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**IMPACT
REPORT**

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INTRODUCTION

Carolina Movement Family!

We have exciting news! At Carolina Movement, the **movement is moving!** Every year, more churches are being planted, and those churches are planting even more churches. This is a movement that multiplies—and it's changing lives. Over **3,000 people** are worshiping in our church plants each week, with over **1,000 baptisms!**

Our original vision, set in 2017, was to plant **100 churches by 2027**. Right now, we're at 45 church plants, and the pace is picking up. This past year, we asked God, what's next? How can we continue transforming the spiritual landscape of North Carolina?

At our annual planning retreat, God answered. Our next big vision? Planting churches in **EVERY COUNTY in North Carolina** to become a truly statewide movement.

Thank you for partnering with us to give every man, woman, and child in North Carolina the opportunity to respond to the good news of Jesus!

Chris Hankins
President



PLANTING ON PURPOSE

MISSION

“Helping every church become a church planting church”

10 YEAR VISION:

“100 NC Churches Planted by 2027”

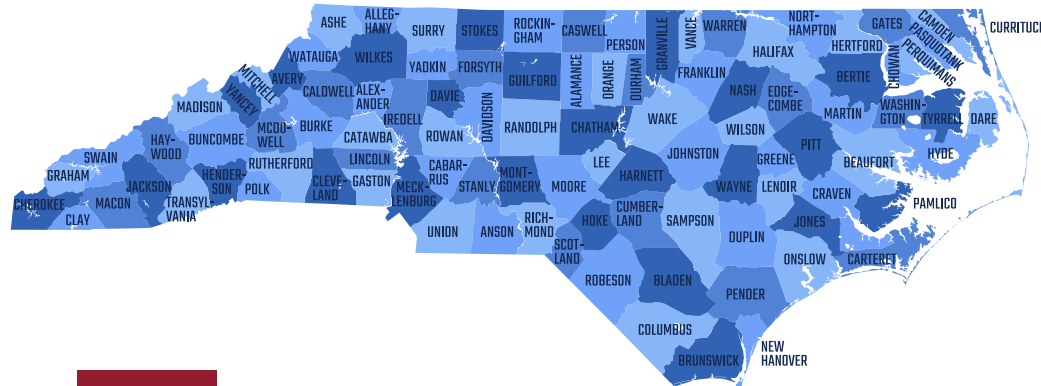
EVERY COUNTY DREAM:

“CM Sending Churches and Church Plants in **ALL 100 COUNTIES** in NC!”

REGIONAL STRATEGY

North Carolina’s 100 counties are divided into 25 regions. In each region, Carolina Movement will establish a church planting network, led by a part-time regional catalyst. A key regional church will take the lead, supported by sending and stakeholder churches in order to support multiple church plants in the region.

MOVEMENT DEFINED



**YOU CAN'T ACHIEVE
WHAT YOU CAN'T DEFINE.**

“A church planting movement is an indigenously led Gospel-planting and obedience-based discipleship process that resulted in a minimum of one hundred new locally initiated and led churches, four generations deep, within three years.”

- David Watson (Contagious Disciple Making)

OUR DEFINITION OF A CHURCH PLANTING MOVEMENT IN NC:

“A rapid and exponential increase in the # of new believers & churches in NC resulting in 100+ new churches planted & 10,000+ people baptized within 3 years representing at least 4 generations of church plants.”

This is our dream! We are praying and working to see a church planting movement in NC that reaches EVERY COUNTY with the Gospel of Jesus Christ!

THE WHAT



2025-2026 Strategic Initiative

Raise \$300k to fully fund 6 new Carolina Movement regions for 2 years. These six regions will *reach 21 NC counties with a total population of 3.82 Million people, representing 35% of NC's 10.88 Million population.*

We believe catalyzing church planting networks in these 6 key regions will propel Carolina Movement to become the first church planting movement in the United States in our generation. The result will be 12 fully funded Carolina Movement Regions and Regional Catalysts *reaching 75% of NC's Population and 47 NC Counties!*

THE NEED

Raise \$300k to fully fund 6 new regions over the next two years, doubling to 12 regions and catalyzing a Church Planting Movement.

