

REACH



DEEPER ROOTS



2022
IMPACT REPORT



I PRAY THAT OUT OF HIS GLORIOUS RICHES HE MAY STRENGTHEN YOU WITH POWER THROUGH HIS SPIRIT IN YOUR INNER BEING, SO THAT CHRIST MAY DWELL IN YOUR HEARTS THROUGH FAITH. AND I PRAY THAT YOU, BEING **ROOTED** AND ESTABLISHED IN LOVE, MAY HAVE POWER, TOGETHER WITH ALL THE LORD'S HOLY PEOPLE, TO GRASP HOW WIDE AND LONG AND HIGH AND **DEEP** IS THE LOVE OF CHRIST, AND TO KNOW THIS LOVE THAT SURPASSES KNOWLEDGE – THAT YOU MAY BE FILLED TO THE MEASURE OF ALL THE FULLNESS OF GOD.

EPHESIANS 3:16-19

Table of Contents

JH REACH OVERVIEW	4
2022 RECAP	5
EMPLOYEE REACH	6
Employee Funnel	7
Employee Care	9
OUTREACH	10
Local Outreach	12
Hope for the Holidays	14
Reach Trips	15
GIVING TO THE KINGDOM	17
Local Impact Partners	18
Local Projects	19
National and Global Impact Partners	20
Global Projects	22
Marketplace Ministry	26

JH REACH *Overview*

Reach People for Christ and
Give to the Kingdom.

OUR CORE VALUES

JH Reach is a ministry of the JH Family of Companies. We help lead and coordinate the initiatives and processes behind our purpose to reach people for Christ and give to the Kingdom. The impact of JH Reach is not just the founders John and Tracy Houston's heart and vision or one department's focus. It's truly every company, department, employee, and partner working together to display love to our coworkers, community, and to people around the world.

One of the greatest privileges here at the JH Family of Companies is the opportunity to be a part of something bigger than ourselves. Our role is more significant than our job, and our purpose is greater than a paycheck. We get to be a part of helping people find their way Home by being joyful, hope-filled, loving guides. We live out this purpose every day through our core values of **GENEROUS LOVE, 2ND MILE SERVICE, RELENTLESS PURSUIT OF EXCELLENCE**, and **HONEST COMMUNICATION**. Together, we get to be a part of bringing hope to a challenging world.

JH Reach focuses on reaching our employees and their families, the local communities that we work and live in, and communities around the world. In addition to our employee reach and outreaches near and far, JH Reach 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 through our marketplace reach initiatives.

REACH: noun

1. an act of reaching out in order to impact others
2. the extent or range of influence and impact

2022 *Recap*

HEARTS THAT FIND *Home* & ROOTS THAT GROW DEEP

As the JH Reach team prayed about how we could best serve our employees and help our partners reach communities in more strategic and fruitful ways, we were drawn to the idea of growing disciples that would have deep roots. The type of roots that could withstand the winds and storms of life and help people continue to choose to follow Jesus despite the challenges they might face. Little did we know about all the challenges our industry, companies, and communities would face in 2022, but we are grateful that God did.

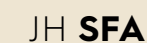
We prayed about helping people find seeds of hope, and then we saw refugees from around the world find Home in Christ's love, the hearts of employees and their families grow deep roots in their faith through baptism, and stability given to single-mother families with newly built homes.

Our employees took steps to grow deeper roots in many areas of their lives with over **41%** joining Home Teams, and **35%** of them actively participating in outreaches in the community or joining a Reach trip to serve with and/or give to our partners across the US and the world. The roots of God's love that we saw grow deeper in the lives of our staff translated to seeing record-breaking fruit in the lives of countless people across Texas and around the world. Many hearts found their way Home in the deep roots of Christ's love.

I pray that from his glorious, unlimited resources He will empower you with inner strength through His Spirit.
Then Christ will make His HOME in your HEARTS as you trust in Him. Your ROOTS will grow down into God's love and keep you strong.

