



Ernesto's Baptism
Fall 2025



HEART OF A
MAN

2025 ANNUAL REPORT

HEART OF A MAN.

2025 was truly remarkable! Heart of a Man saw record levels of new men participating in our various programs. Men are inviting friends, co-workers, and family. Our focus has never been clearer around our purpose. We are committed to helping every man in our country build meaningful friendships and walk humbly with Jesus. Through the videos and lessons we have created, men's small groups in churches and on college campuses have begun springing up around the country. Heart of a Man was ranked the top non-profit organization in Carmel based on number of reviews and the quality of those reviews! Every review represents a man whose life has been transformed through the power of Jesus.

575 unique men completed 3 Bible study seasons, where we began our journey into the book of Matthew after finishing Exodus. Our annual Fall Bonfire became our largest event to date with **over 450 fathers and their children** filling the event. We served hundreds of meals through incredibly delicious burger, taco, and donut trucks while enjoying watching the Big Ten Championship on a full-sized LED Jumbotron! Over the summer months, we hosted six Deep Water Bible Study events to help men stay in community during our "off season", where we saw an average of about 35 men. The feedback was tremendous, where men shared their gratefulness to have a summer community; a time that tends to be marked by loneliness and disconnection.

Through the generous impact of Mark Vroegop, Heart of a Man had the opportunity to host a booth at the Gospel Coalition Conference in May! We met with so many pastors, leaders, and laypeople, all echoing one message: the world desperately needs help reaching men.

The mission of Heart of a Man is only accomplished through the selfless giving of our seven-man Board of Directors, our Executive team, 38 active volunteer leaders, hundreds of members, and our generous donors. We're seeing leaders step up from around the city; older men offering to counsel and develop younger men, mentorship relationships forming, and investments by men in their marriages and relationships with their kids through professional counseling. HOAM will continue to stoke the fire of these efforts with the prayer that their souls will come alive in Christ. We move into 2026 with exceptional excitement as we plan to launch our first conference, a new digital platform, and published curricula designed for men to grow in faith and community together.

Thank you for your support, prayers and love! We look forward to many more years together, accomplishing the work the Lord has set for us!



William J. Moore

Co-Founder & Chairman of the Board



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MEN THRIVE WHEN THEY GROW IN *seven* RELATIONSHIPS.

Heart of a Man's vision has remained steadfast since Day 1: **we will build healthy men, equipped to lead vibrant, thriving families through their passion to follow Jesus.** We accomplish this through investing in 7 key relationships in a man's life. When he is growing and thriving in each relational pillar, he and the people around him begin to flourish... and the man's growth rapidly progresses. HOAM's major activities all focus on growing men in these vital relationships.

01 / FOUNDATION



JESUS

THE SOURCE OF LIFE

Jesus is the truth and the life, from whom each man finds his identity and purpose. We must learn total, daily dependence on Him. He is the foundation upon which our lives must be built.



02 / RESTORATION



A HEALER

HELP RECOVER FROM OUR WOUNDS

Healing happens with the expertise of a gifted, trained guide who listens and brings the right help at the right time. This must happen in relationship, not in isolation.



03 / DIRECTION



A VISIONARY

THE GUIDE FOR THE ROAD AHEAD

Every man will find himself traversing a road upon which he has never traveled. He needs someone who has been there before him to provide leadership.



04 / COVENANT



AN "EZER"

GOD-GIVEN COVENANT COMPANION

For most men, this is his wife. A partner to walk through life beside him, to build a family, and to protect him (most often, from himself). God says it was not good for man to be alone. Before sin, God saw man's need and provided a wife. Man needs woman.



05 / PURPOSE



SERVICE

WORK · MISSION · COMPETENCE · CONTRIBUTION

Work must be redefined from building capital and wealth to serving people and the greater good of our community. Men find identity and purpose from Jesus, and through work, we serve others and live out both our identity and our purpose.



06 / BROTHERHOOD



FRIENDS

BUDDIES WHO DON'T LEAVE

Every man needs brothers walking the road beside him. The kind of friends who know absolutely everything and stay anyway. We were never built to navigate life alone.



07 / WHOLENESS



SELF

PEACE WITH HOW HE IS MADE

Every man must learn to love himself...the one made in God's image. We must care for our bodies physically, emotionally, spiritually, and intellectually. To love others as we love ourselves... we must love ourselves.



