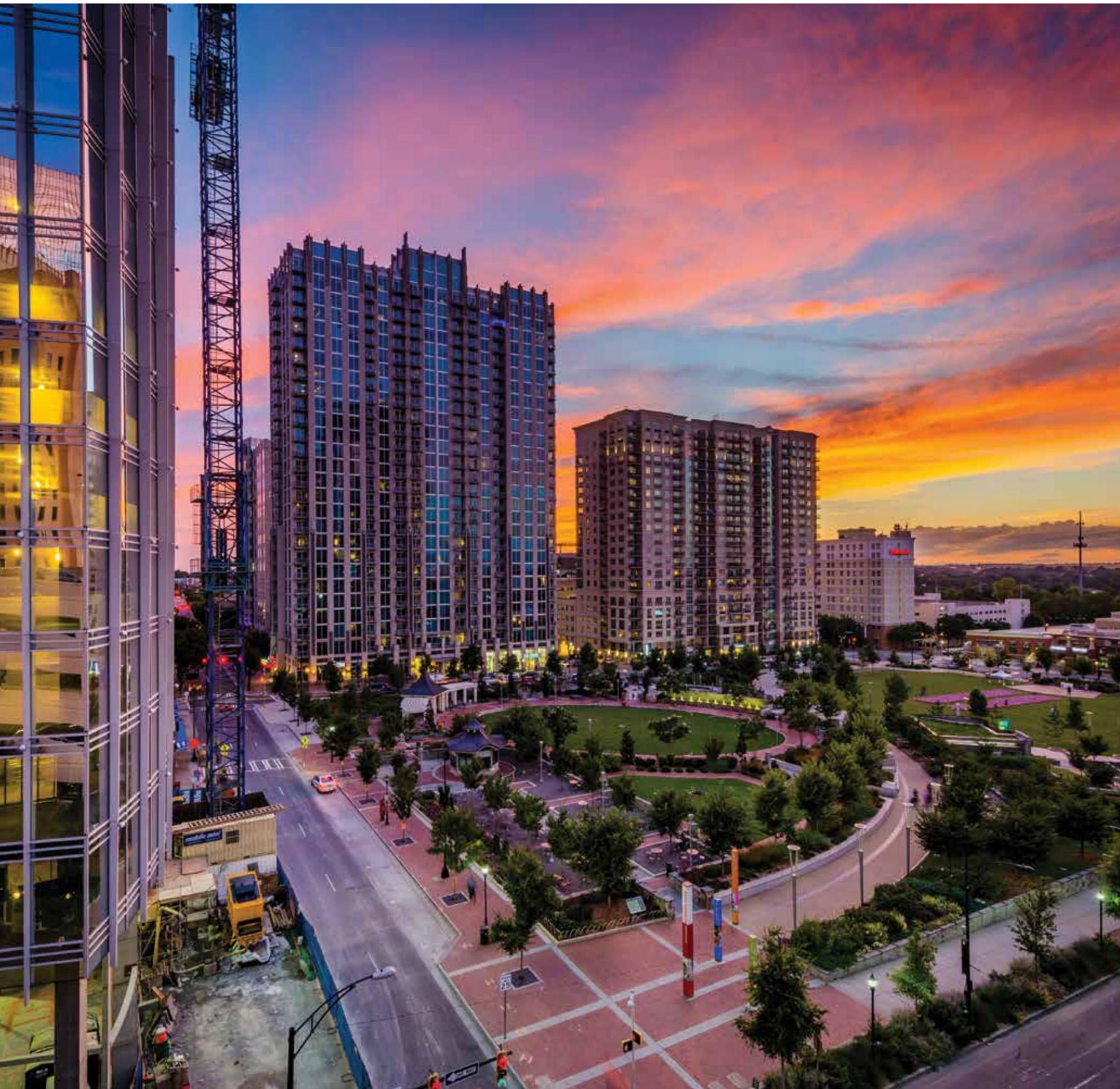


CHARLOTTE
STATE OF THE CITY

20 | REPORT | 18



FORCHARLOTTE
MISSION NETWORK



What would happen if the collective body of Christ in Charlotte engaged the needs of our city using shared, trusted research?

It is this question that led to the report you hold in your hands. The State of the City Report was created to be a trusted resource to equip the Church to understand the most pressing needs facing our city, and catalyze the Church to meet those needs as a unified body of Christ. Knowing that it is in our unity, that the city will see and experience the greatest declaration of God's love, as our Lord Jesus prayed for in John 17:20-23.

This report is the culmination of an 18-month collaborative research project that brought together publicly available local research on issues such as upward mobility and affordable housing, and combined it with commissioned research on topics such as church growth and the state of Bible engagement in Charlotte. We then brought together local pastors, ministry leaders, and marketplace leaders to identify ways the Church can pray for and engage the many needs of our city.

It is with a deep sense of gratitude that we wish to thank all the researchers, contributors, research partners, and funding partners who made the State of the City Report possible. We would like to say a very special thank you to the Movement Mortgage Marketing Team for all they have done to design and produce this report.

As you read through the following pages, ask yourself what would happen if a unified body of Christ in Charlotte worked together to engage the many needs addressed in this report. What would our city look like in five, ten, or twenty years? We live at a pivotal point in history, and our city needs the Church to get in the game. It is our prayer that this report would inform and inspire the Church to live out its Biblical call to seek *the peace of our city*, together.

For the City,



ROB KELLY
President & CEO
For Charlotte Mission Network

INTRODUCTION

For the Church to most effectively meet the needs of Charlotte, we must first know and love our city. It is in that spirit that we conducted the research for the State of the City Report. Our aim with this report has been to take an honest look at both the amazing aspects, as well as the many challenges facing our city.

Based on extensive prayer and research, For Charlotte identified five primary mission focus areas. We believe if the Church were to engage faithfully and collaboratively in these five areas, measurable transformation in the city of Charlotte would occur. The five focus areas are:

- » (Upward) Mobility Matters
- » The Margins Matter
- » Millennials Matter
- » The Marketplace Matters
- » Multiplication Matters

This report provides trusted research on the major gospel needs in Charlotte and tangible ways the unified Church can respond. Three levels of engagement are provided in each area of gospel need:

- » **SCRIPTURE ENGAGEMENT**
Verses to reflect on what God says about the issues facing our city.
- » **PRAYER ENGAGEMENT**
Ways to pray for specific needs of our city.
- » **MISSION ENGAGEMENT**
This “Get Involved” section outlines actions to take to meet the needs of our city.

Disclaimer: The research commissioned and compiled for this report, although broad in scope, is in no way comprehensive. Similarly, the recommendations for engagement are not exhaustive, but rather serve as recommendations for you and your organization to begin to discern how to engage the many needs in our city.





TABLE OF CONTENTS

Five Focus Areas

	MOBILITY 10
	Bridging the divides that hinder upward mobility in our city.
	MARGINS 40
	Caring for the most marginalized groups in our city.
	MILLENNIALS 56
	Engaging the largest generation in our city.
	MARKETPLACE 64
	Integrating faith and work.
	MULTIPLICATION 74
	Multiplying churches and disciples in our city.
Charlotte Prayer Guide	
	CHARLOTTE PRAYER GUIDE 86

109

PEOPLE

move to the Charlotte metro area every day¹

52%

Population increase in Mecklenburg County from 2000-2016¹

960

CHURCHES

in Mecklenburg County²

6TH

Most Bible-minded city in the U.S.³

50TH

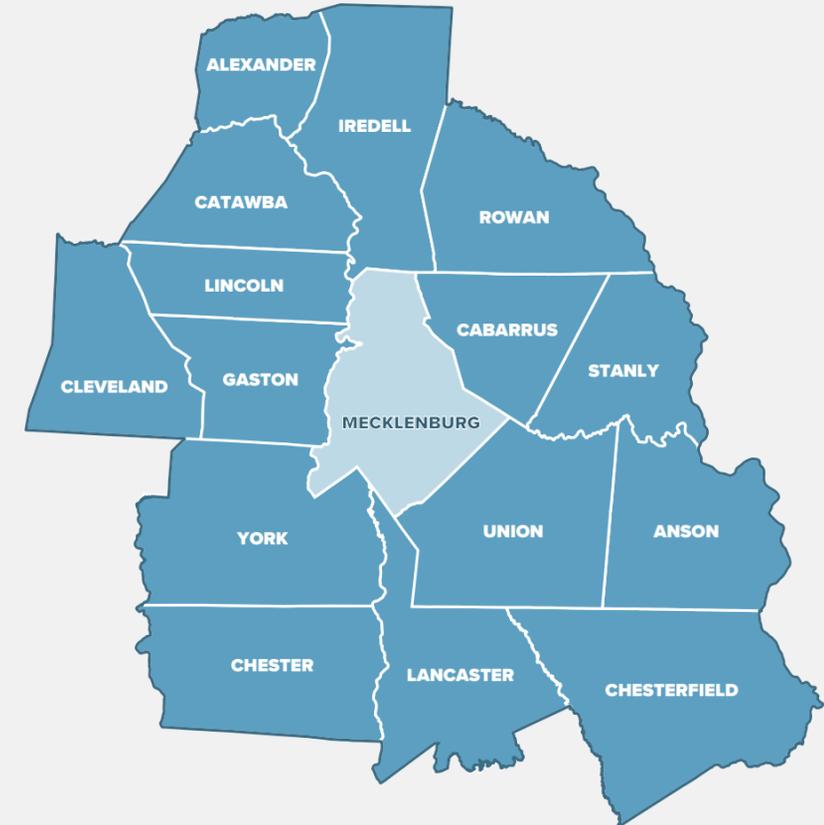
CITY OUT OF 50

largest U.S. cities in upward mobility⁴

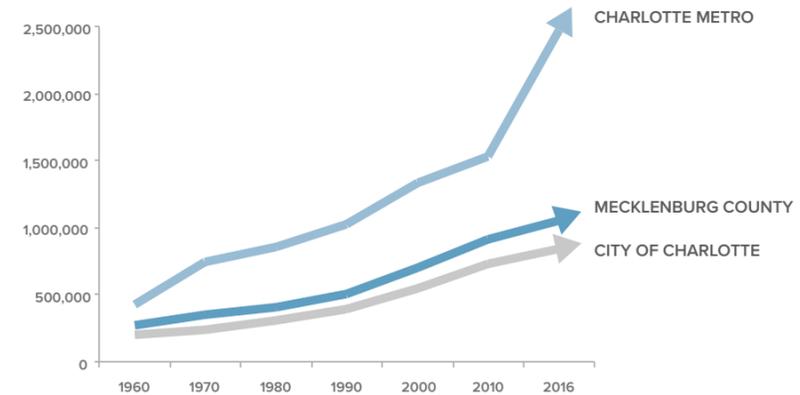
34K

Shortage of affordable housing units in Mecklenburg County⁵

OUR CITY CHARLOTTE



POPULATION GROWTH 1960-2016



2.47 M
PEOPLE IN THE CHARLOTTE METRO

Source: U.S. Census Bureau 2016 Population Estimates

There is a clear disconnect in the various identities that Charlotte embodies. This report analyzes the challenges facing our city and asks how the Church can come together to create transformational change in Charlotte.

SOURCES: 1. U.S. Census Bureau | 2. Estimate based on Mecklenburg County land use data and local knowledge | 3. Barna (2017) | 4. Chetty (2014) | 5. Leading on Opportunity Report (2017)



Mobility

MATTERS

Income Inequality	14
Race	18
Education	22
Family Structure	30
Social Capital	34



In 2014, a study published by Harvard University and UC Berkeley ranked the 50 largest US cities on economic mobility – the likelihood that a child born into poverty will move out of poverty, independent of family status and where they grew up. This study showed Charlotte ranked dead last, 50 out of 50 in America, in upward economic mobility. Meaning, it is harder to get out of poverty in Charlotte than in any other large city in the United States. When you break down the key components of the study, it reveals deep systemic injustice plaguing our city. The study showed that Charlotte is deeply divided by race, quality of education, poverty and economic opportunity, level of social capital, and broken families.

Charlotte's bottom ranking in this national study sent shockwaves through the Charlotte community, and sparked a call to action to improve economic opportunity for all people in the city, including the creation of an Opportunity Task Force to study intergenerational poverty in Mecklenburg County. This study exposed a clear opportunity for the Church to come alongside agencies and organizations across the city to engage the upward mobility crisis facing our community.

In order for the Church to serve our city in ways that breaks down barriers to upward mobility, it is essential to know and understand the issues. Over the following pages, we will examine the key components of this upward mobility study.



Mobility Matters INCOME INEQUALITY

Charlotte is becoming increasingly divided by income and wealth, creating areas of concentrated poverty in the city. This economic segregation cuts off access to resources and contributes to low community economic mobility.

The map clearly demonstrates the division in income and wealth, with concentrations of wealth in south Charlotte and the northern part of the county.

Charlotte's economic segregation is evident across socioeconomic indicators including:

- » Median incomes and housing prices
- » Education levels
- » Access to quality employment and jobs that provide a living wage
- » Availability of affordable housing
- » Quality of schools
- » Socioeconomic composition of schools
- » Access to healthcare
- » Access to healthy food
- » Crime rates
- » Social capital

WHAT IS THE CHURCH'S BIBLICAL RESPONSIBILITY TO THOSE LIVING IN POVERTY?

Read and dwell on the following Scripture passages:

- » Micah 6:8
- » James 2:1-5
- » 1 John 3:16-18
- » Proverbs 22:2



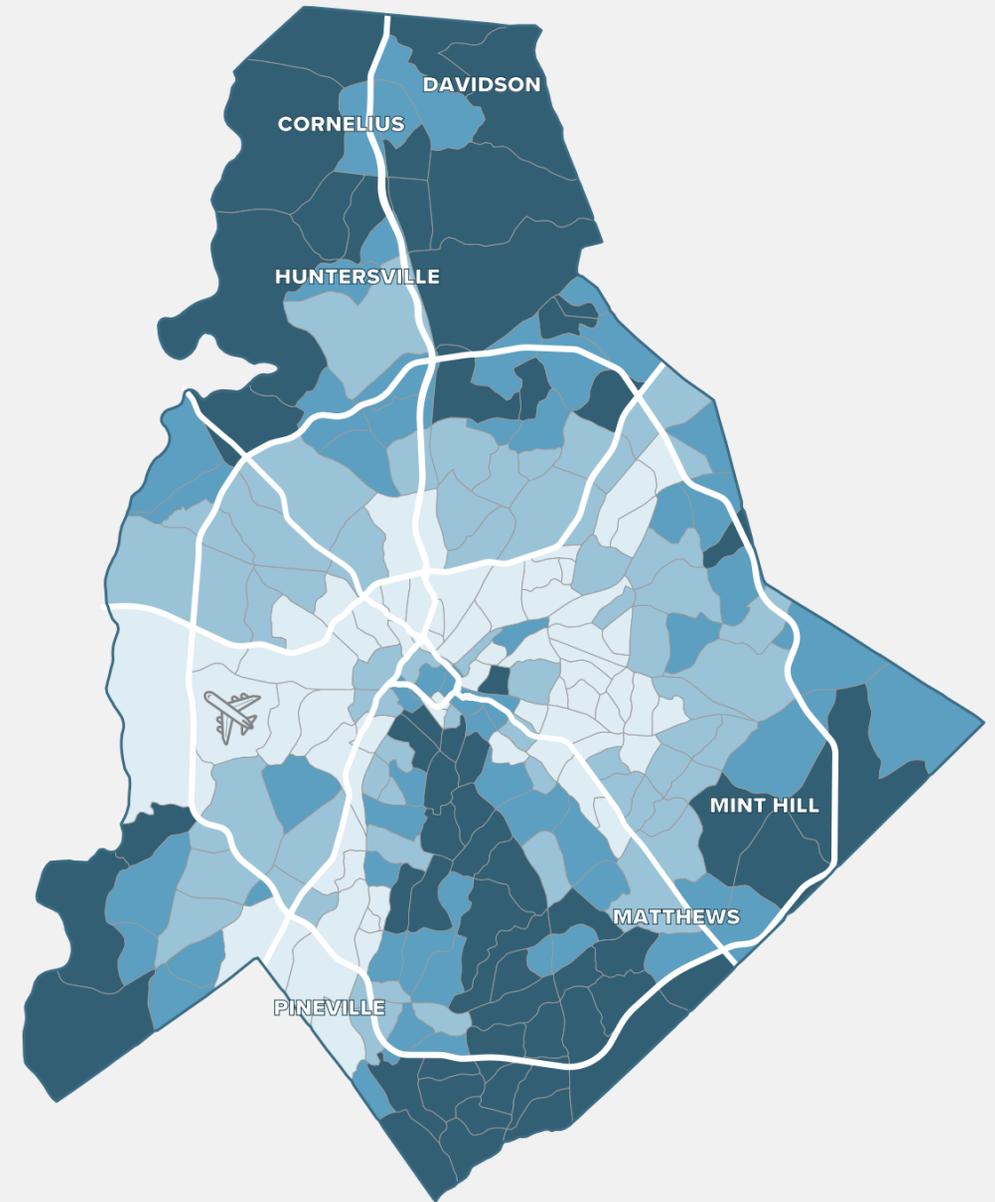
4.4%

The likelihood of a child in Charlotte moving from the bottom fifth of the economic ladder to the top fifth by early adulthood¹



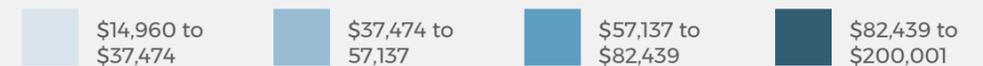
1 in 5 children in Mecklenburg County live in poverty (about 50,000 kids)²

