



A PROSPECTUS

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MISSION

To labor for the Gospel as it transforms us, our city, and our world for eternity.

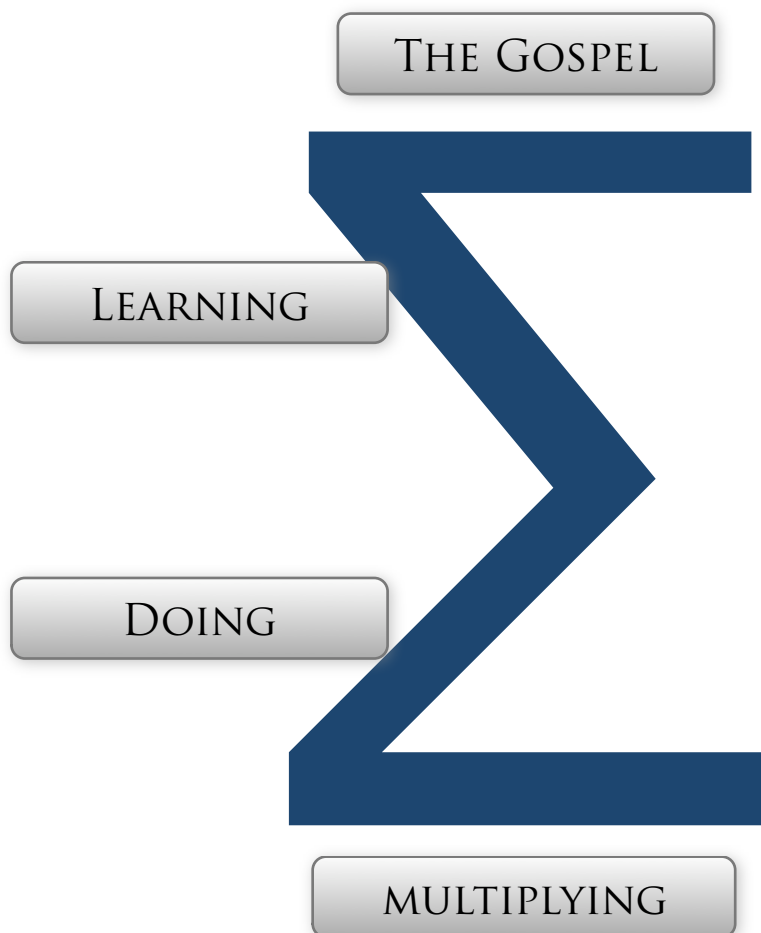
CORE VALUES

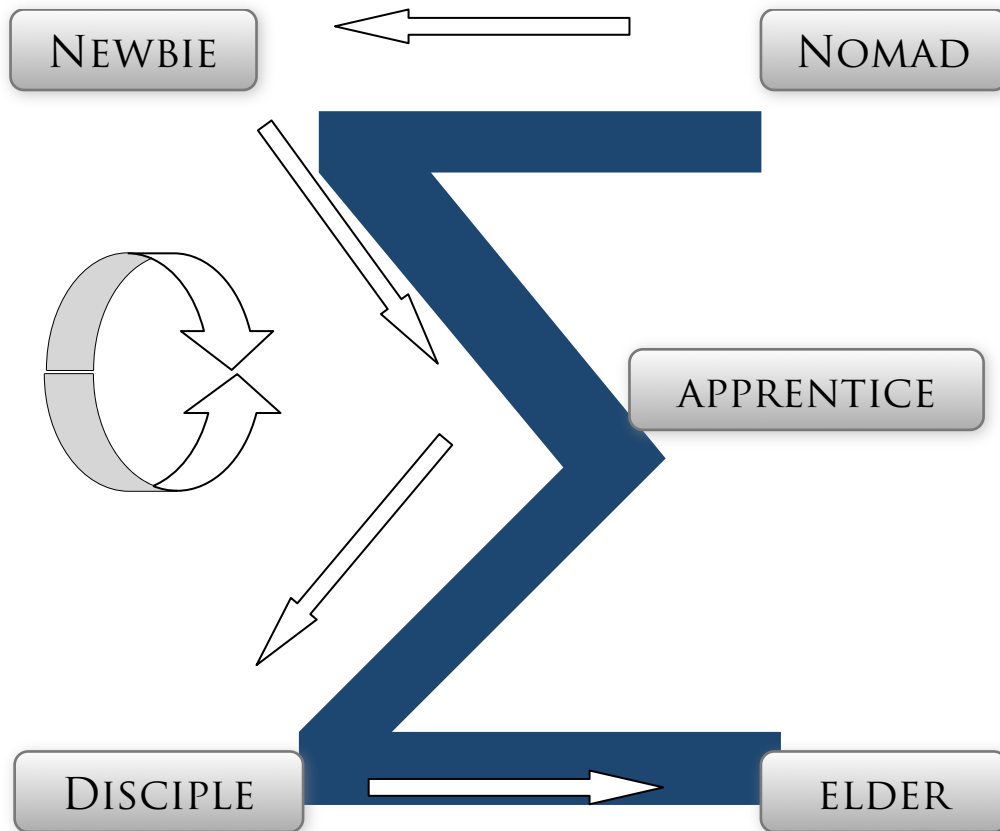
THE GOSPEL – We believe that Jesus is our only hope