— TOGETHER —

HEALTHY MEN. SEVEN LIFE-GIVING RELATIONSHIPS.

Men were designed by God to thrive when we are connected. We die when we are alone.

“I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit; apart from me you can do nothing.”

JOHN 15:5

HEART OF A MAN'S SOLUTION

A COMPREHENSIVE ECOSYSTEM OF TRANSFORMATION

in replicable facilities.



Heart of a Man does not offer a single program or a one-size-fits-all solution. Men are complex beings facing multifaceted challenges across every dimension of life. **True transformation requires a comprehensive, integrated approach** that addresses the spiritual, relational, emotional, mental, physical, and vocational aspects of a man's existence.

Our approach is holistic, relational, and unapologetically rooted in Scripture. We believe that **Jesus Christ is the answer to every human longing**, the solution to every form of brokenness, and the source of abundant life. Discipleship requires practical skills, intentional community, mentorship relationships, and opportunities for both growing and serving.

THE SIX PATHWAYS

HOW WE BUILD MEN

01

FOUNDATION

MEN'S BIBLE STUDY COMMUNITIES

Our foundational tool for moving men into deep, meaningful relationships with Jesus and other men. Multi-generational groups create space for men to learn, give, and find support across life stages.

02

TRAINING

LEADERSHIP TRAINING

HOAM invests heavily in identifying, vetting, and training men to lead small groups, facilitate workshops, and launch new HOAM communities in their own churches. Equipped men foster thriving families.

03

MENTORSHIP

LIFE COACHING PROGRAM

Intentional one-on-one relationships where mature men invest in the lives of younger men, walking beside them through career transitions, relationship struggles, spiritual doubts, and major life decisions.

04

EQUIPPING

LIFE SKILLS WORKSHOPS

Men are nearly always lacking the emotional, relational, and practical skills needed to lead, listen, and respond well. HOAM hosts and is expanding workshops designed to equip men with life's essential tools.

05

GATHERING

OUTREACH & SOCIAL EVENTS

Discipleship is HOAM's core, but outreach tells the world we're here. Our annual Bonfire, the HOAM Conference, and competitions like the Cornhole Tournament give men an open door to find us.

06

VOICE

CONTENT DESIGNED FOR MEN

Bible study lessons, videos, podcasts, and content are developed in-house, with the unique learning styles and needs of men driving our strategy. We drive men into Scripture, and create space for vulnerable, real conversation.

“But seek first the kingdom of God and his righteousness, and all these things will be added to you.”

MATTHEW 6:33



IMPACT · BY THE NUMBERS

WHAT GOD HAS DONE *in* SIX YEARS.

Every number on this page represents **a man encountered, a brother sharpened, a family strengthened, a marriage formed.** We present these results with all glory to Jesus. God grew it; we simply said “yes” to His calling.



SINCE
2019

1,700 +

— OUR REACH —

UNIQUE MEN CONNECTED TO COMMUNITY VIA CLASSES & EVENTS

01 / ATTENDANCE

6,119

AGGREGATE BIBLE STUDY ATTENDANCE

The total seats filled across every Bible study night in 2025, averaging over 200 men every session.



02 / NEW MEN

194

FIRST-TIME ATTENDEES

Men who walked through the door for the first time in 2025. Each one a story we get to be a small part of.



03 / RHYTHM

143

BIBLE STUDY NIGHTS

Hosted at College Park Church since HOAM's inception in 2019. Week after week, men gathered to open Scripture together.



DEPLOYED INTO THE CHURCH

SINCE 2019

04 / LEADERS

100

TRAINED GROUP LEADERS

Deployed into local churches to lead men.



05 / TRAINING

7,962

HOURS OF LEADERSHIP TRAINING

Logged on Saturdays sharpening men to lead.



06 / MEMBERSHIP

249

NEW CPC MEMBERS

Brought into College Park Church through HOAM's influence.



07 / FAMILIES

99

MARRIED COUPLES JOINED CPC

Families rooted into the local church through HOAM.



“I planted, Apollos watered, but God gave the growth.”

1 CORINTHIANS 3:6

WE ARE *aiming* AT SOMETHING BIGGER THAN US.

HOAM IN
UGANDA



OUR MISSION

Heart of a Man's God-given mission is to build men into character driven followers of Jesus. We are now setting major objectives as guiding lights for the work we do, open-handedly trusting the Lord with the results, while giving Him the best of who we are for the sake of growing His Kingdom. We seek to *wage war against the gates of hell*, playing our role in rescuing men into eternity where Christ is King.