Ephesians 3:16-17 NLT

But as
for me
and my
household, we
will serve
the Lord.
Joshua 24:15



Employee *Reach*

Our employees are our greatest strength, and it's a joy to live life together. JH Reach is not just a department within the JH Family of Companies, but a department extending beyond our team to provide resources and opportunities to serve our employees and families. We hope to strengthen and equip every employee to accomplish the vision of growing deeper roots.



GROWING DEEPER ROOTS

Cassie & Adolfo and their three kids, Arihanna, 13, Iliana, 8, and AJ, 3, went through a challenging time over the past year. During that time, JH Reach and other employees from the JH Family of Companies reached out and supported them. Adolfo and Cassie got plugged into JH Reach's Equip resources, Adolfo attended multiple retreats, Cassie participated in Home Teams, and they both attended the marriage retreat. Their daughter Arihanna was able to attend Oaks Youth camp through the support of one of our employees.

Through these resources, their family was able to grow deep roots in the community and in faith. As a testimony of their perseverance, **Adolfo committed his life to Christ and Cassie, Adolfo, and Iliana, their 8-year-old daughter, all got baptized!** Arihanna attends the Oaks Church youth group and Cassie and Adolfo began serving!

HELPING PEOPLE GROW DEEPER *Roots*

In order to reach out and impact communities locally and around the world, we must first serve our employees and their families.

Because of this, we offer several resources to strengthen and equip our employees.

Strengthen

Prayer
Pastoral Care
Company Events
All Staff Meetings

Culture & Core Values
Financial Help
ARISE Fitness

Right Now Media
Counseling
Marriage Resources
Roundtables

Equip

Home Teams
Leader Retreats
Marriage Retreats
Men's & Women's Retreats

1-1 Discipleship
12:12 Prayer
YouVersion Bible Plans

Activate

Outreaches Mission Trips
Giving Campaigns

Multiply

Ministry Team · Mission Trip Leaders
Home Team Leaders
Marketplace Ministry

REACHING PEOPLE FOR *Christ*
& GIVING TO THE *Kingdom*



41 PERCENT

OF ALL EMPLOYEES PARTICIPATED IN HOME TEAMS CHOOSING TO GROW DEEPER ROOTS IN THEIR FAITH!



“

WE'RE NOT IN THE HOME BUILDING, MORTGAGE, LAND, OR TITLE BUSINESS;

we are in the people business.

- John Houston ”

Employee *Care Summary*



MEN'S & WOMEN'S CONNECTS/RETREATS

help connect employees outside of work to find rest, community, and purpose.

57 EMPLOYEES



MARRIAGE RETREATS

give couples a chance to enjoy time together and access resources to grow their relationship.

26 EMPLOYEES + THEIR SPOUSES



OUR GENEROUS LOVE FUND

helps employees going through financial hardships.

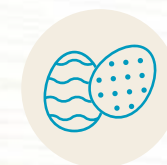
5 EMPLOYEES ASSISTED



RIGHT NOW MEDIA

is a video library that enriches employees and their families through practical and spiritual content.

584 LOGINS | 186 HOURS



JH FAMILY EASTER EGG HUNT

is a family fun event hosted by John and Tracy Houston, full of laughter, meaningful connection, and a celebration of the resurrection of Jesus.

81 EMPLOYEES + FAMILY, 181 TOTAL



LOVEOLOGY

JH Reach partnered with Loveology to bring free relationship resources dedicated to answering questions with timely and proven video advice from today's top relationship experts.

**44 PARTICIPANTS | 8,264 MINUTES
1,574 VIDEOS WATCHED**



HOME TEAMS

connect employees to their coworkers and help them grow in their faith in a small group setting.

41% EMPLOYEE INVOLVEMENT



SPRING

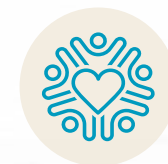
59 EMPLOYEES

SUMMER

83 EMPLOYEES

FALL

76 EMPLOYEES



PRAYER INITIATIVES

offer multiple ways to get our employees involved including prayer over lots, 12:12 prayer, prayer and fasting, and prayer requests.

