

2023 ANNUAL REPORT



THE CORE

At Impact, our mission is to **“PURSUE God as we BUILD a community of believers unified on a mission to SHARE His hope.”** We believe everyone has a next step they can take! We designed The Core, also our Vision Strategy, as a road map to help people identify their individual next steps. We have three unique avenues for this journey: Pursue, Build, Share. These are further divided into next steps which have The Core moving from left to right as a progressive journey of faith.



What's your next step?

PURSUE GOD

Weekend services are the front door of Impact. It's where most new here guests first connect to the church. It's our goal that through worship all who attend will experience Jesus and engage in their personal journey towards Him. Once someone accepts Christ as their personal Savior, we encourage them to take the next step of baptism and begin the habit of a daily encounter with God through prayer, Scripture, and reflection.

BUILD COMMUNITY

Our relationship with God is uniquely connected to our relationship with others. Through Growth Groups, we can intentionally and consistently help each other through the journey of life and discover more of God together.

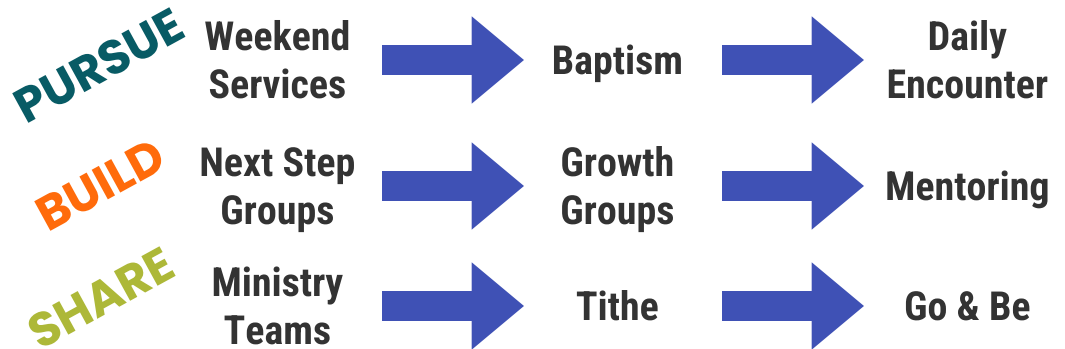
SHARE HOPE

As people draw closer to God, they'll eventually contribute to the ministry through service and generosity. It's usually at the sharing stage that people really begin to "own" the ministry and mission of the church.



THE CORE STEPS

IN ALL WE DO, STRIVE TO PURSUE GOD,
BUILD COMMUNITY, AND SHARE HOPE



PURSUE GOD

Most new-here guests connect with the church for the first time through a weekend service. Here is a breakdown of who has been walking through our doors this past year!



Average Weekend Attendance: 680 (Up 7% from 2022)



Average Weekly Adult Attendance: 604 (Up 13% from 2022)



Average Weekly Online Attendance: 266 (Down 1% from 2022)

* Many of our online attenders have been participating in person.

BAPTISM

PURSUE GOD

Maybe your next step is the ultimate next step to say YES to Jesus and be baptized. Maybe you've been walking this journey for awhile, trying to follow Jesus, but nobody talked to you about baptism. Baptism is that place where you can encounter Jesus and identify yourself in Him. We believe baptism is the opportunity to fully engage Jesus through His death, burial, and resurrection (Romans 6:1-7). To express our desire to follow Him as He works within our life. If this is your next step reach out to our team at office@impactpittsburgh.com to get your questions answered and set up a time for us to celebrate your baptism with you. You can make that decision today!



Baptisms in 2023 (YTD)



Total baptisms in 2022

71 people in the last two years have been **MADE NEW** through baptism!





PARENT DEDICATION

We are excited to dedicate children to the Lord. The purpose of Parent Dedication is for parents to present their child before God and the church, committing to seek after His grace and wisdom in carrying out their responsibilities.

