

A VISION THAT WILL TAKE

ALL *of* US



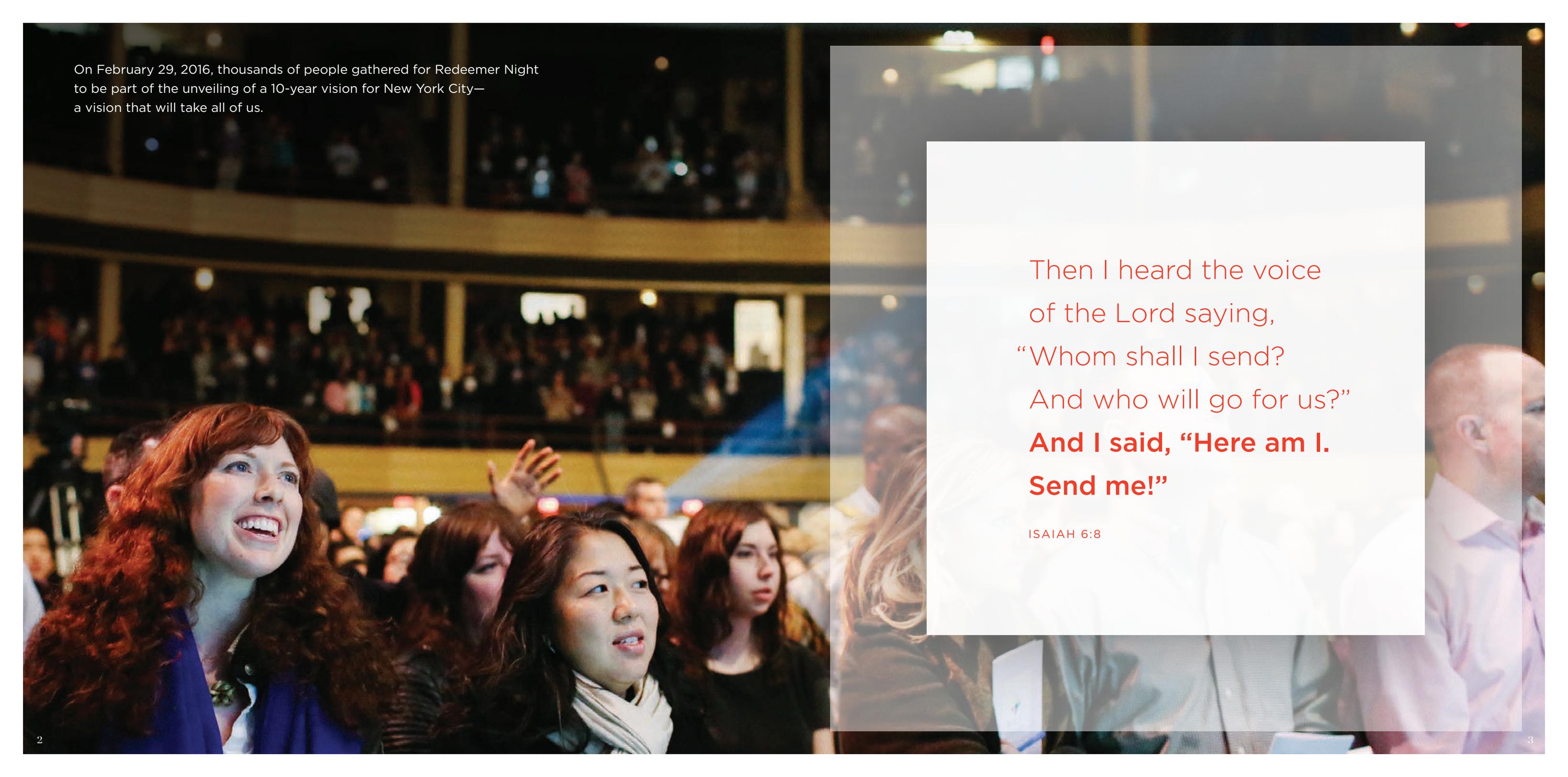
RISE

MISSION INVESTOR GUIDE



“In the past, Redeemer has grown by drawing people in. **But our future is going to be about sending people out—** to love and serve this city like never before.”

TIM KELLER

A large crowd of people is gathered in a large hall, likely a church or arena, for Redeemer Night. The scene is dimly lit, with warm lights illuminating the audience. In the foreground, several young women are looking towards the front of the hall with expressions of interest and anticipation. One woman with long, curly red hair is smiling broadly. The background shows a vast sea of people seated in rows, filling the space.

On February 29, 2016, thousands of people gathered for Redeemer Night to be part of the unveiling of a 10-year vision for New York City—a vision that will take all of us.

Then I heard the voice
of the Lord saying,
“Whom shall I send?
And who will go for us?”
**And I said, “Here am I.
Send me!”**

ISAIAH 6:8

NOW IS A DEFINING MOMENT FOR OUR CHURCH.

In the last 27 years, Redeemer has had many defining moments: our first worship service, the first time someone professed new faith, becoming a multisite church by starting services on the West Side, launching our Downtown congregation. But what if this is all prelude—and Redeemer's most significant days are still to come? We believe we are at an exciting inflection point as we move from being one large church to a movement of many churches in neighborhoods across the city. Perhaps our most defining moment is now. It is the opportunity to point to **the gospel alone** as that which has propelled Redeemer from the start—and which, more than any person or method, will propel our future.

