



**National Baptist Convention, USA, Inc.**  
**Dr. Boise Kimber, President**

## **H.O.P.E. Health and Human Services Partnership** **Annual Report 2024-2025**

**September 8, 2024 – August 31, 2025**  
*Health Outreach and Prevention Education*

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### **Executive Summary**

This year marked a significant expansion of NBCUSA H.O.P.E.'s mission to equip churches and communities with culturally resonant, faith-rooted health resources. Through strategic partnerships, digital innovation, and branded campaigns, we reached thousands—deepening our commitment to holistic wellness, spiritual engagement, and community empowerment.

From toolkits and webinars to volunteer mobilization and social media outreach, we delivered timely, transformative resources that helped congregations thrive physically, mentally, and spiritually. Our unified vision remains clear: activate faith in action and build healthier communities through legacy-minded ministry.

We also launched new initiatives addressing diabetes prevention and management, fatherhood engagement, and maternal health—further expanding our reach and deepening our impact.

Two major collaborations advanced this mission:

- The **ICF Diabetes Management Project**, which mobilized churches across multiple regions to host health education forums and specimen collection events. With \$62,000 in funding and over \$5,000 in participant stipends distributed, this initiative showcased the power of faith-based leadership in chronic illness prevention.
- A five-year **Memorandum of Understanding** with **New Covenant Healthcare, LLC**, establishing an exclusive partnership to market health-related services to NBC constituents. Supporting the *United for Wellness: NBCUSA Responds to Diabetes* initiative and NCH's *War on Diabetes in the Black Church*, this \$250,000+ agreement empowers churches to host outreach events through a compliant, revenue-sharing structure—expanding NBCUSA's national health impact.

Together, these efforts affirm NBCUSA H.O.P.E.'s role as a catalyst for health access, spiritual empowerment, and sustainable community transformation.

## About Us

The National Baptist Convention, USA, Incorporated, Health and Wellness Initiative is a collaborative effort of National Baptist churches, medical professionals, and health related organizations committed to Health Outreach and Prevention Education (H.O.P.E.).

**Vision.** We see a day when all National Baptist churches will have vibrant health and wellness ministries resulting in members being good stewards of their health and wellness.

**Mission.** We will achieve this vision by reaching across the depth and breadth of our denomination to inspire and enable our fellow National Baptists to commit to healthier lifestyles through:

- ☐ health and wellness education;
- ☐ resource materials and services;
- ☐ support networks of trained resource persons and facilitators; and
- ☐ evidenced based outcomes assessment.

**Challenge.** We want to make the NBCUSA the healthiest major denomination in America over the next ten years as measured by the ABCS (aspirin use for those needing it, blood pressure, cholesterol, and smoking cessation).

## Highlights and Milestones

### New Initiatives

**United for Wellness** initiative seeks to mobilize National Baptist congregations to respond to diabetes through culturally relevant health education, community engagement, and spiritual support. We aim to:

- **Educate** members about diabetes prevention, management, and the importance of early detection.
- **Empower** churches to establish sustainable health ministries that promote healthy eating, physical activity, and regular screenings.
- **Engage** faith leaders and congregants in creating supportive environments that foster lifestyle changes and reduce health disparities.
- **Evaluate** progress through evidence-based outcomes, striving to make NBCUSA the healthiest major denomination in America.

In collaboration with the **Ushers and Nurses, Laymen, and Women Auxiliaries:**

**D.A.D.S. Fatherhood Initiative.** A values-driven campaign celebrating fathers who are **Dedicated, Attentive, Devoted, and Supportive**. This initiative promotes active fatherhood and strengthens family bonds through storytelling, mentorship, and community engagement.

**M.O.M.S. Lifelong Motherhood Ministry.** A comprehensive support system for mothers at every stage—from pre-pregnancy education to postpartum care, child development, and long-term family wellness. This ministry centers maternal health as a spiritual and communal priority.

## Branded Toolkit Releases

We developed and made available for download the following toolkits, each widely shared and activated across congregations and communities:

- **S.I.S.T.A.S. Toolkit** – Empowering women’s health and leadership
- **Mental Health Month Toolkit** – Featuring SAMHSA-aligned resources and graphics
- **Sickle Cell Awareness Toolkit** – September observance with church-ready visuals
- **National Black HIV/AIDS Awareness Sunday Toolkit** – Mobilizing churches for education, testing, and stigma reduction
- **Wear Red Sunday Toolkit** – Promoting heart health and congregational unity in observance of American Heart Month
- **Taste Test Sunday Toolkit** – Encouraging healthy eating habits through fun, faith-based food experiences
- **Senior Recognition Sunday Toolkit** – Honoring elders with wellness resources and celebratory materials
- **Childhood Obesity Month Toolkit** – Equipping families and churches to promote active living and nutrition for youth

Each toolkit included:

- Branded graphics for social media and bulletins
- Sermon starters, devotionals, and scripture-based reflections
- Event planning guides and activation steps
- Downloadable PDFs optimized for digital and print use