We believe Psalm 127:3, which says "Children are a gift from the Lord; they are a reward from him." Parent Dedication is a time for us to celebrate and thank God for the gift of your children. It is also a time for parents to commit to modeling what following Jesus looks like, partnering with the church as they raise their child to follow God with their lives as well. **TEN FAMILIES** made dedications at Impact this year!



Birth through 5th Grade
Meets during weekly service times

Largest attendance in 2023:

103 children

Average weekly attendance in 2023:

75 children



6th through 12th Grade
Meets Sunday nights at 6:30 PM

Largest attendance in 2023:

38 Students

Average weekly attendance in 2023:

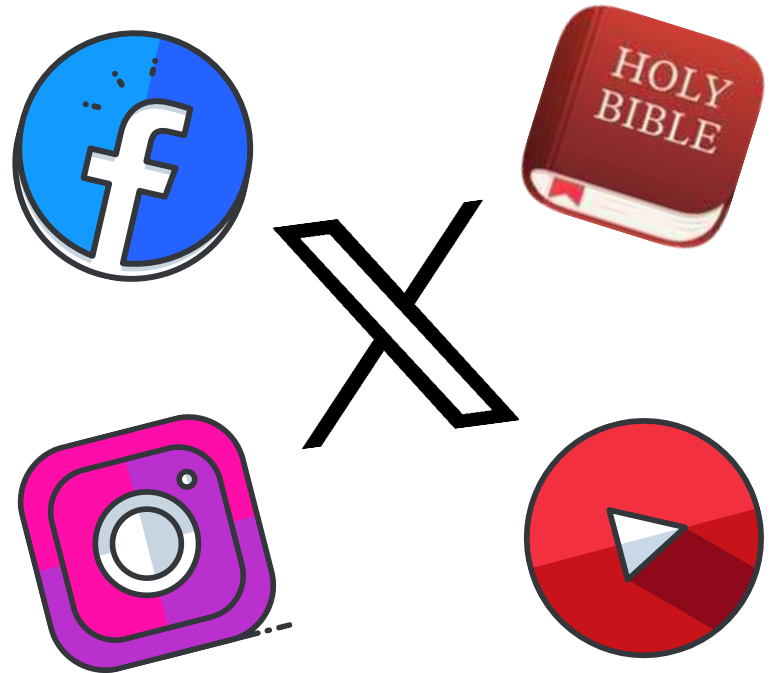
23 students





PURSUE GOD

God's invitation, in the very beginning, was to know Him and to walk with Him, as it still is today. God wants to be close to us and just like any other relationship, we get closer to God by spending time with Him - in prayer and by reading and meditating on God's Word. We have a variety of tools to help you engage with Jesus in a daily encounter.



The Holy Spirit – What He does for you...

- Helps you understand Scripture as you read/study. (John 14:26, Luke 24:45)
- Reminds you of truth and brings Scripture to mind when you need it as you live for Him. (John 16:3, Luke 12:11-12, John 14:26, Mark 13:11, Matthew 10:9)
- Transforms you more and more to be like Jesus as you worship Him wholeheartedly. (2 Corinthians 3:18, Romans 8:29)
- Gives you supernatural gifts so you can help build up the Church and put the love, power, and beauty of Jesus on display in your day-to-day life. (1 Corinthians 12:1-11, 1 Corinthians 14:1, Matthew 10:8)
- Swallows up your loneliness by making companionship with God and His life very real to you. (Ephesians 3:16-19, John 14:18, John 17:3, Psalm 63:1-5)

IMPACT'S DIGITAL EXPERIENCE

We believe the mission of the church matters. And we've seen how God can change lives through video resources. That's why we partner with RightNow Media. Every person at Impact can access over 20,000 Biblically-based videos for FREE. We hope to help the Impact Church Family equip and go out and be the hands and feet of God.



rightnow MEDIA

Impact is excited to have 558 active users.

