



Love Thy City

Matthew 22:36-40

LOVE THY CITY OF EAST TEXAS PRESENTS

LOVE THY CITY DAY



SATURDAY
JULY 19TH

2025

CHURCHES
BUSINESSES
NON-PROFITS

LOVETHYCITY.ORG

MATTHEW 22: 36-40

"TEACHER, WHICH IS THE GREAT COMMANDMENT IN THE LAW?" AND HE SAID TO HIM, "YOU SHALL LOVE THE LORD YOUR GOD WITH ALL YOUR HEART AND WITH ALL YOUR SOUL AND WITH ALL YOUR MIND. THIS IS THE GREAT AND FIRST COMMANDMENT. AND A SECOND IS LIKE IT: YOU SHALL LOVE YOUR NEIGHBOR AS YOURSELF. ON THESE TWO COMMANDMENTS DEPEND ALL THE LAW AND THE PROPHETS."

TYLER, TX & SURROUNDING AREAS

**WHAT IS IT THAT WE
COULD DO TOGETHER
THAT WE AS A SINGLE
CHURCH, ORGANIZATION,
BUSINESS, OR EXECUTIVE
CANNOT ACCOMPLISH?**

Love Thy City

Matthew 22:36-40



“Love Thy City”

Love Thy City of East Texas (LTC) is a community-driven religious nonprofit that is fueled by love, compassion, and faith for the Tyler community and surrounding areas.

We exist to inspire and encourage community healing and unity through Christian initiatives that uplift and empower citizens from all walks of life.

These initiatives include intentionally diverse gatherings and celebrations that bring Jesus, joy, and resources to a broken community.

lovethycity.org



Letters from Leaders



Church Directory



Business Directory



Social/Emotional Directory

Words from our Visionary

LOVE THY CITY OF EAST TEXAS

Greetings Friends,

This is the day the Lord has made. Let us rejoice and be glad in it (Psalm 118:24).

What an honor it is to lead such an amazing organization as **Love Thy City of East Texas** whose mission is to unite our beautiful city and surrounding areas through the power of LOVE for spiritual and societal transformation. I cannot express in words the joy I feel knowing that today we are fulfilling Jesus' prayer to His Father in John 17:21... **that they all may be one, as You, Father, are in Me, and I in You; that they also may be one in Us, that the world may believe that You sent Me.**

We are here from all backgrounds, cultures, ethnicities, and denominations embracing and celebrating the diversities that could easily divide us. Our community's social, private, and public sectors have all come together to help express **tangible and spiritual love.**



My prayer is that **LTC Day** will have a long-lasting impact on the lives of your family and our community for the better. The World will be a better place because Tyler/East Texas is better. As you enjoy this day, **meet a new friend, hug someone, help those in need, smile, share your story, and share Jesus.** Witness the transformation unfold right before your eyes.

Thank you so much for attending and I hope you have an amazing day at Love Thy City!

DeMarcus Pierson
Founder/Visionary

Don Warren
Mayor



The City of Tyler
Office of the Mayor
P.O. Box 2039
Tyler, Texas 75710-2039

Phone: (903) 531-1250
www.CityOfTyler.org

Fax: (903) 531-1166
www.cityoftyler.org

July 2025

Dear Friends and Neighbors of Tyler,

It's hard to believe that just a year ago, the first Love Thy City brought more than 8,000 people together here in Tyler, doubling the original goal. This sent a powerful message about the strength and spirit of our community, and I believe that kind of turnout doesn't happen by accident. The support received reflected the heart of our people and the power of a shared mission. This year, we look forward to seeing even more of you gather again to serve, connect, and celebrate what makes our city such a special place to live.

Love Thy City of East Texas is a faith-based initiative that continues to make a meaningful impact through its focus on healing, unity, and empowerment. Their mission to demonstrate love for God by serving neighbors has inspired many individuals and families to step outside of their routines and make time to give back. In doing so, they have helped create a ripple effect that strengthens our entire community.

