



**Uniting the Church.  
Transforming Our City.  
2015 Church Impact Report**



# Whole Church | Whole Gospel | Whole City

## THE CHURCH HAS BEEN USING AN INCOMPLETE SCORECARD

God gave us huge responsibility when it comes to *the least of these*: the poor, the oppressed, orphans, widows, strangers, yet we rarely evaluate our care for those around us when looking at church health. Instead we look more at church attendance and internal programs. At this point, poverty, homelessness, hunger, human trafficking, and other social ills are at critical levels in Greater Dallas.

Meanwhile, He also calls us to a special kind of unity and implies that without it, we won't be able to accomplish our mission, our whole city won't know Who He is, and they won't know that He loves them.

What would it look like to add Church Unity and City Transformation to our scorecard? The “whole Church taking the whole Gospel to the whole world” was coined in the 1974 *Lausanne Covenant* largely written by respected theologian John Stott. Over the years, it has been contextualized to the “whole city” and used as a rallying cry by organizations like Unite in cities around the world.

*May they experience such perfect unity that the whole world will know that You sent me and that You love them as much as You love me. John 17:23*

## CITY TRANSFORMATION IS REAL AND HAPPENING GLOBALLY

All around the world church leaders are looking at our “scorecard” with fresh eyes. Church is no longer confined to counting people in the pews on Sunday morning, but now churches are tracking third-grade reading levels, high school graduation rates, and children who go hungry on the weekends. The good Church and the good city grow together.

Transformation at any level is difficult, but by joining together hand-in-hand and side-by-side with schools, businesses, nonprofits, human service agencies--linking people of good faith with people of good will, together— we can chip away at the brokenness to build a thriving community.

Eric Swanson  
Co-Author, ***To Transform a City***

*I was hungry, and you didn't feed me. I was thirsty, and you didn't give me a drink. I was a stranger, and you didn't invite me into your home. I was naked, and you didn't give me clothing. I was sick and in prison, and you didn't visit me. ...When you refused to help the least of these my brothers and sisters, you were refusing to help me. Matthew 25:42-45*

# Whole Church | Whole Gospel | Whole City

## WHY IS UNITY IMPORTANT?

It's important enough for Jesus to pray it over and over again in his last prayer before he was arrested.

*<sup>11</sup> Holy Father...protect them by the power of your name so that they will be united just as we are...<sup>18</sup> Just as you sent me into the world, I am sending them into the world...<sup>20</sup> "I am praying not only for these disciples but also for all who will ever believe in me through their message. I pray that they will all be one, just as you and I are one—as you are in me, Father, and I am in you. And may they be in us so that the world will believe you sent me... I have given them the glory you gave me, so they may be one as we are one. I am in them and you are in me. May they experience such perfect unity that the world will know that you sent me and that you love them as much as you love me. John 17*

This prayer is not for the unity within one local church. It's a prayer for the unity of all believers - - all who are united by the belief that <sup>3</sup>*this is the way to have eternal life—to know you, the only true God, and Jesus Christ, the one you sent to earth.* This includes unity between churches themselves, unity between church leaders and Christians in other sectors, and unity between all believers across denomination, race, politics, and socio-economic levels. It's the **WHOLE CHURCH**. The "capital 'C'" Church. We're responsible for the welfare of our city.

# GROWING UNITY ON DISPLAY AT BIG EVENTS



Over 1,200-1,800 Christians have gathered each of the last 3 years to find out the needs of the city and find out how they can get involved



500 churches across DFW joined forces to facilitate spiritual conversations. This was the largest outdoor advertising campaign in DFW history.



On March 6, 2016, 82,000 people came to AT&T Stadium for a gospel presentation and Christian concert. The event was broadcast to 7,500 remote locations that saw 25,000 total professions of faith. Over 400 DFW churches helped invite friends and neighbors, volunteered at the event, and followed up with the new Christians.



On Palm Sunday, March 20, 2016, 8 African American pastors swapped pulpits with 8 Anglo pastors.