DIGITAL ENGAGEMENT (📶)

Digital technology is a critical tool in helping people take next steps. By engaging people in digital platforms, we are able to connect with them where they live, work, and play. Platforms like YouTube, Instagram, Facebook, and X (formerly called Twitter) not only allow us to extend the weekend experience throughout the week, but connect people to each other. We have a 47% average audience of 25-34 year olds.



Impact Pittsburgh's YouTube Channel: 500 Subscribers

Impact Pittsburgh YouTube videos received **31,582** (YTD) views.

Impact Pittsburgh YouTube videos received **1,453,614** (YTD) impressions.

Impact Pittsburgh Average video view time is **7:58** (YTD).

Impact delivered a total of **3,719 hours** of content to the YouTube online community!

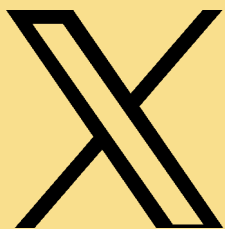
More than **72%** of online views come from **UNSUBSCRIBED** viewers.

@ImpactMoonTwp Facebook Page: 2,322 Followers

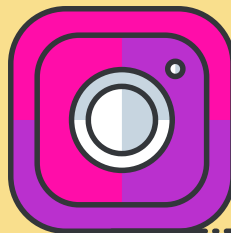
Impact's Facebook page reached **92,017** Facebook users (YTD): 3% increase.

Impact's Facebook page was visited **17,440** times by Facebook users (YTD): 97.6% increase.

Impact's Facebook page added **155** new subscribers in 2023: 7% increase.



@impactccpgh
330 Followers



@impactpittsburgh
421 Followers



Impact's Google Business Profile (in the past six months):

Impact's Google Business Profile had 4,169 interactions.

Impact's Google Business Profile had 7,657 people view our profile.



BUILD COMMUNITY

NEXT STEP GROUPS

We believe that everyone has a next step to take. Some next steps are individual while others are taken in groups. Next Step Groups is something new that we will be highlighting to help us move forward in this journey. Next Step Groups focus on three main areas: faith, finance, and family.

Next Step Groups:

This year at Impact we had several Next Steps Groups that included:

- Financial Peace University - 8
- Mental Health & Faith - 6
- Beginning With Christ - 8
- Parenting Through the Phases - 10
- Self Care Matters - 7
- Rooted 2023 - 7
- New Believers - 2



BECOME PART OF THE ROOTED EXPERIENCE IN JANUARY 2024!



ROOTED
EXPERIENCE

ADDITIONAL NEXT STEPS GROUPS COMING IN 2024!

GROWTH GROUPS

God designed us to live and learn in community. While we LOVE people coming through our doors as weekend attendees, Growth Groups are where we really connect and encourage each other on our spiritual journey. Growth Groups are the best place to take a next step with Jesus!



Impact had **18** Growth Groups in 2023

Impact had a total of **33** leaders in 2023

Impact had a total of **233** participants in 2023



SHARE HOPE



Ministry Teams

We believe that God created everyone with a passion and a specific skill set to do great things. Our reach as a church grows as people give back with their time, talents, and resources. There are many volunteer ministry teams that keep Impact up and running.

IMPACT HAS 19 MINISTRY TEAMS WITH 313 VOLUNTEERS AND 45 LEADERS!

Cafe - 26

Creative Team - 6

Elders - 9

Engage Impact - 15

Finance Team - 7

Guest Central - 53

Impact Kids - 64

Impact Students - 16

Missions Team - 10

Parking Team - 8

Praise Team - 26

Prayer Team - 9

Safety Team - 16

Set Up/Tear Down - 10

Social Media Team - 1

Tech Team - 20

Translation Team - 1

Ushers - 14

Website Team - 2

Are you a part of a ministry team? We need you. This is another great opportunity to be in community with others. Will you consider partnering with us on one of our ministry teams?



WE NEED YOU!



SHARE HOPE TITHES & OFFERINGS

Tithing is an act of worship, recognizing that God is our source for all provision and blessing. We use the tithes and offerings we receive to make an **impact** on our community and the world.