GOAL BREAKDOWN

\$25k per region x 2 years

\$50k per region x 6 regions

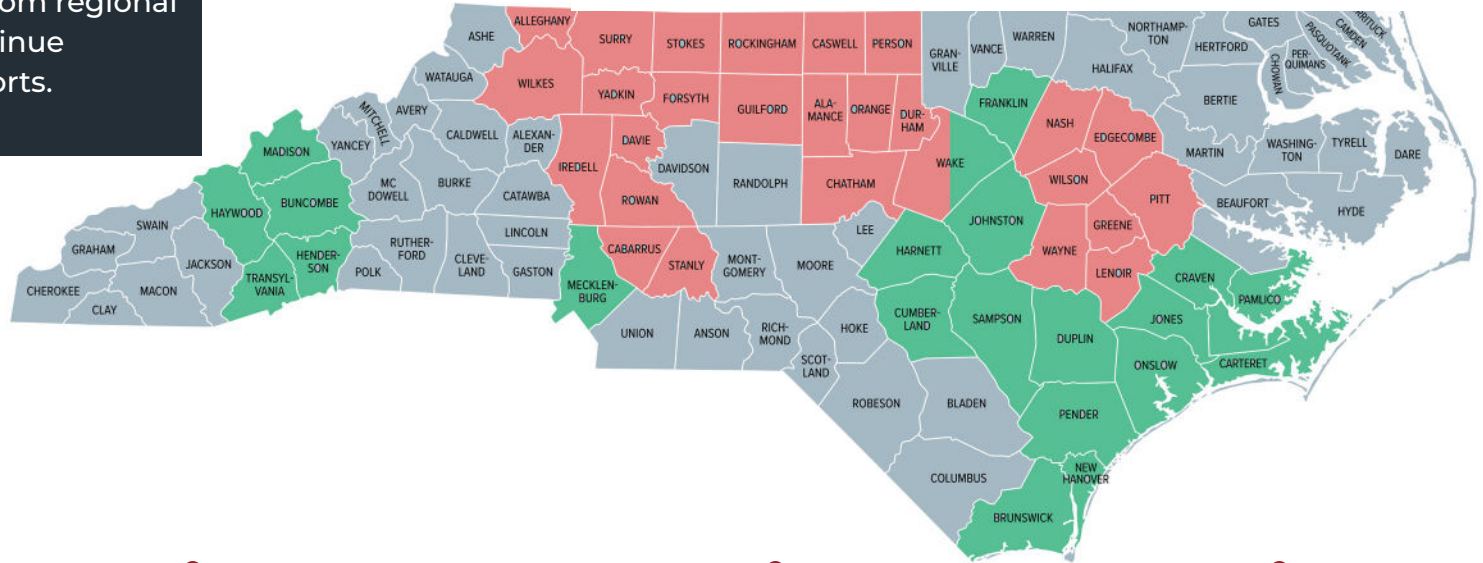
= \$300k Total Goal

THE PLAN

Launch six regional networks focused on developing sending churches and raising up church planters across **21 counties**. Regional Catalysts will be hired to lead these efforts, fostering networks of churches that prioritize mission and multiplication. Donations raised through this two-year initiative will cover initial startup costs. By the end of the two years, each region aims to be self-sustaining, generating **\$25,000** annually from regional & stakeholder churches to continue expanding church planting efforts.

TARGET REGIONS

- 1. WILMINGTON REGION** (New Hanover, Brunswick, Pender, & Duplin County)
- 2. CENTRAL CHARLOTTE REGION** (Mecklenburg county)
- 3. MOUNTAIN CENTRAL REGION** (Buncombe, Madison, Henderson, Haywood, & Transylvania County)
- 4. TRIANGLE EAST REGION** (Johnson, Franklin, & Eastern Wake County)
- 5. FAYETTEVILLE REGION** (Cumberland, Harnett, & Sampson County)
- 6. CRYSTAL COAST REGION** (Craven, Jones, Carteret, Pamlico, & Onslow County)



THE TIMELINE

PHASE 1 - FOUNDATIONS

January - June 2025
Lay operational foundation to double from 6 to 12 regions. Movement leader working to establish lunches and key relationships in Regions.

PHASE 2 - CATALYZING

July - December 2025
Begin hiring Regional Catalysts as funding becomes available. Goal is to have all 6 regional catalysts in place by 2025.

PHASE 3 - SOLIDIFYING

January - June 2026
Regional Catalysts build intentional relationships in the region with church planters and existing churches to solidify the church planting network in their region.

PHASE 4 - SELF-SUSTAINING

July - December 2026
Regional Catalysts work to recruit Regional Churches and Stakeholders moving toward the goal of self sustainability.

EVERY COUNTY NEXT STEPS



1. PRAY: PARTNERSHIP SUNDAY

We're building a Prayer Movement that fuels our church planting. Right now, we have over **550 people** on our prayer team. Our goal is to reach **1,000 people** praying weekly for our pastors, church plants, and counties that need churches. Will your church host a Partnership Sunday and invite your church to pray weekly for church planting in North Carolina?



