



# YEARTEN ANNUAL REPORT

JAN 2025 - DEC 2025



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Hope City Family,

As I look back on 2025, one phrase captures it best:

**God opened doors—and His people walked through them.**

This year truly was *The Year of the Open Door*. Doors opened to hearts and families. Doors opened to children discovering faith. Doors opened to men behind prison walls encountering freedom. Doors opened to new beginnings through baptism, to healing through discipleship, and to hope in places many would never think to look.

And what humbles me most is this—you didn't hesitate. You stepped through those doors with faith, generosity, and love.

Because of that obedience, lives were changed forever.

In 2025, men and women said yes to Jesus for the first time. Hundreds returned home to Him. And **256 people boldly went public with their faith through baptism**—declaring that the old was gone and new life had begun. Every baptism told a story of surrender, courage, and resurrection life. Those waters never get old to us, because heaven never gets tired of celebrating.

We also saw God move powerfully among the next generation. This year, **more than 10,700 children passed through Kids City**, learning Scripture, being prayed over, and discovering that church is a place where they are known and loved. **Sixty-nine families stood together in child dedication**, committing to raise their children to know Jesus. Seeds were planted this year that will bear fruit for decades to come.

And then there were the doors God opened **behind bars**.

At our Anamosa campus, men gathered week after week to worship, grow, serve, and lead. They didn't just attend church—they became the church. Men gave their lives to Christ, were baptized, completed Growth Track, joined Grow Teams, and formed Missional Communities. In a place defined by confinement, God unleashed freedom. It remains one of the clearest and most sacred pictures of the Gospel I've ever witnessed.

We saw the church gathered—and the church sent.

On Sundays, we worshipped together across campuses with an average of **1,659 people in person each week**, a significant step forward from **1,245 in 2024**. Beyond the room, tens of thousands more joined us through television, online services, social platforms, and the Hope City App. Through sanctuaries, screens, and cell blocks alike, the Gospel reached hearts that were wide open.

Throughout the week, Hope City showed up. Meals were served. Pantries were filled. Schools were supported. Teachers were encouraged. Families were cared for. Prison reentry was resourced. Communities were loved. Compassion met action, and faith went to work.

And while the numbers in this report matter, they point to something far greater—stories. Stories of children finding faith. Stories of prisoners finding freedom. Stories of believers stepping into the waters of baptism with bold joy. Stories of God doing what only He can do.

This year also marked a season of stewardship. Through faithful giving and wise leadership, Hope City continued to invest in people, ministry, facilities, and future leaders—navigating growth and unexpected challenges with integrity and prayer. Every dollar was stewarded with purpose. Every sacrifice mattered.

As Angela and I reflect on this year, our hearts are full—full of gratitude for what God has done and full of faith for what lies ahead. Scripture reminds us that when God opens a door, no one can shut it. But it also reminds us that we must choose to walk through it—and then faithfully build on the other side.

That's why as we step into a new year, our focus is clear.

**2026 is the year to Take Ground.**

To deepen discipleship.

To strengthen families.

To raise leaders.

To expand our reach.

To occupy the ground God has entrusted to us with faith, unity, and bold obedience.

Church, thank you for being a people who walk through doors—and then take ground together.

As you read this report—these numbers, these stories, this impact—our prayer is that you would rejoice in what God has done, recognize the role you've played, and feel stirred with fresh faith for what's next.

The mission hasn't changed.

The doors are still opening.

And the best is yet to come.

With love, gratitude, and great expectation,

**Pastors Quovadis & Angela Marshall**

Lead Pastors, Hope City Church



2025 - Year of the Open Door  
2026 - "Take Ground"



# NUMBERS

EVERY NUMBER HAS A NAME,  
EVERY NAME HAS A STORY,  
AND EVERY STORY MATTERS TO GOD.



