

 Stadia

Helping you start new churches

SINCE 2003 — CELEBRATING 20 YEARS



STADIA.ORG



We help you start thriving,
growing, multiplying churches
for the next generation.

CELEBRATING 20 YEARS

20

Since 2003, Stadia has been committed to helping new-church leaders find the resources and relationships they need to start thriving, growing, multiplying churches that reach the next generation. We are honored to celebrate 20 years of helping you start new churches, and we are excited to see what God has for us in the next 20 years. Thank you for being a part of this Kingdom work!



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A Message from our President



Stadia's five values are urgency, impact, relationships, children, and celebration. Ask any Stadia team member what our values are, and they will be able to tell you—not because they've memorized them, but because we regularly check the alignment of our work to these values.

For 2023, our value of celebration holds a special place as we celebrate 20 years of helping you start new churches. Whether you've been partnering with us from the beginning or joined in on the mission more recently, you are a part of this story, and we celebrate you!

Much has changed in the last 20 years. Advances in technology have had a profound impact on the ways we live, work, and even experience church. For Stadia, what has remained constant is our commitment to starting new churches. We believe the Church is God's plan for sharing the good news of Jesus, and statistics show that new believers and the next generation are more likely to engage (or re-engage!) with Jesus at a new church rather than at an established one.

As we reflect on the last 20 years, we can celebrate tremendous kingdom impact. In the first ten years, you helped start two-hundred new churches, reaching thousands of people with the good news of Jesus. In the last ten years, you helped start two-thousand new churches, reaching hundreds of thousands of people with the good news of Jesus. Whether they're churches that hold traditional Sunday morning services, micro-churches that meet in homes, coffee shops and pubs, rapidly multiplying global churches in remote villages, or digital churches on platforms like Discord and Twitch—we celebrate all that God has done in and through these churches!

We celebrate, yet at the same time, we are observant enough to know that it's still not enough. As I settled into my new hometown of Cleveland, Ohio, this year, I was reminded of the shift in church and spirituality that many cities and communities are experiencing. Due to rapid population growth, the number of existing churches closing, and a growing number of people unaffiliated with a church—the churches we are helping to start, plus the churches other organizations and denominations are starting, are only a drop in the bucket of what is needed for gospel saturation in the US and around the world.

As we look forward to the next ten years, we consider how technology and innovation have changed the behaviors of humans and, ultimately, the world. We are strategically using everything we know about starting new churches and pairing that with impactful technologies. With innovation and the audacious goal of helping to start twenty-thousand new churches in the next ten years, we hope to provide the opportunity for millions of people to hear and respond to the good news of Jesus through a new church! Will you join us?

We won't stop until every child has a church,

A handwritten signature in black ink that reads 'Greg Nettle'.

Greg Nettle
President of Stadia

Stadia's mission is to help you start **thriving, growing, multiplying** churches for the next generation.



WE WON'T STOP UNTIL EVERY CHILD, EVERYWHERE, HAS A CHURCH.

Our Values:

RELATIONSHIPS — *Our relationships with new-church leaders, partners, and other organizations are a top priority. Meaningful relationships with honesty and trust are the foundation of successful partnerships. They point to the most valuable relationship of all: our relationship with Jesus.*

URGENCY — *There are eight billion people, and Jesus came for all of them. We work with urgency so there are all types of churches for all types of people to encounter the truth and grace of Jesus. Each of us has limited time, resources, and relationships that we've been entrusted with, so together, we work carefully and quickly to maximize our reach.*

IMPACT — *Everything that is done for the Kingdom of God should make a positive impact on the world. We value partnerships with planters and organizations who work to understand their local contexts and meet the needs of the people in those areas. These high-impact partners help Stadia offer services that will genuinely make a difference in the world.*

CHILDREN — *The next generation is close to the heart of God, so they're close to the heart of Stadia! Many people who decide to follow Jesus do so before the age of 18; it is vital that new churches reach the hearts of the next generation. Stadia partners with people and organizations that start churches where both children and adults can encounter the love of God and leave a legacy of hope.*