LEARNING – We are committed to being transformed by the renewing of our minds

DOING – We are committed to showing our faith by our works

MULTIPLYING – We are committed to investing our lives in others





FIVE STAGES OF CHRISTIANITY

NOMAD – wandering in need of a Savior

NEWBIE – infant in need of teaching

APPRENTICE – educated in need of expression

DISCIPLE – engaged in need of experience

ELDER – multiplying in need of a community

THE DEMOGRAPHIC CONTEXT

Jefferson City, the capital city of Missouri, is located along the banks of the Missouri River in Cole County. For a full history, you can visit:

The City Of Jefferson website (<http://www.cityofjefferson.net/history.html>)

Wikipedia (http://en.wikipedia.org/wiki/Jefferson_City,_Missouri)

Regarding demographic information, the primary source of information has been ESRI. (www.esri.com) ESRI designs and develops the world's leading geographic information system (GIS) technology. Community Tapestry, ESRI's market segmentation system, classifies U.S. neighborhoods into [65 segments](#) based on their socioeconomic and demographic composition. Segmentation explains customer diversity, describes lifestyles and life-stages, and incorporates a wide range of data such as demographic, business, and market potential data. ([Source](#))

Jefferson City is composed of three main zip codes: 65101, 65109, and 65043. A summary table of relevant information gleaned from ESRI's Community Tapestry reveals:

	65101	65109	65043
Population	29000	38000	9000
% Caucasian	79%	88%	92%
% African American	17%	8%	2%
% Other	4%	4%	4%
Median HH Income	\$51000	\$55000	\$53000
Primary Tapestry	17 - Green Acres	13 – In Style	26 – Midland Crowd
Secondary Tapestry	28 – Aspiring Young Families	26 – Midland Crowd	41 - Crossroads
Tertiary Tapestry	52 – Inner City Tenants	19 – Milk And Cookies	17 – Green Acres

Segment 13 - In Style

In Style residents live in affluent neighborhoods of metropolitan areas. More suburban than urban, they nevertheless embrace an urbane lifestyle. Townhome ownership is more than double the national level, but more than half of the households are traditional single-family homes. Labor force participation is high and professional couples predominate. The median household income is \$67,800. Only about one-third of households include children. The median age is 39.3 years. In Style residents are computer savvy; they use the Internet daily, to look up information, track investments, or make purchases. They own a diverse investment portfolio, contribute to retirement savings plans, and have long term care and life insurance. They enjoy going to the beach, snorkeling, playing golf, and casino gambling. They favor domestic travel.

Segment 17 - Green Acres

A little bit country, Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 39.9 years. Married couples, with and without children, comprise the majority of households, primarily single-family dwellings. This upscale market has a median household income of \$62,300 and a median home value of \$179,700. These do-it-yourselfers maintain and remodel their homes, whether painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish their tasks. They also take care of their lawn and gardens, again with the right tools. Vehicles of choice are motorcycles and full size pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.

