



PETALUMA CHURCH PLANT PROSPECTUS



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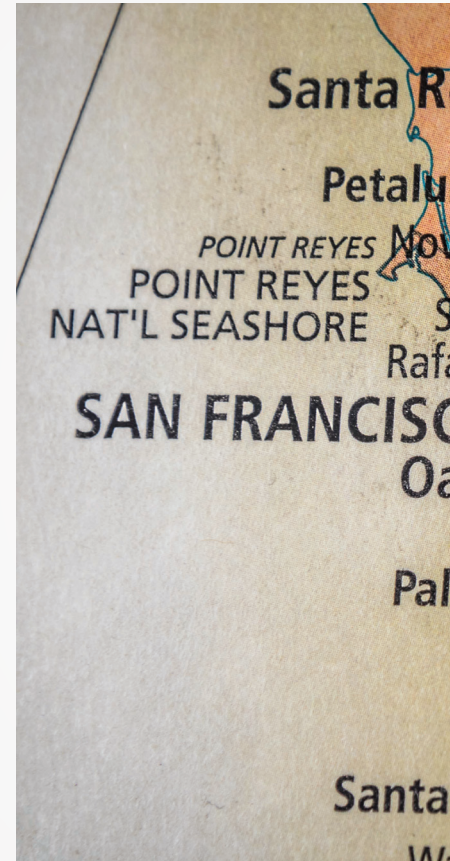
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Dear Supporter,

In the winter of 2014, my family and I moved across country to the North Bay of San Francisco to attend seminary with the intention of serving churches in that area through music ministry. We remained there just over a year, and with the surprise relocation of our seminary to metro Los Angeles, moved back east to regroup. Carissa and I had many questions for God during this time, but the truth was that God had plans in store.

At the time, I had no personal call to church plant, but I had a sense that God was moving me away from pastoring through music and into shepherding a community. Three years into the journey, the elders of King's Cross have affirmed our calling, and now we have accepted the call to plant a church.

Now the question was, "Where?". Carissa and I had a conversation with a friend who planted in the Pacific Northwest that changed our perspective. That night was a blast of wind on the embers of our own long-desired mission. Carissa and I have always had a heart for the North Bay. Carissa was born there and considers it home. We've sought out how to best serve that area for over a decade. We lived there together. We saw the need. We love the people. We were immediately convinced we had recognized where we were called - the North Bay – an area with very little gospel presence.





The task at hand seemed daunting from such a long distance, but the Lord has prepared the way. A friend introduced me to Daniel Huskey who pastors The Parish Church (part of the Southern Baptist Convention). He leads one of the few gospel preaching churches in Petaluma. He has provided me with an incredibly unique opportunity to work alongside him at The Parish Church, giving us a church family from which Carissa and I will then be sent out to plant in the region. This is a unique opportunity that only God could fashion. Daniel's kingdom-mindedness and openhandedness are rare even in the church planting world. From both the Parish Church and King's Cross Church, we will have a core team, rich local relationships, and a much-needed church partnerships – all essential ingredients for church planting success.

In order to make this happen, we will need your support. In this booklet, you will learn more about Petaluma, the dire need for the gospel, and ways you can partner with us in the mission. As you read on, please pray about how you may be called to reach this area with us, to the glory of God and for the salvation of many.

Grace & Peace,
Kelly & Carissa Graham



Carissa and Kelly have been married for 15 years and have three children: Hunter (11), Sage (10), and Silas (4). Carissa is the owner of a wedding and portrait photography business alongside being the loving mother of our three kids. She was born and raised in Petaluma, CA, and has a undergraduate degree in Political Science and Religion. Kelly and Carissa met while both doing ministry in the North Charleston area.

Kelly is a Charleston, SC native, and has been in pastoral ministry for 20 years serving in various roles ranging from worship pastor, family pastor, and associate pastor. He is close to receiving his master's degree from Southeastern Baptist Theological Seminary. A majority of his ministry has been in worship ministry, but sensed God calling him to shepherd a church four years ago.

