



THE  
CULTIVATE  
COLLECTIVE

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A Partnership for  
Prayer and Mission





THE  
CULTIVATE  
COLLECTIVE

Purpose

Equip, Encourage and Empower  
Everyday Followers of Jesus  
to Grow Deeper in a Lifestyle  
of Prayer and Mission

# THE CULTIVATE COLLECTIVE

Dear Friend,

I am so thankful that you would take the time to learn more about a new prayer and mission initiative called *The Cultivate Collective*. In this overview, you will learn more about the heart behind the initiative (our purpose, priorities and partners), as well as what we are praying and planning to see happen in this coming season. This document is meant to be both an introduction to what we are pursuing together, as well as an invitation to you for your prayerful consideration.

It seems almost impossible that it has been nearly thirty years since I first felt the Holy Spirit's tug on my heart to see the United States as a mission field. In that moment, I felt confused and a little disappointed. Confused because I didn't understand why a "Christian country" like America would need missionaries, and disappointed because I wanted to go some place exciting and do adventurous things for Jesus among people who really needed Him.

As a young college student, I never could have imagined what our life with the Lord would look like, or the ways in which my views of the good news of Jesus and the realities of cultural Christianity would change so drastically. But, from my experiences pastoring a local church in the Bible-Belt and planting churches for the unchurched on college campuses and in depressed communities in the rust belt, my eyes have been opened to the spiritual condition of our nation. Now I can see, ***we desperately need Jesus!***

The good news is that the Spirit of God is moving across the earth in powerful ways. He is awakening His people from our slumber and stirring us to join together with Him in seeing the gospel of His Kingdom spread. I am both excited and humbled to join together with some amazing friends and to form *The Cultivate Collective*. We pray and believe that this simple prayer and mission strategy will become a small part of God's plan to engage America with the good news of Jesus.

Together, we believe that we will witness a fresh move of the Holy Spirit across the United States that will lead to a harvest of hearts from coast to coast and from border to border. As this happens, we will see a new missionary movement flow from our shores into the nations - until every tribe, people group, and tongue have heard and received the Good News of God's Kingdom.

Again, thank you for taking the time to review this information. Please let me know if you have any questions or if there is specific information that would be helpful for you. I really appreciate your time and consideration.



Blessings,

***Brad McKoy***

The Cultivate Collective

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## THE HEART BEHIND THE INITIATIVE

This collaborative initiative, hosted by the Grove City Hub, is focused on empowering believers to follow Jesus deeper into a lifestyle of prayer and mission. In friendship with prayer and mission organizations, we partner together to serve, resource and support local churches and everyday followers of Jesus to see the good news of God's love spread.

PARTNERING WITH THE **YES** IN THE HEARTS OF GOD'S PEOPLE!

**40%**  
PRAY DAILY

A recent study showed that over **70% of American Christians regularly pray for opportunities to share Jesus with others.** While that same study showed that the majority of those surveyed reported barriers that kept them from freely sharing the gospel, the fact remains that they have a desire to participate in what Jesus called a great harvest work.

**72%**  
PRAY MONTHLY

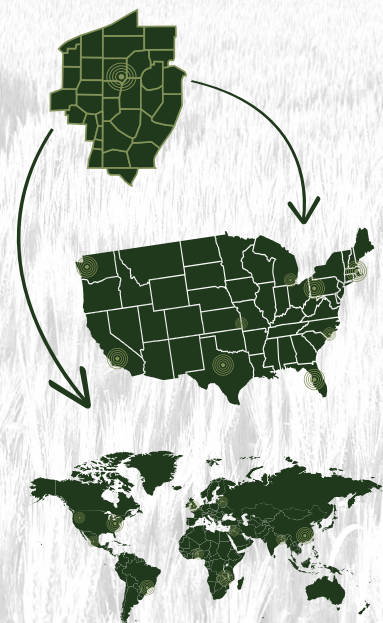
**64%**  
PRAY WEEKLY

Statistics from *Reviving Mission: A report by Barna Group on behalf of Every Home.*  
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EQUIPPED, ENCOURAGED & EMPOWERED  
**TO LIVE OUT THE GOSPEL**  
FROM NEIGHBORHOODS TO NATIONS

But you shall receive power when the Holy Spirit has come upon you; and you shall be witnesses to Me in Jerusalem, and in all Judea and Samaria, and to the end of the earth."