# Whole Church | Whole Gospel | Whole City

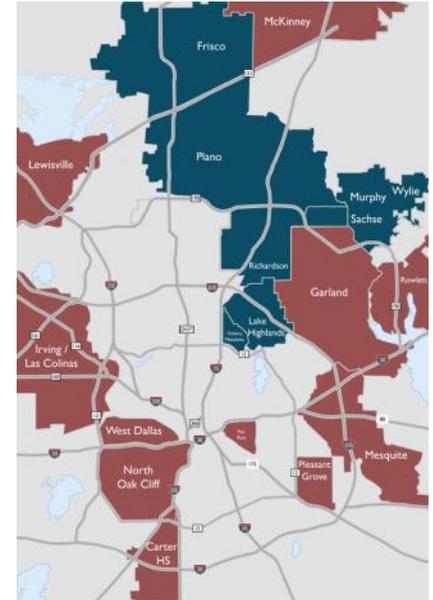
## GROWING RELATIONAL UNITY

Church leaders serving in the same communities are building relationships with one another for the purpose of loving their city.

### WHAT IS A “REGION” ACCORDING TO UNITE?

- A geography-based network
- It has a “Champion” to coordinate efforts on an ongoing basis
- Is led by or includes churches and is open to all denominations
- Often starts with relationships and prayer; then evaluates community assets; and eventually moves to ask, “How can we work together to serve our community?”

In many communities, a large percentage of services are provided by churches or Christian nonprofits that were started by churches.



■ Started & facilitated by independent organization

■ Started & facilitated by volunteer leaders supported by Unite

# UNITY OF PURPOSE IN CRISIS SITUATIONS

## IMMIGRANT CHILDREN



100 church leaders from across DFW gathered to find out what we could do to help. According to Judge Jenkins, our united, positive response caught the eye of President Obama in contrast to his experience with other cities.

## EBOLA SCARE



Church leaders joined together to communicate a message of peace and calm—several via conference call with Mayor Rawlings and others in person with multiple city leaders.

## CHRISTMAS TORNADOES



Dozens of churches and nonprofits in the impacted area and from across the Metroplex worked alongside various government entities and GISD to provide relief to thousands of displaced neighbors.

# Whole Church | Whole Gospel | Whole City

## ARE WE CARING FOR THE LEAST OF THESE?

QUALITY K-12  
EDUCATION



only **14%**

students graduating  
ready for higher ed  
(Dallas County)

FAMILIES IN  
POVERTY



**30%**

highest child poverty  
among large cities  
(Dallas County)

HUNGER



**20 | 25%**

of adults & children  
are food-insecure  
(Dallas County)

HOMELESSNESS



**3,904**

physically counted during  
2016 Point in Time Count  
(Dallas + Collin)

MINOR SEX  
TRAFFICKING



**400**

under-aged girls  
trafficked each night  
(Dallas County)

## WHAT DO THESE THINGS HAVE TO DO WITH OUR FAITH?

The Bible is filled with instructions about how we're to treat the poor, oppressed, and marginalized; about justice and mercy; about our witness.

*O people, the LORD has told you what is good, and this is what he requires of you: to do what is right, to love mercy, and to walk humbly with your God. Micah 6:8*

*In the same way, let your good deeds shine out for all to see, so that everyone will praise your heavenly Father. Matthew 5:16*

*Sodom's sins were pride, gluttony, and laziness, while the poor and needy suffered outside her door. Ezekiel 16:49*

*And work for the peace and prosperity of the city where I sent you into exile. Pray to the Lord for it, for its welfare will determine your welfare. Jeremiah 29:7*

With around 3,000 churches in Greater Dallas — many among the largest and most well-known in the country — the potential we have collectively to make a difference is astounding

# Whole Church | Whole Gospel | Whole City

WE NEED TO DO SOMETHING DIFFERENTLY TO SEE CHANGE



# WHAT IS COLLECTIVE IMPACT?

## 5 CONDITIONS:

### common agenda

- Common understanding of the problem
- Shared vision for change

### shared measurement

- Collecting data and measuring results
- Focus on performance management
- Shared accountability

### mutually reinforcing activities

- Differentiated approaches
- Coordination through joint plan of action

### continuous communication

- Consistent and open communication
- Focus on building trust

### backbone support

- Separate organization with staff
- Resources and skills to convene and coordinate participating organizations

