

SOUTH BAY CHURCH YOUTH GROUPS

LAUNCH
STRATEGY



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THE NEED: WHY START CHURCHES IN NORTH AMERICA?

Statistics On North America:

According to Barna, "There has been a 92% increase in the number of unchurched Americans in the last thirteen years. In 1991 there were 39 million unchurched Americans compared with 75 million currently. (2004)."

Another study by Barna reveals, "The highest concentration of unchurched adults is in the West where 43% of adults are unchurched and the Northeast (40%), compared to 28% residents in the South and Midwest who are unchurched. (2006)"

According to Christianity Today, Every two years, an average of 1% more Americans identify themselves as having no religion. "One of the most striking 1990-2001 comparisons is the more than doubling of the adult population identifying with no religion, from 14.3 million (8%) to 29.4 million (14.1%)"



Other Important Facts:

- * North America is the only continent where the church is not growing.
- * Church planting is the most effective way to reach the un-reached.
- * New churches grow faster than established churches.
- * New churches help keep up with population growth.
- * New churches are more likely to enlist people in Kingdom Advancement.

SOUTH BAY CHURCH



THE BIG IDEA- WHY THE BAY AREA?

The San Francisco Bay Area is the fifth most populated metropolitan area in the United States. With a population of over 7 million, it is a diverse nine county region made up of cities, towns, military bases, and three airports. These are connected by a large network of roads, highways, four rapid transit and regional rail systems, and several public ferry services.

The San Francisco Bay Area is one of the most affluent areas of the United States. Of the 280 U.S. metropolitan areas, it has the highest median household income in the nation. The percentage of households with incomes over \$100,000 in the Bay Area is double the nationwide percentage. One third of all households have six figure incomes, and the median household income in the Bay Area is 60% above national average.

The Bay Area is also home to dozens of public and private universities, colleges, and seminaries. It is a major tourist destination, exporter, cultural center, financial center, technology center and innovation center. It is also a major spiritual center- all of the religions of the world seem to make their way to the Bay Area, and find room to flourish. The Silicon Valley regions in the South Bay is no exception.



Focusing On The Bay

The Bay Area is one of the most unchurched regions of North America and one of the least targeted areas for church planting among Evangelicals.

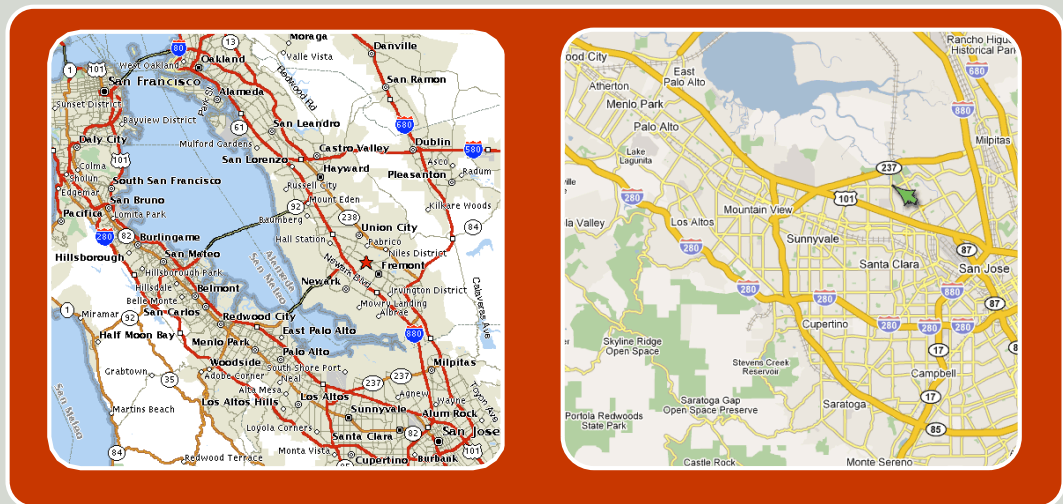
WHY THE SILICON VALLEY?

The Silicon Valley located at the south part of the San Francisco Bay is one of the most influential regions of North America. This region is shaping culture through technology laying host to dozens of the world's leading high tech companies including: Yahoo, Apple, Google, eBay, Cisco Systems. There is a pioneer spirit in this region that has lead to dozens of inventions including the google search engine, apple iPod, and the apple iPhone.

While this region has such economic and technological vitality the area is incredibly un-reached with the gospel. The current population is about 94% unchurched. In 2000, approximately 43% of the region's of 1.7 million people were said to be claimed by some religious group. The largest group is Catholic, with 483,000. The second largest is Jewish with 54,000. The third largest group is Mormons, with 20,000. Muslims claim slightly more adherents than the Southern Baptists- with 19,000. The Southern Baptists are the fifth largest with 17,000 of 1.7 million. In addition there has not been a successful Southern Baptist church start among Anglos in the last 30 years.