*Acts 1:8*



# THE CULTIVATE COLLECTIVE

## Our Partners

One of the main functions of this initiative is to connect followers of Jesus to excellent resources from trusted partners. These resources will be used to help train and mobilize believers to grow deeper in prayer and to equip the Body to become more confident in engaging with the mission of the gospel in their local neighborhoods and beyond.



We will partner with SEAPC by facilitating prayer walking trainings and distributing prayer walking resources, mobilizing people for Pray Americas, and partnering with them to send people from the region into the nations.



We will partner with 24-7 Prayer USA by connecting people from around the region to the Holy Ground App, distributing 24/7 Prayer resources, and facilitating prayer room training and providing ongoing support.



We will partner with All Nations by facilitating disciple-making trainings, distributing All Nations resources, and partnering with them to send people from the region into the nations.



We will partner with 10 Days by mobilizing communities into prayer gatherings, connecting with and supporting 10 Days city coordinators, and distributing 10 Days prayer and mission resources.



We will partner with Pop Up Church by facilitating and coordinating trainings for local mission rhythms, distributing Pop Up Church resources, and by modeling and integrating this model into future hub development.



We will partner with EveryHome USA by connecting people to their on-line equipping resources from the Revive Mission Collective and by distributing their resources and providing on going support to pastors and leaders.

As we launch this initiative, we will focus our time, energy and resources on four priorities that will help us fulfill our purpose of equipping, encouraging and empowering everyday followers of Jesus to grow deeper in a lifestyle of prayer and mission.

## 1. Fulfill Vision of the Grove City Hub

In 2012, we established the Hub as a prayer and missions base to serve spiritual family in our region and beyond. Since then, dozens of believers have been trained and sent out to follow Jesus and make disciples around the region and across the nation. As we launch The Cultivate Collective, we are prioritizing the health and strength of this hub so it can serve and support those who are being sent out, as we continue to disciple, equip and release sons and daughters of the King to impact every sphere of society for the glory of God.

(Learn more at [www.grovecityhub.com/intro-hub](http://www.grovecityhub.com/intro-hub))

## 2. Engage this Strategy in our Region

As we look to partner with the YES in the hearts of God's people, we are focusing 80% of our time, energy, and resources on fueling prayer and mission in the 32 counties in our region. We will do this by partnering together with local churches, prayer ministries and missional communities to connect, train and resource believers to be confident as they follow Jesus deeper in prayer and living out the mission of seeing the good news of His love spread to the world around them.

(Learn more at [www.grovecityhub.com/intro-regional-strategy](http://www.grovecityhub.com/intro-regional-strategy))



### **3. Pilot Prayer & Mission CoLab in NYC**

Since 2011, we have been praying, building relationships and pursuing the vision of launching a prayer and missions lab in a small neighborhood of New York City. The St Marks Project will be an opportunity for our strategic partners to collaborate in a hyper-local strategy of intercession and missional presence to see the good news of Jesus spread. Entrepreneurs, artists, and missionaries will all work, live, pray and play in this 5x5 slice of the East Village, before they are sent to the nations or back to their home towns to live out the gospel.

(Learn more at [www.grovecityhub.com/intro-colab](http://www.grovecityhub.com/intro-colab))

### **4. Grow and Multiply Summer Intensive**

2023 was the eighth summer that we have invited young leaders to be a part of the Summer in the Grove. Since its inception, 70 students from 21 different states have participated in this nine-week intensive, focused on learning how to follow Jesus, make disciples and grow in Christ-centered leadership. As we launch The Cultivate Collective, we will grow the intensive to serve more students, as well as develop internship opportunities with our partners for further learning. We are also looking to raise up leaders to multiply the training in other regions.

(Learn more at [www.grovecityhub.com/intro-summer-intensive](http://www.grovecityhub.com/intro-summer-intensive))

# FULFILL VISION OF THE GROVE CITY HUB

Ten years ago, the hub was established in Grove City, PA as a prayer and missions base to serve the region and spiritual family throughout the nation. Since then, our focus has been discipling, equipping and releasing everyday believers to follow Jesus and spread the good news of His love.

