





# CAMPAIGN GUIDE



(02)

# Welcome

### JESUS ONCE SAID:

"Still other seeds fell on fertile soil, and they produced a crop that was 30, 60, and even 100 times as much as had been planted!" Matthew 13:8 (NLT)

# ST. ALBERT ALLIANCE CHURCH

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#### **CONTACT US**

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### MESSAGE FROM JEREMY PETERS LEAD PASTOR

#### Dear Friends,

It was Henry David Thoreau who said: "I have great faith in a seed. Convince me that you have a seed there, and I am prepared to expect wonders."

The seed is a revolutionary symbol. It's hard to believe that not only is an entire tree contained within a single seed the truth is, an entire forest is contained within that single seed, since a single tree can give rise to countless others!

Jesus once said, "I tell you the truth, unless a kernel of wheat is planted in the soil and dies, it remains alone. But its death will produce many new kernels – a plentiful harvest of new lives." (John 12:24)

The Seed Project is all about our dream to see a 'plentiful harvest of new lives' in our city, country and around the world. Our hope does not in any way rely on a physical building (which is simply a tool) but rather in the power of God dwelling within His people – Christ in us, the hope of glory! (Colossions 1:27).

Jesus alone is the LORD of the harvest, and as we seek to apprentice with Him, He can be counted on to take our faithful, obedient seed-sowing efforts, and to bring about a plentiful harvest of new lives for the sake of His Kingdom. Let's sow broadly, let's sow deeply, and let's sow with expectancy for His great honour and glorious delight!



# SEED PROJECT VISION



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# THE SEED PROJECT

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WE ARE EXCITED ABOUT THE UNIQUE JOURNEY that Jesus continues to lead us on at St. Albert Alliance Church. Both individually and collectively, Jesus has been teaching us to apprentice with Him by learning to **listen to, trust, and obey Him**.

JESUS CAME TO INITIATE AND EMPOWER A LIFE-TRANSFORMING REVOLUTION - ONE WHERE THE VERY LIFE, VITALITY AND PRESENCE OF GOD WOULD BE EVIDENT IN OTHERWISE ORDINARY HUMAN BEINGS.

**THE PRIMARY REASON** we are engaging in this project is quite simply because we believe Jesus has asked us to! He alone stands as the Head of St. Albert Alliance Church, and our intention is to walk in joyful obedience and partnership with Him.

Jesus' call to us has been clear – we are to have no other gods before Him. We believe The Seed Project is a primary tool He plans to use in this next season to help expose where our heart's allegiance currently resides, and to continue to shape us more and more to reflect His own generous nature. ONE OF THE KEY IMAGES FOR US THROUGHOUT THIS BUILDING RE-DEVELOPMENT EFFORT HAS BEEN THAT THE NEW FACILITY IS TO SERVE AS A KIND OF '**GREENHOUSE**'; THAT IT WOULD BE THE KIND OF ENVIRONMENT THAT WOULD PROVIDE OPTIMAL CONDITIONS FOR THE SEEDS OF THE KINGDOM TO FLOURISH.

**HOWEVER, PLANTS OF ALL KINDS** are not to find their permanent home in a greenhouse – rather they are tended and nurtured for a season that they may then be healthy and vibrant and ready to be re-planted in various homes, neighbourhoods and gathering places throughout a community.

This is why we are inviting you to participate fully with us in The Seed Project – that Jesus might be First in every area of our lives and ultimately in the lives of 1000's of others in St. Albert and beyond. **We are full of anticipation** for how a redeveloped building can be stewarded by Spirit-filled people to help facilitate the spreading and multiplying of the Kingdom in our community 30, 60 and even a 100x more than was planted.

"StAAC HAS DEEPLY IMPACTED MY LIFE with opportunities to explore my faith and the tools I needed to grow as a Christian. Thanks to StAAC I was able to recognize that I was being called into ministry and it gave me the community I needed to be able to follow that calling."