128 EMPLOYEES

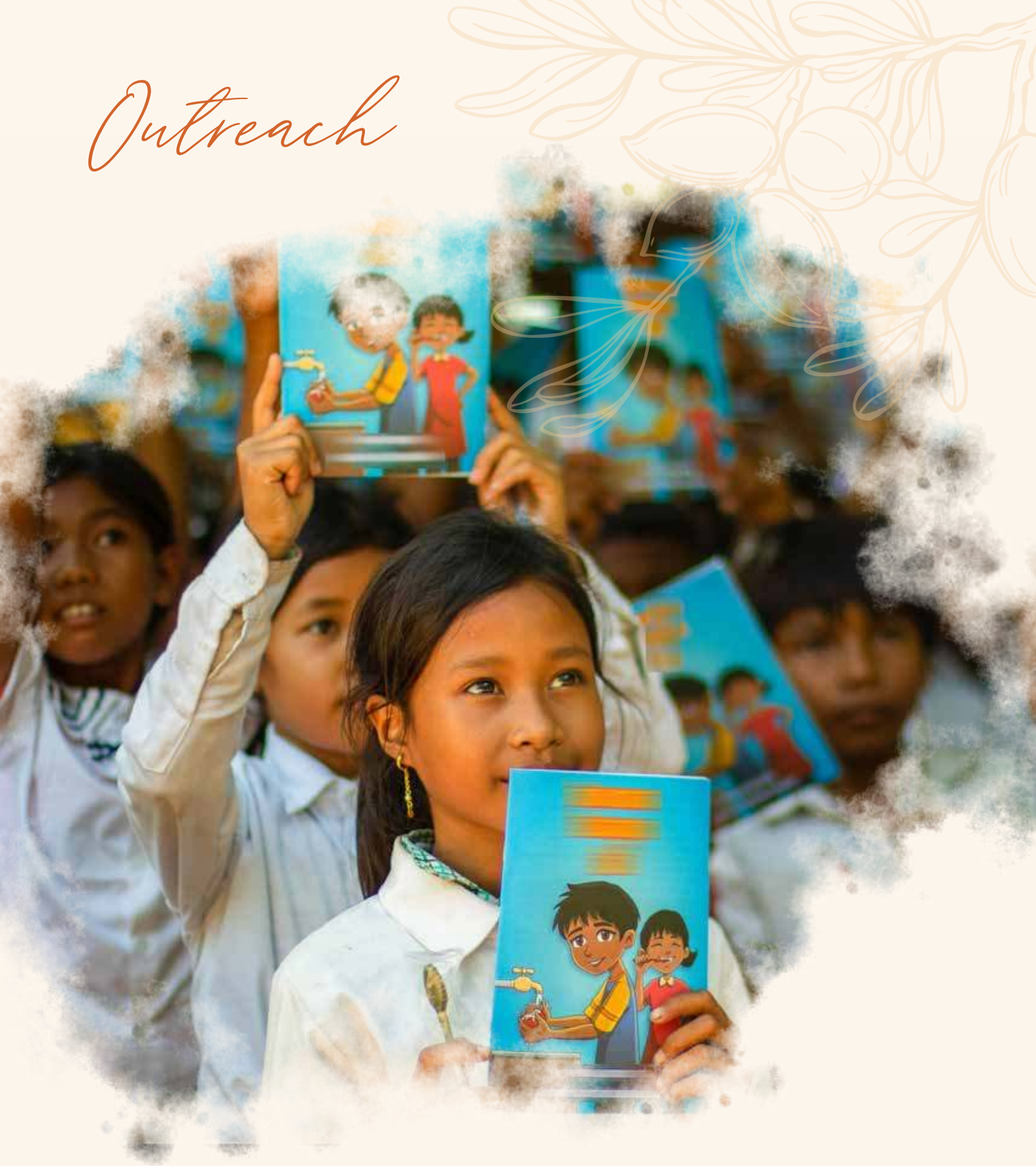


ARISE FITNESS

partnering with JH Reach, exists to encourage people to grow physically, mentally, and spiritually.

24 EMPLOYEES

Outreach



JH Reach partners with local and global community leaders and organizations to
plant seeds of hope
in individuals, families, and communities where we work and serve.

We want to help people build deeper roots in the US and around the world, and we get to serve with some incredible community organizations and global partners to do so. We reach out locally, nationally, and globally in a few different ways.

