



JH REACH

SEEDS  
OF HOPE

2020 IMPACT REPORT

# TABLE OF CONTENTS

JH REACH OVERVIEW	5
2020 RECAP	6
EMPLOYEE REACH	8
Employee Reach Funnel	10
Employee Care	11
Employee Reach	12
OUTREACH	14
Local Outreach	17
Hope Outbreak Campaign	18
Hope for the Holidays	20
Transformative Leadership	22
Varsity Leadership Academy	26
Hope Field	28
GIVING TO THE KINGDOM	30
Giving Summary	32
Partner Organizations	34
Word of God	36
Next Gen	38
Local Church	40

In an unprecedented year, in the middle of a global pandemic, national division, and local challenges, we were able to sow more **Seeds of Hope** than ever before. We thank God for His faithfulness and for every one of our employees, customers, and partners who made that possible. May these **Seeds of Hope** continue to grow, spread, and bear fruit that would last and remain to bring glory to Christ and declare His love to a broken world.



**“YOU DIDN’T CHOOSE ME, REMEMBER; I CHOSE YOU, AND PUT YOU IN THE WORLD TO BEAR FRUIT, FRUIT THAT WON’T SPOIL. AS FRUIT BEARERS, WHATEVER YOU ASK THE FATHER IN RELATION TO ME, HE GIVE YOU.” BUT REMEMBER THE ROOT COMMAND: LOVE ONE ANOTHER.**

JOHN 15:16-17

# REACHING PEOPLE FOR CHRIST and GIVING TO THE KINGDOM



## JH Reach Overview

JH REACH IS A MINISTRY OF THE JH FAMILY OF COMPANIES

Our Purpose:

*“Reach People for Christ and Give to the Kingdom.”*

Our Core Values:

**GENEROUS LOVE • 2ND MILE SERVICE • RELENTLESS  
PURSUIT OF EXCELLENCE • HONEST COMMUNICATION**

JH Reach focuses on 3 main areas of ministry:

- First on our employees and their families within our companies
- Second to the local communities that we work and live in
- Third to our communities around the world through our global partnerships

In addition to our employee, local, and global reach, JH Reach also aims to inspire and equip other leaders in the marketplace to hear God’s voice and live out their faith in obedience to reach others for Christ.

The impact of JH Reach is not just the founders’ John and Tracy Houston’s heart and vision, or one department’s focus, but it’s truly the collaboration of every company, department, employee and many partners working together to display the love of Jesus within our companies, our community, and to people around the world.

### *REACH*

/RĒCH/ NOUN

*An act of reaching out in order to impact others with a range of influence and impact.*

# 2020 Recap

## SEEDS OF HOPE

Throughout the year of 2020 we all faced seeds of fear. Fear that came in so many ways especially through a new virus called COVID-19. We faced racial and political divisions throughout the world, but here at the JH Family of Companies we decided to not allow the seed of fear to spread in our hearts and company, so instead, we were intentional to plant seeds of Hope.

We sowed Hope in new and innovative ways to our staff, responded to felt needs in our community, and helped to start new ministries and fund the Gospel being spread in new places across the world.



### Highlights

- 
**Built schools in Burundi and Lebanon** serving youth and their families that wouldn't have access to Christian education.
- 
**Launched the Varsity Leadership Academy** empowering high school juniors and seniors to lead with Biblically based values to their peers in difficult times.
- 
**We helped fund microfinance loans for 68 families** in Central America to keep their small businesses going and impact their community in Central America.
- 
**Our employees raised over \$40,000 for 12 organizations** during our Hope Outbreak Campaign.
- 
**We were able to partner with Venture to provide Safe Housing for girls rescued out of sex-trafficking.**
- 
**Built the first-ever Hope Field in Tulsa, OK** that will be used to reach thousands of youth for generations to come.
- 
**We helped reach over 1.8 million youth and children around the world to receive access to God's word** through our partner One Hope.