This hub serves as the host of The Cultivate Collective to provide a tangible example of what a prayer and mission community can look like. We are focused on stewarding four core commitments of the hub as we collaborate with partners to serve, equip and provide helpful resources to see everyday followers of Jesus cultivate a prayer and mission lifestyle throughout our region and across the nation.

## CORE COMMITMENTS

### **Ministering to the Lord**

As we spend time focusing our lives and affections on the Lord through individual and collective times of prayer and worship, we grow deeper in connection with Him and give our attention to the things on His heart.

### **Growing Spiritual Family**

As we follow Jesus and give ourselves to loving one another deeply, we learn how to walk together in a way that honors the Lord and each other, cultivating personal wholeness and modeling healthy spiritual family.

### **Living On Mission TOGETHER**

As we become more aware of the power of the gospel working in our own lives, we will intentionally look for opportunities to live in a way that our lives proclaim and demonstrate the good news of Jesus, as He leads us to the hungry, hurting and lonely around us.

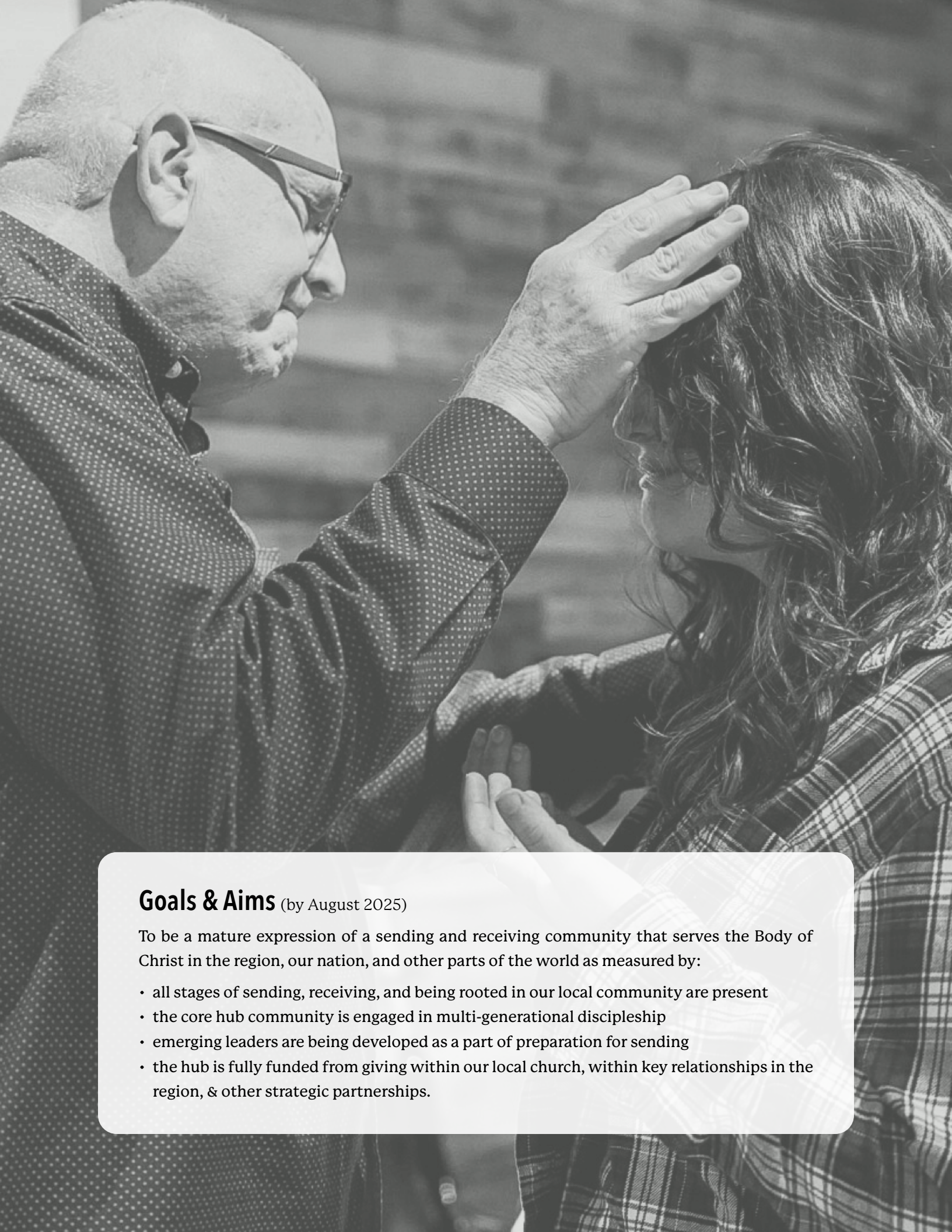
### **Releasing Sent Ones**

As we learn how to minister to the Lord together, grow in deep love for one another, and live out the gospel in the places we do life, we believe that God will continue to call us to go from our cities and regions to the ends of the earth as we represent Him and express the hope of His Kingdom come.

