

2025 ANNUAL

Report



The Rock of Northeast Arkansas
therockjonesboro.com

THE
ROCK

CONTENTS

TABLE OF CONTENTS

LETTER FROM PASTOR

2025 NUMBERS

MINISTRY REPORTS

2026 VISION



EXALT - HEAL - MATURE

To our Amazing Rock Family,

Wow, what a year 2025 has been for us! I'm absolutely thrilled to share some of the incredible things we've experienced together as a church family. It's been nothing short of amazing to see God at work in our midst.

First off, let's thank God for the **254 people** who found new life in Christ this past year! 254 souls said yes to Jesus and began this beautiful journey of faith. And let's celebrate the **147 individuals** who followed the command of Jesus and were water baptized. What an incredible thing to witness each and every person publicly proclaim their new life in Christ!

And can I get a big welcome for our **126 new church members**? It's so awesome to see our family continue to grow, welcoming new faces with open arms. You all bring something special to the table and we're so glad to have you here! In 2025, our weekly worship attendance averaged **1,235 people**, which is **up 140 from 2024**. We praise God for every single person who walks through our doors and becomes a part of what He's doing here at The Rock.

Thanks to your generosity, we were able to give over **\$174,000 to missions**, both locally and around the globe! We're making a real impact beyond our four walls, spreading God's love to the ends of the earth in practical and powerful ways. A big part of that impact came through our Overflow Coffee Shop, which raised over **\$20,000 for missions** in 2025. With 100% of the profits going directly to missions, this year we were able to sponsor the Costa Rica Feeding Program, providing **28,800 meals** to children in need. What an incredible way to be the hands and feet of Jesus.

Let's not forget about our second Vacation Bible School—what a blast! And speaking of excitement, our teenagers absolutely rocked the house again with the biggest Day One Event yet! We saw record numbers with over **320 children** attending VBS and nearly **300 teenagers** showing up for Day One. Their passion, energy, and hunger for God are contagious, and we can't wait to see what God continues to do in and through them in the coming year.

Without our dedicated team of over **350 Serve Team Members**, none of this could happen.

We are believing for the best and asking God to show up in miraculous ways.

Let's keep pressing on—
Exalting Christ, Healing the Hurting,
and Maturing the Believer.



**PASTOR
TERRY
& DELANA**



1235

Average Sunday
Attendance

Increase of
140
from 2024

WE VALUE

Every Person

254

SALVATIONS



147

BAPTISMS



WE SERVE
Together

350 WELCOME
SERVE TEAM HOME

THE
ROCK





416

IN GROUPS



WE ARE
ONE



126

NEW MEMBERS





GIVING

\$1,942,787

Missions: 10%

Ministry: 18%

Facilities: 30%

Staffing: 42%



Financial Accountability Steps
Separation of Duties
Financial Elder Reviews
Outside Accounting Firm
Fraud Prevention and Monitoring
Comprehensive System Review



CHURCH FINANCE PROS

Financial Accountability

Our finances are carefully monitored by a board of Financial Elders, with clear separation of duties in place to ensure proper checks and balances. In 2024, we completed a Comprehensive System Review conducted by Church Finance Pros, providing an external layer of accountability and transparency. In 2025, we partnered with Goad and Company as our certified public accountants. We remain committed to doing everything we can to ensure that every donation is managed with integrity and stewarded wisely.

MINISTRY REPORTS



FRONTLINE WORSHIP

In 2025, Frontline Worship intentionally aligned with the vision of church leadership, pursuing both spiritual depth and musical excellence. Rehearsals consistently included time in Scripture and prayer, reinforcing the priority of discipleship alongside preparation.

The team focused not only on leading worship, but on teaching and cultivating a biblical understanding of praise. Set planning and ministry priorities were structured to strengthen the spiritual atmosphere of services while also investing in the growth of team members.

Throughout the year, Frontline Worship refined its onboarding process, clarified its handbook, and strengthened team values. As a result, the ministry grew in unity, preparation, and spiritual maturity. The work accomplished in 2025 reflects a continued commitment to serving the church with excellence and Christ-centered focus.