YOUNG ADULT & YOUTH LEADER

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# OUR STORY

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**THE HISTORY OF ST. ALBERT ALLIANCE CHURCH** is a story of grace, healing, learning to love others and to follow Jesus wholeheartedly.

**Courageous Beginnings (1979-1987)** A courageous small group of people from Beulah Alliance Church responded to the prompting of Jesus to start a new Alliance church in St. Albert with a heart to see the City come to transforming faith in Christ. This group began the pioneering work that resulted in the purchase of 5 acres of land (part of our current property), and the first incarnation of a new building in 1985.

**New Growth (1988-2001)** The next era in the story of St. Albert Alliance Church was one of reaching deep into the City of St. Albert and seeing scores of people coming to a saving faith in Jesus. Rapid numerical growth created new opportunities (and challenges!), innovative thinking and the beginning of small group communities. During this season, another 10 acres was purchased (1995), and further additions to our building were completed (Xtreme Kids wing, auditorium – 1998).

**Stabilizing Leadership (2002-2011)** Following a season of rapid growth, the church took deliberate steps to strengthen the leadership base and establish ministry structures to help facilitate sustained spiritual growth. Staff and Elder development, along with a continued community outreach emphasis characterized this season. We also saw the establishment of a new Alliance church in St. Albert as Next Christian Community launched to become an independent gospel expression (2005).

**New Wineskin's (2011-Present)** A widespread priority on listening prayer, a 22-month spiritual audit, a consistent call to deeper apprenticeship with Jesus, a re-aligning around prayer and new ways of thinking about mission have marked this most recent season. In 2016 we also celebrated the launch of a new expression of the church in Old Strathcona (Edmonton) that has increasingly been marked by an urban missionary perspective.

Jesus is leading His Church and we are grateful for His faithfulness evidenced throughout our heritage and for the new wineskin's He is continuing to establish in this season! May 2011 - Jeremy Peters begins as Lead Pastor

**2012-2013** - Spiritual Audit and Consecration service (October 2013)

**2014**- Sale of excess land completed.

**2015**- Seed Project building re-development plans begin

**2016**- New expression of church begins in Old Strathcona

2011-2017

May 1988- Mark Francisco begins as Lead Pastor.

**1989**- 2nd floor added to building (current offices)

1995-10 additional acres of land purchased

**1998** - Newly completed Xtreme Kids wing opens

**1998**- Multi-purpose sanctuary completed

**2001** - Mark Francisco ministry concludes

1988-2001

May - Church Constitution Est. with 29 Charter Members July- Wally Love begins as first pastor November- Official entry into C&MA

1979

membership unanimously approves final preparation for construction ph

2018 -

construction phase of building project

2018

May 2002- Robert Claxton begins as Lead Pastor

2003-2005 -Exploration into building expansion

**2005**- NEXT Christian Community is launched as independent gospel expression

**2011**- Robert Claxton ministry concludes

### 2002-2011

**Church** begins to meet in local schools WD Cuts, Sir Alexander Mackenzie and Club Mocambo

**1980 -** 5 Acres of land purchased on current site

**1985**- Building is completed (current lobby served as sanctuary)

**1987**- Wally Love ministry concludes

### 1979-1987

Full Seed Project Timeline available on PG 11 "WE HAVE BEEN CHALLENGED in our personal faith and to share Jesus with our neighbours and family who live in St. Albert.

We appreciate the opportunities to become involved in community and to encourage each other, pray together, hold each other accountable, and grow in our relationships with others and with Jesus!"

STAAC SMALL GROUP LEADERS

# WHY NOW?

#### AS WE SEEK TO DILIGENTLY FOLLOW THE LEADERSHIP OF JESUS,

countless hours of prayer and listening prayer, along with the consistent proactive seeking of wisdom from Elders, District leadership and outside consultants, have continued to lead us down this path.

