



Reach  
Texas  
OFFERING

# GOING ABOVE AND BEYOND

2 CORINTHIANS 8:3

YOUR SBTC STATE MISSIONS OFFERING





# WHAT IS THE REACH TEXAS OFFERING?

→ The annual state missions ministry offering of the Southern Baptists of Texas Convention

→ A way for you and your church to participate in a Great Commission strategy for Texas

→ A way to start more churches and reach more people for Christ

→ A way to help change lives

**\$1.3 MILLION**  
statewide challenge goal

**100 PERCENT**

of your Reaching Texas giving is spent on missions and evangelism strategies.

Because of Cooperative Program giving, all funds given through Reach Texas will go to missions and ministry with no administrative costs.



**Reach  
Texas**  
OFFERING

# HOW TO USE THIS BOOKLET

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## **AS A DEVOTIONAL GUIDE**

for the Reach Texas Week of Prayer or another time of missions emphasis at your church

## **AS A BIBLE STUDY**

for your missions group

## **AS A RESOURCE**

to emphasize the Reach Texas offering in worship services and small groups

## **AS A REMINDER**

throughout the year to pray for the Great Commission work in Texas



I truly believe that one of the greatest privileges the Lord has given us is the call to reach people and to lead them into a relationship with Jesus our Lord. I also believe that in His goodness, God has blessed our SBTC churches beyond measure with His grace, love, and mercy. As the old preacher used to say, “He’s been better to us than we’ve been to ourselves.” Our SBTC churches recognize this grace and have been extremely generous in their giving to reach people in Texas with the gospel by giving over \$1 million in 2021. Statistics inform us that Texas has a population of 30 million people with millions who have not trusted Christ as their Savior. When we contemplate that we have 1,000 people moving to Austin each week, 850 people moving to Houston every week, and 1,400 people moving to the DFW Metroplex each week, we thank God for our efforts to get the gospel to every lost soul in Texas and beyond.

Many Texas immigrants are from other countries, and we now have over 400

people groups with 300 languages. Your giving helps to reach these people with the gospel, to plant churches, and to offer multiple ministries for our SBTC churches.

It goes without saying that we have been through a tough time with COVID, inflation, wars and rumors of wars, trials and tribulations, and many other challenges that God’s people experience. In the midst of all these challenges, our churches have given consistently and generously. Therefore, our theme for this year is **Going Above and Beyond**. In Paul’s letter to the Corinthians, he speaks about the great generosity of the Christians in Macedonia. He talks about how the people gave “according to their ability and beyond their ability” (2 Corinthians 8:3). He applauds the fact that “they first gave themselves to the Lord and to us by the will of God” (2 Corinthians 8:5). We applaud our SBTC churches for your commitment to our Lord and to the task of reaching Texas.

Tony Mathews  
Senior Strategist, SBTC

# A family of church planting churches *everywhere for everyone*

If your church is looking to plant churches or if you want to explore becoming a church planter, contact us for more info. We can help you fulfill the mission God has called you to.

## *Three ways to start the process*

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- 2 Email us at [churchplanting@sbtexas.com](mailto:churchplanting@sbtexas.com)
- 3 Visit [sendnetworksbtc.com](https://sendnetworksbtc.com) and fill out a pre-application





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## WHEN LABOR YIELDS FRUIT

Colby Wallace *West Oaks Church, West Columbia*

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When Colby Wallace was sent by First Baptist Church of West Columbia to plant West Oaks Church, he knew he had a mandate to mobilize the new congregation to actively reach out to the community.

West Oaks officially launched and began meeting in a high school at the beginning of 2020 with a mission of reaching “the unchurched, the de-churched, and the skeptic.” Seven families were sent out from FBC West Columbia with Wallace and his family.

Only five services into their new launch, COVID struck and, as Wallace says, “the whole world shut down.” The church’s first Easter was celebrated remotely. By July, the church began to gather once again and resume its mission of connecting with people in the community.

On one occasion, church members went to a local laundromat and handed out quarters and washing pods. Another time, they went into town and washed the

windows of local businesses as a way of saying “thank you” for their service to the community. All this happened while Wallace continually urged his congregation to connect with the people in their neighborhoods and workplaces.

“We didn’t really do anything spectacular,” he said. “We really just were involved in our community and became a part of the every day lives of the people around us.”

