



We exist to Lead, Equip, and Send people  
to share Christ with the world.

<sup>14</sup> but whoever drinks of the water that I will  
give him will never be thirsty again. The  
water that I will give him will become in him  
a spring of water welling up to eternal life."

*The Holy Bible: English Standard Version*  
(Wheaton: Standard Bible Society, 2016), Jn 4:14.

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Bard Family

**Mike and Beth Ann Bard** have been involved in ministry for over 15 years both together and prior to their marriage. They have been married 8 years and have 2 little boys with a new baby on the way (Levi 3 years old, Liam 22 months, and baby number 3 due June 22). Mike earned his Masters degree from New Orleans Baptist Theological Seminary, and Beth Ann graduated from Liberty Baptist Theological Seminary. As a pastor, Mike has worked in various ministries including student, children, young professionals, small groups and in church planting. In regards to Beth Ann she has been involved with Student ministry, worship, and church planting as well.

In August 2016 the Bard's moved to Richmond to partner with Movement, a local Richmond Church, to begin a new church plant. In recent days God has revealed to the Bard's and their partners to plant a church in the northwestern suburbs of Richmond.

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**Josh and Stacey Turner** have been in ministry close to 20 years in the local church. They have been married for over 20 years and have three children: Caleb, Laura, and Anna.

Josh grew up in Louisa County and has an undergraduate degree from Virginia Tech and three degrees from Liberty University including a Doctor of Ministry. Josh and Stacey planted New Life Community Church in 2002 and saw two other churches planted out of New Life. Josh has been working part-time with the Southern Baptist Conservatives of VA (SBCV) since February 2011 as an Associate Church Planting Specialist and in May 2016, he accepted a position as full time Church Planting Strategist with SBCV. Josh is a proven leader in recruiting, equipping, and coaching church planters. Stacey grew up in Halifax County, VA and graduated from Virginia Tech where her and Josh met. Stacey is currently employed with the Louisa County School system.



Turner Family

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Currently we are involved with a core community in the northwestern suburbs of Richmond. Our core community meets in Short Pump which is a major commercial region for the entire west end of Richmond. It is an area that is continuing to grow due to the easy access to major interstates and thoroughfares.

The population is made up of individuals who have moved to the area in the last 15 years or less. Few churches exist in the area to provide spiritual community opportunities for those who are searching for God. In fact, there is only 1 church for every 4,000 individuals in our target area.

**Our vision is to be a Christ Centric relational community where the far from God can see the reflection of God, through the people of God.** With this vision in mind, we ask our Christ centered community to come and be a partner with the local church not just a member.

We want them engaged in the mission of God in their own individual communities as much as they are engaged in our weekly gathering. For us we gather to encourage our people to scatter throughout our city to share the love of Christ by being the reflection of Christ.

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# Why the Well?



In John 4 we see Jesus interact with a woman who was looking for nothing and found everything. Much like many of us she had some unfortunate relationships and her identity was probably less than favorable within her own community. Yet at Jacob's Well, Jesus engaged her in transformative conversation both about who she was and who she could be. He reminded her and the disciples that day that the gospel was for all and it would extend beyond Jerusalem. In this story, Jesus refers to himself as the Living Water of the Well in which we are to draw from. When we draw from Jesus we thirst no more.

For us as a community, we see our gathering times much like we see our time of drawing from a well. We gather together at the Well (As the body of Christ) to encourage and be refreshed by the Living Water. This takes place when we share our giftings and love one another. It is also a place and time where we can generously extend an invitation for others to taste and see. What is great about the Well is that we can take the contents of the well with us and share it with others giving them the hope of Christ.

The interesting parallel to this name and our current community is that the neighborhood we are praying for and pursuing is Short Pump. A landmark water well people used to fill up on their travels as they left town. This seems somewhat symbolic in our day and age as people have passed through this area and quenched a temporary thirst for years. Our hope for the people in this area, whether permanent or just passing through, is that they would receive the message of Jesus and extend it to others so that many would thirst no more.