A CITY DIVIDED BY INCOME AND WEALTH



Median Household Income

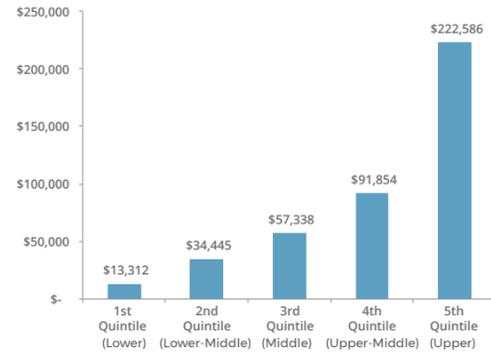
Source: Esri 2017



SOURCES: 1. Chetty (2014) | 2. U.S. Census Bureau 2015 ACS

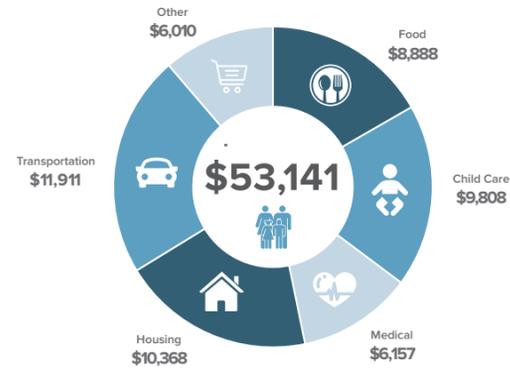
Socioeconomic Classes in Mecklenburg County

Mean Household Income Quintiles¹

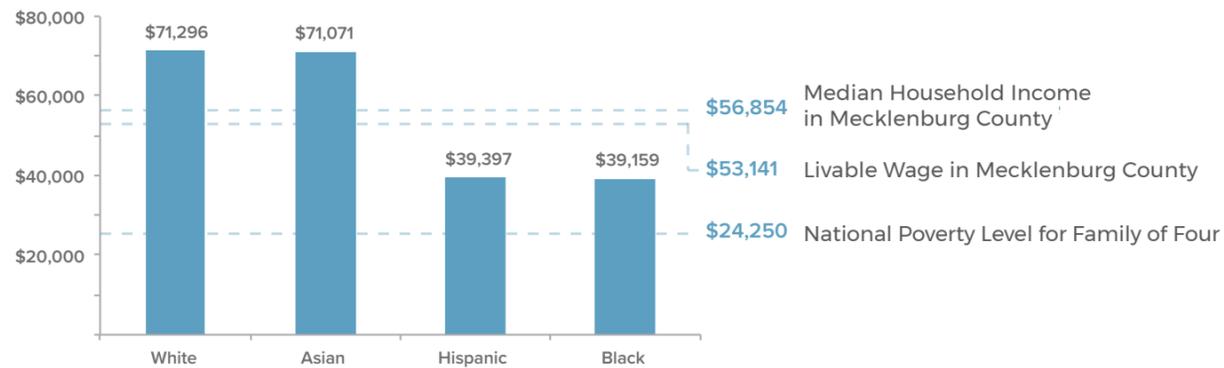


Liveable Wage in Mecklenburg County²

Amount of money needed to pay for typical household expenses for a family of four.



Median Household Income by Race, Mecklenburg County¹



GET INVOLVED

How to Engage Upward Mobility

Recommendation 1: Awareness

- » Educate your congregation/organization about the upward mobility crisis facing Charlotte.
- » Preach and teach about the Biblical mandates that call the Church to engage the root causes of the upward mobility crisis: societal divisions, systemic injustice, racism, inequalities, etc.
- » Provide resources, such as copies of this report and others, that detail the needs and injustice in our community.
- » Bring in speakers from organizations across the city that are working to meet these needs.
- » Participate in a Poverty Simulation.

Recommendation 2: Advocacy

- » Advocate on behalf of those living in poverty in our city. Take up the Biblical call to be a voice for the voiceless.
- » Leverage your congregation/organization to advocate for job creation and a livable wage in Charlotte. There are incredible resources within the church to create jobs in our city.

Recommendation 3: Action

- » Call your congregation/organization to action.
- » Connect your people with opportunities to serve these needs in the city, while ensuring that the service is being done in a healthy way that promotes and builds dignity.
- » Remember that as you demonstrate the gospel, you gain relational credibility which allows you to proclaim the gospel. (Good deeds lead to good will, which leads to the good news).



SOURCES: 1. U.S. Census Bureau 2015 ACS | 2. MIT Living Wage Calculator (2017)



Mobility Matters RACE

As a whole, Charlotte is a very diverse city and is home to people from all races, ethnicities, and socioeconomic backgrounds. However, Charlotte is among the most racially and ethnically segregated cities in the US, contributing significantly to low levels of economic mobility in communities across the city.

Racial segregation in our city, the root causes, and the resulting impacts are both social justice and gospel issues that the Church has a mandate to address. The experience of reconciliation through Christ calls us into the work of reconciliation in our community.

HOW DOES THE GOSPEL SPEAK INTO THE RACIAL DIVISION WITHIN OUR CITY?

Read and dwell on the following Scripture passages:

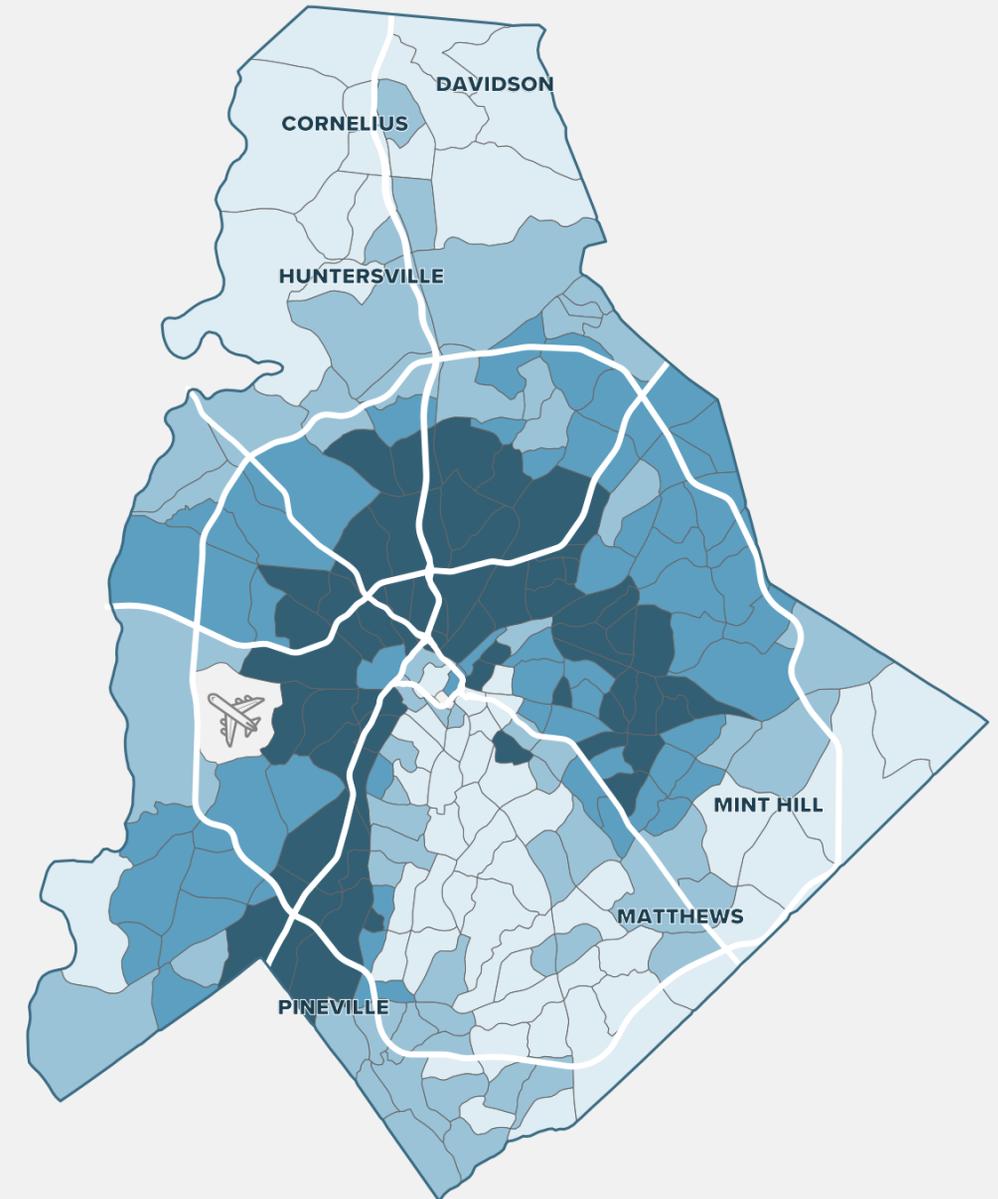
- » Colossians 3:12-14
- » Galatians 3:26-29
- » Ephesians 2:11-16
- » Revelation 7:9-10



“The fragility of a city, state, or nation, requires the muscularity of the Church. And the muscularity of the Church is seen and experienced through the demonstrated unity of the Church.”

BISHOP CLAUDE ALEXANDER
Senior Pastor, The Park Church

A CITY DIVIDED BY RACE



Percent Minority Population

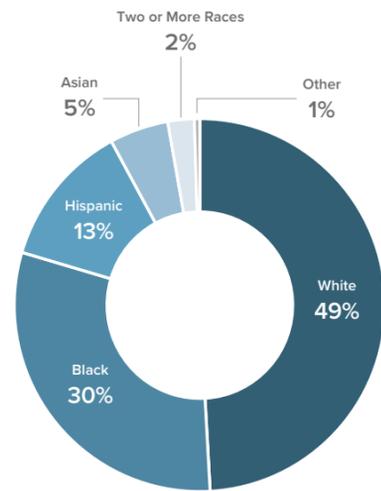
(Source: Esri 2017)

4% to 28%

28% to 56%

56% to 77%

77% to 100%



RACE AND ETHNICITY IN MECKLENBURG COUNTY¹

SEGREGATION IN OUR SCHOOLS



1 OF 2 SCHOOLS
are segregated by race²



1 OF 3 SCHOOLS
are segregated by poverty²



1 OF 5 SCHOOLS
are hyper-segregated, with 90% of students from a particular race²

GET INVOLVED

How to Seek a Reconciled City

Recommendation 1: Seek Understanding

- » Listen to the stories and life experience of people from different races than you.
- » Acknowledge the racial division within the Church and the city.
- » Educate your congregation/organization on the impacts of racial segregation.
- » Do not stand for racism in any form.
- » Remember that reconciliation requires both repentance and forgiveness.

Recommendation 2: Seek Justice

- » Be advocates for Biblical justice in our community.
- » Proactively seek ways to engage systemic injustice.
- » Provide regular opportunities for your congregation/organization to promote justice.

Recommendation 3: Seek Cross-Congregational Partnerships

- » Provide opportunities for congregations to come together, learn from each other, and form relationships.
- » As you build new relationships, celebrate the diversity within the body of Christ.
- » Utilize resources like Bible studies to equip congregations to have healthy dialogues and relationships within a diverse community. For more information and to get started, go to www.charlotte.bible.
- » Join a For Charlotte pastoral network and connect with a diverse group of pastors in your community.



Source: 1. U.S. Census Bureau 2015 ACS | 2. Leading on Opportunity Report (2017)



It is well-documented that quality early care and education are foundational to a child's development and have long-term effects on a child's life trajectory. Children enrolled in high quality preschool programs experience lifelong benefits from this early care, being less likely to repeat grades, less likely to have interactions with the law, and earning significantly more income than peers that were not enrolled in high quality preschool¹.

In addition to providing benefits to the child, access to quality childcare enables parents to seek and retain employment, increasing economic and family stability. However, access to high-quality early care and education varies widely across Charlotte neighborhoods, with access limited by cost and available spaces.

One measure that clearly demonstrates this disparity is the third grade reading proficiency rate. Children who are not proficient readers by the third grade are four times more likely to drop out of high school. The third grade literacy proficiency rate is currently at 39% across CMS, but there is a wide variation in proficiency rates amongst race and gender².

In addition to ensuring quality early childcare and education, third grade reading proficiency is a key indicator for the long term upward mobility of a child. What would it look like if each church partnered with another church to serve a school in their neighborhood? With over 960 churches and 176 schools, it is possible to meet the needs within our schools.

WHAT IS THE CHURCH'S RESPONSIBILITY IN TEACHING AND TRAINING UP THE NEXT GENERATION?

Read and dwell on the following Scripture passages:

- » Psalm 78:1-7
- » 1 Corinthians 10:24
- » Deuteronomy 6:4-7

Charlotte-Mecklenburg Schools³

176 SCHOOLS

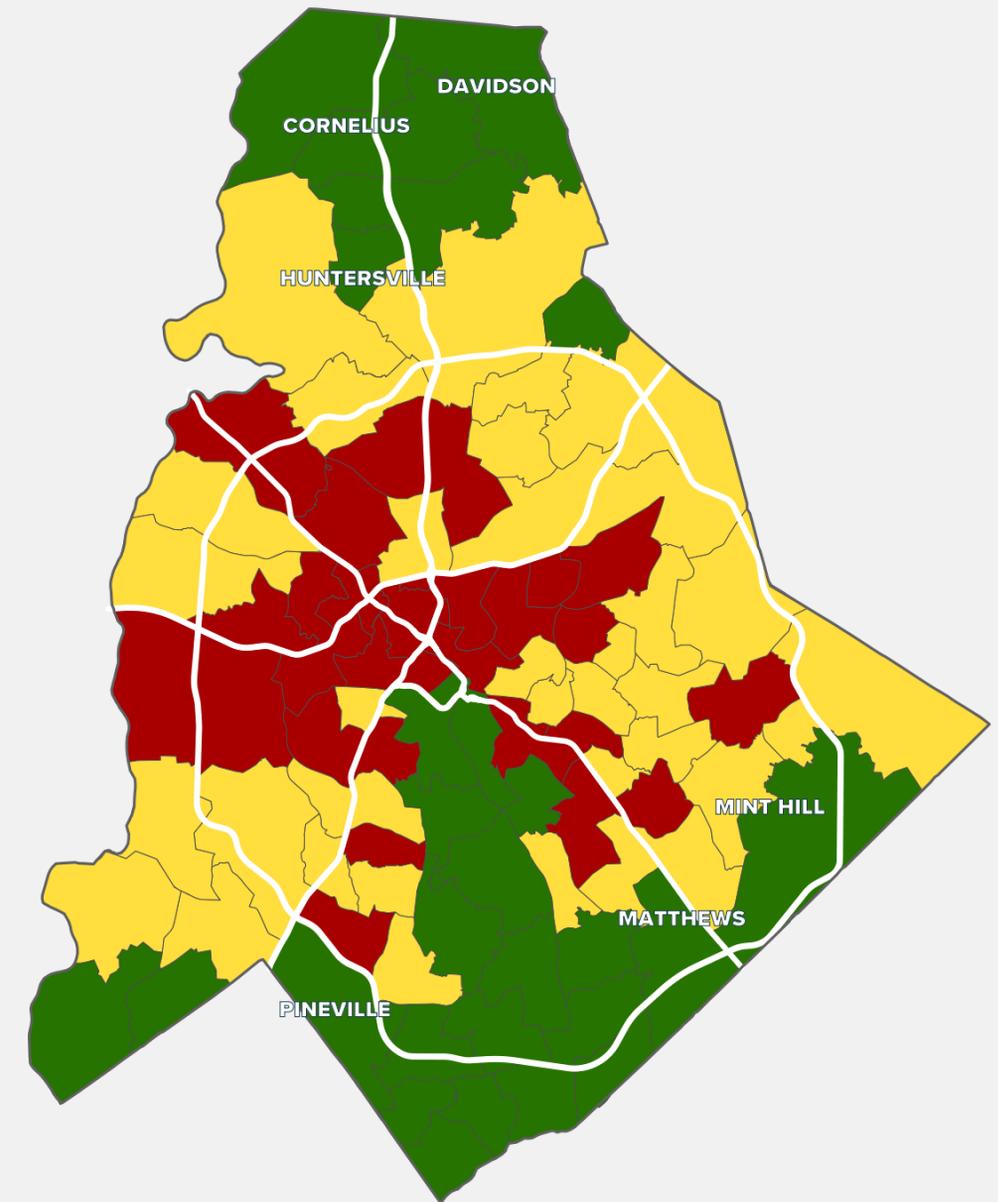
147,910 STUDENTS

18,770 TEACHERS AND STAFF

39% Percent of CMS third graders reading at grade level²

SOURCES: 1. Leading on Opportunity Report (2017) | 2. Read Charlotte, 2017 | 3. CMS Fast Facts (2017)

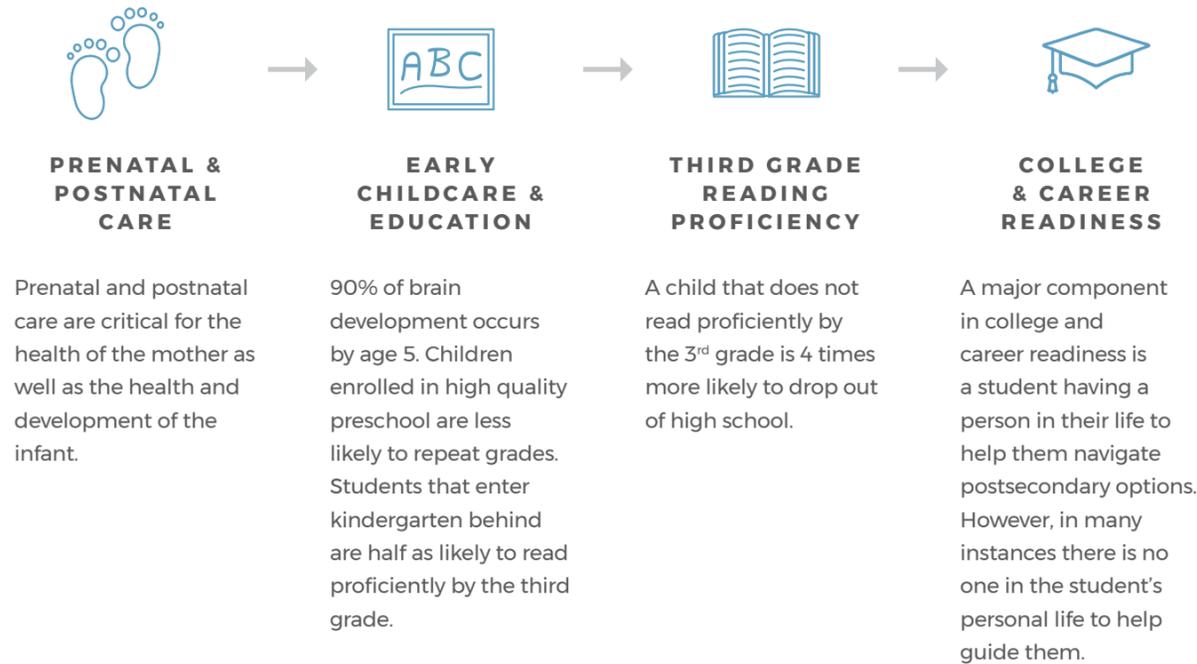
A CITY DIVIDED BY SCHOOL PERFORMANCE



School Performance Grade 2016-2017
(Source: NC State Board of Education)



Key Educational Milestones for Upward Mobility¹



Cost of Childcare²

\$11,700

Average annual fee for full-time childcare for an infant in Mecklenburg County

3,905

Children ages 0-5 on Mecklenburg County's waiting list for child care subsidies

30,700

Number of children ages 0-5 in Mecklenburg County that live in households earning less than 200% of the federal poverty level

1,892

Four year-olds on CMS's waiting list for public pre-k

Childcare fees are challenging for many families, but are cost-prohibitive for families living in poverty. Lack of affordable quality childcare and preschool limits educational opportunities as well as access to employment for the parents.