We believe the Kingdom of God moves at the speed of relationships. Unity and collaboration are keys to our strategy of helping people find deep roots in love and hope. We contribute financially and relationally, and many of our employees are active members of the community through mentorship, serving on nonprofit boards, and utilizing their skills and resources. Through outreaches, our employees can grow in community, empathy, and a greater sense of purpose.

We link arms to reach people outside our organization through our local partners. We get to use our influence, passion, and resources to help strengthen those who are doing impactful, strategic front-line work with those in need in our area.

PARTNER ORGANIZATIONS

BRIDGES
HELP · HOPE · HOME

MENTORS CARE

world relief
NORTH TEXAS

Brave as Ellie

c.g.m
COMMON GROUND MINISTRIES

UNITE
ELLIS

MISSION
WACO · WORLD

restoration
bro

Harvest House
Waxahachie

Embrace Grace

M+AG
More Than A Game

Harvest
Family Life Ministries

VLA
VARIETY LEADERSHIP ACADEMY

**YOU DID NOT CHOOSE ME, BUT I CHOSE YOU AND APPOINTED YOU
SO THAT YOU MIGHT GO AND BEAR FRUIT – FRUIT THAT WILL LAST...**

John 15:16

Local Outreach

Our employees are active in serving and volunteering in our community, by being mentors for at-risk youth, serving on the boards of nonprofits, and using their skills and resources to make a difference in our backyard.

MENTORS CARE

12 EMPLOYEES met weekly with an at-risk youth in the local high schools to inspire and encourage

MENTORS CARE

APRIL SERVE MONTH

30 EMPLOYEES volunteered at **4 DIFFERENT OUTREACHES** in our community



HOMELESS CLOTHING DRIVE

300+ articles of clothing donated



We partnered with OurCalling to provide coats, blankets, and men's and women's undergarments to support the homeless community in Dallas for the upcoming winter.

CHRISTMAS IN JULY

16 EMPLOYEES built **40 BRAVE LIKE ELLIE BOXES** that included toys, activities, and hand-selected items to show love to families affected by pediatric cancer



VARSITY LEADERSHIP ACADEMY

37 TEAMS | 834 STUDENTS | 9 SCHOOLS

The Varsity Leadership Academy offers mentorship, value training, and empowerment to sports and club leaders. Community coaches facilitate meetings and use their experience to influence student leaders.



I have had several moms stop me around town and tell me how much they appreciate the Varsity Leadership Academy group. They all said that their boys came home mentioning values that were said during that time and how it has been impactful for their families!

-Chad Rogers, VLA Waxahachie Baseball Facilitator



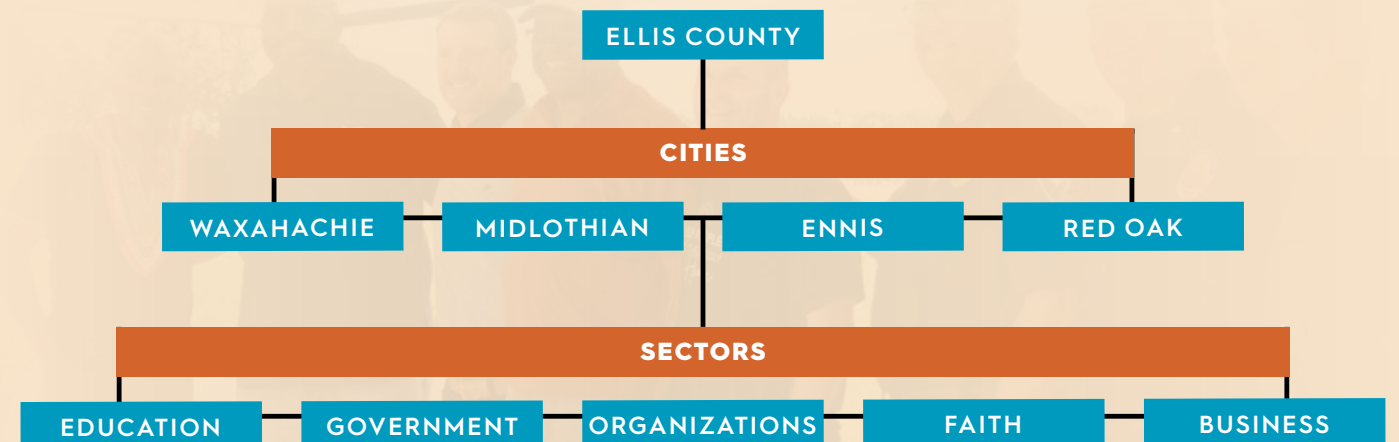
We were able to grow deeper roots this year with our partners, World Relief and More Than A Game, by helping sponsor and serve at the grand opening of their new Hope Field in Fort Worth. More Than A Game's Hope Fields give at-risk youth opportunities to belong, believe, and become leaders in their communities while connecting them to hope in Christ. **7** employees and multiple organizations came together to serve World Relief's refugee community. Since opening, there have been **90 outreaches, practices, scrimmages, and games reaching at least 50+ youth per week**, including their World Cup Christmas Tournament where **12 youth found the hope of Christ!**

