



"You are the light of the world — like a city on a hilltop that cannot be hidden.

Matthew 5:14

*“You are the light of the world —
like a city on a hilltop that cannot be hidden.
No one lights a lamp and then puts it under a basket.
Instead, a lamp is placed on a stand,
where it gives light to everyone in the house.
In the same way, let your good deeds shine out for all to see,
so that everyone will praise your heavenly Father.”*
Matthew 5:14-16



A Letter from Your Pastors

Dear Hope+Elim Family,

For many years, leaders from two very different churches were dreaming together of what it could look like to be “one church” — to have a church that’s not defined by our racial, denominational, political, or economical differences, rather unified under the banner of Jesus. The dream was to have a church that not only drew in people from all walks of life for worship, discipleship, care, healing, and authentic community, but one that sends them out on a mission to impact the city wherever they go.

Yet the dream was not only for a church, but for a center of mission in the heart of the city, a community center where the church could work hand-in-hand with other faith-based non-profit ministries to change lives in the city of Des Moines. What if the church could lead the way in “kingdom collaboration” to help transform the city?

For the longest time, this was only a vision, but now, only by the grace of God, that vision is coming to life! As Hope+Elim approaches our third anniversary, we can confidently say we’re not just dreaming about what God could do...He’s doing it! Lives transformed, marriages restored, sickness healed, chains of addiction broken, those far from God coming home, hundreds baptized into new life in Christ, and bridges built across racial lines towards unity in Jesus. The light of Jesus Christ is shining brightly through Hope+Elim!

We believe God has created Hope+Elim to be a lighthouse in the city now and for many years to come. This is true in our physical structure with a tower and cross that can be seen from miles away, but also spiritually for the neighborhoods around us. Lighthouses serve many purposes, namely shining a light in the darkness and providing a safe place for harbor, all to allow ships to be sent back out to sea to do what they were created to do. This is our call as a church as well.



This is what the *Shining the Light Together* campaign is all about. This is an opportunity for our entire church to unify around Jesus' vision for His church in Matthew 5 to shine our light in a dark world and impact lives for eternity! What other mission can offer that?! Ultimately, this campaign is not about a building, a church, or finances. This is an opportunity for all of us to step into our calling as individuals and a church — to be and shine the light of Jesus! *Let's go!*

Pastor Jon Anenson and Pastor Brian Brown



Pastor Jon and Tiffany Anenson
Caleb & Everly



Pastor Brian and Natasha Brown
Elle, Quinton & Kristian



The Heart of Hope+Elim

Mission

Reach out to the world around us and share the everlasting love of Jesus Christ.

Vision

Powered by the Spirit to bring Christ to all cultures, revive the world with God's love and make heaven more crowded!

*"But the seed planted in the good earth represents those who hear the Word, embrace it, and produce a harvest beyond their wildest dreams."
Mark 4:20*



Core Values

1. Jesus is life. The rest is details.

"I am not ashamed of this Good News about Christ. It is the power of God at work, saving everyone who believes." *Romans 1:16*

2. Lost people matter to God and so they matter to us.

"Your brother was dead and has come back to life! He was lost, but now he is found!" *Luke 15:32*

3. We worship God, not tradition.

"The time is coming and is already here when true worshipers will worship the Father in spirit and in truth." *John 4:23*

4. Following Jesus is a growing experience.

"... equip God's people to do his work and build up the church, the body of Christ ... that we will be mature and full grown, measuring up to the full stature of Christ." *Ephesians 4:12-14*

5. We are one body, united in Jesus Christ.

"Now all of you together are Christ's body, and each one of you is a separate and necessary part of it." *1 Corinthians 12:27*

“All nations will come to your light; mighty kings will come to see your radiance. Look and see, for everyone is coming home! Your sons are coming from distant lands; your little daughters will be carried home. Your eyes will shine, and your heart will thrill with joy.”

Isaiah 60:3-5

Growing Deep and Wide

In 2021, we concluded a campaign called Building to a Hope Beyond which made it possible for us to move into our current facility at 2500 University Ave. with minimal debt. This space has not only allowed Hope Des Moines and Elim Christian Fellowship to join together as Hope+Elim, but made it possible for us to reach out to thousands of people in our city through ministries, events, programs, and outreach that we wouldn't have been able to without the capacity.

In the past three years, God has truly made us a 24/7 center of mission with all five levels filled with ministry!

Discipleship Growth:

	2020	2023
Hope+Elim Kids	20	110
Vacation Bible School	20	220
Nursery	5	20
Transportation Ministry	0	40
Student Ministry	10	60
Hope+Elim Preschool	20	40
Joshua Christian Academy	12	40
Baptisms	80	155
Weekly Men's Ministry	15	100+
Weekly Women's Ministry	0	60+
Adults in Groups/Classes	90	500+

Average Weekly Worship Attendance:

2020	184
2021	481
2022	649
2023	852

In the last three years...