# Whole Church | Whole Gospel | Whole City

BROAD, COLLABORATIVE, ISSUE-BASED EFFORTS

## EDUCATION



with 182 partners,  
the nation's largest  
known education  
collective impact  
backbone

## HOMELESSNESS



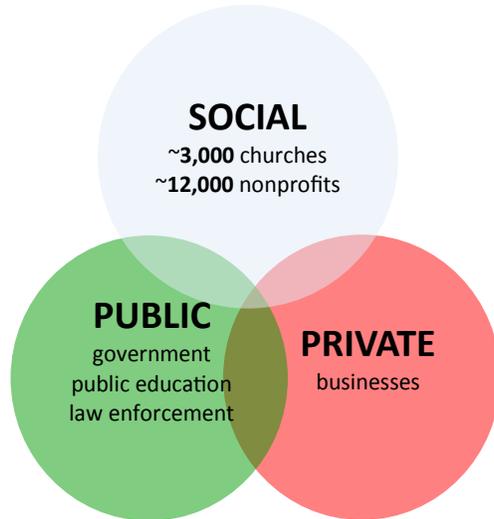
## POVERTY



## HUNGER



# IMAGINE THE COLLECTIVE POWER OF CHRISTIANS SPREAD THROUGHOUT EVERY SECTOR OF THE CITY:



Many major American cities call themselves “post Christian.” Dallas isn’t one of them. Possibly more than any other city in the world, Christian leaders have been placed in every sector and domain of our society. Not only that, God is using amazing people of good will to cooperate with people of faith to accomplish His purposes.

Can you imagine if we brought our collective resources to the table alongside the excellent groups already working on the issues we care about? How would we even begin to harness all that energy?

# Whole Church | Whole Gospel | Whole City

## UNITE: SUPPORTING THE COLLECTIVE IMPACT OF THE CHURCH

### common agenda

- Reminding us of our callings and mandates
- Giving us a common understanding of the problem
- Creating a shared vision for change

### shared measurement

- Collecting data and measuring Church impact
- Focusing on quality
- Encouraging shared accountability

### mutually reinforcing activities

- Celebrating differentiated approaches
- Bringing us to the table with experts and other practitioners
- Working towards a joint plan of action

### continuous communication

- Communicating needs & opportunities through a Christian lens
- Reaching 2,500 diverse Christian leaders
- Focusing our attention on the important messages

### backbone support

- Supporting efforts with core organizational staff
- Engaging of hundreds of churches & nonprofits in coordinated effort
- Identifying and developing critical systems

## WHERE HAS THIS GOTTEN US IN 7 YEARS?



Created space for churches to build relationships and find common interests. Cultivated the idea of working together to transform the city.

Church engagement is now around 300, 10% of the total churches.



Met with dozens of diverse leaders across the city to find out what the most critical needs were; who's already working on them; and who's convening around them.



Began to create the structure necessary to effectively channel the resources of the Church by identifying **Champions** for each identified Issue and a few Regions.



Supported the Champions as they worked with broad collaborations to gather experts; identify best ways to use the resources of the Church to transform their issue; set goals; identify best practice service providers; and measure impact.



Partnered with Movement Day to begin ongoing initiative to cover the city in informed prayer.



Identified and/or developed systems needed to legitimately coordinate efforts on this scale.



# Whole Church | Whole Gospel | Whole City

## ATTENDANCE VS. ENGAGEMENT VS. EFFORT VS. IMPACT

Large numbers of people attending events are terrific, and we can measure and report that. They show interest and are a great first step. Numbers of churches, organizations, and individuals engaged on a basic level is a great next step which we can also measure and report. And putting forth any kind of effort shows a willingness and determination to invest in change. We can measure that by the total number of volunteers, hours, and money invested.

However, none of those things are making a difference in our communities...unless they ARE making a difference in our communities. So how can we begin to make an actual IMPACT? With the current situation as it is, the first logical step for the Church would be to support those who are already effectively addressing the needs.