12 YOUTH FOUND CHRIST!



JH Reach helped to sponsor and catalyze Unite Ellis, which is a collective impact project under Unite DFW that serves as the backbone organization for collaborative efforts throughout the county. Unite Ellis helps bring needed resources and networks of leaders together to see transformation across county, city, and neighborhood levels, across all sectors and various issues.

33 COMMUNITY CHAMPION ZONES ARE ACTIVE in serving the community, including each elementary school zone.





Hope for the Holidays

During our Hope for the Holidays campaign, our employees went above and beyond in donating time and money! We were thrilled to exceed our goal and raise **over \$25,000** for **6 different organizations** in December. Through our partnerships, our employees helped families find deeper roots as they demonstrated the love of Christ.



25 single moms and their kids received Christmas presents



25 young people from many different nations **received Christ**



One home built for a family in dire need of safe shelter.



815 parents and over **2100** children served



40 children and **20** families served



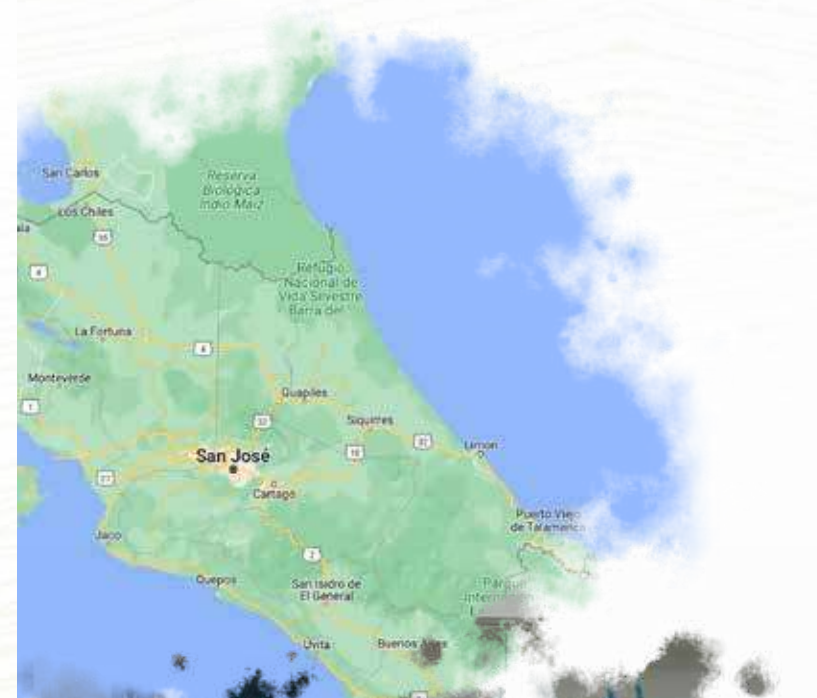
65 children and **25** families served

Reach Trips



LOS ANGELES
11 EMPLOYEES

We had 11 young professionals give their time and talents to serve the youth and community of Watts at the Watts Empowerment Center in Los Angeles, California. The team cleaned, painted the inside floor, and added wall base molding to the center. The team's favorite activity was interacting with the children.



