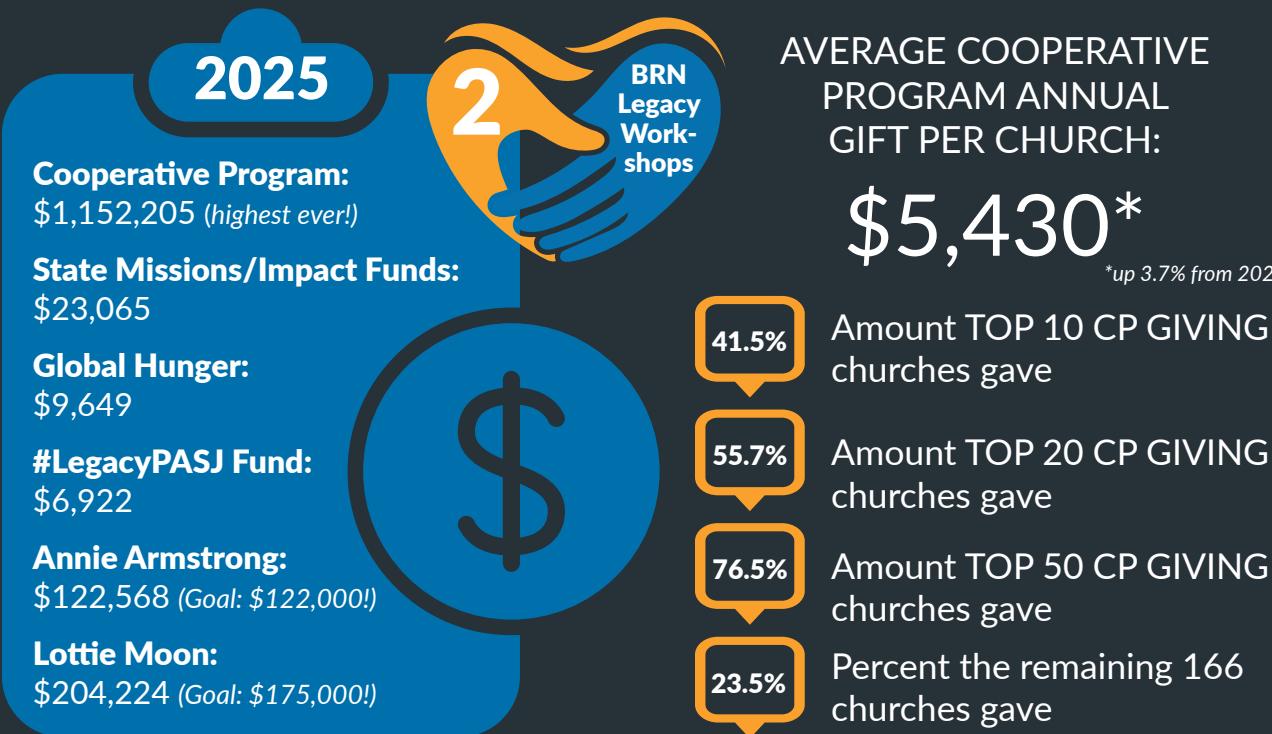
Engaging with leaders beyond one church broadens understanding of what God is doing regionally and globally. It encourages collaboration, mission-mindedness, and a deeper commitment to the body of Christ as a whole—not just one congregation.

CAPACITY EXPANSION

FUNDING STREAMS

Meaningfully serve more churches...

increasing our funding streams • expanding our BRN team and family
• activating pacesetting practitioners as the BRN dream team



How does Cooperative Missions (CP)

By pooling church donations through the Cooperative Program (CP) to fund global missions, church planting, and theological education (and so much more!), you and your church have the opportunity to truly impact the world for the gospel.

benefit me?



GREATER GOSPEL IMPACT TOGETHER

Why it matters to me:
I know my giving helps reach people I'll never meet — locally, nationally, and globally — multiplying the impact of my faith beyond my own community.



MISSIONARIES FULLY SUPPORTED

Why it matters to me:
I can consistently support missions without the pressure of special fundraising appeals, trusting that missionaries are cared for and focused on ministry.



STRONGER MINISTRY TRAINING

Why it matters to me:
The pastors, leaders, and missionaries shaping my church and others are better equipped, which strengthens teaching, discipleship, and spiritual health.



