



THE WELL CHURCH

**A LOCAL CHURCH FOR LOCAL PEOPLE
IN COLUMBIA TN**

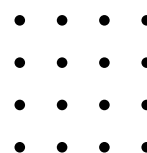


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ABOUT CHRIS AND HOLLY BROWN



Holly and I have been entrenched in daily church ministry for over 20 years and we absolutely LOVE IT!

God has blessed us with three amazing kids that have a huge heart for ministry as well; Max is 16, Jack is 15, and Annie is 12. We have seen God move in some powerful ways over the years when we were a part of some very successful ministries such as First Baptist in Indian Trail NC, Elevation Church in Charlotte NC, Potential Church in Cooper City FL, and Crosspoint Church in Nashville TN. God has used our ministry experience to develop the gifts he has placed inside us. He has helped us learn and understand what it takes to not only successfully lead and grow a local church, but most importantly, to wholeheartedly love and passionately care for the needs of people who desperately need hope.

After serving in capacities like Kid's Director, Creative Pastor, Campus Pastor, Multi-site Director, CFO, CMO, Executive Pastor, and Elder; God has placed a vision and passion in both our hearts to start a fresh move of God in Columbia, TN where we have been loving and living for the last 4 years.

Holly and I have wrestled with leading or planting a church for nearly a decade. Several experienced church leaders have asked us throughout the years why we have not decided to lead a church sooner. Many large churches around the country have asked us to consider the role of

Lead Pastor at their church as they approach retirement... but we have never felt called. Over the last 3 years, we have tried to do almost everything else in the church and have been tremendously unsettled doing all those roles. In the meantime, while serving the church however I could...I began to write my first book and realized I have a specific call of restoration on my life. My book is all about redeeming past pain by creating present beauty with that pain. **Holly and I know that we are uniquely called to help people find restoration and redemption...especially those who are down-and-out and less fortunate.**

We have 20 years of ministry experience leading at churches from 80 people to 12,000 people. We've led portable and permanent campuses. We've led domestic campuses and international campuses. We've ministered in Bible Belt suburbs and in a South Florida urban context. We have been in several churches that grew by thousands of people in a matter of 2-5 years. We've seen over 10,000 baptisms and been part of outreach events that literally took over cities.

We've been blessed to be part of some amazing movements and now we know why we remained unsettled with previous lead pastor opportunities...because we have been specifically called to Columbia. **It's time for Columbia to experience a fresh move of God** and break free from the chains of the devil's best suburban weapon...apathy.



WHY START A NEW CHURCH?

Our vision is to be a place where the hurting are drawn.

A place that overflows with the love, laughter, grace, and truth of Jesus.

We are each the woman at the well: Messy. Empty. Rejected. Shamed. In desperate need of the One who is waiting for us at the well, and once we receive what only He can give, we can't resist running to bring others to meet him at The Well. A place that overflows with the love, laughter, grace, and truth of Jesus.



TRUTH OF JESUS
TRUTH OF JESUS
TRUTH OF JESUS
TRUTH OF JESUS



In a rapidly growing community with young active families, purpose and dreams are lost in the day to day. Because of this, we want to build a thriving local church that allows people to not only battle apathy but to find their purpose and help their dreams become reality. This happens by connecting people with their Savior, the truth of God's Word and others...which mobilizes them to become all God designed them to be. Some may ask, **"Why another church?"** but the percentage of people consistently attending church is decreasing. And with so many people moving to this area, there needs to be new, vibrant, Bible teaching churches ready for people to find that magical intersection of community and purpose.

Holly and I see a clear set-up for God to do a miracle in this community. We're filled with hope and expectation that God can use a group of faith-filled people who are willing to say "Yes". We know it will be hard. We know things are uncertain. And we know there will be much sacrifice. But we also know that people are lost, lonely, broken, forgotten, hungry, hurting, empty, hopeless, and in need. **We have a solution. We have the answer. We have hope. We have Jesus.**

As long as we have it left in us, we want to help people experience the incredible life that only Jesus can provide. Our calling is loud. Our hearts are full. Our commitment is strong. And our vision is clear. We won't stop until every person comes to know Jesus and experiences the full life that He intended. **Thank you for your support and for believing in this vision as much as we do.**



Let's do this together!