The Graham family has visited Carissa's hometown of Petaluma for many years and having lived close to Petaluma while attending a local SBC seminary, they have consistently had a burden to take the gospel there. Kelly has kept in touch with local contacts over the years to stay informed. Once called to plant a church, they knew it would take a unique opportunity to plant clear across the country, and that opportunity has been realized with the Parish Church.

THE CHURCH PLANTERS

Relationships are invaluable to ministry, and church planting is no exception. God has blessed the Grahams with not only a home-based sending church via King's Cross Church, but also a locally based sending church via the Parish Church. The value and provision of these relationships cannot be overstated, and these extraordinary circumstances give evidence to God's provision. Not only will the Grahams have strong accountability, they will have strength in the body of Christ for accomplishing the mission.

The Graham's are uniquely qualified for ministry in this area because Carissa is a native of Petaluma, because of having previous experience living in the North Bay together, because of the relationships built there over time, and because they are driven by the desire to minister in a post-Christian society. The Great Commission compels them, and they will fulfill their mission with your partnership in the cause.



VISION

“Our vision is to be a family of disciples practicing the way of Jesus for the glory of God and the good of the North Bay.”

The local church is God’s primary means to advance the message of the gospel in the world, and that message should be proclaimed in word and deed. Practicing the teaching of Jesus confirms the good news we share -- by being the church, God is glorified, and ministry multiplies through each changed heart.

VALUES

GOSPEL

God created the world and called it good. Mankind sinned and Jesus, God’s Son, was sent to die for the sins of the world. He rose from the dead in victory and will once again make all things good in the end. When hearts are changed through this gospel, families, communities, institutions, and even this world can be changed. The impact of the gospel cannot be overstated so the truth of the gospel is of the utmost value to our church family. (John 3:16; Ephesians 2:10, 14-22; 2 Corinthians 5:15-21)

FAMILY

Jesus reconciled people to God, but he also reconciled people to each other. The walls that divide people, be it race, socioeconomic status, and even outright hate, come tumbling down when they realize salvation extends to adoption into God’s family. Sins are more easily forgiven between people, personal preferences are laid aside for the good of others, and the church becomes a refuge for those who seek eternal truth and love. (John 1:12-13; Romans 12:10-16; Ephesians 1:5; Philippians 2:1-11)

VALUES

MISSION

We believe the mission is the same for every church and it is found in Matthew 28:19-20. "Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age." The Spirit empowers our mission, and the mission is to make disciples. We share the gospel, baptize believers, and teach each other the way of Jesus.

As we take part in the mission, Jesus advances his kingdom, and ministry multiplies until Christ returns. (Matthew 28:18-19; John 1:14, 20:21; Colossians 1:19)

VIRTOUS LIVING

Only by the active work of the Spirit in our lives can we be people that defend the vulnerable passionately, love deeply, give generously, communicate humbly, serve freely, judge rightly, persuade winsomely, create redemptively, respond respectfully, invite hospitably, suffer hopefully, and continue to the end resolutely.

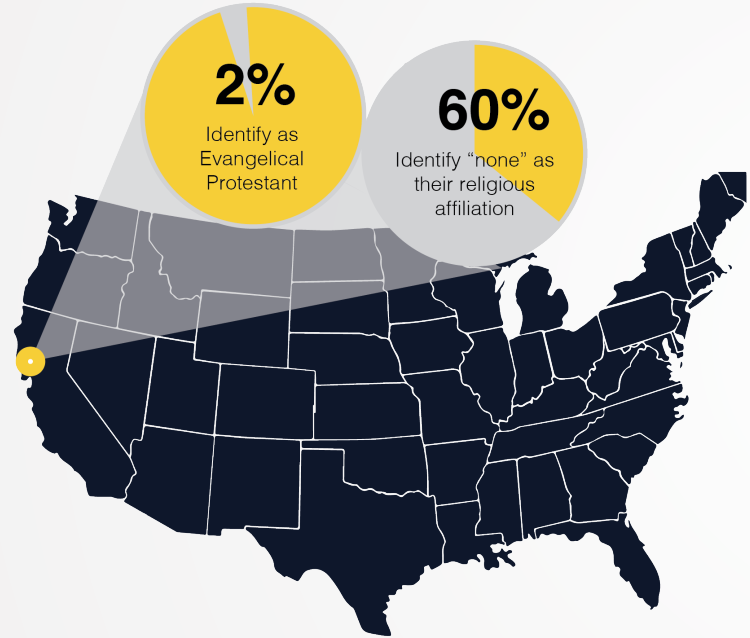
We accomplish all good things by the Spirit of Christ. This value of our church is counterbalanced by the gospel message. (Rom. 12:1, John 15:1-17, 1 Cor. 12, Gal. 5:22-26)