SOURCES: 1. Leading on Opportunity Report (2017) | 2. Mecklenburg County Early Childhood Education Executive Committee Report, 2017, and Leading on Opportunity Report, 2017

GET INVOLVED

How to Improve a Child's Mobility Early

Recommendation 1: Improve Access to Childcare and Pre-Kindergarten

- » For the nearly 5,000 children currently on Mecklenburg County's waiting list for child care subsidies and public preschool, the Church in our city has an opportunity to start moving the needle on upward mobility early in the lives of these children.
- » The Church can impact these lives by providing scholarships and financial aid to existing quality preschool and early care programs throughout the city.
- » Strengthen relationships between churches and share resources in order to increase the supply of affordable, high-quality preschool and early care programs in areas of the city where they are most needed.
- » Encourage church members to become a child sponsor, expanding access to high-quality childcare to low-income children across the city.
- » Support early brain development by ensuring access to quality prenatal care, and by supporting parents, guardians and caregivers in their role as the child's first teacher.

Recommendation 2: Improve Literacy

- » Support the citywide effort to increase 3rd grade reading proficiency.
- » Encourage church members to be reading buddies and tutors at local elementary schools.
- » Provide training and resources to tutors.
- » Offer storytimes and preschool programming within the community.

To learn more about how to improve literacy, go to www.readcharlotte.org.





Spotlight:

SCHOOL-CHURCH PARTNERSHIPS

There are two institutions in our city that are nearly ubiquitous; churches and schools. So can you imagine the impact we would see if these two institutions partnered for the good of our city? We would see transformation in our schools, our churches, our communities, and most importantly, in the lives of the next generation of our city. It is for this reason that we are so blessed to have a school system that invites the church to serve in the lives of these students. The CMS Community Partnerships and Family Engagement department exists to establish partnerships in the community that promote student academic achievement and create safe environments by identifying needs and mobilizing/leveraging resources. The For Charlotte Mission Network is proud to partner with CMS to help facilitate school-church partnerships in our city.

School-church partnerships look different at every school, because each school has unique needs. Across the city, there are churches that serve schools as mentors, reading buddies, and classroom volunteers. Others focus more on ensuring teachers, the faculty, and campus have everything they need to meet the needs of the students.

To learn more about beginning a school partnership, go to: www.cms.k12.nc.us/cmsdepartments/cpfe/partnerships.



“We want to invite the church to join our schools on this journey of transforming our city, one child at a time.”

LATARZJA HENRY

Assistant Superintendent, Community Partnerships & Family Engagement, Charlotte-Mecklenburg Schools

GET INVOLVED

10 Principles for Beginning a School-Church Partnership

1. Get Buy-in from the Senior Pastor

The most effective school-church partnerships occur when the senior leader is on board.

2. Send the Right Person

Make sure your church has the right person as the primary liaison with your school partner. Ensure your church liaison is relational, humble, and kind. Remember that they represent your whole church.

3. Approach the Principal or Vice-principal with Humility

4. Ask Good Questions:

- » "How can we help?"
- » "What are the greatest needs of your school?"
- » "Are there other churches or organizations already partnering with your school that we can work alongside?"
- » "What does the ideal partnership look like for you?"

5. Fruitful Partnerships Take Money

Each church has different financial resources. But setting aside or raising dollars to support your school partner will enable your church to help meet the many pressing needs and impact more lives in your school partner.

6. Under-Promise and Over-Deliver

7. Let your "Yes be Yes"

Do what you say you are going to do and when you say you are going to do it.

8. Be Patient

You must understand that the partnership process can be long and messy. But don't forget that it is worth it. Your church has the opportunity to make a lasting impact on the lives of the next generation of our city.

9. Try to Engage the Majority of Your Congregation in the Partnership

10. Do Not Proselytize

Although your church cannot proclaim the gospel and proselytize at your school, you can demonstrate the gospel as you serve your school partner with humility and faithfulness. And you can be sure that both your school partner and your surrounding community will take note.





Mobility Matters FAMILY STRUCTURE

Family structure is the highest predictor of economic mobility. Children growing up in a neighborhood with a high percentage of single mothers are less likely to move up the economic ladder than those in a neighborhood with a smaller percentage of single mothers. Even with hard work and the drive to succeed, single parent households face strong economic mobility challenges that can endure over generations¹.

There are 41,400 single-parent households in Mecklenburg County. Additionally, there are 6,500 households in which grandparents are responsible for the care of their grandchildren². As shown on the map, the percentage of single-parent households varies significantly throughout the city.

Single parents often feel overwhelmed, overextended and financially stressed. There is an opportunity for the Church to work together to support single parents and children in crisis.

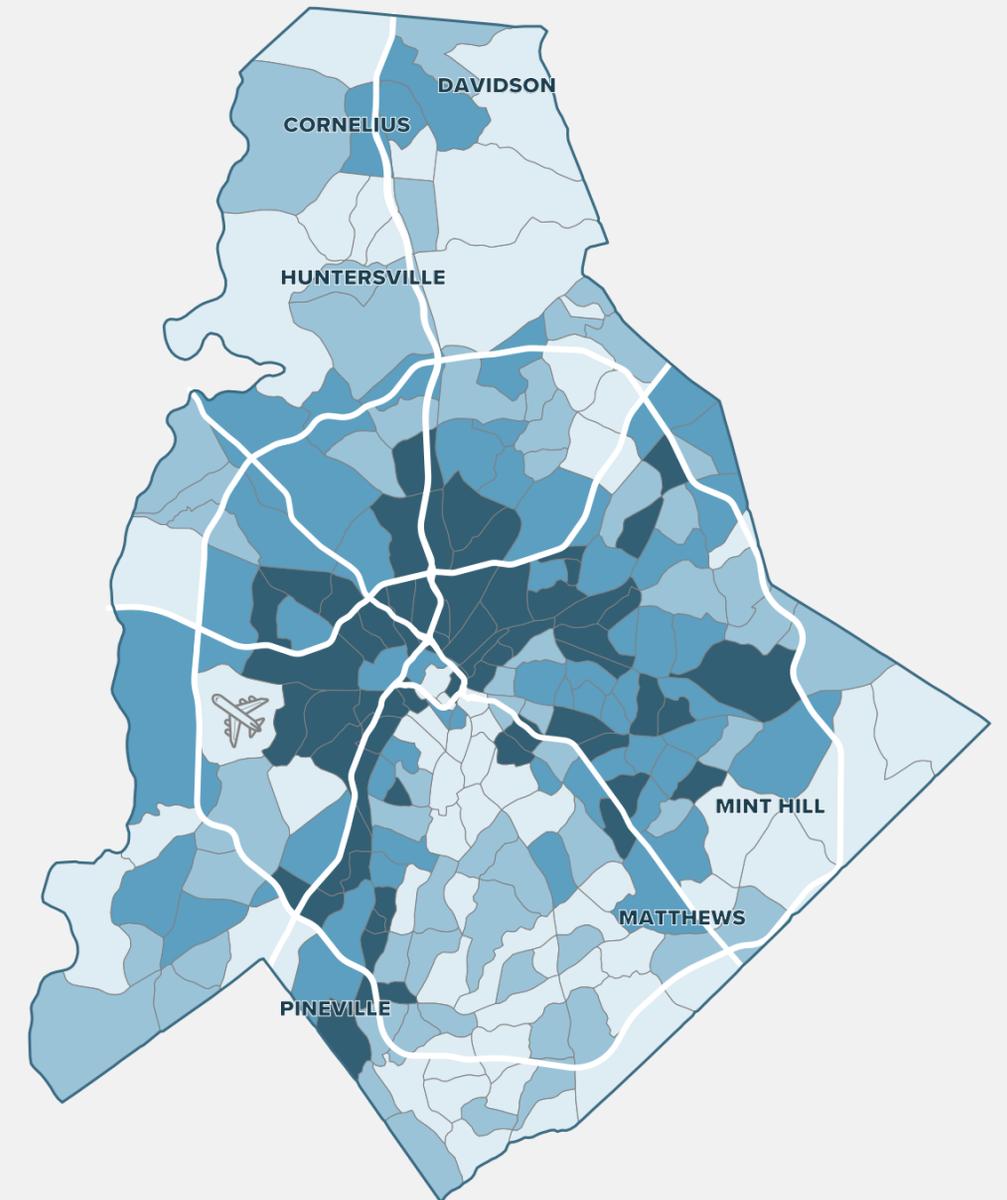
WHAT DO WE KNOW ABOUT GOD'S HEART FOR THOSE AFFECTED BY BROKEN FAMILIES?

Read and dwell on the following Scripture passages:

- » Isaiah 1:17
- » Deuteronomy 24:19-22
- » Matthew 11:28-30
- » Ephesians 5:25-27



A CITY DIVIDED BY FAMILY STRUCTURE



Percent Single Parent Households

(Source: ACS 2015)



SOURCES: 1. Leading on Opportunity Report (2017) | 2. US Census Bureau 2015 ACS

41,400

SINGLE - PARENT HOUSEHOLDS

in Mecklenburg County.¹

35%

of households with children are single-parent households¹

22%

DECREASE IN MARRIED INDIVIDUALS

between 1970 and 2015.²

1/3

of all single moms in Mecklenburg County (12,163) are living in poverty.³



GET INVOLVED Family Matters

Recommendation 1: Marriage Matters

- » Encourage and promote the importance of healthy marriages and two parent families, understanding that a child who comes from a healthy, two-parent household, has a much higher probability of upward mobility in life.
- » Offer marriage courses and resources for your community.
- » Provide free or reduced cost marriage counseling for low income families.
- » Find creative ways to invest in and support families.

Recommendation 2: Parenting Matters

- » The Church must lead the way in supporting and caring for single parent families.
- » Provide access to early childcare and education, so that single parents can seek and retain employment.
- » Provide support groups for single parents that offer childcare. Make sure to provide resources, training, and emotional support, while providing opportunity to establish meaningful relationships within the church.
- » Provide transportation to employment, school, after school activities, church, etc.
- » Ensure the church provides a welcoming environment for single parents.



SOURCES: 1. US Census Bureau 2015 ACS 5-year estimate | 2. Leading on Opportunity Report, 2017 | 3. UNCC Poverty Snapshot, 2015



Mobility Matters SOCIAL CAPITAL

Social capital has become a buzzword in recent years, but many people still struggle to know exactly what it means or how it can impact a community. Social capital is the network of people in a community that enable it to function and thrive. Social capital is also a measure of trust between people, people groups, and organizations.

In practical terms, social capital is who you know, and how those relationships support you in your everyday life. Social capital is essential for emotional and social support, connections to job opportunities, and trust. Conversely, lack of social networks, trust and support can have devastating and long-term impacts on communities.

Research has shown that there is a great amount of inequality in Charlotte's social capital. Robust social capital exists among certain socioeconomic groups concentrated in the southern and northern parts of the county, while social capital is limited in other neighborhoods. Although social capital can be difficult to measure, two common indicators are voter participation and crime. Neighborhoods with low voter participation and high concentrations of violent crime tend to have lower levels of social capital.

Social capital is essential to youth and young adults when it comes to college and career readiness. The presence - or lack thereof - of a person in a student's life to guide them and help them navigate various pathways oftentimes makes all the difference. Parents, coaches, and mentors help students become aware of career opportunities, learn to connect their interests and skills to a career, and navigate postsecondary options and financial aid application processes. However, in many instances there is no one in a student's life to help guide them.

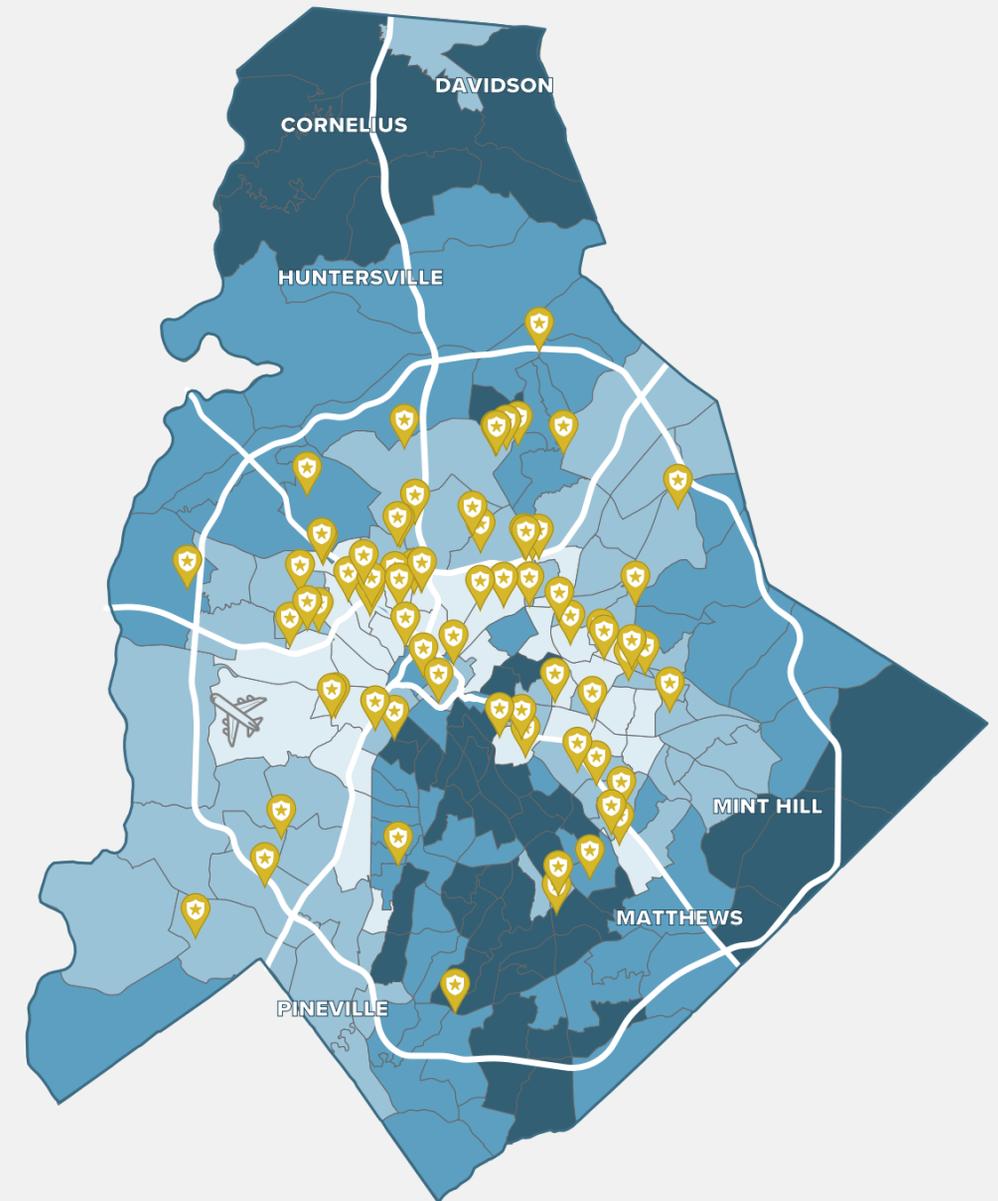
WHY IS IT SO IMPORTANT FOR THE CHURCH TO LEAD THE WAY IN BUILDING TRUST AND SOCIAL CAPITAL IN OUR CITY?