Carolinamovement.com/partnershipsunday

2. GIVE: EVERY COUNTY OFFERING

We're building a Prayer Movement that fuels our church planting. Right now, we have over 550 people on our prayer team. Our goal is to reach 1,000 people praying weekly for our pastors, church plants, and counties that need churches.

Will your church host a Partnership Sunday and invite your church to pray weekly for church planting in North Carolina?



Carolinamovement.com/partnershipsunday

3. CONSIDER: SPONSOR A REGION

Is your church located in one of these six regions? You could become a Regional or Stakeholder Church. Or, maybe you can sponsor one of these six new regions for \$25,000 a year as they get started and work toward sustainability.

www.carolinamovement.com/everycounty

PRAYER TEAM

“LITTLE PRAYER, LITTLE POWER. MUCH PRAYER, MUCH POWER. NO PRAYER, NO POWER.”

550+ PEOPLE PRAYING WEEKLY

We want to see a PRAYER MOVEMENT to fuel our church planting! Our goal is to raise up 1,000+ people in 2025 to intentionally pray weekly for our church planters, pastors and counties in NC!



Scan the QR code to sign up or visit
www.carolinamovement.com/prayerteam

REGIONAL TESTIMONIES

TRIAD REGION:

- Regional Catalyst: Adam Pickard
- Regional Church: Definition Church
- Church Plant: For the City Church
- Church Planter: Chris Hollbrook

“Carolina Movement has been a game changer for me! I have developed friendships with other pastors in my community like never before. When I first started going to the monthly lunches, I only knew Nick Poindexter, but from that first meeting, Adam Pickard, our regional catalyst, set up a time to grab coffee for us to get to know each other. I remember Adam sharing how much of an impact the movement had made on him; it was that meeting that gave me the final push to partner with Carolina Movement to plant our church. Adam then invited me to lunch with another pastor in our area to talk about supporting me, and connected me with several other pastors in our area. Adam even rallied a group to show up to one of our church plant’s interest meetings, just to support us! The funding is great (and truly needed) but the relationships I have built through the monthly lunches and through my Regional Catalyst have been the absolute best part. I used to do ministry alone, but through Carolina Movement, I have found my people!”

- Chris Hollbrook



FOOTHILLS REGION:

- **Regional Catalyst: Nick Poindexter**
- **Regional Church: Collide Church**
- **Church Plant: TruePoint Church**
- **Church Planter: Lincoln Hobson**

“Carolina Movement has been a phenomenal support for True Point Church! From the support financially to the help given by Chris and Corey. The greatest part for me has been the relational aspect. From meeting pastors from all over the state at the gathering to the monthly regional lunches. The lunches have provided a place for me to find like minded people who have been in my shoes and understand the things I am facing which allows me to know I’m not in this alone and I can lean into their wisdom!



My regional Catalyst is a person who I know without a shadow of a doubt has my back. Not by words but by actions and relationship. I honestly can say I hope and pray God will allow me in the future to be able to pour into other planters and pastors the way Nick Poindexter has poured into me!”

CHARLOTTE NORTH REGION:

- **Regional Catalyst: Corey Alley**
- **Regional Church: SOJO Church**
- **Church Plant: Casa Viva Church**
- **Church Planter: Josue Rodriguez**

We launched Casa Viva Church in 2023. We started with just a core team of 27 people who worked really hard for that launch and as of this moment we are a little over a year and a half old. What we have seen the Lord do is incredible! We are seeing an average of over 600 people worshipping Jesus with us each Sunday. We have gone from one service to three services. But the even bigger victory is that we have seen 72 people make it to the baptismal waters!