Segment 19 - Milk and Cookies

Milk and Cookies households are mainly comprised of young, affluent married-couple families. About half of the households include children. The median age for this market is 33.5 years. Residents favor single-family homes in suburban areas, chiefly in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$131,900. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market. Residents are well-insured for the future. The presence of children drives their large purchases of baby and children's products, and time savers such as fast food. For fun, residents play video games, chess, backgammon, basketball, and football, or just fly a kite. Favorite cable channels include Toon Disney, The Discovery Health Channel, ESPNNews, and Lifetime Movie Network.

Segment 26 - Midland Crowd

Midland Crowd represents Tapestry's largest market, with close to 10.8 million people. The median age of 36.3 parallels the U.S. median. The majority of households are comprised of married-couple families, half with children and half without. The median household income is \$48,200. Housing developments are generally in rural areas throughout the U.S. (more village or town than farm), mainly in the South. Home ownership is at 84 percent. Two-thirds of households are single-family structures and 28 percent are mobile homes. This is a somewhat conservative market politically. These do-it-yourselfers take pride in their homes, lawns, and vehicles. Hunting, fishing, and woodworking are favorite pursuits. Owning pets, especially birds or dogs, is common. Many households have a satellite dish, and TV viewing includes various news programs, as well as shows on CMT and Outdoor Life Network.

Segment 28 - Aspiring Young Families

Aspiring Young Families neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly comprised of young, married-couple families or single parents with children, the median age for this segment is 30.4 years. Half of the households are owner-occupied single-family dwellings or townhomes, and half are occupied by renters, many living in newer multiunit buildings. Residents spend much of their discretionary income on baby and children's products and toys, as well as home furniture. Recent electronic purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending pro football games, fishing, weight lifting, and playing basketball. Vacations are likely to include visits to theme parks. Internet usage mainly involves chat room visits.

Segment 41 – Crossroads

Young families in mobile homes typify Crossroads neighborhoods, found in small towns throughout the South, Midwest, and West. These growing communities are home to married-couple and single-parent families. The median age is 31.9 years. Home ownership is at 77 percent and the median home value is \$60,300. More than half of the households are mobile homes and 36 percent are single-family dwellings. Employment is chiefly in the manufacturing, construction, retail trade, and service industries. Many homes have dogs. Residents generally shop at discount stores, but also frequent convenience stores. They prefer domestic cars and trucks, often buying used vehicles and maintaining them. Residents go fishing, attend auto races, participate in auto racing, and play the lottery. An annual family outing to Sea World is common. Outer Limits is a favorite weekly TV show.

Segment 52 - Inner City Tenants

Inner City Tenants neighborhoods are a microcosm of urban diversity, located primarily in the South and West. This multicultural market is young, with a median age of 27.8 years.

Households are a mix of singles and families. The majority of residents rent economical apartments in mid-rise or high-rise buildings. Recent household purchases by this market include video game systems, as well as baby food, products, and furniture. Internet access at home is not typical, but those who have no access at home surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents frequently eat at fast-food restaurants. They enjoy going to the movies, attending football and basketball games, water skiing, and playing football, basketball, and soccer. Some enjoy the nightlife, visiting bars and nightclubs, to go dancing.

THE RELIGIOUS CONTEXT

Regarding religious affiliation information, the Association of Religious Data Archives (ARDA) has been the primary source of information ([Source](#)). ARDA selected the county level to aggregate religious affiliation information. The Jefferson City area is almost entirely contained within Cole County. However, sections of three other counties fall well within reasonable possibilities of being impacted by Eternity. A summary table of religious affiliation reveals:

	Cole	Callaway	Moniteau	Osage
Evangelical	19,500 (27%)	7,500 (19%)	6,100 (41%)	2,100 (16%)
Mainline	7,800 (11%)	4,200 (10%)	2,100 (14%)	550 (4%)
Catholic	26,200 (37%)	1,700 (4%)	1,700 (12%)	6,800 (52%)
Other	650 (1%)	400 (1%)	300 (2%)	0 (0%)
Unclaimed	17,200 (24%)	26,800 (66%)	4,500 (31%)	3,600 (28%)
Total	71350	40600	14700	13050

Overall, in the four county region there are approximately 140,000 people. Over 60% are either unclaimed by any faith or are Roman Catholic. This information does not take any optimistic or pessimistic views on the comprehension or true belief in grace based salvation for those who are claimed by the evangelical protestant churches.