*Whatever you do, work at it with all your heart,  
as working for the Lord... Colossians 3:23*

# HOW CAN WE MEASURE CHURCH IMPACT?



methodology  
based on advice from  
SMU's Center for Research & Evaluation

## THIS WON'T BE EXACT OR COMPREHENSIVE

- We are not currently asking volunteers and donors associated with organizations not considered Christian to identify their faith, so the Christian portion for those organizations is conservatively estimated at 33% unless otherwise specified.
- We recognize that we have not yet identified all of the appropriate organizations. 2015 baselines will be adjusted in future *Reports* to reflect additional organizations so as to not over-inflate growth.
- One of the characteristics of God's Kingdom is its growth—like a tiny mustard seed or a small amount of yeast. Each life impacted has the potential to change a whole family; possibly a whole community; and likely even generations to come. That can't really be measured.
- The impact of Christian staff related to selected interventions is reflected in funding not volunteers.

# Whole Church | Whole Gospel | Whole City

## HOW DO WE DETERMINE WHERE TO DIRECT RESOURCES?

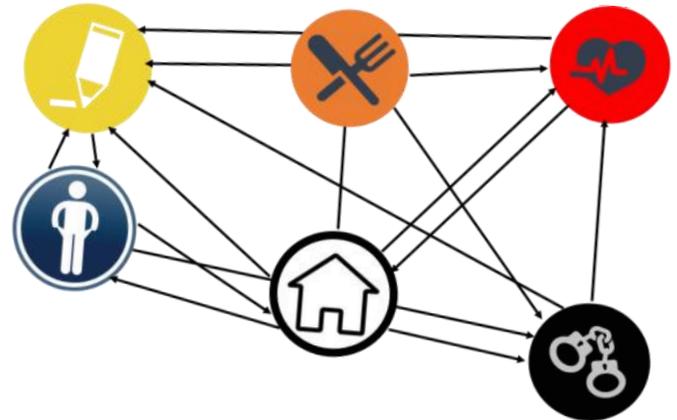
Important roles of the **Issue Champion** have been to:

- Identify the right interventions and evidence-based **nonprofits**.
- Tell the Church how to support them with prayer, volunteers, funding, leadership, and professional and other services,

We're asking Christians to:

**LEARN | TELL | PRAY | SERVE | GIVE**

Understanding the interconnectedness of all the issues, the Issue Champions meet regularly to share strategy and learnings thus increasing synergy and minimizing duplication of effort.



# WHAT IS THE ROLE OF THE LOCAL CHURCHES?

How do we reach the masses? How can we (1) teach people about these issues and (2) mobilize Christians toward the most strategic solutions?

Through the God-ordained structure of the **local church**. The sweet spot for local churches in terms of city transformation is to teach, disciple, and release their members to serve in ways that match their passions. Churches should also be praying corporately for the specific needs of their city. Building relationships with other churches in the community and learning about the resources available, churches are demonstrating the unity Jesus prayed for in John 17 which, as Jesus implied, is the only way we're going to be able to accomplish this mission.

Meanwhile, we can also be working to figure out what can happen in the other sectors to create lasting transformation. At that point, we can add **WORK** to the ways we can coordinate efforts as the Church.



# EDUCATION



Photo courtesy of Mercy Street



## EDUCATION



only **14%**  
students graduating  
with a quality education  
(Dallas County)

# volunteers, funding & impact BY intervention

## tutoring

409 | \$948,720

- Beacon Hill Preparatory Institute
- Readers 2 Leaders
- Reading Partners \*

1,779  
children

## mentoring

1,800 | \$2,535,000

- Champions of Hope
- Kids Hope USA
- Mercy Street

2,250  
children

\* est. 33% Christian

One-on-one relationships are proven to impact social acceptance, grade retention, school engagement, and perceived scholastic competence (grades & test scores) in addition to educational expectations, academic performance, attitudes towards risky behaviors, and parental trust.

### **CHURCH-SCHOOL PARTNERSHIPS: Should we settle for an “E” for effort?**

We have identified over **200 public schools** that have at least one partner church. This demonstrates tremendous will on the part of the Church to impact the lives of children; however, research has shown they are not positively transforming the educational outcomes of the schools or communities.