MINTS AND MUGS

Here are a few more numbers that reflect the scale of everyday ministry at The Rock. In 2025, more than 31,000 mints were shared, over 1,200 Rock mugs were distributed, and over 4,000 pens were placed into the hands of guests and members alike. These details may seem ordinary, but they represent thousands of intentional moments of hospitality each week.

What many do not see is how much preparation and coordination it takes to create a welcoming environment week after week. From replenishing supplies to stocking welcome areas and preparing guest materials, these consistent efforts help ensure that every person who walks onto campus feels valued and cared for.

GROW CLOSER GROUPS

Discipleship at The Rock marked significant milestones in 2025. Wednesday night GC Groups averaged 230 adults in attendance and maintained consistent participation throughout the majority of the year. Eight summer interest-based GC Groups were also offered, creating additional opportunities for fellowship and connection within the church family. Sunday morning Discipleship expanded to four GC options, including the addition of an 11 a.m. group that quickly became a strong and effective gathering.

A major initiative in 2025 was the partnership with RightNow Media, providing the congregation with access to more than 25,000 digital Bible studies at no cost. Within three months of launch, 667 accounts were active, demonstrating strong engagement and hunger for continued spiritual growth. Leadership development also expanded with twelve new recruits added in 2025, along with the strengthening of a more efficient leadership pipeline.

Through intentional structure and consistent engagement, Discipleship continues to cultivate spiritual maturity across the life of the church.

MINISTRY REPORTS

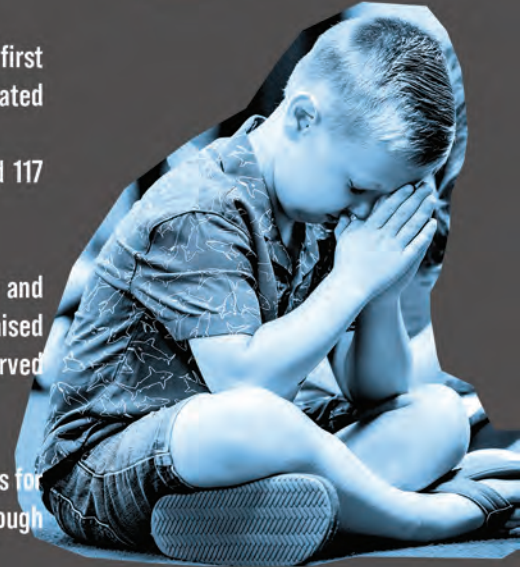
ROCKIDZ

2025 was a landmark year for Rockidz. The upstairs children's area remodel was completed in the first quarter, and on April 3rd, grades 2-6 officially transitioned into the new space. The move created capacity for growth and improved ministry flow.

Throughout the year, overall attendance increased by 20% compared to the previous year, and 117 children made professions of faith in Jesus Christ.

Vacation Bible School, themed Egypt: From the Pit to the Palace, welcomed 320 children nightly and was supported by 131 volunteers. Forty-two children gave their lives to Christ, and \$3,300 was raised for local organizations Options on Main and Together We Foster. The annual Fall Festival also served hundreds of families through booths, activities, and community engagement.

Rockidz concluded the year with its annual Christmas program, continuing to provide opportunities for children to grow in faith and use their gifts for the Lord. All glory to God for what He has done through Rockidz in 2025.



MEDICAL TEAM

This past year was a tremendous blessing for our Health Ministry. Our biggest milestone was hosting our First Annual Community Health and Resource Fair, which featured participation from St. Bernards, NEA Baptist Hospital, NYIT, the Mobile Mammogram Unit, the Hispanic Community of Jonesboro, and many more providers within our community. Their contributions provided valuable screenings, health education, and resources to our members and the wider community. The turnout was strong for our first year, and we look forward to an even greater response next year as we continue to expand this event.

Throughout the year, our Medical Ministry Team has remained dedicated to serving the church by responding to medical needs during services, offering blood pressure checks and wellness support and assisting members with ongoing health concerns. With God's help, we look forward to continued growth and stronger outreach in the year ahead.

