

2025 ANNUAL REPORT

Friends, Supporters, and Partners,

2025 was a year of deepening impact and growing influence for RootedGood as we continued our dual focus on **resourcing churches and leaders** and **catalyzing systems-level change** for the good of our communities.

Through the **Good Futures Accelerator** and our expanding suite of **how-to guides**, we resourced thousands of churches across the country as they reimagined the use of their buildings, land, and assets for mission and community good. Almost 300 churches have now completed or are engaged in the Good Futures Accelerator course, and they are telling us that the course works.

Along the way, we strengthened national denominational **partnerships** and launched new initiatives to help churches move from vision to action—including the first grant from our new million-dollar **Good Next Step** pre-development program, that we hope will lead to more than \$450 million in development on church land in Wisconsin.

At the same time, RootedGood leaned into its catalytic role. Through original research, our **Fieldworks** design sprint, working with 36 partner organizations, and reaching more than 100,000 people via thought leadership, we helped shape the broader conversation about the future of church property and mission-aligned development.

We are deeply grateful for the partners, supporters, and churches who made this work possible, and we look forward to continuing this vital mission together in 2026.

Gratefully,

The RootedGood team of Shannon, Mark, Mark, Angela, Tito, and Alison



RESOURCING

RootedGood provides tools and resources directly to congregations and through partnerships that use our materials in their support of churches.

 **291** churches in 43 states had completed or were engaged in the **Good Futures Accelerator** as of the end of 2025.

 **19** different denominations are represented, plus a range of non-denominational churches.

 **46%** are in suburban locations; 36% in urban; 15% in rural locations.

 **50–1,000** people approximately in each typical congregation engaging in the Good Futures Accelerator program.

 **10** different cohorts of congregations are taking part, while many congregations engage in the course on their own.

 RootedGood has **national partnerships** for Presbyterian Church (USA) churches, United Methodist churches, Episcopal churches, and churches working with Enterprise Community Partners.

Good Futures Accelerator church enrollment



In the fall of 2025 we carried out a new **survey** of churches who have completed the Good Futures Accelerator. We had a very strong response! And according to churches using the course, it works!

96% reported clearer vision for using their assets to further their mission.

93% gained a deeper understanding of their community context.

82% improved their ability to imagine new revenue streams.

9.3/10 is the average score when asked how much they would recommend the course to another church.



Here are some things churches are saying about the **Good Futures Accelerator**:

"The Good Futures Accelerator has equipped us with clarity, confidence, and connections—as well as adaptable learning tools—that continue to guide us as we move toward long-term mission and community renewal."

— Pittsburg, PA

"We loved how easy it was to use – really plug-and-play (it was easy for different people to take home a packet, and prep and lead each session), but also taking us to big questions and deep reflection. It's really well crafted, engaging and thoughtful. I've already recommended it several times and will continue to do so!"

— Madison, WI

 **1** new resource created, **How to End Well**, in partnership with five impact organizations. This further expands our suite of how-to guides, which are now also available as bundles for individual users or institutions.

 **3,422** printed copies of the bespoke PC(USA) versions of our how-to guides were distributed in 2025, tailored specifically for use across PC(USA) churches.

 **\$10,000** in prize money was given away to churches that completed the Good Futures Accelerator, to help them launch their ideas.

 **\$1.1m** pre-development grant program newly launched, called **Good Next Step**. This program will support an estimated \$450 million of community development on church land in Wisconsin. The first grant was awarded in December 2025 to a church in Madison.

 Supported the work of our **institutional client partners** as they serve thousands of churches and tens of thousands of people around the country. This included Presbyterian Church (USA), Texas Methodist Foundation, Englewood CDC, Presbytery of the Inland Northwest, and others.

"The Good Futures Accelerator pushed us to think outside the box and re-imagine what's possible with our space and resources. The structured process not only sparked creative ideas but also challenged us to move beyond discussion and take concrete steps toward action. It shifted our perspective from maintaining the status quo to actively exploring new opportunities for mission and sustainability."

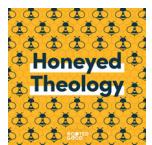
— Spokane, WA

CATALYZING

RootedGood helps catalyze national solutions through speaking engagements, research, convening, and strategic partnerships.



100,000 people reached by RootedGood team members via **talks, podcasts, and articles** around the country, as they led the national conversation on the future of church buildings and land.



27% growth in contacts following the launch of our **Honeyed Theology** bi-weekly newsletter on January 15, 2025. Honeyed Theology shapes the national conversation about church property by sharing leading edge stories, theological reflection, and practical insight.



There is a need for new solutions for funding for community development on church land. We launched the **Good Next Step** as a prototype to accelerate pre-development funding for congregations.

Fieldworks



In 2025, RootedGood advanced its mission through Fieldworks, a research-to-action initiative focused on unlocking mission-aligned capital for church property redevelopment.



90+ leaders surveyed as part of original research conducted by RootedGood, with leaders across faith, finance, philanthropy, and development helping to identify the key barriers preventing congregations from using land and buildings for community good.



That work culminated in the **Fieldworks Design Sprint**, a national convening, explicitly focused on designing solutions related to the movement of money that will help churches develop land and buildings for good.



5 actionable prototypes were co-created by participants, grounded in real-world case studies. They included regenerative pre-development capital, blended national funds, shared research infrastructure for philanthropy, a mission-aligned capital clearing-house, and a field-building convening function—positioning RootedGood as a trusted convener and laying the groundwork for scalable, lasting impact.

Expanded our organizational partnerships in breadth and depth. Key partners in 2025 included:



LOOK OUT FOR IN 2026:

\$80,000 in grants to be awarded across two more churches in Wisconsin through the **Good Next Step** pre-development program.

Create a new how-to guide resource, **How to Merge Well**, to help churches navigate mergers between congregations, avoid common pitfalls, and strengthen their economic future.

Build upon **Fieldworks** with additional publications, supporting organizations launching pre-development funds, and preparing for the launch of a Community of Practice.

Collaborate with Wesleyan Impact Partners and Parish Collective on a new storytelling initiative called **"All the Good You Can."** This national storytelling campaign is designed to surface and share authentic stories that offer "nuanced, hope-filled glimpses of Christian faith in everyday life rather than institutional messaging."

RootedGood **resources** churches and leaders, and **catalyzes** systems-level change as we imagine and become something new for the good of our communities.

STAY IN TOUCH!

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