



# **WEST PARK**

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**CHURCH**

**2015 STRATEGIC LAUNCH PLAN**



# DEAR FRIENDS,



**MARC & MONICA**  
POLAND

As many of you know, I was born and raised in West Philadelphia. Being a native Philadelphian, you realize that our city is more than cheesesteaks, pretzels, monuments, parks and landmarks. Our city is all about the **people** and the **neighborhoods** we were raised. But as much as we love our city, we also know perception is reality. The reality is, like many other large cities, Philadelphia has its share of despair, crime and corruption. As a result, many people leave the city because it is becoming a more dangerous and intimidating place for people to live and work. Over time this leaves our city broken.

Therefore, the need for God can be clearly seen in the city. I believe with my whole heart that God is concerned about Philadelphia just as much as He is about any other city in the world. Today, God is inviting people from all walks of life to contribute to the life and redevelopment of our city. There are so many broken and hurting people in the city of Philadelphia. The city is long overdue for a group of people who have a heart for the city and a desire to see restoration take place in the lives of others.

So, like God, we are inviting you to share in the hopes, dreams, vision and strategy of how together we can help **retell** our city's story, **address our city's needs** and encourage our city's **well-being**.

Thank you in advance for your time, prayers and consideration. We look forward to seeing how you will play a unique part in the establishing and the leading of **West Park Church**.

Sincerely,



# WHAT IF...

NUMBERS DIDN'T TELL THE  
WHOLE STORY...

## PHILADELPHIA

is the largest city in the state of  
Pennsylvania, the second largest city on the  
East Coast and the 5th most populated city in  
the United States



Today  
**1.5M people**  
call Philadelphia home.



According to The  
Philadelphia Planning  
Commission, Philadelphia is  
expected to increase in  
population by  
**100,000 people**  
within the next 20 years.



New York, Los Angeles,  
**Philadelphia**  
and Boston each grew faster  
between 2010 and 2012 than  
they did annually  
between 2000 and 2010.



**39 million**  
tourists visited  
Philadelphia in 2013.

Philadelphia is a great and growing city with great history, landmarks and museums but  
beneath all of the historical attractions, Philadelphia and many of its people are broken...

# WHAT IF...

...EVERYONE IN PHILADELPHIA SAID, "THIS CITY IS MY CITY..."

...and by taking ownership, proudly identified with our city and willingly began to pursue its well being? In spite of the data, we believe Philadelphia is the best city in the world.

For a city filled with homeless and disadvantaged people, what would our city look like if we were able to offer generosity and hope?



**26.9%** The percentage of people living in **poverty** in Philadelphia remains one of the highest among major U.S. cities.

**70,526** Compared with other large cities, Philadelphia's major **crime** rate is about average; however its violent crime rate is above average.



For a city often torn by violence and strife, what would our city look like if we were no longer strangers but a family that lived by a set of standards or values that held our communities together instead of tearing them apart?

For a city with increasing unemployment, what would our city look like if we were able to create opportunities and training for families to secure suitable employment?



**10.3%** Since 2003, the average annual **unemployment** rates for the city of Philadelphia have been close to the national number. In 2013, the gap between the national and city figure was the largest in a decade.

**22nd** Although rising, Philadelphia is well below the national average for **educational attainment** among the nation's 25 largest cities.

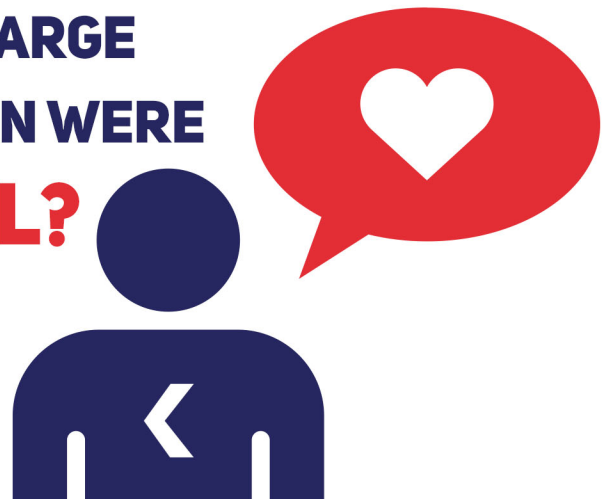


For a city plagued with educational disparities causing families to leave the city, what would our city look like if we placed a higher value on educating our students by creating more competitive and responsive schools?

**90%**

Of the 1.5M people who call Philadelphia home, a large majority of the city's population has no connection to God.