KINDGOM MINDEDNESS

We will equip and send our people to proclaim the gospel through domestic and foreign church planting. We will also partner with other church families in the mission. Lastly, we will seek the good of our local community and the world by laboring in co-belligerence with non-faith-based organizations when their activity coincides with the redemptive work of Jesus for His kingdom. (Eph. 2:11-22, 4:1-6, Col. 1:3-7, Matt. 28:18-19)

WHY PETALUMA?

Only 2% of Petalumans identify as evangelical protestant. (13x below average) and over 60% identify with no religious affiliation at all (3x higher than the average for the west coast, which is already progressive)



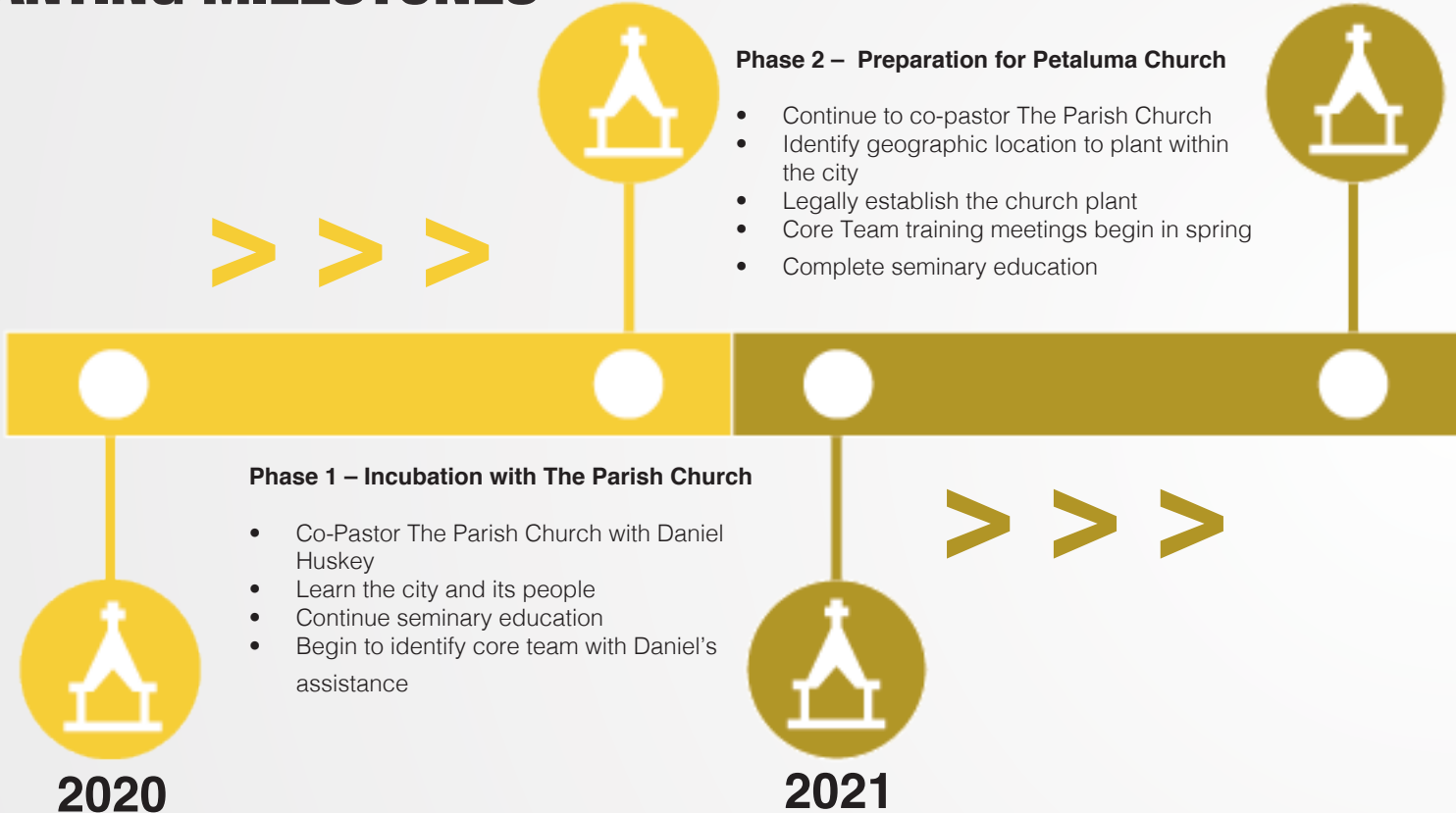
