

# A 3 Year Vision for Central

# IMPACT

HOME  
& AWAY



# LETTER FROM PASTOR CRAIG



Three years ago, I asked you to be willing to invest in a future that would include some rather unusual things for Central Wesleyan Church.

I asked you to imagine what could happen if we put an indoor playground in the “triangular space” that separated old small group rooms, the Gathering Grounds, and Central Kids. I said that this Playground would encourage younger families who have either given up on church or, more likely, didn’t attend church, to get to know us and Jesus for the first time. Two years later and they’ve come. Over 100,000 check-ins have occurred at the Playland since we opened. Over 29,000 unique guests have come into our home and, as I write, over 350 children have entered into Central Kids via the Playland. Over 80% of all these guests had never darkened the doors of Central before the Playland was opened. We saw what God could do, stepped out in faith, and the people have come!

I also asked you to imagine what could happen if we embraced a vision for not simply planting churches but supporting the churches we planted in unique and innovative ways. We sent out fifty-five of our very own

to Grand Rapids and not quite two years later those fifty-five now regularly number over three hundred more people every week. Many of those additions have found their way back to church with others having surrendered to Christ for the first time. Aiding their growth is our strategy that supports the church with strategic back-end processes helping them run more efficiently than they would do on their own. We saw what God could do and the church has grown!

Then, I asked you to imagine what would happen if we made our facility accessible to those with mobility challenges. What would it mean to the mobility challenged if we made worship, community, and fellowship opportunities available with less than 100 feet between each venue? Holland is an accessible town thanks to its cutting-edge snow-melt system, and through Stronger we not only met the 100-foot guarantee, but added a partial snow melt system too! Together with the new West Lobby, Multi-Purpose Room, and Student Hub, we’ve made our home more accessible to old and young alike! The best news? It’s working! We saw what God could do and the results are there for all to see!

## » 2015

Pastor Craig and the elders reveal the Water’s Edge Vision to be a church of **at least six campuses** stretching from Holland to the end of the earth.

**Campuses in Cambodia and Indonesia**, led by local leaders Pastor Phanna and Pastor Sandi, are launched.

## » 2016

### Stronger Challenge begins

Construction begins on a **\$9.2 million** project to create and update the Multi-Purpose Room, Kitchen, Student Center, Legacy Room, Playland, and West Lobby.





I asked you to believe that even though so much of our Stronger Challenge was being invested in retooling the Holland facility, the heart of Central Wesleyan Church was for the world. You had no real way of knowing that back then. You hardly knew me, and our strategy was so new and so cutting edge that this Water's Edge Network of which I spoke was hard to grasp.

Three years on and we're now reaching more people every week than we ever have before. Three years ago, we were reaching around 2,750 people every week just in Holland. Now we are regularly reaching over 5,000 people every week – around the world. In fact, we are reaching people we are never likely to meet in places we are unlikely to visit.

There's more! Our investment in outreach over the last seventeen years runs at approximately 25% of non-capital income. So, one in every four dollars received is invested in outreach.

So, with a little divine imagination, innovation and a bucket load of generosity, what we prayed would happen when we stood before you three years ago has indeed come to pass. We can't take the credit for any of the fruit! God's favor has led us to where we are today. He's assembled a team of staff and volunteers to lead us in the aforementioned areas, and many more besides. He's blessed the path we've traveled and allowed us the thrill of reaching more people than ever before in more places than ever before. We have grown stronger and healthier, more equipped to battle the upcoming challenges churches in modern America are about to face.

Having lived and ministered in a post-Christian and pre-Christian continent for most of my ministry career, I have seen firsthand much of what we are about to face. While we are stronger and better equipped to face the emerging America than we were three years ago, we cannot stop here. We must keep pressing forward.

What you hold in your hands is the next phase of our vision. We've called it IMPACT because it reflects our desire to have a strong affect on people in our town, our nation, and our world.

A vision is a bridge between the past, present, and the future. A vision is where the future starts. A church without a vision invariably drifts back into her past. The previous 123 years of Central's history is filled with some glorious moments. Nearly every decade we've spent on this site, since the 1970s, has seen us make steps to stay current with what's happening in our nation and the world. Every season saw us unveil a fresh vision, built on the previous, to reach Holland and beyond for Christ.


This season is no different. What we're unveiling here is a vision designed to build on the Stronger Challenge. Yes, there is a three-year financial component to this, but IMPACT is about so much more than a project. What we are presenting to you is a unified vision for our church that touches every single aspect of our ministry. Our desire to IMPACT our town is what we're presenting to you. We hope you find it inspiring and we look forward to journeying into the next three years with you.

The future starts here, with us. We're ready! We can't wait!