IT CAN ALSO BE A DEFINING MOMENT FOR

YOU.

You can be a church attendee—
or you can rise to embody the gospel where God has put you.

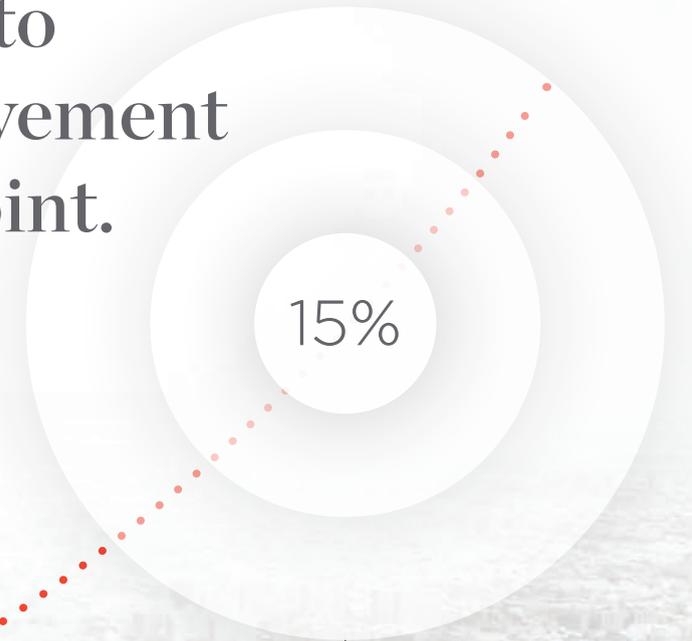
You can choose to be part of what may be the most holistic vision Redeemer has ever undertaken to pour ourselves out in reliance on the gospel to seek the good of the city. We want to see New York—and all the people in it—flourish. You are invited into a vision that is not about building a bigger church; it is about activating a people-driven movement in service to our neighbor. And it starts right where you are.

A gospel movement in New York City is on the rise.

In 1989, when Redeemer began, less than 1% of center-city New Yorkers attended a gospel-teaching church, compared to 25% of Americans nationwide. By 2009, that number had risen to 3%. Today, 5% of center-city New Yorkers attend a gospel-teaching church. After a century of decline during which New York had become the least religious city in the U.S., we feel we're at a historic inflection point of a gospel movement in this city.

Rise is a campaign to accelerate that movement toward a tipping point.

Our vision is to see the body of Christ in center-city New York triple to 15%—which we believe might amount to a tipping point that does more than change individual lives, but enhances the long-term life of our city for everyone in it.



100 GOSPEL-TEACHING CHURCHES
<1% OF CENTER-CITY POPULATION ATTENDING
Lowest percentage of U.S. cities

251 GOSPEL-TEACHING CHURCHES
5% CENTER-CITY POPULATION ATTENDING
Growth after a century of decline

500 GOSPEL-TEACHING CHURCHES
15% CENTER-CITY POPULATION ATTENDING
A tipping point for the city, society, and world

The gospel advances the common good.

Increasing the number of Christians living out the gospel can have a significant positive effect on the patterns of life in New York. This starts with personal renewal in hearts and lives. But imagine gospel-centric renewal also multiplying expressions of philanthropy, justice, mercy, reconciliation, integrity, and hope across New York in ways that advance the common good for everyone in the city. What if the culture rising out of New York had the gospel in its DNA? Because of New York's influence as a leading global city, it could catalyze renewal far beyond our city.





The vision is an entire city renewed by the gospel.

If a critical mass of New Yorkers express gospel values—mercy, friendship, justice, hope—in our work, lives, and neighborhoods, we believe it will help the city flourish for everyone in it.

We can't reach a tipping point by building a bigger Redeemer. We need a people-driven movement of New Yorkers in every neighborhood rising to embody the gospel in how we live, work, and serve.

IT WILL TAKE MORE THAN A CHURCH—

**IT WILL TAKE
A MOVEMENT.**



You are an agent of the gospel.

God has you in New York for a purpose. Where he has placed you—in your neighborhood, your job, your relationships—is no accident. You are placed where you can love people and serve this city in ways no single other person in New York can do.

You are also a culture maker. Culture isn't just what happens among the fashion designers of Soho or on the stages of Broadway. You make culture every day in the way you spend your money, use social media, treat your doorman, or react to a forgetful waiter. Is the culture you're making defined by mercy, courage, patience, and love?

As the gospel shapes you, it changes the culture you create and multiplies expressions of God's hope across our city.

Each of us should please our neighbors for their good, to build them up. For even Christ did not please himself.

ROMANS 15:2-3

I'M IN

Thousands of Redeemerites are saying "I'm In" to pray, engage, and give in their neighborhood as part of a gospel movement for the good of our city.

“We are making a new commitment to draw near to the poor and marginalized in this city. Rather than pass by, we will engage and pray daily for the homeless men and women in our neighborhood. We will also increase our financial support and volunteer time with Hope for New York. We want mercy and justice to be part of our lives in practical ways. God's heart is for the vulnerable; we pray He can use us to express that—and reflect more of His goodness in this city.”