Love Thy City 's mission aligns with the values we hold dear: compassion, service, and connection. As mayor, I appreciate the role this organization plays in bringing together people from all backgrounds and beliefs to find common grounds in service. These foundational and faithful initiatives are what makes Tyler resilient, compassionate, and united.

This resource guide reflects more than an event, it reflects a continuously growing movement, fueled by love in action. Whether you're volunteering for the first time or returning after last year's inspiring experience, your participation creates a culture of care that will leave a lasting impact on our neighborhoods and communities.

Last, but certainly not least, I want to thank all the individuals, churches, nonprofits, and local leaders who have put their time, energy, and faith into making Love Thy City such a meaningful event. Your work matters. It lifts spirits, meets real needs, and reminds us all of the good we can accomplish when we come together with open hearts.

Tyler is a strong city because of the people who call it home. And it's through moments like these, when neighbors serve neighbors, that we continue to grow stronger.

Sincerely,

A handwritten signature in blue ink, appearing to read "Donald P. Warren", is written in a fluid, cursive style.

Donald P. Warren,
Mayor of Tyler, Texas



July, 2025

Love Thy City Day Message

As we celebrate **Love Thy City Day**, I offer these thoughts with praise and optimism. *Love Thy City of East Texas* has played a vital role in fostering a deep sense of belonging by championing healing, unity, and empowerment across our community.

As someone who cherishes Tyler, I am wholeheartedly committed to our shared mission—to build a city marked by economic opportunity and a better quality of life for all.

Today, as we honor this special day, let us remember the timeless call to **love one another as we love ourselves**. Love is more than a feeling—it is a choice, an action. It means putting others first, working hand in hand for the greater good, and cultivating an environment where everyone feels valued, seen, and uplifted.

Collaboration and unity are the cornerstones of our culture. What we can achieve **together** far surpasses what any of us could accomplish alone. Through our shared joy, our acts of kindness, and our commitment to one another, we bring to life the true spirit of Tyler.

So, as we gather today, let us sow seeds of love, build partnerships that empower, and foster a unity that overcomes every barrier. By God's grace, we are creating a legacy of love—one that will grow and flourish for generations to come.

A handwritten signature in blue ink that reads "Henry Bell". The signature is fluid and cursive.

Sincerely,

Henry Bell, President
Tyler Area Chamber of Commerce

United States Senate

WASHINGTON, DC 20510-4305

July 19, 2025

Dear Friends:

I hope you take the time to reflect during the Love Thy City event to consider how fortunate we are to live in the great State of Texas, where the generous spirit of Texans often shines brightest when hardship strikes. I am honored to work on your behalf and to represent Texas in the United States Senate.

Recently, I visited CampV in Tyler and saw firsthand the vision and ingenuity of community leaders as they join forces to meet the needs of local veterans and their families. I also recently met with state and local officials in Kerrville, where a historic flood devastated the Hill Country and Central Texas. Many East Texans send their children to summer camps that dot the banks of the Guadalupe River and personally know many families affected by the recent storm. This sad time has brought Texans from across the Lone Star State to our knees in grief and prayer.

Hardships come in all sizes. But no matter how grave the circumstance, there is always hope and it is often found in the hands of family, friends, and strangers. As we have seen time and again, ordinary Texans do extraordinary things to help a neighbor near or far in times of need—from serving as prayer warriors, to coordinating relief efforts, to volunteering their time and talents.

Here in East Texas, Love Thy City helps lead the charge in bringing local organizations together to meet the physical, mental, spiritual, and educational needs of our neighbors. We are called to serve one another and doing so reminds us that our words and actions have a tremendous impact on those around us. Let us continually be guided by the words of Galatians 6:10: “As we have opportunity, let us do good to all people.”

May God bless you, and may He continue to bless the great State of Texas.