SEVEN GOALS

SET IN FAITH · HELD WITH OPEN HANDS

07 / FLAGSHIP · A HOME ON THE NORTH SIDE

IN 2028 THE HEART OF A MAN FACILITY

COFFEEHOUSE · HEADQUARTERS · PRODUCTION STUDIO

A Heart of a Man facility on the north side of Indianapolis serving 2,000 men annually. A full coffeehouse and food, alongside HOAM's new headquarters, completed and open by the end of 2028.

01 / DISCIPLESHIP

IN 2026

PUBLISHED BIBLE STUDY

IN PRINT · IN HANDS

A physical form of Heart of a Man Bible Study, bringing all of our curriculum to churches and men globally via print.

>>> _____

02 / FOOTPRINT

BY 2028

100 COUNTRIES · 50 STATES

EVERY CORNER OF THE MAP

Men from 100 unique countries and every U.S. state participating in Heart of a Man online groups by the end of 2028.

>>> _____

03 / GATHERING

BY 2029

5,000 MEN AT THE HOAM CONFERENCE

IN HINKLE FIELDHOUSE AT BUTLER UNIVERSITY

A men's conference filling Hinkle Fieldhouse at Butler University in 2029. A sea of men gathered to celebrate, grow, and worship.

>>> _____

04 / MENTORSHIP

BY 2029

100 CERTIFIED MENTORS GLOBALLY

MEN WALKING WITH MEN

100 men actively serving as trained and certified mentors by 2029. Older brothers showing up for younger ones.

>>> _____

05 / GLOBAL REACH

BY 2032

1,000 TRAINED LEADERS

10,000 MEN ACTIVE GLOBALLY

1,000 trained leaders deployed worldwide, facilitating groups with over 10,000 men actively participating in Heart of a Man.

>>> _____

06 / LOCAL CHURCH

BY 2032

10 INDIANAPOLIS CHURCHES

VIBRANT, THRIVING MEN'S MINISTRIES

Ten Indianapolis churches with vibrant, thriving men's organizations rooted in real discipleship and brotherhood.

>>> _____

“Commit your work to the Lord, and your plans will be established.”

BUILDING THE MEN THAT BUILD THE CHURCH.



300+

INTENTIONAL
CONVERSATIONS

197

REQUESTED FOLLOW-
UPS FROM LEADERS

10+

CONNECTIONS WITH
OTHER ORGANIZATIONS



THE GOSPEL COALITION Conference

In May of 2025, Heart of a Man attended the TGC Conference, hosting a premiere booth as a title sponsor. Months of design, preparation, procurement, and development culminated in HOAM sending a team of roughly 8 volunteers to meet with hundreds of pastors, elders, and laypeople, with individuals from 197 unique churches expressing an interest in learning more about what we do and who we are.

KEY LEARNINGS.

Where do we go next?

These crucial connections with church leaders led to conversations with 5 unique churches around bringing our programming and structures inside of their walls to support their men. In this process, we gained a vision for the creation of a brick-and-mortar facility, designed and run by Heart of a Man, where leaders from churches around the city could come and be fueled with tools and skills needed to effectively facilitate and lead small groups.

Within this vision, local churches with whom we've connected would be able to more easily accommodate a men's program without the heavy lift of building a teaching team within their men's staff. **HOAM will train your leaders and deploy them into your church ready to lead!**



STORIES OF



Our personal life experiences - our joys and celebrations, as well as our pain and our brokenness - have always been a key driver behind our mission of **building life-giving families one man at a time.**



The following stories are those of just a few of the men who have watched Jesus work in their story and allowed HOAM to play a part in it.

From the brokenness of incarceration to the battle of breaking the bonds of depression, their examples of Christ-centered transformation are the reason we exist.



MITCH'S STORY

I became involved with Heart of a Man (HOAM) six years ago, starting as a participant in one of the small Bible study groups. At the end of that first year, someone approached me and asked if I would consider serving as a co-leader for a discussion group. I didn't answer quickly. I prayed, wrestled, and asked the Lord to make His will clear. In time, I accepted the opportunity, and I have served as a leader ever since.