*Craig*

**"If people can't see what God is doing, they stumble all over themselves; But when they attend to what he reveals, they are most blessed."**

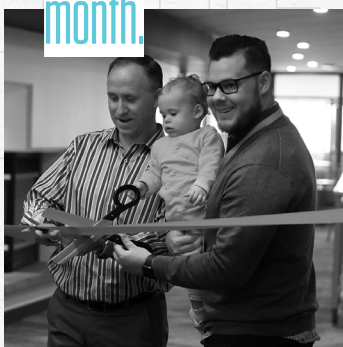
Proverbs 29:18 MSG



November sees **\$1 million** given to the Stronger Challenge.



Playland opens!  
Nearly 6,500  
check-ins occur  
in the first  
month.



The Local Church in Grand Rapids, led by Toran Scott, holds their first service in March becoming the sixth campus in the Water's Edge Network; a family of kingdom minded and missionally motivated churches.



Summer Baptism  
is held at Holland  
State Park; 95  
people enter  
the waters to be  
baptized.



Redeemer City Church in Tampa, Florida, led by Mitch Kuhn, becomes the first affiliate church of the Water's Edge Network.



Overflow Church in Benton Harbor, led by Brian Bennett, becomes part of the Water's Edge Network as the seventh campus.



» 2017

The Student Center, Multi-Purpose Room, Legacy Room and West Lobby are complete and ministries kick off the fall season in these new spaces.

Hurricanes Harvey, Irma, and Maria impact the United States and Caribbean. Missions and LaRoca church provide supplies, resources, and support to communities impacted.

» 2018

The Landing, a Celebrate Recovery program for teens, launches.

Celebrate Recovery, meeting in the Student Center, exceeds 200 people on Monday nights.



## PLAY LAND

One year after opening the Playland, we have seen **over 45,000 check-ins and 16,000 unique people visit.**



**La Roca begins holding Sunday services in the Student Center.**

**Transformation Church, led by Peter Marchenko in Kiev, Ukraine, becomes the eighth campus of the Water's Edge Network. Central's partnership with Transformation Church began nearly 30 years ago!**

**ZEAL, in Kingston, Jamaica, becomes the ninth campus of the Water's Edge Network.**

Led by Kory Cassell, ZEAL is all about Jesus and His Word – focusing on loving God, people and life to the fullest.



## » 2019

**11,816 people connect during Christmas across all Water's Edge campuses,** including 800 at Pangrango Church in Indonesia, one of the most intolerant cities in the world to Christians.

**IGNITE, our Middle School ministry, adds a second hour of programming on Sunday mornings at 10:45AM**



**Stronger Challenge concludes with over \$4.6 million given.**



# HOW WE GOT HERE...

Three years ago, we unveiled BIG plans to impact our community, our nation, and our world for Jesus Christ. Over the last three years, we've found fresh ways to amplify the hope and life of Jesus. We want to build on what God has done over the last three years and make an even greater impact.

Over the last three years, as a result of Stronger, we have impacted our:



## Community through our Church

Over the last three years we've strengthened our local footprint. Through our Playland we've welcomed our community into our church home, found fresh ways to get more involved in our community through ministry in schools, partnerships with local agencies, creating ministries to help people overcome their hurts, habits, and hang-ups.







## Nation through our Network

Over the last three years we've grown from being one church in one place to being multiple congregations stretching out across our state and our nation. Through Water's Edge Network, we are reaching people we will never meet in places we will likely never visit. We've achieved this because we've found fresh ways of taking administrative and ministry processes and have generously invested them in local pastors leading local churches. Your investment in Central has been an investment in reaching our nation.



## World through our Partnership

Over the last three years we've built a network of relationships with local leaders in local churches that have seen people come to Christ in places western missionaries struggle to enter. Our commitment to finding indigenous leaders in gateway cities has seen first generation believers come to faith in Jesus Christ.

Our goal for the next three years is to build on this incredible beginning. Through our faith family at Central, and our partners in the Water's Edge Network, we want to make an even greater impact in Holland, our nation, and our world for Jesus Christ.

To get to this point, we embarked on a \$9.2m journey. Just under three years later our debt now stands at \$3.2 million dollars. For us, however, the success of Stronger should not be measured in the amount of money that we have collected, but the amount of lives that have been impacted. Through your generosity, God has used us to bless the world, starting right here in Holland.





# MINISTRY ASSUMPTIONS

A church without a vision invariably ends up trying to relive her past. Our past is so encouraging, but we would be unwise to equip ourselves to reach a world that no longer exists. Here are six trends that shape the world we are journeying into. Everything we do through Impact engages with each of these assumptions.

"We can ignore reality, but we cannot ignore the consequence of ignoring reality."

Ayn Rand

## Engagement not Attendance

In a post-Christian context, coming to Christ means more than attending church in a set location at a set time. Churches who thrive will build a community around engagement, not attendance.

