



# The Marriage Hub

[www.themarriagehub.com](http://www.themarriagehub.com)

A Ministry of House on the Rock Family Ministries

*Providing Hope and Healing for Married Couples*

November 2023

As we keep **GROWING** and **ADDING SPOKES** to our Marriage Hub Wheel ... we're in need of your generous financial support to help us end 2023 in the black and fund our new and exciting ways to help **RESTORE MARRIAGES FOR GOD'S GLORY!** (read on to see why)

In 2017, we did a purposeful name change from House on the Rock Family Ministries ... to The Marriage Hub. We envisioned a ministry with multi-facets (or spokes) to marriages, but only had one viable program to couples – our Marriage Intensive program. This year, we've seen those spokes start to fill in with three new programs.



## Our **ORIGINAL SPOKE** of our Marriage Intensive Program is Growing and Maturing!!

As we enter our 20th year of ministry in 2024, we've seen our core Marriage Intensive program mature, grow and truly make an impact for the Kingdom.

Since the global pandemic, we've continued to see record growth in the number of couples we've served. We're on pace in 2023 to see 15% growth in our couples served ... and have continued to train additional coaches which will give us the bandwidth to continue growing in 2024 and beyond.

To facilitate this growth, we've increased our back-end support staff for a third straight year.

## Marriages are Being Saved!

If you haven't been to our website lately ... I'd highly recommend you look at the feedback page. ([themarriagehub.com/feedback](http://themarriagehub.com/feedback)) We encourage our couples to let



us know how the intensive went for them ... and the replies are heartwarming! Here's a few responses we received recently:

*"The weekend was incredibly fruitful and meaningful. We ripped up our divorce papers and are moving back in together. We don't have enough words to express our gratitude!"*

*"The weekend was amazing! I felt so comfortable sharing in a group setting and I didn't think I would. The coaches were really good at what they do!"*

*"I truly loved it! Best decision I ever made. I miss our coaches already! With prayers and everything we learned I am very hopeful we can make it work."*

God is truly using these weekend experiences to restore marriages in an exciting and powerful way!

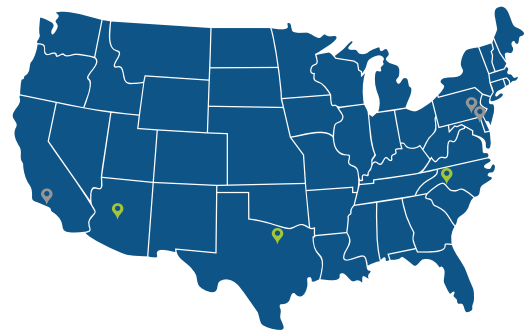
## New Spokes to New Locations

This year we began the process of training new coaches in two strategic locations – **Phoenix, Arizona and Charlotte, North Carolina.**

We're excited to announce that in January of 2024, we'll be launching our Arizona location ... and anticipate leading between 10-16 intensives throughout the course of the year.

Our plans are to open the Charlotte, North Carolina location by the middle of 2024 ... and we're also in the early phases of expansion to the Dallas/Ft. Worth region.

**Our big dream that we're pushing towards ... is to have locations set up throughout the country so that no one would have to drive more than 4 hours to attend a Marriage Intensive Retreat.**



## Another New Spoke – Traditional Marriage Coaching

As our Marriage Intensive program continues to grow and mature, we've always had a desire to aid the follow-up after an intensive as well as have options for couples who can't come in person ... or would simply like to do something a bit more traditional – like weekly marriage coaching.



**Well ... that dream has been realized with the addition of our new Marriage Coaching program launched in July of this year.** We hired Robert Lopez as our Director of Online Coaching and are beginning to see the fruits of his labor.



We currently have 8 coaches available who are highly trained and offer specialty coaching in areas such as: sexual trauma recovery, pornography recovery, anxiety & depression, conflict resolution, affair recovery, healing from betrayal, reigniting sexual intimacy ... and the list keeps going and going!

Free 30-minute marriage assessments are offered ... that are followed by paid sessions with coaches if the individual or couple decides to move forward. We're seeing 25% of our free sessions turn into regular clients ... and each month more and more people are getting the help and support they need.