Read and dwell on the following Scripture passages:

- » Psalm 119:138
- » Psalm 145:13
- » Matthew 5:37
- » Psalm 12:1-8
- » Acts 2:42
- » Philippians 2:1-4

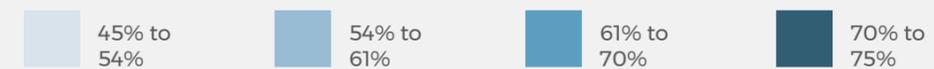


A CITY DIVIDED BY SOCIAL CAPITAL



Voter Participation 2016 Election*

(Source: NC SBE)



Charlotte Homicides**

* Low Voter Participation Leads to Low Social Capital

** High Concentrated Crime Leads to Low Social Capital

45,500

DISCONNECTED YOUTH

14.5% of people in the Charlotte metro area between the ages of 16 and 24 are considered to be disconnected youth, meaning they are neither working nor going to school or training.¹

39th

OUT OF 40 IN INTERRACIAL AND SOCIAL TRUST

A series of Social Capital Benchmark surveys found that Charlotte scored high in terms of faith community involvement, organizational connection, volunteering, and charitable giving, but scored 39th out of the 40 largest cities in the U.S. in terms of interracial and social trust.

“Do nothing from selfish ambition or conceit, but in humility count others more significant than yourselves. Let each of you look not only to his own interests, but also to the interests of others.”

Philippians 2:3-4



SOURCES: 1. Leading on Opportunity Report (2017)

GET INVOLVED

How to Build a “Bridging” City

There are two primary types of social capital: bonding and bridging social capital. Bonding social capital refers to social connections and trust between homogenous individuals or groups. This is typically the strongest form of social capital, present within families, churches, and groups of similar interest. The second is bridging social capital, which refers to social connections and trust between heterogeneous individuals or groups. This bridging social capital is what Charlotte desperately needs. Strong bridging social capital increases the ‘radius of trust’ in a community, allowing diverse individuals and groups to share and exchange information, ideas, and innovation. Unlike bonding, which occupies a narrow ‘radius of trust,’ bridging can help create a more inclusive and trusting society across typical dividing lines. This, in turn, leads to a stronger and more upwardly mobile society for all.

Recommendation 1: Build Relational Bridges

- » Step outside your comfort zone - both individually and organizationally - and start building a relational bridge across a typical dividing line in our city (such as race, socioeconomic class, generation or denomination).
- » Be intentional about forming relationships with people that are not currently in your circles.

Recommendation 2: Build Mentoring Relationships

- » It is important to help the youth in our city to begin building social capital early in life. This will lead to a much higher probability of success in their education and social life now, and their college, work, and family life in the future.
- » Encourage your congregations and/or spheres of influence to build mentoring relationships with students that have less access to a broad social network of opportunities. Encourage them that as a mentor, they can be a “bridge” in the life of a child.

Recommendation 3: Build a Connected Community

- » Take time to learn and understand the different assets (leaders, churches, organizations, and centers of influence) in your local community.
- » Make an effort to identify the leaders in your local community, open a dialogue with them, and together discuss ways that your congregation/organization can join with them in building a network of opportunity in the community.
- » Identify current needs, examine the gaps between assets and needs, and discuss ways that your congregation/organization can work with others to fill the gaps.





Spotlight:

UCITY FAMILY ZONE

Founded in 2016, the UCity Family Zone is a community partnership bringing together university, civic, marketplace, and church leaders to pursue community transformation in the University City area of Charlotte. They do this by increasing social capital and engaging the social determinants of health, which are: economic stability, neighborhood and physical environment, education, food, community and social context, health care, and affordable housing.

The UCity Family Zone is a beautiful example of leaders from all sectors of society in defined geography, driven by their shared faith in Christ, living out their Biblical call to seek the peace of the city. It is these types of community partnerships that are needed all around our city, if we are to see measurable movement in the upward mobility crisis facing Charlotte.

For more information about how you and your organization can connect to the UCity Family Zone, go to: www.ucityfamilyzone.com.



“What I have found in my 25 years of research is that a person’s zip code is a better determinant of long term health and success in life than their genetic code.”

MARK DEHAVEN

Dean W. Colvard Distinguished Professor, College of Health and Human Services, University of North Carolina at Charlotte



Margins

MATTER

Immigrants and Refugees	44
Vulnerable Children	48
Affordable Housing	52





God commands believers to care for the marginalized among them. There are many different groups of marginalized and vulnerable people, including, but not limited to, widows, orphans, homeless, the disabled, people living in poverty, the jobless, immigrants, elderly, veterans, and the preborn. This section does not attempt to provide a comprehensive examination of all marginalized groups living within our city. Instead, our research focuses on three of the largest marginalized groups in Charlotte: immigrants and refugees, vulnerable children, and people experiencing homelessness or seeking affordable housing.



Margins Matter IMMIGRANTS AND REFUGEES

In the past three decades, Charlotte has experienced an extraordinary population boom, of which a significant portion comes from the growing immigrant community. From 1990 to 2013, immigration accounted for nearly a quarter of Mecklenburg County's growth¹.

Approximately 1 in 7 Charlotteans were born outside of the United States. While Charlotte is experiencing growth in immigrants from all around the world, the regions with the most representation are Central America (35%) and Asia (29%)².

Charlotte is also home to many refugees, people that are unable to return to their home country due to fear of persecution. Approximately 17,000 refugees have been resettled in Charlotte since the mid-1990s. Over the past few years, between 600 and 700 refugees have arrived in Charlotte each year. The majority of refugees in Charlotte are from one of four countries: Syria, Burma, Bhutan and the Democratic Republic of Congo³.

Charlotte is also home to many refugees, people that are unable to return to their home country due to fear of persecution.

Charlotte's immigrant community is unique in that immigrants tend to settle in the city's suburban communities instead of the city center. This settlement pattern, along with limited public transportation and language barriers, can lead to a feeling of isolation and separation from the community as a whole.

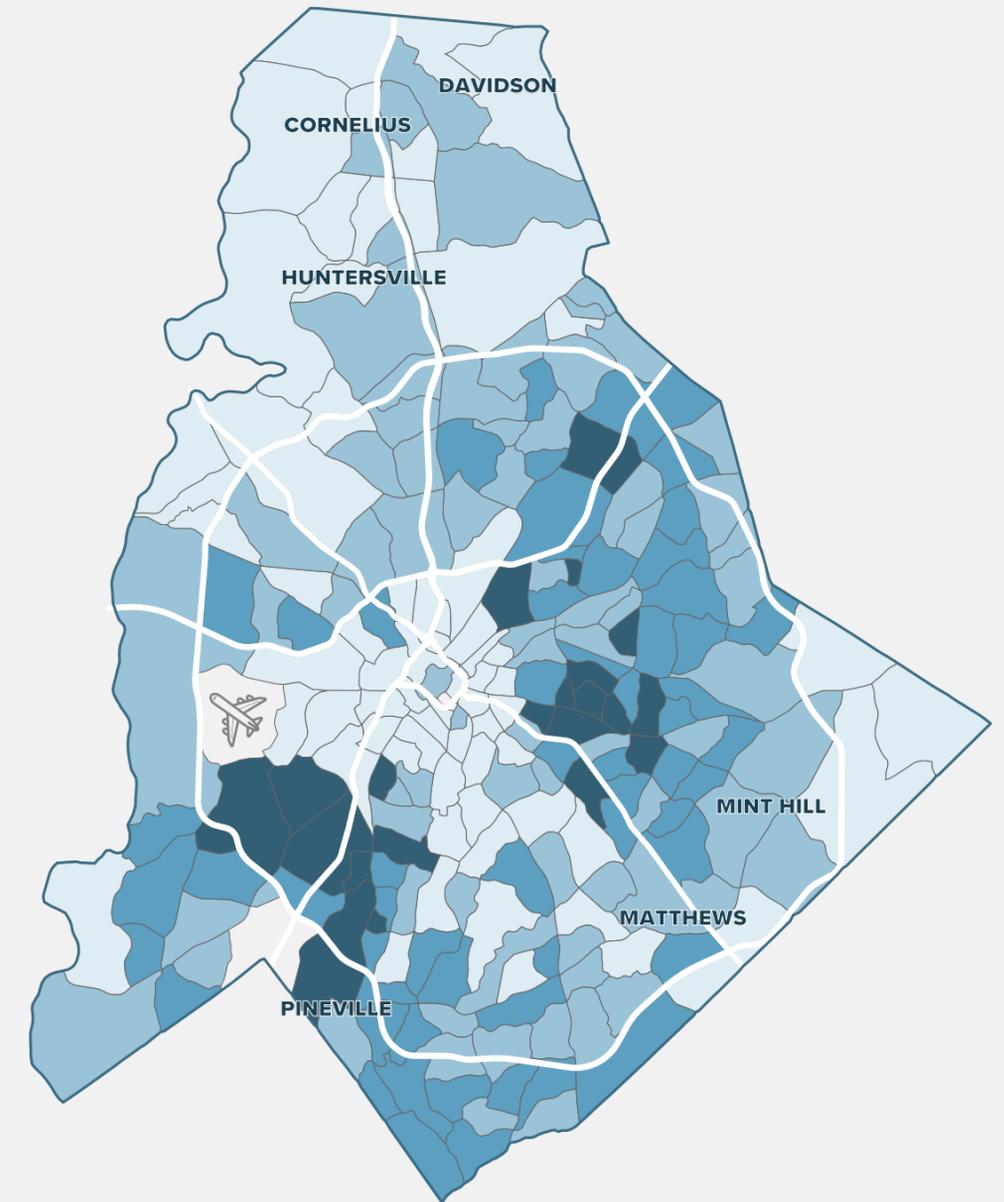
WHAT ROLE DOES THE CHURCH PLAY IN CARING FOR IMMIGRANTS AND REFUGEES IN CHARLOTTE?

Read and dwell on the following Scripture passages:

- » Deuteronomy 10:17-19
- » Leviticus 19:33-34



A CITY GROWING IN CULTURAL DIVERSITY

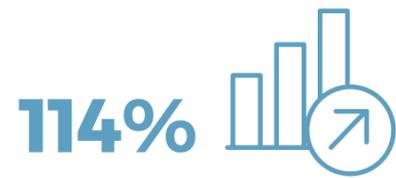


Percent Foreign Born
(Source: ACS 2015)



SOURCES: 1. Immigrant Integration Task Force Report, 2015 | 2. US Census Bureau 2015 ACS | 3. Refugee Support Services, 2017

The Rise of Immigration in Charlotte



From 2000 to 2013, the number of foreign-born people living in the Charlotte metropolitan region grew by 114%, making Charlotte the 6th top metropolitan area for percentage change in foreign-born population.¹



Approximately 1 in 7 Mecklenburg County residents are foreign-born. The regions with the most representation are Central America (35%) and Asia (29%).²

1 in 2

Half of Mecklenburg County's immigrant population moved to the United States since 2000.²



GET INVOLVED

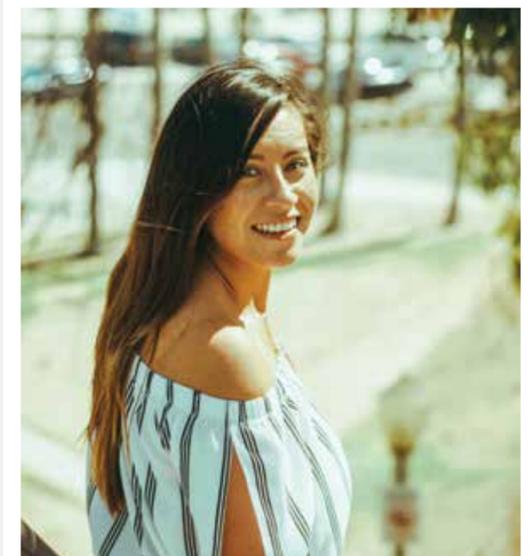
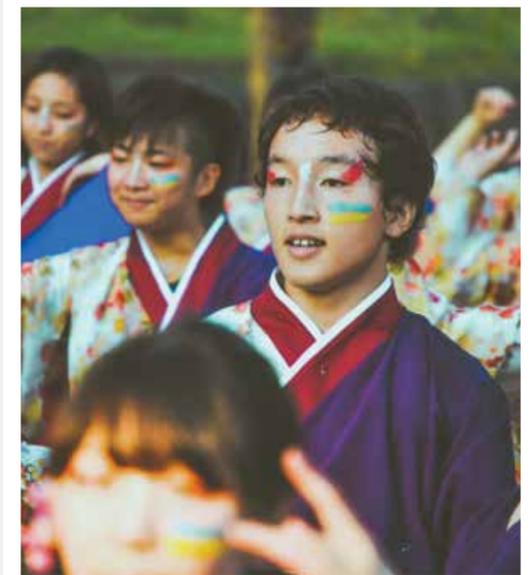
Becoming a Welcoming City

Recommendation 1: Build Relationships

- » The most important thing you can do when an immigrant or refugee family moves to Charlotte is to welcome them and begin a new relationship. Simply ask yourself the question: "What is the one thing you would hope for if you moved to a new city, with a new culture, where people speak a different language?" The answer is a friend.
- » There are many great programs that can help you intentionally foster relationships with immigrant and refugee families. Check out Project 658 or Refugee Support Services for more information.
- » Upon building a relationship, you will be able to help a recent immigrant or refugee navigate many of the common resettlement needs, such as finding a home or job. You can also answer many of the questions that can come with living somewhere new.
- » Encourage congregants to celebrate diverse cultures, attend festivals and events, and engage with people groups that are outside of their current circles.

Recommendation 2: Ongoing Support

- » Once an immigrant or refugee family has established themselves in Charlotte, there are many ongoing barriers that can make life difficult, such as: language barriers, cultural barriers, health care access, and mental health needs.
- » The Church has a great opportunity to serve alongside organizations to meet the needs of immigrants and refugees in Charlotte.
- » Partner with organizations such as Project 658, Refugee Support Services, and the YMCA to provide volunteers and financial support that help meet practical needs.
- » Offer ESL classes through the church and encourage congregants to volunteer in ESL programs at partner agencies.
- » Ensure that immigrant families have sufficient access to early childcare and education.



Source: 1. Brookings Institution, 2014 | 2. US Census Bureau 2015 American Community Survey 5-Year Estimate



Margins Matter VULNERABLE CHILDREN

Among the most vulnerable members of our city are children living in poverty and children of broken families. As of November 2017, there are 566 children in foster care in Mecklenburg County, and 40 children seeking adoption without an identified adoptive placement.

Of the 566 children in foster care, 84 children are on a trajectory to age out of foster care without an adoptive family or support network.

The Mecklenburg County Department of Social Services has stated that it is always in need of families that are willing and able to meet foster care needs, noting that the department often loses the same number of foster homes as it licenses monthly.

With over 960 churches in Mecklenburg County, providing support to these nearly 600 most vulnerable children is within the realm of possibility. If each church cared for just one child, the need would be met.

In addition to providing support to children in foster care, it is important to engage in restoring families and righting injustices that lead to this point – many of which are discussed in other sections of this report.

WHAT IS THE ROLE OF THE CHURCH IN CARING FOR THE MOST VULNERABLE AMONG US?

Read and dwell on the following Scripture passages:

- » James 1:27
- » Matthew 19:14
- » Psalm 146:6-9



CHILDREN IN POVERTY



1 in 5 children in Mecklenburg County live in poverty (about 50,000 kids)¹

4,388

CMS students were homeless or faced housing instability at some point during the 2014-2015 school year²

ADOPTION AND FOSTER CARE³



566 Children in foster care in Mecklenburg County

84 Children on a trajectory to age out of the foster care system

40 Children seeking adoption and do not have an identified placement

GET INVOLVED

Loving and Serving the Most Vulnerable Among Us

Recommendation 1: Raise Awareness

- » Educate your congregation/organization on the foster and adoption needs in our community.
- » Host a representative from DSS to speak about the foster and adoption needs in our community.
- » Participate in National Orphan Sunday; one Sunday worship service each year calling your whole congregation to care for the needs of orphans in our city and around the world.

Recommendation 2: Partner with DSS

- » The Mecklenburg County Department of Social Services, Youth and Family Services Division is ready and willing to partner with your church or organization to care for the needs of the children in the foster and adoption system. Partnerships can be adapted to fit the abilities of your church or organization. Below are a few common areas of partnership:
 - » Recruit a coordinator to be a liaison with DSS.
 - » Provide financial support for recruitment events.
 - » Donate space for orientations, training and meetings.

- » Help DSS as they support families and kinship placements to prevent children from entering the foster care system, through financial support, resources and training.
- » Provide basic necessities needed by families and children in the system.

Recommendation 3: Recruit Foster and Adoptive Families

- » Recruit families to become foster or adoptive parents to ensure that children in the foster care system have loving home environments.
- » Provide financial assistance to families that desire to become foster or adoptive parents.
- » Provide ongoing training and support for foster and adoptive parents.

Recommendation 4: Mentor a Child

- » Be a mentor to a teen aging out of the foster care system.
- » Sign up to participate in a Congregations for Kids Weekend Miracle program, that coordinates mentoring relationships.
- » Encourage your church or organization to host a Weekend Miracle event.



SOURCES: 1. US Census Bureau 2015 ACS | 2. Charlotte-Mecklenburg Family Homelessness Snapshot 2014-2015 | 3. Mecklenburg County Department of Social Services, November 2017



Spotlight:

CONGREGATIONS FOR KIDS

Unfortunately, there are many broken families in our community, and it always seems to be the children that bear the brunt of the hurt within these families, but it is the Church that has the Biblical responsibility to care for each of these vulnerable children. This is the goal of Congregations for Kids. Launching in 2018 as a fully established network ministry, The Congregations for Kids Network (CFK) comes out of a collaborative partnership between the For Charlotte Mission Network and Mecklenburg County DSS, Youth and Family Services Division, uniting churches to meet the needs of the children in the foster and adoption system. CFK does this by facilitating Weekend Miracles, a program designed to connect church members with children in the foster and adoption system, with the goal of creating ongoing mentoring relationships in the lives of these children.