## Seeds of Hope SOWN THROUGHOUT DALLAS—FORT WORTH

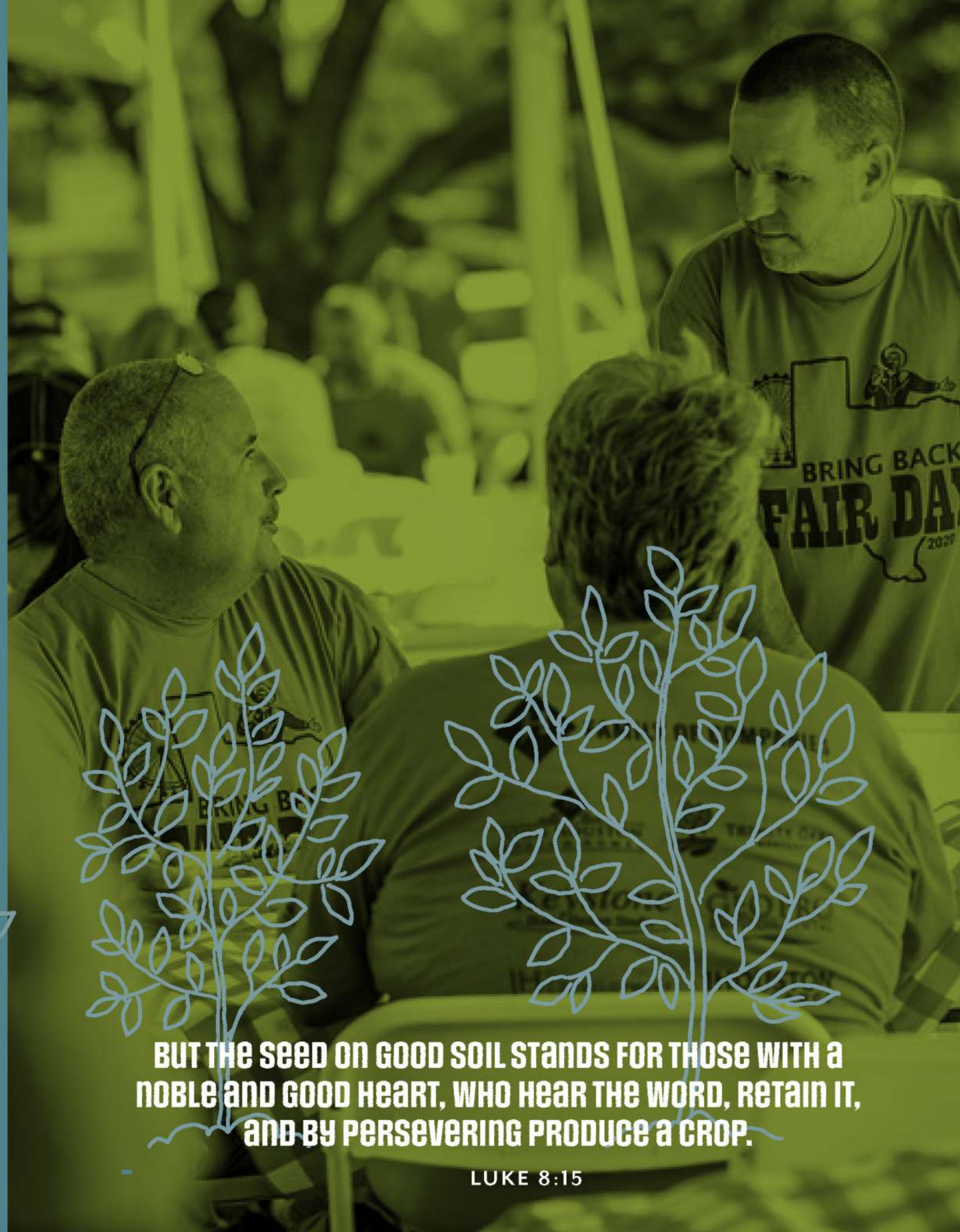


## AND ACROSS THE WORLD



# EMPLOYEE REACH

*We always want to impact communities locally and around the world, but especially this year, we made it a priority to first reach in and love our employees and their families well.*