THEOLOGICAL FOUNDATIONS

Eternity will have the following theological foundations:

First - We are **Christians** which distinguishes us from other world religions and cults.

- *We adhere to both the [Apostles](#) and [Nicene](#) Creeds.

Second - We are **Evangelicals** and in agreement with the doctrinal statement of the National Association of Evangelicals:

- We believe the Bible to be the inspired, the only infallible, authoritative Word of God.

- We believe that there is one God, eternally existent in three persons: Father, Son and Holy Spirit.
- We believe in the deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal return in power and glory.
- We believe that for the salvation of lost and sinful people, regeneration by the Holy Spirit is absolutely essential.
- We believe in the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life.
- We believe in the resurrection of both the saved and the lost; they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.
- We believe in the spiritual unity of believers in our Lord Jesus Christ.

Third - We are Missional:

- We believe that our local churches must be faithful to the content of unchanging Biblical doctrine (Jude 3).
- We believe that our local churches must be faithful to the continually changing context of the culture(s) in which they minister (1 Corinthians 9:19-23).
- We believe that our mission is to bring people into church so that they can be trained to go out into their culture as effective missionaries.

Fourth - We are Reformed:

- We believe that God created the heavens, the earth.
- We believe that God created man and woman in a state of sinless perfection with particular dignity as His image bearers on the earth.
- We believe that our first parents sinned against God and that everyone since is a sinner by nature and choice. Sin has totally affected all of creation including marring human image and likeness so that all of our being is stained by sin (e.g. reasoning, desires, and emotions).
- We believe that because all people have sinned and separated themselves from the Holy God that he is obligated to save no one from the just deserved punishments of hell. We also believe that God in His unparalleled love and mercy has chosen to elect some people for salvation.
- We believe that the salvation of the elect was predestined by God in eternity past.
- We believe that the salvation of the elect was accomplished by the sinless life, substitutionary atoning death, and literal physical resurrection of Jesus Christ in place of His people for their sins.
- We believe that the salvation of the elect, by God's grace alone, shows forth in the ongoing repentance of sin and faith in Jesus Christ that leads to good works.

- We believe that God's saving grace is ultimately irresistible and that God does soften even the hardest heart and save the worst of sinners according to His will.
- We believe that the gospel should be passionately and urgently proclaimed to all people so that all who believe may be saved through the preaching of God's Word by the power of God's Spirit.
- We believe that true Christians born again of God's Spirit will be kept by God throughout their life, as evidenced by personal transformation that includes an ever-growing love of God the Father through God the Son by God the Spirit, love of brothers and sisters in the church, and love of lost neighbors in the culture.
- We believe that God is Lord over all of life and that there is nothing in life that is to be separated from God.
- We believe that the worship of God is the end for which people were created and that abiding joy is only to be found by delighting in God through all of life, including hardship and death which is gain.

Fifth – We are *not*:

- Liberals who embrace culture without discernment and compromise the distinctives of the gospel, but rather Christians who believe the truths of the Bible are eternal and therefore fitting for every time, place, and people.
- Fundamentalists who retreat from cultural involvement and transformation, but rather missionaries faithful both to the content of Scripture and context of ministry.
- Isolationists and seek to partner with like-minded Christians from various churches, denominations and organizations in planting church-planting churches.
- Hyper-Calvinists who get mired down in secondary matters, but rather pray, evangelize, and do good works because we believe that the sovereign plan of God is accomplished through us, His people.
- Eschatological Theonomists or Classic Dispensationalists (e.g. Scofield) and believe that divisive and dogmatic certainty surrounding particular details of Jesus Second Coming are unprofitable speculation, because the timing and exact details of His return are unclear to us.
- Egalitarians and do believe that men should head their homes and male elders should lead their churches with masculine love like Jesus Christ.
- Open Theists and believe in the sovereignty and foreknowledge of God in all things.
- Religious Relativists and do believe that there is no salvation apart from faith in Jesus Christ alone.
- Nationalists seeking to simply improve one nation but instead ambassadors of the King of Kings commissioned to proclaim and demonstrate the coming of His kingdom to all nations of the earth.
- Moralists seeking to help people live good lives, but instead evangelists laboring that people would become new creations in Christ.

