



ANNUAL REPORT

2024-2025



Dear Cross Bearers,

What an extraordinary year of growth and transformation at The Cross Church! Our faith family continues to thrive as we witness God's incredible faithfulness in action. The illuminated cross on Highway 78 stands as a beacon of hope to over 40,000 daily passersby, and its impact has been remarkable – we've celebrated record-breaking attendance, more baptisms than ever before, and unprecedented numbers of first-time visitors joining our community.

This year, we've grown in every way imaginable. What makes this growth even more beautiful is the diversity of our church family. People from all walks of life are finding their spiritual home here, creating a vibrant, multi-generational community where life change happens at every level. Our Easter and Christmas services this year were the largest we've ever experienced, but behind these numbers are countless stories of lives transformed by Christ's love.

I'm particularly thrilled by the tremendous growth in our Next Generation Ministries. Your amazing response to serve has created a thriving environment for our children and youth programs. This dedication to discipleship and leadership development is laying a strong foundation that will impact generations to come. Seeing young lives transformed and families growing together in Christ brings such joy to our church family.

Here's a wonderful challenge we're facing – we're reaching capacity on our campus! This is the kind of problem every pastor dreams of having. As we look toward 2026, we're excited to share our plans for how we'll continue to welcome everyone God is bringing to The Cross Church. Stay tuned for some exciting announcements about our vision for the future.

I'm also incredibly proud of Hope for the Cities, our benevolent ministry that just celebrated its 5th anniversary! With over 130 volunteers serving each week, we're delivering more than 300 food boxes to homes throughout our community. We've made significant inroads into serving the Community Independent School District, one of the most underserved areas of Collin County. This is what it means to be the hands and feet of Jesus – meeting practical needs while sharing the hope of the gospel.

God is expanding our reach across 5 counties and over 50 cities every week! We are one church impacting many communities, and the best is truly yet to come!

Because of Jesus,

Kris



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**



VALUES

HOLINESS

1 PETER 1:14–15

*Remember Who
We Represent*

*Blessed People
Bless People*

GENEROUS

1 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





LEADERSHIP

EXECUTIVE TEAM



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CHURCH LEADERSHIP COUNCIL



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FINANCE TEAM



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PASTORS | MINISTERS | DIRECTORS



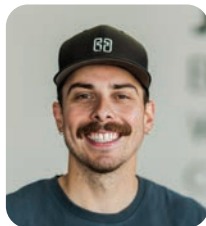
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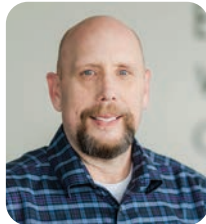
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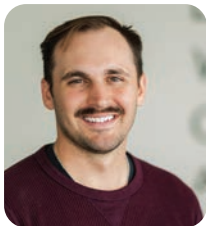
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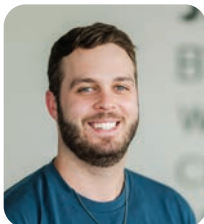
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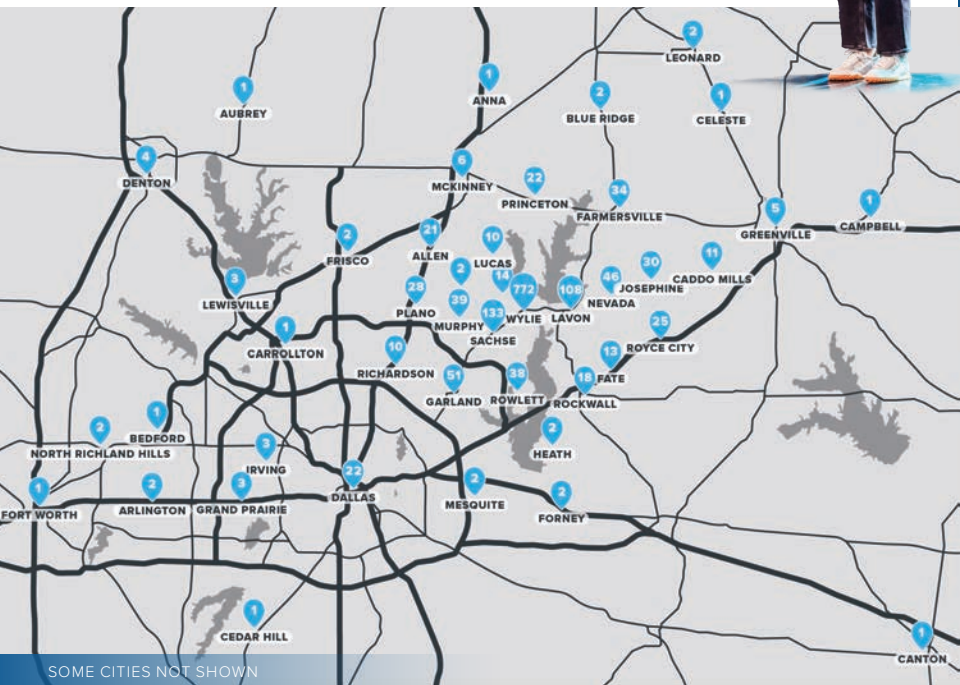