## Digital Engagement and Reach

- Website visits: ↑ 38% YoY
- Facebook page: Consistent weekly engagement with branded posts, livestreams, and campaign highlights
- Toolkit downloads: Over **12,000** across all platforms
- Churches activated: 500+ congregations used H.O.P.E. materials in worship and outreach

## Webinars and Training

- Monthly *TempleCare Matters* webinars hosted via Zoom and social media
- Key Topics: Mental wellness, caregiving, chronic disease, youth health
- Average attendance: 450+ per session across all platforms
- Guest speakers included faith leaders, clinicians, and community advocates

## Volunteer Mobilization

- Promoted through branded “Volunteer Opportunities” graphics
- Regional outreach supported wellness activities, screenings, and health fairs
- Over **1,800 volunteers** engaged nationwide

## National Meetings Support

- Provided over 12,000 inserts for delegate bags at national meetings
- Collaborated with the **Ushers and Nurses Auxiliary** in wellness checks and providing masking and hand sanitizer as requested

## Overall Metrics Snapshot

Category	Metric
Toolkit Downloads	12,000+
Webinar Attendance	Avg. 450/session
Facebook Engagement	+22% YoY
Volunteer Sign-Ups	1,800+
Regional Events Supported	35+

## Regional Impact Analysis: NBCUSA H.O.P.E.

### Northeast Region – Pastor Daniel Blackburn

**States:** CT, DE, DC, ME, MD, MA, NH, NJ, NY, PA, RI, VT

- Strong engagement with **Mental Health Month Toolkit**, especially in urban congregations
- **Wear Red Sunday** and **Senior Recognition Sunday** widely observed across the region

### Southeast Region – Brooklyn Rogers

**States:** FL, GA, NC, SC, VA

- Lady Estella Bryant, Antioch Baptist Church in the Miami Liberty Community led our **S.I.S.T.A.S. Against Breast Cancer** effort.
- Participated in the **ICF Diabetes Management Project** in metro Tampa
- Regional coalition meetings supported volunteer mobilization and toolkit distribution

### Southwest Region 1 – Pastor Bernard Montgomery

**States:** AL, KY, MS, TN, Germany

- Hosted a **Regional Meeting** in collaboration with the Sunday School Publishing Board
- Mississippi and Tennessee led the way in **Senior Recognition Sunday** and **Sickle Cell Awareness Toolkit** activations
- Regional leadership supported **Healthy Together Mississippi** planning and branded outreach
- Participated in the **ICF Diabetes Management Project** in North Mississippi and Metro Birmingham

### Southwest Region 2 – Dr. Linda Carper

**States:** AR, LA, TX, Caribbean

- Hosted a **Regional Meeting** in collaboration with the Sunday School Publishing Board
- Participated in the **ICF Diabetes Management Project** in Metro Houston and Longview, Texas, and Franklin, LA
- Southwest Region 2 led our quarterly **H.O.P.E. Fit for Service (for Seasoned Saints) Webinars**

### **Midwest Region – Teresa Fails-Farr**

**States:** IL, IN, IA, MI, MN, MO, OH, WI, WV

- Hosted a **Regional Meeting**
- Participated in the **ICF Diabetes Management Project** in metro Detroit
- Toolkit downloads and webinar attendance were consistently strong across the region

### **Western Region – Tifarra Robinson**

**States:** CO, KS, NE, NM, OK

- Strong interest in expanding volunteer opportunities and regional coalition building
- Providing planning support for the H.O.P.E. **Annual Session Health Fair**

### **Far West Region – Pastor Richmond Johnson**

**States:** AK, AZ, CA, NV, OR, UT, WA

- Participated in the **ICF Diabetes Management Project** in Metro Las Vegas and Bremerton, WA
- California and Washington led digital engagement with **Mental Health Month Toolkit** and **S.I.S.T.A.S. Toolkit**
- Continued support of the *All of Us* **Research Program**

## **Featured Resources**

Available at [hopenbc.com/resources](https://hopenbc.com/resources), these toolkits offer culturally resonant, faith-rooted materials to support church engagement, health education, and community activation:

- **S.I.S.T.A.S. Toolkit** – Empowering women’s health, leadership, and spiritual growth
- **Sickle Cell Awareness Toolkit** – September observance with church-ready visuals and advocacy tools
- **Senior Recognition Sunday Toolkit** – Honoring elders through wellness, celebration, and intergenerational ministry
- **Childhood Obesity Month Toolkit** – Promoting youth wellness through nutrition, movement, and family engagement
- **SAMHSA Mental Health Month Toolkit** – Supporting mental wellness with aligned resources and congregational messaging
- **Wear Red Sunday Toolkit** – Advancing heart health awareness through worship, education, and visual unity

## **Looking Ahead: 2025–2026 Goals**

- Implement NBCUSA’s **United for Wellness: NBCSUA Respond to Diabetes Initiative**
- Expand **toolkit library** to support major 2025-2026 Health and Wellness Observances
- Host annual **National Health Fair** at the National Baptist Congress in St. Louis
- Continue **H.O.P.E. Regional Faith and Health Leadership Summits** under the umbrella theme of “*Mobilizing Ministry, Multiplying Impact*”
- Support **parent body regional meetings**
- Continue monthly **TempleCare Matters Webinars**