For more information about how you and your church can get involved in the Congregations for Kids Network, please visit www.congregationsforkidsnc.org.



“We can’t do this alone. We need the Church to step up and get in the game. We need the Church to show these children what love looks like.”

BOBBETTE WILLIS

Social Work Supervisor - Adoptions & Recruitment
Mecklenburg County DSS - Youth and Family Services



Margins Matter AFFORDABLE HOUSING

AFFORDABLE HOUSING

Access to affordable housing is vital for a healthy and stable community, but unfortunately Charlotte is in the midst of an affordable housing crisis. The crisis was created by a perfect storm of factors including a population boom, increasing housing prices, stagnant wages, cost-burdened renters, and disparities of opportunity along racial and economic lines.

Housing is considered affordable if a household does not have to pay 30% or more of their pre-tax income on housing costs. Almost half of renters and a quarter of homeowners in Charlotte were cost-burdened between 2010 and 2014. Gentrification and displacement has also become a key concern in neighborhoods that are attracting new development.

In recognizing the scale of the affordable housing crisis and the limited capacity of the County to address the growing need, opportunities exist for the Church to work with the public, private, and nonprofit sectors to find innovative ways to address this community-wide issue.

HOMELESSNESS

Despite Mecklenburg County's booming population growth, homelessness in the County has decreased since 2010. Per capita homelessness has decreased from 2.17 persons per 1,000 people in 2010 to 1.37 persons per 1,000 people in 2017¹. However, homelessness is still an issue the city faces.

The January 2017 annual point-in-time count identified 1,476 people in Mecklenburg County as experiencing homelessness on the night of the count. 21% of people experiencing homelessness were children age 17 or younger. 147 people (or 10%) were identified as being chronically homeless. On the night of the 2017 count, there was a shortage of 87 beds in emergency shelters or transitional housing¹.

SOURCES: 1. Charlotte-Mecklenburg Point-in-Time Count, 2017

WHY IS ONE'S HOME—ONE'S DWELLING PLACE—SO IMPORTANT TO GOD? AND HOW SHOULD THAT MOTIVATE THE CHURCH TO CARE FOR THOSE WITH NO HOME?

Read and dwell on the following Scripture passages:

- » Matthew 25:35-36
- » Acts 17:26
- » James 2:14-17
- » Psalm 90:1
- » Acts 2:42-47

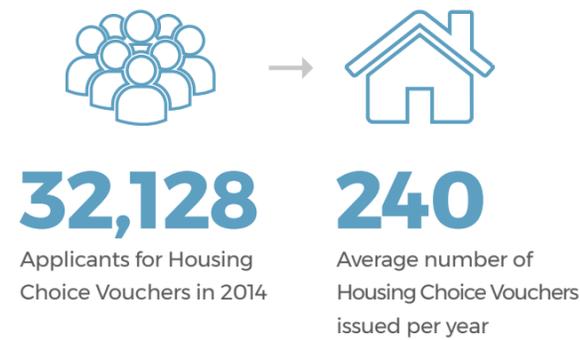


1,476

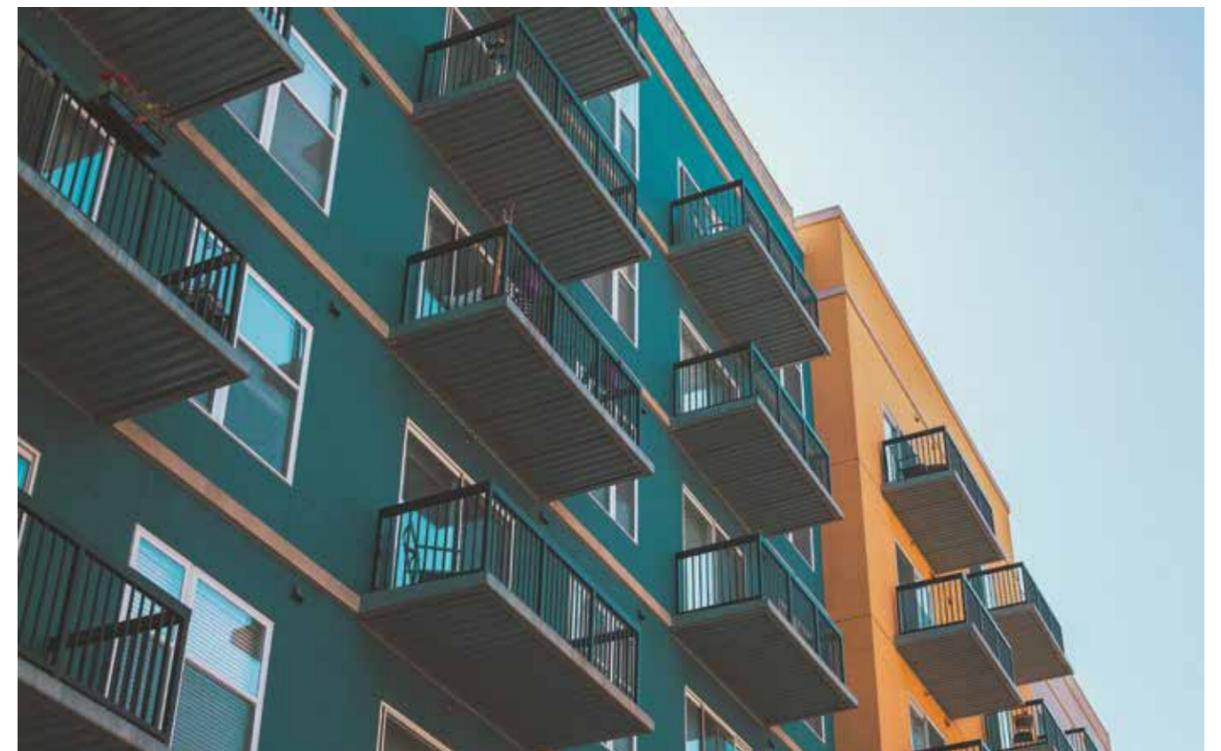
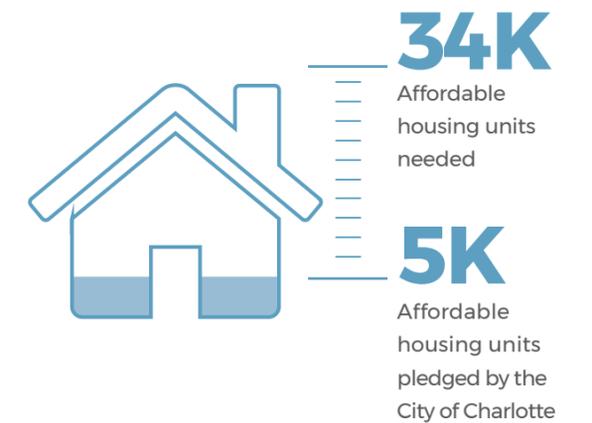
People experiencing homelessness on one night in January 2017 in Mecklenburg County¹

The Affordable Housing Crisis

The Charlotte Housing Authority's Housing Choice Vouchers waiting list is typically open for a period of a few days and then closed for seven years while the waiting list is depleted. CHA last opened the waiting list for 5 days in September of 2014, during which time roughly 32,000 applicants were placed on the waiting list. This number is staggering, especially considering that only 200 to 240 vouchers become available per year on average².



Charlotte currently has a deficit of 34,000 affordable housing units. While the City of Charlotte has announced a goal of providing an additional 5,000 affordable housing units over the next three years³.



SOURCES: 1. Charlotte-Mecklenburg Point-in-Time Count, 2017 | 2. Charlotte Housing Authority and UNCC Urban Institute "Characteristics of Charlotte Housing Authority's Housing Choice Voucher Waiting List" (2015) | 3. Leading on Opportunity Report (2017)

AFFORDABLE HOUSING

Housing is considered affordable if a household does not have to pay 30% or more of their pre-tax income on housing costs.

1 in 2

RENTERS

Were cost burdened between 2010 and 2014.¹

1 in 4

HOMEOWNERS

Were cost burdened between 2010 and 2014.¹

\$1,468

AVERAGE RENT

The average rent for a two-bedroom apartment in Charlotte.¹

96

HOURS

A minimum wage worker earning \$7.25 per hour must work 96 hours a week (the equivalent of 2.4 full-time jobs) to afford a two-bedroom apartment in Mecklenburg County.²



GET INVOLVED

How to Engage the Affordable Housing Crisis

Recommendation 1: Engage the Heart

- » The Church has a unique opportunity to love and serve those in need of affordable housing and those that are homeless in our city. When someone has a house to call home, it impacts every other part of their life. The Church in Charlotte has more than enough volunteers, donors, landlords, developers, social service providers, etc. to abundantly meet the affordable housing needs in our city.
- » Help your congregation/organization see those in need of a home with new eyes. Teach them how caring for the homeless and those in need of affordable housing is a clear demonstration of the gospel. Once hearts are changed, actions change.

Recommendation 2: Engage Homelessness

- » Partner with nonprofits serving the homeless community in Charlotte, such as; Charlotte Family Housing, Urban Ministry Center, Room in the Inn, Salvation Army, Crisis Assistance Ministry, etc.

- » Encourage your congregation/organization to actively and consistently serve and form relationships with those living without a home.

Recommendation 3: Engage Affordable Housing

- » There are many different ways to engage the affordable housing crisis facing Charlotte. The key is finding where you can best serve. Where do you have capacity to give that would help in this area? Social capital? Political capital? Time capital? Financial capital?
- » Consider donating land for affordable housing developments. Some churches in Charlotte are now sectioning off part of their campus for affordable housing.
- » Partner with and support nonprofit organizations such as Charlotte Family Housing, Habitat for Humanity, and Crossroads Corporation to construct affordable housing as they seek to preserve and revitalize neighborhoods.
- » Partner with developers to help fund and support affordable housing projects.



SOURCES: 1. Leading on Opportunity Report 2017 | 2. National Low Income Housing Coalition Out of Reach Report (2017)



Millennials

MATTER



The millennial generation recently became the largest generation in America, with 75.4 million people between the ages of 18 and 34. Millennials are also now the largest generation in the US labor force, representing more than one in three American workers¹.

Charlotte is at the epicenter of these millennial growth trends. Millennials – and particularly college-educated talent – are attracted to Charlotte for its booming economy, housing options close to the city center, urban amenities, sports and entertainment venues, recreational opportunities, and convenient transportation. Out of the 50 largest metropolitan areas in the United States, Charlotte ranked first in millennial growth from 2005-2015². Millennials now represent nearly a quarter of all Charlotteans, and millennial growth isn't expected to slow any time soon.

It's apparent that the large influx of millennials in Charlotte is having a major impact on the way the metro is growing. Millennials are shaping the city in everything from development patterns to new media outlets. As of May 2017, there were approximately 12,000 new apartment units under construction in the Charlotte Metro, largely marketed towards young professionals³.

SOURCES: 1. Pew Research Center, 2016 | 2. ApartmentList, 2016 | 3. Charlotte Observer, 2017



Millennials Matter

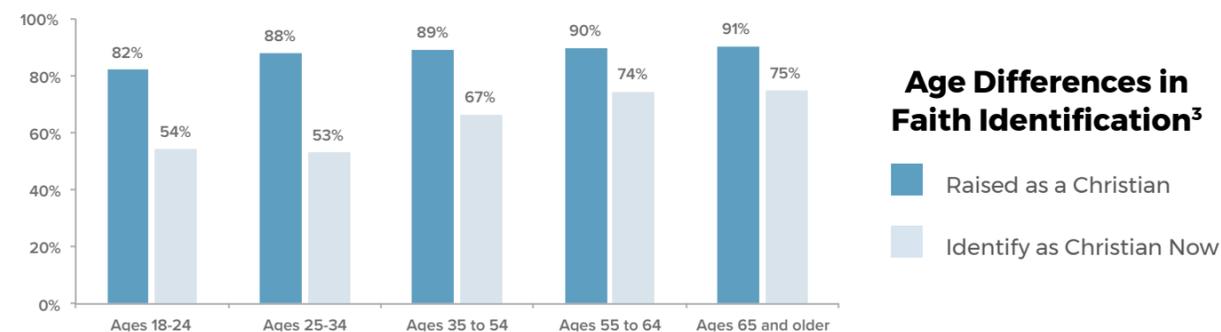
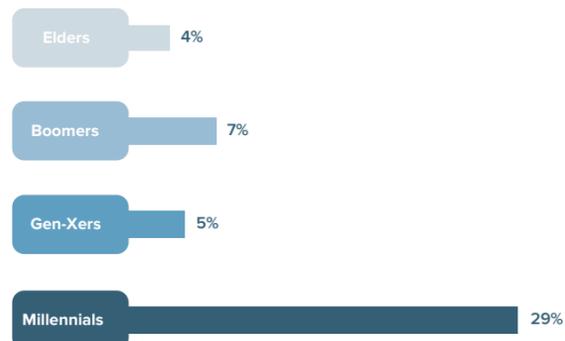
While growth in the millennial generation can be seen throughout the city, one place that the millennial boom is not well-represented is in the Church. Nationally, millennials make up 23% of the national population, but only 1 in 10 churches have at least that percentage of millennials, and 18% of churches have no young adults at all¹.

National trends indicate a rise of the “nones,” or persons unaffiliated with any faith, and a survey of Charlotte metro adults mirrors those trends. Nearly 1 in 3 millennials in Charlotte are unaffiliated with a religion – a significant increase compared to previous generations, with just 7% or less having no faith affiliation².

While nine out of ten Charlotte area adults were raised as Christians, only 64% identify as Christian today. This trend is particularly stark among millennials. Nearly 88% of Charlotte adults aged 25 to 34 were raised as a Christian, but only 53% identify as a Christian today³.

Rise of the "Nones"

Percent of Charlotte adults that have no faith, by generation²

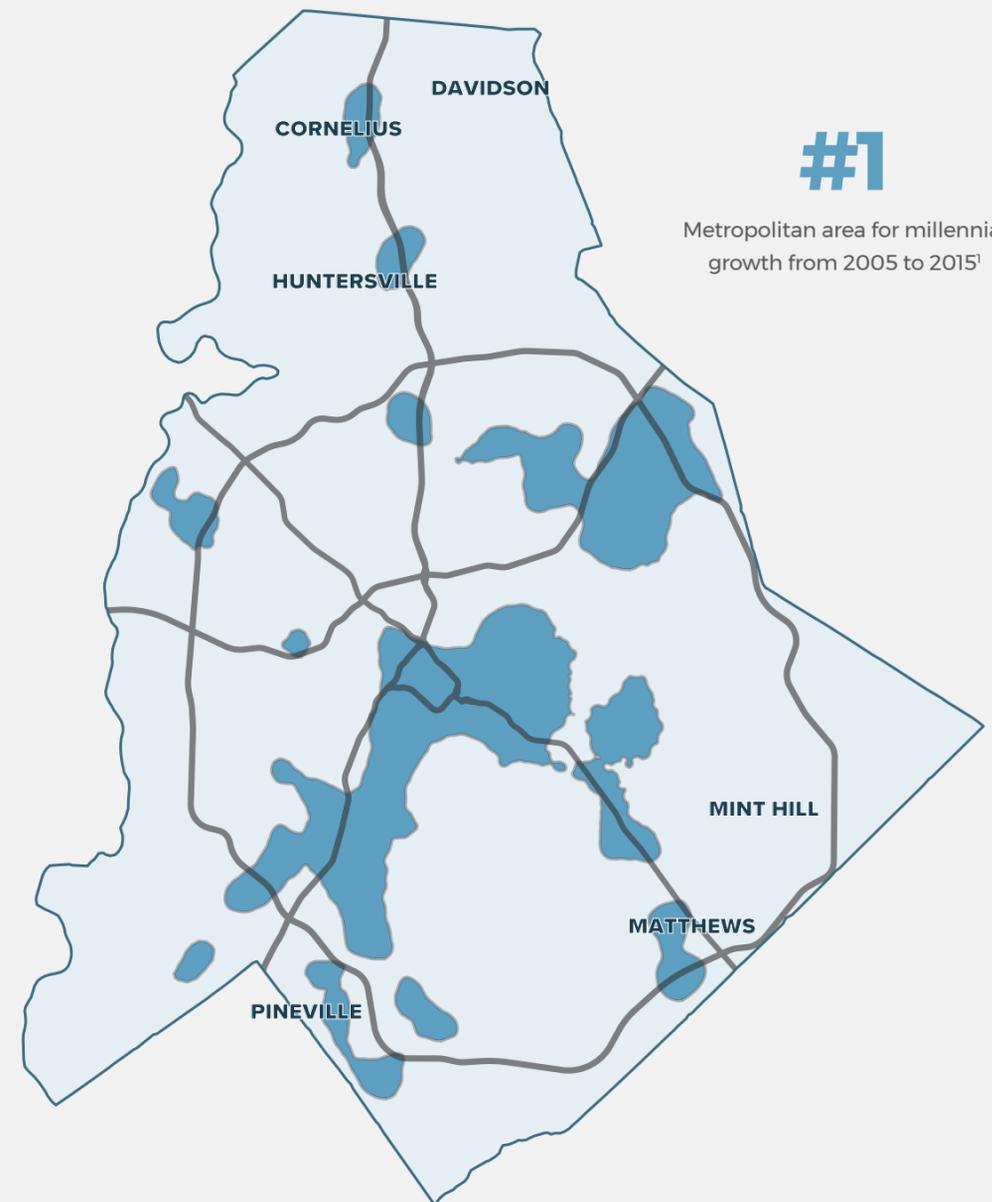


Age Differences in Faith Identification³

■ Raised as a Christian
 ■ Identify as Christian Now

SOURCES: 1. Faith Communities Today, 2015 | 2. Barna Group | 3. Center for Bible Engagement (2017)

A CITY GROWING YOUNGER



#1

Metropolitan area for millennial growth from 2005 to 2015¹

Millennials²

(Sources: 1. Source: ApartmentList (2016) | 2. Esri 2017)

■ Millennial Concentration Area

Millennials are significantly less likely to attend church compared to those in other generations. Only 54% of Charlotte area millennials attended church in the past month, compared to 64% of older generations. The percent of Charlotte area millennials that have never attended church (9%) is more than twice as high as older generations¹.