IN SEON & JANE HWANG, WITH EVELYN



 WE'RE IN: at Irving Pl. & E. 18th St.





“We are so excited about a vision of new churches being planted all over New York City. We know we need to think about whether God is calling us to be part of planting a new church so that more families can be blessed as we have been by our church family. If we really want to see a gospel movement take root in New York City, we know we need to pray for the leaders of new churches—and be open to serving with them.”

FELICIA & DAVID GRANT, WITH KATHRYN & DANIEL



WE'RE IN: at West End & W. 70th St.



“I've lived in New York for 45 years now, and I know how easy it is for people to get lost or overlooked here. But I want to follow Jesus' example of seeking people—of letting people know they are not alone. I have been learning how fully accepted I am by God through Jesus Christ. I am committed to extending that acceptance and love by serving as a caregiver to people who need it. There's an elderly woman in my building who is alone. I am committing to regularly check in on her.”

GARY BOWLER



I'M IN: at W. 93rd St. & Columbus

Rise is the first phase of a decade-long plan.



Our strategy to reach a tipping point includes a strategic 10-year plan divided into three phases. Rise launches the first phase that will unfold over the next four years, laying the foundation for a long-term movement to bless the city.

The first phase is estimated to cost \$80 million.

This ambitious goal will only be possible if God provides. We are seeking to raise \$40 million from the Redeemer community and have been working to raise the additional \$40 million from partners around the country—people not even part of Redeemer—who believe in the vision of reaching a tipping point of gospel renewal in New York.

THE FIRST PHASE TOWARD TRIPLING THE BODY OF CHRIST IN NEW YORK:



WE NEED:

New churches rising in more neighborhoods.

WHY? Church planting is the most strategic way to grow the body of Christ in a city.

WHAT? We will help plant 87 new churches across New York in collaboration with Redeemer City to City and other partners.

COST: \$15 million



WE NEED:

New leaders rising in every sector.

WHY? Gospel-shaped leaders in ministry and the marketplace can serve people at every level of culture.

WHAT? We will launch a new lay discipleship curriculum at Redeemer. We will partner with Redeemer City to City to expand a long-term pipeline of programs that identify and train vocational pastors for an urban context.

COST: \$20 million



WE NEED:

New buildings rising for all to share.

WHY? Putting down physical roots in a neighborhood can help reach rooted New Yorkers and serve a community's long-term good.

WHAT? We will pursue establishing a permanent East Side ministry home.

COST: \$45 million toward purchase and development



WE NEED

New Churches

rising in more neighborhoods

Church planting is the most effective method of evangelism.

In order to grow the body of Christ in New York City from 5% to 15%, church planting is essential. We cannot reach a tipping point merely through the transfer of Christians from other churches—we must welcome and serve those who do not currently profess faith. New churches are shown to be the most effective method of reaching those not already part of a church, attracting three to six times more non-Christians than older churches. New churches are also the most effective way to spark renewal in existing churches. That renewal can catalyze churches in every neighborhood to increase mercy and justice through meeting the needs of their neighbors across the city.

OUR GOALS:

- + Help plant 87 churches across New York City, including three new Redeemer sites, in partnership with Redeemer City to City and other churches
- + Multiply expressions of mercy and justice in more neighborhoods through church planting
- + Make church planting a perpetual ministry and mindset of Redeemer's family of churches
- + Aid Redeemer's transition from one very large church to three neighborhood-based congregations—East Side, West Side, and Downtown—that become generative church planting engines

TOTAL COST: \$15 MILLION

CHURCH PLANTING IS GENERATIVE.



Welcome rooted, secular New Yorkers:
60-80% of people at new churches were not previously part of a church.



Reach new generations:
Young adults are disproportionately drawn to newer congregations, as older churches tend to reflect sensibilities of long-time, older leaders.



Multiply philanthropy:
New churches catalyze generosity in ways that bless institutions citywide.

3-6 

Reach non-Christians:
New churches attract three to six times more non-Christians than older churches of the same size.



Serve new people groups:
New churches more quickly orient toward new residents or socio-cultural minorities that move to an area—or they serve them intentionally by being multi-ethnic from the start.



Renew the larger body of Christ:
New churches are more entrepreneurial and, as they innovate, they bring forth ideas and leaders that spark renewal in older churches.

REDEEMER CITY TO CITY WILL BE A KEY PARTNER.



Redeemer City to City is a proven movement leader in training church leaders and planting city churches. Over the past 15 years, Redeemer City to City has helped plant 340 churches in 45 global cities—95 churches in New York alone. They work across a multitude of denominations—in fact, most churches are planted outside Redeemer’s denomination.

Of all the churches planted through Redeemer City to City, 93% have successfully launched, grown, and become self-sustaining, compared to a national success rate of 68%.

Reaching a tipping point will not happen solely through churches we start.



We will also benefit from a multiplier effect as God works through others citywide. We have seen firsthand from the past 15 years that for every church Redeemer City to City helps plant, another four to five churches start that they don’t directly serve. That is movement dynamics at work. The Rise campaign is an essential strategy to keep that movement going.



“Part of the DNA of Redeemer is to form people to be more merciful and just, to meet the needs of our neighbors, to integrate our faith and work. All of that is going to be equally embedded in the preaching, teaching, liturgy, and community-building of these new churches. This isn’t just about proliferating new congregations for their own sake; this is about seeing mercy and justice increase across New York.”