CELEBRATION — *Who doesn't love a good celebration?! Experiencing the life-changing hope of Jesus is the greatest gift someone could receive, and it deserves to be celebrated. We aim to highlight and name the many ways we've seen Jesus work powerfully in and through new churches. If Heaven is having a party, we should, too!*

Our Journey

In 2003 Stadia began with a goal to help start new churches. **TODAY, THIS STILL REMAINS TRUE.**

A stadia is a unit of measure used by John in the book of Revelation to describe **THE SIZE OF HEAVEN**—the boundaries of a space that we are told will be filled with “a great multitude that no one could number, from every nation, from all tribes and peoples and languages, standing before the throne and before the Lamb...” [Revelation 7:9]

Over the last **20 YEARS**, we’ve been honored to be on a mission that directly helps build the multitude described in Revelation 7, and we will continue working so that the **NEXT GENERATION** has access to the hope of Jesus through thriving, growing, multiplying churches.

2003
STADIA WAS
FOUNDED AS
A REGIONAL
CHURCH
PLANTING
ORGANIZATION



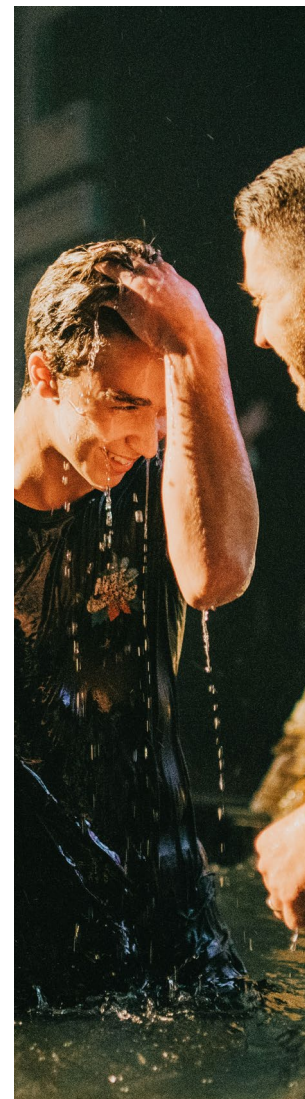
2005
BECAME A
NATIONAL
CHURCH
PLANTING
ORGANIZATION



2011
BEGAN HELPING
START NEW
CHURCHES
INTERNATIONALLY



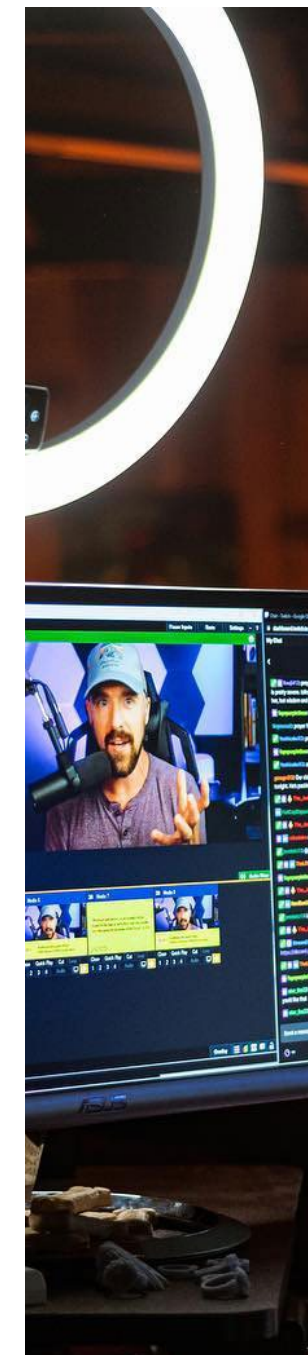
2017
BEGAN STARTING
100+ NEW
CHURCHES
PER YEAR



