

PERVASIVE HOPE

EVERY STREET.
EVERY PERSON.





*I tell you, open your eyes
and look on the fields.
They are ripe for harvest.*

—JOHN 4:35

LETTER FROM MILES

Dear Rock Church Family,

What you hold in your hands is a story that began 12 years ago. It's a story of faithfulness, hope, vision and risk. It's been written by people like you who have responded to God's invitation to be part of something amazing; something larger than you and larger than me. This is the story of the Rock Church and how God has called us to establish hope in the least likely places.

This story is just beginning. God has called the Rock Church to love our city and beyond by being a catalyst of Pervasive Hope in San Diego and around the world. This means that for every way a person can be lost, we will provide a practical way for them to be found in the very place they have ended up. It means serving every zip code, every street and every person. And it starts with all of us putting our faith into action.

Please read the following pages carefully and ask yourself what you are willing to risk? More importantly, what do you believe God is

asking you to risk? Pray for the faith to meet His request. Ask your family what impact they want to have in their schools, workplace, community and beyond. Then pray that God would give you the clarity of mind and conviction of heart to respond to Him in faith and obedience.

Most of you have already seen or heard of the incredible things God has done through this church. Those stories of hope have happened because people like you listened to God's voice and responded. As we move forward establishing God's Pervasive Hope in our city, country and world, we will be at a tipping point of far greater things than we've ever imagined. Thanks for your partnership in accomplishing this vision. I can't wait to see this story unfold!

Your Pastor,

A handwritten signature in green ink that reads "Miles Johnson". The signature is fluid and cursive, matching the green color of the main text and graphics.

ROCK CHURCH: A BRIEF HISTORY

2000

- Rock Church holds first service on February 27 at SDSU with 3,300 in attendance
- The Rock's Small Group Ministry launches its first 37 small groups

2001

- The first ten Rock Outreach Ministries are launched

2003

- Rock Radio hits the airwaves on San Diego's KPRZ Radio, 1210 AM
- Attendance at the Rock grows to require 5 weekend service times

2005

- God provides a miraculous gift of \$5.5 million allowing us to close escrow and hold a groundbreaking ceremony for the new building in Liberty Station

2007

- The Rock Church and Academy occupy their permanent facility in Point Loma
- The Rock Academy expands to the high school level

2010

- The Rock Church opens its North County satellite campus
- Pastor Miles introduces the Rock Church's Do Something! Make Your Life Count challenge
- Rock celebrates its 10th Anniversary
- The Rock Thrift store opens its doors to serve the community of Pt. Loma

2011



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.

—MATTHEW 28:19

WHAT GOD HAS ACCOMPLISHED THROUGH US

1

12,525 weekly attendance average

2

235,286 hours of volunteer service were donated to the City of San Diego (estimated value of \$4 million)

3

Over 8,790 decisions for Christ around the world

4

533,000 visitors to SDROCK.COM

5

Over 1,800 volunteers serving in 115 Outreach Ministries

6

575 Small Groups throughout San Diego County

7

21,000 lbs of food donated to the San Diego Food Bank

8

7,700 toys distributed at Toys For Joy

9

313 pints donated to the San Diego Blood Bank (saving 626 lives)

10

Launch of Rock TV on CW6

11

Launch of Rock Live, online streaming





CAMPAIGN VISION

The Pervasive Hope campaign is about building up and expanding the Rock Church as a launchpad for ministry in San Diego, around the country and across the globe.

Imagine if the Rock Church could be considered a first responder, called upon whenever there is need in the community. Imagine if other churches around the country and world could organize themselves to meet more than just the spiritual needs of their communities. Imagine if people could see Jesus everywhere, on every street and every corner. We want to offer that kind of hope.



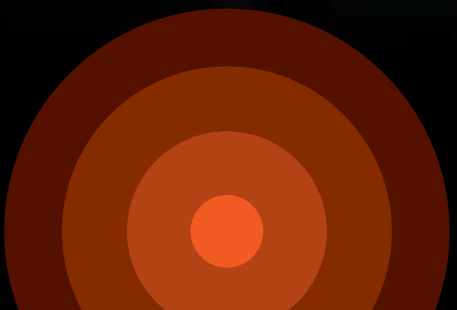
- 1 Caleb
 - 2 Dave K.
 - 3 Stacey
 - 4 Chad & Valerie
 - 5 Art
 - 6 Cheryl
 - 7 Sonia
 - 8 Patience
 - 9 David W.
 - 10 Jason
 - 11 Lindsey
- Pictured Inside**
 Dave & Kathy (p.13)
 Noelle (p.15)

The Pervasive Hope Ambassadors shown in this brochure are actual Rock volunteer leaders representing a variety of ministries. For a complete listing of ministries, go to www.sdrock.com.