Now in the church that was at Antioch there were certain prophets and teachers: Barnabas, Simeon who was called Niger, Lucius of Cyrene, Manaen who had been brought up with Herod the tetrarch, and Saul. As they ministered to the Lord and fasted, the Holy Spirit said, "Now separate to Me Barnabas and Saul for the work to which I have called them." Then, having fasted and prayed, and laid hands on them, they sent them away. So, being sent out by the Holy Spirit...

Acts 13:1-4a





## **Goals & Aims** (by August 2025)

To be a mature expression of a sending and receiving community that serves the Body of Christ in the region, our nation, and other parts of the world as measured by:

- all stages of sending, receiving, and being rooted in our local community are present
- the core hub community is engaged in multi-generational discipleship
- emerging leaders are being developed as a part of preparation for sending
- the hub is fully funded from giving within our local church, within key relationships in the region, & other strategic partnerships.

# INTENTIONALLY ENGAGE IN OUR REGION

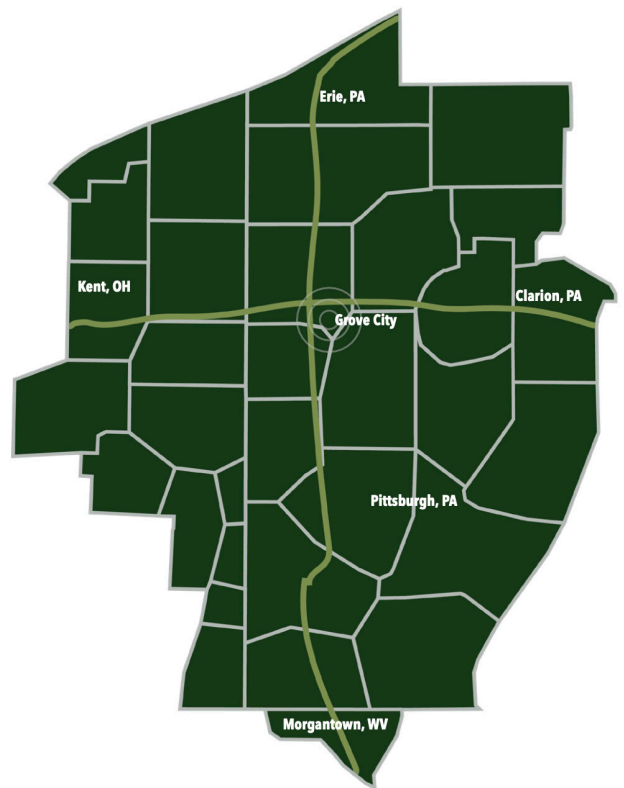
A core value of this initiative is partnering with the YES in the hearts of God's everyday followers of Jesus to cultivate a deeper life of prayer, and to grow more confident and bold to live out the mission of seeing the good news of God's love spread. As we have prayed about the best way to engage the United States with this simple strategy, we sense the importance of focusing on our region. As we do, our goal is to provide a clear example of what it could look like for hub communities to connect and serve prayer and mission within in a region.

