

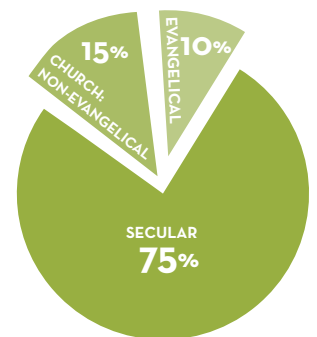


EMPOWERING CHURCHES TO REACH MORE YOUNG FAMILIES AND CHILDREN IN THEIR MOST SPIRITUALLY RECEPTIVE YEARS.

THE GOSPEL
SHOT CLOCK



"If we don't reach a child for Christ by their 13th birthday the chances are slim that we ever will." — George Barna



How Did We Get Here?

Providing full-time child care has become operationally complex and increasingly regulated, creating significant barriers to entry for churches. For this reason, many churches do not offer child care or only provide part-time programs like Mothers Day Out to serve their families.

While these programs provide a real benefit, they do little to reach unchurched families who need full-time care for their children. Churches do have excellent facilities (usually underutilized during the week) and lots of great people who care about children, positioning them well to attract unreached families if they did provide high quality full-time child care. What they need is an operational partner - Lionheart!

The Solution

Lionheart partners with churches to launch and operate child care academies in church facilities to reach unchurched children and their parents. Lionheart runs the academies - providing operational and educational excellence on par with the best secular providers - while partnering with the church to be highly intentional in spiritual development with the children and outreach to their parents. Lionheart Consulting Services (LCS) provides support for churches who desire to operate their own academy.

Lionheart is quickly revealing its power as a Gospel-advancing vision. With many academies already open, we see the impact for blessing the church spiritually, financially and operationally.

Church is Blessed...

- 1 SPIRITUALLY** - reach more families and kids
- 2 FINANCIALLY** - generate funds for more ministry
- 3 OPERATIONALLY** - Lionheart does the "heavy lifting"



REACHING THE COMMUNITY

*(Eric Herrstrom,
Senior Pastor, The Lake)*

"Lionheart has given us a reach into the community that meets a family need and spiritual need.

God has allowed us to baptize entire families as a result. We are grateful for the ministry of excellence that Lionheart provides."



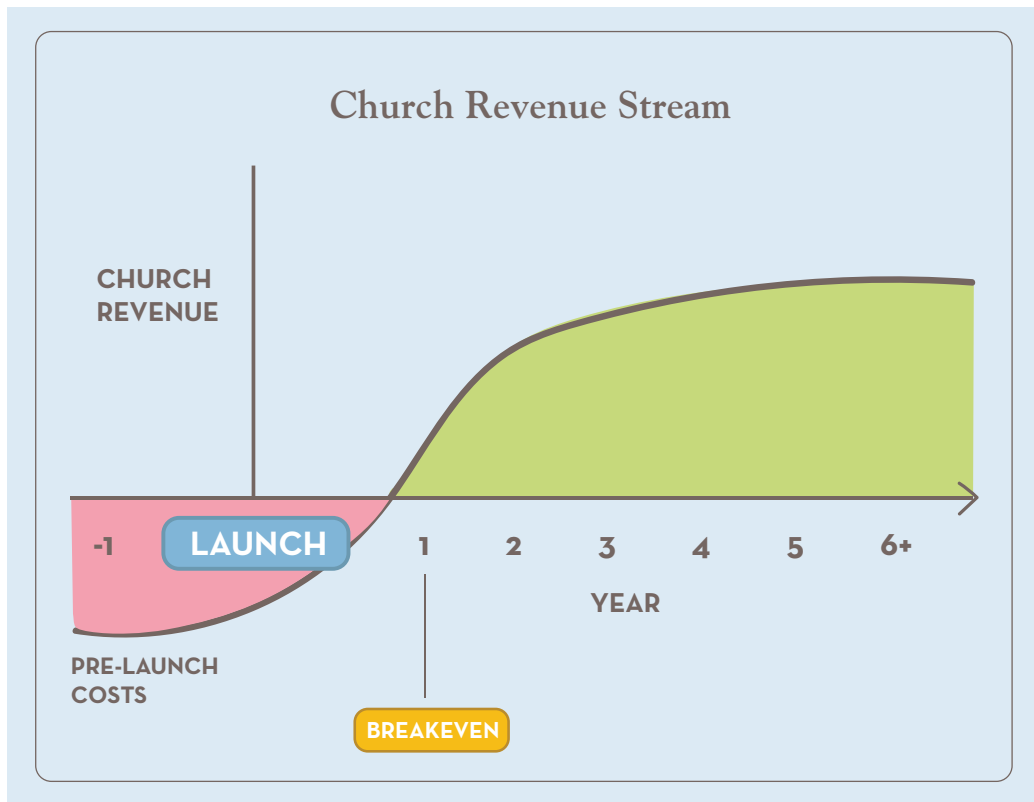
FORMING RELATIONSHIPS

*(Senior Pastor, Paul Cook,
Life Central Church)*

"At times, church outreach can feel like shallow hype – not sustainable, not credible. However, there are three things

about the impact of Lionheart Children's Academy that have made me a joyful fan. First is the daily buzz of life and relationships on our campus from the interplay of staff, parents, and children. Second, Lionheart gets us in the community by providing a much needed, credible ministry to people beyond our church family. Third, we are adding new Lionheart families to the church in the most lasting way possible – relationships. In addition, for every Lionheart family that has attended our worship gathering, there is another family being significantly impacted by church and Lionheart staff relationships outside the walls of the church. Meaningful relationships are a powerful marker of the impact that Lionheart is having in our community."