Over the years, I've learned that leadership can be both a calling and a weight. I've spent more than four decades leading in the business world and serving in roles with nonprofits, a school board, a homeowners' association, and in the local church. In every setting, responsibility brings pressure, and at times it can feel overwhelming. But Scripture continually resets my understanding of what leadership is meant to be. Jesus modeled leadership that is humble and sacrificial, rooted in service rather than status. As Mark 10:45 reminds us, "For even the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many." HOAM has helped shape in me a deeper desire to lead the way Christ leads: by serving, listening, and pointing others toward Him.

Of all the organizations where I've served in leadership, HOAM has inspired me the most and brought me some of the greatest joy in my walk with Jesus. HOAM sets a high bar for men who lead: clear mission, strong values, and meaningful expectations. When I became a leader, I was given a manual that outlined not only responsibilities, but the heart behind them. Leadership in HOAM is not casual; it requires commitment and a weekly rhythm. Every Saturday morning from 7–9 a.m., we gather for prayer, training, and preparation for the Tuesday night study. And while I am not naturally a morning person, those Saturdays have become a highlight of my week; a steady gift from God. **In a world that bruises our spirits, those mornings restore mine.**

What makes those gatherings so powerful for me is the prayer. There is something profoundly moving about grown men on their knees, offering admiration to God, confessing sin, and interceding for one another with honesty and compassion. I've witnessed the Lord answer many prayers in real and tangible ways: the joy of childbirth, the fear and uncertainty of job loss, struggles with marriage, battles with anxiety, and serious medical challenges like cancer. I've experienced that power personally. In the fall of 2024, I went through a difficult season of severe anxiety that required medical leave from work and the care of a clinical psychologist. During that time, HOAM leaders came to my home to pray over me, offering support, comfort, and hope when I needed it most. Week after week, I'm reminded that we are not meant to carry life alone. HOAM has provided a place where **men's burdens are shared, fears are spoken aloud, and faith is strengthened** through brotherhood and the Word of God.

Another unexpected blessing of HOAM leadership has been the relationships I've gained especially with men I would not have naturally sought out on my own. When I first started co-leading, I was paired with Jay Justice, someone I didn't know at the time. We shared a common faith, but many of our perspectives and experiences in life were different. Over time, Jay has become not only a trusted partner in leadership, but a true Christian brother and friend. He has helped me listen better, think more broadly, and appreciate the way God shapes His people through different cultures and stories. That is one of HOAM's greatest gifts: it draws men into something bigger than themselves, something worth sacrificing for, trusting, and fighting to protect.

Serving as a HOAM leader has been one of the most meaningful privileges of my life, and I'm grateful for the way God continues to use it to deepen my faith and strengthen my walk with Christ.

Mitch T.

ERIK'S STORY

Just over 5 years ago, I was trembling on a cot in a jail cell. I was empty, broken, covered in the filth of my own sin and at the end of myself. My heart was so far from the Lord. I had no idea how to find my way back to where my heart should be. Every bridge burned. Every relationship shattered with no strength left.

As I found my Father's forgiveness and loving embrace, He showed me the path of destruction and hurt behind me as far as I could see. He showed me that the way to become the man He wanted ...needed... me to be was by walking back through the wreckage...with Him.

And so I began that journey 5 years ago. It has been difficult and painful, but that is sin! The hurt and destruction it brings is always painful. But walking in repentance means not only *fully* owning our sin, but examining our hearts and learning from our wicked choices, seeing our weaknesses and walking in victory through the power of the Holy Spirit. When sin has been long, deep, repetitive and becomes who you are (like mine), it takes consistent hard work... and the help of other believers.

This is where HOAM becomes *necessary* for any man that wants to walk in godliness. **I needed a safe space where I could bear all the depth and ugliness of my sin.** A safe space to be vulnerable and open with all of my emotions and thoughts. A place to be held accountable for walking in Godly character. A safe space to be loved and find hope. A place to reorient my heart and mind (Romans 12:2) to the authoritative truth of God's immutable Word. A safe space to both see and hear what it *truly* means to be a man after God's own heart. A safe space to be fully known and fully loved by a group of men who want God's highest and best for *every* man.

That is what you will find at HOAM. That is what *every* man needs! Heart of a Man, Bill, Kyle, and Taylor made sure that when I had literally nobody to walk this journey alongside me, my brothers in Heart of a Man were there...and continue to be, for I am still on this journey.

If it wasn't for HOAM, I literally cannot say where I would be right now...but I'm so thankful I'll never know **because of Jesus and the men at Heart of a Man.**

Erik T.

MORE 2025 stats, FROM A FULL YEAR.