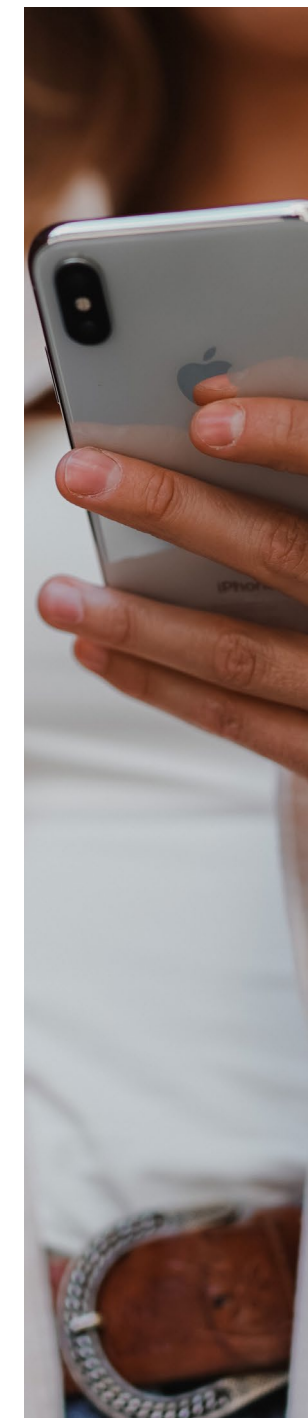
2019
BEGAN
OFFERING
SERVICES
OPEN-HANDEDLY



2020
LAUNCHED
PHYGITAL®
CHURCH
INITIATIVES



2022
BEGAN TO
DEVELOP CHURCH
MULTIPLICATION
PLATFORM AND LAB
IN ORDER TO BE
ABLE TO SCALE TO
MEET THE NEED TO
START THOUSANDS
OF CHURCHES
PER YEAR



2023
CELEBRATING
20 YEARS



Our Services

We equip **NEW-CHURCH LEADERS** with the resources and relationships they need to launch and lead new churches by teaming up with generous **INVESTORS**, and high-impact **PARTNERS**.

We focus on helping start new churches that **THRIVE, GROW, and MULTIPLY** for the next generation.

The churches we help start have wholistically healthy foundations to reach people of all ages in many different cities and contexts with the hope of Jesus.

DID YOU KNOW? Besides our Bookkeeping services, we open-handedly offer all of our services to new-church leaders at no cost to them.

DISCOVERY CENTER Leaders explore the calling to start a new church and begin making a plan.

PROJECT MANAGEMENT Leaders receive a Project Manager to give guidance and logistical help.

POST-LAUNCH CARE Leaders receive care, insight, and guidance to help them lead their church to thrive, grow, and multiply.

ESSENTIAL TRAINING Leaders access fundraising, leadership, and other essential trainings.

COHORTS & COACHING Leaders get 1-on-1 coaching opportunities and join cohorts to gain tools for strategic planning.

MULTIPLICATION New churches and their leaders make disciples who make disciples and become a church that helps start more new churches.

CHURCH BOOKKEEPING We understand that you need to feel confident in your books without wasting valuable time. Stadia's team of specialized Church Bookkeepers take care of your finances so you can focus on your mission. Trusted by churches both new and established.

Where We Work

Stadia isn't bound by state or even international lines. We help start new churches **ALL OVER THE WORLD.**

We believe Jesus is for all people, and that's why we won't stop until every child, everywhere, has a church.

STADIA HELPS YOU START NEW CHURCHES BOTH DOMESTICALLY AND INTERNATIONALLY.



LALIBERTÉ.LIVE | KINSHASA, DRC

Laliberté.live "was born out of a concern to build a local community allowing young people from Africa and elsewhere to meet to encourage each other, build their relationship with God and walk in their destiny."

IN 2022, *you helped start 300 new churches with Stadia.*

300

**NEW CHURCHES
IN 2022**

47 NEW DOMESTIC
CHURCHES IN 2022

253 NEW INTERNATIONAL
CHURCHES IN 2022



MATTHEW ALLEN

RADIANT DAYTON | OHIO, USA

"We're launching a mobile Christian hip-hop church. I've learned so much. And the tools that I've gained, the relationships I've developed—that's what's cool about Stadia. They don't just pat you on the back and give you a t-shirt, they follow up and are very relational. They went through all these learning curves so I don't have to."