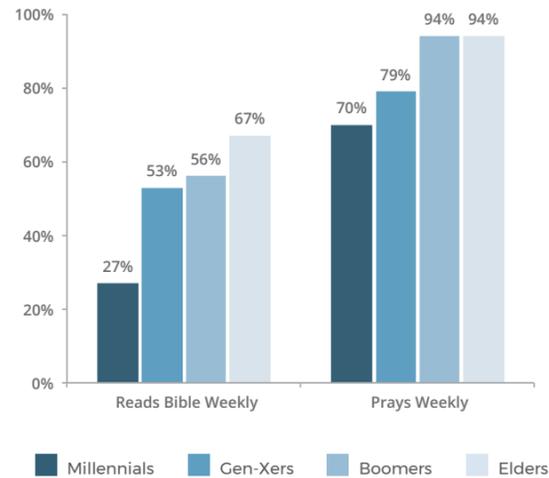
In addition to less frequent church attendance, on average, millennials are half as likely to read the Bible weekly compared with Gen Xers and Boomers: only one-quarter of millennials read from the Bible in the past week¹.

WHY DO YOU THINK THE MILLENNIAL GENERATION IS LEAVING THE CHURCH SO RAPIDLY? HOW DO YOU BELIEVE THE CHURCH SHOULD ADJUST IN HOW IT REACHES AND ENGAGES THE LARGEST GENERATION IN OUR CITY?

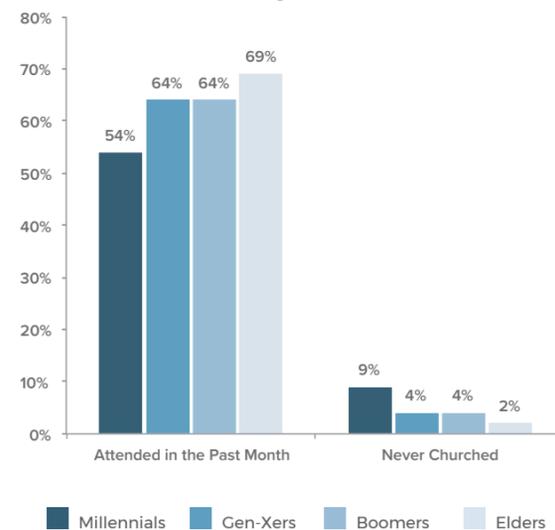
Read and dwell on the following Scripture passages:

- » Ephesians 4:11-16
- » Titus 2:6-8
- » Proverbs 27:17
- » Psalm 78:5-8
- » 1 Corinthians 9:19-23

Bible and Prayer Engagement by Charlotte Area Adults¹



Church Attendance in Charlotte by Generation¹



GET INVOLVED

How to Connect a Generation that is Increasingly Disconnected from the Church

Recommendation 1: Focus on the Gospel

- » Although millennials are decreasingly interested in the institution of the Church, they are increasingly interested in spiritual things. Therefore, make it a point to focus your conversations on the person of Jesus.

Recommendation 2: Focus on Relational Discipleship

- » Foster meaningful, intergenerational relationships in the church, through mentoring, one-on-one discipleship, community groups, and service opportunities.
- » Seek to listen to, and understand the needs of, millennials, both inside and outside the Church. This is especially important for senior leaders in the Church.
- » As you build relationships, allow space for doubts and tough questions. Invite millennials to be a part of an ongoing conversation of faith.

Recommendation 3: Focus on Service and Mission

- » Disciple and develop millennial leaders to serve in every facet of leadership and life of the Church, including on leadership teams, boards, committees, etc.
- » Focus on engaging millennials on what you are "for" in the city, rather than what you are

- » "against." Connect your church's mission with causes that millennials are passionate about.
- » Encourage millennials to lead in city-focused mission efforts. Give this generation of entrepreneurs and risk takers the freedom and resources to advance the gospel in new and innovative ways.
- » Focus on Faith-Work Integration. Show them the importance of seeing how their vocation is both a calling from God and a place to carry out His mission. (See The Marketplace Matters section for more details)

Recommendation 4: Focus on Family

- » Focus on partnering with young families, helping them to be the primary disciple makers of their children.
- » Offer children's programs as well as childcare at events that teach the gospel at age-appropriate levels. Be intentional in your approach to children's ministry.
- » Provide parenting resources for young families.
- » Foster relationships among young families through small groups, classes and events.

236,000 Millennials (age 20-34) in Mecklenburg County²

111,000 Millennials in Mecklenburg County that do not identify as Christian³

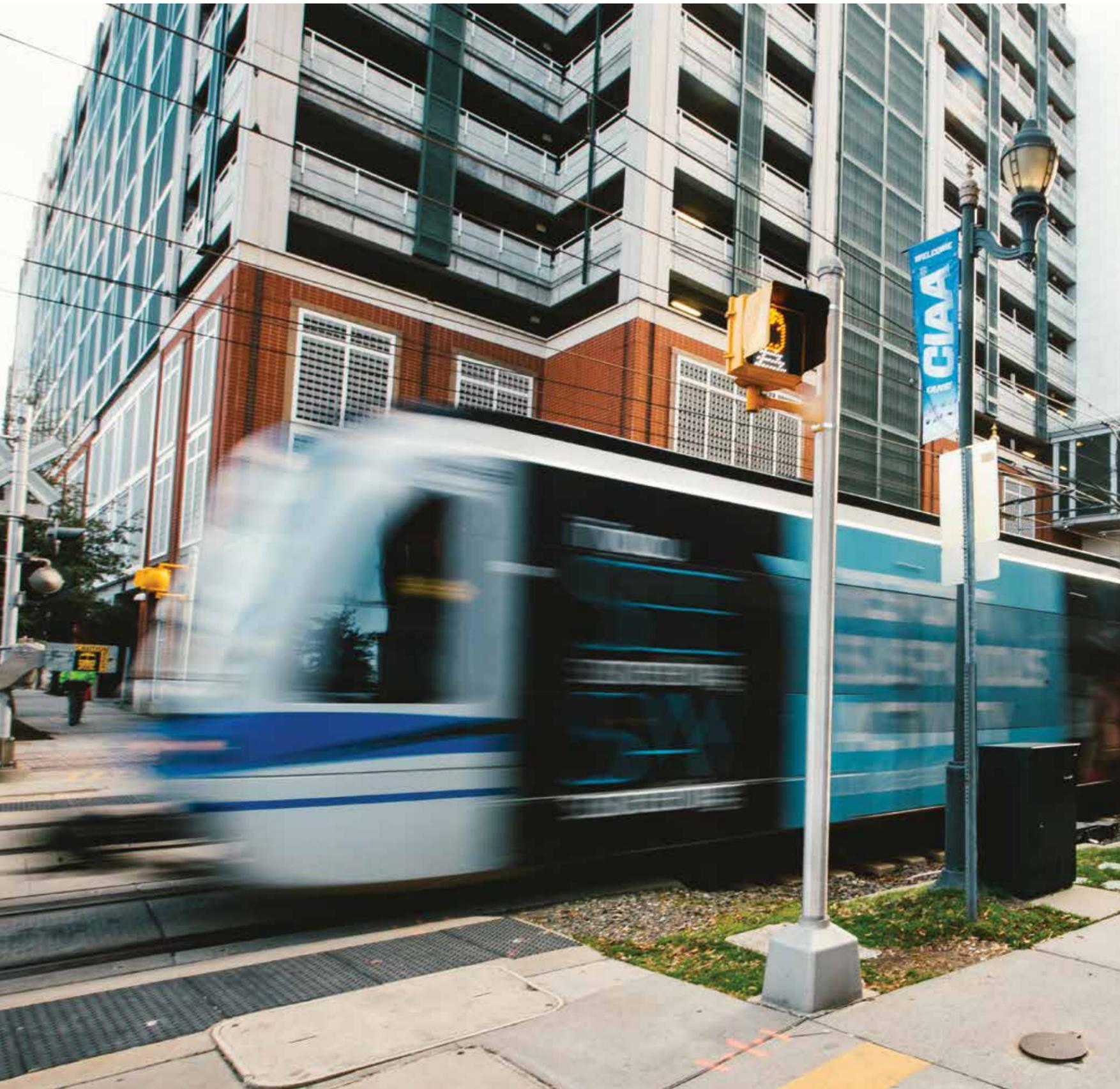
SOURCES: 1. Barna Group | 2. U.S Census Bureau 2015 ACS | 3. Estimate based on data from the US Census Bureau and the Center for Bible Engagement





Marketplace

MATTERS



Charlotte is a national economic engine and is the 3rd largest financial hub in the United States. While it is best known for its prominence in the banking industry, Charlotte's economy is increasingly diversifying and expanding. Six Fortune 500 companies are headquartered in the Charlotte region and more than 250 Fortune 500 companies have at least one facility in the region. There are more than 1,000 foreign-owned companies in the metro area. The workforce has grown by 23% since 2010¹.

The booming economy and high quality of life have made Charlotte a magnet for talented young professionals. From 2012 to 2016, 40% of people that moved from out of state moved for a job. 47% of people moving to Charlotte age 25-64 have a Bachelor's Degree or higher².

Due to the highly "churched" culture in Charlotte, our city suffers from a massive sacred/ secular divide, and is in deep need of faith-work integration. The compartmentalization of faith and work prevents Christians from experiencing the full impact of the gospel on their lives and limits how Christians view their skills and talents as ministry.

A Barna report on engaging millennials in the Church notes the importance of faith-work integration or vocational discipleship to millennials. The research found that millennials who remained connected to the Church (as opposed to those that dropped out) were four times more likely to say they learned how their faith applies to their field of work. Opportunities exist to help millennials, and all marketplace participants, connect their faith with the unique work God has called them to³.

Further, because over half of Charlotteans are engaged in the marketplace, the Church has an opportunity to unleash the latent Kingdom potential within the marketplace. A significant amount of missional leadership resides within marketplace leaders and remains an untapped resource.

SOURCES: 1. Charlotte Chamber of Commerce, 2017 | 2. Rebecca Tippet, 2016 | 3. Barna Group, 2013



Marketplace Matters

ECONOMIC ENGINE¹

3RD

Largest financial hub in the U.S.

1,000

Foreign-owned companies in the Charlotte metro

250+

Fortune 500 companies in the Charlotte metro

6

Fortune 500 companies headquartered in the Charlotte metro

TALENT MAGNET²

40%

Percent of people moving from out of state that moved for a job

47%

Percent of people moving to Charlotte that have a bachelors degree or higher

SECULAR DIVIDE

34%

Percent of Christians who have never thought of their work as something they were called to do³

4X

Millennials that remained in the Church (as opposed to those that dropped out) were 4 times more likely to say they learned how their faith applies to their field of work³

502,455

Mecklenburg County Residents are in the marketplace⁴

**WHAT DOES THE BIBLE SAY ABOUT WORK?
WHY DO YOU THINK THE SCRIPTURES
SPEND SO MUCH TIME TALKING ABOUT
COMMERCE, MONEY AND WEALTH?**

Read and dwell on the following Scripture passages:

- » Matthew 6:19-21
- » Colossians 3:23-24
- » Romans 12:3-8
- » Proverbs 3:9-10
- » 1 Timothy 6:17-19
- » Genesis 2:15



Spotlight:

COCA-COLA CONSOLIDATED

In 2013, t-Factor was born out of a vision by the leadership of Coca-Cola Consolidated, based here in Charlotte, to share their approach to building a God-honoring, purpose-driven corporate culture. The goal of t-Factor, short for Transformation Factor, is to partner with companies whose leaders have a desire to build a similar corporate culture. These partnerships allow like-minded leaders to be equipped, empowered, and inspired to implement a corporate culture committed to building God's Kingdom and stewarding the resources God has entrusted to them.

Charlotte is blessed to have one of its leading companies committed to seeing leaders, organizations, and our city transformed by the power of God. To learn more about how you and your organization can be part of a future t-Factor event, visit www.t-factor.com.

These partnerships allow like-minded leaders to be equipped, empowered and inspired to implement a corporate culture committed to building God's Kingdom...

Source: 1. Charlotte Chamber of Commerce (2017) | 2. Tippett, Rebecca (2016) | 3. Source: Barna Group (2013) | 4. US Census Bureau 2015 ACS



Spotlight:

MOVEMENT MORTGAGE

As one of the fastest growing businesses in America, Movement Mortgage (MM) is committed to leveraging everything it does for the glory of God and for the advancement of His Kingdom. Through the Movement Foundation, Movement Mortgage is investing its time, talent and treasure to bring life, light, and hope to the underserved communities of our city and beyond. The creation of collaborative and sustainable initiatives with the ability to long outlive the original investment is a driving value behind Movement's community transformation work. MM has done this by using its expertise in real estate to buy and develop properties that can house synergistic nonprofits and ministries, creating a space for them to work collaboratively as the full expression of the Body of Christ to love and serve the community.

Movement began this vision with a deep investment in the West Charlotte community. The first major project was building the Movement Center on Freedom Drive. What was once a run down warehouse has been transformed to provide low or no-cost space for nonprofits and ministries to work together to provide a blessing to the West Charlotte community. The center currently houses eight nonprofits, including a church, an organization that helps the homeless find jobs, and an after school program that develops youth leaders.

After spending time reacting to the needs of the community through its work at the Movement Center, the MM leadership determined it needed to act proactively to better serve the community. This realization inspired Movement to continue its ministry in West Charlotte with the launching of Movement School, a tuition-free public charter that aims to prepare a new generation of students for college, careers, and lifelong success. This school brings together local leadership within the West Charlotte community to effect generational transformation in the lives of the students and their families. Because of its charter status, the school operates in partnership with the state and federal government, creating a model for long term sustainability.

Movement Mortgage is a clear example of what can happen when a business is rooted in the gospel and is built upon a foundation of love, service, and giving. To learn more about the different ways MM is impacting our city and to get connected, visit www.movementfoundation.org.



“What an incredible opportunity we have as marketplace leaders to utilize our gifts and resources to be a part of God’s story of redemption in our city and world. Regardless of the success of our business, we know that we have success, because we have success in Christ.”

CASEY CRAWFORD

Founder & Chief Executive Officer, Movement Mortgage

GET INVOLVED

How to Unleash Marketplace Leaders on Mission

RECOMMENDATIONS FOR PASTORS

Recommendation 1: Focus on Faith-Work Integration

- » Work to create a culture of faith-work integration and vocational discipleship within your church.
- » Emphasize the importance of seeing one's vocation as both a calling from God and a place of mission. Help them see the vast opportunity for impact they have in the lives of their co-workers and clients throughout the work week.
- » Preach and teach vocational discipleship within the church through sermons, small groups studies, and special events. Help members understand how their faith integrates into their work life (in decision making, how they treat others, etc.). Encourage conversation that leads to discovery, rather than simply lectures.
- » Help members recognize their spiritual gifts and understand how they can be used in ministry.

Recommendation 2: Focus on Leadership Development and Systems

- » Examine your current leadership structures and systems and ask hard questions:
 - » Do they allow leaders to exercise their spiritual gifts and talents?
 - » Do they force leaders to conform, or do they allow leaders to innovate?
 - » Do they focus your leaders inward, or do they help advance the mission of the church?
- » Develop leadership structures that empower marketplace leaders to lead in their gifts and talents. Recognize that the most room for innovation will be in external mission/city transformation efforts.
- » Listen and learn from the expertise of marketplace leaders. One of the greatest influences they bring is their emphasis on measurable impact and problem solving.
- » Connect marketplace leaders with your church's ministry partners, both local and global. Allow them to help your partners grow and advance their respective missions.