COSTA RICA
9 EMPLOYEES

9 employees traveled to serve one of our international partners, One Hope, in San José, Costa Rica! The team had the opportunity to help restore a local school by painting the outside of the building and fixing the roof, doors, and windows! The team also empowered the next generation by taking them through the John Maxwell and One Hope leadership curriculum, Lead Today. Through the material, the team guided the teens through lessons on biblical servant leadership, character strength, and practical application of leadership skills.



**SO THEN, JUST AS YOU RECEIVED CHRIST JESUS AS LORD,
CONTINUE TO LIVE YOUR LIVES IN HIM,
ROOTED AND BUILT UP IN HIM, STRENGTHENED
IN THE FAITH AS YOU WERE TAUGHT,
AND OVERFLOWING WITH THANKFULNESS.**

COLOSSIANS 2:6-7



Giving to the *Kingdom*

We believe all that we have is a gift from God. 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



COMMUNITY TRANSFORMATION



MARKETPLACE MINISTRY

Local Impact Partners



BACK TO SCHOOL GIVING CAMPAIGN
7 VOLUNTEERS | \$11,600 RAISED

Harvest Family Life & Harvest House

The Harvest House provides emergency shelter for homeless children, and those removed because of abuse and neglect. Through our partnership, we're able to offer these kids a place to stay and share with them God's love while they are in between homes. Over the past 14 months, **39** children have been given a safe place to call home.

425 CHILDREN SERVED THROUGH CAREPORTAL | **9,000 MEALS** DISTRIBUTED



Local Projects



MENTORS CARE

Mentors Care connects at-risk high school students with adult volunteers to mentor students toward graduation and purposeful lives.

Through our donations, Mentors Care has partnered with Life School Oak Cliff to provide one-on-one mentoring services to **over 50** high school students.



70% OF STUDENTS MAINTAINED OR PROGRESSED IN CREDITS

74% OF STUDENTS RECEIVED COMMUNITY ASSISTANCE

100% SENIOR GRADUATION RATE

OAKS CHURCH

John Houston Family of Companies partnered with Oaks Church in their accomplishments of:

TREE OF ANGELS

700 gifts given

380 children + 50 single mothers received gifts

BENEVOLENCE

134 people helped with benevolence

\$17,118.09 given to people in need

13 handyman projects completed

FOSTER & ADOPTION MINISTRY

13 children in foster care are in Oaks homes currently

9 care portal requests filled

23 scholarships given to help those in foster care attend camps

26 foster families received meals

OAKS YOUTH

50 youth were sponsored with scholarships provided by JH Reach to attend Oaks Youth Camp

69 Jesus Clubs started by students across 12 different schools



32 WATER BAPTISMS
72 SALVATIONS

492 STUDENTS+LEADERS

National + Global

Impact Partners

OneHope™
God's Word. Every Child.

HOPE
INTERNATIONAL

VENTURE

MISSIONS.ME

PULSE

UNITED
inPURPOSE

ATHLETES
in ACTION

red eye

ORU
ORAL ROBERTS UNIVERSITY

HOLY BIBLE
YouVersion

Feed

415
LEADERS

SUIT & SHEPHERD

Embrace Grace

africa

INVOLVED
INTERNATIONAL

AGWM
ASSEMBLIES OF GOD WORLD MISSIONS

ENLACE

EQUIP

**GO INTO ALL THE WORLD AND PREACH
THE GOSPEL TO ALL CREATION. MARK 16:15**

Global Projects



INVOLVED
INTERNATIONAL

With our partnership, Involved International has been able to grow deep community roots with a local church in the Democratic Republic of Congo by building a school. The school is north of Bukavu, DRC and is now **SERVING 100+ YOUTH** who now have access to education and **THE HOPE OF THE GOSPEL!**

OneHope™
God's Word. Every Child.

We have been honored to partner with One Hope for years. One Hope has a mission to reach every child in the world with the word of God. We partner with them through funding and mission trip participation.