FOR A CITY FILLED WITH SO MANY PEOPLE,  
WHAT WOULD IT LOOK LIKE IF A LARGE  
PERCENTAGE OF THE POPULATION WERE  
REACHED WITH **THE GOSPEL?**





# WHAT IF...

**WEST PARK CHURCH IS WHAT  
THE CITY OF PHILADELPHIA  
HAS BEEN WAITING FOR ALL  
ALONG?**

We believe that the primary purpose of the local church is to be the *"hands and feet"* of God. Our approach to serving the city can be summed up in the following 4 values:

## GOSPEL

Everything we do will be based  
on the gospel message

## COMMUNITY

By doing life together, we gain a new  
community of believers resulting in a  
family of deep friendships with people  
from all walks of life

## BALANCE


Teach the gospel message in a way  
that balances individual growth and  
commitment toward serving others

## REPRODUCE

As others join, we will begin  
reproducing this process throughout  
the entire city of Philadelphia

# WHAT IF...

A CALL WENT OUT AND THE  
RIGHT ONE ANSWERED?

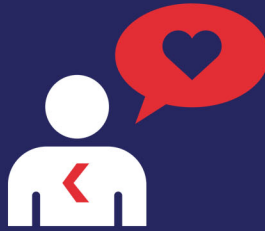
A hand holding a coin over a puppet. The background is a deep red color. A hand is shown from the wrist down, holding a small, round, gold-colored coin between the thumb and index finger. Below the hand is a puppet with a long, pointed snout and large, round, red eyes. The puppet is made of a dark, textured material, possibly felt or fabric. A large, semi-transparent, light gray 'X' is overlaid on the puppet's body.

If we look back at the days of the early church we witness an amazing phenomenon. The church began as an almost entirely urban movement led by Paul, who moved from city to city to plant churches. Why did Paul do this? Because he knew that if he reached a city by planting a healthy, gospel-based church, he would effect **change in the culture**. The fact is many of the early Christians lived in the cities, which means that most of them had an opportunity to transform the culture or reach someone who could. Today's world is very similar. Only today, if we can reach Philadelphia, we can reach the world.



# WHAT IF...

THIS NEW CHURCH IN PHILADELPHIA  
IS WHAT THE CITY NEEDS NOW?



...a large  
percentage of  
our city were  
reached with  
the gospel?



...people loved their  
enemies?



...family's weren't  
broken?



...nobody went  
hungry?



...and gainful  
employment can be  
secured in our city?



...educational  
attainment could be  
achieved?



...lies weren't told?



...the wounded were  
healed?



...the addicted were  
set free?



...the weak weren't  
abused?



...people weren't  
killed?



## VISION

Our vision, mission and  
strategy begin with this  
lingering question, "What  
would our city look like  
if...

## OUR MISSION

**West Park Church** exists to join God in the work He has already begun by **reaching** people who are far from Him, and **leading** them into a **loving** relationship with Jesus Christ.

By saturating all of society we believe we can transform the city of Philadelphia by reaching 150,000 people for Jesus Christ. *Can you imagine what our city would look like if we reached 150,000 people?*

# HOW WILL WE ACCOMPLISH OUR MISSION & STRATEGY?

We unashamedly care about the numbers. We believe if we can reach **150,000** people by 2035 the city of Philadelphia will never be the same again. In the first five years we are aiming to...

## FIVE-YEAR GOALS



See impacting, life changing ministry happening in over 10,000 lives as we engage our neighbors, friends and family for Jesus Christ...even if those people never set foot in our weekend gatherings



Give \$1,000,000.00 in support to our local charities and /or social services organizations in our community



Have at least one thriving small community group in each of the 46 zip codes in Philadelphia including university and college campuses



Serving our community by volunteering over 250,000 hours in various local missions for the well-being of our city



Be regularly active in local community engagements. We have already begun serving in the education domain and will also engage in other domains as indicated in our strategy



Have planted at least one church in a strategic neighborhood in Philadelphia



Be actively involved as a church with at least one strategic, unreached location globally



# WHAT IF...

**YOU HAD GIVEN UP ON CHURCH, BUT GAVE  
THIS ONE A CHANCE?**



Church attendance across the country has been down in recent years but there has never been a time when the benevolence of the church is needed most. People are looking for more than a religion; they are looking for compassion, acceptance and a knowing that they have a spiritual family they can count on in times of need. People matter and without people you have no church. We know that we are first and foremost in the community to serve. We also know that we are bigger than Sunday sermons, but we demonstrate the compassion of the gospel through our acts. Philadelphia is a city near and dear to our heart and we are committed to doing our part in building an even better city for future generations.