GET INVOLVED

How to Unleash Marketplace Leaders on Mission

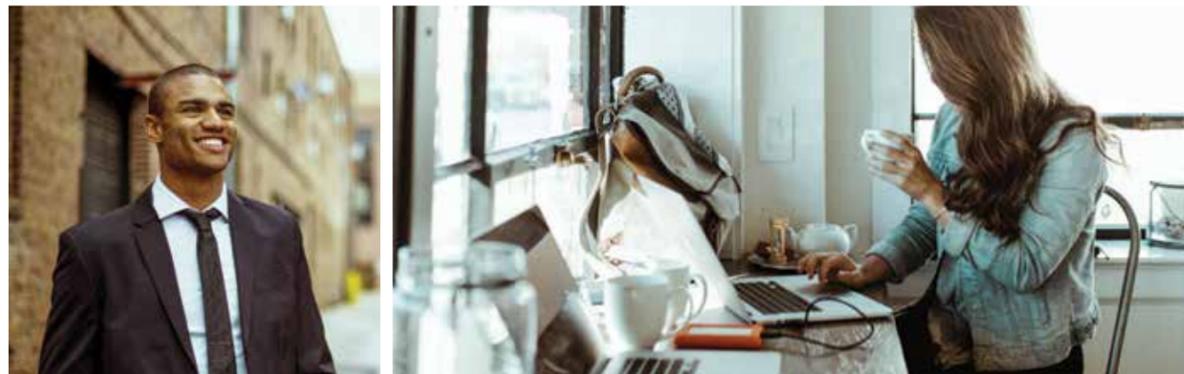
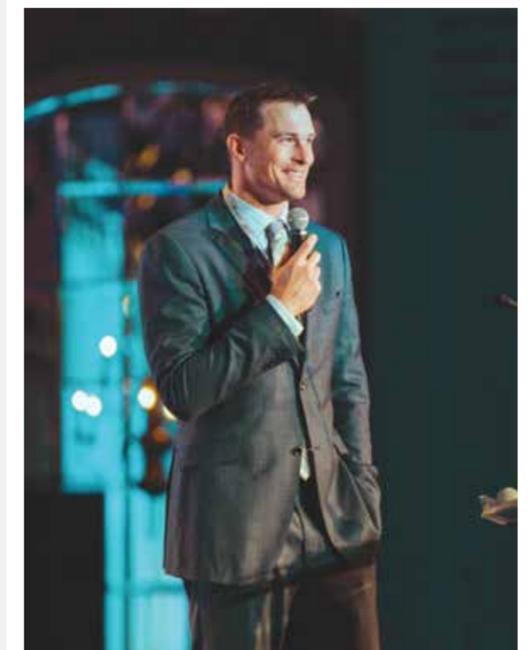
RECOMMENDATIONS FOR MARKETPLACE LEADERS

Recommendation 1: Focus on Measurable Kingdom Impact

- » Focus on leveraging your business and abilities for Kingdom impact in the lives of your employees, coworkers, clients, and community.
- » Build collective impact partnerships to transform communities.
- » Initiate conversations with pastors, ministry leaders and other marketplace leaders to seek opportunities to meet unmet needs in the community.
- » Remember that social and ministry issues often operate on different principles than the marketplace, so research and read up on issues before jumping to solutions.
- » Adopt a holistic approach to community transformation where spiritual, emotional, physical, and mental healing takes place.

Recommendation 2: Focus on Organizational Culture

- » Build an organizational culture where people experience God's love, feel secure and appreciated, form deep community, and develop a desire to be a part of something bigger than themselves.
- » Adopt a double bottom line for your business which includes "spiritual ROI."
- » Incorporate spiritual objectives into your business plan which includes the spiritual health and growth of stakeholders.
- » Meet regularly with other like-minded marketplace leaders to learn and challenge each other to make headway on spiritual ROI.
- » Intentionally set aside resources (personnel, finances, etc) to contribute to holistic community transformation and celebrate this value regularly and visibly.





Multiplication

MATTERS



Charlotte is among one of the most “churched” large cities in the nation, and is the 6th most Bible-minded city, meaning adults read the Bible weekly and affirm its accuracy¹.

While the number of churches and the number of church attendees in Mecklenburg County have seen significant increases over the past few decades, the growth in the Church has not kept pace with the staggering population growth in the county.

A growing number of people who call Charlotte home are not affiliated with a church and are not regularly engaged in Christianity.

SOURCES: 1. Barna Group, 2017

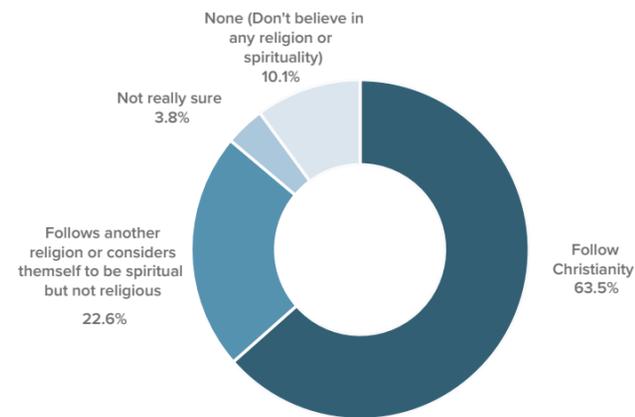


Multiplication Matters

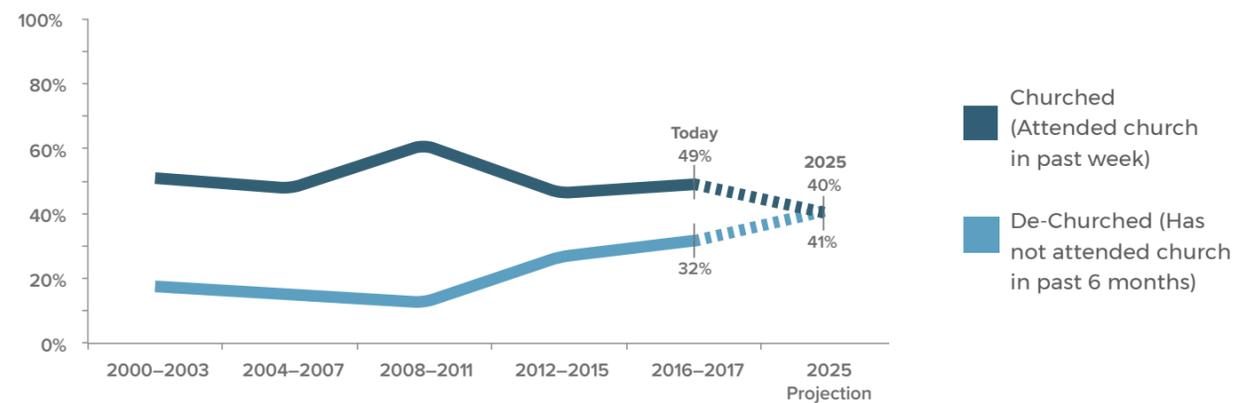
Although Charlotte has been known as a city of churches, both Christian affiliation and church attendance has been declining over the past two decades. Of all Charlotte metro adults, 63.5% follow Christianity while 22.6% follow another religion or consider themselves to be spiritual but not religious.¹

Weekly church attendance is falling while the percent of Charlotteans that are de-churched (meaning that they have attended church before but not in the past 6 months) is on the rise. If trends continue, by 2025, the amount of Charlotteans that are de-churched (41%) will outnumber the number of Charlotteans that attend church weekly (40%).²

Self-Identified Spiritual Life¹



Churched and Unchurched Population in Charlotte, 2000-2025²

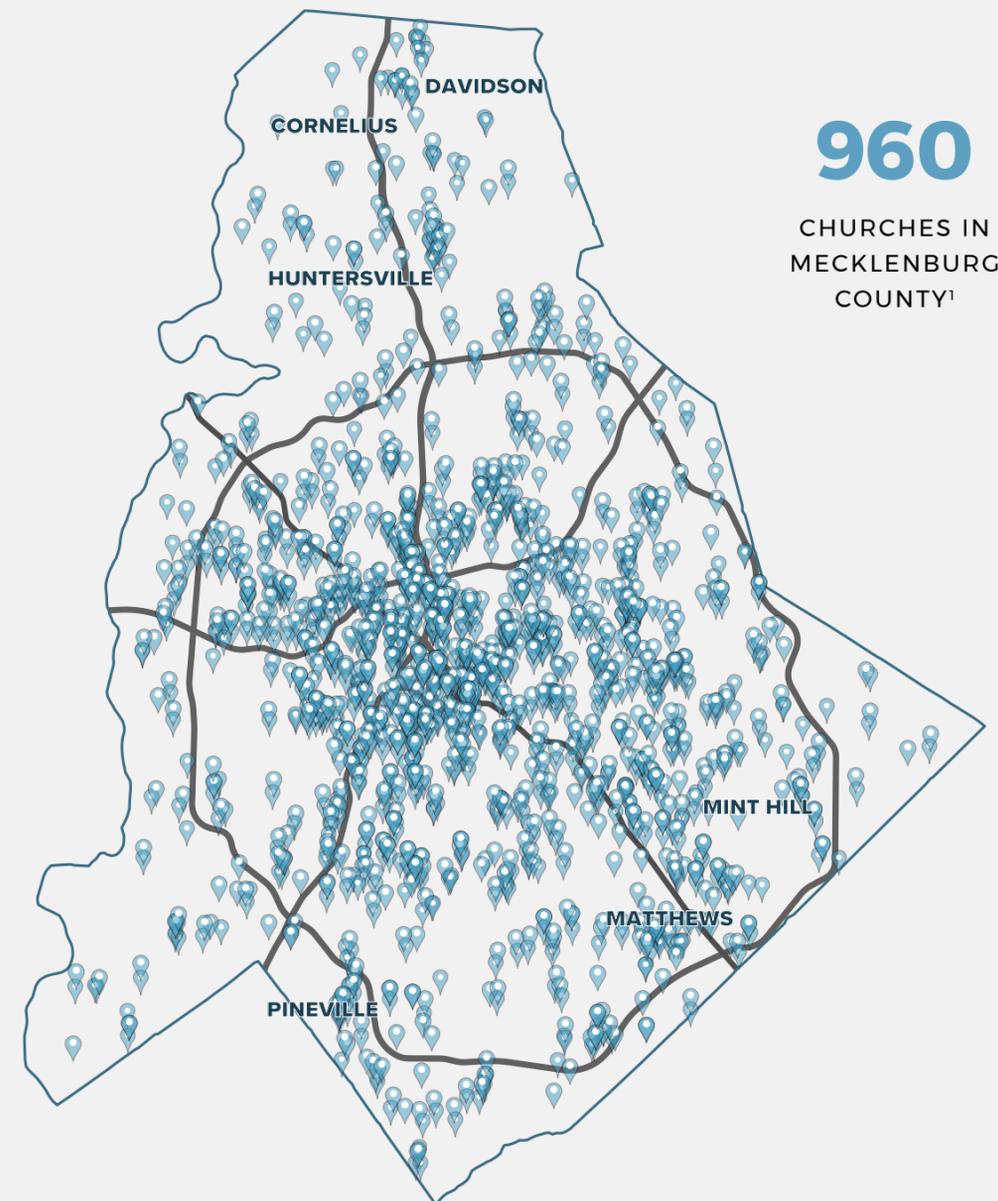


SOURCES: 1. Center for Bible Engagement, 2017 | 2. Barna Group, 2017

A CITY OF CHURCHES

960

CHURCHES IN MECKLENBURG COUNTY¹



Churches in Mecklenburg County²

(Source: 1. Estimate based on Mecklenburg County land use and local knowledge | 2. Esri 2017)

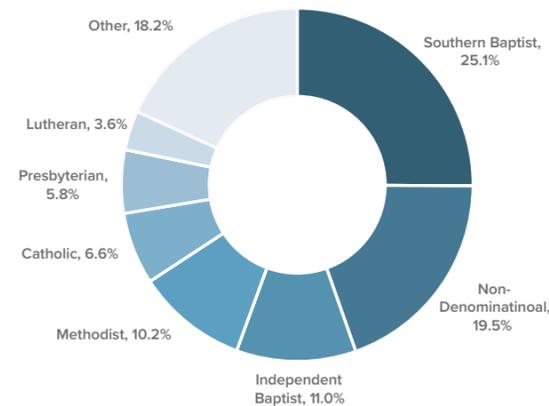


WHY DO YOU THINK THE CHURCH IN CHARLOTTE IS DECREASING AS A WHOLE? WHAT DO YOU BELIEVE THE MOST EFFECTIVE THING THE CHURCH CAN DO TO CHANGE THIS AND SEE THE GOSPEL MULTIPLY IN OUR CITY?

Read and dwell on the following Scripture passages:

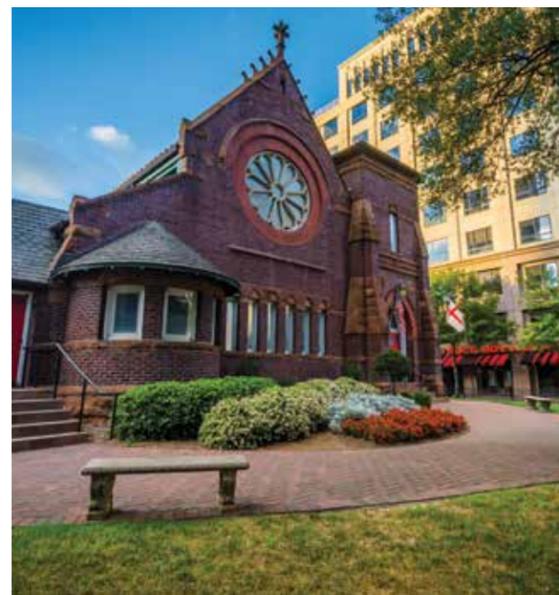
- » Matthew 28:18-20
- » John 13:34-35
- » Acts 1:8
- » Acts 9:31
- » 2 Corinthians 5:19-21
- » John 17:20-23

Denomination Affiliation of Charlotte Metro Adults Who Identify As Christian¹

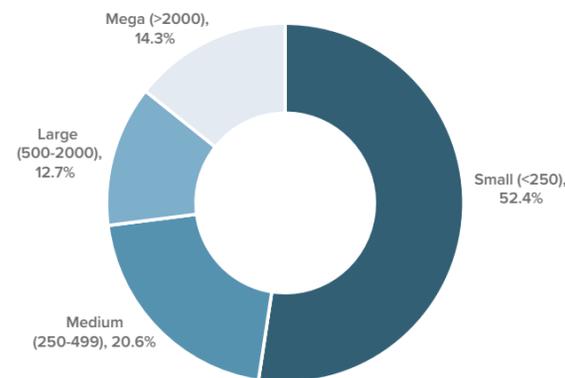


One in four Charlotte metro Christians affiliate with Southern Baptists and one in five are non-denominational.

Surveys of Charlotte metro residents indicate that there are significant spiritual needs for people both outside of the Church and within the Church. 44% of all Charlotte adults and 24% of Charlotte area adults within the Church do not believe they are saved by grace through faith in Jesus. An additional 34% of people within the Church and 30% of all adults are not actively practicing their faith. Men are significantly more likely to need evangelism (48% of men compared to 39% of women) and millennials are significantly more likely to need evangelism than older adults¹.

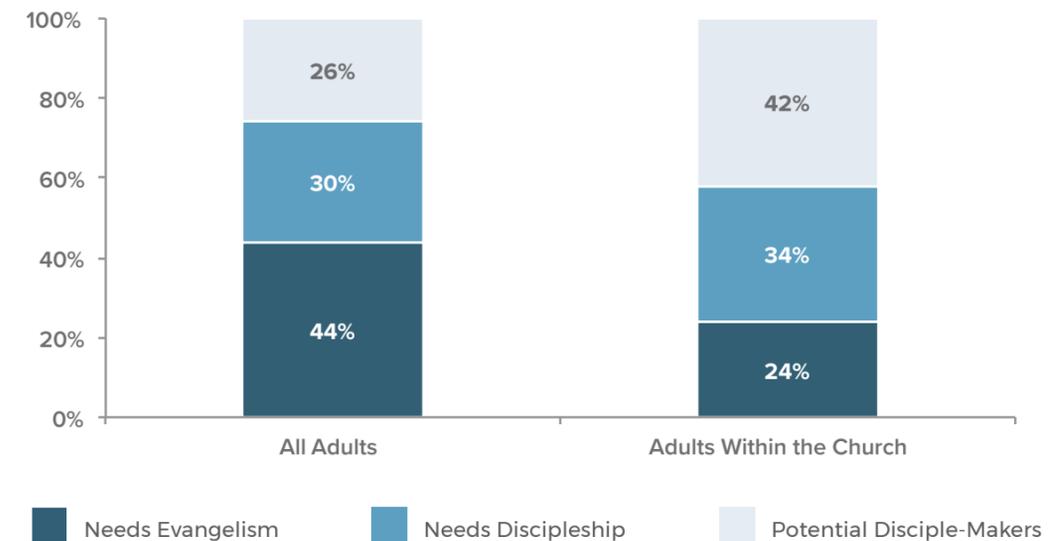


Church Size in Charlotte Metro¹



Just over half of the churches in Charlotte are small churches with less than 250 attendees, while 14% are mega-churches with more than 2000 attendees.

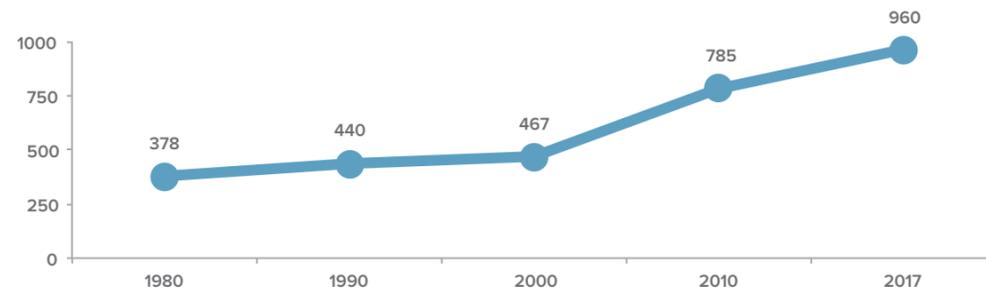
State of Spiritual Needs of Charlotte Adults¹



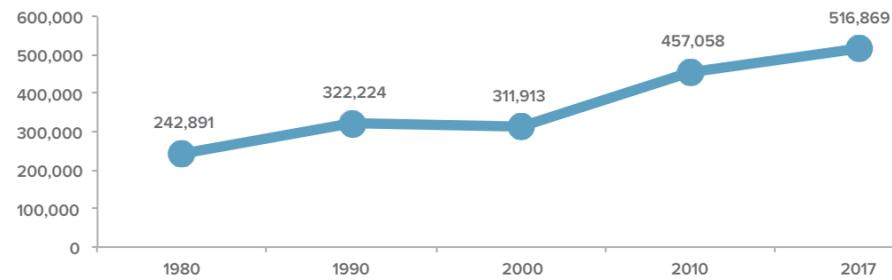
- » **NEEDS EVANGELISM:** Do not say they are “saved by grace through faith in Jesus”
- » **NEEDS DISCIPLESHIP:** Say they are “saved by grace through faith in Jesus” but are not actively practicing their faith
- » **POTENTIAL DISCIPLE MAKERS:** Say they are “saved by grace through faith in Jesus” and actively practice their faith

SOURCES: 1. Center for Bible Engagement 2017

Number of Church Congregations in Mecklenburg County¹



Number of Church Attendees in Mecklenburg County²



Sources: 1. ASARB 1980-2010, 2017 estimate from Mecklenburg County Parcel Data and Local Knowledge | 2. ASARB 1980-2010; 2017 estimate from Barna data

GET INVOLVED

Multiplying What Matters Most

Principle 1: Jesus Matters

- » Ultimately, Christianity is about a person. With all the baggage that is so often associated with the Church, we must always push through to what matters most, or better stated, who matters most. Multiplying the gospel is about showing and sharing the good news that God has loved us perfectly in the person of His Son Jesus Christ. And the most loving thing we can do for anyone is to share this incredibly good news about Jesus. This is the heart of the Great Commission the Church was given: making disciples of Jesus.