CITY SNAPSHOT

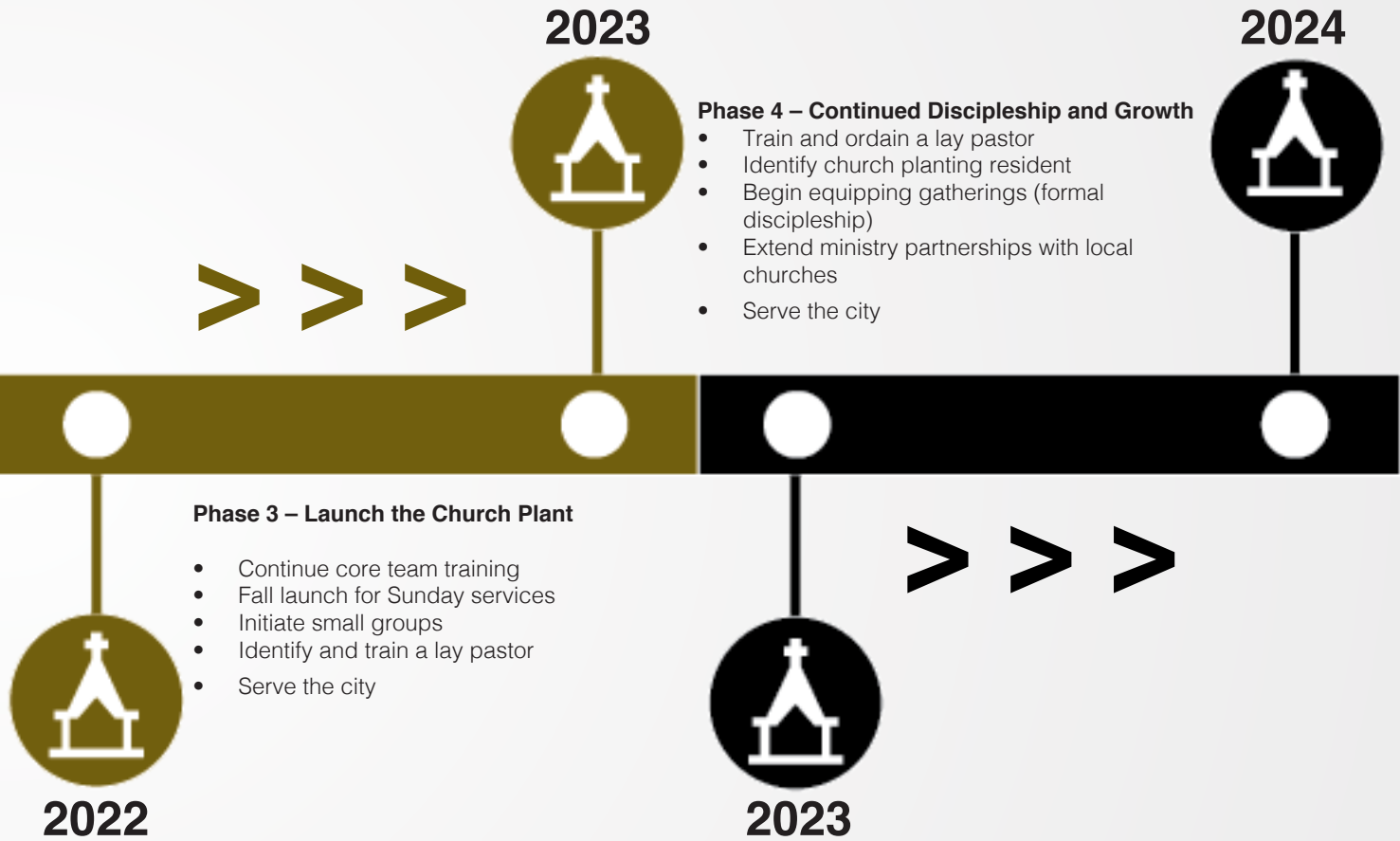
- Petaluma has grown 5% year over year since 2010
- The population is around 60,000 (roughly the size of Greenville, SC) but has a symbiotic relationship with Santa Rosa (pop. 175,000) and Northern Marin County (pop. 60,000)
- The North Bay of San Francisco is a post-Christian hotspot where ideologies other than Christianity are not only favored, but evangelical Protestantism is often frowned upon.
- 22% of Petaluma's population considers itself Catholic.
- In 2018, 46% of Sonoma County's student population was considered socioeconomically disadvantaged.
- Over 25% of students in Sonoma County did not meet literacy standards in 2016.



