



**20
25** **THE YEAR OF
KINGDOM**
Excellence
2025 STEWARDSHIP INITIATIVE



This is the year of Kingdom excellence and it's our time, collectively as a people, to be engaged in this Kingdom Reformation as God continues to maximize us and makes many of our wildest dreams come true!



WELCOME TO THE YEAR OF KINGDOM *Excellence* **2025 STEWARDSHIP INITIATIVE!**

I greet you in the matchless name of our Lord and King, Jesus Christ. I pray that “your love may abound still more and more in knowledge and all discernment, and that you may approve the things that are excellent, that you may be sincere and without offense till the day of Christ--being filled with the fruits of righteousness which are by Jesus Christ, to the Glory and praise of God” (Philippians 1:9-11). I pray that you are faith-filled and ready to trust God to new levels in your life as you maximize yourself in Him, and set the atmosphere for God to do “exceedingly and abundantly above all that you ask or think--according to the power that works in you” (Ephesians 3:20).

And what better way to apply these principles than during our yearly stewardship initiative? Are you a willing vessel, ready to allow God to work miracles through your financial contributions as we expand the Kingdom? Have no fear! Last year, through the power of God, we accomplished many supernatural projects and now it’s time for God to do it through us again.

This is the year of Kingdom excellence and it’s our time, collectively as a people, to be engaged in this Kingdom Reformation as God continues to maximize us and makes many of our wildest dreams come true! What else would you expect and grandly anticipate with the words “exceedingly and abundantly above all you can ask or think?” Those are the terms a Sovereign God chose to put in His Word. That just gives you an inkling of the kinds of things God wants to do in our ministry and in your life. And it all starts according to the power that works in you!

Press in with your ALL, allow God to become a consuming fire, and withhold nothing from Him, then watch Him do the unimaginable in your life. Let’s get excited together for the great manifestations we are going to witness this year!

In His Kingdom Service,



Apostle Dr. Dana Carson



OUR LEADER

APOSTLE DR. DANA CARSON

The R.O.C.K. church is engaging in our ministry's vision to continually grow and expand our church's impact and influence, as we believe God this year to be able to address the critical areas of ministry through our 2024 stewardship initiative.

We are excited about our senior leader, Apostle Dr. Dana Carson, leading our church in our 2024 stewardship initiative. Dr. Carson has 39 years

of Kingdom building and ministry experience, and has led the church in multiple successful campaigns that have resulted in:

- Three city transitions - Austin to Alvin, Alvin to Edgebrook, Edgebrook to Broadway, and now back to Alvin to continue the work that God started.
- The purchase of 2 administrative buildings, The DCKM Leadership

- Development Center, focused on training leaders in the heart of Houston, Texas, and The Perpurity Construction Company in Alvin, TX; focused on future building initiatives in the South East area.
- The acquisition of 221 acres of land in Rosharon Texas for the future of the ministry to rise and build.
 - Planning the Carson Academy of Kingdom Excellence STEAMBE School at our Alvin Campus.
 - The acquisition of a school in Nairobi, Kenya through the CHANCE Global Initiative, where over 500 children are taught academics and basics on the Kingdom of God that they cannot get anywhere else.
 - The launching of the Kingdom Theological Seminary, a Kingdom-minded seminary for leaders and laymen to be fully equipped with Kingdom knowledge.
 - The birthing of The R.O.C.K. Early Learning Center on our Broadway campus for children 6 weeks to 5 years old, which also provides afterschool care for children in the community
 - The launching of the Booker T. Washington Empowerment Center for various community endeavors and empowerment that includes a nursing and pharmacy school, culinary training, process engineering training, entrepreneurship training, cyber security training, counseling services, and barber and cosmetology training.
 - The planning of an outreach center on our Edgebrook campus for youth and young adults that include GED and Financial Literacy programs, as well as English as a second language.
 - The building of the ACTS Athletics Corporation where children and youth can gain athletic skill sets, mentorship, and community fellowship at one of our 3 indoor gymnasiums or outdoor sports complex.
 - The writing of over 240 transformational, Kingdom-focused books that will reach the nations
 - His preaching and teaching causing phenomenal growth in our ministry worldwide
 - The equipping of the saints for the work of ministry and so much more!