## Larger and Smaller

The church will become bigger and smaller at the same time. Churches will grow in size not necessarily because they gather thousands together in one space, but because they gather thousands together through multiple smaller venues under shared leadership.





## Variable and Flexible

Rites of passage will need to become increasingly more evangelistic and facilities increasingly more flexible to maximize all of the moments that bring people through our doors “naturally.”

## Heterogeneous Churches

Future generations will embrace heterogeneous churches because they represent what is normal to them. By 2042, the United States will be minority white – preschools by 2021. Future church attendees will gravitate toward heterogeneous churches.

## Giving Potential

Future generations will have less giving potential than their parents. This, coupled with changes in giving patterns and tax laws, will cause churches to diversify beyond check and cash to receive offerings. Church leaders will have to do more ministry with fewer resources.

## Relational Networks

The next generation of leaders will think relationally, in terms of networks, before they think theologically, in terms of denominations. Brand Loyalty is low. Four out of five global companies didn't exist forty years ago. People are increasingly favoring brands and products that are younger. This is huge because the church represents a 2000-year-old faith and Central is 123 years old!

# Forever He is risen





# WHAT DO WE SEE?

"I do not think  
the devil cares  
how many  
churches you  
build, if only you  
have lukewarm  
preachers and  
people in them."

Charles Spurgeon

Our vision for the next three years is not that our church and our campuses are filled with men and women, but that men and women are filled with the knowledge and power of God that lead them to make an undeniable impact on the people and places around them. Over the next three years we see the birth of a reproducing movement – believers birthing new believers and churches birthing congregations. Over the next three years we see God expanding both our reach and our influence. Over the next three years our mission of being a people who amplify the hope and life of Jesus will cause us to empower local leaders and local believers in local churches across the world, beginning right here in Holland

## What will we do?

### Ministry: The Great Awakening

Over the next three years we want to see our church actively involved in our community. Through personal participation and strategic partnerships, we see God awakening the lost, the last, and the least to His love through us.

Over the next three years we will: >>



## Reach Out

**Objective:** We'll be intentional and strategic to ensure we maximize the opportunities God is giving His Church to reach people for Christ. In addition to strengthening what we already do locally, Kids Hope, Hand-2-Hand, etc., we will:

- Launch a local ministry designed to raise self-esteem in boys whose fathers are absent with the goal of empowering them to reach their full potential in school, work, and family, and to contribute positively in their local communities.
- Partner with churches in Holland to tackle a Christ-centered response to a local need, currently being prayed through.
- Deepen existing relationships with community organizations through our Celebrate Recovery Ministry.
- Take Celebrate Recovery (CR) Inside. Starting out with Forgotten Man Ministry, we will begin a "CR Inside" ministry using the CR process.

## Reach Up

We'll create additional opportunities for people to grow with God, including through the provision of additional worship opportunities on our site.

- We'll work with every person and every group to make a workable plan for their spiritual growth. This will include introducing tools to help:
  - discern their personal call.
  - articulate a life-rhythm that supports that call.
  - identify and incorporate specific spiritual practices to move toward that call.
- We'll offer experiences, relationships, and resources to those who want to own their spiritual formation, not in a vacuum but in a way that serves the mission of the kingdom and the church. This will include programs like the Fuller Formation Cohort and Summer Challenge.
- We'll offer focused leadership development opportunities for staff and lay leaders through events like Lunch and Learn, Lead Lab, and the Communicators Cohort.

## Reach In

- We'll create spaces and connections that foster hospitality so that it is felt and experienced in all interactions. We'll do this by providing pathways for guests to discover purpose and community.
- We'll work to ensure that Central Kids is a place where kids love to come to; a place where they can find home and hope.
- We'll work to ensure that students find ways to deepen their relationship with Christ and express it in relevant God-honoring ways in the world.
- We'll work to reshape our young adult ministry to strengthen relational ties and harness their new-found freedom for the cause of Christ.
- Believing that the best care happens in community, we'll provide opportunities for people to move people beyond attendance in worship to engagement with others.
- With the goal of excelling at meeting the needs of those who ask for it, we will continue to improve our practice for care.



### **Missions: The Great Expansion**

Over the next three years we want to experience the greatest expansion of influence in Central's 123-year history. Through the Water's Edge Network, we will reach more people in more places than ever before adding:

1. Transformation Church, Ukraine
2. Zeal, Jamaica
3. Victorious Life Church, Nigeria
4. Captivate Church, San Diego

As the Water's Edge Network grows we will continue adding new affiliates, campuses, and hubs as the Lord leads.

### **Movement: The Great Improvement**

Over the next three years we want to continue positioning our church to be fruitful in a changing Holland. By reducing debt and improving critical spaces we will possess more of the tools needed to thrive in the emerging America.

#### **Reducing Debt**

From a total project cost of \$9.2 million, three years later we are left with a \$3.25 million debt, with \$2.8 million of that being external debt. Through Impact we hope to reduce our debt even more.