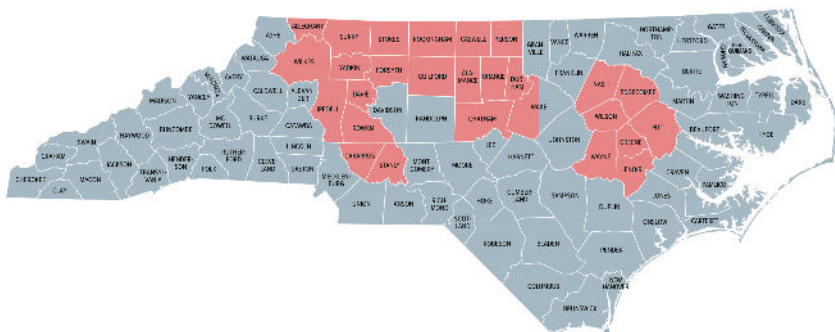
It all started two years before that on the top of a mountain when the Lord called my wife and I to plant a church and me thinking there is no way I’m going to do this. I remember the fear and the struggle and the anxiety, primarily because I didn’t know anybody. I didn’t know anybody outside of my bubble. And I knew I didn’t want to do this alone, because if I did this without the support, and love and guidance of other pastors who’ve done it, I knew I was going to hurt me and I was going to hurt my family really bad. And that’s something that terrified me. Through some God way I got invited to a Carolina Movement lunch where I got to meet a whole bunch of pastors from the city of Charlotte. I told them my dream was to launch a church in the city but I don’t have people around me. I remember Corey Alley standing from the table, looking at me in the eyes and saying, “God brought you to the right meal. You’re not going to plant alone and you should not plant alone and I’m going to make sure you don’t through Carolina Movement. He gave me a vision of churches planting churches to change the spiritual landscape of North Carolina. And these pastors starting loving us, checking up on us and partnering with us. And three years later they are still with us... still loving on us... still calling us... when we have been down, when we have been frustrated, they have been there. There is no doubt in my mind that if it wasn’t for that pastor and that meal we would not be where we are right now! Not as a church, not as a family. If we can continue to build those kinds of atmospheres and find those kinds of people that are for this vision to connect these pastors, I know that the state of North Carolina will completely change.

THE MOVEMENT IS MOVING!

2024 COUNTIES

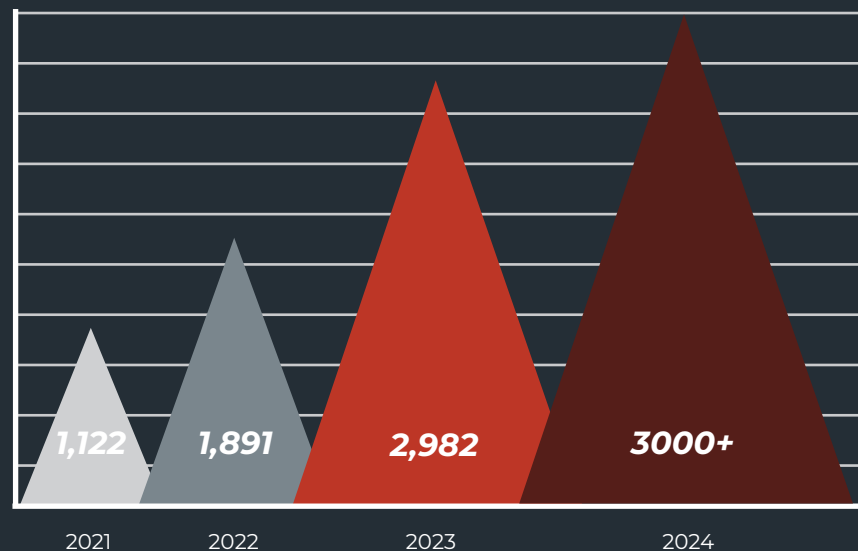


6 REGIONS



1. **Eastern NC** - (Nash, Wilson, Greene, Wayne, Lenoir, Pitt, Edgecombe Counties)
2. **Triangle Central** - (Western Wake County ½ population)
3. **Triangle West** - (Durham, Orange, Alamance, Person, Chatham Counties)
4. **Triad** - (Guilford, Forsyth, Rockingham, Caswell)
5. **Foothills** - (Yadkin, Davie, Surry, Stokes, Alleghany, Wilkes, Iredell Counties)
6. **Charlotte North** - (Cabarras, Rowan, Stanly)

WORSHIP ATTENDANCE AT CM CHURCH PLANTS



BAPTISMS AT CM CHURCH PLANTS

1000+

TOTAL BAPTISMS ALL TIME!

CHURCH PLANTING IS THE MOST EFFECTIVE METHOD OF EVANGELISM

100%
SUCCESS RATE!

45
CHURCH PLANTS ALL TIME

CHURCH PLANTS

13 Church Plants 2024

OUR MODEL

EVERY CHURCH A CHURCH PLANTING CHURCH!



PLANT IMMEDIATELY No More Waiting

Most church plants never end up planting another church. The only way to see a church planting movement is through churches planting churches that plant churches. In our model church plants immediately become sending churches by joining a church planting coalition immediately after their grand opening!



EVERYONE PLANTS No More Mega Mentality

Many smaller to medium size churches think they don't have the resources to plant a church. However, we believe church planting should not just rely on mega churches with mega budgets. We set the funding level at a place where every church can become a sending church through joining a coalition of sending churches.