But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.

—ACTS 1:8





*Now to him who is able to do
immeasurably more than all we
ask or imagine, according to his
power that is at work within us.*

—EPHESIANS 3:20

CAMPAIGN INITIATIVES

The beauty of ministry is that
everyone can make a difference.

Establishing Pervasive Hope in San Diego and beyond means that for every way a person can be lost, we will provide a practical way for them to be found in the very place they have ended up. Serving every street and every person requires thoughtful action. By focusing on four major initiatives, we will work towards accomplishing all that God has called us to.

INITIATIVE 1

Multiple
Rock
Campuses

INITIATIVE 2

24/7
Online
Church

INITIATIVE 3

Global
Evangelism
Strategy

INITIATIVE 4

Less Debt =
More Hope



INITIATIVE 1

Multiple Rock Campuses



The Rock Church has made a significant impact in the Point Loma community since we started holding services at Liberty Station in 2007. However, while more than 12,500 people call the Rock their home church every week, many are not able to experience the Rock's Sunday services or be blessed by its outreach ministries because we are not conveniently located to where they live. The solution: multiply the number of Rock campuses around the county and multiply the opportunity to love our city. By creating 5 additional campuses over the next 5 years, we will allow people to have an intimate, interwoven body of Christ experience in their own neighborhoods and will mobilize them to serve the very communities where they work and live.

Rock North County prayed and loved me through a difficult break-up with my ex-fiancé. After the break-up, there were Sundays when it became difficult for me to even attend church. But I couldn't get away with it. The people I met at Rock North County made sure I stayed pressed into God, prayed with me, gave me hugs and lent me shoulders to cry on. The community became a refuge where I felt alive through Pastor Miles' preaching and through the worship. I don't think I would be where I'm at now without Rock North County. I'm a stronger person with greater faith.

Diana Sullivan
NORTH COUNTY
CAMPUS ATTENDEE

INITIATIVE 2

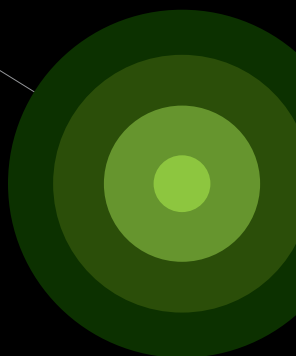
24/7 Online Church



In this digital age, the Rock Church seeks to invest in technology to reach a truly global audience. Through online church, video-on-demand experiences, TV and mobile applications, we will engage the Rock's global audience and enable them to communicate socially and interact geographically. This programming will also support those who cannot be part of a traditional church: the disabled, deployed military, the persecuted church and more. More opportunities for community means more hope established well beyond the borders of our building.

I grew up in San Diego and attended the Rock Church for 7 years. Through my high school ROTC program, I joined the Coast Guard after graduation and am now stationed in Neah Bay, Washington. I live on base and work with only 35 other people in a semi-isolated area, where the nearest store is 70 miles away. The nearest church is even further. Every Sunday, a friend and I watch the live services together online. We are so grateful to have that San Diego connection! It has definitely helped me stay strong in my faith and it's awesome to have that online church community.

Bre Stotts
ROCK ONLINE
CHURCH ATTENDEE



INITIATIVE 3

Global Evangelism Strategy



Pain is all around us. We live in a broken and desperate world; no community is exempt. To reach the most desperate of areas, we need to equip and send influencers to affect positive change, and build sustainable programs that will leave forgotten areas changed forever. The Rock will support global evangelism efforts through organizations such as Impact195 and will partner with churches worldwide to equip them with Do Something Church strategies and templates to be first responders in their own hurting neighborhoods.