 **316**
ACTIVE PROGRAMS

 **1.9 BILLION**
CHILDREN & YOUTH REACHED

 **177**
DIFFERENT LANGUAGES



JH Reach helped sponsor the building of a new water well to bring clean water to the Gbalala Community in partnership with 4Africa and their leadership program.

After learning about the ways that 4Africa reaches new communities with clean water and the gospel, several TOM employees at our annual sales summit felt moved to help more people grow deeper roots and raised the funds to drill a well at the summit!



2.5 MILLION CHILDREN & YOUTH REACHED THIS YEAR THROUGH OUR EMPLOYEES' DIRECT IMPACT
13 MILLION REACHED SINCE THE BEGINNING OF OUR PARTNERSHIP

GBALALA COMMUNITY WELL

Village: Moju Central

Region: West Nile Region

Country: Uganda

Number of Users: 258

Location:
N 3.38744
E 31.201236



**MARIA AND
HER FAMILY**

Remain in me, as I also remain in you. No branch can bear fruit by itself; it must remain in the vine. Neither can you bear fruit unless you remain in me. I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit; apart from me you can do nothing.

John 15:4-5



80% of people in El Salvador are affected by inadequate housing and over 35% of impoverished Salvadoran families need a home. This year, we were able to help build **3** homes through our partnership with ENLACE. One family that was impacted was the Madrids. The Madrids lived on \$25 per week and believed owning a secure home was an impossible dream. The mother, Maria, did the best she could as a local laundress in their small village. They had a dirt-floored home using foraged bamboo and plastic tarps held down by heavy rocks, tree limbs, and pieces of rusted metal.

Their home condition caused skin and respiratory diseases and severe parasitic infections due to molds and insects embedded in the dirt floors, structural instability, and lack of safety.

After ENLACE's housing initiative, Maria's family is now in a safe and sturdy home. They report having better health, more stability, increased income, and the kids are able to attend school more consistently.

**Because of you,
the Madrids now have
MORE HOPE, JOY, AND PRIDE
with their own home!**

We believe in sharing our story, experiences, mistakes, and strategies to help other businesses and marketplace leaders reach even more for Christ than we could on our own.

Marketplace *Ministry*

In addition to our employee, local and global reach, JH Reach also aims to inspire and equip others in the marketplace to hear God's voice so that they can withstand the storms of life and walk out their purpose. Jesus said, "The Harvest is plentiful, but the laborers are few."

We believe in encouraging laborers already in one of the largest harvest fields of the world, the marketplace, to fulfill the great commission, make disciples, and reach those around them every day in their cubicle, job site, or boardroom.

We believe in sharing our story, experiences, mistakes, and strategies to help other businesses and marketplace leaders plant more seeds of hope than we could on our own.



Suit & Shepherd is a spiritually-focused professional resource that helps Christian leaders integrate their faith with their profession and confidently activate God's purpose through their life's work. Suit & Shepherd partnered with the John Houston team in 2022 to reach others.

JOHN HOUSTON

After facing hardships as a young man that could have permanently derailed his life, John Houston has become a respected and successful business leader who views his companies as a platform to reach people for Christ and support ministries worldwide.

John has learned through the years how to listen to God's voice for direction in his life and business. Following seasons of failure and success, John authentically shares his story through books, blogs, podcasts, and speaking engagements to help other people find their own way Home.



IN 2022:

- » **Over 4,200** *Finding My Way Home* books in distribution (either sold or given away)
- » Over **23,000 subscribers** or followers of John Houston's newsletter and social media, where he posts weekly to help Christians integrate their faith into every aspect of their lives, including business.
- » Launched **the first season** of the John Houston Podcast aimed at helping Christians integrate their faith into their daily work.
- » Launched **3 devotionals** on YouVersion, including a Spanish devotional, **with over 8,000 subscriptions**.



THANK YOU TO EVERY EMPLOYEE AND
PARTNER OF THE JH FAMILY OF COMPANIES.
YOUR GENEROUS LOVE IS
HELPING PEOPLE GROW DEEPER *Roots*



JHREACH.COM
INFO@JHREACH.COM

421 CENTURY WAY
RED OAK, TEXAS 75154
UNITED STATES