In 2015, we began praying an S.O.S. prayer: God, would you Soften our hearts, Open our eyes and Strengthen our obedience to all that you are leading us in. We continue to pray this prayer as we look ahead to the coming season and respond to the following factors:

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- Unwavering belief that Jesus has asked us to.\* At the end of the day, this is all that matters.
- 2 Costly reality of addressing current building issues if we don't build (estimated approx. \$2.5M over next 2-12 years).\*\*
- 3 Current ministry inefficiencies (unsecured children's wing, lack of dedicated youth space, inability to concurrently use multiple ministry spaces, inhospitable location of staff offices, auditorium design limitations, wear and tear of weekly set-up and tear-down requirements).\*\*

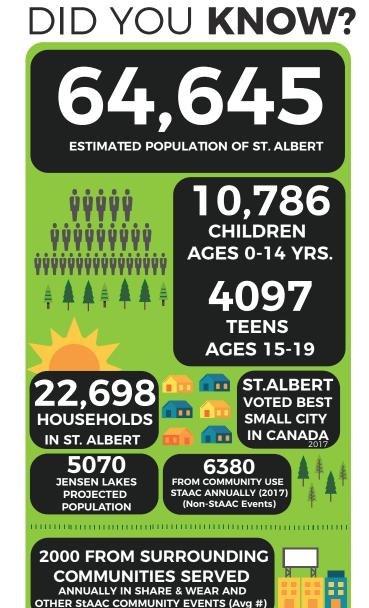


New neighbourhood opportunity (Jensen Lakes).

We have the only church building in a new neighbourhood of projected 5000 plus people who will be within walking distance. We want to be a loving expression of hope, hospitality and healing under the Headship of Jesus to those around us.

\*Confirmed and ratified by membership votes regarding different phases of the project in 2014 (land sale – 100%), 2016 (conceptual design – 97%), 2018 (floor plan and current timing to move forward – 100%)

\*\* For a more detailed explanation of the rationale, please refer to The Seed Project Q&A Guide



Population statistics from 2016 St. Albert Census report with the exception of Jensen Lakes.

# CURRENT JOURNEY





#### 2015

Elders Board approves the hiring of construction manager (Delnor) and architects (Kennedv Architecture) and building committee begins conceptual design work.

#### 2017

2016

desian.

Seed Project monies received total \$937K. Building Committee reconvenes with architects to produce floor plan designs. Feasibility Study conducted to assess congregational readiness for Capital Campaign.

97% vote in support of conceptual

Commitments total approx. \$847K.

Seed Project 1-year Faith

#### 2018

- Unanimous membership approval of floor plan design and taking next preparation steps for construction phase (including capital fundraising campaign).
- The Seed Project Capital Campaign (3-vear faith commitments).



'I TELL YOU THE TRUTH. unless a kernel of wheat is planted in the soil and dies, it remains alone. But its death will produce many new kernels-a plentiful harvest of new lives. ' John 12:24 (NLT)



#### 2012-2013

- Spiritual Audit conducted by the Elders Board. . inviting Jesus to show us unresolved relationships and aspects of our history where confession, restoration and reconciliation were required to prepare the 'spiritual' ground before addressing the 'physical' ground.
- Church family and building consecration service Oct. 2013.



#### 2011-2012

Conversations with the City Mayor and Land Developer lead to prayerful exploration of next steps regarding land and building

#### 2014

Unanimous membership approval to sell approx. 7 acres to Land Developer (Melcor) leaving us with approximately 6.5 acres for future development.

# FACILITY Floor plan & phases

### **OVERVIEW:**

- Total Cost of Phase 1: \$9,730,000\*\* (estimated)
- Total Cash on Hand (as of June 2018): \$2,700,000 (approx.)
- Total 3 Year Faith Commitment Goal: \$3,700,000
- Total Borrowing Required Phase 1: \$3,330,000\*\*