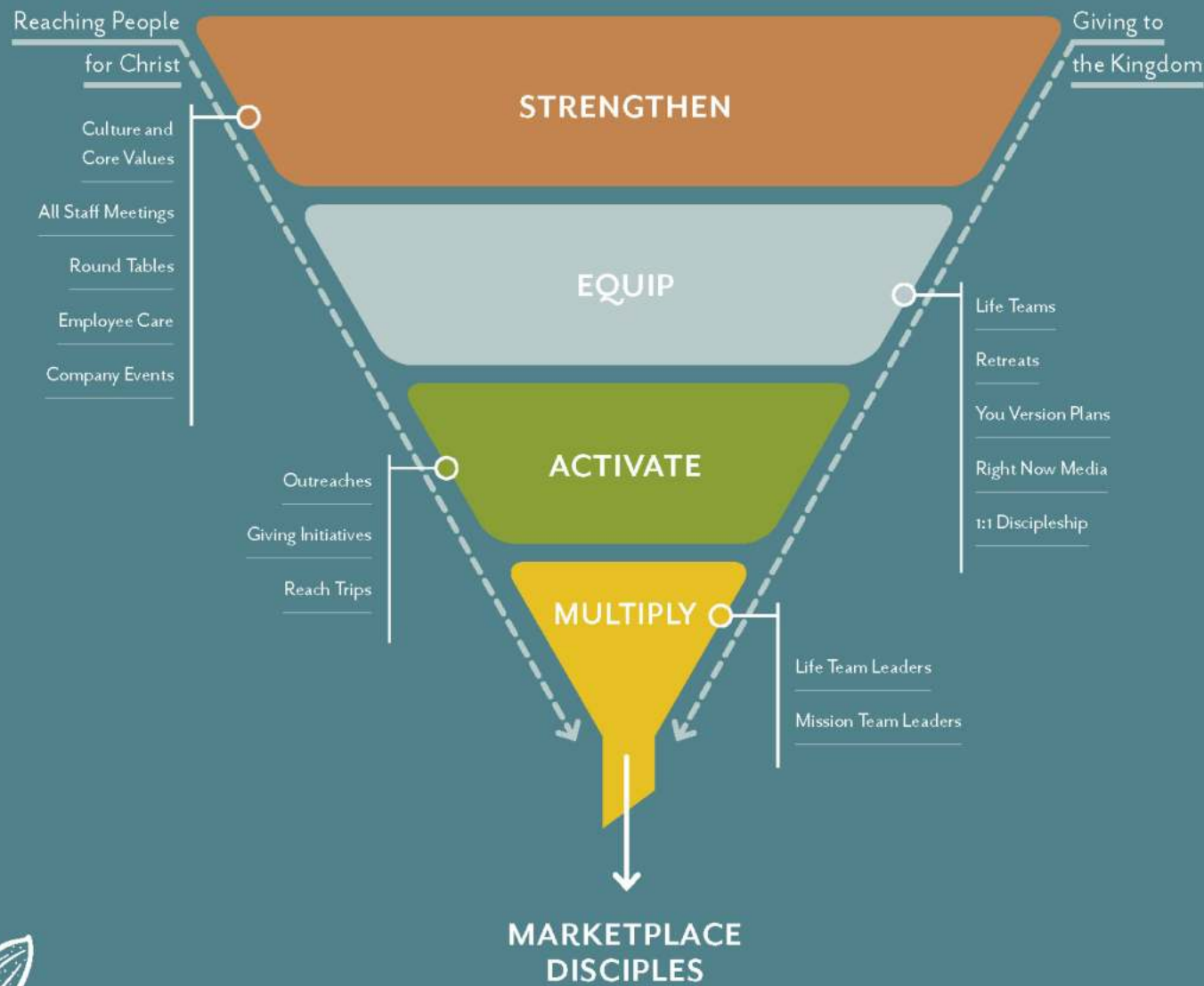


**BUT THE SEED ON GOOD SOIL STANDS FOR THOSE WITH A NOBLE AND GOOD HEART, WHO HEAR THE WORD, RETAIN IT, AND BY PERSEVERING PRODUCE A CROP.**

LUKE 8:15



# Employee Reach Funnel



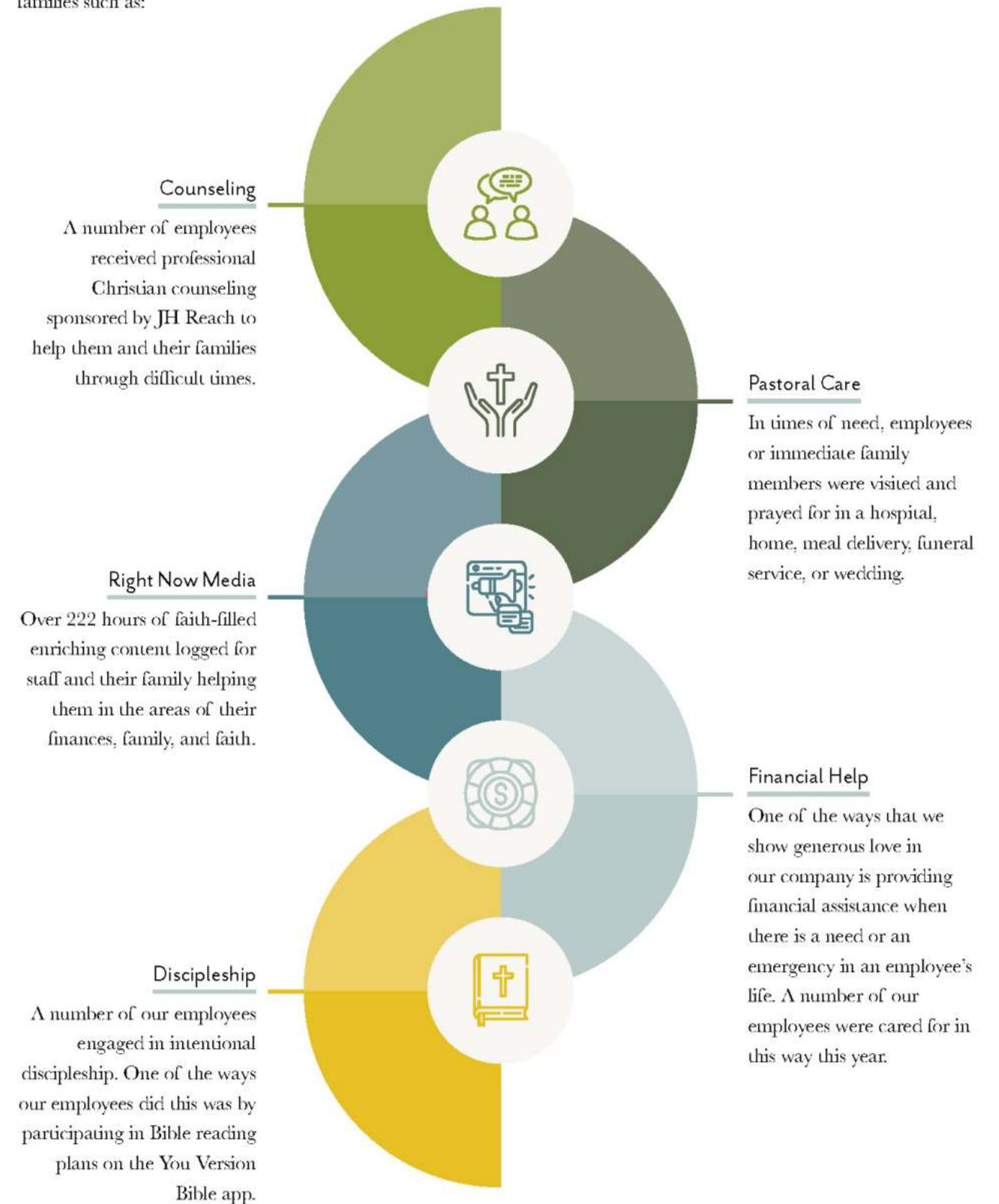
**THEREFORE, GO AND MAKE DISCIPLES OF ALL NATIONS...**