SUPPORT FOR MY OWN CHURCH

Why it matters to me:
Through partnership with the Baptist Resource Network, my church gains resources, guidance, and help in times of need — benefits that directly impact my church family.



SIMPLE, COOPERATIVE GIVING

Why it matters to me:
I can give faithfully through my church knowing it's part of a trusted, organized effort that maximizes stewardship and gospel reach.



>>> FINANCIALLY SERVING CHURCHES

\$13,285

GUIDESTONE BENEFITS
distributed to assist 86 pastors
and ministers with life insurance,
disability insurance, and
retirement assistance

GRANTS GIVEN:

218 grants
totaling
\$236,066.11*

*To help churches
evangelize and
minister to
their respective
communities.*

*These numbers reflect a
slight decrease from 2024.

- **CHURCH EVANGELISM GRANTS:**
133 grants for \$144,475
- **COLLEGIATE EVANGELISM GRANTS:**
26 grants for \$12,740.11
- **COMPASSION/HUNGER GRANTS:**
39 grants for \$21,500
- **MINISTRY GRANTS:**
20 grants for \$57,351

NUMBER OF
MISSION:DIGNITY
RECIPIENTS IN
PA/SJ

6



Check out
the BRN's
Cooperative
Program
resources at
brnunited.org/cp.



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

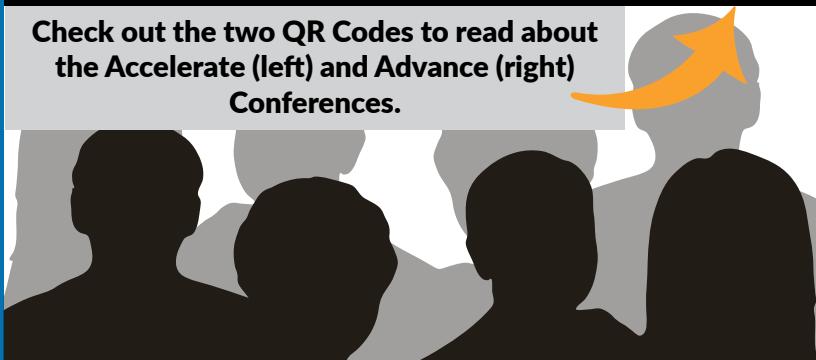
evidenced by a leader-rich network, churches advancing through health stages, and 20 new church plants or affiliates annually.



CONFERENCE ATTENDANCE



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



ACCELERATE

247 attendees from 83 churches and 32 other organizations

ADVANCE

205 attendees from 63 churches

AMPLIFY

78 attendees from 9 colleges and universities

NUMBER OF PASTORAL BLESSING EVENTS

26

BLESSING PASTORS:

**HEALTHY PASTORS =
HEALTHY CHURCHES**

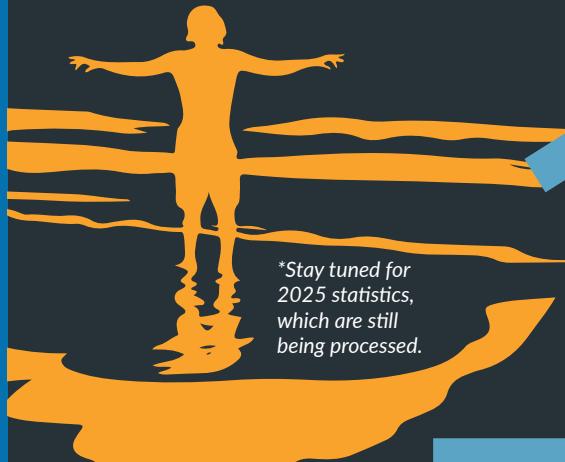
17

Guest House usage for respite in 2025

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 2024 Annual Church Profile,* there were 1,569 baptisms recorded. **That's one baptism for every 16.4 members!**



*Stay tuned for 2025 statistics, which are still being processed.

11 BRN churches now use



emphasizing disciple-making and leadership development as a lifestyle

MISSION HOUSES USAGE*

HARRISBURG HOUSE:
33 groups & 28 individuals/families, plus 7 team stays

PITTSBURGH-WARREN HOUSE:
15 groups & 11 individuals/families

*The two mission houses are available for mission teams and volunteers.

