



THE**CROSS**CHURCH

**2024–2025
ANNUAL REPORT**



TO OUR CROSS CHURCH FAMILY,

God is moving powerfully among us, and I couldn't be more excited to share what He's doing!

A BEACON THAT'S MAKING A DIFFERENCE

That illuminated cross rising above Highway 78? It's doing exactly what we prayed it would. Every day, more than 40,000 people pass by that simple symbol of hope, and many of them are responding. We're seeing faces we've never seen before—families walking through our doors for the first time, asking questions, seeking community and finding Jesus. Our baptism has been busier than ever.

WHEN GROWTH GETS BEAUTIFUL

The numbers tell part of the story—Easter and Christmas brought crowds we've never experienced—but the real story is in the faces. Young professionals sitting next to retired couples. Families who've been here for decades welcoming neighbors who just moved to the various communities we serve. Different backgrounds, different generations, one church family united around the cross. This is what the body of Christ is supposed to look like.

THE NEXT GENERATION IS RISING

Our children's and youth ministries are exploding—and it's because of you. When we asked people to step up and serve, you showed up in force. Kids are encountering Jesus, teenagers are asking hard questions and getting real answers, and parents are finding support for the challenging work of raising children who love God. The investment we're making right now in these young lives will echo into eternity.

GOOD PROBLEMS TO HAVE

Here's something we need to talk about: we're running out of room. I know, I know—that sounds like a complaint, but trust me, it's not. When a church is bursting at the seams because God keeps bringing people, that's called revival. We're already working on solutions for 2026, and I can't wait to unveil what we believe God is calling us to do next.

HOPE ON WHEELS

Five years ago, we launched Hope for the Cities with a simple conviction: faith without works is dead. Today, more than 130 volunteers load up every week to deliver over 300 food boxes to families who need them. We're reaching into Community ISD—one of the most overlooked corners of Collin County—and showing people that the church cares. Ten counties. Forty-plus cities. One mission: demonstrate Christ's love in tangible ways. The momentum is real. The Holy Spirit is working. And honestly? I believe our best days are still ahead of us.

Let's keep running the race together.

IN CHRIST,

Kris

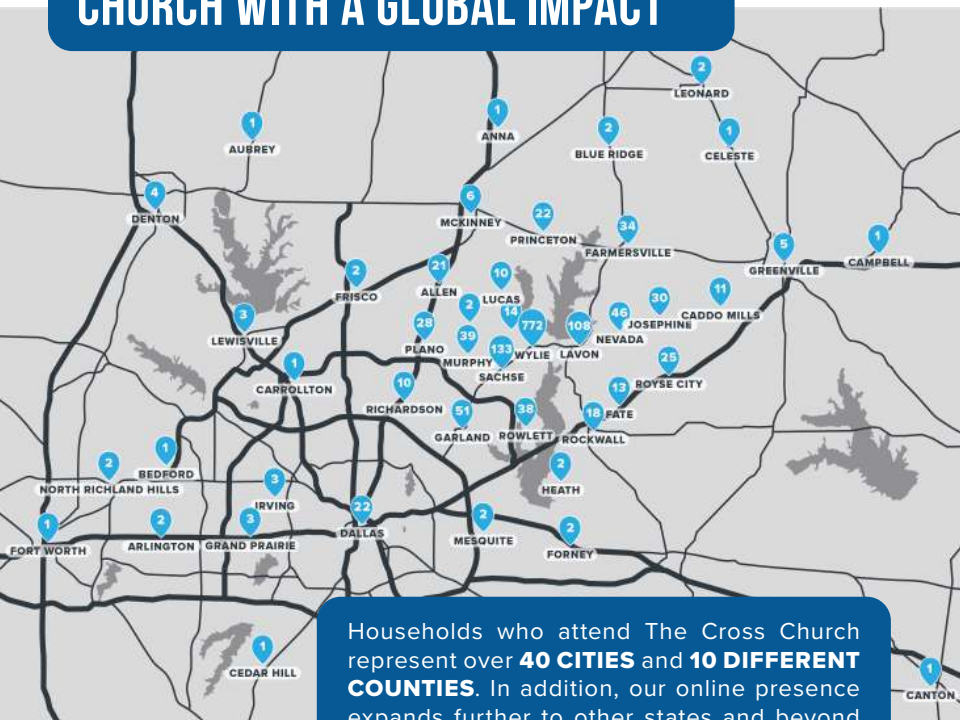


WHO WE ARE

The Cross Church has been impacting Wylie, surrounding towns, and places around the world for 155 years. It began when a small group of rural residents started a church. As a voluntary band of baptized believers in Jesus Christ who affirm the Bible as the inspired, infallible word of God, everything we do is about spreading God's fame by making disciples of all people.