The fruit of the church’s labor was apparent this past Easter, when around 400 adults and 100 children were in attendance. Even more exciting, Wallace said, is the fact many of those new faces made it back in the weeks that followed after hearing the life-changing message of the gospel.

“It’s because of Reach Texas and the Cooperative Program that our church is here,” Wallace said. “It’s because of [cooperative giving] ... that churches like ours are having an eternal impact, not just in building a church, but in building the kingdom of God. We’re grateful.”

### PRAYER POINT

West Oaks Church was planted only because FBC West Columbia had a vision to steward a portion of the resources God had given it to start a new work extending the gospel. Pray for God to open the eyes of churches primed to steward its resources in a similar way.



### POINT TO PONDER

Look around as you sit in church this Sunday. How many new faces do you see? Would you be willing to approach some of those new faces, introduce yourself, and get to know them? And if you don’t see new faces, would you be willing to invite one person to join you next Sunday?



Since its first service last fall, Cross Community Church in Houston has aimed to take the gospel to the doorsteps of every household within its reach.

God is blessing those efforts. Cross Community, a church plant sent out of Northeast Houston Baptist Church, has baptized 16 people since its first service on Sept. 12, 2021, according to its pastor, Del Traffanstedt. Seventy-five percent of those baptisms are directly related to the church's door-to-door outreach.

Shortly after opening its doors, Cross Community executed a six-week push to reach every home within a three-mile radius of its church campus. Through that effort, someone at each of those homes received a gospel tract or had a face-to-face gospel conversation. Traffanstedt said money given through Reach Texas is used to buy tracts and other materials used in Cross Community's outreach efforts such as these.

"It is a vital component of our funding," Traffanstedt said.

"Without the faithful giving of SBTC churches, it would be much harder to do what we do. We are thankful for those who pray, give, and go."

In addition to door-to-door outreach, Cross Community has worked to cultivate partnerships within the community to build a bridge to the gospel. The church provides needed school supplies through a partnership with a local elementary school and recently began an English as a Second Language program to minister to one of the most diverse areas in the U.S.

"It is crazy to think that God took me from Odessa to Houston in seven short months to plant Cross Community Church," Traffanstedt said. "God's hand has been on every part of the process from the call to plant, to confirmation, to assessment, to gathering a core team, to launch, to the baptisms and growth we have seen. We are excited to see what God is going to do next."

## PRAYER POINT

God has brought the nations to Texas, and with them, opportunity. Ask the Lord to show you the segments of your community that are often invisible or isolated so that you may connect with them and show them the kindness, hands, and feet of Christ.



## POINT TO PONDER

Whose door do you need to knock on in order to tell the person on the other side about Jesus? Even if it isn't knocking on a door, is there someone God has put on your heart to share the saving message of Christ with?

## 'THEN GOD'S PEOPLE JUST SHOWED UP'

Matthew Chouest *Golden Meadow Baptist Church, Louisiana*

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Matthew Chouest, pastor of Golden Meadow Baptist Church, grew up in Golden Meadow and had never evacuated when hurricanes threatened. But Hurricane Ida, which pummeled western Louisiana in 2021, was different.

As the storm approached, he and his family and many church members sought shelter about 200 miles away in Eunice, La. They evacuated on a Sunday and returned three days later.

"I got back and couldn't believe my eyes. Everything was changed. I didn't know when we could even start doing recovery," the pastor said.

The storm devastated the community. The church did not escape as its brick veneer back wall collapsed into the sanctuary, destroying the baptistry area and ruining the three-week-old roof that had finally replaced the one damaged by Hurricane Laura the year before.

The church gym was spared and became a massive distribution center for food, clothing, water, and supplies for Golden Meadow

and nearby Galliano. About three weeks after the hurricane, when the waters had receded enough to make recovery efforts feasible, Chouest received a call from SBTC Disaster Relief asking if his church and community were interested in help with mud-out and recovery efforts.

"We were distraught," Chouest said. "Then God's people just showed up. SBTC DR were the first ones to show up."

SBTC DR and other Southern Baptist Disaster Relief volunteers stayed in the area for 60 days, working with resources that were generously given through the Reach Texas offering. Among many projects, they helped make the parsonage livable by removing soggy sheetrock, spraying anti-mold treatment, replacing the roof, and even pulling up, drying, and reinstalling the vinyl flooring.

The work on his home enabled Chouest, who had been staying in the "dry half of the house," to continue ministering to the community he loves and providing hope—the same kind of hope DR volunteers had provided to him.