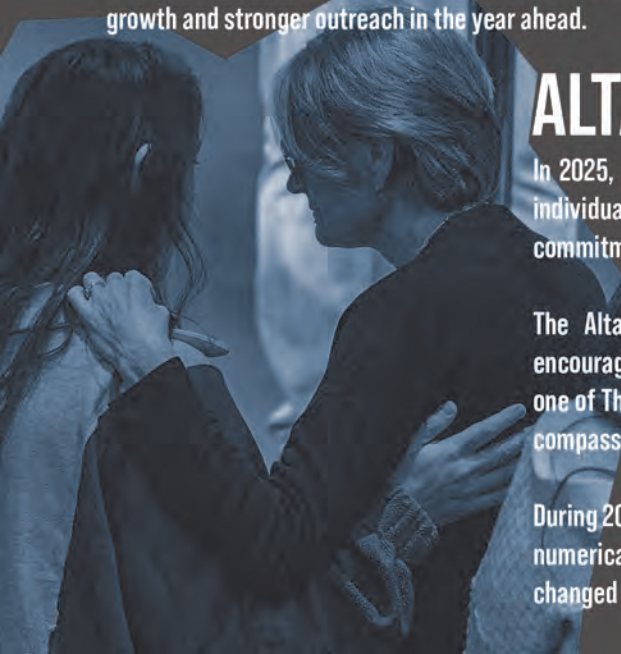


ALTAR TEAM

In 2025, the Altar Team completed its fourth year of service at The Rock. Throughout the year, 147 individuals made decisions to follow Christ, with many others rededicating their lives in renewed commitment.

The Altar Team serves in some of the most sacred moments of ministry, offering prayer, encouragement, and spiritual guidance at the close of each service. Their faithful presence reflects one of The Rock's core values: We Value Every Person. Each response at the altar is treated with care, compassion, and intentional follow-up, recognizing that every story matters deeply to God.

During 2025, the team also strengthened internal processes and training while continuing to grow both numerically and spiritually. The Altar Team remains honored to serve in moments where lives are changed and eternity is impacted.



MINISTRY REPORTS

RECOVERY AT THE ROCK

2025 was a significant year for Recovery at The Rock. Weekly attendance averaged approximately 130 individuals, reflecting consistent engagement and community throughout the year. More than 4,500 meals were prepared and served, and over 400 blue chips were distributed to individuals marking meaningful milestones in their recovery journey as they confronted their hurts, habits, and hang-ups.

Throughout the year, Recovery hosted teaching sessions addressing topics such as codependency, anger, sexual addiction, and other challenging areas, along with powerful testimonies of life change. A dedicated worship team helped cultivate an atmosphere of hope and compassion, while church-based counseling support continued to assist individuals navigating difficult seasons.

Recovery at The Rock remains a ministry centered on biblical truth, restoration, and the assurance that every person is loved by God and valued by this church family. To God be all the glory.

OUTREACH

This past year, Outreach experienced a season of growth and impact as we stepped outside the walls to serve those in need. We served the homeless by distributing 146 Blessing Bags, along with 305 blankets, 54 sleeping bags, and fed around 200 people over five months at local shelters. Our Thanksgiving Outreach was our largest event of the year. Our Disaster Response Team responded to the Dias, AR EF4 Tornado, serving two families through yard clean up and roof tarps. We also responded to the Lake City, AR EF3 tornado, where we served three families and rebuilt two fences.

In addition, our Samaritan's Purse team deployed to St. Louis, MO, and San Angelo, TX. Through Operation Christmas Child, our church packed 300 shoeboxes and helped ship 10,350 shoeboxes from the Northeast Arkansas region to children around the world. With over 75 volunteers serving in Outreach this year, we are grateful for every act of service and excited to continue serving faithfully as we look ahead to what God has in store for 2026.

ROCK STORE

2025 marked a significant transition for The Rock Store with a complete revamp and the launch of Rock Merch. This refreshed approach expanded both the design and purpose of church apparel and branded items.

Throughout the year, more than 2,200 shirts, hats, and bracelets were sold, providing opportunities for adults and children to represent The Rock in everyday life. More importantly, Rock Merch became a meaningful fundraising avenue, supporting various ministries across the church, including Rock Youth's DAY ONE event.