**With Christ we thirst no more**



# Why Plant a church?



***New churches best reach a) new generations, b) new residents, and c) new people groups.*** First (a) younger adults have always been disproportionately found in newer congregations. Long-established congregations develop traditions (such as time of worship, length of service, emotional responsiveness, sermon topics, leadership-style, emotional atmosphere, and thousands of other tiny customs and more), which reflect the sensibilities of long-time leaders from the older generations who have the influence and money to control the church life. This does not reach younger generations. Second, (b) new residents are almost always reached better by new congregations. In older congregations, it may require tenure of 10 years before you are allowed into places of leadership and influence, but in a new church, new residents tend to have equal power with long-time area residents. Tim Keller

***New churches best reach the unchurched--period.*** Dozens of denominational studies have confirmed that the average new church gains most of its new members (60-80%) from the ranks of people who are not attending any worshipping body, while churches over 10-15 years of age gain 80-90% of new members by transfer from other congregations.(2) This means that the average new congregation will bring 6-8 times more new people into the life of the Body of Christ than an older congregation of the same size. Tim Keller

**For the first time, a report has claimed that Protestants are the minority religious group in America.** Ed Stetzer argues that this stat is a little skewed, arguing that it's more likely that "cultural Christianity" is on the decline. In any event, we're seeing that there is a dire need for more disciple-making in our context. Planting churches is an integral part of seeing this occur. Lifeway Research Brandon D. Smith

- The population is growing 8 times faster than we're currently starting new churches, and existing churches are closing at a rate of 3,500 per year.
- Less than 18% of Americans attend church on any given weekend

Evangelical Friends Church Planting



# Why the suburbs? Why Short Pump?



## **We are looking to Plant in the northwest suburbs of Richmond 2 mile radius of Short Pump Town Center.**

The population in this area: 47,404  
Population Break down:  
White Non-hispanic: 36,779  
Asian: 6,615  
Black: 1,808  
Hispanic: 1,190  
Other: 1012

### **Short Pump**

Married Population 64.2%  
Median Age 34  
Average Household size 2.82  
Median Home Price \$285,000

## **Spiritual Dynamics within 2 mile radius of Short Pump Town Center.**

15 Faith Based congregations exist in this area. 11 of these congregations would be consider evangelical protestant churches. This equivocates to 1 church for every 4,309 individuals.

### **Short Pump specifically**

According to the website [homefacts.com](http://homefacts.com) average attendance of local churches in Short Pump has dropped to 21% over the last 20 years.

This area is also rapidly growing because of new developments. Several new homes...new neighborhoods and commercial spaces are being developed. One those areas is a community called Short Pump Short Pump according to RVA News, was named 17th fastest growing communities in Virginia.

**17th fastest growing community in Virginia...  
RVANews**



# Mission



We start churches from the biblical mandate given to us multiple times in the New Testament. Throughout both Old and New Testament, people were encouraged to gather as a reflection of being God's people. Now, more than ever, we must realize that we are a royal Priesthood, a holy nation intended to reflect and relate to God. We are called to proclaim God's goodness, so that Christ through us can lead others out of darkness and into light (1 Peter 2:9).

Practically, this means that we are to proclaim his salvation and love for the world so they can see a better future. A future where sins are forgiven, where we can take joy in our suffering, because the eternal plan has been resolved, thanks to the cross. But most importantly, a future where we can be in community personally with the God who created us and knows us (Gen. 1:27; Psalm 139:13; Jer. 1:5; Matt 6).

Local churches (gatherings of individuals pursuing Christ) are the vehicles that the early Christians used to make disciples. If our commission is to make disciples then biblically we need to start churches in multiple areas with varying capacities to extend the gospel (1 Corinthians 15:1-11). Thus, through relational evangelism exemplified by Christ himself as well as by his disciples, we need to bring people to Christ and show them the path of a mature disciple or follower of the Way (Col. 1:27; Eph. 4:11-13). Churches need to start where the gospel has become diluted or where there is no proclamation of Christ and his finished work (Romans 15:20).