### PRAYER POINT

In the world of disaster relief, the call for help never really ends. Pray for perseverance for long-term DR servants and for God to raise up another generation of volunteers.



### POINT TO PONDER

Personal testimonies are powerful. Consider building relationships with churches and individuals affected by disasters (such as wildfires and hurricanes) and invite them to speak to your church about how God was at work through those crises.



**Kyle Sadler** *SBTC DR volunteer coordinator*

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## MINISTERING IN THE WAKE OF THE UNTHINKABLE



When a lone gunman barricaded himself inside a mobile home in Levelland and shot and killed a Lubbock County SWAT commander on July 15, 2021, he left a neighborhood traumatized. Four other law enforcement officers were wounded that day, and bullet holes and damaged structures served as a grim reminder of what had taken place.

“People were hurting,” said Kyle Sadler, a Splendora businessman and SBTC DR volunteer coordinator for Texas Rebuild—a ministry connected to SBTC DR founded to meet needs in the wake of Hurricane Harvey.

The damage—bullet-pocked homes and a fence torn down by first responders during the standoff—was far less than the devastation wrought by Hurricane Harvey. But Sadler knew the Panhandle community’s spiritual and emotional needs were significant. Even before repairs began in Levelland, he contacted Joe Smith, pastor of Liberty Church there, for help both in enlisting local volunteers and ensuring the opportunity

for survivors to connect with an area church.

“The chief target for Texas Rebuild is to connect with the local church about the local need so we can harvest that relationship. It becomes a church project. We provide the resources,” Sadler said.

“We put up a new fence, working closely with Liberty Church [and local businesses],” he added. “We were able to help the church reach even deeper into the community. That trauma from bullets flying will be long-lasting. The fence was only the beginning. Twenty years from now, it may not be standing. But they will remember people coming in from all over the state of Texas to share the love of Jesus Christ.

“There’s gonna be more Harveys, more Levellands, more Sutherland Springs, more Eastland fires, more Onalaska tornadoes. We are going to be tested,” he said. But with SBTC DR and Texas Rebuild in place, we “are not just being reactive, we are being proactive.”

### PRAYER POINT

Continue to pray for the victims of tragic events such as the one in Levelland and other crises that require a DR response. Long after the media and volunteer workers move on, the process of healing will need to continue.



### POINT TO PONDER

Texas Rebuild, founded to deal with the aftermath of a hurricane, saw and met a need that fell outside its normal calling. Could God be calling you to serve or minister in an area outside your normal area of expertise?



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## REACHING OUT, REACHING ACROSS

Edward Beltran *Genesis Baptist Church, San Antonio*

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A metal fence separates the east and west sides of the Mirasol Homes public housing complex in San Antonio, just west of downtown. It's familiar territory to Edward Beltran, pastor of Genesis Baptist Church, who was raised by his grandmother in public housing nearby.

"I grew up on government cheese, government butter, and powdered milk ... in the epicenter of the projects," Beltran said.

Beltran's story showcases God's provision that led him to plant Genesis, which successfully merged with the historic Hot Wells Baptist Church in 2008.

In December 2021, Genesis partnered with Cibolo's Everyday Christian Fellowship and its children's minister, Jimmy Turner, in a work ongoing since July to evangelize Mirasol. Every other Saturday, the group offered lunch, games, and gospel activities. Residents from the complex's west side attended.

To reach the east side, the Mirasol Block Party was born.

In April, with help from the Southern Baptists of Texas

Convention—using funds provided through the annual Reach Texas offering—the party kicked off, featuring Christian illusionist Edgardo Ferrer and artist Rik Moore. They "presented creative and entertaining gospel messages," said Bruno Molina, SBTC language and interfaith evangelism associate.

Two Criswell College students participated in the block party as part of the F.I.R.E. (Forging Integrated Relationships through Evangelism) initiative that promotes the engagement of professors and students in missional ministries through local churches.

Some 60-70 Mirasol residents came, including three families from the east side. Eight—seven children and one adult—professed faith in Christ that day.

In English, Mirasol is translated, "see the sun." At the Mirasol Block Party, residents of a San Antonio barrio were invited instead to "see the Son." And they did.

### PRAYER POINT



Pray for these eight who put their faith and trust in Christ at this block party and pray for others you know who are new believers. Satan cannot touch their souls, but he will do all that he can to distract them from walking with Jesus.