**In the future**, more energy will be put towards early education, social-emotional health, teacher support, and parent engagements.

# HUNGER

**DALLAS  
COALITION  
for HUNGER  
SOLUTIONS**



Photo courtesy of wfaa.com



**HUNGER**

**20 | 25%**

of adults & children  
are food insecure  
(Dallas County)

# volunteers, funding & impact **BY** intervention

## senior hunger

1,568 | \$2,184,511

- Meals on Wheels \*

473,667 meals  
In Dallas County

The Dallas Coalition for Hunger Solutions' Faith Action Team has identified 10 best practices that maximizing impact and are beginning to track engagement of churches in each.

## emergency food

11,220 | \$35,053,300

- N. Texas Food Bank \*

\* est. 33% Christian

20,922,000 meals  
In 13-county service area

## Spotlight: summer hunger

Families who rely on free or reduced-price lunch struggle to feed their children during the summer. The USDA partners with nonprofits and churches to offer free breakfast and/or lunch to low-income communities. In 2016, 1,300 were covered by CitySquare, Equal Heart, and other providers.

Financial Stability efforts will drastically reduce food-insecurity, but the Church also has a responsibility to make sure people aren't going hungry in the meantime—especially children, the elderly, and disabled.

# MINOR SEX TRAFFICKING



**MINOR SEX  
TRAFFICKING**

**400**

under-aged girls trafficked  
each night  
(Dallas County)

# volunteers, funding & impact BY intervention

## prevention, rescue & restoration

575 | \$575,000

Traffick911 in partnership with law enforcement, juvenile justice, and the hospitality, healthcare, education and other front-line industries

154 girls  
rescued

The average age of entry into sex trafficking is 13

**PREVENTION:** Traffick911 educates adults & youth about sex trafficking in America and equips them with practical ways to keep themselves safe. We bring our *Traps* program into schools, youth shelters, boys and girls clubs, CPS children's groups, youth groups, parent programs, juvenile detention, and more. **RESCUE:** In close partnership with local, state & federal law enforcement, our team identifies domestic minor sex trafficking victims in the juvenile justice system and online through our Internet Surveillance Team. The training of first responders has also proven to be a powerful tool in identifying and rescuing victims. **RESTORATION:** Once victims are identified, our team of experts work to get them the support they need through outpatient services (trauma-informed counseling, tattoo removal, mentoring), referral homes and services, as well as our long-term, restorative safe home. This home is designed to be a family-like environment with specialized, trauma-informed holistic care including an on-site school, mentoring, art, music and horse therapy.

1 out of every 3 street youth in the U.S. are at high risk of being approached by a pimp within 2 days of running away or being kicked out. Texas Attorney General's Office

# Whole Church | Whole Gospel | Whole City

## DASHBOARD: ESTABLISHED, EVIDENCE-BASED INTERVENTIONS



QUALITY K-12  
EDUCATION

14%



ADULT | CHILD  
HUNGER

20 | 25%



MINOR SEX  
TRAFFICKING

400

total Christian  
investment in  
established,  
strategic  
interventions

selected interventions	mentoring & tutoring	meals	rescue	
Christian volunteers	2,209	12,788	575	15,572
Christian funding impact	\$3,483,720	\$37,237,811	\$575,000	\$41,296,531
	4,029	20,922,000	154	4,183

CHURCHES ENGAGED: 300 of 3,000



The **Metro Dallas Homeless Alliance** is positioned to help Dallas make homelessness rare, brief, and non-recurring through a shared information system and inter-agency cooperation. A considerable amount of the work currently being done with this population is by trained professionals, but we are currently exploring two main interventions for churches and volunteers.

## Spotlight: CitySquare

The **Cottages at Hickory Crossing** will provide permanent supportive housing for 50 chronically homeless Dallas County residents who suffer from severe mental illness and have been involved in the criminal justice system. Residents will live in small freestanding cottages across the street from CitySquare's Opportunity Center and will receive intensive behavioral health services paired with social services and support to improve their lives. "Each person who will move into a cottage costs the county more than \$40,000 in the prison system and emergency services each year," said Larry James, CEO of CitySquare. "With a permanent home and a support system, it will cost the county less than \$15,000—in this case, doing the right thing is also the best thing." This model will save taxpayers an estimated \$1.3 million per year.