MATTHEW 28:19



# Employee Care

We wanted to make sure that our employees came to work expecting hope and felt it through the light and love of Christ and that they knew they were our first priority. We were intentional to encourage and spread seeds of hope to them in creative ways throughout the year. For Employee Care, we offered several resources to strengthen our employees and their families such as:





# Employee Reach

Our employees are our greatest asset, and so it is our joy to live life with them and our privilege to serve them and their families.



## TRANSFORMATIVE ROUNDTABLES

Transformative Leadership is a simple tool to help our employees grow in leadership and values, to increase awareness in our workplace, unify our teams, and for our employees to win at work and home.

**ALL OF OUR EMPLOYEES (190+) PARTICIPATED** in Transformative Roundtables in October.



## LIFE TEAMS

We had over **100 COMBINED PARTICIPANTS** involved in our **3 DIFFERENT LIFE TEAM SERIES** this year to help them grow in community and strengthen their faith.



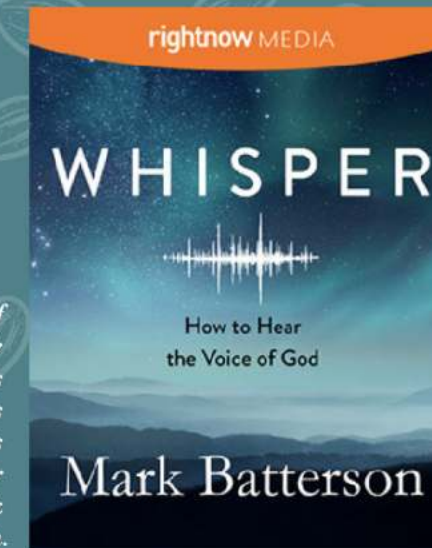
## MARRIAGE RETREAT

**13 COUPLES PARTICIPATED** in Another Level Blessed Marriage Retreat at Horseshoe Bay Resort hosted by "The Marriage Minute."



## ARISE FITNESS & NUTRITION

**OVER 20 EMPLOYEES PARTICIPATED** in ARISE: a fitness and nutrition program led by certified professional trainer and JH Development employee, Wes Dorough. We believe in investing in our employees' heart, soul, and body.



One of our Life Teams series was Whisper by Mark Batterson.



*Alexis and Anthony Gutierrez at the Marriage Retreat.*



## TRANSFORMATIVE LEADERSHIP



*Our ARISE team at one of their weekly workouts.*



# OUTREACH

*JH Reach partners with local community leaders and organizations to restore and bring hope to individuals, families, and communities where we work and serve.*

We believe that the Kingdom of God moves at the speed of relationships, so unity and collaboration is key to our strategy of seeing lives changed in our community. Though our local reach looked a little different this year, we still wanted to support our partners and their communities, whether it was financial or relational. Our employees are active in making a difference in our backyard by:

- serving and volunteering in our community, like being a mentor to at-risk youth
- serving on boards of non-profits
- using their skills and resources

Through outreaches our employees can grow through community, prayer, experience, and grow their service and love.

**AND LET US NOT GROW WEARY OF DOING GOOD, FOR IN DUE SEASON WE WILL REAP, IF WE DO NOT GIVE UP.**

GALATIANS 6:9





# Local Outreach

We partner and collaborate with a number of organizations in the communities surrounding DFW. We are honored to partner and serve alongside these amazing outreaches with the mission to **Reach People for Christ**.

## COMMUNITY PARTNERS IN DFW AND WACO



## HIGHLIGHT: MENTORS CARE



Mentors Care is an organization that connects at-risk high school students with adult volunteers to mentor students towards graduation and meaningful life.

**14** employees volunteer to be a weekly mentor, including 1 employee now serves as a board member for this organization

**1,300** students considered "at-risk" have greatly benefited from this life-changing service

*Wes Dorough, in JH Development, meets weekly and mentors a student at Red Oak High school.*

300 Students  
Across Six Schools  
in Ellis County:



of Seniors graduated



earned more/held credit



improved attendance



# HOPE OUTBREAK

## #HOPEOUTBREAK

Our employees and vendors made the Hope Outbreak Campaign one of the strongest employee engagements giving campaigns JH Reach has done, all while in the midst of a pandemic.