#### PHASE 1 Cost \$9,730,000

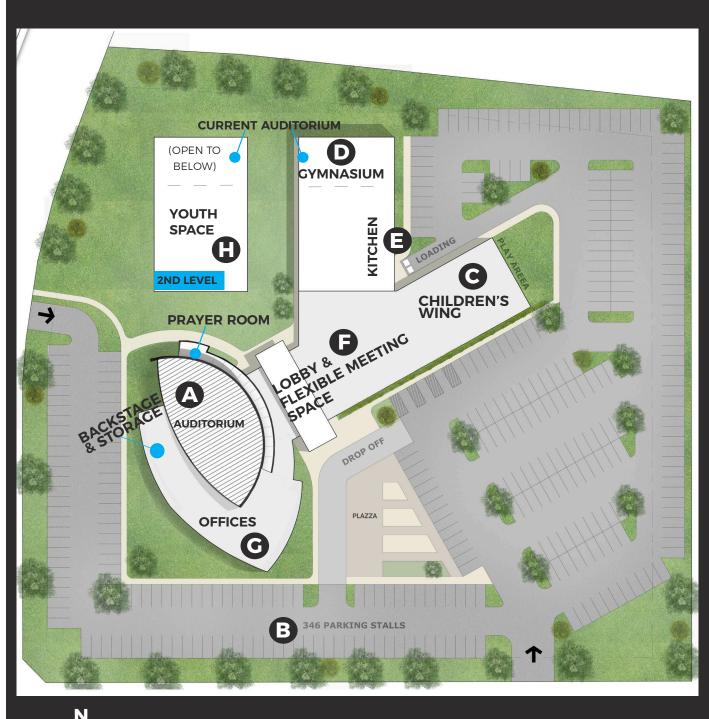
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- **\$8,100,000** New construction (includes entire outer building envelope, sanctuary, lobby, majority of parking)
- **\$490,000** Architect Fees
- **\$65,000** Civil engineering, Geo-technical, Landscape design, etc.
- \$450,000 AV & IT, Stage lighting, Acoustic Panels, Window Coverings, Furniture, Legal, Baptistry, etc.
- \$625,000 Land Levies\*\*

#### FUTURE PHASES Cost \$3,550,000

- **\$1,800,000** Redevelopment of current auditorium (future kitchen, gymnasium, youth space, and classroom space)
- \$900,000 New Xtreme Kids wing
- **\$100,000** Completion of administrative offices
- **\$400,000** Final building exterior work and completion of parking lot paving
- **\$350,000** Kitchen outfitting, furniture, movable walls, flooring in auditorium, etc.

\*\* We are exploring with the City the possibility of amortizing the levy fees so as to defer the upfront cost (ie. total Phase 1 cost would be approx. \$9.1M if levies were deferred).



### Floor plans & design by **KENNEDY ARCHITECTURE**

# DESIGN FEATURES

### **INTERIM REALITY**

- We are able to use our existing facilities as new construction is taking place.
- While we are raising funds to complete future phases, we will be able to use our existing kitchen, kids and auditorium spaces.
- The current building (minus the auditorium which will be re-purposed) will be torn down only after the full project is complete.

**FEATURES** 

**D:** Gymnasium

H: Youth Space

**TOTAL SQUARE FOOTAGE 47, 683** 

A: Seating for 600 in sanctuary

C: Strategic use of new children's spaces

B: Over 300 parking stalls

E: 25% bigger kitchen spaceF: 5000 sq ft open lobby spaceG: Office space on main floor and



### Worship Space

- Revised layout that promotes stronger sense of community
- Better space acoustically for worship services
- Ability to leverage better integrated audio and technology
- Dedicated prayer room with 4x
  more usable space

### **Group Life**

- More flexible meeting spaces for different group sizes (up to 300 people around tables) Includes multiple learn
- spaces, youth space, gymnasium

### KidsVastly improved security

- tables) · Varying room sizes and better use of space to facilitate ministry
  - facilitate ministry Dedicated, secure outside play area

### Youth

Dedicated youth space creating a sense of belonging and ownership and allowing for students to bring friends and welcome newcomers

accessible to visitors

### Community

80% more usable space to host community meetings, events and StAAC events such as Share & Wear

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More diversity in spaces

**"WE HAVE SEEN** the hand of God in our church and in our personal lives many times. Most significantly was God's guidance for supporting our church financially through tithing. We doubted we could afford it - He assured us we could and our leap of faith has surely been a miracle. He says what He does and He does what He says. We have never experienced regret or had any hardship as a result of our decision - in fact. just the opposite."

