

# Deeper Wider

MAXIMIZING OUR IMPACT LOCALLY,  
NATIONALLY, AND GLOBALLY

MIDPOINT VISION GUIDE



# CREATING OUTWARD-FACING CHURCHES...



# WELCOME

We're halfway there!

Last year at this time, we kicked off Deeper/Wider, a two-year generosity initiative. The money raised through this initiative will enable us to maximize our impact locally, nationally, and globally. Over the past 12 months, we've made progress on all three fronts.

Locally, we refreshed facilities, upgraded aging equipment, and created infrastructure necessary for technology upgrades. Nationally, we launched a four-city tour designed to identify and recruit like-minded churches to our US network. Globally, we facilitated leadership conferences in New Zealand, Australia, Mexico, UK, and Ireland resulting in new international church partners.

The goal of Deeper/Wider is 100% engagement. That is, we're asking everyone who attends any of our eight Atlanta-area churches or considers us their online church to make a two-year financial commitment to Deeper/Wider. To fund all the projects included in the Deeper/Wider initiative will require us to raise \$100 million above our budgeted annual giving. While that is an intimidating number, apparently you weren't intimidated.

You were inspired.

As of January 31, 2026, \$99 million has been committed and \$44.9 million has been given. So, we can do this! I'm convinced we must do this.

If you filled out a card and turned it in on Commitment Sunday last year, thank you! Your commitment was our incentive to press go on several big projects. If you haven't made a commitment to Deeper/Wider, it's not too late. We've included a commitment card for that very purpose.

Thirty years ago, a group of us left the comfort and security of several established churches around Atlanta to launch a new church. A different kind of church—an outward-facing church. A church that embraced the posture and tone of Jesus. A church that partnered with believers to reach their unchurched friends and family. And by God's grace, it worked. And thanks to you, it continues to work.

Locally, nationally, and globally!

Thank you,



Andy Stanley

# Table of Contents

## Where We Are Now

CHURCHES, MINISTRIES, AND ENVIRONMENTS	8–9
DEEPER/WIDER OVERVIEW	10–11

## Where We're Heading

MISSION ADVANCEMENT	12–13
IRRESISTIBLE CHURCH NETWORK	14–17

## What God Is Doing

STORIES	18–29
UPDATES	30–31

## How We Get There

NEXT STEPS	32–33
------------	-------

## Where We've Been

CHURCHES, MINISTRIES, AND ENVIRONMENTS	34–35
TIMELINE	36–41

# Where We Are Now



# Deeper Wider

Deeper/Wider is a generosity initiative designed to maximize our impact locally, nationally, and globally.

THE PRIMARY DIFFERENCE  
BETWEEN A DREAM AND A VISION  
IS A WELL-EXECUTED PLAN.



# Where We're Heading

## OUR PLAN FOR MISSION ADVANCEMENT: TRANSFORMATION

### WHAT WE'RE DOING NOW

Funding our current local and national churches to continue creating irresistible environments for adults, children, and students

## EXPANSION

### MORE OF WHAT WE'RE DOING NOW

Expanding our local, national, and global impact through church planting and partnerships

## INNOVATION

### WHAT'S NEVER BEEN DONE BEFORE

Investing in physical and digital initiatives to engage people in the life and mission of our local and partner churches

## OUR TIMELINE FOR MISSION ADVANCEMENT:

### 2-YEAR INITIATIVE

Deeper/Wider is an organization-wide generosity initiative that includes all giving to the general and building funds of our Atlanta-area churches from April 1, 2025, through April 30, 2027. The goal of this initiative is to maximize our impact locally, nationally, and globally in the years to come.

### 5-YEAR INVESTMENT

Many of our ministry projects involve multi-year plans and strategies. Therefore, while investment in our ongoing transformation, expansion, and innovation began in 2025, we anticipate it to continue through 2030.

