

Prospectus and Launch Plan for California Campus of Freshwater Church

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This Prospectus and Launch Plan is designed to outline the process of launching
Freshwater Church Cali.

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The History of Freshwater Church's vision for a California, Mo church plant

By Freshwater's second year, vision was being cast to eventually plant a fully-functional, autonomous congregation in California. California was chosen for no other reason than simply because there were several families and individuals driving from the California area to Jefferson City. Vision was first cast at the Annual Family meeting in the fall of 2014. It has been discussed at some level at every subsequent family meeting since then. It was recently decided to halt the progress of the California campus in order to focus on the building of the Jefferson City facility. The time has now come to proceed in launching Freshwater Church – California.

Current Setting in JC

Freshwater Church is currently meeting on Sunday afternoons at Southridge Baptist Church in Jefferson City. At the completion of the new facility service times will be moved back to Sunday mornings.

Current Setting in Cali

California is like many communities in Mo, in that with every passing year less people claim to be involved and invested in a local church. In 2000, 44% of the residents of Moniteau County were unclaimed by evangelical churches. As of 2010 the number had risen to 56%. As of 2010 about 9,000 of the 15,000 residents of Moniteau county are unclaimed by evangelical churches. One can only assume that the number will be even higher when the 2020 census is completed.

We are thankful that we already have a strong presence in the community through our Life Groups as there is no more important element in planting a church than to have strong and growing small groups present. At this point, three Life Groups currently meet in the California area with three more due to launch after the beginning of the year.

The Objective

Our goal is to begin Sunday services in California under the current leadership structure of Freshwater JC and then to eventually turn loose the Cali campus as a fully autonomous self-governing church.

The Facility

We are in the process of entering a lease with Patrick Miller, the owner of Sweet Chipotle Catering. He owns and operates the old feather factory (east of courthouse) as an event center catering to work parties and weddings. We will be occupying his building on Sundays as well as some additional days throughout the year.

The facility includes two main levels. The bottom level will be used for worship services and as a fellowship area. It will require some weekly set-up and tear-down. The second level will be used for kid's classrooms. The second level needs significant work including some demolition and the construction of 5 classrooms and 2 bathrooms.

There is no designated parking for the building, although there is a lot of parking around the courthouse. In addition, Commerce Bank has agreed to allow us to use their parking lot on Sundays.

No facility is perfect and this building is no exception. But, after viewing and visiting many potential facilities in Cali we believe that this is our best option.

The Financial Cost

We anticipate total financial cost for the launch of the Cali campus to be approximately \$50,000. Included in this cost is a significant investment in the remodeling of the building to accommodate children (about \$25,000). Because of this investment in the building we were able to negotiate a very appropriate rental price for the property (\$300/mo for the first year and \$500/mo for the second and third year with no additional utility cost). When this low rental price is accounted for, the added cost of construction is made more tolerable.

In the 2020 budget you will see that we anticipate ongoing costs for Cali to be about \$16,000 for the first year. Please note that this includes no salaries as we are requiring the JC staff to "double" their service in Cali on Sunday afternoons. We have given a minor increase in staff expenses to cover additional part-time worship leadership.

The Service(s)

At this point we expect for the Cali service(s) to be on Sunday afternoons. We know that this is not ideal, but the amount of money saved by not hiring additional staff will be significant. Advantages to afternoon service times include allowing the staff members of Freshwater to "double" their time, serving both in JC and in Cali, therefore saving a tremendous amount of financial resources. Disadvantages to afternoon service times include that it is outside of the social norm to have services at any other point than Sunday morning. We believe that our intentionality in investing in our community can more than accommodate strange service times on Sunday. I would also like to note that our church is not primarily built through our services. Instead, our Life Groups act as the primary setting of disciple-making.

We plan for the service to largely mirror the Jefferson City services. We plan for it to feel very similar in Cali as it does in JC.

Regarding Worship Leadership, Brooks and Josh will be sharing the worship leadership in Cali and in JC.

Regarding preaching, the preaching will be identical in both locations. For example, if Joshua is preaching in JC in the morning he will also preach in Cali in the afternoon. Joshua is expected to preach 45 Sundays in 2020 and Ben will likely preach most of the other 7. The same sermon series will be occurring simultaneously in both locations.

The Launch

Below is a launch timeline. You will notice that the launch timeline does not include dates. This is intentional as to ensure that the launch of the Cali campus is not premature. It presents 8 goals and 9 milestones. Each goal also has a purpose. Each goal and milestone is designed to activate the pursuit of the next goal and milestone. Generally speaking, each subsequent goal and milestone will be activated by the completion of the previous one. In other words, the timeline presents a linear progression of events that culminate in the launch of Sunday services.

Goal 1: Demolition of top floor of Cali facility

Purpose: The top level of the building needs to be emptied and cleaned before construction of classrooms can be built. Eric Call will be leading the demolition of the top level of the Cali facility. We plan to begin this process immediately.

Milestone 1: Top level is cleared and insulated.

Goal 2: Life Group Multiplication

Purpose: Healthy Life Groups are essential to accomplishing our mission. We need life groups that are growing and that have room to grow. We currently have three Life Groups in Cali. We desire there to be five Life Groups in Cali.

Milestone 2: Multiplication of Cali groups creating a total of five Life Groups in Cali.

Goal 3: Construction of classrooms and bathrooms in top level and construction of stage on bottom level.

Purpose: Our children matter. We will need to ensure that the space is adequate to disciple them and to accommodate future growth. Jimmy Jester will be leading the construction of the classrooms and bathrooms. Brooks will be leading the construction of the stage.

Milestone 3: Construction of 5 classrooms and 2 bathrooms.

Milestone 4: Construction of stage.