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VOLUNTEER

# FAITH & FINANCES

#### READ 1 Chronicles 29:10-19

What does this story tell us about the source of our finances? In the story, what motivates a generous response from the people?

TALAND COLORING

#### **READ Matthew 6:19-21**

What does Jesus say about the investments we can make? What are the implications of this truth?

#### READ 2 Corinthians 9:6-15

What do you think Paul means about sowing sparingly and generously? Whats the difference between being a cheerful giver and an obligated giver?

#### READ 1 Timothy 6:6-19

Summarize the directions that Paul is giving to Timothy in this text. What does this passage teach about wealth and being rich?

### **"ALL THAT** WE HAVE IS **A GIFT FROM JESUS, AND** WE NEED TO **SEEK HIM IN ALL ASPECTS OF OUR** LIVES."

DAVE SPIERS

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#### I REMEMBER THE FIRST-EVER STEWARDSHIP PROGRAM KIM AND I WERE INVOLVED IN AT ST. ALBERT ALLIANCE CHURCH CALLED 'CELEBRATE A BUILDING OF FAITH.'

Kim and I were involved in the leadership of this church initiative to raise resources to build what is now our current sanctuary. Kim and I were praying about what Jesus would have us do. After listening in prayer individually, we came back together and were amazed that we had each heard the same number. Unbelievable - Jesus had spoken the same thing to each of us! This was a real faith step for us considering we had three kids, a mortgage, all the normal bills and we were managing this on one salary - but in the end I was still able to figure out how it could happen (or so I thought)!

Then the stock market crashed and I no longer had it figured out at all. My debt had now grown significantly, because of decisions I had made on my own without the input of Jesus. That season was a turning point for us, and a recognition that all that we have is a gift from Jesus, and that we needed to seek Him in all aspects of our lives. As we trusted Jesus in our commitment, He provided all that He asked us to give!

I know that we are all in different stages of our lives; Kim and I are now looking at retirement in a few years: how do we make that work and participate in this Seed Project? Well, we are going to trust Jesus! I trust Jesus for my salvation; I can certainly trust Him for my day to day needs. I pray that each of us will reflect on where our security lies! I pray that we will live in light of eternity, and that while we are here, we are making an impact for eternity. Praying for you as you seek Jesus in what He is inviting you into.



DAVE SPIERS The Seed Project Building Chair

# JESUS FIRST IN EVERYTHING

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WHEN WE FIRST ASKED JESUS ABOUT WHY HE WAS ASKING US TO ENGAGE in a building re-development project, the primary reason He gave us was that this would provide an opportunity for His people to learn to put Him First in our lives in the one area that is often the most challenging – our wallets!

Though we believe that greater ministry effectiveness and further Kingdom reach will be enabled by a redeveloped facility, our strong sense is that Jesus' primary agenda is that we as a church family might grow as His apprentices, reordering our lives around Him as First in everything.

CHRIST IS ALSO THE HEAD OF THE CHURCH, WHICH IS HIS BODY. HE IS THE BEGINNING, SUPREME OVER ALL WHO RISE FROM THE DEAD. SO HE IS FIRST IN EVERYTHING.

COLOSSIANS 1:18 (NLT)

**"STAAC HAS REALLY HAD AN IMPACT IN MOST EVERY AREA OF OUR LIVES**. From walking alongside our kids as they journeyed into adulthood to helping us become more aware of needs both spiritual and physical of those throughout the world. Our walk with God started here and we can truly say that StAAC has continued to challenge and encourage us to make that walk deeper and stronger."



# WHAT CAN You do?

A STINGY PLANTER GETS A STINGY CROP; a lavish planter gets a lavish crop. I want each of you to take plenty of time to think it over, and make up your own mind what you will give. That will protect you against sob stories and arm-twisting. God loves it when the giver delights in the giving. God can pour on the blessings in astonishing ways so that you're ready for anything and everything, more than just ready to do what needs to be done.