\$43,830

amount our employees raised



64

employees gave to the campaign



6

vendors gave to the campaign

Local and global organizations sowed seeds of hope into our community and those in need around the world. Organizations like **Bridges Safehouse** who are bringing aid to single mothers, **Mission Waco** who are providing food and shelter to the homeless, and **Venture** who are bringing safety, food, education, and so much more to the vulnerable and unreached.



9

local organizations



3

global organizations



**MAY THE GOD OF HOPE FILL YOU WITH ALL JOY AND PEACE AS YOU TRUST IN HIM, SO THAT YOU MAY OVERFLOW WITH HOPE BY THE POWER OF THE HOLY SPIRIT.**

ROMANS 15:13

## HOPE INITIATIVES

### Simpson Elementary and Midlothian High School

We served 2 schools in our community by ministering to hundreds of teachers, staff, and administrators at Simpson Elementary in Waxahachie and Midlothian High School. We were able to drop off 500 water bottles for the students at Simpson per a request from the principal since they can't use traditional water fountains due to Covid-19 restrictions.



### Hope Celebration on Juneteenth

We ended the campaign by celebrating together on Juneteenth, including a special prayer with leaders from the local police force and African American leaders praying for unity, justice, and reconciliation in our community.



### Computers Donated

Our IT team helped us donate 55 computers to 7 different organizations that are serving many in our community. They will help non-profits be more productive and efficient in their office and help them reach even more. The impact of these donations will touch many lives in very practical ways and help point them to hope in Christ.



# Hope For The Holidays

Due to the challenges of this year, we knew that families were struggling in more ways than we can imagine. More than ever, we wanted to fulfill our purpose to Reach People for Christ and Give to the Kingdom. We created a campaign to reach 4 different organizations and support them through their Christmas outreaches. We were able to see the light of Christ in more ways than one, from building a bridge between Cops and broken families to bringing warmth and hope to families living in tents in Lebanon.

## 4 DIFFERENT OUTREACHES IMPACTED



Mission Waco



Shop with a Cop



Common Ground



Good Shepherd School in Lebanon

# HOPE FOR THE HOLIDAYS

20+

employees and their families served at local outreaches

1,200

children served

50

employees engaged in learning more about the meaning of Bethlehem during our Christmas Life Teams

20

employees who learned more about the hope, joy, peace, and love in the Christmas Advent Calendar Bible App plan

\$15,000+

Total Funds Donated



# Transformative Leadership

*Ellis County*



Transformative Leadership is a values-based leadership development program designed to help those lead and transform their world. Created by Dr. John C. Maxwell, this curriculum provides values-based leadership lessons in the form of roundtables that are done in a peer-to-peer setting. The lessons cover subjects decided upon by the local community and are applicable both personally and professionally.



We formed a Transformative Leadership Cabinet which was made up of 15 leaders from business, government, faith community, healthcare, education, sports, and arts and entertainment streams. These leaders from the community help bring about new initiatives in the community and help assist in gauging what topics would best be discussed.



15

leaders in our Transformative Leadership Cabinet



51

Round Tables currently in the community



2020 was our 3rd annual year of the Leader's Summit with Dr. Maxwell and many other leaders. This event is strengthening the leadership culture in North Texas. The multi-session seminar focused on helping leaders lead to hope, lead through change, lead to unity, and lead to transformation.





## SEEDS OF UNITY

### Table Talks

We were able to start a Table Talk with John Houston, President of John Houston Homes, and Bishop Blake, one of the strongest bridge builders in our community, to learn and listen to the voices of our African American brothers and sisters. This year we were more aware of division, so we took this as an opportunity to learn and grow in unity. We leaned into tough and uncomfortable topics to be better agents of hope and reconciliation.