### **Third Spoke – Marriage Enrichment Conference & Date Nights**

For those of you who've been around the ministry for quite some time, you probably know our heart has always been in Marriage Enrichment ... and we loved leading routine date nights in our local community in years past.



**We're excited to announce they'll both be back for 2024!** Starting the 1st Thursday of each month, we'll be hosting a monthly date night for our local community. Each night is filled with a dessert time, entertainment and a purposeful piece to grow and enrich your marriage. January will focus on the "State of Your Union" ... February will be a Valentine's theme and special marriage movie ... and March we'll be hosting our 1st ever Marriage Game Show night!

**Additionally, we'd love to have you come to our Marriage Conference – March 15-17 ...** which will feature Bruce and Karen McCracken leading 4 sessions throughout the course of the weekend. For all the details, go to [www.theetownelizabeth.com/community-events](http://www.theetownelizabeth.com/community-events) (website for all our local events) and check out our community events.



## This Letter is Long and Our Financial Needs are Significant!

Did you know approximately 75% of the couples who attend our intensives come on some sort of a financial needs'-based scholarship? Everyone must pay something meaningful ... and no full scholarships are ever given out ... but many people simply can't afford the full price. We daily receive notes like these that just came in this week -

*"We are full-time missionaries and have 3 kids. Our finances are so tight this year with inflation, that we are literally spending everything we make just to make ends meet each month."*

*"While we were both out of a job, we ran through our savings. Since then, we're trying to get back on our feet, but my husband took a major pay cut for a new job. We are still living check to check, but God has never stopped providing. During these stressful times, our marriage has taken the greatest hit. We need help, please."*



## Can You Help with our End of Year Needs?

As a ministry, approximately 65% of our funding comes from income paid by couples for our Marriage Intensive program. The remaining 35% comes from charitable donations from businesses and individuals like you.

In 2023, we've seen our intensive revenue grow to match our growing demands, but our charitable giving has not kept pace with our staggering growth.

While our charitable giving is up 5% from last year, we need that number to grow substantially.

## Additional Funding is Needed for New Locations and our Online Coaching Program!

Launching a new location is exciting ... but also costly. While the core Marriage Intensive program is "profitable" to our ministry and cash-flow, the beginning stages of launching a new location is expensive.

We need to spend additional money to market to a new location, provide airfare and additional travel expenses for our coaching couples to get trained ... and to be



evaluated by our leadership team ... and funds for the purchasing of physical items needed at each intensive location.

With our previous launches, we needed approximately \$50,000 in one-time funding and we anticipate that same need in Arizona and North Carolina.

Additionally, our online coaching program will become a profitable venture as our growth in it continues, but a significant initial investment is needed to get to that point.

## **We need to Raise \$314,000 to Help us End the Year in the Black ... and Launch These 3 New Spokes!**

**End of Year Fundraising Goal#1 – Raise \$164,000 for End of Year Needs**

**End of Year Fundraising Goal #2 – Raise \$50,000 for our Traditional Coaching**

**End of Year Fundraising Goal #3 – Raise \$50,000 for our Arizona Launch**


**End of Year Fundraising Goal #4 – Raise \$50,000 for our North Carolina Launch**

We know this year has been a struggle for all of us and many others financially. We feel it daily. Would you be willing to dig a little deeper this year ... and consider a generous end of year donation to help couples?

**I've given ... and I'd be honored if you'd join me in supporting marriages by helping us raise \$314,000 by end of year.**

**Jeffrey Kime**

Executive Director



**Bruce McCracken**

Founder and President



**Giving Options:**

**Checks can be mailed to:**

The Marriage Hub  
18 N. Market St.  
Elizabethtown, PA 17022

**And stock gifts can be transferred directly to:**

LPL Financial LLC  
Acct # 4869-9630 DTC # 0075  
Attn: Account Transfers Department  
1055 LPL Way  
Fort Mill, SC 29715

**Online gifts can be made at**

[www.themarriagehub.com](http://www.themarriagehub.com)

**EIN Number** for donations via Donor Advised Funds or Retirement Fund Contributions – 20-0628342 (*House on the Rock Family Ministries dba The Marriage Hub*)

**Cryptocurrency** or other creative giving options are available. Please contact 833-482-4968 for assistance.

*All gifts to The Marriage Hub are fully tax-deductible. We are a 501c3 organization.*