The Silicon Valley Region of the Bay Area offers tremendous potential to begin a church planting movement in one of the most un-reached areas of North America. Due to the growth of technology, the connection to the world through its diversity, and its strength economically this area could provide the basis for a global movement of the gospel. Pioneering a church planting movement in the Bay Area will have a tremendous impact on North American church planting.

* For detailed demographic information of the target community email- Andy@breakthroughchurch.org





Doing Church as a Team

"We are excited about this opportunity to serve in ministry as a family. We believe that God has called our whole family to start this new church. Our goal is to raise children who love the Kingdom and desire to give their lives to church planting and missions work. Over the next several months we will be asking several additional families and individuals to join our initial launch team." -Andy Wood



Andy, Stacie and Caedmon Wood

Andy and Stacie are experienced church planters. While attending Southwestern Baptist Theological Seminary they have successfully planted Breakthrough Church, a church for young adults. In three years Breakthrough has become one of the leading young adult ministries in the Dallas Fort Worth Metroplex. They have seen students from China, India, Japan, and the United States come to faith in Christ. Prior to Breakthrough Andy was Director of Middle School ministries at Old Fort Baptist Church in Charleston, SC. Andy is a graduate of Charleston Southern University (B.S. Youth Ministry/ Psychology) and will graduate from Southwestern Baptist Theological Seminary in May of 2008. (M.A. Missiology). Stacie is a graduate of Charleston Southern University (B.A. Education) and is extremely gifted leader. She has proven success in creating organizational systems and developing young female leaders. She is extremely competent in the area of administration and will be great asset to the team. Andy will serve as the Lead Pastor of South Bay Church and Stacie will be the Director of Women's Ministries.

STRATEGIC VALUES- WHAT IS MOST IMPORTANT?

Transformed Lives

We believe the power of the gospel actively transforms lives. The measure of effective discipleship is whether or not people's lives are being changed. All systems, structures and programs in our church are oriented around this end. We believe that when people enter into a relationship with Christ we will begin to see them surrender areas of their lives to Christ from their families, their careers, their finances, and much more. (2 Corinthians 3:17-18, Acts 2:42-47, Acts 19:18-20)

Kingdom Multiplication

We believe that the only way the world will be won for Christ is through starting churches that value multiplication over addition. It is in the rapid multiplication of churches and lives that we are going to see cities and countries changed with the message of Christ. (Matt 28:18-20, Acts 1:8)

Reaching the Un-reached

We believe that God's heart is filled with love for those who are far from him. We believe that God desires a dynamic relationship with everyone he has created. The church is God's primary conduit for offering the message of his hope to the world. He desires for our lives to be focused on loving those who have yet to follow him. (Luke 14:23-24, Luke 19:10, 2 Peter 3:9)

Healthy Relationships

We believe that God is glorified in our midst when we make his love complete by showing sacrificial kindness to one another. We believe the gospel calls us to place the goals and interests of others above our own needs. We are called to obey and live out all of the "one another" commands in the Bible. We believe this kind of love leads to whole and generative relationships. (Philippians 2:1-4, Colossians 3:12-14, John 13:34-35)

Character Driven Leadership

We believe that God is calling us to raise up a generation of leaders who live with integrity, teachability, and humility. The value system of biblical leadership is radically different than what the world deems as significant. We believe that it is only in walking humbly with God and actively submitting to his Spirit that we can reach our full potential as leaders and as a movement. Those who are raised up in our community will be those who have the servant heart of Christ. (John 13:12-17, James 4:6-7, 2 Peter 5:1-4)

Global Impact

We are captivated by God's desire for all the world to rejoice in his presence. We believe that gateway cities which are the gathering place of the world provide a tremendous opportunity for showcasing the global glory of God. We must create a culture that values the transformation of cities and nations with the message of Christ. We believe that the church should engage the world and build bridges for the purpose of a global movement of the gospel. (Psalm 67, Psalm 46:10, Revelation 7:10-12)

Missional Living

We believe that everyone who follows Christ is called to be the salt of the earth and the light of the world. We believe every single person who is called into relationship with Christ is called to have an active role in providing hope to the world around them. We believe strongly that all believers should have a personal ministry that contributes to the extension of the Kingdom of God. (Matthew 5:12-16, Acts 4:32, Ephesians 2:10)



The Significance of Values:

We believe that values are like the foundation of a building. They provide the framework and structure upon which everything else is built. It is our conviction that to build a movement that lasts for generations you must build upon a solid foundation of a values based culture. We believe that strategies, models and programs flow from our values and the unshakable things we would give our lives for. These values provide the framework from which we will make decisions. They will create the cultural DNA of the movement God is birthing through South Bay Church.