---Goal 3 is not pursued until Goal 1 and 2 are accomplished---

Goal 4: Core Development and Personal Commitments.

Purpose: We need to ensure that everyone understands what this process includes and will require of them. This fourth goal will include teaching and training those interested in the Cali campus through a series of video Life Group lessons, culminating in "Commitment Sunday."

Milestone 5: Completion of video LG sessions. Sessions will include:

1. Our Mission
2. Our Community
3. Our Vision
4. Our Strategy
5. Our Investment and Commitment

Milestone 6: 40 adults committing to Cali Campus launch.

---Goal 4 is not pursued until Goal 1 and 2 are completed---

Goal 5: Implementation of local promotion plan

Purpose: The community needs to know that we're there and what we're there to do.

Milestone 7: Completion and launch of website, facebook page, and local business partnership with Grind Coffee.

---Goal 5 is not pursued until Goal 1-4 are completed---

Goal 6: Installation of all key leadership positions

Purpose: The workers are in the harvest! But, some key positions will need to be filled before launch. Those include:

1. Campus Elder
2. Campus Minister
3. Campus Director of Hospitality
4. Campus Deacons
5. Campus Host Director

Milestone 8: All key leadership positions are filled.

Goal 7: Soft Launch

Purpose: The soft launch acts as a preview service. It is not promoted in the community and works to “iron out the kinks” that come along with launching a worship service.

Milestone 9: Soft launch scheduled and completed

---Goal 7 is not pursued until Goals 1-6 are completed---

Goal 8: Hard Launch

Purpose: The hard launch is the official launch of Sunday services.

---We would love to see the hard launch occurring around Easter. But, the launch will NOT occur until all milestones are reached and completed---

The Barriers

Although much of the most difficult work is behind us, there are still significant barriers that could hinder the launch of Freshwater Cali and its continued growth. They include:

- Resistance from established churches
 - Our desire is to be a good neighbor to our sister churches. We are not interested in stealing their people. Please assure our fellow believers that we are siblings in Christ and are lovingly pursuing the same goal.
- Disunity
 - The planting of Freshwater Cali is not just something for those from Cali. This is a mission of our ENTIRE church. We all must be united in what we are going to accomplish and how we will accomplish it.
- Financial Strain
 - We have a lot of pressing financial commitments. God has always supplied the resources needed to meet his mission. Pray that God blesses our church both numerically and financially.
- Burn-out, especially of staff
 - In order to save money we are requesting our staff to “double” their service by serving in Cali as well as in JC. This is a heavy burden. We will do our best to be mindful of their emotional health and the wellbeing of their families.

The Pathway to Autonomy

Our desire is that the Cali Campus will not be a permanent campus but instead will be an autonomous, self-governing church. At the same time, premature independence is

potentially destructive and could hinder the long-term effectiveness and missional commitment of the church. Our goal is not to cut-loose the Cali campus as soon as possible. Instead, our goal is to cut-loose the Cali campus when it is as strong as possible. Therefore, we anticipate the following milestones as needing to be reached before autonomy will be given:

- 4 Elders in place in Cali (including the Lead Pastor)
- Minimum of 8 Life Groups, all of which are relatively strong, stable, and growing.
- Elders of both campuses believe that the overall health of the Cali church is strong and that it is united in its mission to make disciples.
- Cali Partners desire to become autonomous (vote will be taken, strong majority needed).

We would anticipate that this process would take at least 3 years and would take no longer than 5 years to accomplish.

Freshwater Church of Jefferson City will also make a significant short-term financial investment to help secure or fund a permanent location for Freshwater California. This investment may occur before, after, or during the process leading to autonomy.

The FAQ's

Why California rather than another town/city? To be honest, there is no community in MO that doesn't need another church. With every decade that goes by a larger percentage of Missourians have no religious affiliation whatsoever. We originally chose California because it was the town that we already had two families commuting to Freshwater from.

How many adults are interested in the California campus? Although we're not completely sure, we believe that a commitment of 40 adults is achievable.

Can I go to a Cali LG, but go to a service in JC (or vice versa)? Absolutely. Before autonomy this will be completely fine as the campuses will largely mirror one another. After Cali becomes autonomous it might be best to choose one location or the other.

Are we talking about a 2nd campus or a church plant? Both. Initially we would refer to it as a campus, although the eventual goal would be an autonomous church (possibly requiring a name change).

How long will it take for Cali to become its own church? This is difficult to know for sure. Our goal is to ensure that the Cali church is strong. We will not rush the process.

It seems like we've already got a lot going on (LIKE BUILDING A BUILDING!!!). Is this biting off more than we can chew? I hope not! In our 6-year life God's blessing has always at least met or far exceeded the vision. We trust that he will take care of us in the future just as he has up until this point.

Is this too fast? Maybe. But in launching a church, by far the most difficult and tedious work is to assemble and gather people that are invested in the area. The regular worship service is the last (and easiest) step in launching. Fortunately, the hard part of gathering folks in the Cali area has already been done and accomplished over the last 4 years.

What about my giving to the new building in JC? Since we will essentially be one church meeting in two locations, we ask that you continue to give what you have pledged. Our objective would be that whenever Cali becomes autonomous Freshwater JC could help to fund a potential future home for the Cali campus. Essentially, when the time comes JC would “return the favor.”

Why not partner with a small or dying church in California rather than start a new church? We have never been against partnering with another church. But, churches that desire this kind of a partnership are rare. I would also like to clearly say that just because a church is small doesn't mean that it is ineffective. Many small churches are very missional and effective in making disciples.

How will the budget work? Until Cali is autonomous all giving will be centralized with one budget.

What is the difference between a campus and a church? A campus is simply an extension of an already existing church. Essentially, it's one church meeting in multiple locations. Our intention is that Cali would operate as a campus initially and then become fully autonomous in the future.