JOHN LIN, Lead Pastor, Downtown



“I truly believe the most effective strategy to grow the Kingdom of God is through starting new churches in urban areas. People who walk through the doors will be a great mix of non-Christians still processing their faith, new Christians in need of discipleship, and mature believers excited to be part of something new in their neighborhood. The work will be unique, hard, and even lonely at times—but my family and I know we are on a mission to see not just our church get started, but in coming years, many more get planted as we partner with Redeemer.”

ERICK SORENSON, Future church planter in Stuyvesant Town/Alphabet City



“ We’re moving into a new apartment, and we will dedicate it as a place of intentional hospitality. For us that means not just inviting people into our home, but into our life. By inviting people around our table—for relationship, encouragement, to let people know they are valued—we hope to embody what it means to love our neighbor in ways that reflect how Jesus loves us. We are excited to truly get to know and serve our neighbor in response to the Spirit’s leading.”

BRETT & TINA GAUDIN



WE'RE IN: at Poplar & Hicks St.



WE NEED

New Leaders

rising in every sector

Gospel-shaped leaders are needed in ministry and the marketplace.

Planting new churches citywide will require a long-term process to identify and train vocational ministers to lead them. And it's just as critical that those of you who make up the majority of a church—lay people—have rich opportunities to grow as servant leaders. We will deepen our lay discipleship approach in ways that equip people of all ages to understand personal calling and apply the gospel in practical ways every day. We want to create settings for both pastors and lay people to foster meaningful dialogue with seekers and skeptics. In all of this, Tim Keller can provide strategic leadership by teaching and mentoring more leaders in evangelism and church planting within a city context.

OUR GOALS:

- + Partner with Redeemer City to City to grow a leadership pipeline that stretches from pre-ministry to seminary to active vocational ministry—all right here in New York
- + Enhance the city seminary we helped launch last year with Reformed Theological Seminary and Redeemer City to City
- + Launch a new lay leadership approach at Redeemer that connects the gospel to different spheres of daily life
- + Grow the size of the Gotham Fellowship from 42 fellows annually to 96 fellows annually
- + Provide grants through Hope For New York to train lay people in mercy and justice ministries
- + Commission Tim Keller to train more leaders in partnership with Redeemer City to City

TOTAL COST: \$20 MILLION

LAY MINISTRY LEADERSHIP

We will launch a new lay leadership approach at Redeemer to equip people to serve and live a more fruitful life as they understand their calling and apply the gospel across the different spheres of their life. It will be available through Community Groups, classes, and retreats.



“This new curriculum will be the cornerstone for how we do discipleship at Redeemer. We want to strengthen people to be public with their faith and be intentional about serving the city. When I think about hundreds and hundreds of Christians going through this process, that feels like a movement that will bless New York.”

ABE CHO, Lead Pastor, East Side

VOCATIONAL MINISTRY PIPELINE

Planting new churches citywide will require a long-term process and partnership with Redeemer City to City to identify and train the pastors and staff who will lead them.

1

Prepare People for Vocational Ministry

Apprenticeship Program:
young leaders exploring their calling to vocational ministry

Seminary Scholarships:
two-year M.A. in Biblical Studies in partnership with Reformed Theological Seminary

2

Train People in Vocational Ministry

City Ministry Year: one-year post-seminary intensive in urban ministry

Internship Program: practical ministry internships in existing churches

Residency Program: two-year program to prepare pastors for Redeemer sites

Church Planting Fellows: one year of church planting residencies prior to starting a church

Urban Incubator: two-year training program for leaders while they're starting a church

City Lab + Church Leader Workshops: ongoing training and community building among urban ministers



“Even after living in New York for 10 years, I’m still enthralled by the city’s contagious energy. There is a constant feeling that I’m part of shaping culture—and yet, it can also be a lonely city. I hope to help New Yorkers thrive by building communities rooted in deep, long-lasting relationships and grounded in the gospel. Through the Redeemer City to City Seminary program, I’m being equipped as an agent for renewal by helping people flourish in communities.”

JORDAN TANKSLEY, Masters Candidate in Biblical Studies, Redeemer City Ministry Program



“ We’re from Texas, and honestly, we never thought we’d be in New York as long as we have or now be raising kids in the city. But we are so excited about the vision of God renewing New York through people who are willing to invest in it. We want to be among those who aren’t just focused on what the city can give us, but what we can give to the city. For us, we feel called to do that by being community-builders. We don’t just mean being in a Redeemer Community Group. We want to use our apartment, our time, our family relationships to encourage community in meaningful ways. We hope to reflect the gospel simply by drawing near to people, as God graciously draws near to us.”

DAVID & SARAH HAWKINS, WITH JOHNNY & BARRETT



WE'RE IN: at W. Houston St. & Thompson St.



WE NEED

New Buildings

rising for all to share

We want to create places for meaningful community.

One of the best ways we can love and bless our neighbors is by becoming a physical neighbor ourselves. Renting is impermanent and often makes us invisible to those who live nearby. We want to do more than descend into a neighborhood on Sundays to “use” space. We want to be rooted in the fabric of a neighborhood to share space—and be part of advancing the common good for generations to come. We envision an East Side home for our congregation to worship, mark milestones of weddings and funerals, and invite kids of all ages to learn about Jesus. But just as importantly, we envision a place for the city—for serving the poor, for welcoming neighbors into artistic and cultural events, hosting bar mitzvahs, city council meetings, and more, so as to physically manifest what it looks like to be a “church not for ourselves.”