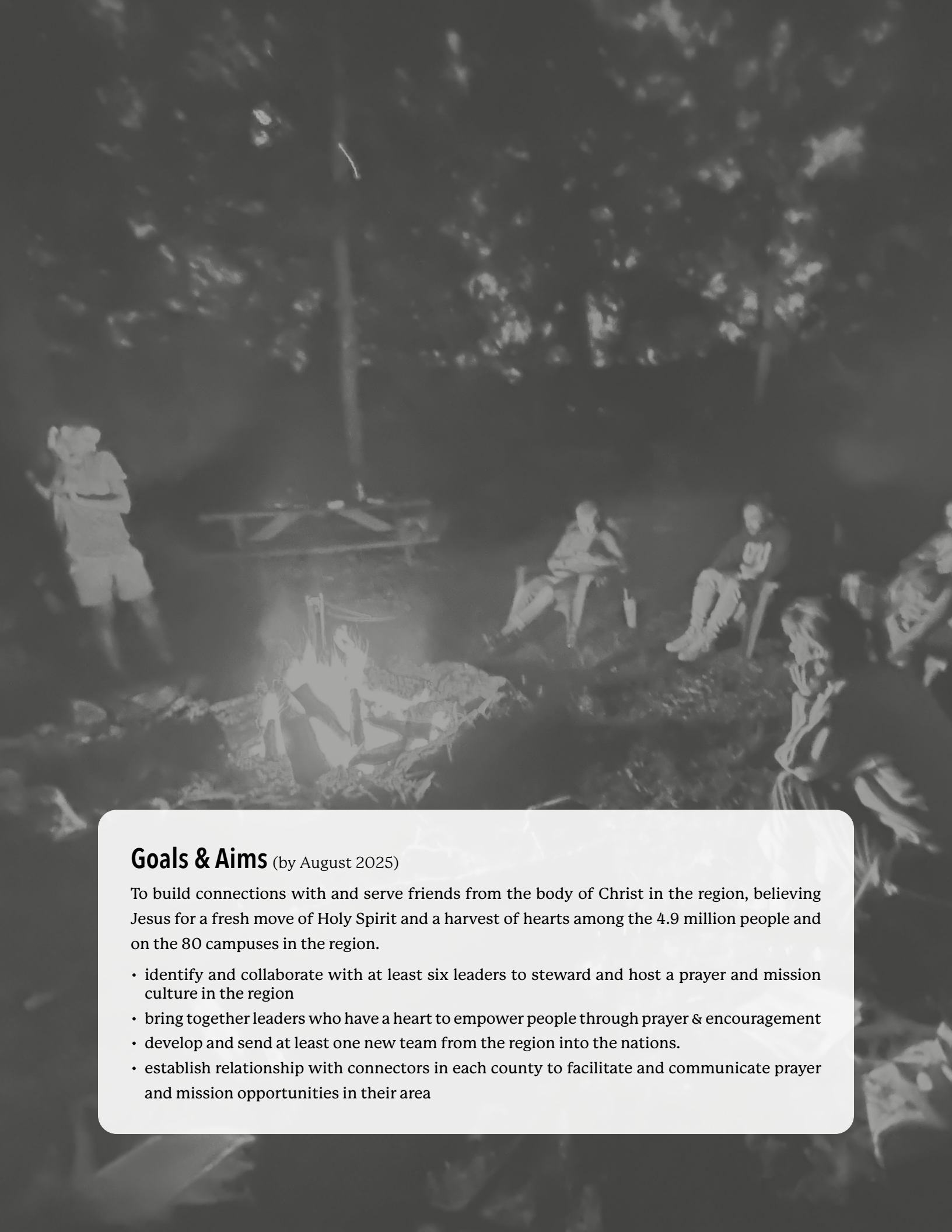
Through the end of August 2025, we anticipate focusing 80% of our time, energy and financial resource to pursue this strategy in the 32 counties that make up the region. There are over 4.9 million people living in this area that encompass western Pennsylvania, eastern Ohio and northern West Virginia, as well as 80 college and university campuses. We believe that as the people of God in this region are equipped, encouraged and empowered to grow deeper in a lifestyle of prayer and mission, then we will see a harvest of hearts that transforms individuals and families, shapes cities and changes nations.