Faithful serve team members made the continued operation and relaunch possible, contributing time and creativity behind the scenes.



MINISTRY REPORTS

TINY ROCKERS NURSERY

In 2025, Tiny Rockers experienced meaningful growth and transition. The ministry relocated into a new space alongside Rockidz, creating greater accessibility and connection for families.

Sunday morning nursery participation steadily increased, averaging approximately 60 individuals each week, including both children and serve team members, and reaching several record-setting Sundays in the fall. On Wednesday nights, with GC attendance booming, an additional classroom was opened to better serve the growing number of children.

The serve team also expanded with five new regular team members, strengthening consistency and care within the nursery. Tiny Rockers continues to provide a safe and nurturing environment where young children are cared for while families engage in the life of the church.



USHERS

In 2025, the Ushers at The Rock continued to serve faithfully and consistently each week. Representing a wide range of backgrounds and life experiences, the team remains unified in its commitment to serving with humility and gladness. Throughout the year, the team intentionally gathered to pray over each offering, asking God to bless it for the advancement of His Kingdom. In alignment with the promises of Scripture, prayers were offered for provision, protection, multiplication, and healing over the church family. Though much of their service takes place behind the scenes, the Ushers play a vital role in creating an atmosphere of order, worship, and Christ-centered focus. Their faithful service reflects the heart of The Rock: to exalt Christ in all things.



ROCK YOUTH

2025 was a significant year for Youth Ministry at The Rock. SEEK Prayer and Worship expanded, including Summer SEEK in July, when 15 to 30 students gathered nearly every weekday for extended times of prayer and worship. Attendance across services, fellowships, worship nights, and Bible studies increased throughout the year.

More importantly, students demonstrated measurable spiritual growth, moving beyond foundational faith toward deeper commitment and active discipleship both inside and outside the church. Teen involvement in serving also grew, with more students stepping into volunteer roles across multiple ministry areas.

The DAY ONE Conference welcomed nearly 300 students and was supported by more than 150 volunteers from across the church. Many students responded to the Gospel, rededicated their faith, experienced spiritual renewal, and sensed a call into ministry. Youth merchandise initiatives also served as effective fundraisers, helping students attend both AXIS Student Conference and DAY ONE.



MINISTRY REPORTS

STORYTELLER PHOTOGRAPHY TEAM

2025 was a strong year for the Storytellers team at The Rock. Throughout the year, a dedicated team of photographers and videographers faithfully used their gifts to capture the story of what Jesus is doing in and through the church.

From warm welcomes in the lobby to powerful moments of salvation and baptism, Storytellers documented the life of the church across every ministry area. Nursery, children's, youth, and adult gatherings were all represented, preserving meaningful moments of worship, connection, and transformation. Through their service, the Storytellers team continues to visually reflect how God is speaking, healing, saving, comforting, and redeeming lives at The Rock.



PARKING LOT CREW

Throughout the year, the Parking Lot team faithfully served during Sunday services and special events such as Easter, while also supporting church-wide activities including Recovery events, Men's Conference gatherings, youth activities, and Day One Conference. The parking lot continues to function as more than a space for vehicles—it serves as the first point of welcome for many who arrive on campus.

The Van Team provided consistent weekly transportation, typically serving three to five individuals and occasionally up to ten. Through dependable service and hospitality, both teams played a vital role in helping people connect with the life of the church.

MEDIA AND PRODUCTION

The Media and Production Team serves faithfully behind the scenes to help every service run with excellence. From managing the running cameras for our livestream to balancing live audio, running lights, and advancing lyrics, they work with precision and focus so that distractions are minimized and worship flows smoothly. Most people never see the countless hours of preparation, troubleshooting, and attention to detail that go into each service, but their consistency makes a visible difference every single week.

Their impact extends far beyond the walls of our building. Because of their dedication, people who are traveling, homebound, serving in other areas, or watching for the very first time online are able to fully engage in worship and the Word. What they do may be behind the scenes, but its reach is multiplied through every screen it touches.



MINISTRY REPORTS

OVERFLOW COFFEE

Overflow completed another full calendar year of ministry in 2025, continuing to serve the church family while generating meaningful support for missions. The busiest day of the year included more than 150 drinks served.