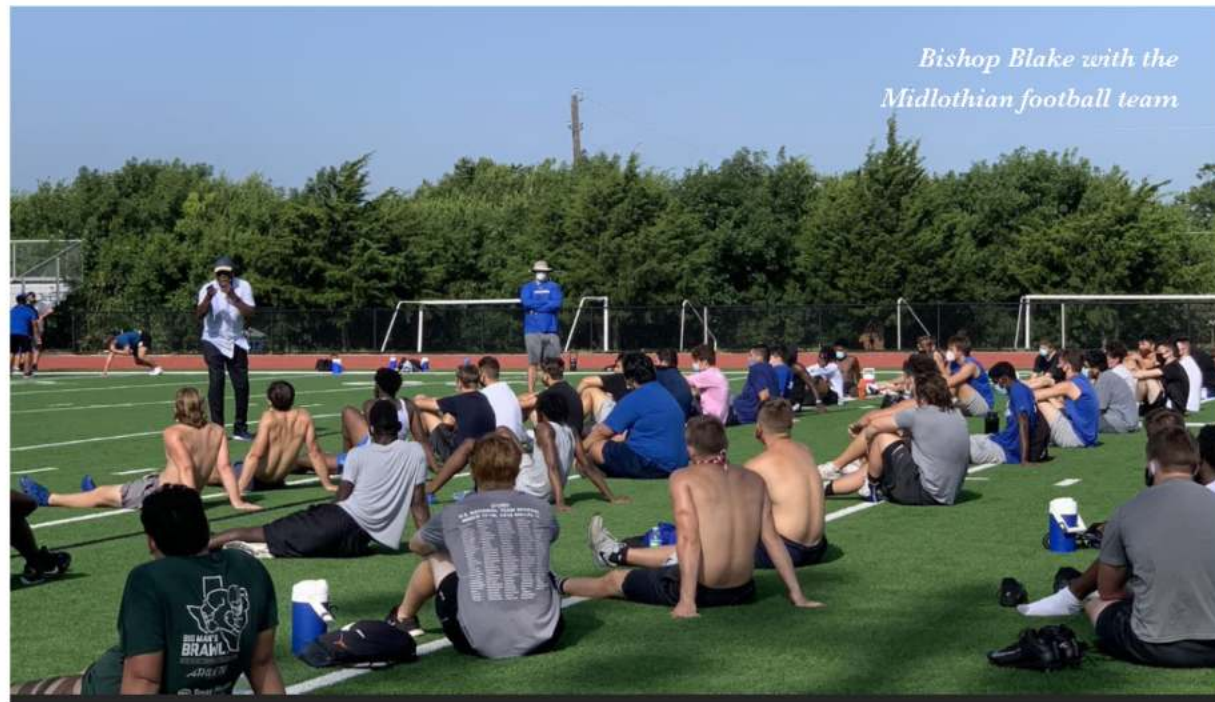
### Oneness Embraced



We took a handful of our employees through Oneness Embraced, by Tony Evans. A Right Now Media Series, where we learned about reconciliation, the Kingdom, and how we are stronger together when we are unified.

### Midlothian Football Reach

We had the privilege to bring Gatorades and ice-pops to the Midlothian High School Football team during some of their summer practices and Bishop Blake and Bobby Parks encouraged them with a message of unity and hope to challenge them to be leaders in the community this year. This was a catalyst for us to start the Varsity Leadership Academy.





*“The Varsity Leadership Academy has proven to add value to our program and the lives of the student athletes involved. Their weekly interaction and attendance speaks volumes of the quality of the material. We are grateful for the opportunity to be a part of this program.”*

— COACH DOUG WENDEL



The Varsity Leadership Academy is a program that empowers the top junior and senior leaders on varsity sports and clubs with mentorship, values, and unity. These meetings are facilitated by community leaders and coaches who use their experience to influence students. The curriculum that we use is the John Maxwell Transformative Leadership Values.

We are currently in 3 of the largest schools in Ellis county. We recently met with the superintendents and coaches to get the green light to expand into more schools, teams, and clubs.

We are excited to help equip student leaders to lead with values and use their influence to serve those in need, and empower the next generation of leaders to transform their community.





# Hope Field

## TULSA REACH TRIP

JH Reach partnered with several other ministries to help build a “Hope Field” in Tulsa, Oklahoma. The field is being used to reach thousands of youth through a multi-purpose sports outreach field. The Hope Field was built on land owned by Church 3434 and will be a part of their Hope Center to impact youth and families in northeast Tulsa with **“Hope, Light, and Life.”** The field will be used as a center for outreach for youth in the community to play soccer and other sports throughout the week, with weekly scheduled discipleship programming, leadership and character-building training, and evangelistic tournaments throughout the year. It will be a hub for youth and families to receive food distributions, structured after school programs for kids, and youth ministry for the surrounding community.

We had 6 employees from our JH Family of Companies representing 5 different departments, join us in Reaching People for Christ and Giving to the Kingdom by building the Hope Field and feeding the homeless in partnership with the Tulsa Boiler Room. We ended the trip by kicking off the very first soccer tournament on the Hope Field that impacted hundreds of youth and families that came out to support and watch. Our own employees, including Christian Clardy, shared their testimony on the field during halftime of the tournament to inspire the young players to find their Hope in Christ.

This field is already reaching the neglected, vulnerable, and refugee youth with the Hope of the Gospel through weekly discipleship and outreaches. The professional grade synthetic turf field can be used for multiple sports and outreaches throughout the week and have a lifespan of 12-18 years so they will be a catalyst to reach and disciple youth and their families for years to come.