2 CORINTHIANS 9:6-8 (MSG)

### **D** PRAY

Talk to Jesus. Ask Him to lead you and give you a new level of generosity. Ask Him what your role in supporting the vision could look like. We encourage families to do this together.

### 2 REFLECT

Take the time to listen to Jesus and His leading. Examine your financial situation and look at ways that you can make a sacrificial gift at one-time or over a season.

# DISCUSS

Seek time to speak openly about your contribution with others you trust. Your spouse, friend or financial advisor may offer you wisdom and clarity.



Step out in faith and give your support by completing your Commitment Card.

# GROWING IN A HABIT OF GENEROSITY

### **10% CHALLENGE**

**THROUGHOUT THE HISTORY** of the people of God, we see a regular habit of people returning the first fruits (usually a baseline of 10% of your income) back to God. (cf Gen. 14:19-20; 2 Chron. 31:4-5; Mal. 3:8-12; Matt 23;23)

#### CHALLENGE 1: COMMIT TO INCREASING YOUR OVERALL GIVING PERCENTAGE TO 10% WITHIN 3 YEARS.

The faith journey of some will require some 'bite-size' steps to grow their habit of generosity to the baseline of 10%, and so the following reflects a way to take deliberate action over a 3-year period.

- STEP 1 Determine your total percentage of current giving (giving \$\$ divided by income \$\$)
- STEP 2 Subtract it from the 10% goal to determine the remaining gap
- STEP 3 Divide the remaining gap by 3 to determine the required yearly increases in giving percentage

#### Example Scenario:

Step 1 - \$1250 (giving \$\$ last year) divide by \$50,000 (income \$\$ last year) = 2.5% giving %Step 2 - 10% goal subtract 2.5% current giving % = 7.5% remaining gap

Step 3 - 7.5% remaining gap divide by 3 years of campaign = 2.5% increase required each year

### 1% CHALLENGE

**THE NEW TESTAMENT PATTERN** is actually one where people were often called to give much more than 10% of their income away – in fact, sometimes people were asked or felt led to give everything away! (cf. Luke 21:1-4; Mark 10:17-31; 2 Cor.8 & 9). To keep growing in a habit of generosity, many apprentices of Jesus throughout the last 2000 years have accepted the following challenge:

#### CHALLENGE #2 - COMMIT TO INCREASING YOUR OVERALL GIVING PERCENTAGE BY 1% PER YEAR

This kind of step keeps us on the growing edge in our trust journey with Jesus and keeps us from becoming complacent as we seek to steward His resources generously!

# COMMITTING TO 'OVER & ABOVE' GIVING TO THE SEED PROJECT

**ONCE WE'VE ESTABLISHED** a habit of generosity (often out of obedience), the next challenge is to consider how we could participate in The Seed Project through both sacrifice and faith.

### SACRIFICE CHALLENGE

WHEN WE CHOOSE TO SACRIFICE something for another person – not out of obligation or expectation – but out of genuine love for someone (like our kids or those closest to us), it is a powerful witness and reflects the very heart of God who gave Himself up for us as the ultimate sacrifice.

#### CHALLENGE #3 - COMMIT TO MAKING AT LEAST ONE SACRIFICIAL DECISION TO RELEASE GREATER GENEROSITY.

See PG 21 - 'Creative Ways to Contribute' – for some ideas on ways you could make a sacrificial love offering to Jesus.

### FAITH CHALLENGE

**IF WE COMMIT TO REORDERING OUR FINANCIAL WORLD** around Jesus as First in Everything (as reflected in the first 3 challenges), we'll discover there will be opportunities to give to The Seed Project in ways we had not previously considered. Though these opportunities will require new levels of trust and sacrifice, we can (at least partially) envision how it might be possible. **The faith challenge is all about intentionally creating a 'faith gap' that only God can fill.** 

In other words, you don't know where the money is going to come from, but you sense His prompting to trust Him in advance to provide in some unforeseen ways so you can further participate in The Seed Project.

