

Urban Ministry Project: 30316 East Atlanta

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## Urban Ministry Project 30316

This is an urban evangelism project detailing an outreach ministry plan for East Atlanta Village in zip code 30316. In it I will lay out a detailed ministry approach to address the immediate spiritual, and physical needs of the targeted community. East Atlanta Village was originally inhabited by Creek and Cherokee Indians until removed by the government. By 1909, East Atlanta Village had been annexed as a neighborhood of the City of Atlanta [ CITATION Eas18 \l 1033 ]. East Atlanta continues to be a thriving community of the city of Atlanta though it lies entirely in Dekalb County. Because of its immediate proximity to Atlanta it has experienced the same difficulties in the areas of: growth, religion, economics, education, housing, crime and services offered.

### Demographics

As stated earlier, the name of the community is East Atlanta Village. All information on the demographics of this area was obtained from City-Data.com. The breakdown is as follows:

Area: 1.438 square miles

Population: 4,808. The population density is 3,345 people per square mile. Most of the homes in the area were built in the era between the 1930's – 1950's. The population of East Atlanta is comprised of an unusually high number of young people. Residents between the ages 0 – 35years old range from 25% – 60% of the population. Those residents 40years and above spike to 45% and their numbers steadily decline from there.

Racial: African Americans or Blacks make up the majority of the population at 47%.

Caucasians or Whites consist of 33% of the population while the rest is made up of small percentages of Hispanics and other races.

Median Household Income in 2016: \$60,021. That figure is slightly above the average for Atlanta, which is \$53,843.

Median age : 38 years for males and 38.1 for females. This figure reflects a younger population.

Average household family size: 6.7 people. It is interesting to note that the average household size for Atlanta is only 2.3 people by comparison. The difference may be explained due to 37.8% of all households in East Atlanta being married-couple families. In Atlanta this figure is only 22.6%. For males, age 15 and older, 27.4% have never been married. By contrast, only 16.9% of females of the same age, have never been married.

There are some statistics of note concerning the diversity of the East Atlanta Community. Only 0.3% of the population speaks little English or not at all.

Percentage of foreign born residents: 2.5%. Only 1.1% of native residents were born outside the United States.

Percentage of people born in the state: 58.5%. The percentage of people born in another U.S. state is 38%. These statistics indicate that East Atlanta is made up of American born citizens, most of who were born in Georgia. People who locate to this community from a foreign country may have difficulty blending in, it would be a slow process as well as present challenges avoiding culture shock.

Educational Attainment (%): 23% of residents have less than a high school education. 9.1% obtained a high school diploma, compared to 18.9% in the city of Atlanta. 21.6% have a Bachelor's Degree. 11.2% have a Master's Degree. 4.3% earned a Doctorate Degree, twice the average of the city of Atlanta.

Percentage of population below poverty level: 10.4%

Percentage of married couple families with both working: 116%.

### Demographic Summary

The East Atlanta Community is a thriving community rich with history and nostalgia. It is an area where families still make up the majority of the households in a very urban area. Based on the demographic findings, needs have been revealed in three areas: 1) Affordable day care and afterschool programs. 2) Educational empowerment strategies and programs. 3) Diversity and intercultural initiatives.

The needs of the community are extensive. However, there are several programs already in service for the residents in the targeted region. Our focus, therefore, will be to fill in the gaps where services have lacked, and create partnerships with programs active in the community.

The needs were identified through self discovery, demographic research that included interviews with the former outreach coordinator of Antioch Baptist Church EAST. Mike Turner. Mr. Turner was a long time resident of East Atlanta before relocating to South Georgia. I was also able to interview with Pastor Michael Smith, Senior Pastor of Antioch Baptist Church EAST.

### Name of Organization

The name of this organization shall be Gap Incorporated. The proposed programs to be set forth to alleviate specific needs of the community will follow the philosophical principles of Christian Community Development. These are biblical and practical principles evolved from years of living and working among the poor. These practices were developed by John and Vera Mae Perkins [ CITATION Way99 \l 1033 ]. We will enact several of these principles in our

efforts to make an impact on this community. This will be a Christian based organization focused on demonstrating the love and concern of Jesus Christ for those in need.

### Vision

The vision of Gap Incorporated is to be a ministry that fills in the gap of the breach of services to those in need and underserved.

### Mission

The name of this organization shall be called Gap Incorporated. We will work in partnership with other interfaith ministries, programs, government institutions, and independent organizations that share our passion and values, to supplement their efforts in community outreach. We are also willing to lead the way if any needs are revealed, but as of yet have been underserved within the community. In general we will also encompass the Joshua Ministry Strategy. This idea was gleaned from The School of Evangelism Training Manuel by David Hopewell. This is based on a strategy that mobilizes the body of Christ to go into their communities and help their brothers and sisters, other believers “posses their land, i.e. take back what satan has stolen from them [ CITATION Dav10 \l 1033 ]. We will be intentional about sharing the gospel of Jesus Christ in all that we do.