- **100,000+** meals served to the community during community night dinner, special events, and Sunday breakfast
- **3,000+** guests at our community-wide events including the MLK Day celebration, Juneteenth, Racial Unity series, and more.
- **30,000** lbs of food given to local pantries through food drives
- **150** Christmas gifts given to local families in need
- **40** welcome kits given to bless local immigrant families from across the world
- **300+** guests served through recovery and support groups

A Center of Mission

In addition to a growing, thriving congregation, Hope+Elim is the home to four local mission partner organizations building the kingdom here in Des Moines. Our building partners have both dedicated space for offices and ministry, as well as shared space with our church for community events. The impact of these organizations extends well beyond our walls to families, schools, and communities across the state.



Change Course is a career development program that provides training in highly sought-after skills along with leadership and personal development, to give people in Des Moines a way to stop living paycheck to paycheck and launch a career.



Fellowship of Christian Athletes is an interdenominational Christian sports ministry to see the world impacted for Jesus Christ through the influence of coaches and athletes.



Genesis Youth Foundation is dedicated to helping refugee families level the playing field through athletic play, the arts and academic enrichment.



Joshua Christian Academy JCA's mission is to build a Christ-centered academic foundation within the hearts and minds of urban children, equipping them and their families to serve God and others to their fullest potential through outstanding biblical education.



Strategic Priorities

Over the past few years, four strategic priorities have emerged as areas of focus we believe is calling us to in the years ahead. This campaign will not only allow us to continue the great ministry taking place, but expand our ability to reach more people with the light of Jesus. Based on Lutheran Church of Hope's overall *10 for 10 vision* for 2020-2030, we believe God is calling us to:

SERVE the City

Develop a deeper and more consistent neighborhood presence through listening, hosting, service, and education on current needs in the city, while increasing collaboration with mission partners and other local churches to become a lighthouse in Des Moines.

EXPAND Worship Opportunities

Develop brand new expressions of multi-cultural worship focusing on unreached groups, demographics and cultures while continuing to refine and innovate within current expressions.

BUILD Disciples

Align, unify, and expand adult and young adult discipleship opportunities around a "discipleship pathway" with clear next steps to grow Christ-centered disciples.

REACH Next Generations

Unapologetically compete for the hearts of new generations through listening, serving, investing in schools, and partnership with existing ministries to reach children, students, colleges, and young adults.



Shining Brighter!

We believe God is calling us to care for our physical *lighthouse*, as well as make it even more effective at shining the light of Jesus Christ.



At the 2023 annual meeting of Lutheran Church of Hope, the congregation voted to approve the giving campaign and project costs up to \$2,250,000, with any funds given above that amount to go towards debt reduction. Current debt sits at \$918,000, which is split between a bank loan and an internal loan from Lutheran Church of Hope. Given our lower amount of current debt, we are now able to pursue these important capital improvements.

*"You must each make up your own mind as to how much you should give. Don't give reluctantly or in response to pressure. For God loves the person who gives cheerfully."
-2 Corinthians 9:7*





The areas of financial focus for the campaign will be:

- **Installation of central air conditioning on levels 3-5** (Mezzanine also) to allow year-round programming and use by our building partners and church ministries. Currently the space is not ideal for ministry four months out of the year due to heat. This upgrade is about fully utilizing the space God has given us for ministry.
- **Kitchen upgrades for equipment** to support over 500 meals being prepared for weekly ministry and hundreds more for community events. Gathering around meals was a key aspect to Jesus' ministry and in turn has become a unifying and strategic aspect of our ministry at Hope+Elim to bring all people together in community. The current kitchen is under-resourced and ill-equipped for large-scale, quality, modern food ministry.
- **The purchase of two large vehicles/vans/buses** to support the growth of our transportation ministry which currently serves up to 50 individuals weekly with the potential to expand to many more group or individual pick-up options. Our outreach is limited by not having enough vehicles with the capacity and quality to transport guests week with excellent hospitality.
- **Production upgrades for sound, lighting, and video equipment** to modernize the worship center and replace other decades-old equipment. Our current projector has reached the end of its projected life-span with a wash-out image, our lighting is limited for larger worship services and events, and our current sound equipment is not equipped for our vision of a gospel choir or any other expansion into multi-cultural worship expressions.
- **Large-scale facility maintenance** including boiler, elevator, and plumbing maintenance. Older equipment requires more expensive parts, and some maintenance has been deferred for years under the previous owners of our facility.

The Shining the Light Together campaign is an opportunity for giving above and beyond regular tithes and offerings to make these capital investments in the future of our church and the kingdom. This will be a two-year campaign where we'll have the opportunity to give up front gifts or pledges for gifts to be given January 2024 — December 2025. Gifts to the campaign will be used at the discretion of Hope+Elim church leadership towards the above projects in collaboration with Lutheran Church of Hope's Senior Leadership team and church council. Rather than giving to a specific capital project, the campaign is an opportunity to invest in the overall vision of God's lighthouse.