CHALLENGE #4 - COMMIT TO CREATING A 'FAITH GAP' IN YOUR OVERALL 3 YEAR COMMITMENT.



### 'FOR WHERE YOUR TREASURE IS, THERE YOUR HEART WILL BE ALSO. '

MATTHEW 6:21 (NIV)

**DID YOU KNOW?:** Giving at any level provides a significant tax benefit. We are privileged to live in a country where our government promotes giving. Did you know that when you give over \$200 in a tax year, the tax credit to you is approximately 50%? See the guide below to see the net cost of giving to you.

	Weekly	Bi-weekly	Monthly	Total Pledge	Less Tax Credit *	Net Cost of Gift
	\$ 10	\$ 20	\$ 43	\$ 1548	\$ (624)	\$ 924
THE SEED	20	40	87	3,132	(1,416)	1,716
PROJECT	50	100	217	7,812	(3,756)	4,056
COMMITMENT	100	200	433	15,588	(7,644)	7,944
OVER 36	200	400	867	31,212	(15,456)	15,756
	350	700	1517	54,612	(27,156)	27,456
MONTHS	500	1000	2167	78,012	(38,856)	39,156

\*The charitable tax credit is based on all donations over \$200

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St. Albert Alliance Church is a registered Canadian charity. Registered Charities #12954 3153 RR0001

# CREATIVE WAYS TO CONTRIBUTE

As you pray, consider the following creative ideas for increasing your giving opportunities:



**Delayed Purchases** - Could you delay major spending on a new vehicle, a home renovation, or vacation?

**Lifestyle Changes** – Could you cut back on entertainment, subscriptions, or eating out?

**Leverage Your Income Tax Return** - For many, this income is not used to sustain monthly cash flow. Could some or all of it be invested in The Seed Project?

Offer Assets or Investments – Do you have anything lying around your house or garage that you haven't used in the last year that could be sold in a yard sale or on Kijiji? What about stock options? Excess land? Unnecessary vehicles, jewelery or collectibles?

**Side Jobs, Overtime Pay and Year-End Bonus** – Do you have an expectation of God's provision through means beyond your normal cash revenue?

**Employer Matching Gifts** – Some employers will make matching donations for contributions made by their employees. Consider checking to see if your employer has such a program in place.

**Leave a Legacy** - Have you ever considered the distribution of a portion of your estate or some other form of planned gift as part of your worship to God?

**"OUR CLOSING BENEDICTION THAT WE SAY EVERY SUNDAY IS:** 'Go be the church in the places where you live, learn, work and play.'

Being part of St. Albert Alliance has made me aware of that and I try to show Jesus to those around me. I am so thankful for the example of our leadership in showing this to me."

StAAC VOLUNTEER

(21)



# WAYS TO



#### ONLINE

Give online at staalliance.org/giving



### WEEKEND SERVICES

Give on Sunday mornings during our services. (Cash, cheque & debit accepted)



#### PRE-AUTHORIZED GIVING

Get automatic withdrawals from your bank account! Pick up a form today, or go online and fill one out.



## THE StAAC

Give through our mobile APP within in minutes! (2.3% fee per transaction)

# GIVE GENEROUSLY

**AS WE SEEK** to be the church in the places where we live, learn, work and play... here are a few ways in which we can be generous in our hearts towards others.

- Pay for the person behind you at the drive through.
- When cooking, make some extra and share it with someone in need.
- Purchase an extra bag of groceries for a single parent, widow, or needy family.
- Tip someone 50% on your bill.

- Bring donuts or other food to your local fire station.
- · Let someone go in line ahead of you.
- Put some "God Money" in a special place in your wallet to give away when God prompts you to help someone.





QUESTIONS ABOUT THE SEED PROJECT? EMAIL US: theseedproject@staalliance.org

STAALLIANCE.ORG/THESEEDPROJECT