Goals are as follows:

- Spread the Gospel and Love of Jesus Christ.
- Develop partnerships to provide a greater scope of outreach
- Increase awareness of the plight of those who have fallen through the gaps.
- Commitment to minister to the safety and educational needs of our youth.
- Commitment to supply the best possible resources to our community.
- Commitment to providing strength and support to parents.
- Dedication to diversity and intercultural relationship building.

### Target people group

- Two-parent homes with children under 21 years of age.
- Single-parent homes with children under 21 years of age.
- Adults 21 years or older who have not received a high school diploma.
- Families with children in need of daycare services

### Organizational strategy and operations

Gap Incorporated shall consist of a Governing Board of five people. Each member of the board shall serve on a voluntary basis. However a stipend of an amount to be determined may be awarded to offset time and expenses incurred while in service to the organization. The Governing Board shall be under the oversight of the Chairman of the Board. There shall also exist three additional departments, Ministry Department, Educational Department, and Family Needs Department.

Each department shall consist of a Department Head that will be accountable to the Governing Board to report all department needs and activities. Department Heads shall be required to live in the community for the duration of their service. They will reside in the ministry house, rent free. A food allowance will be provided as well. The ministry house will be supplied with basic necessities. Each Department Head shall show quantifiable efforts and results to justify their stay.

Each department may be staffed with volunteers of various backgrounds, Board members, Department heads, and Volunteers must be subject to background checks. Volunteers can serve for as long as they desire to offer effective service. Some services in each department may require to have paid volunteers on staff.

Ministry Department: Will seek out and discover opportunities for outreach for the purpose of bringing people to Christ. Department activities may consist of revival meetings, street preaching, one on one witnessing, and door to door visitation. Establishing partnerships with

schools and other learning institutions to gain legal and ethical access for the purpose of discipleship will also be a goal of this department. Their goal is to have a Christian clubs, student lead prayer groups, and before and after school bible study groups, in every school. Forming partnerships with area churches is also a necessary function of The Ministry Department. This will provide places of worship to direct new believers and new residences for the purpose of having a church home.

Educational Department: Will supply assistance in the form of educational support. Responsibilities will include tutoring, writing classes, help with homework, as well as other services that may become necessary. There will be computer and internet access available for students to do research and projects. This department shall have school supply drives before every school year and take school supply donations year round. The goal is to increase the graduation rates and encourage those without high school diplomas to obtain a GED through training classes.

Family Department: Will assist families with affordable childcare. This may consist of obtaining grants and awards from government and private donations to help offset the expense of childcare, particularly households of single parents. Volunteers may also be made available for in-home childcare (a volunteer comes to your home). The in-home service will be provided as resources allow, and will only be available to household with 3 or more children. Date Night babysitters can be provided by appointment only, to give parents a chance to enjoy wedding anniversaries, Valentine Day, birthdays and other special evenings together. Date night babysitters will be available from 6pm-Midnight only. Family oriented functions and events will be planned to celebrate and strengthen family bonds within the community.

#### Marketing and Promotion

The action plan for marketing and promotion will be varied and will consist of:

Public Relations: We will devise an information packet for those interested in our services and for perspective donors. The purpose of this packet will be to tell our history, story, and passion for what we do. We will also run advertisements in local newspapers and similar outlets.

Printed flyers and business cards can be handed out to individuals as well as posted in local business establishments and places of worship. We will also take advantage of the many outlets on the internet (website, Facebook, Instagram, Twitter, etc). These outlets provide free advertising which goes a long way on a limited budget. There will also be t-shirts made available for sale. These will serve as advertisement as well as a source of revenue.

#### Budget Requirements

House	10,800
Food	4,800
Supplies	3,600
Stipend/B	6,000
Events	3,000
Stipend/A	20,000
Misc	2,000
Total	50,200

The above budget requirements reflect estimated cost to cover basic day to day expenses of Gap Incorporated for a one year period. There is and will be a continuous need to explore various means of generating revenue. Gap Incorporation will operate as a 501(c)(3) non-profit organization. We will apply for different grants from government and private entities to help fund our cause. There will also be funds raised through offering items through a gift shop as well as receiving fees from vendors who sale items at our events and fundraising drives. We will also generate additional revenue consultation and professional services. The revenue

generated by these “unrelated activities will be limited to certain amount in keeping with laws governing non-profits. All activities for the purpose of revenue must be approved by the Governing Board.

## References

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