### 10-YEAR IMPACT

By 2035, we hope to have expanded the impact of North Point Ministries to:

**10 Metro-Atlanta Churches**

Impacting **110,000** adults, students, and kids

**350 National Church Partners**

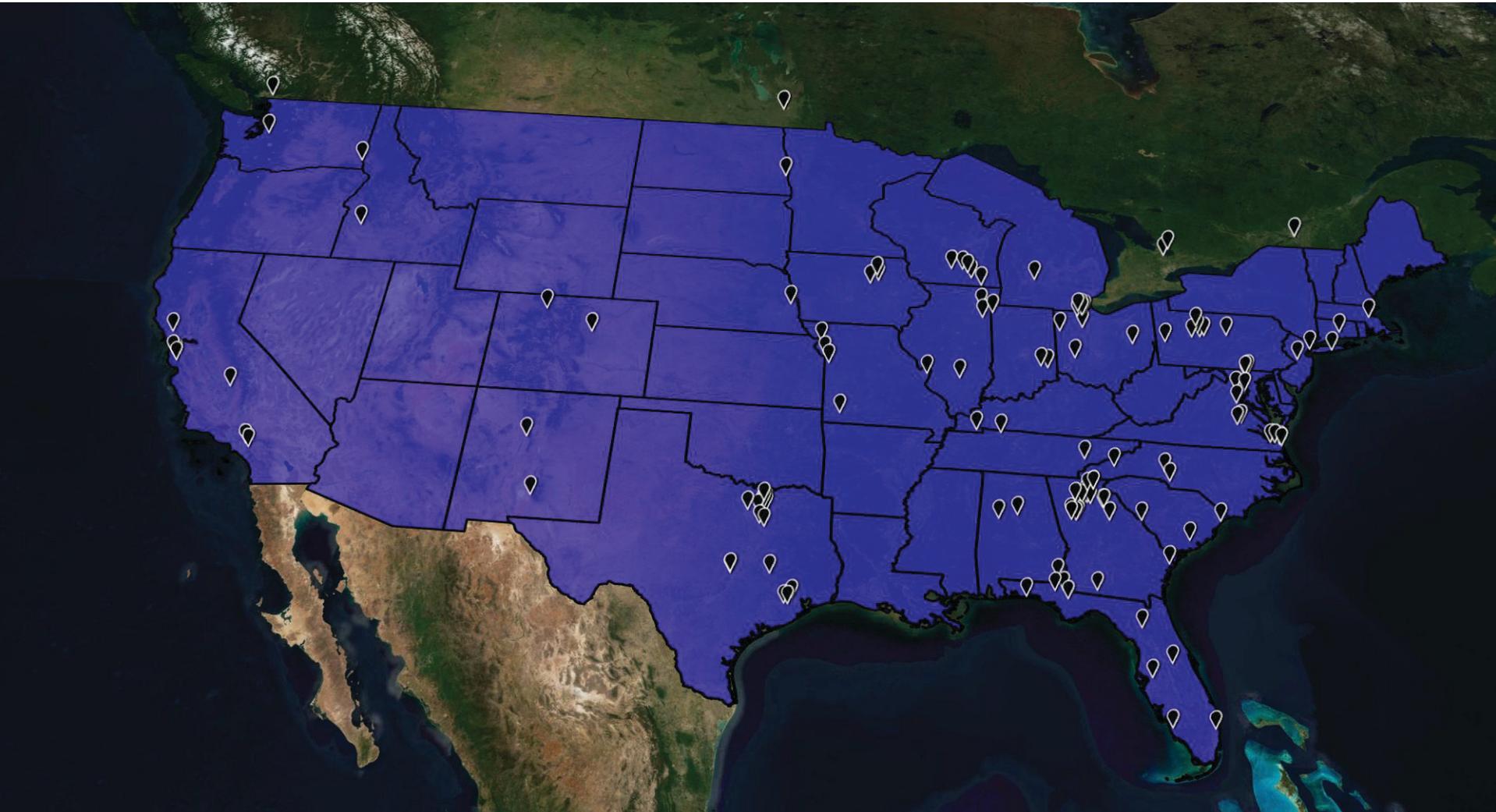
Impacting **1,800,000** adults, students, and kids