As you review our 2024–2025 Annual Report, see all that the Lord has done and be encouraged! These numbers represent names and faces Jesus knows and loves. God has blessed His church amazingly more than we could ever have asked or imagined. To Him be all the glory!

THE CROSS CHURCH IS A REGIONAL CHURCH WITH A GLOBAL IMPACT



Households who attend The Cross Church represent over **40 CITIES** and **10 DIFFERENT COUNTIES**. In addition, our online presence expands further to other states and beyond our borders. Some cities not shown.



LEADERSHIP

EXECUTIVE TEAM



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CHURCH LEADERSHIP COUNCIL



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ANDREW ORTIZ	RICK DIRKSE
BRIAN CHEEK	SCOTT WINN
DARIN REEVES	THERESA EVETTS
GREG FIELD	WARREN KLINE
KRIS SEGREST	

CLC@THECROSS.COM

FINANCE TEAM



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TORY SANDERS
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VALUES

HOLINESS

1 PETER 1:14–15

*Remember Who
You Represent*

*Blessed People
Bless People*

GENEROUS

2 CORINTHIANS 9:6–11

*Jesus
Deserves
Our Best*

EXCELLENCE

COLOSSIANS 3:23



*Faith Over
Fear*

AUDACIOUS

2 TIMOTHY 1:7



*Contagious
Faith*

WINSOME

MATTHEW 5:13-14

*The Glory of God
is Displayed in the
Unity of His People*

ONENESS

JOHN 17:20-23





PURPOSE

VISION

*(Spreading God's Fame)
by making Disciples
of All People.*

MISSION

GOAL

VISION *Spreading God's Fame*

So that at the name of Jesus every knee will bow, of those who are in heaven and on earth and under the earth, and that every tongue will confess that Jesus Christ is Lord, to the glory of God the Father. **Philippians 2:10-11**

MISSION *by Making Disciples*

Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. **Matthew 28:19**

GOAL *of All People*

But you will receive power when the Holy Spirit has come upon you, and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the Earth. **Acts 1:8**



PATH

At The Cross Church, becoming a fully devoted follower of Christ is a journey that begins with a personal relationship with Jesus and grows through intentional steps of faith. It starts with the **GOSPEL**, continues as we **GATHER** for worship and **GROW** in groups, flows into **GIVING** of our time, talent and treasure, and leads us to **GO** and change the world with the love and hope we have received.



Do you understand what it means to have a personal relationship with Jesus Christ?
Visit **THECROSS.COM/ONE-VERSE** to learn more.



GOSPEL STARTS IN
THE HEART

ROMANS 6:23
CHANGED LIVES
Change Lives

IMPACT

THIS YEAR



296 PROFESSIONS
OF FAITH



387 MEMBER
REQUESTS



395 BAPTISM
REQUESTS



240 BAPTISMS

91 RE-DEDICATIONS AND
OTHER DECISIONS

193 COMPLETED THE
MEMBERSHIP PATHWAY

SOCIAL MEDIA



PAGE IMPRESSIONS

OF TIMES ANY CONTENT FROM OUR
PAGE ENTERED SOMEONE'S SCREEN

1.52M

REACH

OF PEOPLE WHO HAVE VIEWED
ANY CONTENT FROM OUR PAGE

1.06M

11%↑

ENGAGEMENTS

THE NUMBER OF TIMES PEOPLE HAVE
ENGAGED WITH OUR POSTS

143K

11%↑



454K

71%↑

206K

31%↑

15.5K

8%↑



YOUTUBE
VIEWS

33K



DRIVING
DIRECTIONS
SEARCHED

5,910



GATHER

FOR
WORSHIP



Excellence
HONORS GOD
AND Draws People.
HEBREWS 10:24-25

WORSHIP ATTENDANCE

WEEKEND AVERAGE

2,320  6%

DID YOU KNOW?