14,400
CHILDREN IMPACTED

With Stadia, IT ONLY TAKES \$27 A MONTH EACH YEAR TO REACH 1 PERSON IN THE NEXT GENERATION THROUGH A NEW CHURCH. We gathered the average number of the next generation (children under 18 years old) that each church we partner with around the world is reaching. Then we figured out the worldwide average cost it takes to start a church. Upon reaching these numbers we were able to find the average cost it takes to reach one of the next generation through a new church.



361 DISCOVERY CENTER INQUIRIES

60 NEW-CHURCH LEADERS ASSESSED

458 NEW INVESTORS + PARTNERS

4,945 TOTAL DONATIONS

1380 WOMEN SERVED BY BLOOM

SINCE 2003, you helped start
2,077 new churches with Stadia.

2,077

NEW CHURCHES
TOTAL SINCE 2003

608

NEW DOMESTIC
CHURCHES TOTAL
SINCE 2003

1,468

NEW INTERNATIONAL
CHURCHES TOTAL SINCE
2003

99,696

CHILDREN
IMPACTED



20 YEARS LATER

A conversation with Stadia's Presidents, Past & Present



MARCUS BIGELOW
& GREG NETTLE

“STADIA, NOW IN OUR 20TH YEAR, COULD FILL THAT STADIUM WITH THE CHILDREN WHO HAVE BEEN REACHED WITH THE GOOD NEWS OF JESUS CHRIST AND HAVE HAD THEIR LIFE RIGHT NOW AND THEIR ETERNITIES TRANSFORMED...”

— GREG NETTLE

CHECK OUT THE FULL INTERVIEW ON
THE CHURCH PLANTING PODCAST

GREG: Marcus, you are the first president of Stadia, and we're celebrating our 20-year anniversary. I learned so much from you in my early days of church planting, when we were starting out in Ohio and Stadia was so significant in coming alongside of us and getting us going, and then my journey in following you and standing on your shoulders as president of Stadia. We've only had two presidents! So let's go back to 20 years ago. What was going on in the church planting world 20 years ago?

MARCUS: 20 years ago, church planting was just starting to become, I think, a modern movement of God. If you were to say 30 years ago, I would tell you church planting was almost dead. I remember attending 1996, a conference at Fuller, that was the National Church Planting Conference, and about 150 to 200 of us were there and we represented probably the bulk of church funding leaders and church planters in the U.S. at that time.

GREG: So you're seeing what church planting is like at that time, and at some point you had to be thinking, "Okay, this isn't enough. We need to do more." How did that journey start?

MARCUS: Well, you know, we never journey alone. Dean Pence reached out to me and said, "Hey Marcus, would you come and help me lead the NCEA [Northern California Evangelistic Association]? And so I went to become his assistant director. We were serving Northern California, which was everything from Fresno to the Oregon border. We were planting one church every two years. There were probably 30 church planting organizations across the country that all were doing that, or less. And God began to move. He brought some key donors in. In fact, some of the key donors are still Stadia supporters. We moved from a church every other year to two churches a year, to four churches a year, to six churches a year. And at that point, Larry Winger and Doug Crozier from Church Development Fund came and we sat on the banks of the Columbia River up in Washington and began to dream what could happen if Church Development Fund and Northern California Evangelistic Association became partners. We sat and dreamed and prayed and we sketched on a napkin. And out of that came a vision to plant 5,500 churches by 2025. Which, when you're doing six churches a year, that sounded like an absolutely impossible, God-sized dream.

GREG: So you're meeting with these great leaders. And this is just a God-birthed vision that we want to celebrate. What year approximately would that've been?

MARCUS: It would've been roughly 2001-2002. [Other associations] began to join with us: Louisiana, a couple of Texas associations, Colorado, Ohio. A number began to say, "Hey, together we can do more than we can do separately. And I look at it and say, "That was a God thing."

GREG: I don't know this story, but I'm guessing at some point you said, Northern California Evangelistic Association probably isn't the greatest name for a national—or what becomes a global—organization. Where did the name come from?