PLANTING MILESTONES 2021

2022





FOUR YEAR BUDGET

YEAR 1

Salary:

84k

Operations:

N/A

Equipping:

\$5,000 (Conference, training,
Seminary, travel, etc.)

Fundraising:

\$1,000

TOTAL: \$90,000

Projected Internal Giving: N/A

YEAR 2

Salary:

105k

Operations:

\$10,000 (website, email, equipment,
etc.)

Equipping:

\$5,000 (Conference, training,
Seminary, travel, etc.)

Fundraising:

\$4,000

TOTAL: \$124,000

Projected Internal Giving: N/A

YEAR 3

Salary:

105k

Operations:

\$20,000 (website, email, equipment, etc.)

Equipping:

\$3,000 (Conference, training, Seminary, travel, etc.)

Community Engagement:

\$10,000 (city engagement, service projects, benevolence, school relationship)

Fundraising:

\$4,000 (travel to SC, donor gifts, promotional materials, etc.)

TOTAL: \$142,000

Projected Internal giving: \$30,000

YEAR 4

Salary:

105k

Operations:

\$25,000 (website, email, equipment, etc.)

Equipping:

\$6,000 (Conference, training, Seminary, travel, etc.)

Community Engagement:

\$15,000 (city engagement, service projects, benevolence, school relationship)

Fundraising:

\$4,000 (travel to SC, donor gifts, promotional materials, etc.)

TOTAL: \$155,000

Projected Internal giving: \$60,000

PARTNERS



Kings' Cross Church

Kelly has served at KCC as an associate pastor along with Josh Romine and lead pastor, Chip Robinson, for 4 years. He helped to plant the church back in 2015. KCC is a church planting church and a maker of disciples in the Charleston, SC area. Even as a 4-year-old church plant, KCC ranked in the top 10 churches in SC for number of baptisms in 2019. Their vision is to be “a gospel community on mission for Charleston and the World.”

KCC has been the Graham's church family from 2016-2020, and the church is celebrating sending the Grahams as the first church plant of what they believe will be many to come. The relationships the Grahams have built at KCC will be life-long and their partnership in the mission is a treasure.