**650 International Church Partners**

Impacting **526,000** adults, students, and kids

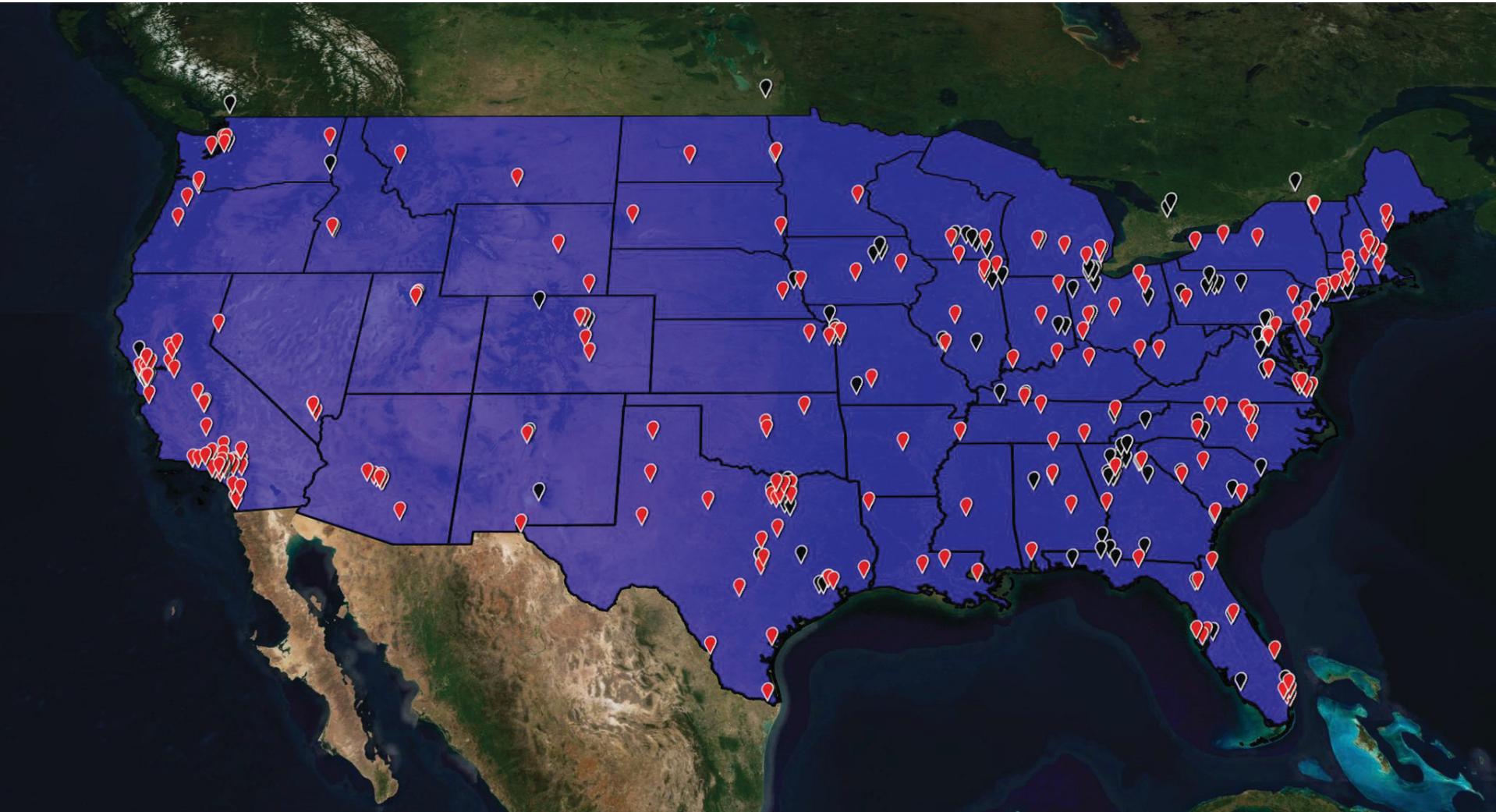
# CURRENT REALITY

*National Impact*



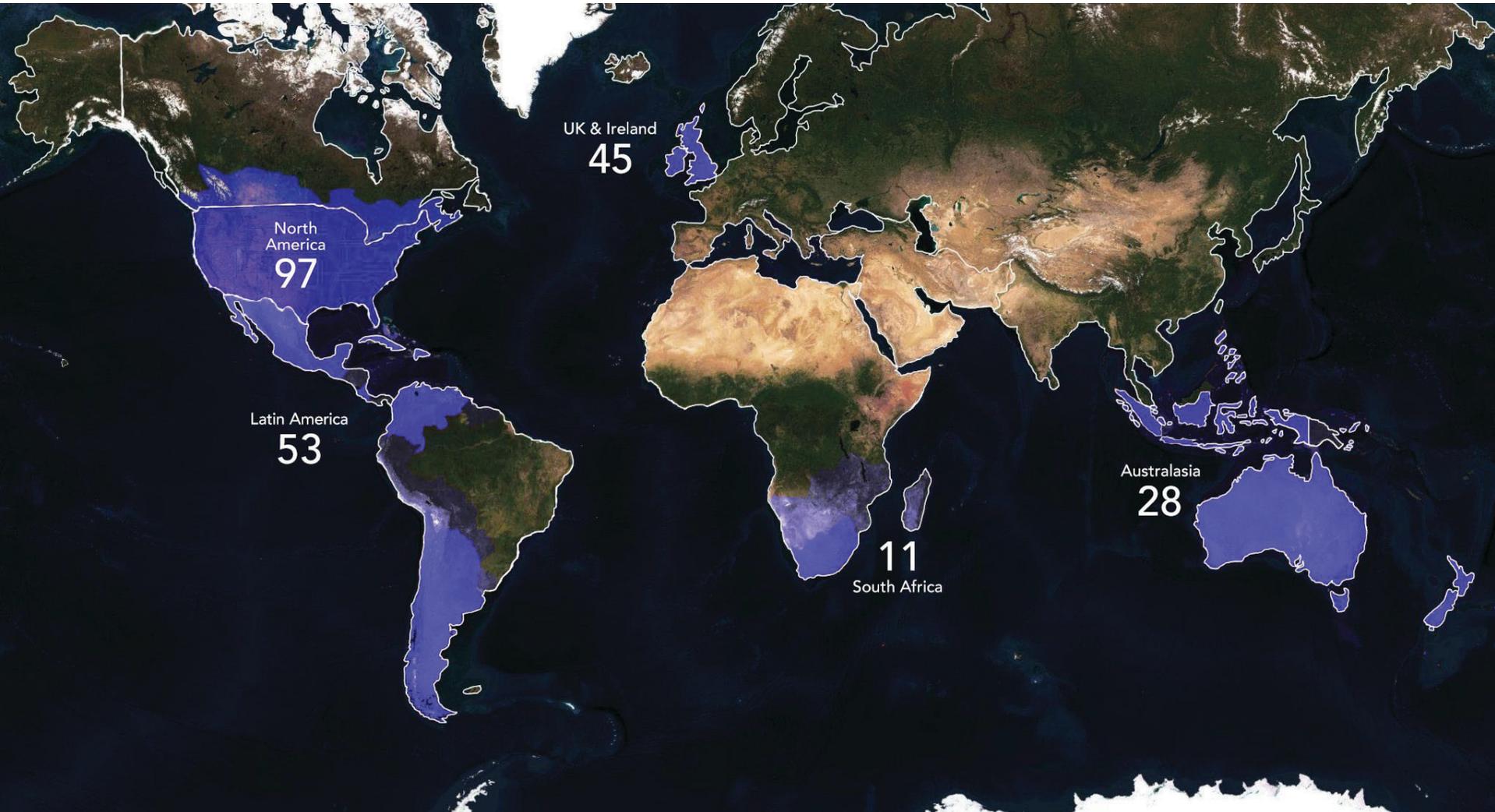
# FUTURE PROJECTIONS

*National Impact*



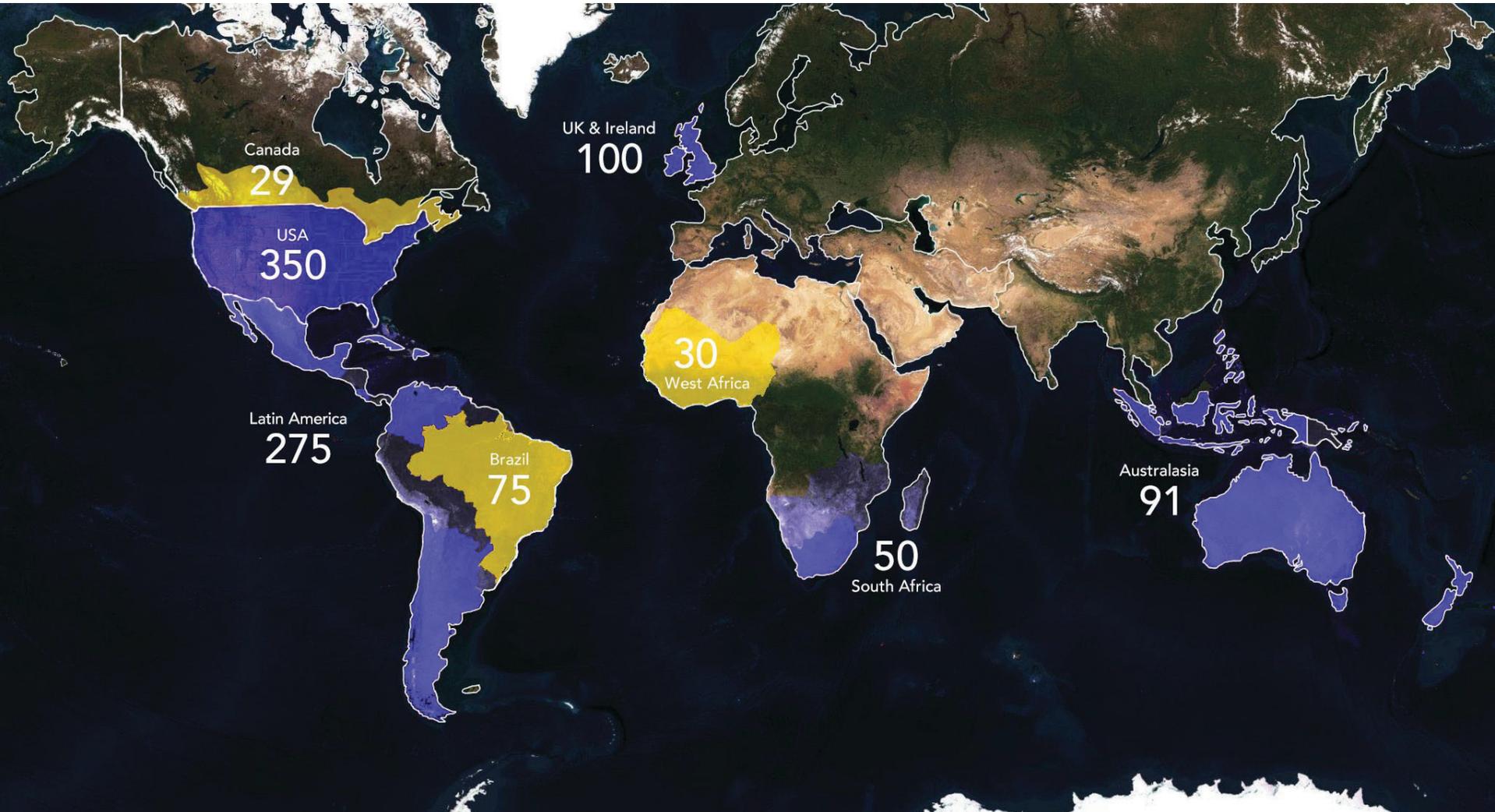
# CURRENT REALITY

*Global Impact*



# FUTURE PROJECTIONS

*Global Impact*



# What God Is Doing

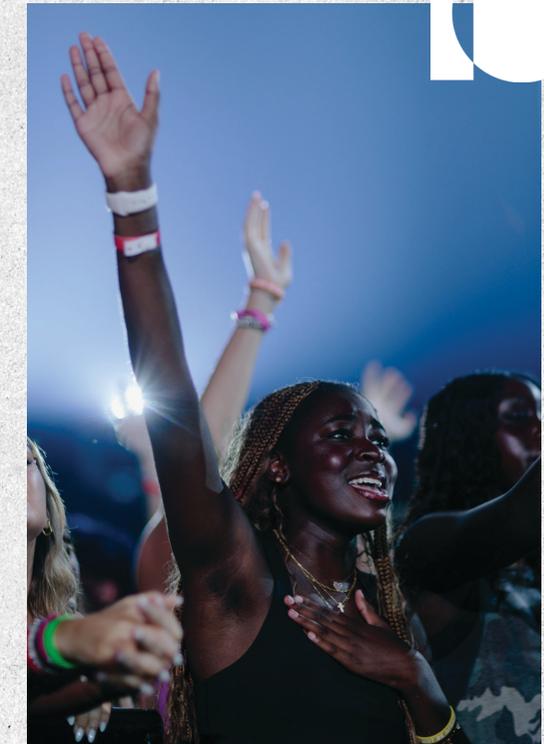
## EAST COBB CHURCH

East Cobb Church, the eighth campus in the North Point Ministries family, is currently building a new facility on Johnson Ferry Road and Shallowford Road. God continues to do amazing things at the local school where they currently meet, but the East Cobb Church team is eagerly anticipating opening the doors of their new home in 2027.



## INSIDEOUT

At our 2025 high school summer camp, IO DAYTONA, 2,847 students from our eight Atlanta-area campuses gathered together for not only a fun beach camp but an environment where students could encounter Jesus in real and personal ways! Your generosity made it possible for us to provide 418 student scholarships, send 833 volunteers and small group leaders, and cover the behind-the-scenes costs to create an incredible camp experience where students' faith could grow and lives could be changed forever.