# STRATEGY

**WE BELIEVE THE SUCCESS OF OUR STRATEGY CENTERS  
ON THE FOLLOWING THREE AREAS:**



It is our belief in many cases these key areas work independently of each other in the city of Philadelphia. If we can bring these three areas together in a manner that compliment each other our city's story can be retold, its needs can be addressed and its well-being can be encouraged. We are either molders of our city's culture or we are molded by our city's culture.

*“Every man must either be an anvil or a hammer.” ~Henry Longfellow*



# PARTNER WITH US

We are asking you to join in with us. There are three significant ways you can help us pursue and accomplish our vision, mission and goals:

## PRAY



Please pray for our new church, for our vision, mission, strategy, development and leadership over the next several months, as well as for our city and the people we will engage. We need hundreds of people praying for this church, this great city of Philadelphia and us as leaders. We will send monthly updates to our email list and will make updates available on the web at [www.westparkchurch.cc](http://www.westparkchurch.cc).

## JOIN IN



Hopefully this presentation has explained this clearly, **West Park Church** is not about a person, but a group of people who are passionately willing to join in the work that God has already begun in this city. We are looking for individuals and family's to join us as we pursue the mission to reach people who are far from God, and lead them into a loving relationship with Jesus Christ. We are looking for people who are committed to doing life together, engaging our city, and making a difference in the lives of others. If this information, vision and mission resonate in your heart, and if God is moving you to join us, we will help you find the perfect place to get involved. If nothing else, come to our initial launch event and consider joining our team.

## FUNDING



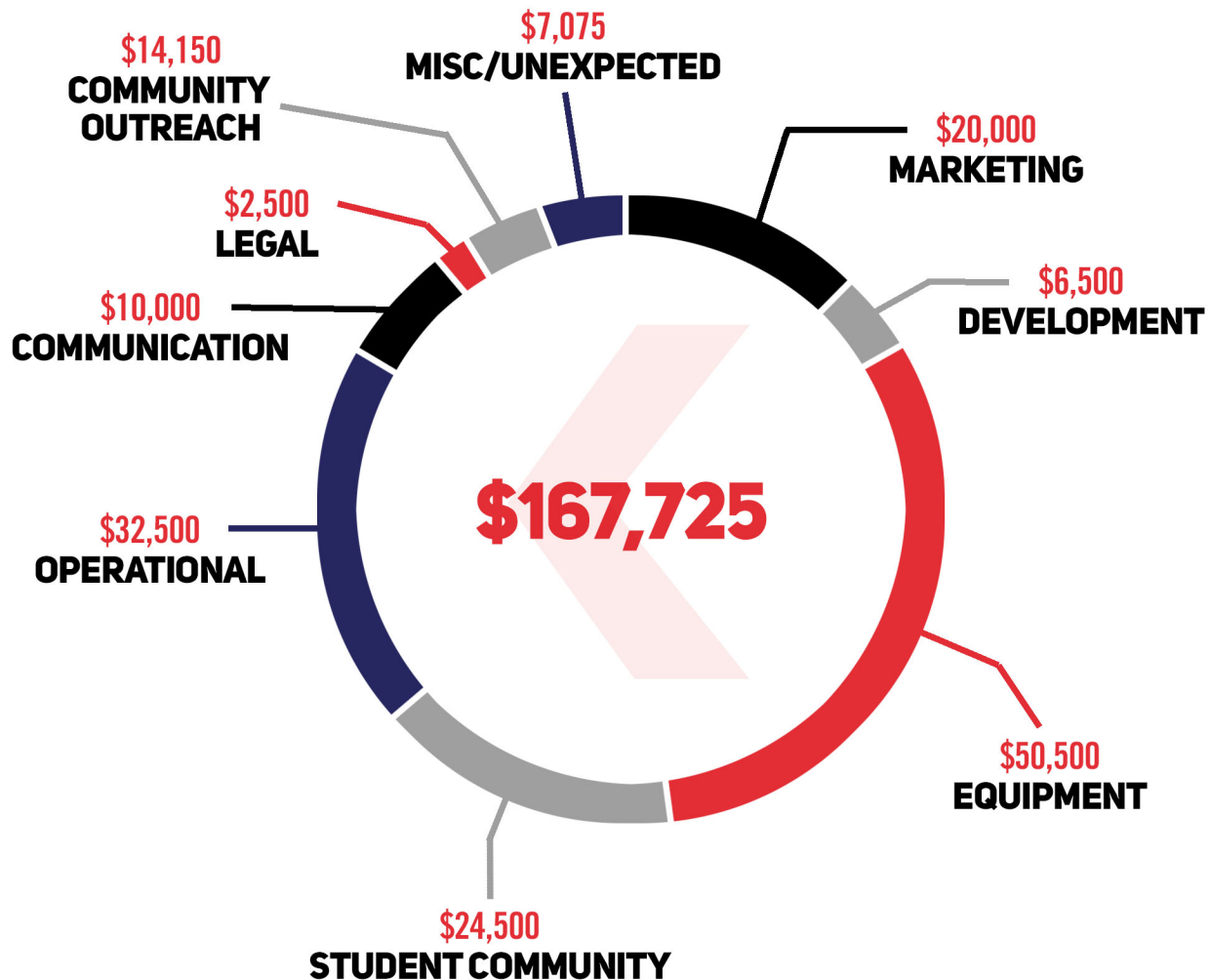
The following page includes a snapshot of **West Park Church's** launch budget 2015. Even with the support of partner organizations, we have a long way to go to reach our goal of raising \$167,275.00. We humbly ask you to consider supporting us in one of three ways: in a one-time donation or in commitments for monthly or annual contributions. Your gift is tax-deductible, and you can contribute in one of two ways: either send your check to the address listed below, or give safely and securely online at [www.westparkchurch.cc](http://www.westparkchurch.cc). However you decide to get involved, we very much appreciate your partnership, and your belief in what God is going to do through **West Park Church**. We cannot do this without you.