# KNOW GOD THROUGH WEEKEND SERVICES

# 1,659

Average Weekly in-person attendance

## GROW TEAMERS

People serving on grow teams

# 653

## MISSIONAL COMMUNITIES

Small groups

# 134

## GROWTH TRACK

People who participated in a class

# 100

*While I was at the women's facility, I started attending Hope City Church at the High Street campus so I could meet my mom and my son there. Everyone there was so welcoming and so kind from the moment I walked in the door. They did not make me feel like a worthless felon who had lost custody of her child and was struggling with addiction. I continued to attend Hope City Church and have been attending regularly for the last 5 to 6 years. I also now co-lead a group that helps women who are from the facility or from all over who also struggle with addictions and the hardships of life. We help straighten their crown and remind them whose they are and who they are! My mom also goes to Hope City regularly and is involved in a couple different missional communities and serves on a couple different grow teams. In Genesis 50:20 it says you intended to harm me, but God intended it for good to accomplish what is now being done, the saving of many lives. Had I not gotten into trouble with the law and ended up at the Waterloo Women's Center for Change, I wouldn't have gone to Hope City Church, and because I did, God and Hope City Church have saved my life! - Marisa Lapman*



FREEDOM PARTICIPANTS

80

FREEDOM LEADERS

23

CONFERENCE ATTENDEES

100



SIGN UP FOR  
FREEDOM



## WATCH FREEDOM STORIES FROM 2025

FREEDOM is a 13-week small group designed to help you walk in the victorious, abundant life Jesus came to give. All Freedom participants are then invited to the Freedom Conference for powerful moments of declaration and prayer.





# HOPE CITY TV & ONLINE IMPACT

**15,568**  
CHURCH ONLINE  
TOTAL ATTENDANCE

**35**  
CHURCH ONLINE  
SALVATIONS

**125,542**  
YOUTUBE  
VIEWS

**614**  
YOUTUBE  
SUBSCRIBERS

**49,561**  
INSTAGRAM REACH

**1.8M**  
FACEBOOK VIEWS

**5,705**  
HOPE CITY TV  
AVERAGE WEEKLY  
VIEWERSHIP



*Since I was a child, God has always been a huge part of my family. I was always told about God and forced to go to church and didn't really understand the whole idea of who God really was in my life. At the tender age of 11 years old, I lost my mom and I remember saying a long prayer the night after my mom's accident. I can't remember the details of the prayer, but I do remember asking God to cover my family.*

*Fast forward to 2024, I was really under the impression that God had forgotten me. He wasn't hearing my prayers, he didn't hear my heart, and I felt so alone in every aspect of life. I thought happiness was a distant gift I would never receive. I was on drugs, with three children, and I just knew there was no hope for me. I started talking to my parents a lot more since I left home. My dad mentioned a church he was watching on TV, and he really enjoyed it and felt like I would benefit from watching and eventually going.*

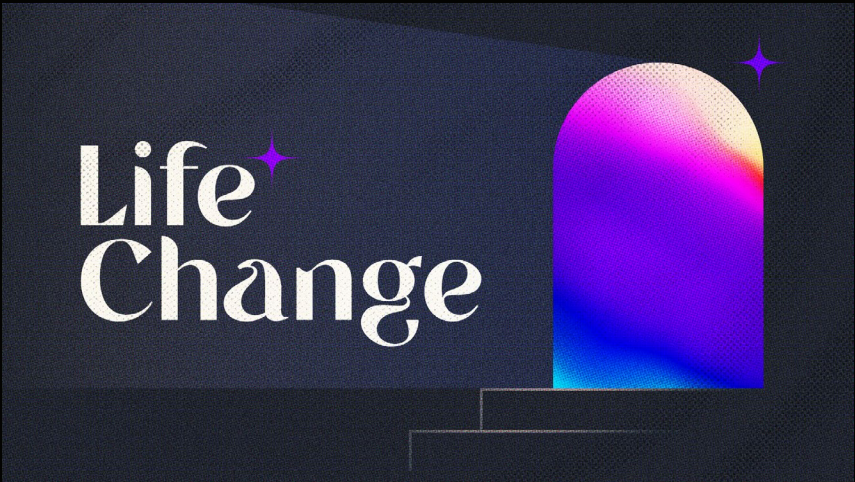
*So I did... I don't think I've ever felt that I mattered more to someone through a screen than I felt the first Sunday I watched Pastor Q on TV. Eventually, I gave my life back to Christ while feeling the love from my distant family at Hope City. Then came my family's first Sunday at Hope City, and I was overwhelmed with warmth, love, and acceptance I hadn't felt in a very long time. I just want to say that Hope City has touched my heart in more ways than one. Not only have I felt that love, but my kids have as well, and we couldn't be happier to have joined a plethora of God's people and a place that feels like home. - **Jasmyn Bird***