For a glimpse at our high school camp, check out our update from August 2025: [deeperwider.com/update-videos/august-2025](https://deeperwider.com/update-videos/august-2025)

“BECAUSE OF YOUR GENEROSITY  
IN DEEPER/WIDER, CHURCHES YOU  
HAVE NEVER SEEN BEFORE AND  
COMMUNITIES YOU HAVE NEVER  
BEEN IN BEFORE ARE HEARING THE  
HOPE OF JESUS IN A NEW WAY THAT  
WOULD HAVE NEVER BEEN POSSIBLE  
WITHOUT YOUR GENEROSITY.”

ANNIE TUCKER

EXECUTIVE PASTOR, ANTHEM CHURCH

## ICN LEAD PASTOR GATHERING



In the fall of 2025, more than 200 pastors from 13 countries came together at our Irresistible Church Lead Pastor Gathering at Hoboken Grace Church in Hoboken, New Jersey. The goal of this gathering was to take a step back from Sundays to refuel, share best practices, and celebrate wins with other like-minded church leaders.



## YOUR MOVE COLLECTIVE

Your Move Collective (Your Move) reaches people who would never think to look to the local church for answers to life's biggest questions. Through the Happiness Program, Your Move is driving a digital-first movement that introduces a new generation to the teachings of Jesus right where they are and where they expect it least—online. People may not be looking for the church, but they are searching for answers about their lives, their relationships, and whether hope is possible.

This digital journey addresses the felt needs of our culture, helping people live better, happier lives through practical tools and personalized next steps. Along the way, it introduces the idea that following Jesus will make their lives better and make them better at life. And here's the exciting part: it's working!

Since March 2025, over 70,000 people have started the happiness journey. And while that alone is amazing, here's something even better: more than 15,000 of them have said, "I want to know more about how Jesus could make my life better." That's not just engagement. That's movement.

Your Move   
COLLECTIVE

How *happy* are you?  
Take the happiness assessment.



## LATIN AMERICA



Iglesias Irresistibles is our network of strategic partner churches across Central and South America, creating outward-facing churches that inspire people to follow Jesus. What started as three churches in 2014 is now a network of 53 partners across the region.

In September 2025, 340 church leaders from eight countries gathered in Monterrey, Mexico, for Conferencia Irresistibles to ask one question: What would it look like if every community in Latin America had a church that was irresistible? That question is the heartbeat of this movement.

EVERY NUMBER

HAS A NAME

EVERY NAME

HAS A STORY

EVERY STORY

MATTERS TO GOD

## TRANSIT

We want middle schoolers to experience a place where they are loved, seen, and can belong before they believe. Every week this mission comes to life in Transit. On any given Sunday across our eight Atlanta-area churches, more than 2,000 middle schoolers walk through our doors. This past fall, we took nearly 1,000 6th graders and more than 1,600 7th and 8th graders to camp, resulting in 308 students giving their lives to Christ. Thank you for investing in the next generation as thousands discover who Jesus is and how to follow him.





## THE LIVING ROOM



What began in 2005 with 22 students at Georgia Tech has grown into a multi-location movement across metro Atlanta, representing students from 22 college campuses! In just 2025 alone, 1,667 new students attended TLR, and 262 went public with their faith through baptism. Because of your generosity, TLR continues to be a catalyst for life change as thousands of college students discover or rediscover their faith.



## FURTHER FASTER NETWORK

With only 6% of people in the UK and only 2% in Ireland connected to a local church, urgency has fueled the rise of the Further Faster Network, a partner of North Point Ministries. The Further Faster Network has the same simple goal, to create irresistible churches in every community across the UK and Ireland. And with your help, it's working! Churches in the network are beginning to reverse that trend with close to a thousand people a year starting a journey of finding and following Jesus. What began as five churches in 2019 has grown to more than forty churches, and we are praying and planning to grow to one hundred churches by 2029.



"THE IRRESISTIBLE CHURCH NETWORK TOUR WASN'T JUST ANOTHER EVENT—IT WAS A HOLY MOMENT FOR HUNDREDS OF CHURCH LEADERS LONGING TO REACH THEIR COMMUNITIES. I KEPT THINKING, *NONE OF THIS HAPPENS WITHOUT YOU!* YOU MAY NEVER MEET THE LEADERS WHO WERE IMPACTED, BUT PLEASE HEAR THIS CLEARLY: YOUR GENEROSITY THROUGH DEEPER/WIDER IS SHAPING CHURCHES ACROSS AUSTRALIA, NEW ZEALAND, AND ASIA. THANK YOU FOR BELIEVING IN THIS WORK, RESOURCING THIS VISION, AND STANDING WITH US AS WE HELP LEADERS CREATE CHURCHES THAT UNCHURCHED PEOPLE LOVE TO ATTEND. WE COULDN'T DO THIS WITHOUT YOU!"