The three giving goals, providing prayer targets for the congregation will be:

Victory Goal	\$1,000,000.00
Dream Goal	\$1,500,000.00
Miracle Goal	\$2,500,000.00



SHINING THE LIGHT TOGETHER

Campaign Goals

Larger than meeting financial goals, our ultimate goal is the **further discipleship of Hope+Elim** in our understanding of **Biblical stewardship**. With the projected general fund deficit of Hope+Elim (\$300,000.00 for the current fiscal year), we see the campaign as an opportunity to directly impact the joy-filled, generous giving of the congregation as well. Regardless of capital improvements, if we are able to grow in our Biblical understanding and application of God's Word to stewardship of our time, talent, and treasure, the campaign will be a success.

To this end, our goals for the campaign will be to:

1. **GATHER** | Weekly Worship

Why? **Inspiration:** Worship is spiritual exercise for the body of Christ and a time for intimacy with God, healing for the hurt, sanctuary from chaos, water for dry souls, and spiritual food for the soul; a Holy Spirit hangout, hospital for sinners, a place of renewal, and holy ground.

Celebration Services | Join us as we celebrate the power of God's life-changing love!

- Sundays, 9:00 and 11:00 am
- Wednesdays, 6:30 pm

The Overflow | An extended time of prayer, scripture, worship, and creative worship.

- Quarterly beginning 10/22/23

Shining the Light Together | **ONE Service Only**

- Sunday, Nov. 12, 10:00 am

Join us as we celebrate God with ONE service together as a Hope+Elim Community!

The service will be a meaningful time where the Hope+Elim congregation will worship together with ONE powerful service with inspiring worship and a vision message from both Pastor Jon Anenson and Pastor Brian Brown as we continue with our Shining the Light Together Capital Campaign.

Thanksgiving Worship | Join us for a special service of thanksgiving to God for all He's done.

- Wednesday, Nov. 22 | Meal 5:00-6:15 pm | Worship 6:30 pm

Informational Meetings

Why? **Information:** We ask that everyone in the Hope+Elim community choose to attend one of dozens of informational meetings held throughout the campaign at the church or around the city. These meetings will be an opportunity to meet others, hear a video presentation from the pastors on the campaign vision, receive a full campaign packet of materials, and ask any questions you may have to a Hope+Elim campaign ambassador.

How? We ask that you **register** by visiting hope-elim.org/shine where you will find a full listing of all available meetings.



2. **GROW** | Develop a Daily Prayer Routine

Why? **Conversation:** The most important voice you could hear in your life is that of God. Take time to develop more effective communication patterns and a deeper bond between you and God.

- How?**
- Make good use of the prayer guide available in your campaign materials or online at hope-elim.org/shine.
 - **5@5** – Commit to pray daily for 5 minutes (or more!) at 5:00 pm each day during the campaign wherever you are and ask God to guide your giving.
 - **Unity Prayer Walk** – Join us on Sunday, Nov. 12, 11:15 am as we surround our current facility in prayer.
 - **24 Hour Prayer** – Join us on Saturday, Nov. 18, 10:00 am – Sunday, Nov. 19, 10:00 am. Sign up for one of many 30 minute prayer shifts on or offsite to pray for **Commitment Sunday**. This will begin with a prayer gathering on Saturday, Nov. 18, 10:00 am – 12:00 pm. Sign up at hope-elim.org/shine.

Dive into the Bible

Why? **Revelation:** Experience life-changing freedom as you immerse yourself in the living Word of God.

- How?**
- Continue to **meet regularly** with your Life Group to dive deeper into God's Word.
 - Attend weekly men's or women's ministry gatherings to meet others and study God's Word.

3. **GIVE** | Discover the Joy of Cheerful Giving

Why? **Liberation:** Find freedom in guilt-free, pressure-free giving; not under compulsion, but cheerfully, generously, and freely!

- How?** **Understand that everything we have belongs to God:**
- Pray.
 - Wait for God to answer.
 - Give as a matter of God's revelation, not human reason.
 - Give with a sense of God's timing for the eternal impact of our gifts.

Bring an Offering to God through Shining the Light Together

Why? **Mission:** For the sake of fulfilling Hope+Elim's mission **to reach out to the world around us and share the everlasting love of Jesus Christ.**

- How?** In addition to regular general fund offerings, offer a one-time gift, and/or new 2 year commitment to **Shining the Light Together** in one of the following ways:
- Bring or mail your gift to the church office.
 - Give online by designating **Hope+Elim Building Campaign** in your profile at hope-elim.org/give.
 - Give anytime during weekly worship by writing **Hope+Elim Building Fund** in the memo line of a check.