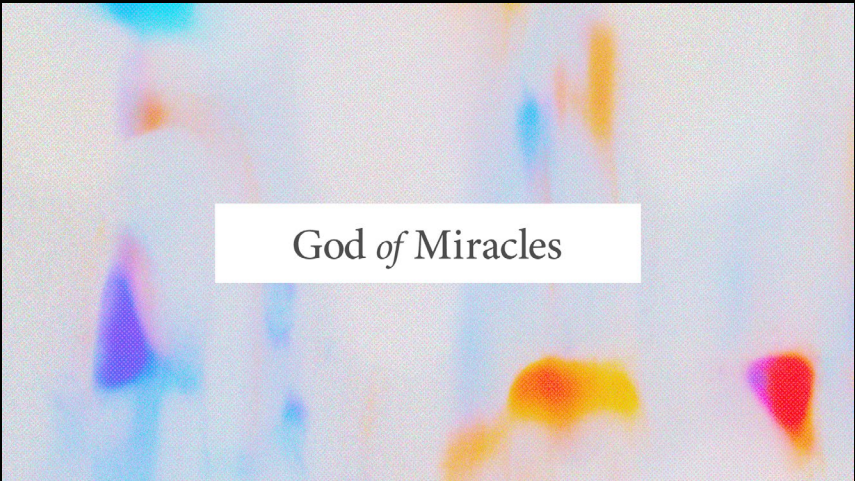
# Top 3 Most Watched Messages



WORSHIP IS WHAT WE DO.



BELIEVING FOR A CHANGE.



GETTING REAL TO HEAL.