Sincerely,



JOHN CORNYN
United States Senator



EXECUTIVE BOARD



DEMARCUS PIERSON
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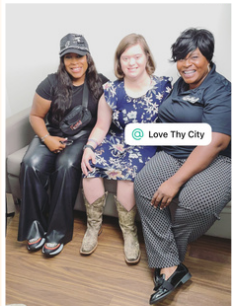
**JIM
NIPP**

THANK YOU FOR YOUR UNWAVERING SUPPORT AND
COMMITMENT. WE LOVE YOU!



EAT

EXECUTIVE ADMINISTRATION TEAM



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Tim McGowen	Physical Needs Coordinator

Love Thy City would like to thank all of our sponsors, partners, vendors, patrons, and citizens for your support.



Sponsors

Thank you!

A graphic of several black lines radiating from a point on the left, resembling a sunburst or a stylized 'L' shape, positioned to the left of the main title.

CHURCH DIRECTORY

Are you looking for a church home?
If so, we've got you covered.

JOIN US AT CENTRAL TYLER



SUNDAYS 10:45A
WEDNESDAYS 6:30P



**When it's not
about me
OTHERS
can know Jesus**

Central Baptist Church
1343 E. Grande Blvd.
Tyler, TX 75703
centralt Tyler.org



Colonial Hills

B A P T I S T C H U R C H

A photograph of a large, blurred crowd of people, suggesting a busy, bustling environment. In the center of the crowd, a woman stands clearly in focus, looking directly at the camera. She is wearing a light-colored, patterned cardigan over a dark top and blue jeans. The background is a dense, out-of-focus mass of people in various colors, creating a sense of movement and activity.

in the bustle
you are seen

Love Thy City

Matthew 22:36-40

c o l o n i a l h i l l s . c o m

Family of Faith Christian Church

"The Most Exciting Church in the East Texas Area"

3299 Hwy 271 N | Tyler, Texas 75708

www.ffcctyler.com | 903.592.3340



Pastors:

Gregory O. &
Elizabeth Littlefield

Service Time:

Sunday Morning Worship
(Streamed Live Every Sunday)

10:45 AM

Wednesday Bible Study

7:00 PM



Facebook: Family of Faith Christian Church

YouTube: familyoffaithtyler

Instagram: ffcctyler

17 | Love Thy City



LANES CHAPEL

A Global Methodist Church

more than



pumpkins

Sunday School 9 am
Worship 10 am

Food Pantry
Tuesdays 10 am - 1 pm

Wednesday Night
Bible Studies
for all ages 6 pm

Pumpkin Patch
October

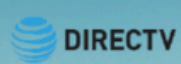
**8720 Old Jacksonville Hwy
Tyler, TX 75703**

903.561.5703

www.laneschapel.com



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With Bishop Ronald C. HILL, Sr.
Monday-Friday
@ 6:30am pst / 9:30am est



FOOD FOR YOUR SOUL
With Bishop Ronald C. HILL, Sr.
EVERY TUESDAY
4:00pm pst / 7:00pm est
EVERY FRIDAY
12:30pm pst / 3:30pm est





Welcome to
Marvin.
Be Part of
the Family.

Worship With Us

Our traditional and modern services
begin at 8:30 and 11 a.m.
each Sunday, and we livestream
both services at 11 a.m.

Marvin Church has committed to providing both small group or individual discipleship meetings for persons making first-time or renewed commitments to Jesus Christ at the "Love Thy City" event. We want to walk the journey of faith with you! Text DISCIPLE to 90382 to get started.



Marvin Methodist Church, 300 W. Erwin Street, Tyler, Texas 75702
903.592.7396 | marvin.church



REVEAL



CHURCH

*Love God
Love People*

11 AM SUNDAYS

202 N PARKDALE DR

TYLER, TX 75709



22 | Love Thy City

BISHOP-ELECT DEMARCUS PIERSON, SENIOR PASTOR



EXALT, ENCOURAGE, ENGAGE

EXALT



We want to be a church that deeply loves Jesus and is passionate about worship. We understand that worship encompasses far more than a couple of hours each week. Worship is our life: 24 hours a day, 7 days a week. Our prayer is that our lives exalt Christ.