There is still much to do and Dr Dana Carson is a one of a kind leader, the foremost Kingdom scholar, our man of God for The R.O.C.K. nation as he continues to lead us into all God has called us to do!

OUR VISION

In 1986, the Lord gave our apostle, Dr. Dana Carson, a vision to build Bible-centered, Spirit-filled, Community-building Kingdom-minded churches that will spread the gospel of the Kingdom around the world. That vision was designed to touch and to transform people intergenerationally.

It was designed to focus on evangelism and discipleship, economic development, entrepreneurial incubation, and educating leaders by bringing the seminary to the grounds of the church. God has been gracious as we have been able to execute Phase One of our vision! We have been positioned for the next level!

Our next level vision is to saturate the world with the gospel of the Kingdom by launching a Kingdom reformation that will touch the globe intergenerationally beginning with children, youth, and young adults. Our vision is to create a 21st century Kingdom model of online and in-person church growth and multi-campus ministry.

Our vision is to plant Kingdom minded churches and partner with independent churches and fellowships that desire mentorship and spiritual covering. Our vision involves the development and empowerment of 21st century Kingdom leaders through our Kingdom Bible University, Kingdom Theological Seminary, and Leadership Development Corporation.

Our vision is to create a world-class, STEAMBE, K-12 educational system that will transform the educational development of our children worldwide. Our vision involves transforming our local communities in order to improve the quality of life. Our vision is to empower believers through Kingdom education, entrepreneurship, and economic development.

Our vision involves the development of our real estate portfolio of nearly 300 acres as a means of ministry sustainability. As we spread the Kingdom reformation worldwide, our vision is to make Dr. Dana Carson, the Kingdom Voice, a household name by spreading the gospel of the Kingdom through every conceivable means of technology ensuring the distribution and sales of Kingdom-minded books and resources, church systems, and leadership trainings and seminars.

Lastly, our vision is to create local church sustainability through our strategic business units.

Our vision will make Kingdom disciples, build strong families, healthy children, and economically empowered people to live out God's purpose for their lives while experiencing their dreams. Catch the vision and not only make a difference, but be a difference!

OUR CAMPUSES

BROADWAY CAMPUS – THE R.O.C.K. CATHEDRAL, CONFERENCE CENTER, & KINGDOM THEOLOGICAL SEMINARY

4101 Broadway Street, Houston, TX 77087

Our Broadway campus hosts our Sunday morning worship services, concerts, events, graduations, large weddings, and plays. We will also train pastors and teachers at the Kingdom Bible University and Kingdom Theological Seminary located on the campus. Also located on this campus is our Booker T. Washington Empowerment Center, ACTS (Assisting Children Towards Success) Corporation, FD's Coffeehouse, DCKM Kingdom Empowerment Center, and a Youth Complex and gymnasium.



EDGEBROOK CAMPUS – SOUTHEAST HOUSTON CAMPUS

9321 Edgebrook Drive, Houston, TX 77075

Our Edgebrook campus is an 11-acre campus with 7 different buildings that are built for our worship services and various ministry and community events. This campus houses a state-of-the-art worship auditorium, a digital recording studio, a dynamic outdoor sportsplex, commercial



kitchens, a movie theater, multiple classrooms and multipurpose rooms, a DCKM Kingdom Empowerment Center, a full-court gymnasium, and so much more. The Edgebrook campus will become the Greater Hobby Community Development Corporation that will house a youth and young adult homeless shelter, English as a Second Language programs, GED programs, life skills programs, and skills training programs (HVAC, welding, carpentry, and culinary).

ALVIN CAMPUS – GREATER HOUSTON CAMPUS

415 West Adoue Street, Alvin, TX 77511

Our Alvin campus is comprised of a 66,000 sq.ft. church and gymnasium that is an extension campus of The R.O.C.K. World Outreach International. When Dr. Carson and over 300 families made their historic transition from Austin, TX to Houston, TX, this campus was the landing place of preparation for Houston.





DCKM ADMINISTRATIVE OFFICE – DCKM LEADERSHIP DEVELOPMENT & TRAINING CORPORATION (HOUSTON)

7401 Gulf Freeway, Houston, TX 77017

Our DCKM Leadership Development & Training Corporation campus is where we train a variety of skill sets including emotional intelligence, church growth, and personal development. This campus also hosts The R.O.C.K. and DCKM staff and our Kingdom Publishing and Printing press.