A faint, grayscale background image of the Philadelphia skyline, featuring prominent buildings like the PNC Tower and the Independence Hall dome.

# THANK YOU!

# BUDGET

Starting a new church is no small endeavor. As we ask for partnership and commitment from friends and family with a passion for seeing transformation take place in the city of Philadelphia; here is an overview of our 2015 launch budget needs:



\* Statistics last updated 02/1/2015

Through the grace of God and the generosity of individuals and organizations, we have already received **\$7,912.26** in actual funds and **\$20,000** in commitments over the next 9 months.

**WITH \$27,912.26 RAISED /PLEGGED, OUR REMAINING NEED IS \$139,812.74**

+Detailed budget, updated funding stats, etc. available upon request: [info@westparkchurch.cc](mailto:info@westparkchurch.cc)



# TIMELINE

## LEGAL INCORPORATION

*Completed 1/2015*

## FUNDRAISING

*January-September 2015*

### 500 X 40 X 4

We are asking 500 people to donate \$40.00, 4 times (March, May, July and September). This will help us raise \$80,000.00 which is about half of what we need to accomplish our launch budget goals. We want to launch big!

## MARKETING

*September 7-18, 2015*

What if? mailers hit homes in the West Park District

## OFFICIAL LAUNCH SERVICE

*September 2015*

Join us for the official launch service of West Park Church

## COMMUNITY ENGAGEMENT

*January 19, 2015*

### Martin Luther King National Day of Service

- An outreach event focused on gathering families and friends together in an effort to serve in the community

*April, 2015-June 2015*

### Youth Flag Football League

- An outreach event engaging students in an outdoor sporting activity

*August 30-31st, 2015*

### West Park Back to School Event

- An outreach event focused on helping students get prepared for school by supplying students with fully stocked book bags for the start of the new school year

*September 20th, 2015*

### Eagles Community Tailgate Party

- This event is an after party for the churches official launch. We will answer questions about the church, leadership team, vision and mission. We will eat food, connect and of course watch the Eagles game

## LEADERSHIP TEAM AND LAUNCH TEAM MEETINGS

*September 2014 - September 2015*

**HELP US MAKE THIS VISION AND DREAM A REALITY FOR THE PEOPLE  
AND THE CITY OF PHILADELPHIA.**



# **WEST PARK**

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## **CHURCH**

**PO BOX 8716**

**PHILADELPHIA, PA 19101**

**215.970.7184**

**INFO@WESTPARKCHURCH.CC**

**[WWW.WESTPARKCHURCH.CC](http://WWW.WESTPARKCHURCH.CC)**

**HE CREATES EACH OF US BY CHRIST JESUS TO JOIN HIM IN THE WORK HE DOES, THE  
GOOD WORK HE HAS GOTTEN READY FOR US TO DO, WORK WE HAD BETTER BE DOING.  
~EPHESIANS 2:7-10 MSG.**