The Parish Church

The church that will be planted by the Grahams will incubate within and be sent out from the Parish Church in Petaluma, CA. Kelly will be a co-pastor with existing pastor and church planter, Daniel Huskey until it is time for the Grahams to be sent. The Parish Church was planted in 2018, and it is a gospel-centered family practicing the way of Jesus for the renewal of their cities. Daniel's kingdom mindedness and sending mentality are equal to that of King's Cross. Part of the mission for renewal is to plant more churches to reach more people and the Grahams' church plant will help fulfill this part of the Parish Church's mission.



North American Mission Board (NAMB)

NAMB is the Southern Baptist Convention's domestic mission organization. The Parish Church is supported by and associated with NAMB. The Send Network is NAMB's church planting network of churches, and the Petaluma church plant will also pursue partnering with the SEND Network. NAMB trains, equips, and supports church plants because the Church is God's plan to reach North America and the nations with the hope of Christ.

WAYS TO SUPPORT

Monthly Donations*

As is common with most church plants, our budget leans on the generosity of private and institutional monthly financial support.

Partnership

Partnership is key to our continued development and fruit in ministry. We have a deep desire to learn from and serve alongside other pastors and leaders who have gone before us.

One-Time Donations*

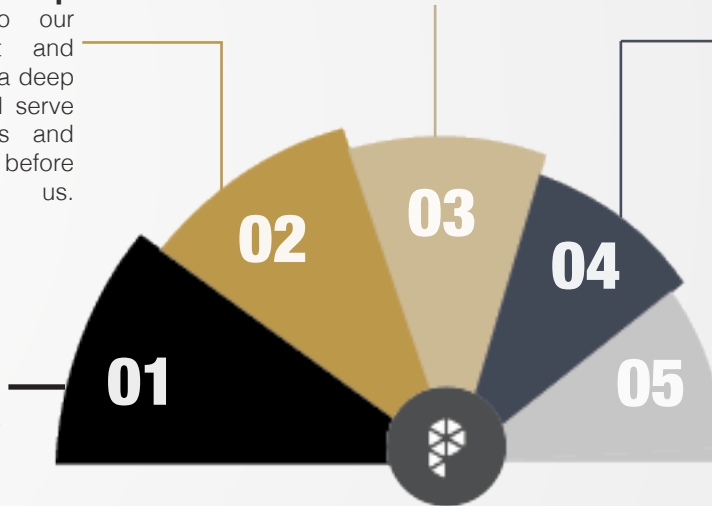
Some of our ministry partners have graciously given one-time donations to allow us the necessary capital for new ministry ventures.

Prayer

It must not go without saying that the single greatest need of a young, budding church plant is the constant prayer from fellow kingdom workers.

Resources*

One often overlooked way to support a young church is through resources. Many individuals or churches may have material items such as vehicles, sound/IT equipment, etc. that they no longer need and could serve a church on a start-up budget.



**All donations are tax-deductible*

ENDORSEMENTS

Chip Robinson

I consider it all joy to have had four years to work with and get to know Kelly and Carissa, and their beautiful family. With a pastor's heart and a proven track record, Kelly is well-positioned to plant a healthy, gospel-centered church. Our faith family will miss them dearly, but I could not be more excited to see how God uses the Grahams to impact the North Bay! If you are prayerfully considering partnering with someone for the sake of the gospel, I would strongly encourage you to spend time with Kelly, learn more about the spiritual needs in Petaluma, and link arms with them as they step out in faith.

Steve Herron

I've known Kelly Graham for the last 10 years both as a pastor and a friend. Kelly has a life that is seasoned with wisdom and a pastor's heart for those far from God. His humble willingness to step out in faith for the sake of the gospel in Petaluma is just the next opportunity that God has given Kelly to see the Kingdom advanced. I look forward to what God is going to accomplish through Kelly and Carissa and their family. I would encourage anyone who is seeking to support those at the forefront of what God is doing to consider partnering with Kelly.





STAY CONNECTED

Websites:

www.northbaychurchplant.com

www.theparish.church

Email:

kelly@theparish.church

