



Plan 2

Enhance & Expand

2019-2024

INTRO

Over the next 5 years, we're committed to **Enhance & Expand** across 4 key areas to help impact our community, our nation, and beyond. For all the details, visit c4church.com/plan2



PRESENCE



REACH



DEVELOP



NETWORK

For each key strategic area we will make sure to do three things:

AT ALL OUR LOCATIONS, WE WILL ENHANCE OUR FOCUS

We are committed to making our in-person experience at all our locations an intentional, hospitable, and engaging environment for our congregation and our guests to become fully devoted followers of Jesus.

ACROSS OUR NATION AND BEYOND, WE WILL EXPAND OUR INFLUENCE

With 10,000 of Canada's church buildings expected to close within the next 10 years, we are committed to doing all we can to help the Canadian Church and beyond.

WITHIN OUR ORGANIZATION, WE WILL ENSURE OUR FOUNDATION

We are committed to making structural, financial, and strategic decisions to help ensure we establish a firm foundation as we Enhance & Expand

PRESENCE



OVERVIEW

We want to establish a **Presence** in local communities to do our part to combat the decline of the Church in Canada.

GOALS

- 5,500 - 6,000 in attendance
- 8-10 Locations
- Ajax, Port Perry, Bowmanville, Pickering.
- Plus: North York, Downtown Toronto, Port Hope/Cobourg, Lindsay/Peterborough, Stouffville-Markham Border and Lower Oakville

ENHANCE OUR FOCUS

1. Investigate the future of 599 Bayly St location
2. Invest in a broadcast location to support and increase quality of multi-site model

EXPAND OUR INFLUENCE

1. Explore opportunities in key potential locations
2. Implement strategic relationship with Trinity Centres Foundation for building acquisition/use opportunities

ENSURE OUR FOUNDATION

1. Research and act upon opportunities around mergers, purchases, rentals, etc.
2. Resource age/stage ministries



REACH

OVERVIEW

We want to **Reach** our local communities with the Gospel.



GOALS

- 1,500-2,000 Alpha Participants
- 700 Baptisms across all locations

ENHANCE OUR FOCUS

1. To have site growth through Alpha (evangelism)
2. Raise prayer awareness around Alpha

EXPAND OUR INFLUENCE

1. Be an Alpha training hub for other churches
2. Invest in and strengthen our relationship with Alpha Canada

ENSURE OUR FOUNDATION

1. Raise Alpha to an organizational value status

DEVELOP

OVERVIEW

We want to **Develop** people, communities, and leaders in our nation through personal discipleship and discipleship resources.

GOALS

- Annual Discipleship self assessment by everyone (14+)
- Launch a Leadership Training School
- Continue to equip the Canadian Church through Restoration Prayer Ministry, new worship albums, and 2 additional books on Jon's teaching
- To ensure a thriving workplace culture according to the Best Christian Workplaces
- Introduce a donor management system to assist discipleship, growing giving base, Vision Fund

ENHANCE OUR FOCUS

1. Ensure site consistency in implementation of discipleship model
2. Congregational discipleship through worship

EXPAND OUR INFLUENCE

1. Research, develop, and implement a Leadership Training School
2. Prepare materials and expand Restoration Prayer Ministry
3. Pastor Jon Thompson's books, teaching, and theology made more available

ENSURE OUR FOUNDATION

1. Attract and retain great staff
2. Donor management & growing vision fund
3. Ministry alignment around our theological distinctives





NETWORK



OVERVIEW

As Christianity declines in the West, our Network of trusted ministry partners will be critical for our church's health and reaching our God-given vision.



GOALS

- More meaningful and transferable name
- Total of 10 Local Partners
- Total of 5 Global Partners
- Run a total of 5 local and global conferences
- Launch a Church Network

ENHANCE OUR FOCUS

1. Have one Local Partnership at each site based on their local needs and opportunities
2. Grow our Global Partners to five

EXPAND OUR INFLUENCE

1. Research, develop, and implement a Church Network
2. Continue to offer local and global church conferences and events

ENSURE OUR FOUNDATION

1. Find our "tribe" for relational connection and ministry best practices
2. Ensure internal staff resources necessary for organizational changes

NAME CHANGE

OUR NAME HISTORY

As a church community that began in the late 1970s, one of the things that has always defined us is a desire to change, grow, and adapt to our surroundings and changing needs.

In our early days we were called Bethel Bible Chapel, and we met in places like movie theatres in the Beaches area of Toronto.

Then in the 1980s we moved out to what was then the empty suburbs of Pickering, and became Steeple Hill Community Bible Church because our church was on, "Steeple Hill".

When we outgrew that facility in the 90s, we met in Ajax High School while Carruthers Creek Community Church was being built, situated near the "Carruthers' Creek".

Quickly we gained the nickname "C4" in the mid 2000s and embraced it as our more official name and brand as we moved towards a multi-site reality.

And now, as we look towards the future and all God has for us, it will soon be time for us to change our name again for the next chapter of our church.

DIFFICULTIES WITH OUR CURRENT NAME

Over time, the name C4 has come to cause confusion in the larger Christian Community, and doesn't really describe who we are to those who are unchurched.

We often get asked if we are the "4 Cs", which is the Canadian Council of Christian Charities.

We're regularly confused with our friends at C3 Church, an Australian church that has planted all over the world, including multiple sites now in the Toronto area.

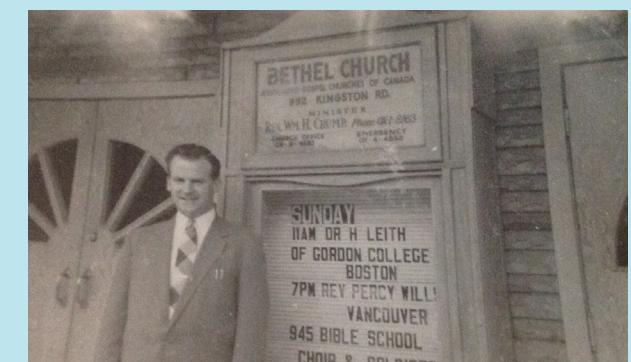
Further, as we continue to pursue global partnerships, we've recognized that in some places, "C4" is known more as a name for a terrible explosive that causes fear and not a church that invites people in.

OUR NEXT STEPS

As we do with all things at C4, we're using prompting and planning to guide us forward. We are working together as a staff team and with branding experts, but we are also prayerfully seeking the Lord to discover what HE says about us, who we are, and how he sees us as a church community.

We know change like this can be hard for some of us, as "C4" has become part of our identity for many years now. We invite you to join us in prayer as we seek to reach the next wave of people who will come to know Christ and become fully devoted followers. We believe a new name is one of the many things that will help us enhance our focus, expand our influence and ensure that we're building off of the foundation of our rich history.

Later this Summer, we'll reveal our new name and the new brand of our church. We believe that the name will be a way for us to display who God is and how he sees us!



Enhance & Expand

C4CHURCH.COM/PLAN2

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