## JASON PERKINS

NETWORK DIRECTOR,  
IRRESISTIBLE CHURCH NETWORK  
AUSTRALASIA

## AUSTRALASIA

In November 2025, Sandra and Andy Stanley traveled to Australia and New Zealand to equip and encourage church leaders who are longing to reach their communities. Over 500 church leaders gathered in three different cities to learn more about creating outward-facing churches.



AUCKLAND, NEW ZEALAND



SYDNEY, AUSTRALIA



BRISBANE, AUSTRALIA



## UPDATES



For future updates and videos highlighting the impact of Deeper/Wider, visit [deeperwider.com/updates](https://deeperwider.com/updates).

# How We Get There

## NEXT STEPS:

Everything you commit and contribute to the Deeper/Wider initiative supports the ministries of your local church first and then goes directly to supporting our network of churches across the nation and around the world.

- 1 If you are new to our church and did not have the opportunity to make a commitment to Deeper/Wider, prayerfully consider doing so this year.
- 2 If you've already committed to Deeper/Wider, consider the best way to fulfill the remainder of your commitment by April 2027.
- 3 If you committed to Deeper/Wider and have already completed your commitment or feel led to take a next step, consider expanding your commitment.

- 4 Complete the included commitment card and bring it to Commitment Sunday on March 22, 2026, or complete it online using the QR code below.

*Sample:*

**I AM NEW TO DEEPER/WIDER**

I would like to make a one-year commitment in the amount of:

\$

April 2026–April 2027

\*This includes both your regular giving and your expanded giving over the next year.

---

**I AM ALREADY COMMITTED TO DEEPER/WIDER**

My current two-year commitment is:

\$

April 2025–April 2027

At the midpoint of Deeper/Wider, I would like to:

Confirm my commitment to finish strong

Increase my two-year commitment to:

\$

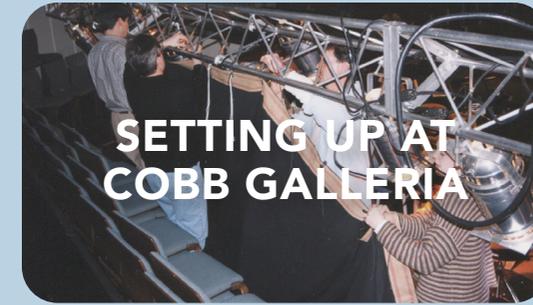
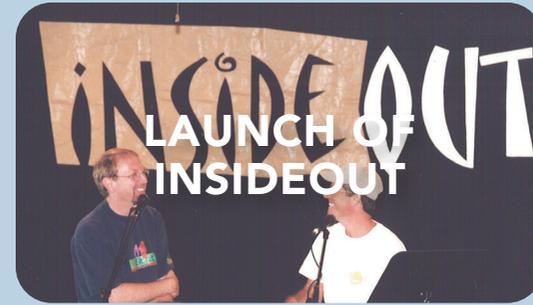
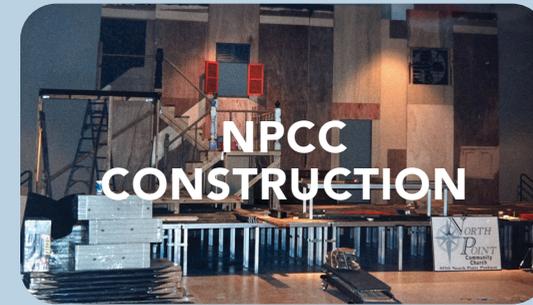
April 2025–April 2027

Please watch this short video before completing your commitment card:



[deeperwider.com/commit](https://deeperwider.com/commit)

# Where We've Been



November  
**1995**  
North Point Community Church begins meeting at the Cobb Galleria.

November  
**1995**  
Our singles gathering, 7122, begins.

# Where it all began...

December  
**1996**  
North Point Ministries purchases 83 acres in Alpharetta.

June  
**1996**  
KidStuf begins at New Prospect Elementary School in Alpharetta.



April  
**1997**  
North Point Community Church moves to Dunwoody Baptist Church and meets every other Sunday.

June  
**1997**  
The Missions Committee is created, later becoming global(x).



August  
**1997**  
North Point Community Church hosts its groundbreaking.



April  
**1998**  
Easter services are held in a tent on the property.



September  
**1998**  
North Point Community Church begins meeting in its new facility.