DCKM ADMINISTRATIVE OFFICE – PERPETUITY CONSTRUCTION COMPANY

1100 West Sealy Street, Alvin, TX 77511

Our Alvin DCKM Administrative Office campus will house our Business and Construction Development Center. This facility will be used for office space for the Perpetuity Construction Company.



ROSHARON CAMPUS – 221 ACRES

Intersection of FM 521 and FM 1462

We also own 221 acres of land in Rosharon, TX off of 1462 and 521. This land will be developed into conference and retreat sites, residential communities, business endeavors, and so much more! The Kemah Boardwalk only sits on 40 acres of land, so just imagine the possibilities of what we can do!



NAIROBI, KENYA CAMPUS – CARSON ACADEMY OF KINGDOM EXCELLENCE (C.A.K.E.) SCHOOL

Mukuru Kwa Njenga Slum

In the Mukuru Kwa Njenga slum of Nairobi, Kenya, we educate over 500 unserved students at the Carson Academy of Kingdom Excellence school. Our vision is to begin establishing C.A.K.E. schools throughout the slums of Nairobi, Kenya and other select countries and continents that will provide children with access to a holistic quality education, giving them a chance at success in life, that is built upon both vision and values.

OUR WORSHIP SERVICES

SUNDAY - 10AM (BROADWAY CAMPUS)

Xtraordinary Worship Experience

This worship service is our “seeker service” that will provide you with a high-impact, Kingdom experience! This service includes:

We offer three powerful and life-transforming worship services a week. Each of our worship services cater to a different spiritual need so that you can grow and become a fully functional disciple of Jesus Christ.

- A transformative message that engages your intellect, touches your heart, and results in personal transformation
- Music that sets an atmosphere for a move of God
- Anointed performing arts including rap, dance, spoken word, and theatrics
- 21st century video technology
- Online streaming with live chat sessions with R.O.C.K. members





SUNDAY - 6PM (EDGEBROOK CAMPUS)

Signs & Wonders Worship Experience

This worship service is our “power service” where you will receive a personal prayer and more! This service includes:

- Dynamic preaching and teaching
- Energetic, unencumbered praise and worship
- Personal prayer for miracles, healing, and deliverance
- Observance of the Lord’s Supper (1st Sundays)
- Online streaming with live chat sessions with R.O.C.K. members

WEDNESDAY - 7PM (EDGEBROOK CAMPUS)

Understanding the Bible with Dr. Dana Carson

This worship service is our “Bible study service” where you will receive a sound, life-transforming understanding of the scriptures. This service includes:

- Didactic teaching
- Uplifting praise and worship
- Interactive Q&A where you can get your questions answered live during the service
- Online streaming with live chat sessions with R.O.C.K. members



**WELCOME TO THE YEAR OF
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2025 STEWARDSHIP INITIATIVE!**

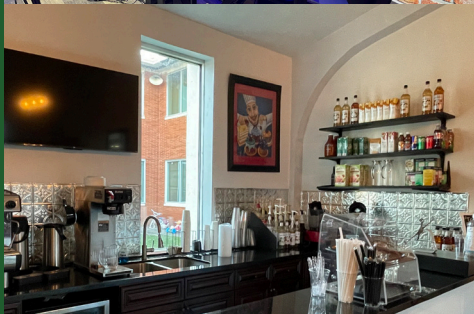
Then this Daniel distinguished himself above the governors and satraps, because an excellent spirit was in him; and the king gave thought to setting him over the whole realm.- Daniel 6:3

Welcome to the 2025 Year of Kingdom Excellence Stewardship Initiative! This year is a defining moment for The R.O.C.K. as we celebrate extraordinary milestones: 40 years of impactful ministry, 25 years of marriage, and 65 years of life for our visionary leader, Apostle Dr. Dana Carson.

Under Apostle Carson's leadership, The R.O.C.K. has been a trailblazer in transforming lives and communities, both locally and globally. In this significant year, we remain committed to our vision of building Bible-centered, Spirit-filled, community-building, and Kingdom-minded ministries. Through this year's stewardship initiative, we will continue to lay a foundation of intergenerational impact, preparing the next generation of Kingdom leaders.

Our partnership and our stewardship are growing. Lives are being changed and people are being blessed through our intentional generosity. Because of your faithfulness, we were able to provide...