PLANT SENT No More Orphans

Organizations often sponsor church plants without the plant having a sending church to provide covering, prayer, resources, and support. The unintended result is that church plants become spiritual orphans. In our model, every church plant has multiple sending/mother churches.



PLANT DIRECTLY No More Middle Men

When a sending church becomes engaged with a specific church plant, it becomes more passionate about church planting. Having a direct relationship with a church plant allows churches to engage their congregation in praying for, serving with, giving to, and sending out people to help the new church plant.



PLANT TOGETHER No More Solo Planting

Church planting coalitions provide multiple sending churches for a church plant. A single sending church does not have the pressure of providing all the support and resources. Church Plants thrive when supported by multiple sending churches while Both gaining the organizational and operational support of Carolina Movement.



NEXT STEPS *(Join the Movement)*

We have three levels of church support...



Church Planter

We have a proven track record of helping church planters plant successful churches. Our Carolina Movement church plants are seeing great growth and changed lives. We take seriously the responsibility entrusted to us by our sending churches and have a high standard for potential church planters.

Find out more at:

[www.carolinamovement.com/
planter](http://www.carolinamovement.com/planter)



Stakeholders

Stakeholder Churches believe in the dream of seeing a church planting movement in North Carolina. They give to cover the costs needed to care for planters and make it possible for every dime from new sending churches to go supporting their designated church plant.

Find out more at:

[www.carolinamovement.com/
stakeholder](http://www.carolinamovement.com/stakeholder)



Sending Church

We believe every church can plant another church! Our mission is to come alongside your church to help you join a sending church coalition to plant a brand new church. 100% of sending church contributions go to support your chosen church plant and reach people for Jesus Christ in their community!

Find out more at:

[www.carolinamovement.com/
sending](http://www.carolinamovement.com/sending)



Partner Platoon

The Partner Platoon is a group of committed individual partners who partner financially to help us offer planter care for church planters on the front lines of our church planting movement across North Carolina!

Find out more at:

[www.carolinamovement.com/
partnerplatoon](http://www.carolinamovement.com/partnerplatoon)



THANK YOU to our STAKEHOLDER ORGANIZATIONS

Stakeholder Organizations are organizations who believe in the dream of seeing a church planting movement in North Carolina that gives every man, woman, and child the opportunity to respond to the good news of Jesus Christ. As a way to say THANK YOU to these generous partners, please take a minute to check out the amazing work they are doing!



MISSION SUPPORT helps you stay focused on your mission by getting you the help you need. They provide bookkeeping, payroll, websites, marketing, SEO, capital campaigns and MORE.

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CAROLINA CARE CENTER helps your church serve Jesus as you serve the community through fulfilling the Matthew 25 mandate of Jesus to feed the hungry, clothe the naked, heal the sick, and visit the prisoner.

WWW.CAROLINACARECENTER.ORG



TTI partners with local leaders in some of the least reached areas of the world to train disciple makers and church planters.

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WIF'S primary purpose and operation is providing loan assistance to churches and church related entities so they can expand their facilities, purchase land, build, or refinance current debt.

[HTTPS://WWW.WIFONLINE.COM](https://WWW.WIFONLINE.COM)



OUTREACH.COM helps with targeted social ads & automated follow up, free church planting packages, new mover mailers, postcards, invites, banners, movie licenses and more.

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ANCHOR LEGAL. Churches even though they are nonprofits can be sued just like any other entity. Churches need to focus on risk management, both to protect people and their bottom line.

[HTTPS://WWW.ANCHORLEGALGROUP.COM](https://WWW.ANCHORLEGALGROUP.COM)



CULTIVATE LEADERSHIP INSTITUTE, CLI, is a leadership certificate program that is designed to help you grow in your leadership capacity by discovering your unique God-given purpose.

[HTTPS://WWW.CULTIVATELEADER.COM](https://WWW.CULTIVATELEADER.COM)



WILCOX WORLD TRAVEL is a ministry focused travel agency serving the travel needs of Churches, Missionaries, and Non-Profit Organizations. We do this by securing highly discounted airfare for missionary travel and by creating one-of-a-kind Bible Tours.

[HTTPS://WWW.WILCOXTRAVEL.COM](https://WWW.WILCOXTRAVEL.COM)



AGAPE is here to guide you through answering God's call to care for vulnerable children. Whether you're exploring fostering or already caring for a child, our team of trauma-informed professionals is here to help you.

[HTTPS://AGAPEOFNC.ORG](https://AGAPEOFNC.ORG)





THANK YOU

for investing in church planting in North Carolina!



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www.missionsupport.com