Partnership Model

Key elements include:

1. **Church provides** - the facility, all furniture/equipment needed and related expenses (utilities, janitorial, maintenance, refreshing). The facility must meet licensing requirements and be competitive with other local high-quality academies. The church is repaid for these costs by receiving most of the surplus after breakeven. The congregation uses Lionheart as a tool to introduce unreached friends to the church. Lionheart hires as many of the staff as possible from the church.
2. **Lionheart Provides** - all operational oversight for the academy including hiring staff, day to day operations, marketing, finance/accounting, marketing, etc. Staffing includes a Community Director (must be a member of the church) as the spiritual leader of the academy who ensures spiritual goals are achieved and maximizes opportunities to connect academy families to the church.
3. **Startup Funding** - the start-up costs (other than facility-related mentioned above) include pre-launch expenses like staffing, training, marketing and buses as well as operating deficits from launch until the academy reaches breakeven. These funds can be provided by the church or in some cases by Lionheart, which is repaid from future operating surpluses.
4. **Surplus** - As the academy grows it generates surpluses of which the majority are provided to the church to offset costs and provide funding for additional ministry. The remainder of the surplus is used by Lionheart to launch additional academies or subsidize academies in lower-income communities. Our academies have also resulted in many new families joining the church and becoming active, contributing members.



WHY WOULD WE DO THIS?

Childcare academies can be both spiritually and financially fruitful. Lionheart has proven that childcare academies can attract unreached families and integrate them into the church if operated with high spiritual intentionality. They can also create a significant incremental funding stream for the church. Maximizing the spiritual impact requires investments in leadership and processes that potentially reduce “profitability”. Lionheart seeks to support churches that are primarily motivated to maximize the spiritual impact of their academies - while recognizing that the financials have to be right as well.

WILL IT WORK?

The viability of an academy is based on many factors including the church culture, location, facility, surrounding demographics and the amount and quality of competition. Lionheart provides full feasibility studies to assess the likelihood of success.

KEY SUCCESS CRITERIA FOR CHURCHES INCLUDE:

- general health and heart for outreach
- young families in surrounding community
- facility that can accommodate 200 children

Next Steps

PRELIMINARY ASSESSMENT - FREE

A preliminary assessment of the viability of a church location (or future location) for an academy.

FEASIBILITY STUDY - \$7,500

An in-depth written feasibility study showing the potential for an academy along with financial projections. Content includes:

- Demographics
- Competition
- Location
- Facility
- Church Health
- Financial Projections

FACILITY DESIGN SUPPORT - \$5,000

Consulting support for the upgrading of an existing facility or designing new facility for most effective use by academy. This includes working with architects and construction team to define needs and review floor plans.

Partner with Lionheart

Lionheart desires to partner with your church because we are passionate about advancing the gospel. We love hearing how families have come to know Christ because of a Lionheart Academy being their first point of contact with the church. Providing child care for the community can be one of your greatest outreach tools in effect becoming an effective “front porch” for the church.

Testimonies from Pastors and Families



(Jimmy Draper, President Emeritus, LifeWay)



Showing Christ's Love and Changing Lives

(The Daba Family)

When Michaela first visited Lionheart Children's Academy at The Lake, she was very anxious and guarded. This mother had a nanny quit unexpectedly, and then had a poor experience at another child care center. When she enrolled Julius, the staff immediately began to build a relationship with this family.

Even before Julius' first day at Lionheart, Michaela's family began visiting The Lake. Michaela shared with the Lionheart staff that she "never would have visited this church had it not been for Lionheart." They began attending worship and joined a Sunday School class.

When Julius had surgery that fall, the The Lake preschool minister and a Lionheart Community Director went to the hospital to be with the family and pray with them. In December, the preschool minister and a Lionheart administrator visited them at home, and soon after Michaela emailed Senior Pastor Eric and asked about becoming a member of The Lake.

Michaela and her husband made professions of faith in Jesus and were baptized at The Lake on January 18, 2015. Michaela told a Lionheart staff member how different their lives have been since becoming part of Lionheart and The Lake. Now, the Daba family shares Bible stories with their children and prays together. This family's legacy of faith has forever changed.

Testimonies from Pastors and Families



*(David Rogers, Lead
Pastor, Arapaho Road)*



(The Farmer Family)

FOR MORE INFORMATION:

Visit lionheartkid.org or email us at info@lionheartkid.org