### POINT TO PONDER

Who are the people in your neighborhood? Ask your pastor or others in church leadership how you can better reach out to those God has put in your bubble.

**Dexter Laureano** *Redeemer Community Church, Crowley*

## NOT JUST HOOPS, BUT HOPE ...



Dexter Laureano has loved the game of basketball his entire life. But when the workload of nursing school began to demand more and more of his time and attention, he had to give up the game to pursue his career.

“It was the saddest moment giving up what I loved so much,” said Laureano, a native Filipino who lives in the Dallas-Fort Worth Metroplex.

As he worked to finish his degree over the next three years, Laureano didn’t play basketball and thought he’d lost his passion for the game. But God had a bigger plan to unite Laureano’s passion with a kingdom purpose.

Laureano is the founder of Redeemer Sports, a ministry that uses basketball to share the gospel and disciple those who have decided to trust and believe in Jesus. “Basketball courts become a refuge for people who are longing for fellowship,” Laureano said. “Basketball becomes a way to cope for spirits who are hurt.”

Before long, relationships that were forged on basketball courts developed into Bible studies and, eventually, led to the planting of Redeemer Community Church. Today, many who attend the church began as people who were reached through the basketball ministry.

Along the way, Laureano credits giving through Reach Texas for what God has done with the ministry. Reach Texas funds have been used to cover many of the costs associated with the basketball ministry, including court rentals, uniforms, equipment, and trophies.

“We have been able to continuously meet with our friends, [make follow-up visits], and know each of [the participants] deeply,” Laureano said. “We are so blessed to be able to partner with Reach Texas. Redeemer Sports can be a vessel to change the culture of secular basketball into a basketball fellowship. We pray and we play.”

### PRAYER POINT

Pray for Redeemer Sports—and other creative ministries like this—to find a stable or permanent location to host its basketball events and for more leaders to help build relationships in the community.



### POINT TO PONDER

Do you have a personal passion that, like Dexter, God can use for a kingdom purpose? Ask the Lord to show you ways to engage with others using passions He has already planted in your heart.

## NOT JUST KIDS' STUFF

**Rusty and Jennifer Woolley**, *Northeast Houston Baptist Church*

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Rusty and Jennifer Woolley had been serving students at Northeast Houston Baptist Church for about two years when they attended their first M3 camp as volunteer leaders. What annually aims to be a transformative experience for students turned out to be transformative for them as well.

M3 is among the many ministries funded by the annual Reach Texas offering and stands for “moment, mission, and movement.” Each summer, camp leaders pray for students to have a moment with Jesus that changes their lives—one that propels them into mission in their schools and starts a gospel movement among young people in Texas and beyond.

At their first camp in 2019, the Woolleys found a relational dynamic with the students that they hadn't yet experienced on their home turf.

“We were both amazed at how differently you can get to

know the kids and meet them at their level when you are at camp with them,” Jennifer said. “On their own turf, their walls tend to remain up while building relationships. But when you are able to spend time with them away from their ‘normal’ lives, they begin to really open up. I felt like I learned more about some of the kids in one week than I had in the two years that I had spent getting to know them.”

Once the camp was over, the Woolleys found a renewed excitement and determination to go back home and help their students continue to grow. They currently serve as leaders of a life group consisting of 11th and 12th grade students. The Woolleys see their service as a way to be intentional with these students as they prepare to finish high school and take their next steps.

“Camp truly changed how we view the students and how the Lord is working through them,” Jennifer said.

### PRAYER POINT

Pray for leaders like the Woolleys, who are building relationships with students in order to share the gospel with them and engage in bold and honest conversations about the issues they face every day.



### POINT TO PONDER

Ministries that work with students always need extra hands, especially at off-site events such as camp. What would you have to sacrifice to give a few days of your time to love on and minister to the next generation in your church?



**Richard Rogers**, *University Heights Baptist Church, Huntsville*

## COLLEGIATE COOPERATIVE



University Heights Baptist Church in Huntsville has a passion for reaching the 21,000 students who attend nearby Sam Houston State University. But the church's vision is even larger: it not only wants to reach its own college students, but raise up leaders who can go to other college towns and reach other student populations who will then, in turn, do the same.

Reach. Raise. Resource. Repeat.

Such a task would be a tall order for a church of any size. That's why UHBC doesn't plan on doing it alone. Through the giving of the Cooperative Program and the Reach Texas offering, UHBC has been able to take advantage of resources that have allowed it to begin training church planters for the task. Part of the cooperative effort has also included the church reaching out to the North American Mission Board, which has connected it to churches in other states that have

a similar vision of reaching and then raising up leaders who will impact future generations.