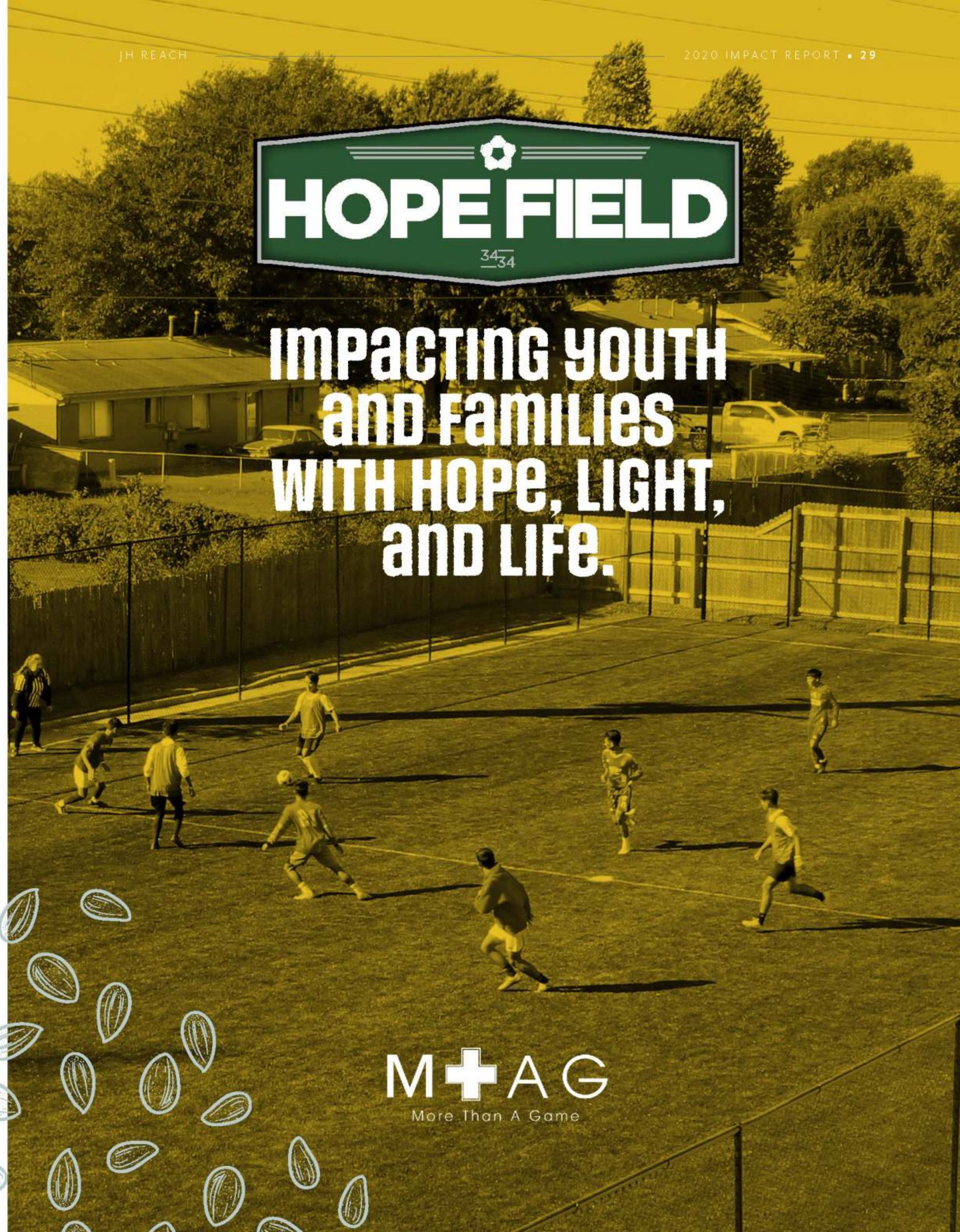
**6** employees from our JH Family of Companies joined in the building of Hope Field



**5** different departments were represented in the building of Hope Field



# IMPACTING YOUTH AND FAMILIES WITH HOPE, LIGHT, AND LIFE.



M+AG  
More Than A Game



# GIVING TO THE KINGDOM

AS LONG AS THE EARTH REMAINS,  
SEEDTIME AND HARVEST...

GENESIS 8:22





**THE EARTH  
IS THE  
LORD'S, AND  
EVERYTHING  
IN IT, THE  
WORLD, AND  
ALL WHO LIVE  
IN IT.**

PSALM 24:1



## Giving Summary

This year despite every obstacle, we were able to give more than ever before! We believe that all that we have is a gift from God (Psalm 24:1). We are stewards of His resources. We have received much, so we respond in love to give back to God and others as He leads and gives opportunity.

We aim to strategically invest in God's Kingdom through ministries that make an eternal impact through the following areas:



LOCAL  
CHURCH



NEXT  
GENERATION



WORD  
OF GOD



MARKETPLACE  
MINISTRY

*We are so thankful for all that God did in 2020 and all the ways He allowed us to sow seeds of Hope here and around the world.*



# Local and Global Impact

## PARTNER ORGANIZATIONS





# Word of God



## ONEHOPE

JH Family of Companies has been honored to partner with OneHope for years. OneHope is an organization that has a mission to reach every child in the world with the Word of God. We partner with OneHope by allowing our employees to serve on one of their mission trips or by giving them an opportunity to donate.

**1,848,300**

youth around the world have been impacted by the Word of God directly through our investment in 2020

### Japanese Student Super book

OneHope partnered with The Christian Broadcasting Network to develop the *Superbook* program – to teach children Biblical character traits and invite them to begin a life with Jesus. A website and mobile app have also been developed to accompany the book and encourage children to explore more of God’s Word. Churches are using this resource to start *Superbook* Kids’ Clubs and for mass evangelism outreaches and distributions.



### Bible App for Kids Arabic Curriculum

We were able to help fund the translation of the Bible App in Arabic for kids helping to bring the Gospel to youth in areas of the world where Scripture is difficult to come by.



