



2019 ANNUAL REPORT



So many exciting things happened this year at TLC: A world premiere Christmas musical, “Expectations”; a new bookstore in the lobby; a new joint project with the water district; the “Chasing David” series with eight other churches; our continuing partnership with Boulder Creek Community Church; groundbreaking of 2020 Vision Phase 2; and much more. Best of all, hundreds made commitments to follow Jesus. This report will give a tiny glimpse at the amazing ways God worked, and a peek at plans for the year ahead!

Though you see a lot of numbers in this report, each number represents a person for whom God cares deeply. And each person has a story—a story of how they chose to follow Jesus.

WE ARE A MISSION FIELD

Let’s start by setting the context for TLC. A recent poll in the Bay Area asked the question: **Are you religious?** In Santa Cruz County, only **31.7% answered yes**. About 4% were non-Christian religions, meaning less than 28% identify as Christians.

This is **far lower than in any surrounding area**. In Monterey, 50.3% answered yes. In Santa Clara County, 45%. Even Marin County (44%) and San Francisco (36%) had more “religious” people than Santa Cruz.

Meanwhile, in Russia, the former heart of the Soviet Union, 71% identify as Christian. Other researchers estimate 47.4% of the total Russian population are Christians. In South Africa, about 75% identify as Christians.

This means what we are doing at TLC is **true missionary work!** We need to relate to our area just as missionaries strategize to reach their fields.



56%

COMBINED SCHOOL ENROLLMENT
INCREASE SINCE 2013

500+

KIDS ON CAMPUS
MONDAY-FRIDAY

433

INFANT-12TH GRADE KIDS
PER WEEKEND


2020 VISION PROGRESS REPORT

In 2013, we began asking the congregation to pray about our 2020 Vision. We hoped to build a children's ministry center and a college center to reach the next generation for Christ. Now here we are in 2020, and God willing, sometime this fall the final phase will be complete. **That makes this a good time to look back.** Have we, in fact, been able to better reach the next generation?

In 2013, there were 215 students enrolled in our school. This year? **354 students. That's a 64% increase.** And the school has been steadily improving. In every subject at every grade level, our students performed better than the national average in the standard Iowa Assessment, sometimes by as much as 20 percent.

In the same time span our preschool enrollment jumped from 104 to 143, **a 38% increase.** That means every weekday, more than 500 children from preschool to eighth grade are on the TLC campus.

These schools are truly an outreach: **About 50% of our school families do not attend church anywhere.** We are very intentional about inviting parents to church events, introducing them to our pastors in classes and chapels and evening events, and of course teaching their children about the gospel.

A photograph of two men being water-bombed at night. The man on the left, with a beard and wearing a black t-shirt, has his eyes closed and a pained expression as water is poured over his head. The man on the right, wearing a black t-shirt and a tan baseball cap, is laughing and spraying water on the first man's face. The background shows a wooden structure and a window.

"I have only been going to church for just over a month, and I am already so grateful for the services you give, and for helping me find God. Your influence will last the rest of my life."

80

COLLEGE STUDENTS
WEEKLY AT THE HUB

3,612

GUESTS AT CAMP HAMMER
(968 SUMMER CAMPERS)

504

COMMITMENTS TO CHRIST
AT OUR SUMMER CAMPS

What about outreach to college students and twenty-somethings? In 2013, The Hub (our college/young adult group) was only meeting monthly. And the weekly gathering of this same group fit into the garage of our intern house. **The Hub now meets weekly in Monschke Hall with average of 80, a 166% increase.**


Our college ministry pastor Kyle Pitchford says, “I would say right now we are, by far, the healthiest we have been—people serving, connecting, taking their spiritual walk seriously. God is doing stuff that’s so cool to watch. Part of that is the excitement of seeing the church build a home for us.”

Here’s how important this is: **Roughly 50% of church students walk away from the church after they graduate high school.** Perhaps just as alarming, only 20 percent of those who leave had planned on doing so while in high school. For most, the decision was not considered far in advance. They simply did not connect with any Christians while in college and drifted away.

That’s the bad news. The good news is, we are investing in a place specifically designed for college students to connect. This fall you will see dynamic new college ministry ideas roll out in the new space.

It will be fun. It will be messy. It will be uncomfortable at times. Just like all real missionary work. Are you ready to serve the student with 19 nose rings and tattoos on tattoos and bumper stickers opposing everything you hold dear? I am! Jesus loves them so much.

The new facility will likely be constructed **without a single dollar of additional debt**-- to God be the glory! Pray that this generous spirit will continue.



"I don't know if I am a Christian. I do know that coming to TLC is helping me. TLC has given me a place to go where I feel I always have a hold of a rope, a lifeline. Today I realized that at the other end of the rope is God."

9,360

BAGS OF FREE GROCERIES PROVIDED
BY PEOPLE'S PANTRY

250+

VOLUNTEERS IN
HOMELESS OUTREACHES

1,000,030

MEALS PROVIDED FOR SECOND
HARVEST FOOD BANK


Some of other initiatives you will see this year:

“FOR”

This year TLC will roll out a reemphasis of our vision centered on the word “**for**.” Churches have become known for what they’re against. We want to be known for what we’re **for**.