**Our Mission:**  
**Lead people to know God, Equip people to love and serve others and Send people out to share Christ with the world**



# Mission



**How are we going to make Disciples? A disciple loves God, loves other, and raise up others to be a reflection of Christ in our world.**

**Life Group:** Meet 16 - 20 weeks out of the year and are multigenerational mixed groups with the intention of building shared community with those who attend. These meet to encourage a regular connection to faith and help people find accountability and gain a biblical understanding/desire for the foundational principles in God's word.

**Multiply Group:** Is for new attendees and new believers for the purpose of building unity through discovering the foundation of scripture. It walks an individual through \*Security: Being sure of your relationship with God according to His Word. Intimacy: Developing your relationship with God through His Word and Prayer. Ministry: Finding your place of service in the Body of Christ. Eternity: Learning to think with an eternal perspective. Discovering our identity as "sent ones" (One time group that meets for an 8 week study)

**Transformation Group:** Accountability group that is connected to your Life group (Meets for 15 minutes after Life Group and meets weekly when Life Group is not taking place.)

**These Groups are intended to ask each other the following 4 questions each time they meet.**

**Biblical foundation** - Do they have a firm understanding about what they believe about God and the Bible?

**Relational intentionality** - Are they connecting regularly not only in group, but also in life?

**Intimacy with God** - Can they display a pattern of meeting with God and making time for God in their life?

**Sacrificial Generosity** - Do they extend the gospel as often as possible and do they give financially when God convicts their heart?

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# Values



Our core values are intended to maintain an identity for our church. These values were played out in the early church and we believe are still applicable today. Ultimately, we want to make disciples that love God and love others and our core values are intended to keep us focused on that mission. We hope this gives you some idea of who we are and who we want to be in our local city

***Simplicity – Keeping the main thing the main thing*** -“<sup>42</sup> And they devoted themselves to the apostles’ teaching” (*Acts 2:42a Matthew 22:37-40*)

***Unity - When “I” becomes “We”*** “the fellowship, to the breaking of bread and the prayers” (*Acts 2:42b, John 17:23*)

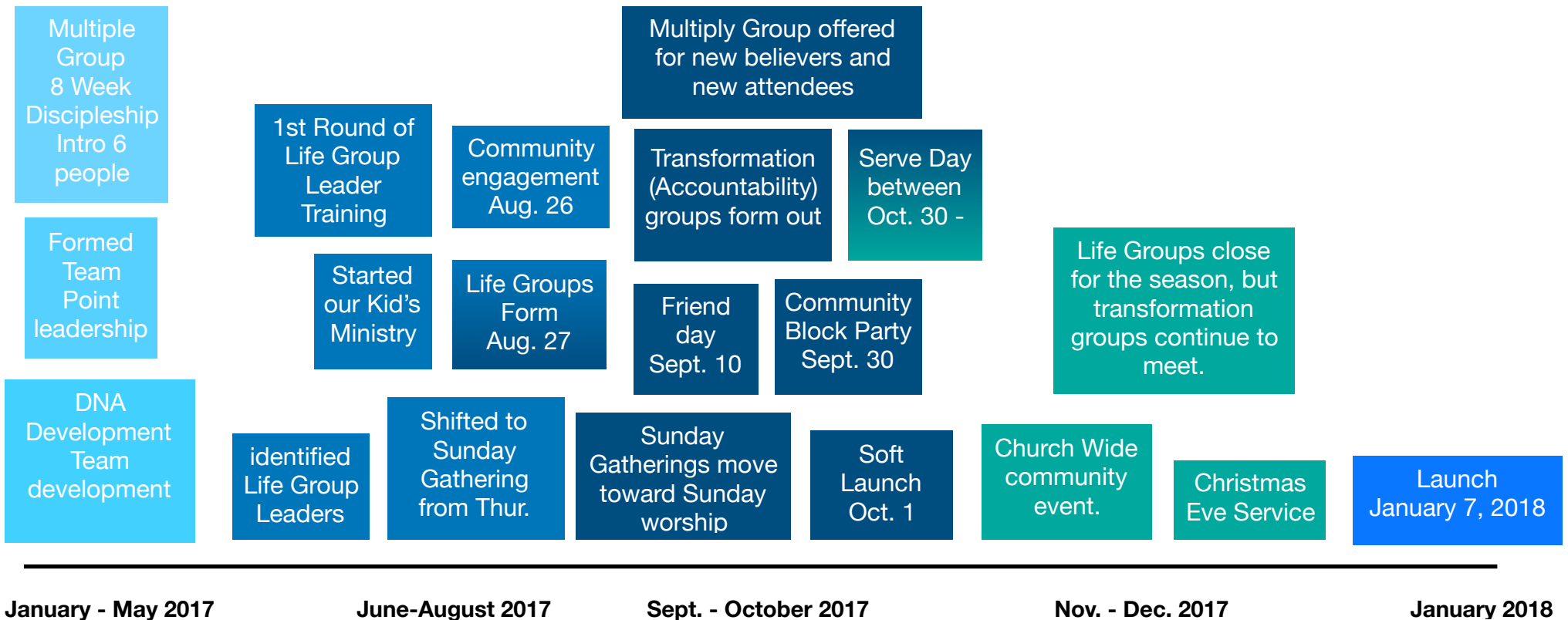
***Generosity – Extending the heart of Christ by extending our hand*** “And they were selling their possessions and belongings and distributing the proceeds to all, as any had need.” (*Acts 2:45, 1 Peter 4:10*)