VISION: WHAT WILL IT LOOK LIKE?

We imagine a church that impacts the culture of the South Bay region by giving people the best opportunity to passionately pursue Christ. We envision a church that baptizes 2,000 new believers into the Kingdom of God by year 2019.

We imagine a church that has a dynamic weekend worship experience. We see a church that uniquely utilizes the arts and creative teaching to communicate the gospel, connecting with the heart and leading to transformed lives. We will communicate truth in a relevant and exciting manner. We dream of a church that reaches 5,000 people in worship attendance by year 2019.

We imagine a community of faith that is warm and inviting. We envision a place that has a "stickiness" which connects with those who are far from God. We envision a place where people desire to invite their un-believing friends because of the love and hospitality of our church.

We imagine a church where people experience biblical community in the context of small group Bible studies. We envision these authentic faith communities to be the primary form of pastoral care in our church. We envision groups that multiply and grow rapidly. We envision a network of 500 groups by year 2019.

We imagine a church that ministers to the whole family. We envision children's and youth ministries that are effective and compelling. We see a church that connects with each generation at its appropriate level. We dream of a place that helps heal and restore marriages by equipping husbands and wives to love one another in a biblical manner.

We imagine a church that participates in community transformation through service projects and connecting events. We dream of a church that reaches local business leaders, politicians, and influential community leaders who will be changed by the message of Christ, ultimately providing a beacon of light to their various social sectors.

We imagine a church that produces kingdom leaders with tremendous character. We envision a church planting training center that helps shape the values and vision for the emerging generation of church planters and leaders. Our vision is to mobilize church planting teams by graduating 10-15 interns each year by 2019.

We imagine a church that reaches the San Francisco Bay area through multiplying churches and leaders. We envision a church that has the resources and heart to equip and deploy multiple church plants each year. We dream of a church that plants dozens of churches in the San Francisco Bay Area.

We imagine a church that engages the world for kingdom multiplication. We envision a church that mobilizes leaders from various social sectors to spread of the gospel among those most un-reached nations of the world. We envision sending transformed people all over the world. This will include the adoption of a country in or near the 10/40 window and other strategic nations by building lasting partnerships that lead to the multiplication of churches.

LAUNCH STRATEGY: HOW WILL WE GET THERE?

Phase I: Preparation Stage (August 2007-August 2008)

Strategic Objectives:

1. Develop Prospectus (includes detailed budget and strategy.)
2. Recruit Launch Team Members.
3. Secure Support Structures: prayer team, financial support team.
4. Gain understanding of the community. (demographic research, site visits, etc)
5. Develop Relationships with Denominational Entities (North American Mission Board, State/Local Associations).
6. Transition family to the Bay Area.
7. Develop Administrative Support Systems. (set up bank account, legal procedures)
8. Finalize in depth Strategic Plan.



Phase II: Pre-Launch Stage (September 2008-December 2008)

Strategic Objectives:

1. Continue to gain understanding of the community.
2. Build relationships with local un-believers.
3. Host Community Bridge events.
4. Engage the Community in Servant Evangelism.
5. Begin Community Groups (evangelistic bible studies, small groups)
6. Develop Launch Team and Leadership Structure. (conduct team meetings)
7. Plan Preview Services (includes securing location)
8. Cultivate relationships with supporters (regular progress and prayer updates)
9. Develop Internship Program (The Edge)
10. Develop Assimilation Strategy and System.

Phase III: Launch Stage (January 2008- April 2009)

Strategic Objectives:

1. Grow and multiply community Bible studies.
2. Continue development of launch team.
3. Conduct community wide marketing strategy.
4. Develop children's ministry and music ministry. .
5. Conduct preview services. (Jan. 11, February 8, March 8)
6. Launch public worship on Easter 2009. (prayer goal 150 in worship attendance)
7. Baptize new believers.
8. Implement assimilation system.
9. Recruit future Church Planters.

Phase IV: Crowd To Core Stage (May 2009- December 2009)

Strategic Objectives:

1. Grow and develop weekend worship gathering.
2. Develop mission teams in the community. (bridge events, servant evangelism, marketing)
3. Multiply weekend worship gathering. (Fall 2009)
4. Develop second phase of team and group structure. (Summer/Fall 2009)
5. Baptize new believers.
6. Hire additional part time staff.
7. Develop strategic plans for first church plant.
8. Mobilize first church planting team.