- Medical missions to our Carson Academy of Kingdom Excellence school in Nairobi, Kenya
- We sustained our Broadway campus, as well as made upgrades and renovations to the front of our Broadway sanctuary
- We also purchased a new chiller system to improve the heating and air conditioning on the Broadway campus
- We purchased and began the buildout of the new Kingdom Kidz World facility
- We completed the Broadway podcast and production studios
- We finished the upgrades to the FDs commercial kitchen which provides meaningful fellowship for the entire family, our guests, and friends
- We completed the final remodeling of our Higher Grounds Coffeehouse on our Broadway campus
- And we remodeled and reopened our Alvin campus where we began hosting Kingdom Encounters with Dr. Carson and created a retreat site that hosts our revivals and special events



Now it's time to walk in excellence, growth, and advancement with our 2025 year of Kingdom excellence stewardship campaign!

Stewardship isn't just about giving; it's about transforming lives and expanding vision. As we go to our next level this year, it takes next-level thinking, actions, and giving. This year through our stewardship efforts we will work on the following projects.

1. Kingdom Wall Street Project

- Development of our 221 acre property into an economic empowerment hub.
- Opportunities for wealth-building, educational advancement, cultural expression, and entrepreneurial growth.
- A model for inner-city and urban renewal, serving congregants, community, and investors.

2. Global Ministry Expansion

- Continued growth of the Carson Academy of Kingdom Excellence (CAKE) in Nairobi, Kenya, providing holistic education and Kingdom leadership training for underprivileged children.





3. Technology and Innovation

- Leveraging technology to deliver excellence in both in-person and online ministry experiences.

4. Restoration and Development

- Remodeling and maximizing the potential of real estate investments to generate revenue and serve as Kingdom assets.

5. Apostolic Security

- Construction of new infrastructure, including a secure garage, to enhance safety for our apostolic leadership.

6. Debt Reduction for Ministry Growth

- Paying down existing debt to position the ministry for the launch of Phase 1 of the Kingdom Wall Street Project.

Your Role in the Vision

This year's stewardship effort invites every partner and supporter to give with a spirit of excellence. Your contributions will:

- Balance our budget to ensure ministry stability.
- Complete pivotal projects, such as the CAKE Houston school and afterschool program.
- Strengthen our Small Business Units (SBUs) to enhance revenue streams for Kingdom expansion.

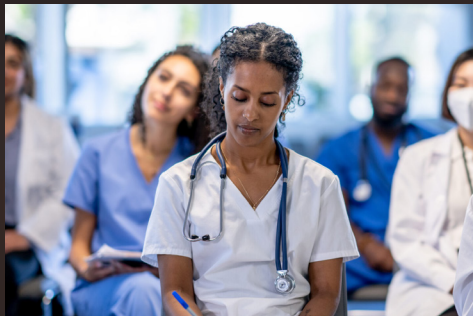
Together, we can move toward “more than enough” by sowing into this transformative vision.

Prepare for the Shift

This is not just a call to action but a call to destiny. The year of excellence positions us to leave a legacy of faith, empowerment, and transformation. With your support, we will continue to take the gospel of the Kingdom around the world, making a lasting impact for generations to come.

Let's run with the vision and elevate everything we touch with excellence!

Stewardship isn't just giving; it's Kingdom-building. Join us in this sacred work as we prepare for the monumental shift ahead. Together, let's create a future filled with faith, opportunity, and God's glory!



Join us on this journey of stewardship, and let's continue making The R.O.C.K. a beacon of hope and transformation. Pray and ask God where you fit in, and what would He have you and your family to sow, as we participate in destiny, bring the vision to pass, and step into the year of Kingdom excellence!





2025

STEWARDSHIP DATES

WEEK OF JANUARY 19TH
ALL GROUP FELLOWSHIPS BEGIN
GROUP FELLOWSHIPS ARE HELD
MONDAY, TUESDAY, THURSDAY AND FRIDAY -
7PM-8:15PM OR 8:30PM-9:45PM
BROADWAY CAMPUS

FEBRUARY 3RD & 4TH
FAMILY CONFERENCES (MON/TUES)

FEBRUARY 7TH & 8TH
36-HOUR PRAYER CHAIN

FEBRUARY 9TH
COMMITMENT SUNDAY

FEBRUARY 16TH
CELEBRATION SUNDAY

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