# HOPE CITY APP

6,091  
MEDIA PLAYS

2,167  
APP DOWNLOADS

61,500  
APP LAUNCHES

469,708  
APP IMPRESSIONS





# FUTURE

97

WEEKLY AVERAGE ATTENDANCE

110

UNIQUE FIRST-TIME STUDENTS

12

YOUTH BAPTIZED





# KIDS CITY

10,704

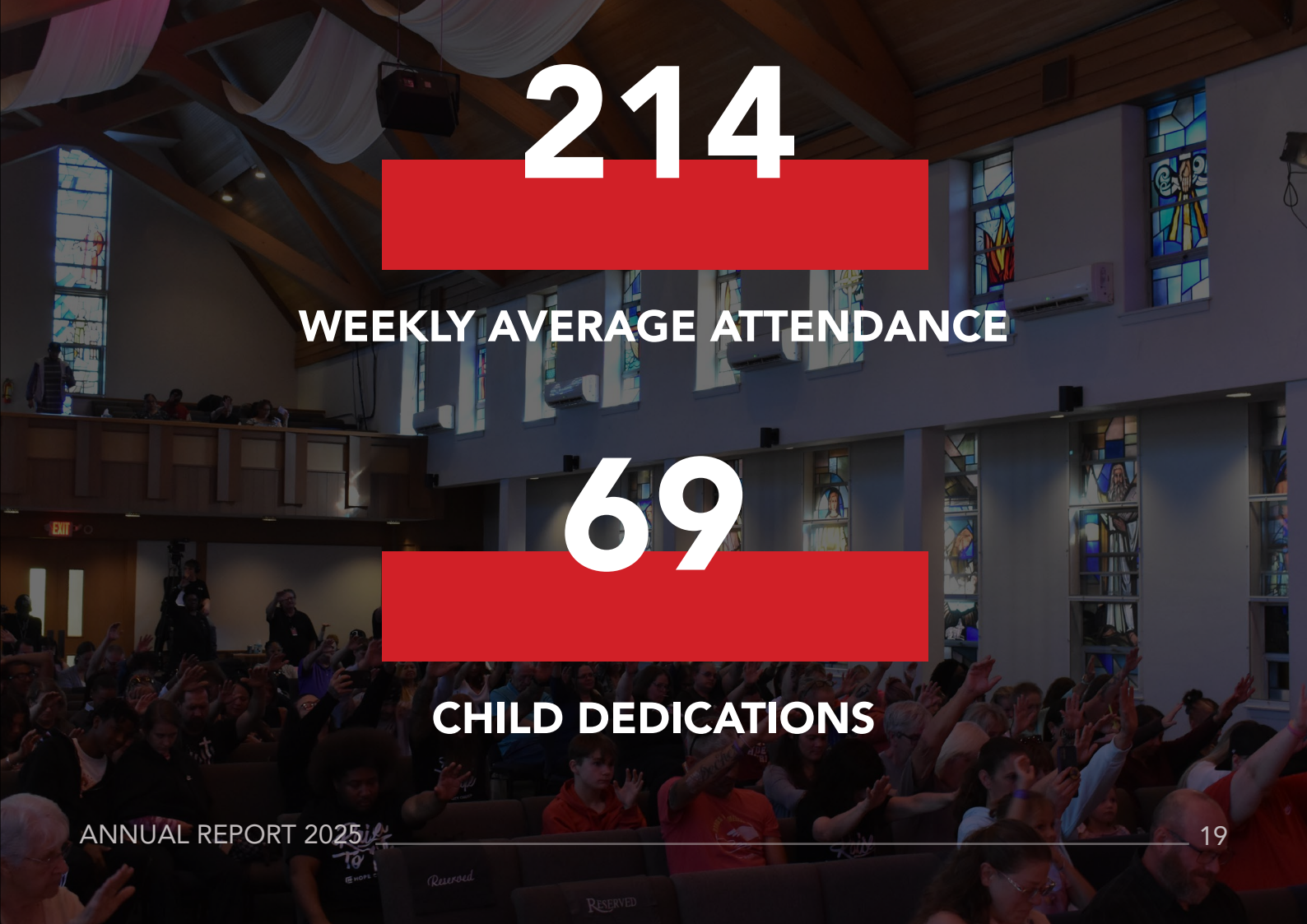
TOTAL ATTENDANCE

214

WEEKLY AVERAGE ATTENDANCE

69

CHILD DEDICATIONS







# SUMMER BLAST 167



BAPTISMS

256

RAISED TO LIFE

Bye Bye, Old Life  
Hello, New Life!

77

Waterloo campus

149

Cedar Falls campus

30

Anamosa campus  
(Prison Ministry)



**EASTER**  
**ATTENDANCE**  
**3,446**



**CHRISTMAS**  
**ATTENDANCE**  
**3,895**



# MARRIAGE CONFERENCE 211



# WOMEN'S CONFERENCE 212



# FORGE ONE DAY GATHERING 118







# 10 YEAR ANNIVERSARY

# 1,946





# Legacy

## Missions, Leadership and Projects



# Dream Center - Waterloo

INDIVIDUALS WHO SERVED

545

OUTREACHES

370

COMMUNITY MEALS SERVED

2,778

FOOD PANTRY GIVEAWAY

64,235lbs

During the government shutdown, the pantry served 15,708lbs for the excess of people who lost their food stamps.

# Outreach - CF

INDIVIDUALS WHO SERVED

37

OUTREACHES

9



Local outreach and Dream Center partners include the Waterloo schools, Love INC, Habitat for Humanity, House of Hope, Hospitality House, Alternatives, One City, Queen of Peace, Good Shepherd Lutheran Church, Prison Fellowship, Cedar Falls/Janesville Schools, Center of Attention, UNI Womens Basketball, UNI Football, Cedar Valley Angels, and Northeast Iowa Foodbank.



# Prison Ministry - Anamosa



*This summer, I've had the privilege of serving as a Communications Outreach Intern at Hope City Church. Recently, I visited our campus inside Anamosa State Penitentiary, and I honestly wasn't prepared for how deeply it would impact me. Walking in, I expected heaviness. What I encountered instead was gratitude, passion, and a community of men fully alive in their faith. They welcomed us with open hearts—but the truth is, they don't need us to bring church to them. They are the church. From greeters, to welcome center grow teamers to rally leaders and prayer warriors, they do everything we do at our "normal" campuses. They're even scheduled in Planning Center weekly—something I never knew!*

*What moved me the most was worship. I used to picture incarcerated men as tough and emotionless—but that idea was shattered when I saw them lifting their arms high in surrender, praying over one another, and singing with a freedom that can't be locked up.*

*One man was set to be released in 48 hours, and as they laid hands on him and prayed, it was impossible not to feel the weight of what God was doing in that room. I even caught a glimpse of the guard tapping his toes during worship. The presence of God wasn't just there—it was undeniable.*