## Stewarding a Vision

*"As we prayed we were praying in the spring of 2002, I saw a picture of a map of the region. It stretched from Morgantown, WV to Erie, and from Clarion University to Kent State. One by one, many campfires began to appear until they covered the region. Then, the whole map ignited and communities and college campuses burned with fire for God. We are believing for a fresh move of the Holy Spirit, where everyday followers of Jesus burn with a holy passion for Him and for the lost, and give themselves to seeing the good news of Jesus spread in the places they live and beyond."*

- Brad McKoy





## Goals & Aims (by August 2025)

To build connections with and serve friends from the body of Christ in the region, believing Jesus for a fresh move of Holy Spirit and a harvest of hearts among the 4.9 million people and on the 80 campuses in the region.

- identify and collaborate with at least six leaders to steward and host a prayer and mission culture in the region
- bring together leaders who have a heart to empower people through prayer & encouragement
- develop and send at least one new team from the region into the nations.
- establish relationship with connectors in each county to facilitate and communicate prayer and mission opportunities in their area

# GROW AND MULTIPLY SUMMER INTENSIVE

About a year ago, we felt the Lord asking us to bring back and steward the Summer Intensive we launched & ran for seven years. In 2023, after a five year break, we re-launched Summer in the Grove and saw the Lord bring about beautiful fruit in the lives of seven college students and young adults, as well as within our community. As the summer went on, we sensed the Lord breathing new life into these old bones. He has given us a renewed sense of passion and purpose to specifically disciple, mentor, and equip this next generation.

Summer in the Grove offers participants a structured season to set apart more time, energy, and focus to seek God's face and to wrestle through the difficult questions of faith within the safety of a learning community. The goal is to give students a solid foundation to grow a deep rooted faith, as well as a framework for how to follow Jesus into an ongoing lifestyle of prayer and mission. Over the course of the 9 weeks, students will receive over 80 hours of instruction and impartation, not including time in the prayer room and take home assignments.

Topics include:

- The Father Heart of God / Identity
- Beholding the King and Seeking First the Kingdom of God
- Hearing God's Voice 1 (Growing in Friendship with God)
- Hearing God's Voice 2 (Sharing His Love with Others)
- The Anatomy of a Whole Heart
- Disciple Making 101
- Dwelling in the Land
- Walking in Spiritual Freedom

It is our desire to be faithful to grow and multiply the impact of the intensive. We have created a curriculum that we believe can be easily replicated in other regions. We look forward to mentoring residents and interns to bring its impact for the Kingdom far beyond what we would be capable of on our own.

*"Life changing is an expression we can overuse. But my experience during Summer in the Grove truly gave God the time to significantly shape my heart. There is something about setting time apart to become a student of the Knowing that changes everything."*

-David Wade  
Pastor of All Saints Church & SitG alumni



Summer in the Grove class of 2023 enjoying the annual end of the Summer Funday



## **Goals & Aims** (by August 2025)

To finish the summer of 2025, having graduated at least 25 young adults (combined '24 & '25) from both the region & around the country, and have mentored and discipled at least 2 residents to help lead each summer.

- develop the curriculum to be made available to other leaders
- finish the summer fully funded (through tuition & scholarships)
- identify and train 2 residents to help lead in each summer - especially in admin/logistics, worship, media, & discipleship
- develop ongoing relationships with students from Grove City College, Slippery Rock University, Westminster University, & at least 5 other schools from around the country

# PILOT PRAYER & MISSION COLAB IN NYC

The St Marks Place Project in the East Village of Manhattan is a great example of how the partner organizations that make up The Cultivate Collective are joining together in friendship to fulfill the purpose of this initiative. The vision is to send emerging leaders to spend a few months, cultivating rhythms of prayer and mission together and with our local partners. The colab will provide a healthy environment for participants to learn, share, and practice a kingdom lifestyle in this small neighborhood over the course of 12 weeks. Here are three essential areas of focus.