April  
**2001**  
Buckhead families begin meeting on Sunday evenings at Buckhead Baptist Church.



September  
**2001**  
Buckhead Church becomes an official campus.



February  
**2002**  
Buckhead Church moves services to DoubleTree Hotel on Sunday evenings.



September  
**2002**  
Property is purchased for a future location in North Forsyth.

April  
**2003**  
Buckhead Church begins meeting at the renovated Harris Teeter.



“ This church changed our lives. We are grateful... we are grateful for how the ministries of North Point have added to our walk of faith. We are grateful for the influence and impact North Point has had on our children’s walk of faith and now our grandchildren. We are honored to participate and partner in the ministry of Deeper/Wider to expand this ministry. ”  
— Cliff and Stacy Robinson, North Point Community Church



March  
**2001**  
North Point Community Church opens the West Auditorium.



October  
**2006**

Browns Bridge Church holds its first services in its new facility.



September  
**2005**

Watermarke Church becomes a North Point strategic partner.



February  
**2005**

2.43 acres are purchased for the future home of Buckhead Church.

January  
**2005**

Athens Church launches as North Point's first strategic partner.



January  
**2005**

The Living Room, Buckhead's college ministry, launches at Georgia Tech.

October  
**2004**

Campaigns launched to raise money for the construction of both Browns Bridge Church and Buckhead Church.



May  
**2007**

Buckhead Church holds its first services in its new facility.

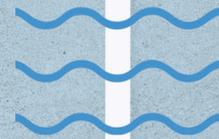
**GIVE  
SERVE  
LOVE**

Spring  
**2007**

The first Be Rich generosity campaign is launched.

“ We have been attending and serving at North Point Ministries for almost 25 years. We believe the Deeper/Wider initiative is one of the boldest and most important ambitions ever conceived by our church. As our country and culture rapidly change, the always critical need to share the good news of Jesus increases by the same degree. To be effective in the face of such significant cultural change, however, it requires creativity and a new paradigm through which we engage the broad coalition of those who don't know Jesus. The new initiative has the potential to change the way the church lives out the commands of Jesus and, in doing so, change the way we all follow Jesus. ”

— Kelly and Danlyn Miller,  
Browns Bridge Church



July  
**2010**

42.7 acres are purchased for the future home of Gwinnett Church.

January  
**2011**

Watermarke Church becomes an official campus.

October  
**2011**

Gwinnett Church holds its first services at the Gwinnett Civic Center and later moves to Cross Pointe Church.



January  
**2012**

Stone Point Church, a strategic partner, holds its first services in Tucker.

May  
**2014**

East Cobb Gathering launches.

October  
**2014**

Stone Point becomes an official campus and changes its name to Decatur City Church.

**ON AIR** May  
**2012**

First episode of *Your Move* is broadcast on WXIA-TV in Atlanta after *Saturday Night Live*.

January  
**2015**

Gwinnett Church holds its first services in its new facility.

February  
**2016**

Watermarke Church changes its name to Woodstock City Church and opens its new facility.



“ I'm thrilled to engage with the Deeper/Wider vision and initiative because of the profound impact Andy's teachings on finances have had on my life. Years ago, I embraced the practice of living on a percentage of my income, saving and giving the rest, which has brought me incredible freedom and joy. This approach has allowed me to support needs around me generously and experience the fulfillment that comes from giving. It's a blessing to be part of a community where generosity is both encouraged and celebrated. ”

— Jenny Strange,  
Decatur City Church

January  
**2019**

Gwinnett Church Hamilton Mill launches in Buford.

October  
**2019**

East Cobb Church launches as a church partner.



east  
cobb  
church

January  
**2020**

East Cobb Church becomes eighth campus of North Point Ministries.

November  
**2023**

East Cobb Church moves to Fellowship Christian School.



October  
**2024**

East Cobb Church begins construction of its permanent facility.

August  
**2021**

Gwinnett Church Hamilton Mill changes its name to Hamilton Mill Church.



December  
**2024**

Be Rich surpasses \$100 million.

January  
**2025**

North Point Ministries celebrates reaching the milestone of 16,000 baptisms (adults and kids) across all eight campuses.

April  
**2025**

Deeper/Wider, an organization-wide generosity initiative, is launched.

**2026**

Deeper/Wider will allow us to multiply stories like yours all around the world.

And beyond...





# ...IN EVERY COMMUNITY



*North Point Ministries, Inc.*

*[deeperwider.com](http://deeperwider.com)*