Principle 2: Unity Matters

- » In the last supper Jesus shared with His disciples, He made clear that the greatest declaration of the gospel to the world is in the unity of the body of Christ. How well the Church loves one another will be a sign to the world of God's love for them.
- » Ensure that your church or organization does not operate on Christ's mission in a silo. Pray, plan, and partner with other churches and like-minded ministries or organizations. This will multiply both the impact and the joy you experience.
- » For pastors, the For Charlotte Mission Network provides pastoral networks that gather in close geographic proximity to one another around the Greater Charlotte area. These networks provide pastors the opportunity to pray, build relationship and trust with other pastors, all while learning the needs of the community, moving toward collaboration to meet the needs of their community. See a current list of For Charlotte Pastoral Networks at www.forcharlotte.org.

Principle 3: Metrics Matter

- » What you measure as a church or organization is probably what you value most. The two primary measurements in most churches are attendance and finances, both of which are important. But it is imperative not to stop there. Any organization, whether church, ministry, or business with a desire to advance the Kingdom must create missional metrics.
- » Allow your community to be your primary metric. What are the most important needs in your surrounding community? This report is an attempt to help you as you create missional metrics for your congregation or organization.

Principle 4: Church Planting Matters

- » Church planting is the most effective evangelistic methodology in history.
- » Church planting creates greater evangelistic zeal both in the church being planted and the sending church.
- » In Charlotte, where the vast majority of churches are homogeneous, we recommend being intentional about planting multiethnic churches.
- » We also recommend churches consider collaborative church planting in Charlotte. Churches working together to establish a new gospel work makes a profound statement to the community.

Principle 5: Church Revitalization Matters

- » In the next five years, it is estimated that well over 100 churches will close their doors for good in Charlotte. We highly recommend churches make church revitalization part of their church planting strategy.
- » For churches on the verge of closing your doors, we recommend they prayerfully consider opening up to the possibility of a merger or revitalization. There are many churches and denominations in Charlotte that have the resources to come alongside a church that is struggling to rebirth a gospel work in its congregation.
- » Remember, revitalization is not easy. It takes time, humility, and perseverance. But it is worth it, as each church is a lighthouse for the gospel in our city.

Principle 6: Culture and Contextualization Matters

- » To see the gospel multiplied, it must be contextualized into every culture. The Church must always find new and creative ways to take the unchanging message of the gospel to an ever-changing world. To this end, the Church must be students of culture.
- » Commit to listening and learning the cultural narratives going on around you. Be aware of the values and ethos of the culture.
- » Prayerfully discern how you can both create and redeem culture in such a way to multiply the gospel in it.
- » Understand that language is the biggest culture maker. To communicate to the culture, you must be able to "speak the language."



For Charlotte Initiatives

Launching in 2018
MISSION PLATFORM



MISSION NETWORKS

Rooted in the vision of “Uniting the Church, Transforming the City”, For Charlotte mobilizes networks of pastors around greater Charlotte, whose churches are in close geographic proximity to one another. These networks provide pastors the opportunity to pray, build relationship and trust with other pastors, all while learning the needs of the community, moving toward gospel-centered collaboration to meet the needs in their community.

For more information, go to www.forcharlotte.org.



MISSION GATHERINGS

Launching in 2018, Movement Day Charlotte (MDC) is a one-day gathering of Christian leaders from every sphere (marketplace, millennial, non-profit/ministry and church), who are passionate about seeing the full expression of Christ’s church come together to advance the gospel in Charlotte. MDC is an initiative of the For Charlotte Mission Network, in collaboration with the Movement Day Global Initiative, focused on connecting and equipping Christian leaders to make a measurable impact on the most pressing urban issues facing Charlotte, such as those outlined in this report.

In addition to Movement Day Charlotte, For Charlotte convenes or co-convenes with network partners, a series of smaller gatherings throughout the year focused on equipping the church in Charlotte for unity in Christ’s mission.

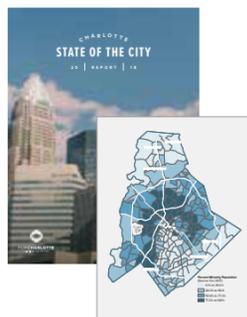
For more information, go to www.movementdaycharlotte.com.



MISSION RESOURCES

For Charlotte is committed to creating resources that equip the church for unity in Christ’s mission in Charlotte. To do this, we will constantly maintain a posture of learning our city. This will allow us to better understand the real needs of Charlotte so that the church can most effectively meet those needs.

For more information, go to www.forcharlotte.org.



What if churches worked together
to seek the good of our city?



FORCHARLOTTE
MISSION NETWORK

In 2018, the For Charlotte Mission Network will launch a citywide mobilization platform facilitating churches and ministries to work together to meet the most pressing needs of our city.

LEARN MORE AT
forcharlotte.org



Charlotte Prayer Guide



Charlotte Prayer Guide

This State of the City Report began with the vision of: What would happen if the collective body of Christ in Charlotte engaged the needs of our city using shared, trusted research? With this vision as a foundation, we asked a second, and possibly more potent question: What would happen if the collective body of Christ in Charlotte prayed for the needs of the city in a unified way? Following is a Charlotte Prayer Guide, outlining specific prayer points for each of the major needs addressed in this report. We encourage you, your church, or small group to use this prayer guide to pray for the needs of our city.

Mobility Matters: Income Inequality

- » Pray for those in poverty in our city, recognizing that poverty is not just material, but spiritual.
- » Pray that those needing a job will have an opportunity to work for a livable wage and support their family with dignity.
- » Pray that God would reveal opportunities to bless those in poverty, recognizing that all that we have belongs to God and we are simply stewards of His resources.
- » Pray for those who put their hope in wealth, instead of God. Pray that they would understand it is God who is our true provider.
- » Pray for forgiveness for areas in your life where you are living with closed hands and are unwilling to trust God with all that you have.
- » Pray that God would give you a generous heart, to seek opportunities to live generously, whether personally or in your work.

Mobility Matters: Race

- » Pray that God would help you see every man, woman, and child as He sees them, created in His image. And that through His eyes, that you would be able to give thanks and celebrate the beauty and diversity of all the peoples in His creation.
- » Pray that God would reveal to you your own biases and prejudices and that He would give you the strength to repent and ask forgiveness for those you may have hurt with your biases.

- » Pray that God would reveal where Christ's Church has historically furthered racial prejudice in our society, and ask for strength to repent of these corporate sins.
- » Give thanks to God that the power of the gospel has the ability to unite the racial divisions in our city.

Mobility Matters: Education

- » Pray for all the school age children in our city.
- » Pray for the school teachers that faithfully pour their lives into the students in our city (public, private, charter, and homeschool).
- » Pray for our school system: Charlotte Mecklenburg Schools. Pray for its many dedicated teachers, faculty, leadership, and board. Pray that all the needs of the school system would be provided.
- » Pray for deepening relationships between churches and schools in our community. Pray that churches would serve our schools with humility, respect, and faithfulness.
- » Pray that all educational inequalities would cease. Pray that every child in our community would be able to gain the quality education they deserve, and pray for all those who are currently struggling to obtain it.

Mobility Matters: Family Structure

- » Give thanks for the gift of family. Pray for every mom, dad, grandparent, foster parent and other caregiver raising children in our city.

- » Pray for the 41,000 parents in our county that are raising children as a single parent. Pray that they may find community and support from friends, church, and others who can encourage and help them with the day to day tasks of being a parent.

Mobility Matters: Social Capital

- » Pray for a deepening relational unity and trust in our community across all lines: racial lines, between churches, with government institutions, and those that protect and serve our community.
- » Pray that where trust has been broken, there would be repentance and forgiveness.
- » Pray that the Church would lead the way in fostering healthy relationships across all dividing lines in our city.

The Margins Matter: Immigrants & Refugees

- » Pray for the more than 17,000 refugees that have resettled in Charlotte in the last 20 years.
- » Pray that the Church in our city would be welcoming and loving to those moving here from other countries. Pray that the Church would live out Biblical hospitality.
- » Pray that God will grow a deepening relational unity between American and immigrant believers. Pray for opportunities to minister side by side as one Church, despite having different backgrounds, languages, and cultures.

The Margins Matter: Vulnerable Children

- » Pray for every child in our city that does not have a safe place to call home.
- » Pray for the nearly 600 children in the Mecklenburg County foster and adoption system.
- » Pray for the leaders in the foster and adoption system, that they would be renewed and encouraged daily.
- » Pray that the Church would help find a forever home for every child in our community in need.
- » Pray that God would raise up loving, Christ following foster and adoptive parents who will open their homes to care for and love vulnerable children of all ages.

The Margins Matter: Affordable Housing

- » Pray for the thousands of families in Charlotte that are without a permanent home.

- » Pray that the Church and leaders in our city will work together to find innovative ways to provide affordable housing options throughout our city.

Millennials Matter

- » Give thanks to God that Charlotte is a vibrant, growing city that is a hub for younger generations.
- » Give thanks for the massive influx of millennials to our city, and for the life, innovation, and energy they bring.
- » Pray that the Church would prioritize developing intergenerational mentoring through discipleship relationships, and that through them, each generation in the church would be blessed.
- » Pray that churches would prioritize raising up millennial leaders.

The Marketplace Matters

- » As a city filled with marketplace leaders, pray that we would see these leaders unleashed to lead in Christ's mission for the good of our city.
- » Pray that God would help you see your workplace as a unique mission field He has placed you in to share and show His love with those in your sphere of influence.

Multiplication Matters

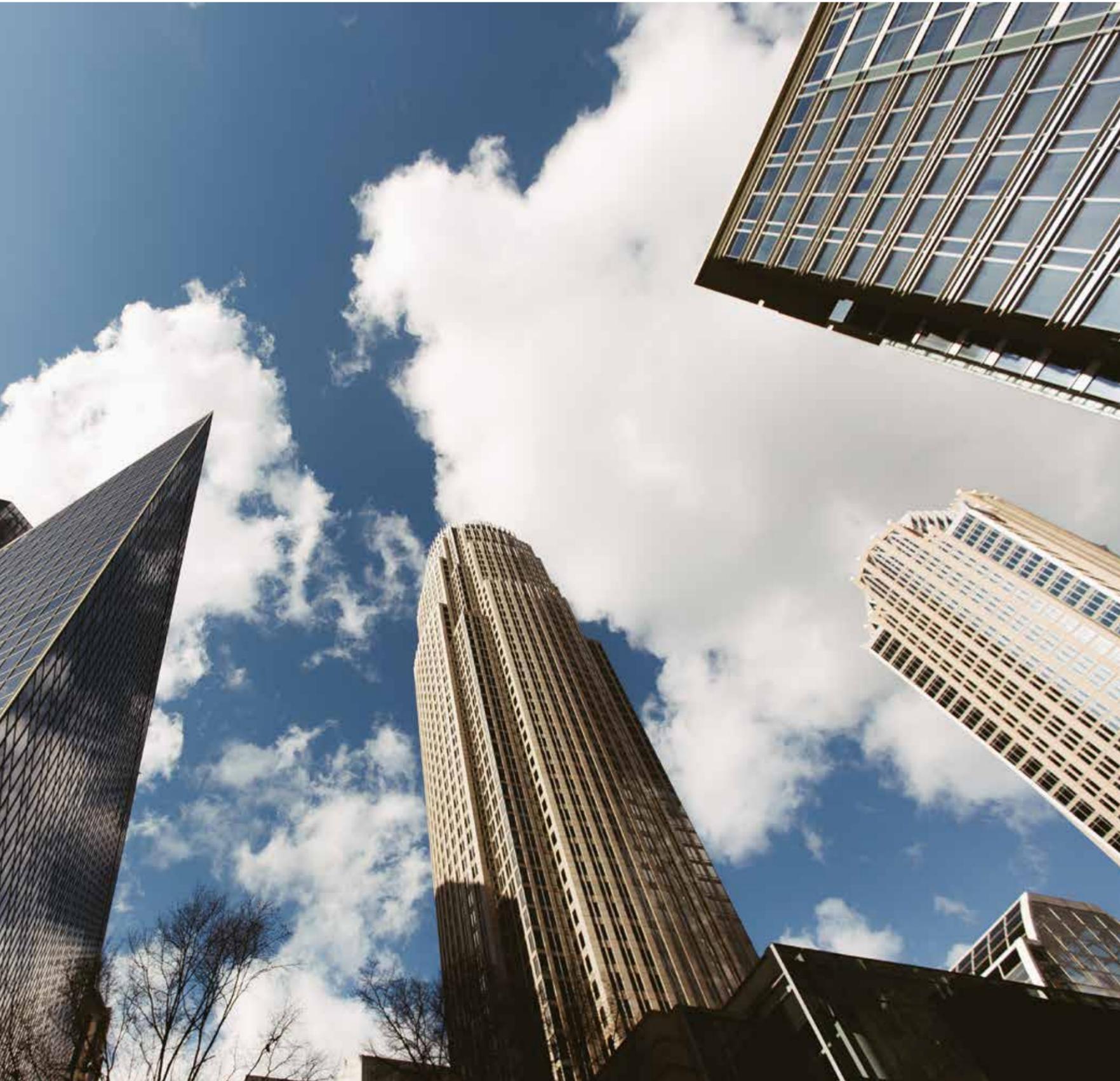
- » Pray for a revival within Christ's Church in Charlotte, evidenced by a deepening love and unity within the Church. And that through this unity, the Church would find new and creative ways to collaborate on Christ's mission in our city.
- » Pray that the Church would experience a renewed commitment to proclaiming and demonstrating the gospel of our Lord Jesus Christ.
- » Give thanks for the many diverse representations of the Church throughout the city. And pray that God would continue to raise up new churches and ministries to reach every language, people group, and culture in our city.
- » Pray for unbelievers in our city. Pray that they may experience the love of God, given in the person of Jesus. Pray that their eyes might be open to the hope and peace that exists perfectly in Jesus.
- » Pray that each follower of Jesus would recognize their role in the Great Commission, and work daily to make disciples for the glory of God.



Spotlight:

WEST CHARLOTTE COALITION

Every Wednesday from 12-1 pm, pastors and leaders in West Charlotte gather to pray for transformation in the West Charlotte community. Out of these years of faithful prayer, they have seen amazing fruit. There is a deepening unity and trust among pastors and leaders, out of which formed the West Charlotte Coalition. This coalition is proactively bringing churches, ministries, and businesses together, from across West Charlotte to worship, serve the students and families in zip code 28208, and seek reconciliation in the community. Learn more about the West Charlotte Coalition at www.forcharlotte.org.



ACKNOWLEDGEMENTS

EXECUTIVE EDITOR & LEAD WRITER

Rob Kelly - *For Charlotte Mission Network*

RESEARCH, MAPPING & EDITORIAL TEAM

Carla Jaynes - *For Charlotte Mission Network (Team Lead)*

Jonathan Fisk - *GH International*

Angela Schlottman - *Carmel Baptist Church*

Nicole Martin - *American Bible Society & Gordon-Conwell Theological Seminary*

Leif Anderson - *Church at Charlotte*

John Parker - *Forest Hill Church*

Jenny Neal - *For Charlotte Mission Network*

PRODUCTION & DESIGN

Movement Mortgage

David King

Joe Little

Madeline Hodge

Claire Floyd

Meara Lyons

Ashley Padaon

Kayla Powell

Dustin Robertson

Noah Turley

Silent Images

Tim Kroll

CONTENT CONTRIBUTORS

Casey Crawford - *Movement Mortgage*

Brett McDonough - *Movement Mortgage*

Reggie Bean - *Coca-Cola Consolidated*

Mark DeHaven - *University of North Carolina at Charlotte*

Claude Alexander - *The Park Church*

Farrell Lemings - *Grace Covenant Church*

Alex Kennedy - *Carmel Baptist Church*

Chris Payne - *New Charlotte Church*

Dustin Swinehart - *Project 658*

RJ Caswell - *Church at Charlotte*

Jon Freeman - *Carmel Baptist Church*

Robbie Cannon - *Horizon Investments*

Stephen Smith - *Freedom Communities*

Zac Dean - *CHARLOTTE/ONE*

Ross Chapman - *For Evansville*

Justin Taylor - *Church at Charlotte*

David Johnson - *Silent Images*

RESEARCH PARTNERS

Barna Research

American Bible Society

Center for Bible Engagement



FORCHARLOTTE
MISSION NETWORK