*As someone who spends time behind the scenes at our Waterloo and Cedar Falls campuses, I often focus on making things look and sound great—crafting the perfect video, tweaking lighting, making sure the livestream is seamless. But this visit reminded me: Church isn't about the production. It's not a show. It's sacred. It's about entering the house of God not to impress, but to be transformed. Not to be seen, but to see Him. Worship doesn't need a stage—it just needs a heart willing to meet Jesus. That's what I saw at Anamosa, and it's a reminder I'll carry with me long after this internship ends. - Morgan Price*

AVERAGE WEEKLY SERVICE ATTENDANCE

82

BAPTISMS

30

COMPLETED GROWTH TRACK

56

PARTICIPATED IN SMALL GROUPS

210

The Dream Center programming includes our prison ministry at Anamosa State Penitentiary, offering worship experiences and discipleship. Reentry support happens locally at our Waterloo campus, helping men successfully transition back into the community.





# Serve The City

PEOPLE WHO SERVED

453

OUTREACHES IN 1 DAY

57

HOURS OF SERVICE IN 1 DAY

1,812

AGENCIES SERVED

20

Serve the City is our annual church-wide outreach day where we come together to make a difference in our communities. With both our Waterloo and Cedar Falls campuses involved, we step out to serve, love, and bring hope through various local projects.



## OUR REACH IS GLOBAL

Through your generosity, prayers and time, we are reaching people across the world with the message, truth, and compassion of Jesus.

## GLOBAL PARTNERSHIPS

We're grateful for our global partnerships that allow us to bring hope, resources, and the message of Jesus around the world. Through ministries like Vapor Ministries, FIRM (Israel), Children's Cup, and Voice of the Martyrs, we support both relief efforts and long-term discipleship. We also actively partner with and support missionaries serving in Botswana (Jake & Vanessa Johnson), Ignite Europe (Shawn & Tanja Brann), Mexico (David & Lolita), Making Jesus Known (David Ursin), and Mason Smith (Storyline), along with ongoing mission trips to Mexico. Together, these partnerships are making a global impact—meeting real needs and sharing lasting hope. (Learn more about Vapor Ministries' impact in their 2025 Annual Report.)

- Haiti
- Mazatlan Mexico
- Switzerland
- Botswana
- Kenya
- Israel
- Ukraine
- Indonesia





# NATIONAL PARTNERS

## ARC

As a church that partners with ARC, we are celebrating the incredible impact of church planting around the world! Thanks to your prayers, generosity, and partnership, 55 new churches were launched in 2025, bringing the total number of ARC churches to an amazing 1,187. On launch days alone, 20,479 people attended, and most importantly, 1,626 made the life-changing decision to follow Jesus. Together, we are making a difference and seeing the Kingdom of God expand in powerful ways! To see more of what God is doing through ARC, check out [arcchurches.com/2025-year-in-review](https://arcchurches.com/2025-year-in-review).

## Highlands College

Hope City Church is proud to partner with Highlands College in raising up the next generation of church leaders. In 2025, We sent two of our students and invested a total of \$10,000.

## Prison Fellowship

As national partners with Prison Fellowship, we're honored to support restorative programs, education, and outreach—including Angel Tree. In 2025, we served 116 families, 264 children, and delivered 528 gifts, bringing hope, healing, and restoration to families impacted by incarceration. To learn more, view Prison Fellowship's annual report at <https://www.prisonfellowship.org/resources/financials/>

We're also honored to partner nationally with organizations like Convoy of Hope, the LA Dream Center, and others—working together to provide practical help, hope, and restoration to communities locally and globally.



Highlands College  
LEADERSHIP INSTITUTE



PRISON  
FELLOWSHIP



# RAISING UP LEADERS

# 10

## SUMMER INTERNS



Pictured above starting from the top left: Alana Comer, Ava Hurley, Noelle West-Brinker, Alex Kimmins, Valerie Schoonover, Tami Blackledge, Anniesha Hawthorne, Morgan Price, Savannah Wright. Pictured on the right : Kaylan Taylor.