## Presence

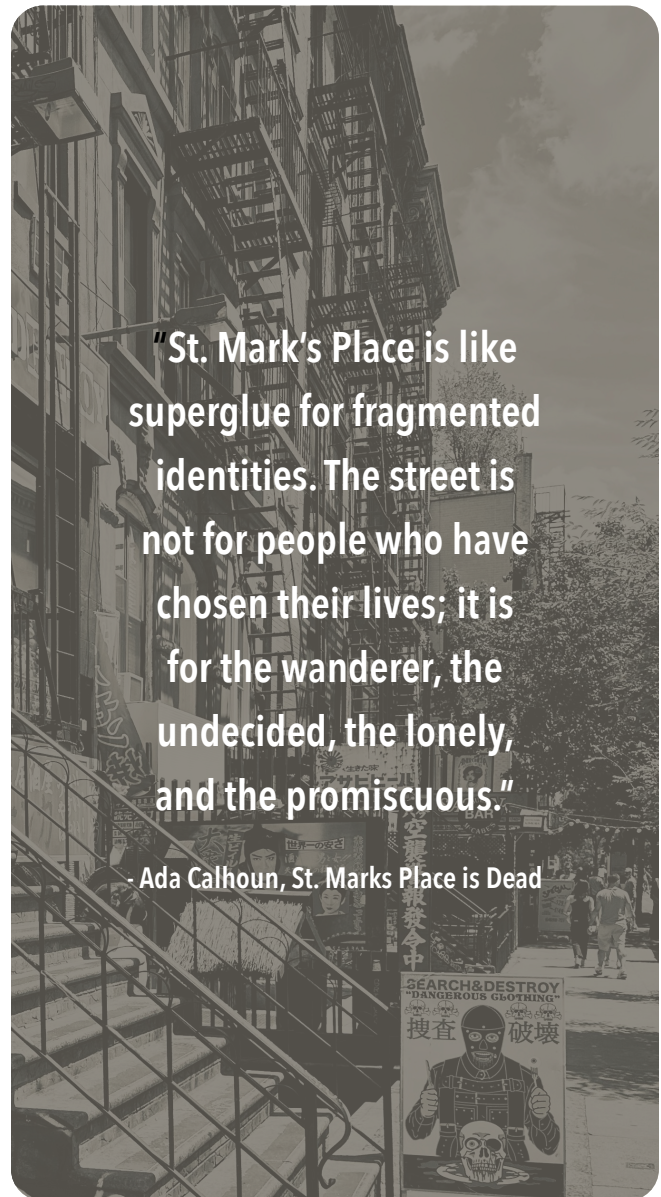
This project will be focused on learning to be present in a 5 x 5 block neighborhood of one of the busiest cities of the world. During the 12 weeks, participants will pray, play, live and work in this small neighborhood to learn how to prioritize and grow intentional relationships and to experience the value of focused, missional living.