BRN NEXT GEN MINISTRY:

- Number of College Students Engaged: 1,785 (over 200 of those students were international students)
- Number of BRN Collegiate Missionaries/Missionary Units: 6 (4 campus-based and 2 church-based)
- Number of Distinct Campuses Being Reached: 10
- Number of Students Actively Sharing Their Faith with Their Peers on Campus: 71
- Number of First-Time Professions of Faith: 23
- Number of Students Actively Being Discipled: 149
- Number of Student Leaders Discipling Others: 48
- Number of Students Participating in Christian Leadership Development: 85
- Number of Collegians on Short-term Mission Opportunities: 48
- Number of Attendees at Amplify Conference/Retreat: 78

Women
Women

- Continued virtual peer cohorts (Leadership Collectives)
- Co-led breakout at BRN's Accelerate Conference

OVER
200

- Discipled & supported over 200 women's ministry leaders
- Sent out 12 monthly newsletters
- Offered our first event in South Jersey, Arise-Breathe

Note: These collegiate statistics follow the academic year, rather than the annual year.

Pennsylvania has 650,996 students on over 325 campuses while South Jersey has over 87,000 students on approx. 15 campuses.

univstats.com

Read about
the Amplify
Conference!



BRN's 2025 Large-Scale
Outreach Opportunity for
Churches



Church Hubs: 6

Involved Churches: 48

Mission Projects: 54

Volunteers: 775

Volunteer Hours: 10,000+

People Served: 8,500+

Gospel Conversations: 1,500+

Recorded Salvations: 30+



With no hurricane in the U.S., 2025 was a relatively quiet year for disasters. Yet, there are BRN Disaster Relief highlights for 2025:

112

volunteers received training in basic DR, Feeding, Chain Saw, Flood Recovery, Shower/Laundry, and Leadership

23

volunteers have been deployed to 2 in-state responses and 2 out-of-state responses. Welch, WV (flooding), Westernport, MD (flooding), York, PA (flooding), and Susquehanna, PA (chainsaw).

3

3 churches have entered the Ready Church certification process.

- A Shower/Laundry unit, the Rapid Response Kitchen, and both Western Shelters have been utilized to support various ministry efforts of 3 different churches. Also, Disaster Relief feeding volunteers, the Rapid Response Kitchen, and three Shower/Laundry trailers were deployed in support of Serve Wilkes-Barre/Scranton.
- On May 1-3, BRN Disaster Relief hosted the first Region 3 Blue Hat Training in the BRN Training Center. We had 40 participants from four state conventions.

5

trailers and vehicles have been deployed to the same responses.



Explore more!



The PASJ fleet currently includes:

2 Mobile Kitchens, **8** Recovery Units (Flood, Chainsaw, Temporary Roofing), **3** Shower/Laundry Units, **1** Command/Communication Unit, **1** Pressure Wash Trailer, **1** Fuel Trailer, **1** Water Purification Unit, **2** Western Shelters, **2** Support Trailers, a 12-passenger van, and a pickup truck.