*I just wanted to take some time to say thank you, to everyone, door-to-door who serve and lead here. Thank you for all that you have done in my life in the 15 months that I have been a part of this family!! There has been so much that this place has given me.*

*I started out with a grey shirt from the Welcome Center. And it was life-changing. I knew I didn't want to do life alone anymore and I felt welcomed and safe from the first moment of walking through the doors. After 38 years of believing but not knowing Christ, I was lead to Hope City because of the presence you had in the community that even a recluse like me had seen over the years.*

*Then I got a Greeter's Badge! At first I thought it was crazy that an introvert like me would sign up as a greeter for my very first Grow Team. Turns out a lot of us greeters are the same way. I wanted people to feel as welcomed as I did on my first day and I figured that was the best place for me.*

*Then I got a red Serve the City t-shirt. 2024 Serve the City. And it was life-changing. I saw people coming together as a church family to go out like a sea of red t-shirts to love on our community and I felt so blessed to be a part of that. Yeah...this was the community I was searching for, FOR SURE.*

*Then I joined a Freedom MC. Summer Semester 2024 And it was life-changing. I didn't know that God wanted a relationship with me more than anything else. And that he wanted that relationship forever and THAT is why he sent his Son to die for us to seal the deal. How is that not what everyone talks about all day long?!! I could go on and on about the Freedom Conference in Ottumwa, but I really am trying to keep this some what brief, which is hard to do with all this transformation going on here.*

*Then I joined Phase One of Ultimate Journey this last Fall. And it was life-changing. I learned about all why building that relationship God wants was hard for me. I processed through emotional pain that 10 years of paid therapy couldn't even touch. I understanding now that being free from past hurt makes it possible to allow Jesus into my heart. And I have made such deep connections with people that I wouldn't have had the chance to know otherwise and I feel so blessed by that. I cannot wait to finish Phase 2 & 3 because how, HOW can there be even more??*

*Then I got a Black T-shirt when I was raised to life again May 25th, 2025. It was beyond life-changing. I honestly made up my mind at the Freedom Conference that I wanted to be baptized and Ultimate Journey gave me the strength to do it. My favorite verse to date, Psalm 68:6. God really does set the lonely in families, Hope City became mine, and he had lead this prisoner of addiction out singing.*

*And then I got my last Red Shirt, picture day for Summer Interns And it was life-changing. Being a Summer intern has been the biggest blessing in my life since getting sober almost three years ago. I got a tour of the awesome power ministry has in every layer of life. I will never forget Kid City Summer Blast and the impact of children's ministry. I appreciate the heart and soul that goes into worship-how much of themselves they give to lead in praise of Jesus. And how much dedication and fire the production team has who are the heartbeat of the message for people who can't come through the doors and for the people who still need to. Being a part of Serve the City in such a big way, the event that had just changed my life a year before meant everything to me! That's what I signed up for from day one.*

*I am blessed beyond words to have been taught and lead and prayed over by the leaders here and I think it is still taking me time to process how much this summer has changed me, healed me, encouraged me, and made me grow as a person and a follower of Christ.*

*To everyone that has come into my life in the last 15 months, for all Hope City has given me, and for all that the things I have learned in the last year...THANK YOU!! I pray that the next 10 years don't stop being life-changing for me and for every member of this family, all for the Glory of Jesus.*

*Forever blessed, ~Kaylan Taylor*







# FINANCIALS



It is more blessed to give than to receive and it is impossible to out-give God.





# OPERATIONAL BUDGET

Ministry Operations	\$662,388	Capital Reserves, Savings, Administration, Accounting, Children's Ministry, Student Ministry, Marketing & Communications, Events, Leadership Development, Growth Track, Missional Communities, Weekend Worship Experience (Print Materials), Worship & Production
26.11%		
Staffing	\$906,112	PT/FT Salaries + Benefits for Pastoral and Non-Pastoral Staff <i>National Average of Staffing expenses is 40%-50%</i>
35.72%		
Facilities	\$536,367	Facilities Upkeep and Maintenance, Debt Payoff on Equipment, Mortgage, Utilities
21.14%		
Legacy	\$344,422	Local, National & Global Outreach, Strategic Partnership, Benevolence & Care Ministry, Global Missions Team, Missionary Support, Leadership Training & Interns, Church Planting (ARC), Growth and Expansion and Projects
13.58%		
Projects	\$87,480	Projects – This category encompasses strategic initiatives and facility improvements that enhance the church's ability to serve its congregation and community. It includes funding for new construction, renovations, technology upgrades, outreach expansions, and other mission-driven projects that align with Hope City Church's vision. These investments ensure long-term sustainability, growth, and the continued impact of our ministries.
3.45%		

# TOTAL REVENUE BREAKDOWN 2024













[www.myhopecity.net](http://www.myhopecity.net)