OUR GOALS:

- + Commit to making a real estate strategy part of Redeemer’s long-term vision to serve neighborhoods and rooted New Yorkers for generations to come
- + Pursue the establishment of a permanent East Side ministry home, seeking a space that is similar in size to W83, including a worship auditorium, classrooms, and gathering spaces
- + Seek to provide another base for Redeemer’s long-term commitment to church planting and leadership training
- + Increase neighborhood visibility as a means to bear gospel witness in tangible ways

TOTAL COST: \$45 MILLION

toward purchase and development of a ministry home

5 BENEFITS OF A BUILDING:



1 Provide a community asset:

Open our doors as an affordable public utility for multi-purpose use.



2 Strengthen relationships:

Become more visible to rooted New Yorkers and build relationships with people likewise committed to seeking the long-term good of a particular neighborhood.



3 Provide stability:

Renting carries risk—and losing rental space for a large church would be destabilizing.



4 Be a good steward:

Over the long-term, owning is more cost-effective than renting.



5 Serve as a ministry launch pad:

We need permanent buildings for training leaders and equipping church planters that will multiply ministry, mercy, and justice citywide.

RENTING VS. OWNING

Renting

The annual costs of renting Hunter College for ONE DAY A WEEK:

(Includes 2,000 person auditorium, 20 classrooms for Children's Ministries, and fellowship hall for coffee hour)

2012: \$932,000 / year
 2016: \$1.37 million / year
 2020: ~\$2 million / year for renting*

*This is an estimate based on an expected 47% increase in rental fees, which has been the rate of increase from 2012-2016.

VS.

Owning

The annual costs of owning and operating W83 as a ministry center SEVEN DAYS A WEEK:

\$1.73 million: mortgage payments
 +
 \$350,000: operating costs (after rental revenue)
 =
 ~\$2 million / year for ownership



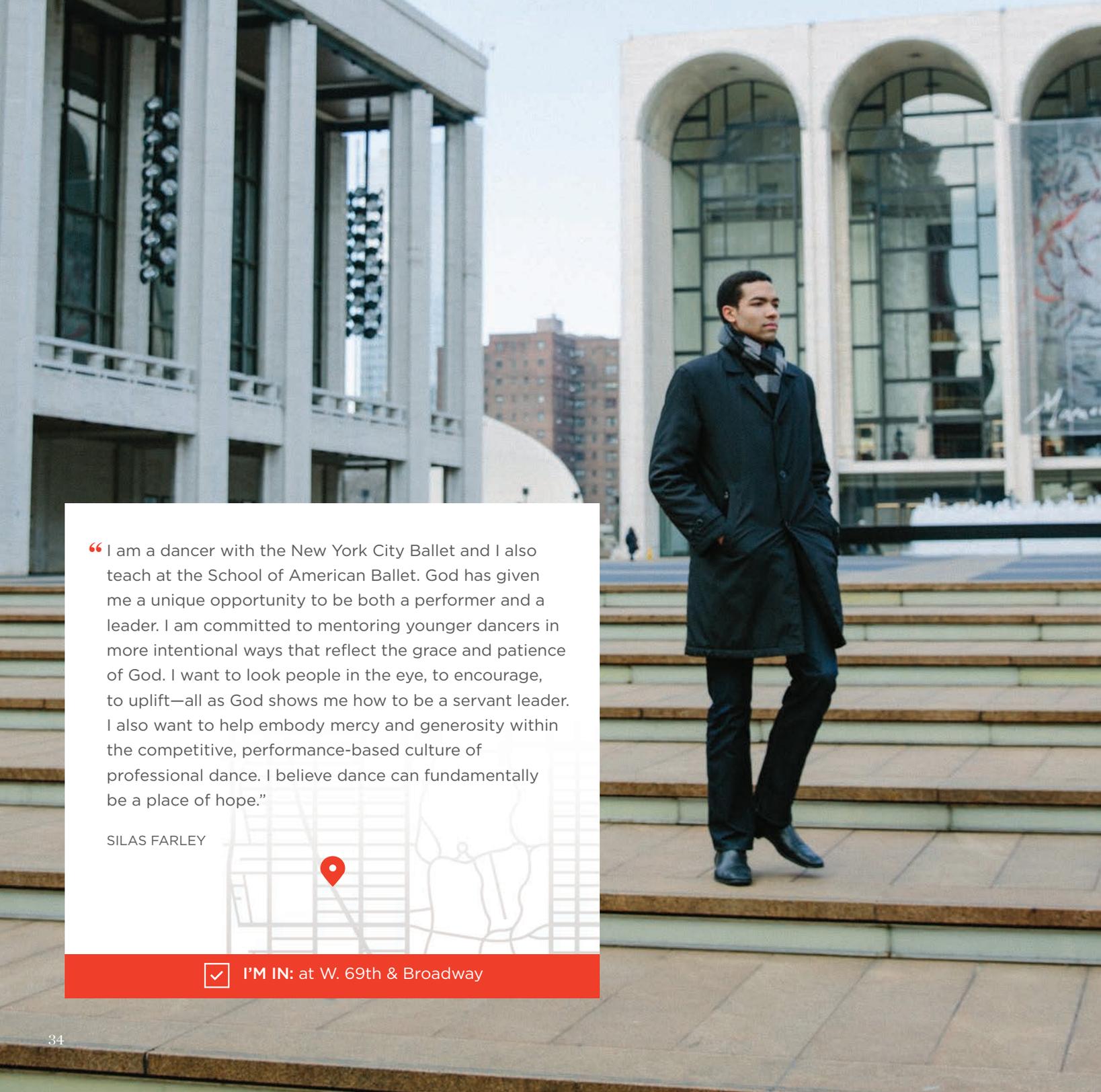
“If Redeemer is going to have a vision that goes into the next generation, we have to be strategic about real estate. When I look around my neighborhood and see a church, a hospital, a school—places that were here before I came and will be here after I leave—that helps me feel like I can stay. It provides a sense of permanence in a largely transient city. Rooting ourselves in a community is a tangible way to show both the body of Christ and the neighborhood, ‘We’re here to stay. We’re here to serve.’”