EVERY WEEKEND AT
THE CROSS CHURCH:

8 SERVICES

5 VENUES

4 WORSHIP STYLES

4 LANGUAGES

255 SATURDAY

1,548 CONTEMPORARY

419 NEXT
GENERATION

168 SPANISH &
PORTUGUESE

106 TRADITIONAL

1,725 ONLINE



 7%

2,685

I LOVE MY CHURCH
WEEKEND



 9%

4,475

CHRISTMAS
SERVICES



 1%

5,065

EASTER
SERVICES

ENGAGEMENT

3,838 FAMILIES

6,412 INDIVIDUALS

2,048

FIRST-TIME GUESTS

19% OF
FIRST-TIME GUESTS
BECAME MEMBERS.

2024-2025 SERMON SERIES

*In
God
we
Trust*

ONE CHURCH  UNA IGLESIA

LONE STAR

Christmas

EXPERIENCING

GOD

JONAH
A WHALE OF A TALE



EASTER

AT THE CROSS CHURCH











EASTER

AT THE CROSS CHURCH









GROW IN A
GROUP

AS WE MAKE
Disciples
WE ARE MADE
Into Disciples.
LUKE 2:52

GROUP ATTENDANCE

EACH WEEK

1,921  29%

1,237 WEEKENDS

684 WEEKDAYS

ADULTS

887

NEXT
GENERATION

1,034

PRESCHOOL | ELEMENTARY | PRETEEN | STUDENTS

1,162 VISITED A GROUP

226 JOINED A GROUP

1,425

UNIQUE INVOLVEMENT
IN A GROW MINISTRY
EACH WEEK



61%

OF IN-PERSON
WORSHIP ATTENDANCE



OWN IT WEEKEND















GIVE TO WHAT MATTERS

569

Average number of people who gave their time and talents to a ministry of The Cross Church each week.

60,000+ HOURS

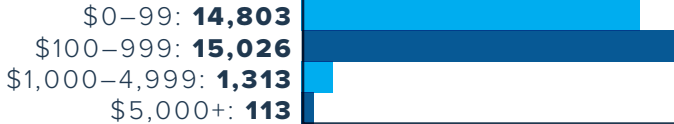
were spent Spreading God's Fame through a ministry of The Cross Church last year.

You Can't
OUTGIVE GOD.
2 CORINTHIANS 9:6-7

1,939

DONORS GAVE

31,255 GIFTS



TOTALING

\$9,011,626



404

FIRST-TIME
GIVERS



\$4,515

AVERAGE AMOUNT GIVEN
PER DONOR THIS YEAR



\$58

GIVEN PER
CAPITA

SAVE THE DATE - *Year End* - DECEMBER 31, 2025



Thank you for being part
of The Cross Church faith
family. Scan here to give.