ENCOURAGE



We want to be a church that does life together, helping one another to be more like Jesus. Church isn't a building. Church is a group of people who together are trying to follow Jesus. We celebrate together, laugh together, eat together, cry together, and grow together.

ENGAGE



We want to be a church who reaches the community far beyond the walls of this place and well past this year. We are God's hands and feet. It is our desire we would love our neighbors well, both individually and as a church. We want to be a church that is such an integral part of the community, that the community would be devastated if we closed our doors.

*Shiloh Kids Ministry | Shiloh Student Ministry
Shiloh College Ministry | Shiloh Young Families | Embrace Grace
Men's Ministry | Women's Ministry | Reach Basketball | Prime Timers*

CONTACT US

☎ 903-561-7992;
✉ office@shilohroad.com;
📍 1801 Shiloh Road,
Tyler, Texas 75703;
🌐 shilohroad.com



Are you looking for a church to plug into?

At South Spring, we exist to Live, Teach and Tell the Gospel, that all may encounter the Living God.

Come be the church with us.

More info at SouthSpring.org





SR. PASTOR | MIKE & RHONDA LITTLEFIELD

PASTOR | SAMMY & DENA DRAPER

CHURCH DIRECTORY

Bethel Bible Hope

17121 US Hwy 69 S., Tyler, TX 75703
903-312-2395 | bethelbible.com

Carter Temple CME

432 S. Confederate Ave., Tyler, TX
903-441-7891

Central Baptist Church

1343 E Grande Blvd, Tyler, TX 75703
903-561-6361 | centraltyler.org

College Hill Missionary Baptist Church

1314 W Houston St, Tyler, TX 75702
903-592-5642 | collegehilltyler.org

Colonial Hills Baptist Church

7330 S Broadway Ave, Tyler, TX 75703
903-561 - 9995 | diane@colonialhills.com

Corner Stone Family Church

11125 TX-248 Spur, Tyler, TX 75707
903-595-5592

Cross Brand Cowboy Church

11915 FM2015, Tyler, TX 75708
903-535-9155

Family of Faith Christian Church

3299 US Hwy 271, Tyler, TX 75708
903-660-5503

First Baptist Church Tyler

301 W Ferguson St, Tyler, TX 75702
903-595-1021

Green Acres Baptist Church

1607 Troup Hwy. Tyler, TX 75701
903-525-1100 | gabc.org

Lanes Chapel Methodist Church

8720 Old Jacksonville Hwy, Tyler, TX
903-561-5703

LifePoint Fellowship Church

13973 Hwy 64 W., Tyler, TX

Love and Unity Christian Fellowship

1840 S. Wilmington Avenue, Compton, CA 90220
310-604-5900 | loveandunity.org

Marvin Methodist Church

801 E Main St., Whitehouse, TX 75791
903-839-3333

Mt Sylvan Baptist Church

13073 TX-110, Tyler, TX 75704
903-882-3890

Mt. Carmel Baptist Church

10519 Farm to Market 344 E Whitehouse, TX 75791
903-839-2606

New Beginning Church of God In Christ

1602 N Parkdale Dr, Tyler, TX 75702
903-539-7118

New Hope Conglee Baptist Church

19817 County Road 2152, Troup, TX
903-842-3455

Reformation Church - Tyler

3008 W. Erwin St., Tyler, TX 75702
reformationchurch.tyler@gmail.com

Reveal Church Tyler

202 N. Parkdale Dr. Tyler, TX 75702
903-593-9255

CHURCH DIRECTORY

Shiloh Church of Christ

1801 Shiloh Rd, Tyler, TX 75703
903-561-7992

St. James Missionary Baptist Church

1020 S Lyons Ave, Tyler, TX 75701
903-595-2064

The Kingdom Church

1818 N Confederate Ave, Tyler, TX 75702
903-330-8473

Tyler Tabernacle

3115 E 5th St, Tyler, TX 75701
903-566-0008

Westwood Baptist Church

820 N NW Loop 323, Tyler, TX 75702
903-592-5124

A graphic of a sunburst with several black lines radiating from a central point, located to the left of the main title.