DAVID BISGROVE, Lead Pastor, West Side



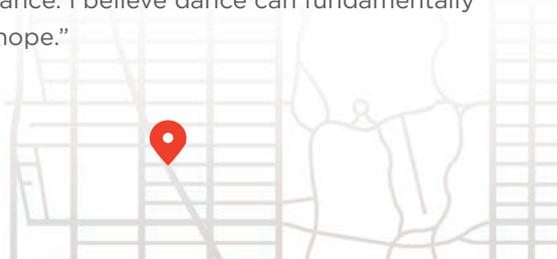
“Through our W83 Ministry Center, we’ve learned a lot about what it takes to buy and develop a building, which enables us to have greater foresight in the future. We’ve hired Wells Hill Partners to advise us on the purchase and development of property on the Upper East Side, and we are forming a lay committee of experts to advise us. We are excited to see what God has planned for a potential new home for Redeemer on the Upper East Side.”

BRIAN STANTON, Chief Financial Officer, Redeemer



“I am a dancer with the New York City Ballet and I also teach at the School of American Ballet. God has given me a unique opportunity to be both a performer and a leader. I am committed to mentoring younger dancers in more intentional ways that reflect the grace and patience of God. I want to look people in the eye, to encourage, to uplift—all as God shows me how to be a servant leader. I also want to help embody mercy and generosity within the competitive, performance-based culture of professional dance. I believe dance can fundamentally be a place of hope.”