TORY SANDERS
Worship Production Director
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WHO WE ARE

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. To accomplish our mission we **GATHER** for worship, **GROW** in groups, **GO** on mission and **GIVE** to what matters of our time, talent and treasure.

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!



Households who attend the cross church represent over **30 CITIES** and **5 DIFFERENT COUNTIES**, and our online presence expands further to other states and beyond our borders.

THE CROSS CHURCH IS A REGIONAL CHURCH WITH A GLOBAL IMPACT.



PATH

GATHER FOR WORSHIP
GROW IN A GROUP
GIVE TO WHAT MATTERS
GO CHANGE THE WORLD



BUT FIRST, IT STARTS IN THE HEART.

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 REDEDICATIONS AND
OTHER DECISIONS

193 MEMBERSHIP PATHWAY
COMPLETE

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

A photograph of a large crowd of people at a worship service. The audience is seen from behind, with their hands raised in the air. The scene is lit with vibrant blue and green stage lights, creating a spiritual atmosphere. In the background, a person is visible on a stage, possibly leading the worship.

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

ATTENDANCE

WEEKEND AVERAGE

2,320  6%

AVERAGE
WORSHIP
SERVICE
ATTENDANCE
INCREASED BY:

6%

EVERY WEEKEND

8

SERVICES

5

VENUES

4

WORSHIP STYLES

4

LANGUAGES

255 SATURDAY
NIGHT*

1,548 CONTEMPORARY
WORSHIP*

419 NEXT
GENERATION*

168 SPANISH*

106 TRADITIONAL*

1,725 ONLINE
GUESTS*

2,048 FIRST-TIME
GUESTS*

*WEEKEND AVERAGES



 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

19%

OF FIRST-TIME
VISITORS 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





In attendance across five
different service times
December 22–24







5,065

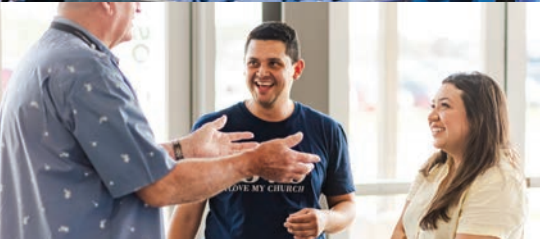
In attendance across five
different service times
April 17–20

EASTER

AT THE CROSS CHURCH







A photograph of two men embracing in a crowd. The man on the left has a beard and tattoos, wearing a blue and white striped shirt. The man on the right is seen from the back, wearing a light blue button-down shirt. They are both looking down. The background is a blurred crowd of people.

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 ON WEEKENDS

684 ON WEEKDAYS

**ADULT
GROUPS**

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

246+
IN ATTENDANCE











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

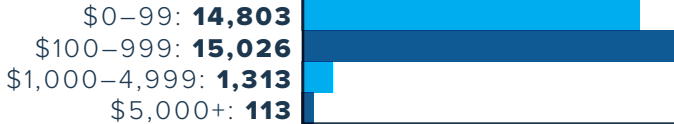
were spent Spreading God's Fame through a ministry of The Cross Church last year.