Social, Emotional & Non-Profits

Social/emotional groups and non-profits
offer valuable services, support, and
information



ABOUT ALETHIA COUNSELING CENTER

Alethia is the Greek word for "truth" or "to be made known." Alethia Family Counseling Center helps clients get to the depth of issues, walking with them into the heart of the truth, and finding freedom there. We are composed of a team of Licensed Professional Counselors (LPC) and other professionals who have a wide variety of education and experience.

OUR MISSION

Alethia exists to come alongside people when they are facing difficult and even devastating paths in life. Our hope is to help them uncover the truth that will help them live a life of abundant freedom, even while walking through tough times.

OUR SERVICES

Our Center offers counseling opportunities for individuals, couples, and families for a wide range of issues. We see children, teens, and adults and have a team well equipped to walk with you through any area.

In addition to office-based counseling, we offer speaking, consulting, teaching, and training in various venues including churches, businesses, schools, non-profits, seminars, and conferences. Further, there are articles, CEU's and questions answered on our website that you may find helpful.

Alethia Family Counseling Center
7925 S Broadway, Ste 820
Tyler, Tx 75703
(903) 561-8955
office@alethiaetx.com
www.alethiacounseling.com



We are moving mountains.

Andrews Center Behavioral Healthcare System



It is a community crisis.

We face a mountain of mental health challenges leading to homelessness, crime, and family trauma, which strains resources like our jails and ERs. East Texas ranks among the highest suicide rates in the state, indicating the severity of mental illness in our region.

We serve over 12,000 each year.

Andrews Center is a non-profit, governmental agency that provides mental health services to East Texans who would not be able to otherwise access care. We provide residents of Smith, Henderson, Rains, Van Zandt, and Wood counties with these services and more:



Treatment for major mental health conditions and substance use. We serve children and adults.



- Intellectual development and disabilities services
- Autism care
- Veteran's services



- Forensic services
- Crisis services
- Integrated health care
- Homeless outreach

We are your mental health authority.

Serving in this role means we actively collaborate with other governmental organizations, including law enforcement, as well as area healthcare providers and community groups to improve local mental health services and processes in East Texas.

Join our mission of care.

We invite you to learn more about Andrews Center. We have employment and volunteer opportunities and many ways to be part of our mission of care to East Texas.





We Put People To Work!

Goodwill Industries of East Texas is dedicated to providing skills training and vocational opportunities for people with barriers to employment.



409 W. Locust ST.

Tyler, TX. 75702

903.593.8438

www.goodwilleasttexas.org

SOCIAL & EMOTIONAL DIRECTORY

Achieving Dreams
903-630-7724

Alethia Counseling
903-561-8955

Alzheimer's Alliance
903-509-8323 | alzalliance.org

American Red Cross East Texas Chapter
903-581-7981 | redcross.org/tyler

Andrews Center
903-535-7309 | andrewscenter.com

Andrews Center LOSS Team
903-535-7391

Angel Layettes
903-534-5212

Bethesda Health Clinic
903-596-8353 | bethesdaclinic.org

Boathouse Ministry
903-570-1115 | preece@boathouseministry.com

Breckenridge Village of Tyler
903-596-8100 | breckenridgevillage.com

CampV
903-566-1010

C.A.R.E. Christ Centered Abortion Recovery & Education
903-944-7852 | careabortionrecovery.com/