- Relativists and do gladly embrace Scripture as our highest authority above such things as culture, experience, philosophy, and other forms of revelation.
- Universalists and do believe that many people will spend eternity in the torments of hell as the Bible teaches.
- Naturalists and do believe that Satan and demons are real enemies at work in this world and subject to God.
- Rationalists and do believe that not everything can be known but that God calls us to live by faith with mystery and partial knowledge regarding many things.
- Evangelical Feminists and do believe that God reveals Himself as a Father and is to be honored by the names He reveals to us without apology.
- Embarrassed by the bloody death of Jesus Christ and do believe He died as a substitute for the sins of His people in selfless love.
- Ashamed and do proclaim a loving gospel of grace which sounds like foolishness and offensiveness to the unrepentant while also saving multitudes with ears to hear good news.
- Polemicists who believe that it is our task to combat every false teaching but are passionate about preserving the integrity of the gospel of Jesus Christ.

([Source](#)) * - See Appendix For Copies Of Both Creeds

Sixth – We will practice:

- Believer's Baptism - We believe that baptism is an ordinance of the Lord by which those who have repented and come to faith express their union with Christ in His death and resurrection, by being immersed in water in the name of the Father and the Son and the Holy Spirit. It is a sign of belonging to the new people of God, the true Israel, and an emblem of burial and cleansing, signifying death to the old life of unbelief, and purification from the pollution of sin.
- The Lord's Supper - We believe that the Lord's Supper is an ordinance of the Lord in which gathered believers eat bread, signifying Christ's body given for His people, and drink the cup of the Lord, signifying the New Covenant in Christ's blood. We do this in remembrance of the Lord, and thus proclaim His death until He comes. Those who eat and drink in a worthy manner partake of Christ's body and blood, not physically, but spiritually, in that, by faith, they are nourished with the benefits He obtained through His death, and thus grow in grace.

LEADERSHIP FOUNDATIONS

Eternity will be led by a plurality of elders as outlined in Scripture. (1Timothy 3; Titus 1)
Initially, the elder council will be comprised of current elders at LifePoint Church in Ozark, MO and the Lead Pastor of Eternity. This oversight will continue for twelve months subsequent to the public launch, at which time ,given realistic conditions exist to do so, the first group of indigenous elders will be installed.

Eternity will adhere to the qualifications outlined in Scripture for anyone desiring to be an elder. Those qualifications are:

Above Reproach	Not Addicted To Wine	Not A New Convert
Husband Of One Wife	Not Pugnacious	Good Reputation Outside The Church
Temperate	Gentle	Not Self-Willed
Prudent	Un-Contentious	Not Quick Tempered
Respectable	Free From Love Of Money	Loving What Is Good
Hospitable	Ruling His Household Well	Just
Able To Teach	Children Under Control	Devout

A common structure is to organize leadership around different life stages (i.e. Children's Minister, Youth Minister, College Minister, etc). At Eternity, however, the arrangement would be that paid vocational staff, or un-paid elders would be responsible for a core value. A skeleton view looking forward to the staff of Eternity would be:

- Pastor of The Gospel
- Pastor of Worship – (The Gospel)
- Pastor of Learning
- Pastor of Doing
- Pastor of Multiplying

The advantage to structuring leadership in this manner is the benefit of having a single stream of thought regarding core values. In essence, it allows the concrete expressions of Eternity to be natural outflows of its mission and its values.

THE TIMELINE OF ETERNITY