SILAS FARLEY

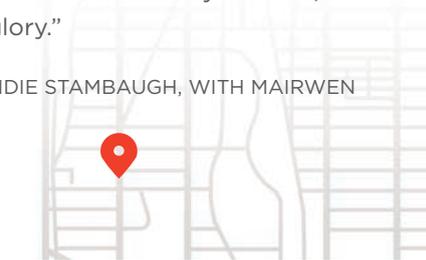


✓ I'M IN: at W. 69th & Broadway

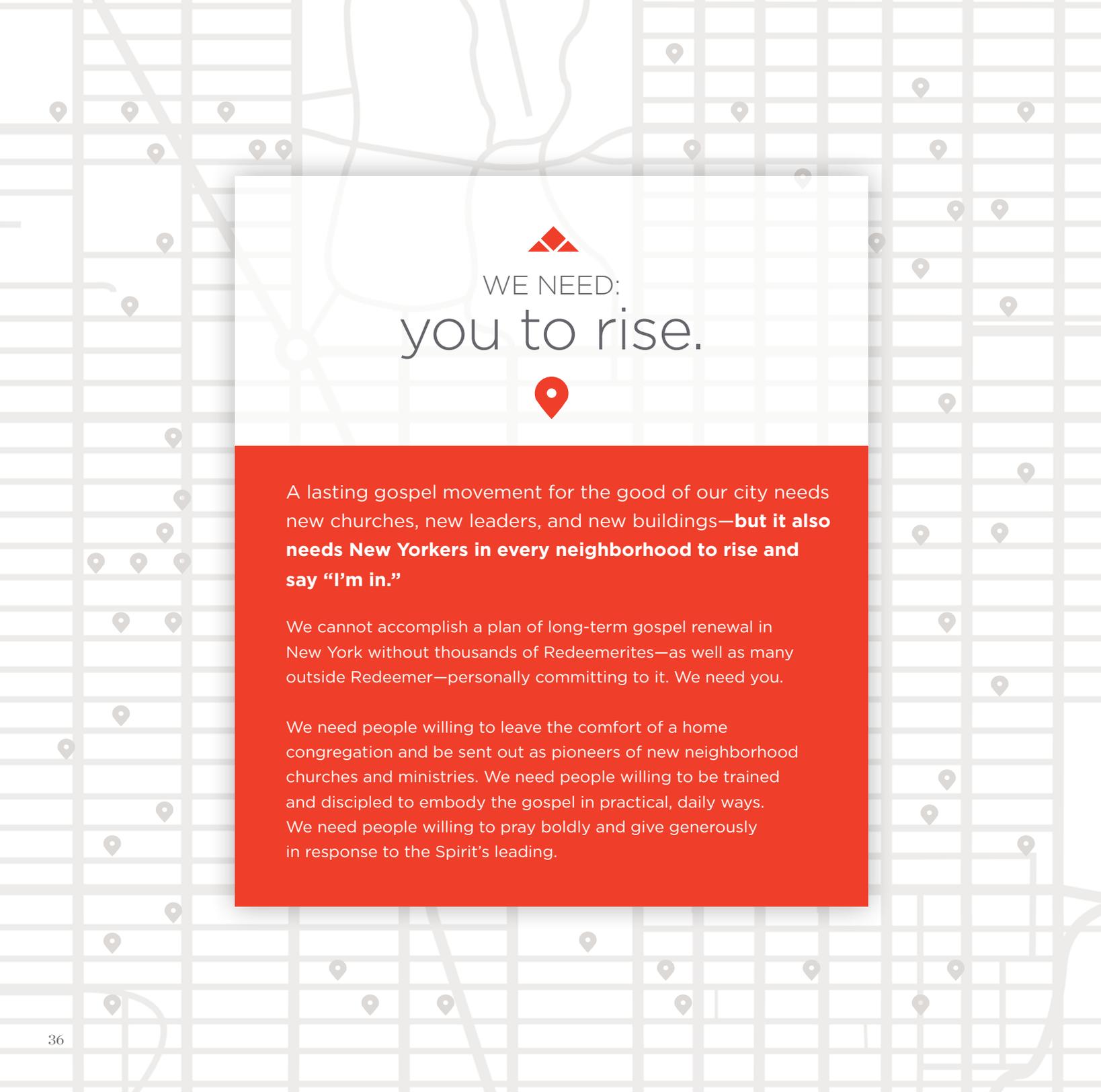


“Raising a family in New York City is both a gift and a challenge. We are so grateful for the prayers many have said for our family. We would like to rise up to embody the gospel in a new way by lifting up other families in daily prayer—specifically one family per day. That would be 365 families in a year! We want to love people better through prayer, as well as encourage and exhort other families to not just survive in this city, but to serve the city we love, for God's glory.”

MARK & CYNDIE STAMBAUGH, WITH MAIRWEN



✓ WE'RE IN: at W. 137th Street & Broadway



WE NEED:
you to rise.

A lasting gospel movement for the good of our city needs new churches, new leaders, and new buildings—**but it also needs New Yorkers in every neighborhood to rise and say “I’m in.”**

We cannot accomplish a plan of long-term gospel renewal in New York without thousands of Redeemerites—as well as many outside Redeemer—personally committing to it. We need you.

We need people willing to leave the comfort of a home congregation and be sent out as pioneers of new neighborhood churches and ministries. We need people willing to be trained and disciplined to embody the gospel in practical, daily ways. We need people willing to pray boldly and give generously in response to the Spirit’s leading.



“When Kathy and I first came to New York, we were told by many that ‘it would be a miracle’ for an orthodox church like Redeemer to thrive in the center of Manhattan. But God performed that miracle—and blessed not only Redeemer, but many churches beyond us. It is precisely because of how we have seen God move in unpredictable, extraordinary ways over the past 27 years that we see such possibility now.

The Rise campaign launches the most strategic plan I’ve ever seen for reaching a single city, and the most ambitious in terms of the generosity and servant leadership it will require of the body of Christ. But in bold dependence on the gospel, we move forward undaunted. I am excited to dedicate the rest of my life to pursuing this vision alongside all of you. I truly believe Redeemer’s best and most defining days are ahead of us.”

TIM KELLER

*Founder and Senior Pastor, Redeemer Presbyterian Church
Founder and Chairman, Redeemer City to City*

The gospel sends you.