Total amount given by Impact-ers in 2023: **\$1,399,272** (YTD)

Total amount given by Impact-ers online in 2023: **\$797,436** (YTD)

Estimated number of donors that gave in 2023: **418 donors** (YTD)

57% of the 2023 giving came from online sources.

In order for Impact to meet its expenses and needs the tithes and offerings must average **\$33,232/week**. In 2023 the offering averaged **\$29,152/week**, leaving a shortfall of **\$4,080/week**.

GO AND BE

As a church, we want to be known for our extraordinary generosity. This year we saw generosity expressed as we partnered with our local and global missions.

Special missional support highlights:

- We had four of our supported missions visit Impact: Choices Pregnancy Center in April; Passion Ministries in July; Lifeline Christian Mission in August; and Light of Life in November.
- In 2023, the Missions Team added two new missions that Impact supports on a monthly basis: Mustard Seed Network (Tanner & Delaney Salva) based in Japan and Hippo Valley Christian Missions (Russell Johnson) based in Africa.
- There was a total of \$2,900 sent out for special givings in 2023.
- In September, we held our Mass Mobilization project. This was a food packing event. We packed 52,548 meals of rice & vegetables. We saw great community which led to new Growth Groups being formed and new people attending Impact! There was also great participation from Impact Students.
- We have contributed \$2,879.59 to our Good Samaritan fund to help families in need.
- In November, we packed 777 boxes for Operation Christmas Child.



**Impact sent \$91,255 to missions
around the world in 2023!**



The Landing Community Center is a significant part of our local Go & Be efforts. This is provided through the generous contributions of Impact-ers. The Landing is Pittsburgh's largest free indoor park and has been rated as one of Pittsburgh's best play areas for kids.



Impact School of the Arts opened in September 2023 and currently has 31 students enrolled!
www.impactschoolofthearts.com

Community revolves around sharing food, hanging out, meeting, and just playing. The Landing is created space for each of these activities and to invite the community to come in.

- 207 rentals including birthday parties, business meetings, sports teams & lessons, Free Play, health events, concerts, lectures, and more!
- The Landing has invoiced \$48,907 for rentals (YTD) in 2023.
- Landingtown, The Landing's Free Play has hosted 1,333 NEW guests in 2023!

THE LANDING

You can check out more on The Landing by visiting www.ImpactTheLanding.com!



MEGA Fall Fest hosted over 1,100 guests in 2023!

More than 14,430 pieces of candy were donated to make the MEGA Fall Fest event a remarkable success.

MEGA Fall Fest featured 22 games/activities run by 65 Impact volunteers and growth groups.



132 students enjoyed a great week of MEGA 2023!

106 Volunteers Help Make It Possible!

28 Preschool Students Attended!

IMPACT CONCERTS & SPECIAL EVENTS 2023



January - Michael McKenry,
Former Pittsburgh Pirate



February - Rend Collective



April - Cody Carnes &
The Torwalts



April - Good Friday Service



May - Danny Gokey



June - KLOVE Meet Every
Listener



June - Danny Gokey with
KLOVE



September - WORD-FM with
Jeff Allen



October - Tasha Layton

Recap of Impact's 2023 Dreams:



- We brought Tristan Brophy on as our first Resident in our residency program. He is building connections and working to reach out specifically to the Gen Z audience.
- We had two interns working with us this past year in our Communication area and AV/Tech area.
- We rebuilt and redesigned our website. This was introduced in January. This has brought it up to date with our content and branding.



We have BIG dreams for Impact moving forward. These dreams can only be accomplished as God works through the faithful partnership of each person at Impact. This means, we need YOU. We need your partnership in the area of tithing and volunteering. If you would like to learn how your passions and skill sets could be used to further the Kingdom through Impact, email us at office@impactpittsburgh.com.



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Our Impact 2024 Dreams:

- Grow our School of the Arts to 70 or more students and to start our second missional business.
- Increase our digital influence with podcasts along with more online content and videos.
- Develop opportunities for greater biblical community to be formed with our young adults and young families.