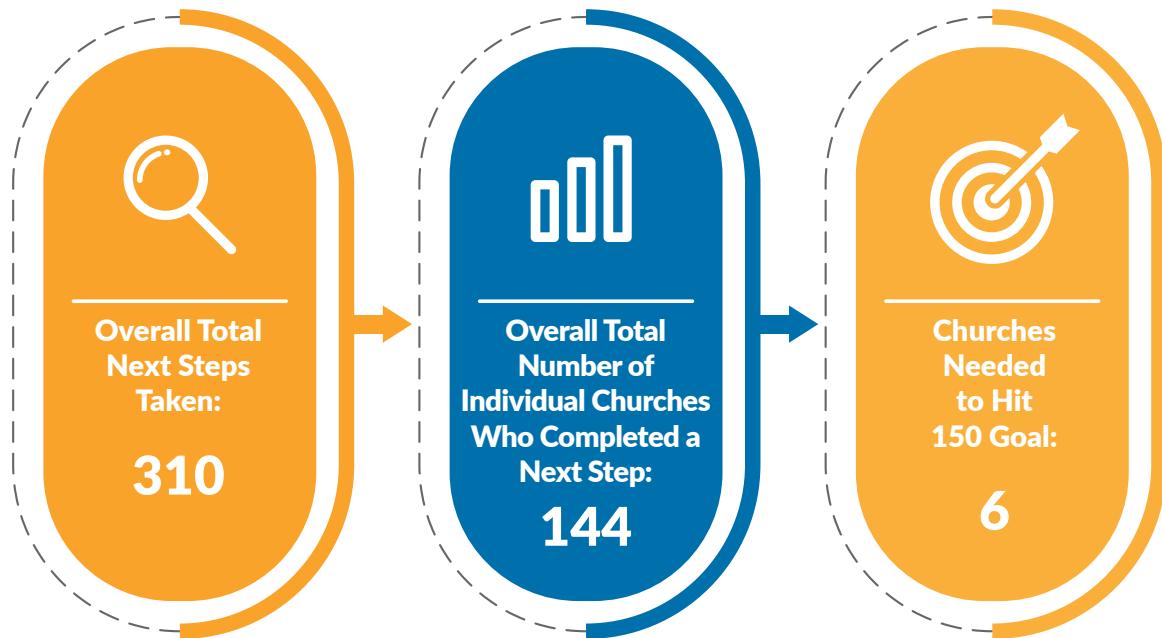
BRN DISASTER RELIEF & RESPONSE CENTER

On May 30, Winfield Baptist Church hosted the Building Our Future Banquet to raise building funds for the proposed BRN Disaster Relief & Response Center. Going into the evening, we received \$147,000. As a result of the Banquet, our balance soared to \$300,000. As of the writing of this report, our balance stands at \$435,000! Praise the Lord!!! The goal for the Building Fund is \$500,000. Beyond that, our goal is to raise \$1 million for the Disaster Relief Legacy Fund to support the ministry well into the future. Groundbreaking for the Center is targeted to take place in late summer of 2026!

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
- First-time attendance at a BRN conference/event
- First-time or increased cooperative financial gift

The BRN reported
248
Next Step Conversations

In 2025,
churches
completed

66
Next
Steps

That
includes

16

**FIRST-
TIME**

Next
Steps

Of the total
144 churches,
some have
taken multiple
steps:

1 Step: **70**

2 Steps: **38**

3 Steps: **13**

4 Steps: **6**

5 Steps: **8**

6 Steps: **4**

7 Steps: **4**

8 Steps: **1**

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.

HubSpot Metrics

10,304 database contacts

involved contacts = healthy contacts

3,617 Form Submissions
(an average of 301 submissions/month)

109,544 Website Views
(an average of 9,129 views/month)

119,520 Marketing Emails

812 Tickets Closed

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

COMMUNICATION TEAM HIGHLIGHTS

COMMUNICATION NEWSLETTERS

- Produced 52 editions of BRN United, 1,942 subscribers
 - includes 11 Special Editions
- Produced 12 editions of Woven Women, 32 subscribers
- Produced 11 editions of #RenewPASJ, 350 subscribers
- Introduced The Call-Out, the quarterly newsletter for disaster relief leaders and volunteers, 557 subscribers

ALSO PRODUCED MEDIA FOR SIX MAJOR EVENTS:

- » Accelerate Conference
- » Advance Conference
- » Battle Belongs to the Lord Retreat
- » Disaster Relief Fund-Raising Banquet
- » Serve Wilkes-Barre/Scranton



Get
all the
news
here

Produced/edited
188 videos:

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

Social Connections: FACEBOOK:

Audience: 1,462 (up 12.4%)
Posts: 1,175; Shares: 553
Engagement: 22,231 (up 9.9%)
Impressions: 180,445

INSTAGRAM:

Audience: 641 (up 12.4%)
Posts: 463; Shares: 685
Impressions: 38,245

X (formerly Twitter):

Audience: 287
Posts: 463
Clicks: 842

OUR HELP DESK STANDS READY TO ASSIST YOU:

CALL OR TEXT: (717) 652-5856
EMAIL: 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 | sendnetworkpasj.com

Facebook: [@baptistresourcenetwork](https://www.facebook.com/baptistresourcenetwork)
Instagram: [@baptistresourcenetwork](https://www.instagram.com/baptistresourcenetwork)
X (formerly Twitter): [@brnonline](https://twitter.com/brnonline)