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
a year end gift.



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

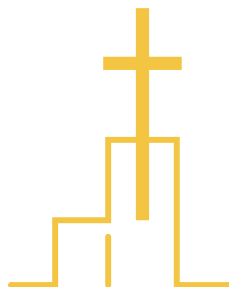
TOTAL ASSETS

\$5.6M

DEBT OUTSTANDING

9%

DEBT REDUCTION



**CASH AND CASH
EQUIVALENTS**

\$2.5M



**WORSHIP AND
PRODUCTION**



preschool



**FIRST
IMPRESSIONS**



elementary



MEN



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

\$1,008,000

ECONOMIC INVESTMENT INTO
THE COMMUNITY THIS YEAR

Each Week

463

CHILDREN
FED

374

ADULTS
FED

54

SENIORS
FED





ADOPT A LUNCH

WE SERVED OVER **400** KIDS AND SENIORS EACH WEEK THIS SUMMER IN SIX DIFFERENT TOWNS

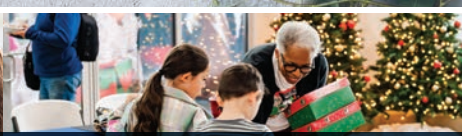
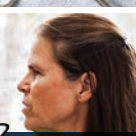


ADOPT A FAMILY FOR *Thanksgiving*



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 shoeboxes were collected worldwide. **5.5M** participated in The Greatest Journey and **3.2M** children made decisions for Christ. **365** unreached people groups were reached with the gospel.

Work



GO CHANGE THE WORLD

GO. INVEST. PRAY.

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

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**



TRAVELED ENOUGH
MILES TO CIRCLE
THE EARTH NEARLY
23 TIMES



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

A world map in shades of blue with ten red location pins placed across various continents. The pins are located in North America, Europe, Africa, Asia, and Australia. Each pin contains a white icon of two people.

GOOD WORKS WITHOUT GOOD NEWS IS NO GOOD.

MATTHEW 28:18-20

14

TRIPS

234

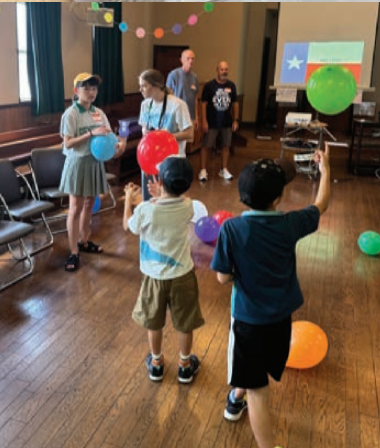
PARTICIPANTS

568,310

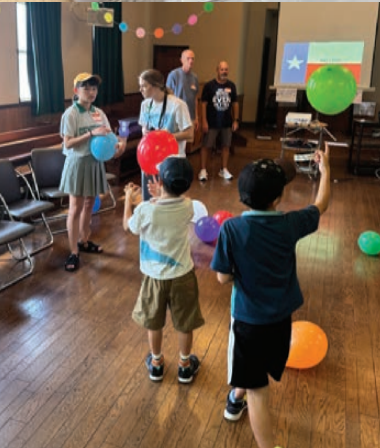
ESTIMATED MILES TRAVELED

33,936

ESTIMATED HOURS SERVED









THE *Latest*

Visit **THECROSS.COM** to sign up for our weekly email to keep up-to-date on current events, message series, and important updates.

WORSHIP SERVICES

CONTEMPORARY

SATURDAY | 5:30 PM

SUNDAY | 9:30 AND 11 AM

**TRADITIONAL
ESPAÑOL**

SUNDAY | 9:30 AND 11 AM

SUNDAY | 11 AM

**MAIN CAMPUS: 100 NORTH FIRST ST
WYLIE, TX 75098**

**EVENT CENTER: 200 NORTH BALLARD AVE
WYLIE TX 75098**

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