MARCUS: That's a God thing as well. We hired a branding company to help us figure out a name, and we rejected probably 35 names that just didn't flow. And finally, one of them said, "How about stadia? It's where we get the Greek word for 'a race,' and in Revelation, it's the measure of heaven." I went to the meeting that day with the branding people ready to fire them, and this is what emerged. And it really caught our attention that there's a race we're running and it's not always easy, and our job is to help fill heaven with believers.

GREG: I love that story, and I love the meaning behind Stadia. Stadia is also the root word where we get the word "stadium." I'm a diehard Buckeyes fan, and Ohio Stadium will seat a little more than a hundred thousand people when it's completely full. Stadia, now in our 20th year, could fill that stadium with the children who have been reached with the good news of Jesus Christ and have had their life right now and their eternities transformed; all those cheering children from that vision that you guys had on the bank of the Columbia. The initial goal was 5,500 churches by the year 2025, and we are so close to seeing that happen. This year, 2023, Stadia is celebrating our 2000th church plant. And by the end of this year, our goal is to move forward planting a minimum of a thousand churches per year.

MARCUS: And you know, to put that in perspective, we were doing six churches a year when that vision came down, and it was beyond what we could ask or think. I look at church planters and I think, you know, if they don't have a vision from God, they're not going to make it. And if they do have a vision from God, even if it seems improbable, God can provide.

GREG: What would you say to new-church leaders, partners, and Stadia investors from all these years of church planting?

MARCUS: Listen to God's call on your life and be faithful to the call, even when those around you may not agree with the call. You know, I don't take credit for anything that went on. It was a God thing. I just happened to be the tool that he put in place. There were lots of times when I would like to have given up and I didn't, and God was faithful, and He'll see it through to completion.

GREG: Marcus, on behalf of nearly a million people around the world that know Jesus now because of the vision that God gave you, and all those hundreds of thousands of children now, thank you.



**52
Weeks**

52 Weeks is a project powered by Stadia to collect and share stories of impact that “spur one another on” to start thriving, growing, multiplying churches.

Although there are over 40 different calendar types used throughout the world today, the majority of us schedule our lives around 52 weeks.

As we age, weeks seem to pass more quickly, and we realize time doesn't stop or slow down for us—not in our best moments and not in our worst. No matter what age we are, we're limited to 52 weeks.

Then there's our work life. We live out routines where “Sunday is always coming,” or we're constantly planning for the next gathering only a few days away.

All any of us have is 52 weeks a year to make an impact and reach the people around us with the hope of Jesus.

When we're realistic about the time we have, we're more likely to make our weeks count. We're more likely to seek those who are far from Jesus, more likely to make a difference in our communities, spread hope, serve our neighbors, and live out our faith.

We're eager to celebrate the mighty work God's doing through new churches, in the hearts of their leaders, and through those who are investing in the work of church multiplication. We believe there is urgency and the possibility to inspire others to action.

52 Weeks tells *your* story: The story of what God is doing in your life, your church, and your community as you impact the next generation for Jesus.

And let us consider how we may spur one another on toward love and good deeds...and all the more as you see the Day approaching.

—Hebrews 10:24



Follow Along

Follow Stadia on social media and look for the 52 Weeks icon!



Consolidated statement of activities

July 2021-June 2022

REVENUE

Donations	\$5,688,211
Partnerships	\$938,134
Service and Events	\$1,036,558
Other Income	\$221,798
Total Revenue	\$7,884,701

EXPENSES

<i>Program</i>	
Church Planting	\$7,526,032
<i>Support Services</i>	
Mgmt and General	\$723,973
Fundraising	\$715,004
Total Expenses	\$8,965,009
Non-operating activity	\$729,641
Net Assets Beginning of Year	\$3,455,699
Net Assets End of Year	\$3,105,032

**THRIVE
GROW**

MULTIPLY

WHAT'S NEXT?

Stadia is **BECOMING AN ORGANIZATION WITH THE CAPACITY TO HELP START THOUSANDS OF NEW CHURCHES EACH YEAR** because today's churches are not enough to ensure that the next generation has thriving, growing, multiplying churches where they can encounter Jesus.



