



2025 Faithfully Connected

**CREATING CHANGE
THAT ENDURES**



A Moment that Brought Things into Focus

In the last year, the Watkins Christian Foundation has moved its legacy forward in faithfully supporting organizations in education, ministry, and outreach.

Our time in Thomasville brought our work into a whole new light.

What we experienced went beyond a typical conference. We had the rare opportunity to hear directly from those on the frontlines about their operational realities, the challenges they are facing, and how we can best support them. It was transformative.

The dialogue that began in Thomasville has continued, reshaping how the Foundation listens, learns, and charts its evolving direction.

The Reality on the Ground

As conversations deepened, a shared reality came into view.

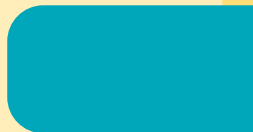
Leaders serving in vastly different contexts described identical pressures: sustaining growth, managing change, communicating impact, and leading faithfully in an increasingly demanding environment. Time and again, what has surfaced is not a need for deeper financial intervention, but the heavy toll of carrying complex missions without sufficient opportunities for practical, peer-to-peer exchange.

Yet, in Thomasville, that isolation gave way to something powerful: a profound sense of being seen, understood, and supported. We witnessed firsthand the impact of that connection and the relief of mutual recognition, shared experience, and the realization that the weight of leadership does not have to be carried alone.



Everybody feels isolated.

MINISTRY PARTNER



PSALM 133:1

How good and pleasant it is when God's people live together in unity.

“

We don't
have to speak
in code here.

**EXECUTIVE
DIRECTOR**



“

That's the thread
that holds everything
together—relationship.

COMMUNITY LEADER



A Different Kind of Conversation

What stood out was not simply what was discussed, but how it was discussed.

In a setting grounded in trust, shared faith, and openness, leaders bypassed standard presentations to speak candidly about both their visible operational demands and the deeper, unspoken challenges beneath them.

That level of honesty is what makes true capacity building possible. It creates space for the kind of mutual understanding that turns shared learning into actionable insight.



SUCCESSES

Completed \$4.5M
facility expansion
debt-free



Priorities Rising to the Surface

These candid discussions brought several core priorities into sharp relief. The stories we heard and challenges facing our partners continue to guide our ongoing discussions with the organizations we support:

- **STORYTELLING:** Communicating impact with clarity and authenticity. Sharing not just what is being done, but how lives are being fundamentally changed over time.
- **LEADERSHIP:** Building resilient teams, developing emerging talent, and navigating change to sustain the mission for the long haul.
- **SUSTAINABILITY:** Thinking beyond immediate, short-term needs to secure enduring strength. Supporting both the organizational infrastructure and the people driving it.

MEETING THE MOMENT

The realities surfaced in Thomasville reflect broader macro trends across the nonprofit sector.

Research from the Center for Effective Philanthropy and regional leaders like Philanthropy Southeast highlights that leadership burnout, operational strain, and profound isolation are among the leading threats to organizational sustainability today. By investing in capacity building and relational, peer-to-peer support, the Foundation is aligning with best-practice philanthropy—ensuring our partners have the structural and spiritual resilience to endure.



A Richer View of Impact

These conversations also pointed toward a more comprehensive measure of impact.

Some outcomes are highly visible: expanded programs, stronger organizations, completed facilities, and growing communities.

Other outcomes are less visible, but equally critical: hope renewed, faith fortified, leaders sustained, and lives shaped over decades.

This dual understanding, often expressed as visible fruit and unseen roots, reflects an important truth for WCF:

Meaningful, enduring change is not measured solely by what can be counted on a spreadsheet, but by what is being formed in the community.



The body of
Christ works
best in love.

GRANTEE PARTNER



SUCCESSES

Stewarded my first
7-figure gift

What This Moment Reveals

What Thomasville made visible (and what every conversation since has confirmed) is that the Foundation's work goes far beyond funding individual organizations. We are actively building relational capital. WCF will play an integral role in strengthening the shared insight and mutual trust that allow these organizations to endure.

While financial support remains the critical foundation, our role is expanding. By listening, convening, and creating space for leaders to learn from one another, we are addressing a vital need.

In a landscape marked by increasing complexity, this kind of connection is not secondary to the work. It is the very thing that makes the work stronger, and resilient beyond a single generation.

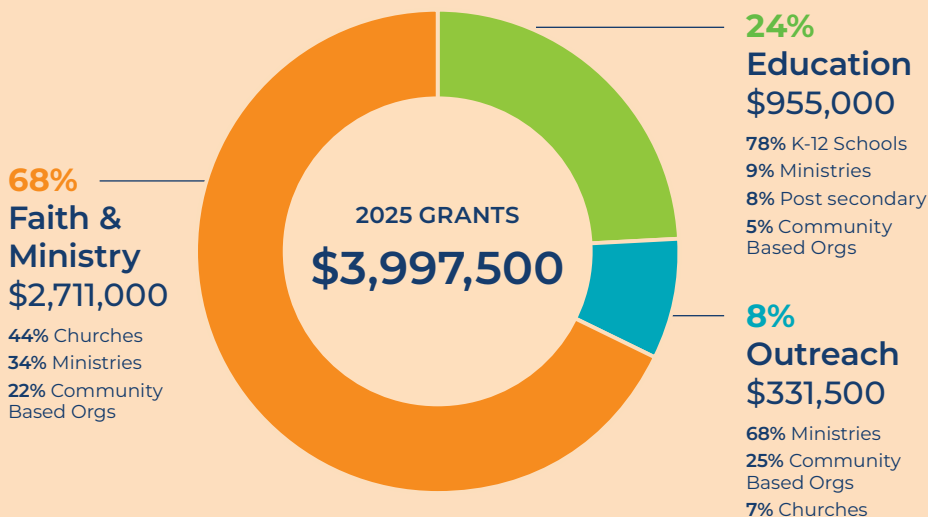
Looking Ahead & Faithful Stewardship

As we look to the future, emerging leaders within the Watkins family are stepping into this work. The WCF NextGen Committee are bringing the same spirit of generosity that has long defined the Foundation, while embracing the importance of connection, listening, and relational community-building to carry our legacy forward.

Our core commitment remains steadfast: to support the organizations doing meaningful work in their communities. What continues to grow alongside that commitment is a deeper, long-term investment in the people behind the mission and in the shared strength that ensures their work will endure.

FAITHFUL STEWARDSHIP

A clear, high-level overview of our continued commitment to supporting organizations across Education, Faith & Ministry, and Outreach.



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