Chapel Hill ISD
903-566-2441

Christian Women's Job Corps Tyler
903-592-4693 | cwjctyler.org

Christy's Safe Haven
903-216-9014 | christys-safehaven.org

Christus Trinity Mother Francis
christushealth.org

College Elite
903-343-2644 | collegeelite.org

Community Healthcare Early Childhood Intervention
903-399-7817

Crisis Response Ministry
903-952-2022 | crmtx.org

Department of Family and Protective Services
903-216-5878

Dynamic Volleyball Club
903-352-4903

East Texas Area Council - Boy Scouts of America
903-597-7201

East Texas Center for Independent Living
903-581-7542 | etcil.org

East Texas Crisis Center
903-509-2526 | etcc.org

East Texas Youth Orchestra
903-952-3896

EmpowerNet
469-790-0018

SOCIAL & EMOTIONAL DIRECTORY

Family Circle of Care
903-535-9401

Family First Connection
903-245-6143

For The Silent
P.O. Box 998, Tyler, TX
903-747-8128 | forthesilent.org

Fostering Collective
479-200-3922

Girl Scouts of Northeast Texas
903-787-0411

GoodTech Academy of Goodwill Industries of East Texas
903-593-8438

Goodwill Industries of East Texas, Inc.
903-593-8438 | goodwill-easttexas.org

Goodwill Industries of East Texas Mission Services
903-787-0500

Green Acres BC Shower/Laundry Team - Texans on Mission
903-571-9494

Isaiah 117 House Piney Woods
806-333-0161

Keep Tyler Green
903-952-8112

Kiwanis Club of Tyler Rose City
903-571-9928

Living Alternatives
1003 S Baxter Ave., Tyler, TX
903-882-0182 | livingalternatives.org

Meals on Wheels Ministry
903-593-7385

Mentoring Alliance
903-593-9211

Mosaic Counseling Centers of East Texas Inc.
903-593-9141 | werelisteningeasttexas.org

NAMI Tyler
903-308-0200

NET Health - DREAM Program
903-747-1576

Northeast Texas Public Health District Immunization Department
903-510-5604

North East Texas Public Health District-WIC Program
903-592-7635

Orchids Of Hope
903-932-6061 | orchidsofhope.org

Organic Farming International
903-952-6583

Parents Connect
903-592-0757

PATH
402 W Front St, Tyler, TX 75702
903-597-7284 | pathhelps.org

PAVE East Texas
903-533-0330 | PAVEetx.org

SOCIAL & EMOTIONAL DIRECTORY

Selah Life Choices

903-360-4093 | selahlifechoices.org

Smith County Clubhouse

903-630-1760

SparrowsMATTER

903-920-2360

Texans on Missions - Tyler Unit

903-571-9494

The Arc of Greater East Texas

903-597-0995

The Children's Park of Tyler

903-363-7447

The Evie Effect

430-435-0078

The Fostering Collective

903-253-9144

The Freedom Center

903-253-9457

Therapet

903-535-2125

Tyler Area Board of Black Realtist

903-372-4094

Tyler ISD Head Start

903-262-1183 | tylerisd.org/page/head-start

UT Tyler Center for Community & Rural Health Education

903-877-1436

UTHealth East Texas Preventive Healthcare Service

903-877-8185

Wellness Pointe

903-758-2610

Youth With a Mission Twin Oaks Ranch Lindale

970-275-5477

A graphic of several short, black, radiating lines of varying lengths, resembling a sunburst or an explosion, positioned to the left of the word 'Businesses'.

Businesses

Businesses help make our community
stronger and better by providing more
opportunities for our locals.

fitzpatrick
ARCHITECTS



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K285GY 104.9 FM



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website: www.kgld.org

24 Hours A Day
(903) 526-1330



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KVNE

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89.5

East Texas

89.1

Shreveport

KVNE.COM



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Longview | Mt. Pleasant

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HATS

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Tyler

**SAVE THE DATE
JULY 19, 2025**



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LOVETHYCITY.ORG