***Integrity – The same on Saturday as you are on Sunday morning*** “having favor with all the people.” (*Acts 2:47, 1 Peter 1:15*)

Through our values we want to reflect a presence in our community that is in pursuit of our mission.



# Strategy



**Our strategy is going to be focused on 3 objectives.**

1. Discipleship leads to Multiplication
2. Group Life adopts community engagement
3. Gathering create unity and ministry in the local body



# Strategy



## Current Stage:

- Core team of 4 individuals
- Community of 25
- 1 Group (multiplying to 2 groups April 2017)
- Vision night for March 26

## Stage 2: April - Aug 2017

- Core Team 6-8 individuals with clarified roles
- Community of 30-35 Core community 20 in partner process.
- 2 groups formed training a facilitator to take on a 3rd group.
- Vision Night #2 Hope for a Baptism.
- Identify missional opportunities for each group to adopt.
- Train those in partner process to identify individuals they connect with who are far from God (Combo of actual training as well as one on one discipleship.)
- Walk through a discipleship process with 8-10 individuals.

## Stage 3; September - December 2017

- Core Team 8 Leaders 15-20 volunteers
- Community 45-50...15 in partner process
- Monthly gatherings: Possibly Christmas Eve Service
- Training and sending out two new groups with 2 non-staff facilitators.
- Groups have adopted and are participating in missional engagement.
- First generation of disciples are discipling second generation.

## Stage 4: January-May 2018

- Core Team 8-10 volunteer increase of 6 individuals
- Start weekly gatherings
- Community growth over this season 80-90 attending
- 6 Community groups formed 3-4 potential leaders starting groups mid spring.
- 15 individuals in partner process.
- Second Generation discipleship taking on new disciples. 1st Gen repeating the process with some one new.
- New groups adopt missional engagement, older groups continue to invest.

**Missional engagement, Discipleship, Gathering as one**



# Current Team Status



**Name: Mike Bard**

**Role: Fulltime Planting missionary**

Responsibilities: Team oversight, Fundraising, Leadership development. Start and facilitate small groups. Disciple 1-2 individuals in the life of our church.

**Current On Going Responsibilities:**

- Working out of local Coffee Shops/Restaurants for purpose building relationships for gospel conversation.
- Utilizing relationships to determine geographic, political, and social information.
- Exploring the community neighborhoods (Prayer walking, communicating with community residence).
- Building partnerships with individuals and local churches.
- Identifying areas where we could have future influence.
- Prepping content for group discussion as well as facilitating conversation for group. (We rotate this responsibility between Josh and myself)
- Spending our leisure time in the area to build relationships and connect with local residence. (Gym, Shopping, kid's sports, etc.) (Currently we don't live in the immediate area, but are making the move on August 1st.
- Constructing organizational systems, trainings, and timelines for the church.
- Discipling multiple individuals (During this season we are using a book to unify us as a church on foundational doctrines and responsibilities in the overall church.)