In the spirit of Jeremiah 29:7, **we are for Santa Cruz County**. We are for the poor, for the lost, for the hurting. We are for the schools and the parents. We are for the homeless and the housed. We are for the prosperity of our community. We want everyone to know that there is a God who is for them, that we are for them, that we are for the county.

This has long been our DNA, but vision always has to be rearticulated and sharpened. You’ll keep seeing projects like gift bags for public school teachers, meals for the homeless, food drives-- and new ideas like medical debt relief. This year we hope to **wipe out all medical debt** that has gone to collection agencies in Santa Cruz and Monterey counties! On Easter weekend we will emphasize that our debt was paid by Jesus, so we want to pay others’ debts in His name.



"What I learned at TLC this year has given me the courage to give up my addiction-- that the Lord and I have been disagreeing on since I bowed my knee 30 years ago. Knowing that I'm still beloved, anointed and called gives me the 'want' to give it up."

859

HOSPITAL VISITS BY THE
VISITATION TEAM

1,985

SONSHINE MINISTRY
MEALS PROVIDED

1,500

IRAQI & SYRIAN REFUGEES
HELPED IN JORDAN

26

WORLD MINISTRY PARTNERS
ON 4 CONTINENTS

ADULT MINISTRY CHANGES


In May, our beloved Pastor of Adult Ministries, Dave Hicks, and his wife Pam are moving south to be closer to their family. Dave's responsibilities will largely be reassigned to pastors already on staff at TLC. This will call for flexibility as job descriptions change and church programs change accordingly.

The biggest change will come this fall, when we will begin **a Hispanic Ministries department with the hire of a new bilingual pastor.** This new pastor will join our adult ministries team and will lead a new department, with additional supporting staff. Be praying about this! **33% of our county is Hispanic** (13% in Aptos), and we want to reach out to them more intentionally.

SELF-DISCIPLINE

Every time I prayed for a theme to our teaching in 2020, the word “**self-discipline**” came to mind. Over 26 years at TLC, I've seen people respond eagerly to the gospel of grace -- yet many still hurt themselves and others with destructive choices. We will seek to help TLC attenders develop a more robust understanding of the gospel (Titus 2:12). It's not legalistic to be disciplined.

You've already been experiencing this emphasis through the “Habits of the Heart” and “Rhythm” series. This will continue through the year, with a verse-by-verse series in Colossians and a fall series on the faith of Abraham. I'll also preach on showing Christ-like love and grace as we move further into a contentious and stressful election year.



"I am a physician in Oklahoma and have recommended your books to patients-- and now have my friends and family reading them too. I have nearly read all of your books which I've been purchasing from Amazon. It has enlightened my mind."

705

AVERAGE VIDEO STREAMING
VIEWERS PER WEEKEND

82,099

YOUTUBE VIEWS

1,409

AVERAGE WEEKLY VIEWS OF
SERMONS AT TLC.ORG

SOME CHALLENGES AHEAD

We face other interesting challenges. For example, while we have received nearly 100 new members this year, **our average weekly attendance numbers have not increased**. Similar churches in the Bay Area report the same phenomenon. Why? WestGateChurch in San Jose surveyed their congregation and found **people are attending church services less frequently**. A “committed member” may only attend once every three weeks.

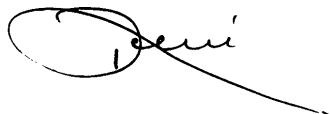
At the same time we are seeing our “reach” expand as more people access live stream and web videos. So actually the number of people joining us live (either in the auditorium, via video in Venue, or online) **is the highest it has ever been at 3,604 on an average, non-holiday weekend**.

While I am very grateful for the online infrastructure that enables people who are sick or traveling to stay connected remotely, we will seek gracious ways to encourage people to join us in person if possible (Hebrews 10:25). We will also seek to move more people into baptism and membership. My personal goal is to double the number of baptisms this year!

Let's keep **thinking like missionaries** in this beautiful mission field.

Thank you for your partnership in ministry. I am so grateful for you and for your investment of prayer, time, and resources in God's work. Please pray with me that God would continue to direct us and bless our efforts! They are so needed!

Much love in Christ,

A handwritten signature in black ink, appearing to read 'René', with a long, sweeping horizontal line extending to the right.

René Schlaepfer, Senior Pastor

Operating Income	2019 Budget	2019 Actual	2020 Budget
Church	5,234,246	5,337,026	5,528,120
Missions	594,005	626,943	622,124
Camps & Schools	4,765,200	4,984,113	5,072,366
Total Operating Income	10,593,451	10,948,082	11,222,610
Operating Expense			
Church	5,108,210	5,264,883	5,365,307
Missions	662,152	636,970	665,976
Camps & Schools	4,666,751	4,733,586	4,954,435
Total Operating Expense	10,437,113	10,635,439	10,985,718
Operating Surplus	156,338	312,643	236,892

TLC BOARD MEMBERS

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