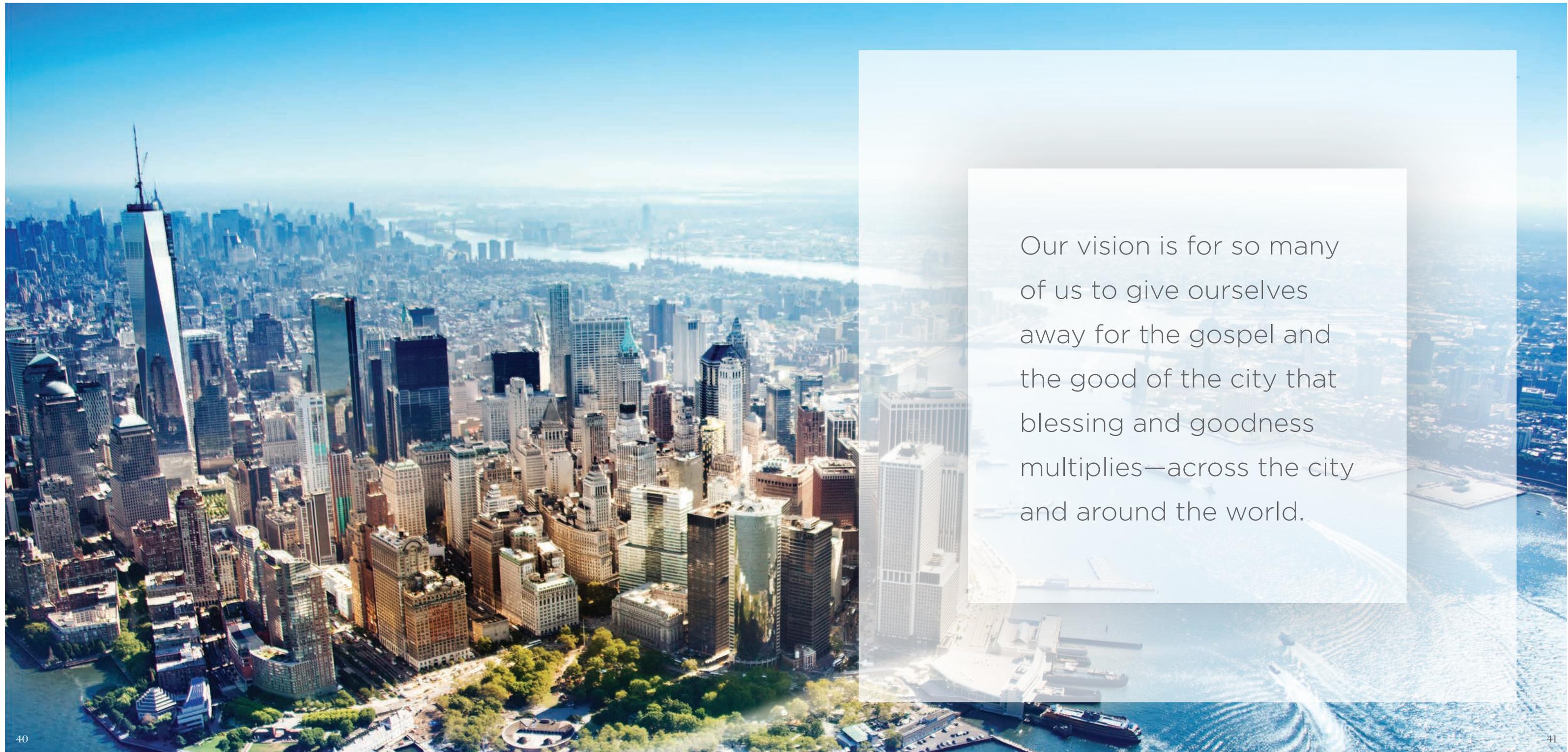
Throughout the Bible, when we see God move in someone's heart with a new sense of resolve and calling, the Bible describes them as rising.

Abraham rose in response to God's call; Hannah rises from despair to new purpose; Samuel rises to anoint a new King; David rises after the death of his child. And even in the New Testament, we see Jesus command the paralytic to "Rise, take up your mat and walk."

To rise is both an act of obedience and faith—a response to a calling and a step forward toward a future not yet seen. Now is a time to pray fervently, to seek God's help, and to discern how the Spirit is leading you to rise and serve in this time and place.

Seek the peace and
prosperity of the city...
Pray to the Lord for it,
because if it prospers,
you too will prosper.

JEREMIAH 29:7



Our vision is for so many of us to give ourselves away for the gospel and the good of the city that blessing and goodness multiplies—across the city and around the world.

The giving goal for Rise is \$40 million.

This is a financial goal that only God can make possible, and it is twice as much as Redeemer has previously ever sought to raise in a single campaign. But we trust a God who is able to do immeasurably more than we can ask or imagine. We're asking everyone who calls Redeemer home to engage in a spiritual decision-making process that will lead to a financial commitment above and beyond your regular giving. Biblical stewardship calls for equal sacrifice, not equal gifts, in proportion to what God has entrusted to you personally.

But far more than a campaign about money, this is an invitation to be part of what we believe God longs to do in bringing flourishing to all—starting with us and stretching across this city.

Pray

No vision this large can be accomplished without tremendous, persistent prayer. We need you to commit to an extraordinary season of prayer for your neighborhood and city.

→ **Find daily devotionals at rise.redeemer.com**

Engage

Advancing the good of our city can't be accomplished by passive onlookers, but by all of us serving and engaging in new ways—starting in our neighborhood.

→ **See how New Yorkers are rising in their neighborhoods—and share how God is leading you—at rise.redeemer.com/movement**

Give

Generosity is more than a number; it's a posture of the heart. Pray about how God wants you to steward what he has entrusted to you. We believe this is a defining time for the Redeemer family to give generously with joy and purpose so that our city might prosper.

→ **Commitment Cards will be mailed to your home in April. Please complete and bring them with you to worship services on April 24 or commit online at rise.redeemer.com**

Campaign Co-Chairs

DOWNTOWN

Greg Buechele
Lolita Jackson
Ben Setiawan

EAST SIDE

Keye Chow
Clay Cook
Carter Hinckley

WEST SIDE

Bob Foran
Lucy Gundersen
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Implementation Team

Tim Keller | Senior Pastor, Redeemer & Board Chairman, Redeemer City to City

Bruce Terrell | Executive Director, Redeemer & Interim President, Redeemer City to City



Lead Pastors

David Bisgrove | West Side

John Lin | Downtown

Abe Cho | East Side

Redeemer City to City

Mark Reynolds | Vice President, Operations & Leadership Programs

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Lay Discipleship & Leadership Team

Bijan Mirtolooi | West Side

John Lin & Susan Nacorda | Downtown

Abe Cho & Ed Sirya | East Side

David Kim & Amilee Watkins | Center for Faith and Work

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A MOVEMENT OF THE GOSPEL,
FOR THE GOOD OF THE CITY

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