WATER'S EDGE FAMILY



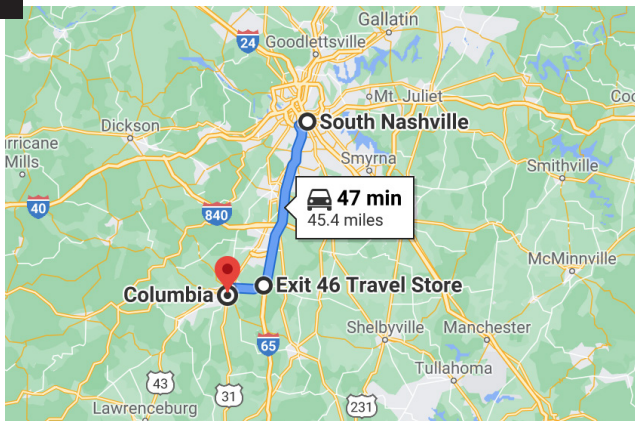
WATER'S EDGE
A FAMILY OF CHURCHES

The Well Church is excited to be a part of the Water's Edge Network, a unique multi-site multi-church family of churches working together to Amplify Hope and Life of Jesus. Born in 2015 out of Central Church in Holland MI, the Water's Edge family has seen countless lives changed all over the United States and around the globe.

watersedge.org



ABOUT COLUMBIA, TN



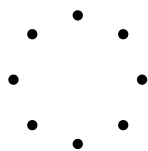
Columbia is widely known as one of the fastest growing suburbs just outside Nashville which is one of the fastest growing cities in America. According to Roofstock.com, Nashville is the 10th fastest growing city in America at 1,300,000 people and Columbia has a population of 40,000 people; and is currently growing rapidly due to an over-crowded Franklin to the north. People are also moving down due to dramatic increases in cost-of-living in Franklin and Brentwood. We will be located 2.5 miles from downtown Columbia which is 45 minutes from Nashville. The facility is located on Trotwood Ave which is one of the top 3 most heavily traveled roads in Columbia and is the major road that transports consumers who are responsible for 75% of Columbia's local commerce.

Regardless of all that...the city of Columbia has stolen our heart and we have grown more and more burdened for the truly "messy" person who would not feel comfortable attending almost all churches in the area. There are a lot of churches...but very few that are thriving, life-giving and outward in their philosophy.

STRATEGY

We are so thankful for the big vision that God has placed in our hearts and have been busy doing the tactical things to make it happen. We believe that we are to work as if it all depends on us WHILE PRAYING knowing it all depends on God. It takes both. He honors our hard work and strategy.

We announced on January 19th that The Well will be launching in August 2021. At the time I am writing this in March, we already have church offices, 8 staff members raising their own support, a 5-year lease on a 23,000 square foot building, a 72 person CORE team that is growing by the day, 3 different families from 3 different states moving to be a part, over \$35,000 given, and a church that has expressed interest in merging between now and summer 2021. God is blowing our minds already!



OUR TEAM IS EARNESTLY WORKING ON THESE MAJOR ROCKS

- Building a launch team
- Renovating 23,000 square feet of building
- Connecting with other local pastors and leaders
- Building relationships with existing non-profits in the community
- Raising funds for all the equipment that needs to be purchased
- Organizing and executing frequent vision nights and interest meetings
- Establishing efficient systems, meeting rhythms, and operational infrastructure



PRE LAUNCH GOALS

- Successfully offer weekly Wednesday night events starting March 3
- Execute at least one city-wide outreach effort each month starting March 2021
- Cultivate 35 tithing families before launch day
- Raise \$350,000 in one-time gifts before August 1, 2021
- Raise an additional \$20,000/month in outside recurring support for year 1
- Launch physically with at least 500 people on August 15, 2021
- Have 80 people serving on launch day
- For the team to feel vibrant, healthy, and whole through the process





OUR VALUES

1. **Jesus** is our Hope
2. People are our **Passion**
3. Worship is our Response
4. **Community** is our Design
5. Faith is our Foundation
6. **Generosity** is our Norm
7. Serving is our **Privilege**
8. **Scripture** is our Guide



OUR TEAM VALUES



1. **We do it together.** Camaraderie matters because work should feel like play.
2. **We develop leaders.** Their gifts and passions, not our needs, dictate their service and our motives.
3. **We go first.** We don't ask others to go where we haven't been.
4. **We stay hungry.** Our work is worship and it compels urgency and growth.
5. **We resist passivity.** We speak into conflict with clarity and kindness.
6. **We take out the trash.** Prepared environments honor others.



PRE LAUNCH FINANCIAL NEEDS



\$20,000

Advertising



\$15,000

Team Development
and Training



\$20,000

Outreach Events



\$130,000

Renovations



\$25,000

Salaries**



\$140,000

Ministry
Equipment

TOTAL \$350,000

**The Senior Leadership Team is not taking a salary for the first 12 months. This will allow much more money for facilities and for ministry to the community.

**We have partnered with some incredible people and organizations
that have agreed to match EVERY DOLLAR we raise up to**

\$100,000

Give online at thewellcolumbia.org

All donations are tax deductible; transactions will appear as
Water's Edge Network with all funds directed to The Well Columbia.

1412 Trotwood Ave
Suite 1
Columbia TN 38401



**"I tell you that you are Peter, and on this rock I will build my church,
and the gates of Hell will not overcome it."**

Matthew 16:18

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thewellcolumbia.org