**Name: Josh Turner**

**Role: Equipping and Teaching Pastor Planter**

Responsibilities: Start and facilitate groups, Assist in the training of Leaders, Teach, oversight groups, pastoral care delegation, disciple 1-2 individuals during the various seasons of our church

**Name: Beth Ann Bard**

**Role: Worship Arts Minister/Church Admin.**

Responsibilities: Coordinates and directs worship through music, determines service flow and time line. Assist through any administrative duties such as maintaining our current list of attendees, and overseeing communication.

Admin for Beth is a temporary role until God provides another leader in this area.

**We currently have a core community of 25 who are attending community groups and other sanctioned activities. As we near our launch phase they are adopting roles and responsibilities.**



# Beliefs



- We believe in the Trinity. Father, son, and Holy Spirit.
- We believe the Bible was written by men with divine inspiration and has no mixture of error. It is the authoritative word of God given to mankind.
- We believe God created all things for his glory
- We believe man is born flawed because of sin and has need for forgiveness and salvation of that sin.
- We believe in Jesus Christ, that he was born of a virgin came down to live as a reflection of God. Fully human and fully God He lived a sinless life and took on the sinful burden of man by dying on a cross. 3 days later he rose from the dead taking away the sting of death in turn giving mankind the ability to access eternal life in Christ.
- We believe that man can only have eternal fellowship with God if they confess their sin and they accept Jesus into their lives.

**As a community we affirm the 2000 Baptist Faith and Message**



# Budget



## 1st Years Budget

Staff and Personnel: 84,000  
Start Up Costs: 22,510  
Ministry and Outreach: \$13,500  
Rental: \$0

Total: 120,010

## Personnel:

- Pastor Full-time
- Worship Part-time
- Administrative Assistant Part-time
- Family Ministry Coordinator Part-time

In the first year the pastor will share responsibilities with each of these individuals. These secondary positions will work the equivalent of a 10 hour work week which will include Sunday morning.

## Start Up Costs

1. Portable Sound System	\$8000
2. Computer & Printer	\$2500
3. Software	\$1560
4. Nursery equipment	\$750
5. Pipe and Drape Wall Partitions	\$2000
6. Children's Min. Equip. & Curr.	\$1500
7. Lobby tables	\$300
8. Signage	\$600
9. Music stands	\$500
10. Offering Baskets and Bibles	\$300
11. Equipment Trailer	\$3000
12. First time visitor gifts	\$1500