#### **Improving Spaces**

Our current sinking fund provision is based upon a "repair and replace" strategy. We've now reached the stage where older spaces need "improvement" not simply "repair and replace." Over the next three years we want to increase our sinking fund provision so that we can improve spaces like the chapel to meet emerging ministry realities. Current ministry needs and emerging ministry opportunities demand more variable and flexible spaces like those we were able to create through Stronger.

**We will do this, and so much more, through our Impact Vision.  
God has prepared us for such a time as this. We are ready!**



# IMPACT GOALS

## Here's What We Want For You During This Impact Journey:

1

That you learn to trust God in a way you never have before.

2

That by stepping out in faith you realize that living by faith is the only way to live.

3

That you will witness God do a miracle both in your life and through our church.

We sum up the challenge of IMPACT in these two goals:

### **Primary Goal: 100% participation**

Our primary goal is 100% participation. We want 100% of those who call Central home to open themselves up to the Lord and have a life-changing encounter with Him as it relates to generosity. We do not ask for equal giving but an equal commitment to seeking God for what He would have us do.

### **Secondary Goal: \$3.6 million**

We seek to raise \$3.6 million in additional generosity over the next three years to reduce remaining debt and improve spaces needed for both existing and new ministries. This investment is needed to enable us to keep pace with the vision to IMPACT our world over the next three years.

Three years ago, we began a journey requiring extraordinary faith and generosity. This journey has always been about much more than generosity; it's been about our church family learning to walk by faith and embrace the reality of what it means to reach people living in a very different world than our own.





As we anticipated the three-year season of Stronger, we knew it would be one of the most important seasons in the life of our church family. What has happened during Stronger has set the course for the next two decades of ministry at Central. We knew that it had the potential to be one of the most challenging seasons for our church family, but also one of the most rewarding.

Why? Central hadn't embraced a capital challenge like this for quite some time. It was also the first major vision led by a new Lead Pastor in over thirty years. In addition, talking about sacrificial giving has a way of provoking one of our culture's deeply-held idols. Finally, we knew it would be difficult because part of our challenge included releasing some of our best and brightest to start a church in Grand Rapids.

We knew Stronger would be important and difficult. But there was one thing we didn't know: Would Stronger make us Stronger, Home and Away? This was our biggest question! We were setting our hearts on God using our new spaces to cultivate new opportunities to reach first-timers, first-in-a-long-timers, and Central regulars. We were praying for stories that we could tell our kids someday. Looking back over the last three years, we can confidently say...

**The Stronger Challenge has made us Stronger,  
Home and Away!**

**IT'S TIME TO  
BUILD ON THIS  
AND MAKE A  
GREATER IMPACT,  
HOME AND AWAY.  
WE ARE READY!**



Church family, what an amazing three years we have had!! It's hard to believe how fast the last three years have gone and how much God has moved through the Stronger Capital Stewardship Challenge. The number of lives that have been changed by the Playland, Student Center, The Local Church, and the Legacy area are just amazing. It is hard for me to fathom that there have been almost 29,000 unique visitors to the Playland since it was opened. It is also such a blessing to see The Local Church as a fully functional church and that people are coming to know Jesus through the ministries supported by Stronger. Thank you so much for your commitment to this challenge both prayerfully and financially. God is definitely at work through this!!



I am so excited to see what God will do next!! The Impact Challenge will help pay down debt and complete other applicable upgrades to ensure that people will continue to be "Impacted" for Christ. Seeing the amazing impact of Stronger through our church and the Water's Edge Network has been so rewarding, I can't imagine what will happen next through Impact!! I ask that you will seriously pray about sacrificially supporting Impact to ensure that God's Kingdom is advanced for current and future generations!

**Thank you,  
Jason Adams**

It is amazing to see how God's hand is at work at Central and beyond. It's so exciting to see all of the different impacts that have gone far beyond what anyone could have imagined. Locally, both with the Legacy Room and the Playland, God again blessed our church far above expectation. I can still picture different God moments on Sunday mornings where different testimonies were shared in how the Stronger Capital Challenge blessed and made an impact. Watching the video on the big screen of Pastor Toran doing his first baptism at the local church was truly awesome to watch. Thank you for all the prayer, the financial impact, and dedication that you have given to this. Thank you for walking side by side with Central through this journey. God is Good!



We are ready and eager to see what is next as God leads us into making a greater impact on our lives and in our world. I can't wait to see how God will use The Impact Challenge to transform lives around the world. God has already expanded and blessed the incredible foundation of the Water's Edge Network. Please pray to God on how you can financially support The Impact Challenge. Pray for the lives that are going to be transformed through this exciting journey!

**Thank You!  
Daniel Kapenga**





[centralwesleyan.org](http://centralwesleyan.org)