

## MID-YEAR REPORT (JAN–JUN 2025)

Prepared for Mt. Zion Baptist Church | Rev. Dr. Marcus Allen, Sr.

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### OVERALL PICTURE — HOW ARE WE DOING?

Mt. Zion is in a **season of healthy growth**, living out the vision to be an **Acts 2 church**:

- **Attendance is up 59% compared to 2024**, an extraordinary sign of momentum.
- **New disciples**: 73 membership requests since January, with 39 baptisms.
- **Giving is steady**: Operating income is healthy with surplus. The Building Fund is growing.
- **Community presence**: Pastor Allen continues to lead inside and outside the church walls: juvenile detention, campus worship, youth, and community events.

We are operating from a place of **mission clarity**: “*Jesus is the Way.*” And it shows.

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### ATTENDANCE TRENDS

#### Sunday Worship

- **Average 2024**: 246
- **2025 YTD Average**: 309 per Sunday
  - **February–March**: 305
  - **April**: Peak: Easter Sunday, 546 total (486 adults/youth + 73 kids)
  - **May**: Average 307 (Mother’s Day: 310; May 18: 316)
  - **June**: Dip to 287 average (summer travel, typical)
- **Trend**: Despite June’s drop, you are sustaining **60% growth** over last year.

**Children’s Church**: Averages 56 kids weekly

**Youth Bible Study**: Averages 41 students each Wednesday night.

**Special services**: Pastoral Anniversary, Church Anniversary, Easter, Mothers' and Fathers' Day, Youth and Graduation Sunday.

**What this means:**

People are hungry for real worship, sound preaching, strong youth programming, and authentic leadership.

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**MEMBERSHIP**

- 73 membership requests since Jan 1 (25 by Christian Experience, 39 by Baptism, 7 Reinstatement, 2 Watchcare).
  - New Members Class: 34 completions consistent monthly cycle.
  - Deaths: 4 faithful saints.
  - Total members: 583
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**MAJOR HIGHLIGHTS****Spiritual life:**

- Deacons taught Bible Study weekly, and the Beatitudes series was well-received.
- Prayer focus: Lent fast, worship events, Prayer Walk.
- Discipleship Class is doing well.
- Evangelism Class went well. The plan is to conduct another class in September.
- Right hand of Fellowship
- Campus worship continues to be impactful

**Youth & Family:**

- Children's Church is going great.
- Parent of the Year honors: reinforcing family focus.

**Community & Partnerships:**

- Wayne McMillan and I continue to visit the Juvenile Detention through the TRY Program.
- Badger Football Bible Study and mentorship continue.
- I served on the MMSD Strategic Planning Committee
- I received the 2025 Historically Black College & University (HBCU) Alumni United Honoree in Religion Award.
- Black Brilliance Gala, sponsored by Urban Triage, gave Mt. Zion the Non-Profit of the Year Excellence Award

- Black Student Union Memorial High School presented me with the “I am Black Excellence,” Award.
- June-August, every Thursday, 530-730 pm, I will be teaching for Dr. Ward’s “Oh Happy Day” depression Class.

### **Systems:**

- New Subsplash system: consolidates app, website, online giving.
- Financial stewardship: Money Management Classes with Summit Credit Union, UW Credit Union.
- Pillar System must be taught and modelled with more clarity

### **MGPS 2025:**

- Sponsorships secured: Anesis, Trinity, Carmen Porco, ABC-WI, High Point, Black Hawk and more.
- Confirmed Amount Pledged: \$21,750
- Minister Viola will be leading logistics. I want everyone who is able to attend to please register. October 24-25,2025
  - [REDACTED]

## **CHALLENGES & IMPROVEMENTS**

### **Capacity Pressure:**

- Attendance spikes show the need to plan for a second service or additional space.
- Guest Services must keep pace: Greeters, Connectors, and follow-up.

### **Volunteer Needs:**

- **Youth/Children’s Church: growing kids, but limited volunteers.**
- Ministry leader training must continue: SOPs still in progress.
- Digital Navigators and Connectors are up and running
- We need to strengthen our visitor follow-up system.
- Preparing to Host American Baptist Churches of Wisconsin September 27-28, 2025.
  - Mother Hodge will be our leader for this effort.

### **Building Campaign:**

- Goal: \$8.3 million (Single-Story Design)
- Current Raised: \$3,224,131 — 39% of total goal

- Federal Support: \$2.5 million from Senator Tammy Baldwin
  - New Total with Baldwin Support: \$5,724,161
  - New Percent of Goal with Baldwin Support: 69% funded!
  - \$5.72M pledged, but the final push is critical to reach the goal, with donor updates, clear visuals (thermometers, posters) needed.
  - Keep the community informed: what will the new space do for youth, seniors, and outreach?
  - We need to expand communication around Building Fund progress
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## **NEXT STEPS (JULY–DECEMBER)**

- Maintain our community presence in schools, the detention center, and the campus.
- Recruit more Greeters/Connectors/Visitor Desk Attendants.
- Finalize SOPs for all ministries by fall.
- Continue to encourage people to complete the New Members Class, Discipleship Class and Evangelism class.
- Meet the Pastor and First Lady session for New Members starting first Sunday in September.
- We need to celebrate giving milestones with a visible impact for the building fund.
- Push for final donors — American Family, Tri-North, Park Bank, and Ascendium.

## **Upcoming Events**

- Homecoming Worship Service and Cookout **September 14, 2025**
  - Women's Day, **September 21, 2025**
  - Host American Baptist Churches of Wisconsin **September 27, 2025**
  - **October Stewardship Month**
  - Host MGPS with excellence: Minister Viola's plan, donor follow-up.
  - MGPS **October 24-25, 2025**
  - Truck a Treat **October 26, 2025**
  - Men's Day **November 16, 2025**
  - Plan for holiday services, annual meetings, and year-end push.
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## **SUMMARY STATEMENT**

“Mt. Zion is experiencing strong momentum in worship attendance, youth engagement, and community impact. Our financial position is stable with room to grow. To steward this growth well, we must strengthen our hospitality systems, develop leaders, and expand our capacity for worship and discipleship. Together, we will keep lifting our community, because Jesus is the Way!”