## Projected fundraise need for 3 Year Budget:

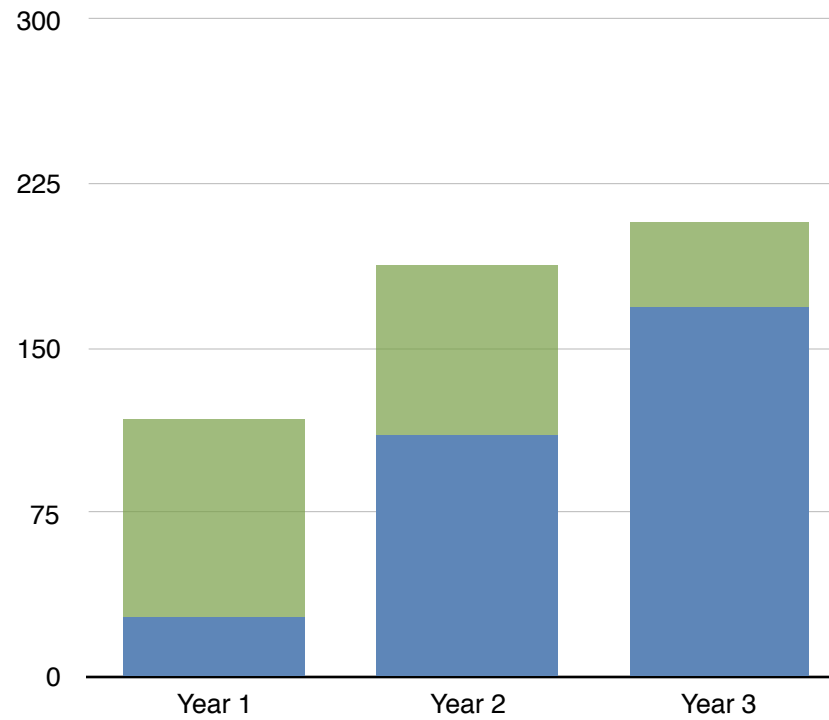
Year 2 & 3: 120,000

# Budget



■ Church Giving

■ Partner Giving





# Join Us...



## Pray

We ask everyone we connect with to make the greatest investment by praying for us as we begin to reach the community in the northwest end of Richmond. Pray specifically for the people gathered in Short Pump that God would open the doors for them to share their faith and life in their areas of influence. Pray that through intentional discipleship that God would lay down a foundation for us in this community.

## Give

You can help us to accomplish the mission God has set before us by becoming a financial partner. Financial partners contribute various amounts to fulfill our goals. Both with you and our present congregation we believe we can reach this designated amount.

Would you cover a gap?

1 Church or donor at \$1500/mo    2 Churches or donors at \$1000/mo    3 Churches at \$500/mo    3 Churches or donors at \$300/mo

4 Churches or donors at \$200/mo    4 Churches or donors at \$100/mo

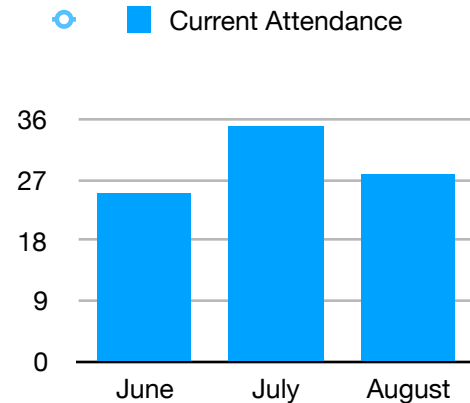
## Join

Finally, If God has burdened you to do more than just give, consider being a partner on the ground. This endeavor takes multiple people to help come alongside and share in the ministry of the church. We need people along side of us who desire to see the gospel of Jesus Christ advance throughout northwest Suburbs of Richmond.

For more information on how to give to The Well, other ways of supporting, and to follow our journey, please visit [www.the-well.church](http://www.the-well.church).



## Update Current Church Life



## Life of the Church

Over the Past 6 months we have been invested in discipleship.

- Intro to faith Group leaders: 6 Completed 2 in process
- Starting Life groups in the fall: 2 Groups
- Transformation (Accountability) Groups forming: 6

## Current Raise

- 6 Churches
- 3 Partners
- SBC of Virginia

Raised: \$71,500  
Remaining: \$16,800  
Goal: \$85,200

## Attendance

17 Volunteers  
17 Visitors over the last 2 months  
9 Returning 2 or more times  
3 of those have been transitioned to a Life group

## Core Team

We have some great Team Leadership at the Well.

**Hospitality:** Cindi Obaugh

**Connect:** Chad and Anna Stillwell

**Kids:** Monica Waters, and Rachel Kurtz

**Band and Tech:** Beth Ann Bard

**Groups and Discipleship:** Wayne Huband and April Franklin

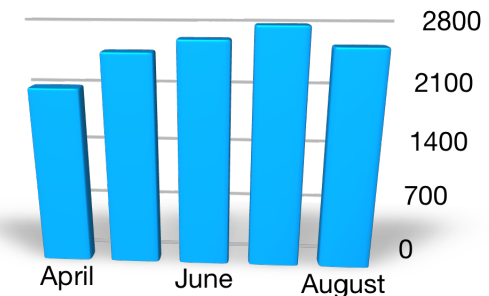
**Missions and Outreach:** Michael Bard and Josh Turner

## Giving

Our People are actively giving and are invested in the life of the church.

**90% of our attendees give to the Well**

Congregational Giving



## Outreach Plan:

- Canvas our community (Survey and Invite outreach) Aug. 26
- Community connect in the park Sept. 29th
- Friend Day Oct. 8