Discover the Joy of Cheerful Giving





Shining the Light Together provides every person in the Hope+Elim family with a great opportunity to discover the joy and freedom of financial giving God's way! It's not complicated. In order to discover what it really means to be a "cheerful giver," we need to seek God's revelation, not human reason.

Try these steps:

Step One | Pray

Ask God this question: "Lord, what do you want to do through me to accomplish your will for Hope+Elim?"

"Keep on asking, and you will be given what you ask for. Keep on looking, and you will find. Keep on knocking, and the door will be opened." *Matthew 7:7*

Step Two | Listen to God

Keep asking until you "hear" God's answer. If you don't get anything – in other words, if you don't get a pretty strong indication in your heart, soul or mind as you pray each day throughout this campaign – then quiet your life until you can. Be still. Listen to God, not people. God will write a number on your heart, soul or mind.

"Be silent, and know that I am God." *Psalms 46:10*

Step Three | Take a Leap of Faith

Trust God enough to do whatever he calls you to do, believing that he will provide the means to make it happen (2 Corinthians 9:6-11). Now you're giving as a matter of faith – and thus, experiencing the joy and freedom of Bible-based giving without anyone telling you, other than God, what to give! **Enjoy the feeling!**

"Trust in the Lord forever, for the Lord himself, is the Rock eternal" *Isaiah 26:4*

Letters from Our Campaign Directors



HOPE+ELIM

*"May the God of hope
fill you with all joy and peace
as you trust in him,
so that you may
overflow with hope
by the power
of the Holy Spirit."*

Romans 15:13

*"Always be
full of joy
in the Lord.
I say it again,
rejoice!"*

Philippians 4:4

Dear Hope+Elim church family,

The thing we've most appreciated about past capital campaigns is that they unify our church family around a shared vision and mission — bringing energy, a space for dreaming, and the palpable presence of the Holy Spirit. So it's time for us as a new church to take a step forward and build on the momentum and the miracles God has already provided! What are we rallying around?

When we came together three years ago we had aspirations for becoming a vision of heaven (a "Beloved Community") in the Drake neighborhood, the city of Des Moines, and beyond. We envisioned a community center where people of differing backgrounds, races, and church experiences could find a safe place fueled by God's love.

In many ways we've made great strides in becoming that Beloved Community: Awesome worship on Sunday and Wednesday. Yummy food. Children, student and young adult ministry. Adult discipleship. Community events. Really yummy food. Non-profit ministry support. And a building literally full to the rafters of ministry. How do we not only continue this support but build on what God's started here?

So, now it is time to come together to discuss, plan, and pray - listening to God's plan, not our own. We are excited to be on this journey with old friends and new. May God bless the ministry here at Hope+Elim and lead us in the weeks, months and years to come!

In Christ,



Bill and Val Armstrong



Dear Hope+Elim church family,

The moment we heard about the **Shining the Light Together** campaign we were on board and eager to participate and see how God would move in our church.

We look forward to seeing growth in our community deep and wide while watching our goals be met and experiencing how God will use this time to strengthen our church and community.

We both love connecting with people especially when it comes to a God-sized effort like this. We are both involved in different aspects of the church and are deeply invested in seeing God's plan for our church.

We believe others find freedom and peace in giving when they know the beneficiary is God's church for His kingdom. We all want to attend a church that we can be proud of and to have what we need to accommodate all worshipers. This church is nothing short of a blessing and we are thankful for how God has richly blessed Hope+Elim.

We feel that each person who gives and or serves in anyway will not only please our God but they will also share a sense of ownership. We believe in strengthening our community with the word and grace of God and are fully committed in making heaven more crowded!

In Christ,



Rob & Felita Johnson

Dear Hope+Elim church family,

God has provided many blessings to our family through the many ministries of Hope+Elim, including weekend worship, Community Night, children & student ministries, classes and delicious meals. Our church is our family. It's especially evident in our youngest son, Carter, who loves coming to church. He feels welcome, safe and known. He's quick to share the truth of God's promises that he learns in Hope+Elim Kids.

Our story isn't unique. Many individuals and families have been blessed by how God is moving through Hope+Elim and the ministry partners in our building. We know that our faith and relationship with God have grown as a result of the faithfulness of this church, and it's our desire to serve our local community in new ways to receive His blessings, too.

As we prepare for the upcoming capital campaign, we encourage you to gather in worship with us weekly. As you do, grow in your faith - receive God's promises and reflect on how He is moving in your heart and through your life. And finally, pray with an open heart for God to bring you joy and freedom in giving generously so that others can experience the same blessings that we have. Join us as we shine God's light together.

In Christ,



Mike, Mimi, Alex and Carter Reed



2500 UNIVERSITY AVENUE | DES MOINES | 50311