

theHeart  LA

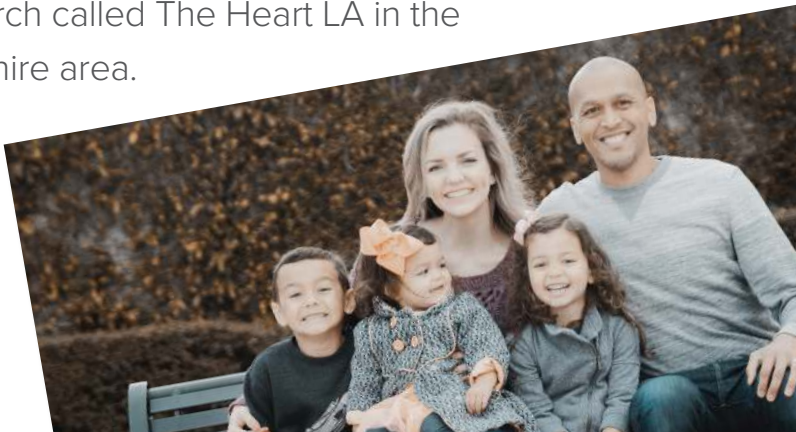
**A Church
for people
to become
transformed
by God's
love.**




LAUNCHING IN 2021

Our Pastors

We are David and Randall Araujo and we are excited to plant a life-giving church in Los Angeles. We have been married for 8 years and have three children: Ryan, Rose, and Raegan. In 2018, we felt the Lord calling us to start a church with a different expression of what church looked like. This thought kept coming to us, **“If you want to reach people who have never been reached, do things that have never been done.”** With a new passion and fire in our hearts, we prayed about planting a church and where we should go. In 2020, we fell in love with the city of LA. We are excited to launch this new church called The Heart LA in the Mid-Wilshire area.



Why LA?



Los Angeles is a wonderful city with some of the most diverse, creative, aspiring, and hardworking groups of people in the world. At the same time, it's also a place where hope for some has faded, dreams have been broken, and loneliness abounds. God has called us to the 2nd most populous city in the United States where thousands of people move in every year. The Heart LA will be there to show the love of Christ when they arrive.

REACH the Lost

We want to introduce lost people to Jesus so they can have a true relationship with Him (Luke 19:10).

HEAL the Broken

We believe people can be healed physically, emotionally, relationally, and spiritually (James 1:14-15).

HELP the Hurting

Our desire is to help the hurting who can't help themselves (James 1:27).

GIVE Hope for the Future

We want to show people the hope God has for their futures (Jeremiah 29:11).

Our Vision

We exist to see
people **BECOME**
men and women
after God's own
heart in order to
transform the city
of Los Angeles
with God's love.



Our Values



The **Bible** comes to life in our lives.

We're focused on reaching **one more**.

Generosity is our lifestyle.



Our Launch

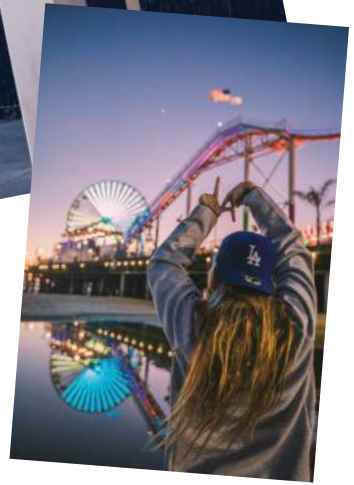
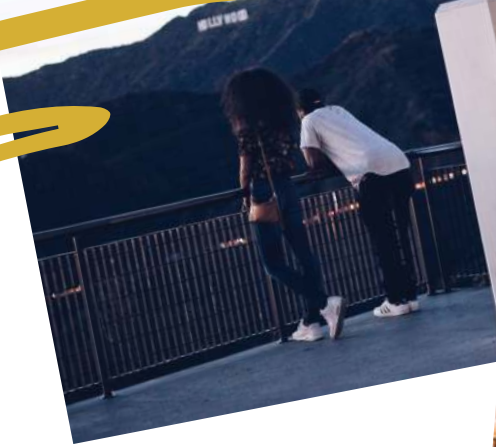
Projected Launch Service:
August 8, 2021

Projected Location:
Mid-Wilshire in Los Angeles, CA

Projected Launch Team:
75 people

Projected Groups:
10 Groups Beginning
in Spring 2022





Mid-Wilshire

2.78 sq mi

 **49,033** total population
in 2018

(<https://www.point2homes.com>)

 **77%** projected not
involved in church

(<http://missioninsite.com>)

 **2nd** most diverse
neighborhood in LA

(<https://www.niche.com/places-to-live/n/mid-wilshire-los-angeles-ca/>)

 **1,379** families headed
by single parents

(<http://maps.latimes.com/neighborhoods/neighborhood/mid-wilshire/>)

Los Angeles

4 million people

2nd largest city in the United States

Community



Our Budget

Start Up.....\$230,500

- Facilities
- Operational Cost
- Outreach

Marketing.....\$23,900

- Mailers & Print Materials
- Digital Marketing
- Media Equipment

Equipment\$48,300

- Sunday Experience
- Trailer

Kids Ministry.....\$12,300

Missions.....\$35,000

Our Goal \$350,000

*10% of all resources will go directly to missions in our community and around the world.

Next Steps



Pray

Join our Prayer Team.
Receive monthly prayer requests from us.

theheart.cc/pray

Serve

Pray about joining our Launch Team in Los Angeles.

theheart.cc/serve

Give

Give a one-time gift or a monthly gift to support The Heart LA.

ONLINE:

theheart.cc/give

BY CHECK:

The Heart LA
P.O. Box 36450
Los Angeles, CA 90036

Invite

Invite your friends and share The Heart LA on social media.



theheartla

STRATEGIC PARTNERSHIPS:

12 Churches & Donors Giving \$10,000+

12 Churches & Donors Giving \$5,000-9,000

100 Churches & Donors Giving \$100 for 12 Months

OUR OVERSIGHT:

Assemblies of God Fellowship

Refuge Church OC - Parent Affiliated Church



WE L

Las A



LOVE

Angeles





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