THE
CROSS
CHURCH



GIVING TRENDS

**GENERAL
BUDGET**

\$6.6MM

**MISSIONS &
OUTREACH**

\$1.5MM

**PROGRAM
& OTHER**

\$1.6MM

INCLUDING

\$720,000

DONATIONS IN KIND

\$300,000

NET ASSET INCREASE

UNRESTRICTED AND DESIGNATED FUNDS EXCLUDING DEPRECIATION

\$28M

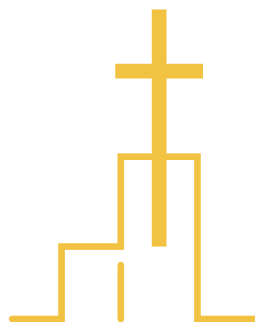
TOTAL ASSETS

\$5.6M

OUTSTANDING DEBT

9%

DEBT REDUCTION



**CASH AND CASH
EQUIVALENTS**

\$2.5M



**WORSHIP AND
PRODUCTION**



preschool



**MINISTRIES OF
THE
CROSS
CHURCH**



MEN



elementary



**FIRST
IMPRESSIONS**



preteens



WOMEN



students



MOMS



VIP MINISTRY



**EARLY LEARNING
ACADEMY**



YOUNG ADULTS



MISSIONS



SENIORS



HOPE FOR THE CITIES



ESPAÑOL



**BEACON
COUNSELING**
A MINISTRY OF THE CROSS CHURCH



MarriageMentors



DIVORCE *Care*



GRIEF *SHARE*

HOPE

FOR THE CITIES

1,243,972

MEALS SERVED SINCE INCEPTION

133,807

POUNDS OF FOOD DELIVERED THIS YEAR

\$775,000

FINANCIAL AND OTHER ASSISTANCE PROVIDED
TO PEOPLE IN OUR COMMUNITY

Each Week

463

CHILDREN
FED

374

ADULTS
FED

54

SENIOR
CITIZENS
FED

HOPE FOR THE CITIES BOARD OF DIRECTORS

BILL HOWARD

DARIN REEVES

CHERIANA BOWEN

KRIS SEGREST

RICK DIRKSE

SCOTT WINN

THERESA EVETTS

*Giving HOPE to the
hungry, homeless, and hurting.*





ADOPT A LUNCH

This summer, we packed **13,585** meals—supporting over **400 kids and seniors** throughout an eight-week program spanning six towns.



350
FAMILIES SERVED!

These Thanksgiving meals blessed families from Wylie, Murphy, Lavon, Princeton, Nevada, Royse City, Garland, and Josephine.



The Cross Church was the collection center for Collin County South, and we received **27,020** Operation Christmas Child shoeboxes last year!

11,927,439 shoe boxes were collected worldwide. **5.5M** participated in The Greatest Journey. **3.2M** children made decisions for Christ. **365** unreached people groups were reached with the gospel.



GO CHANGE
THE WORLD



TRAVELED ENOUGH
MILES TO CIRCLE
THE EARTH NEARLY
23 TIMES

DOMESTIC PARTNERS

LA Dream Center - **California**
Artisan City Church - **Florida**
First Baptist Cuba - **New Mexico**
Covenant Mercy Mission - **New York**
Harlem Community Church - **New York**
Street Reach - **Tennessee**
Agape Jericho Village - **Wylie, Texas**
E3 Partners - **Plano, Texas**
Disciples for Christ - **Texas**
His Gracious Hands - **Texas**
Human Coalition - **Plano, Texas**
Lonestar Search & Rescue - **Wylie, Texas**
Our Calling - **Texas**
Revelation Media - **Richardson, Texas**
Southern Baptist Convention of Texas - **Texas**
Texas Baptists - **Texas**

INTERNATIONAL PARTNERS

Amazon Vida - **Brazil**
Brazil Gospel Fellowship - **Brazil**
Perez Zeledon - **Costa Rica**
Landmark Baptist Mission - **Dominican Republic**
Raiz Ministry - **Dominican Republic**
Happiness Foundation - **Ecuador**
Angel Church - **England**
East West Ministries - **Europe**
Open Door Baptist Church - **Hungary**
Wild Grace - **India**
Harvest of Asher - **Israel**
ELAM - **Middle East**
World Venture - **Japan**
Hannah Worldwide - **Philippines**
J-Life - **South Africa**



SERVED ENOUGH
HOURS TO WATCH
THE LORD OF THE
RINGS TRILOGY
2,828 TIMES

**GO.
INVEST.
PRAY.**



GOOD WORKS WITHOUT GOOD NEWS IS NO GOOD.

MATTHEW 28:18-20

14

TRIPS

234

MISSIONARIES SENT

568,310

ESTIMATED MILES TRAVELED

33,936

ESTIMATED HOURS SERVED









WORSHIP SERVICES

CONTEMPORARY

SATURDAY | 5:30 PM

SUNDAY | 9:30 & 11 AM

TRADITIONAL

SUNDAY | 9:30 & 11 AM

ESPAÑOL

SUNDAY | 11 AM

EM PORTUGUÊS

SUNDAY | 11 AM

MAIN CAMPUS

100 NORTH FIRST ST | WYLIE, TX 75098

EVENT CENTER

200 NORTH BALLARD AVE | WYLIE TX 75098

EMAIL: **INFO@THECROSS.COM** | PHONE: **972.442.2261**



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THE

Latest

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