With the launch of **STADIA'S CHURCH MULTIPLICATION LAB** and the **KIPOS** platform, and **COLLECTIVE IMPACT** with our multiplication partners thousands more new-church leaders will be equipped to start each year and reach the next generation with the news of Jesus.



INTRODUCING: Stadia's Church Multiplication Lab



Q: WHAT IS STADIA'S CHURCH MULTIPLICATION LAB?

A: *Stadia's Church Multiplication Lab (CML) is a collaborative environment where new-church leaders, multiplication partners, and Stadia team members come together to explore, research, and test new ideas for church multiplication. The Church Multiplication Lab brings together people from diverse backgrounds; men and women with experience in a broad range of contexts and church models. Together, they innovate methods and strategies to catalyze worldwide church multiplication. New-church leaders who are part of a cohort receive a range of services including discovery, training, coaching, and project management to help them as they are starting a new church. After starting a new church, we also offer resources, training, and coaching to ensure continued thriving, growth, and multiplication.*

Q: WHAT DOES IT LOOK LIKE FOR A NEW-CHURCH LEADER TO BE A PART OF THE CHURCH MULTIPLICATION LAB?

A: *New-church leaders who are part of the Church Multiplication Lab receive a wide range of services to help them as they are starting a new church. These services include discovery, training, coaching and project management. Through research, experimentation, and observation, the lab is a vast curation of successes and failures that shape learning, foster innovation, and catalyze worldwide church multiplication. New-church leaders are invited into a community of practice. A community of practice is a group of leaders who share a common mission and who come together to fulfill both individual and group goals. This mission focused community of leaders will collaborate and learn together, discovering and developing new modes and methods for starting thriving, growing, and multiplying churches.*

Q: HOW DOES THE CHURCH MULTIPLICATION LAB FIT INTO STADIA'S MISSION TO HELP START NEW THRIVING, GROWING, MULTIPLYING CHURCHES FOR THE NEXT GENERATION?

A: *The Church Multiplication Lab (CML) is an integral part of Stadia's mission to start new churches for the next generation. CML provides a supportive community to those with a shared Kingdom purpose, enabling individuals to take safe risks, exchange ideas and methods, and create shared learning experiences. Through the lab, data is collected, analyzed, and used to create tools, trainings, and resources to help churches thrive, grow, and multiply. The CML is a trusted network that encourages learners to become contributors and helps churches to live out their mission.*

Q: WHY WAS THE CHURCH MULTIPLICATION LAB STARTED?

A: *Today's churches and Stadia's current strategies are not enough to ensure the next generation has the access they deserve to a thriving, growing, and multiplying church. Existing church planting systems can be a barrier to missional imagination and the rapid deployment of Christians on mission. Denominations, networks, church leaders, and everyday Christians need a system designed to encourage creativity and foster multiplication of churches for the next generation. We believe that it will take all kinds of expressions of the church and elimination of barriers to rapidly multiply.*