# 3,904

Homeless individuals  
physically counted during  
2016 Point in Time Count  
(Dallas + Collin)

In 2015

476 people received permanent supportive housing  
2,857 total volunteers utilized across all programs

# FINANCIAL STABILITY



**FAMILIES IN  
POVERTY**

**30%**

Child poverty is highest  
among large cities  
(Dallas County)

# What we've been doing hasn't been working, but there's hope on the horizon. 2016 will be our baseline year.

## THE NEED IS SIGNIFICANT

We have the 2nd fastest growing poverty rate in the country.

Poverty grew from 41% from 2000 to 2012 compared to a 5% population growth.

Poverty is growing 2 times faster in the suburbs than urban areas.

By 2030, 60% of jobs will require post-secondary education which only 30% of students are attaining now.

## financial education + job training/placement + coaching

Best practice poverty interventions are moving towards a model that includes financial coaching which has been shown to encourage positive behaviors of clients in terms of use of mainstream banking, consistent saving, reduction in debt, and improved credit scores, in addition to reduction of stress and increased confidence in financial future.

- CitySquare
- H.I.S. Bridge Builders
- Movement Day's Prison Re-Entry Group
- Transformance\*

\* est. 33% Christian



# WHAT TO EXPECT IN FUTURE IMPACT REPORTS?

1 Impact of church-based programs meeting identified quality standards.

- 2 Measure additional indicators and interventions for:
- EDUCATION: Early Education, Parent Engagement, Teacher Support, Social-Emotional Health
  - POVERTY: Job programs, Living Wage Jobs, ESL
  - HUNGER: Food Pantries
  - RE-ENTRY: Recidivism Rate

- 3 Add indicators and interventions for:
- HOMELESSNESS
  - HUMAN TRAFFICKING
  - HEALTH
  - FOSTER CARE

3 Begin to measure engagement and impact of other sectors.

**CHURCHES ARE** believed by experts to have a unique platform to speak to parents. We are currently seeking funding to get internationally acclaimed parenting curriculum into the hands of churches in low-income communities who will then reach out to the families in their churches and neighborhoods.

**WE PARTICIPATED** in a large-scale pre-K enrollment outreach in low-income communities in 2014-15 which saw an overall increase in enrollment of 1,000 students.

# SOURCES

## NUMBER OF NONPROFITS

- [http://ccss.jhu.edu/wp-content/uploads/downloads/2011/09/NED\\_Bulletin35\\_TX\\_2010.pdf](http://ccss.jhu.edu/wp-content/uploads/downloads/2011/09/NED_Bulletin35_TX_2010.pdf)
- <http://tano.org/nonprofit-info-page/texas-nonprofit-sector/>

## EDUCATION

- [www.commit2dallas.org](http://www.commit2dallas.org)
- 2013 Big Brothers Big Sisters Youth Outcomes Survey [www.bbbs.org](http://www.bbbs.org)

## HUNGER

- [www.ntfb.org/learn-more](http://www.ntfb.org/learn-more)
- [www.vnatexas.org/who-we-are/financial-information](http://www.vnatexas.org/who-we-are/financial-information)
- [www.baylor.edu/texashunger/index.php?id=928901](http://www.baylor.edu/texashunger/index.php?id=928901) summer meals

## HUMAN TRAFFICKING

- [www.traffick911.com](http://www.traffick911.com)

## HOMELESSNESS

- [www.mdhadallas.org](http://www.mdhadallas.org)
- [www.citysquare.org](http://www.citysquare.org)

## POVERTY

- [www.dallasfightspoverty.org](http://www.dallasfightspoverty.org)
- The Financial Capability Demonstration Project was developed through a partnership between NeighborWorks® America and the generous support of the Citi Foundation. [www.citi.com/citi/foundation/pdf/news100713.pdf](http://www.citi.com/citi/foundation/pdf/news100713.pdf)



[www.unitethechurch.org](http://www.unitethechurch.org)

04/12/2016