Before the Impact195 missionaries dug the well and built this water distribution facility, our people had to travel about an hour and a half round trip on foot to collect water in one and five-gallon containers from a spring located in a place called Ladigue. Since our community is located on top of a hill and the spring is down in the plain, the walk was very tough for the women and children who have the responsibility to collect the water for the family. The only other source came from the collection of rain water. Now, the Impact195 well site serves not only our own community but also other communities nearby. We estimate that we are distributing about 4,000 gallons of clean drinking water per day from this well. We want to express great gratitude to Impact 195 for providing this well for our community. (Translated from the original Creole language)

Ymso Honore & Jean-Marie Riche
LEADERS OF THE CARACOLI WELL COMMITTEE IN JEREMIE, HAITI

INITIATIVE 4

Less Debt = More Hope



Imagine if your house, your car and your credit card were paid off? You would be able to save more, invest more and give more. The funds raised over the next three years will help reduce our debt and can save as much as \$27 million over the next 20 years. This will allow for more of the church's resources to be used directly for ministry. Paying off debt and increasing liquidity provide exponentially more opportunities for life transformation and community outreach, and will ensure that our building continues to be a center of positive impact for San Diego and beyond.

The Rock's Do Something Church campaign has had many positive impacts on my council district communities. I have seen first-hand how volunteer experiences have empowered our local residents—they feel more confident and understand that they can actually do something to improve their own community.

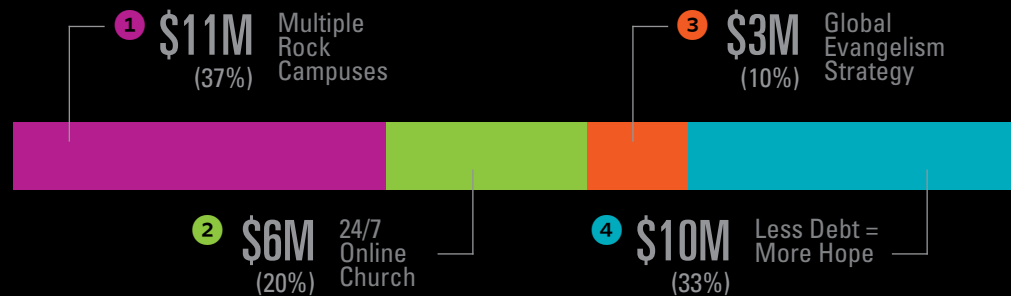
Tony Young
SAN DIEGO CITY COUNCIL
PRESIDENT



CAMPAIGN GOAL

God often gives us seemingly out-of-reach dreams, knowing we cannot accomplish them through our own ability.

We have a goal of raising \$30 million above our annual ministry budget through 3-year commitments. Raising this amount of money is no small task, but we know God can do immeasurably more than what we ask for or imagine. Spreading Pervasive Hope requires the courage to acknowledge His calling, the faith to put it into action and the sacrifice to bring salvation and hope to the nations.



BECOME AN AMBASSADOR OF PERVASIVE HOPE

➔ PRAY

- Involve your entire family and network of friends so all can see God's glory in action.
- Pray for God's direction.
- Turn to scripture for guidance.
- Act in faith.

WAYS TO GIVE

- Checks: make checks payable to the Rock Church and write "Pervasive Hope" in the memo
- ACH (Automated checking withdrawal)
- Cash
- Credit Card
- Stocks, bonds or other asset transfers

HOW IS THIS DIFFERENT THAN MY TITHE?

Tithes are funds set aside for the daily operations of the church. An offering is a gift over and above a tithe and is designated to special projects, campaigns and para-church ministry efforts. It is important to remember that life-transforming ministry continues to take place through the ongoing work of the Rock Church during this campaign. Please continue to bring your tithe in addition to the special offerings God leads you to give.

HOW TO GIVE

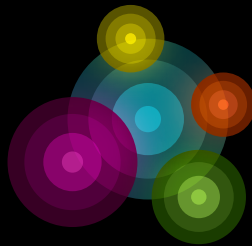
- 1 Place your contributions in a Sunday offering. (Envelopes can be found at the Info Desk in the lobby.)
- 2 Call (619) 226-7625 and ask to speak with our Stewardship Department.
- 3 Give online at www.sdrock.com/pervasivehope.
- 4 Mail your offering to Rock Church, Attn: Pervasive Hope, 2277 Rosecrans St., San Diego, CA 92106. Include a note stating your name and indicating that the offering is for "Pervasive Hope".

Your donation to the Pervasive Hope campaign will be an investment to support our local and global community through the various programs and ministries offered through the Rock Church. All donations to the ministry are tax deductible.



For more information about how you can partner to bring Pervasive Hope to San Diego and beyond, please visit www.sdrock.com/pervasivehope or contact the Rock Stewardship Department at pervasivehope@sdrock.com.





sdrock.com/pervasivehope