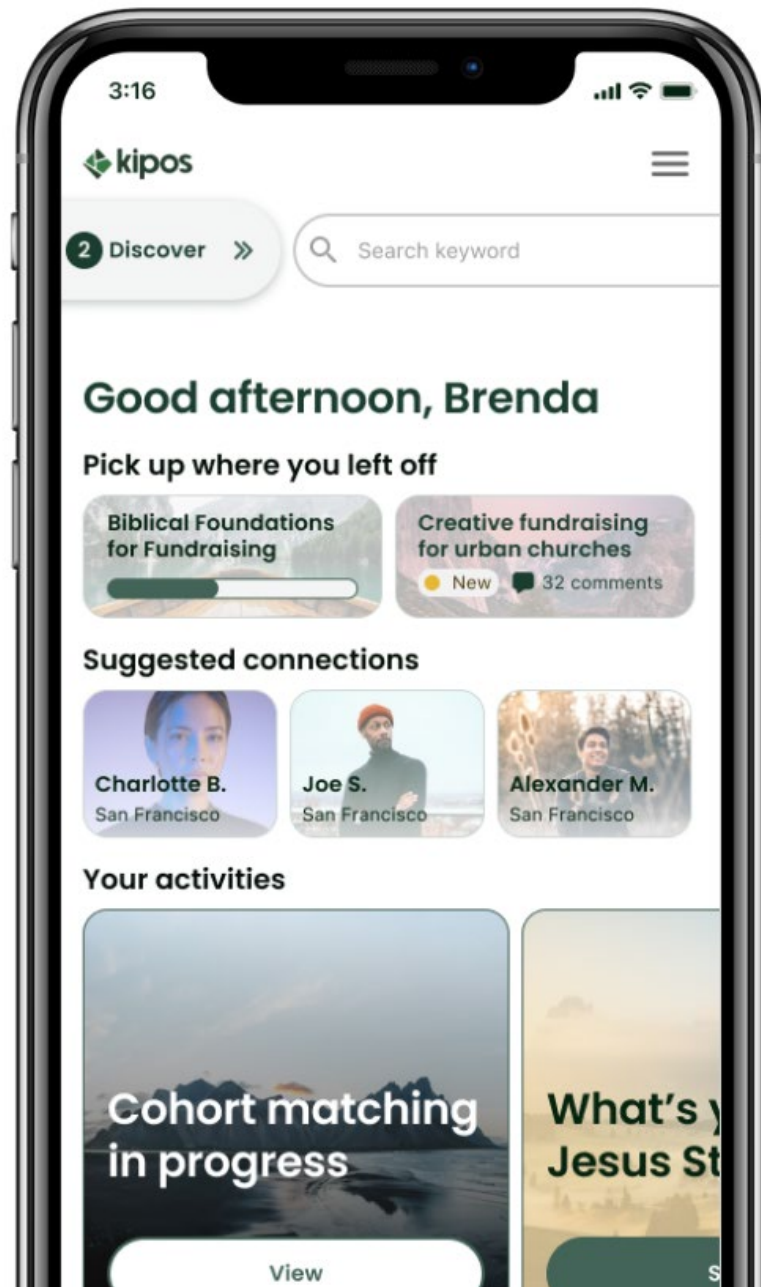


MOZART DIXON, VP OF CHURCH MULTIPLICATION LAB

COMING SOON



DEVELOPED BY STADIA



Helping you start and multiply churches at every step.

Kipos

Greek for garden—a place where plants thrive, grow, and multiply.

The new Kipos platform is a place where followers of Jesus find the content and community they need to start, grow, and multiply new churches.

kipos.org

OUR NAVIGATION

Greg Nettle
President

Jeff Bennett
V.P. of Church Multiplication

Janie Mehaffey
V.P. of Culture & Team Development

Matt Murphy
V.P. of Mission Support

Mozart Dixon
V.P. of Church Multiplication Lab

OUR BOARD

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Board Member

Mindy Caliguire
Board Member

Julie Bullock Earp
Board Member

Greg Nettle
President

Steve Porter
Board Member

Albert Tate
Board Member

OUR ADVISORY

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Valarie Grimes

Mary Kamau

Hoon Kim

Jason Lantz

Ethan Magness

Chuck Mingo

José William Portillo

Nanci Ricks

Bart Stone

Courtney Wright

Daniel Yang



@freshhopechurch



IN LOVING MEMORY *With heavy hearts, we shared the passing of our treasured teammate, Mo Hofman in 2022. We are so fortunate to have known Mo and will forever be changed by the ways she loved Jesus and valued people. As a Stadia Project Manager, Mo was instrumental in starting many new churches. Her influence and impact on those works continue, and her example and legacy are to be celebrated. We trust that she was met with, "Well done, good and faithful servant!"*



Stadia Podcast

NETWORK



Content designed for the church planting journey.

L I S T E N N O W @ S T A D I A . O R G

Thank You

WE'RE SO GRATEFUL TO PARTNER WITH
GENEROUS **INVESTORS** AND COMMITTED
NEW-CHURCH LEADERS LIKE YOU TO START NEW
THRIVING, GROWING, MULTIPLYING CHURCHES
THAT REACH THE NEXT GENERATION WITH
THE HOPE OF **JESUS!**

Journey with us





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