WHAT DID THE LORD ACCOMPLISH?

JAN - DEC • 2025

100+ 1-ON-1 MEETINGS

Helping men process and navigate life effectively.

937 JOURNALS SOLD

On Amazon, leading to \$26,400 in gross revenue.

5 DEEP WATERS WORKSHOPS

Teaching 35+ men each session a process to study the Bible in community.

450 MEN & THEIR KIDS

Attending Heart of a Man's annual bonfire event, featuring 3 food trucks and a jumbotron!

25 VIDEOS & PODCASTS

Amassing 5,000+ downloads and listens!

575 UNIQUE MEN PARTICIPATING

Across all seasons and classes of Bible study in 2025.

7 BIBLE STUDY COMMUNITIES

Leading men into faith and community across **Indiana, Illinois, and Uganda.**

118 MINISTRY PARTNERS

118 unique, generous givers in 2025, culminating in roughly \$800K in total gifts



HOAM'S CORE VALUES

JESUS-CENTERED

JESUS IS THE SOURCE OF TRANSFORMATION, TRUTH, AND LIFE.

REAL RELATIONSHIPS

VULNERABILITY, HONESTY, AND CONNECTION WITHIN BROTHERHOOD.

ROOTED COMMUNITY

COMMITMENT TO ONE'S CHURCH, FAMILY, FRIENDS, AND NEIGHBORS.

COURAGEOUS ENDURANCE

TENACITY THROUGH DIFFICULTY; BOLDNESS THROUGH FEAR.

UNWAVERING EXCELLENCE

RELENTLESS PURSUIT OF THE BEST FOR THE MEN AND UNTO THE LORD.



WHAT'S NEXT

WHAT ARE SOME OF HOAM'S STRATEGIC INITIATIVES AND PLANS FOR THE 2026 CALENDAR YEAR?

2026 DRIVEN CONFERENCE

In 2026, Heart of a Man will host its most ambitious gathering yet: The Driven Conference, convening 1,600 men at College Park Church in Indianapolis to wrestle with one defining question: **What drives a man?** We will welcome three extraordinary voices to the stage: pastor and author Matt Chandler, comedic thought leader Michael Jr., and our own CEO and Co-Founder Bill Moore. This will act as one of HOAM's greatest outreach efforts to date, showcasing to men and churches that we are here, there is a community for them to join, and we're equipped to help them launch as well.

DEPLOYMENT OF ONLINE GROUPS

In 2026, Heart of a Man will launch globally through online small groups, enabling men who are otherwise unable to find or join a local group to build meaningful community. The traveling sales rep living out of a hotel three nights a week, the young father whose evenings belong to bedtime routines, the man in a small town with no church nearby that offers a strong men's program, and the brother who simply feels too isolated to walk into a room of strangers. We are deploying in January a new structure to help those men go deep in the Word and relationships. We are planning to launch up to 5 groups in 2026 to trial the concept, learn, and ultimately expand globally.

HOAM TEAM EXPANSION

In 2026, we plan to hire a Director of Mentorship, focused on organizing a formal coaching and mentorship initiative around five pillars: qualification, training, certification, pairing, and support, using assessments and our new platform in the execution of this vital work.

NEW DIGITAL PLATFORM

The complexities of the work we do with men has proven to complicate usage of online management platforms. In partnership with a local development company, HOAM will build and deploy a state-of-the-art community platform designed to facilitate in-person, real connection: using the digital to enable the analog.

This platform enables men to communicate in pre-created group chats after being placed in a group, complete their Bible study lessons through learning modules, share prayer requests with their group and their broader church community, and for the online groups, find everything they need to interact with their remote group including links to group chats and video content.

This new standard will allow HOAM to dramatically simplify administrative work related to group management and building through a custom, intuitive backend, leading to greater engagement between leaders and participants.

HOAM FACILITY DEVELOPMENT

HOAM's most ambitious endeavor yet will be the creation of a brick-and-mortar location for men to come, grow, find friends, and form their faith. Conversations are underway for a first-of-its-kind "3rd place" for men to receive mentoring, coaching, training, counseling... eat great food, drink exceptional coffee, study the Bible in community, and have fun at large events design for men.

This would also stand as Heart of a Man's new headquarters where the team can expand to meet the ever growing needs of a globalizing organization. Mentors, life coaching, counseling partnerships, media production, and team development will all take place in Indy's first hub for men.