Phase V: Multiplication Stage (January 2009-December 2009)

Strategic Objectives:

1. Continue to impact the surrounding communities with the gospel.
2. Begin implementing church planting training center.
3. Multiply the church by launching public worship on first church planting team.
4. Create church planting network for other church planters.
5. Multiply worship experience to accommodate growth.
6. Continue starting additional bible studies, community groups.

Anticipated Growth Year 1-8

<u>Year</u>	<u>Worship Attendance</u>	<u># of Groups</u>	<u># OF Planted Churches</u>
2008-2009	Pre-Launch	3-5	-
2009-2010	150	10-15	1
2010-2011	225	20-25	2
2011-2012	335	30-35	3
2012-2013	500	45-50	4
2013-2014	750	65-75	6
2014-2015	1125	100-110	8
2015-2016	1650	150-160	10

BUDGET: YEARS 1-5

Year 1: 2008-2009 Budget: \$351,000 (90% from Partners / 10% from church)

Staff Salaries \$200,000/ Year (two full time and two part time, staff salary, benefits, and travel)
Outreach and Marketing: \$ 60,000/ year (includes promo for launch, community wide outreach events, etc.)
Equipment Expense: \$40,000/ year (Projectors, computers, audio equipment, Banners, signs etc)
Facility Rental \$26,000/ year (\$1,000/ week / 26 weeks (Launch Easter 2009)
Administrative Expense: \$25,000/ year (office supplies, stationery, curriculum, licenses, postage, etc)

Year 2: 2009-2010 Budget Projection: \$425,000 (75% from Partners / 25% from Church)

Year 3: 2010-2011 Budget Projection: \$525,000 (50% from Partners / 50% from Church)

Year 4: 2011-2012 Budget Projection: \$650,000 (25% from Partners/ 75% from Church)

Year 5: 2012-2013 Budget Projection: \$800,000 (0% from Partners/ 100% from Church)

Support To Be Raised:

Churches and Businesses **\$196,000**

2 partners at 50,000 per year
4 partners at 12,000 per year
8 partners at 6,000 per year

Individual Partners- **\$70,000**

4 partners at 500 per month
8 partners at 250 per month
30 partners at 100 per month

Denominational Support- **\$50,000**

(NAMB, CSBC, and Associational Giving)

Local Giving- **\$35,000**

Total Support: **\$351,000**

Send Support to:

East Bay Baptist Association

Act: South Bay Church
1221 Pacific Avenue
San Leandro, CA
94577

For more information contact:

Andy Wood
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817-734-2530

CHURCH PLANTING REFERENCES:

Dr. John Worcester
Lead Pastor- Fellowship of Burbank

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Johnw@churchplanting.net

"Andy Wood has proven to be committed, coachable and capable. I have worked with him closely for several years, and can without hesitation say you can trust his character and integrity. He has shown a great deal of wisdom for his age, with his teachable attitude is only going to grow. He has a strong marriage and Stacie is a huge asset to their ministry together. The Lord has used his leadership and speaking skills to plant a thriving student church while going to seminary. He has shown he can relate well to a variety of cultures and ages of people. I believe God has great things in store for the church they start in the future and that everyone who partners with him will be glad they did."

Dr. Sam Douglass
Lead Pastor- The Gathering DFW

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214-500-2242

SamDouglass@charter.net

"It has been my privilege over the last three years to know and serve alongside Andy and Stacie Wood as friend, fellow church planter, confidante, mentor and coach. There are very few young couples that have God's anointing on their lives as these two. As a church planting team it is evident to all that God is going (to) and is doing something very special in His kingdom's work with these two. Key words that describe them is they are teachable role models full of integrity with an eagerness to learn and thus be equipped so they can better reach and equip others... Andy is a gifted communicator and very relational with a burden for the "unconvinced" generation. He is an intentional strategist with a desire to reach his generation for Christ. Based on my experience with them, I can honestly say without reservation that the future is bright as they attempt great things for God... I am continually amazed at the God given wisdom and insight that He has bestowed upon Andy and the godly leadership that comes from his life. I am confident that ANY INVESTMENT in the ministry of Andy and Stacie Wood, will be an eternal investment with a high return for the investment."

Dr. Dan Morgan
N.A.M.B.- Director of Nehemiah Project (Southwestern Baptist Theological Seminary)

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Arlington, TX 76016
817-691-5027

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"Andy and Stacie Wood are outstanding examples of young leaders who evidence a strong call from God to church planting combined with excellence of character and creativity in their approach. The results in their ministry through Breakthrough Church have included a genuinely cross-cultural ministry where students from many nations and cultural backgrounds have come to faith in Christ, and the production of more young leaders motivated by a desire to be true followers of Christ. I can't think of another young couple in whom I would have more confidence in a tough cross-cultural church planting situation. I think they will do well in their next project as they trust Christ and move forward on the basis of what he has done in their life so far."