### Feed

Feed is an initiative of OneHope that strategically helps reach youth in North America through research and socratic methods of training. We continue to invest in youth not only around the world, but here in the United States as well.



## WORLD COMPASSION

World Compassion has a window into Iran to provide 40,000 Bibles that will be distributed in hospitals, taxis, and homes all through 1-on-1 interactions with underground church believers. Our sponsorship provided 2,000 Bibles and they have already seen 26 new believers in this restricted nation since beginning this outreach.

**2,000 BIBLES**

distributed in hospitals, taxis, and homes in Iran through World Compassion



## JORDAN LEWIS MISSION FUND

Over 1 billion people live in Bible poverty, meaning they have no Bible verses in their languages. Of the 6,300 languages that exist today, about half have little to no scripture.

We were able to help change this for one large tribe in Tanzania because of Jordan’s initial evangelism there. IllumiNations.Bible has a team of experts and scholars whose mission is to eradicate Bible poverty worldwide by 2033.

**333 VERSES**

We helped translate 333 verses of the New Testament for the Rungwa-Katavi tribes, through IllumiNations Bible





# Next Gen



## INVOLVED INTERNATIONAL

We were able to help fund a school to be built in Burundi that will accompany a church plant in a village where there was no church or school before. 50-100 children will now be educated and taught the Word of God!



*The grandson of an opium farmer, Supon (left) experienced the destructive power of addiction first hand. Now, his grandfather's land has been repurposed and is transforming their entire community.*



## VENTURE VENTURE

Venture reaches and serves in areas of the world that are the least reached and least resourced. Venture partners with local churches and national leaders to implement a Care Point strategy. Venture serves women and children that are vulnerable to trafficking at borders, as well as providing holistic care including various safe housing options. In the Kailali district in Nepal we were able to partner with Venture and sponsor the building of safe houses to rescue, protect, educate, and disciple the women and children that are most vulnerable. Because of Venture the Gospel is moving forward in some of the most remote places.



## HARVEST FAMILY LIFE MINISTRIES

We helped sow seeds of a matching gift to help Harvest Family Life Ministries build out their Community Center and church building. It will be used to minister to vulnerable families in need, at-risk youth, foster families, and a church home for Freedom Church. This building will be a hub of hope for the next generation in South Dallas and North Ellis County, right up the road from our corporate headquarters.



## GOOD SHEPHERD SCHOOL LEBANON

We helped make schooling, education, and the Gospel available to **60 Syrian refugee children in Lebanon**. We helped fund staffing for **7 teachers** for the school year so they can continue to reach the youth and their families in an area that has desperate need for hope.



# Local Church



Enlace is one of our most trusted global mission partners. Enlace is a non-profit organization that equips local churches in El Salvador, Nepal, Guatemala and the U.S. to transform their communities.

### Microfinance Recovery Loan Program

We partnered with Enlace this year to create a strategic microfinance recovery loan program to help empower 68 small business owners in El Salvador. This year Covid-19 has impacted everyone but developing countries, like the ones Enlace works in, faced desperate, time-sensitive challenges.

This loan program works with small business owners like Pedro, the owner of a community store, and Claudia, the owner of a bookstore, to give them a small loan that they will pay back over 3 years with a small interest. This program works to bring aid, power, and dignity to small businesses in Central America. This strategic program allows a structure that will multiply Kingdom impact but most importantly the Gospel is going forward through the local churches that are touching every one of these small businesses in Central America.

**68**

small businesses were helped because of you, through Enlace's credit union, microfinance recovery loan program.



## OAKS CHURCH

The JH Family of Companies partnered with Oaks Church in their accomplishments of:

### Tree of Angels

**318**  
children blessed

**984**  
gifts for the children

**189**  
gift donors

### Night of Wonder

**20**  
families were provided a Christmas meal

**46**  
children were provided a Christmas meal along with a gift

**25**  
number of youth sponsored to get an experience to be in the presence of God and grow in their faith

### Oaks Youth Camp

### Foster and Adopt Ministry

**17**  
children in foster care in Oaks homes currently

**26**  
total children from foster care in Oaks homes in 2020

**4**  
children adopted into forever homes in 2020

### More Impact

**13**  
Care Portal Requests fulfilled keeping 22 children with their biological or kinship family

**18**  
projects completed by Handyman Team for foster/adopt families, single moms and widows in 2020

**109**  
meals provided for 17 foster families with new placements in 2020



### JOHN HOUSTON

John Houston is developing a book that will be used to inspire, encourage, and equip others in the marketplace to Reach People for Christ and Give to the Kingdom. It will be released in April of 2021!



THANK YOU TO EVERY EMPLOYEE,  
CUSTOMER, AND PARTNER OF THE JH FAMILY  
OF COMPANIES. YOUR GENEROUS LOVE  
CONTINUES TO SPREAD **SEEDS OF HOPE.**



**JH REACH**

[JHREACH.COM](http://JHREACH.COM)  
[INFO@JHREACH.COM](mailto:INFO@JHREACH.COM)

421 Century Way  
Red Oak, Texas, 75154  
United States