Throughout the year, 5,549 espresso drinks were crafted, totaling 11,098 shots of espresso and approximately 350 pounds of beans. In addition, 700 gallons of milk and significant amounts of syrups and flavorings were used to serve the congregation each week.

As a result of this effort, more than \$20,000 was given to missions. Overflow continues to demonstrate how everyday generosity can overflow from The Rock into ministry around the world.



ROCK MEN'S MINISTRY

In 2025, Men's Ministry at The Rock was defined by two key strengths: consistent monthly breakfasts and the launch of the first-ever Men's Conference. Each month, men gathered for a Saturday morning breakfast, creating a steady rhythm of fellowship, encouragement, and worship. These gatherings have become a foundational space for connection, accountability, and spiritual growth within the church.

A major milestone this year was our first ever Men's Conference, which welcomed more than 200 men for a focused weekend of worship, teaching, and challenge. The strong attendance reflected a growing hunger for leadership, discipleship, and Christ-centered manhood.



LADIES JOY CLUB

Ladies Joy Club continued to flourish in 2025 following its merger with Women's Ministry, strengthening and unifying the community of women at The Rock. Throughout the year, 12 Joy Club gatherings were hosted, along with two well-attended brunch events. A highlight of the year was the largest event in the ministry's seven-year history, as 91 women gathered for Friendsgiving. Joy Club also played a meaningful role in the success of the Women's Conference held in May.

The serve team expanded to 15 dedicated women, including 10 new team members who stepped into leadership and service. Through each gathering, Ladies Joy Club has continued to create space for Christ-centered connection, encouragement, and joyful fellowship.



MINISTRY REPORTS

MEMBERSHIP & MORE

2025 was truly a remarkable year for Membership and More! We maintained consistent classes throughout the year and joyfully welcomed 126 new members into The Rock Church family. Membership is never about simply checking a box — it is about stepping into commitment, community, and shared mission. Each class represents people choosing to put down roots, grow in their faith, and take ownership in the life of the church.

Our small but dedicated team grew even closer as we served together. What a joy it was to welcome individuals and families who are not just attending, but truly calling The Rock their home.

GATEKEEPER SAFETY

In 2025, The Rock operated with 23 trained Gatekeepers serving across weekly services. An average of 10 to 12 Gatekeepers served each service, contributing approximately 1,872 volunteer hours throughout the year.

All Gatekeepers completed range qualification comparable to law enforcement standards and participate in ongoing training to maintain readiness. Security improvements expanded in 2025, including increased camera coverage throughout the facility and the installation of additional controlled-access entry points. Additional individuals have already been identified to join the Gatekeepers team in 2026, ensuring continued growth and preparedness.

RUTH CONNECTION- WIDOWS MINISTRY

Our Ruth Connection group has grown in 2025, as we have welcomed new ladies to our group. We have had many wonderful times of fellowship together this year. We were blessed to have our 1st ever retreat at Branson in October. We got to see David at Sight and Sound theater. We had lots of fun, great food and conversation at our house. We look forward to more retreats in the future.

November 22 of this year marked the 10 year Anniversary of our Ruth Connection group. These years have given us friendships and memories we will cherish forever.

LADIES MINISTRY

Women's Ministry at The Rock experienced a strong and fruitful year in 2025. Throughout the year, women deepened their faith and grew spiritually through consistent Bible study, prayer, and shared testimony. Stories of answered prayer and life change were evident across gatherings.

2025 marked the first-ever Women's Conference, welcoming more than 200 women for a powerful time of worship, teaching, and encouragement. Meaningful friendships and mutual support continued to grow through fellowship events, group activities, and shared devotion.





Major Events

DAY ONE YOUTH CONFERENCE

VACATION BIBLE SCHOOL

MEN'S AND WOMEN'S CONFERENCES

MISSION TRIPS





2026

STRENGTH
THROUGH PURPOSE

DEEPER
THROUGH RELATIONSHIP

PEACE
THROUGH PRESENCE

VISION



THE
ROCK
of Northeast Arkansas