Such partnerships have allowed UHBC to do collegiate ministry at a higher level, according to Senior Pastor Richard Rogers.

"Partnering with those who are in our conventions to do collegiate ministry has been a joy, and it has been one of the things that encourages us to give more and more as we receive some of the training, some of the assistance, and the encouragement to be able to do what God has called us to do," Rogers said. "We give because the Cooperative Program has been a great tool to be able to do ministry around the world, but it has also been key in our vision to do collegiate church planting and to partner with those in our state and national conventions who are called to do the same."

## PRAYER POINT

Statistics show students who fill VBS rosters and youth rooms early in life often walk away from the faith when they reach post-high school and college age. Pray for the Lord to continue to send workers into the harvest of students' lives so that this gap of faith may be greatly reduced.



## POINT TO PONDER

God's people should be cooperative, not competitive. What are some ways your church can reach out to sister congregations to help them advance the gospel mission?

# REACH CITIES



Church Planting + Replanting



Church Revitalization



Mission Team Opportunities

## REACH AUSTIN

+ Area Population of 2,000,000

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+ 11th largest city in the United States

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+ 34% speak a language  
other than English at home

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+ 68% White, 35% Hispanic,  
8% Black, 6% Asian/Other

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+ 41% lost & unchurched

**Steve Cochran**

Austin Strategist • [scochran@sbtexas.com](mailto:scochran@sbtexas.com)

## REACH EL PASO

+ Population of 885,226

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+ 82% Hispanic, 13% White,  
3% Black, 2% Asian

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+ 98% lost & unchurched

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**Edgar Trinidad**

El Paso Strategist • [etrinidad@sbtexas.com](mailto:etrinidad@sbtexas.com)

**THE REACH CITIES INITIATIVE** is a strategic process to mobilize churches for church planting and revitalization in Texas.

[sbtexas.com/reachcities](https://sbtexas.com/reachcities)

## REACH HOUSTON

+ The most diverse city in North America  
(2010 Census)

+ Population of 5,000,000

+ 39.8% Hispanic, 31.9% White,  
18.7% Black, 9.5% Asian/Other

+ 68% lost & unchurched

**Cameron Whitley**

Houston Strategist • [cwhitley@sbtexas.com](mailto:cwhitley@sbtexas.com)

## REACH RIO GRANDE VALLEY

+ Population of 1,353,541

+ 90% Hispanic, 1.2% Asian, 0.5% Black

+ 81% Catholic

+ 11% claim no faith

[churchplanting@sbtexas.com](mailto:churchplanting@sbtexas.com)

TEXAS HAS 420 DIFFERENT PEOPLE GROUPS AND 300+ SPOKEN LANGUAGES



# people GROUPS

For more information contact  
Dan Acharya at [dacharya@sbttexas.com](mailto:dacharya@sbttexas.com)

[sbttexas.com/peoplegroups](https://sbttexas.com/peoplegroups)

Made possible by your Cooperative Program giving.

Our mission is to equip the local church to reach people groups in Texas, moving from friendship and spiritual conversations to discipleship and house church planting.

**Interested in learning more about cross-cultural ministry?**

### **Reaching the Nations in Texas**

A six-session training based on Jesus' principles for cross-cultural ministry. Learn principles on how to connect, evangelize, and disciple foreign-born and second-generation peoples.

### **Going Beyond Seminars 1 & 2**

Going Beyond targets those who work with people groups and helps create networks where churches, pastors, and leaders learn from and encourage one another in reaching the nations in their locale.

### **Specialized Trainings**

Focused on how to connect, engage, and disciple different people groups per their particular religious and ethnic background. Designed to move from friendship to Bible study to house groups to house churches to the church planting process.



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## Two-day training

NAMB certification awarded

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# INDIA

## Partnership

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We are laboring toward the fulfillment of Revelation 7:9 among an estimated 312 million lost people living in India and nearby islands, including 357 UUPGs (Unreached Unengaged People Groups). We are grateful for your interest in partnering to see the gospel shared here until there's no place left where it hasn't been heard.

[sbtexas.com/india](https://sbtexas.com/india)

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Questions? Contact Tony Mathews  
[tmathews@sbtexas.com](mailto:tmathews@sbtexas.com)

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## Conference

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# Reach Texas

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