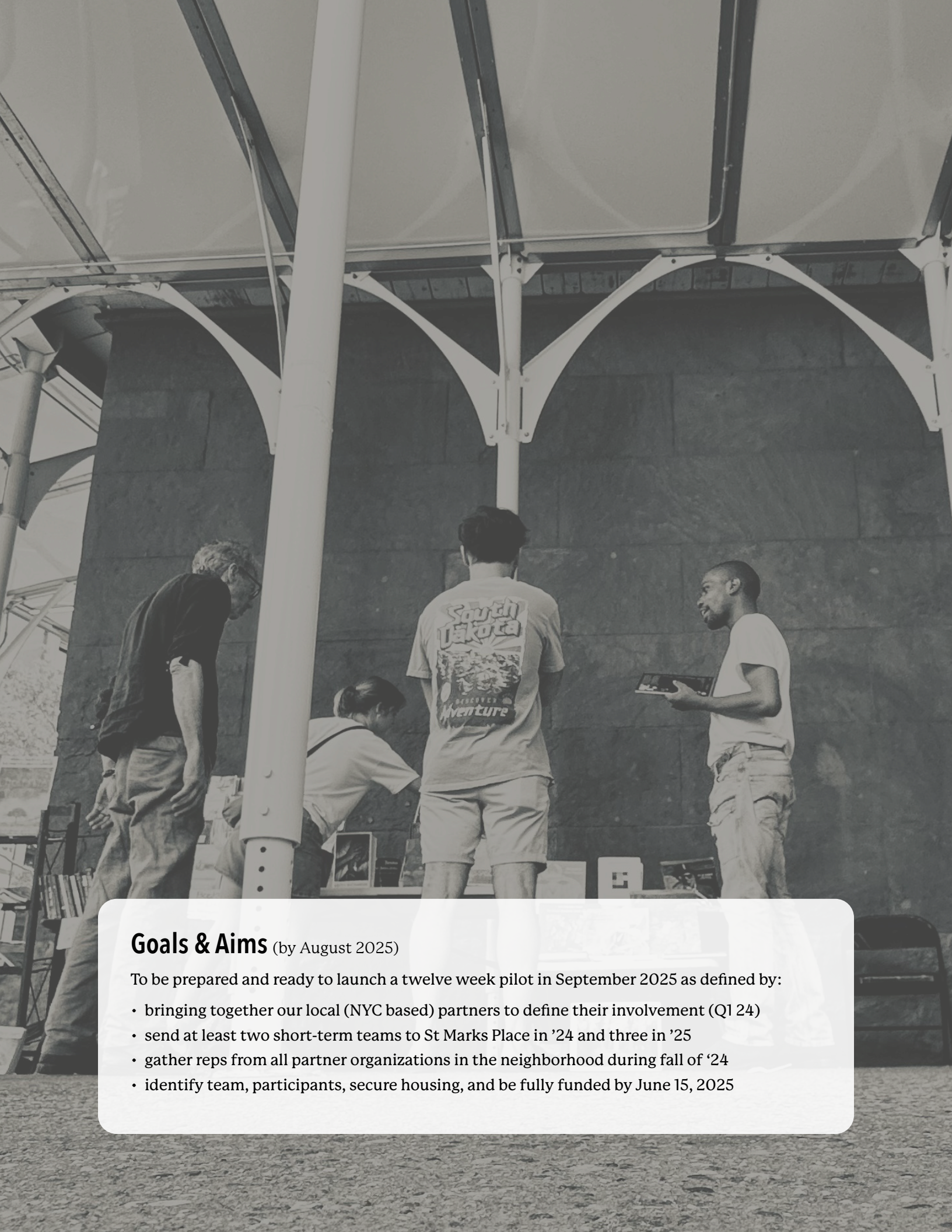
## Prayer

We believe that ministry was meant to overflow out of healthy, growing communion with God through a lifestyle of prayer and worship. Rhythms of reflection, collective intercession, and prayer walking will be important elements to the project.

## Mission

Together with our local partners, we are trusting God to lead us to hungry hearts. We will be intentional to practice cultivating opportunities to share the good news of God's love with those He connects us with in the neighborhood.





## **Goals & Aims** (by August 2025)

To be prepared and ready to launch a twelve week pilot in September 2025 as defined by:

- bringing together our local (NYC based) partners to define their involvement (Q1 '24)
- send at least two short-term teams to St Marks Place in '24 and three in '25
- gather reps from all partner organizations in the neighborhood during fall of '24
- identify team, participants, secure housing, and be fully funded by June 15, 2025

# THE CULTIVATE COLLECTIVE

## Engagement Plan

Because the heart of this initiative is to see everyday followers of Jesus empowered, we believe it is essential to cultivate opportunities for people to be involved in ways that are both accessible and meaningful. Here are three ways that we want to invite people to become a part of this initiative.

### 3 WAYS TO ENGAGE

#### Pray



Dr Dick Eastman once said, “The degree to which prayer is mobilized will be the degree to which the world is evangelized.” It is our desire to see every part of The Cultivate Collective covered in Spirit-led prayer and intercession. Would you commit to pray for this initiative, asking God to pour out His power, protection and provision?

#### Participate



When Jesus was teaching His followers to spread the message of His love, He told them, “Freely you have received, freely give.” We are passionate to see people empowered and confident to share God’s love with those around them. Would you help us connect your community to others that are committed to engage their world through prayer and living out the mission of Jesus?

#### Partner



We believe that financial giving is an essential part of God’s plan for His people to engage in the advancement of the gospel. It is from that heart that we invite you to contribute financially to the vision of equipping and empowering everyday followers of Jesus to grow in a prayer and mission lifestyle.

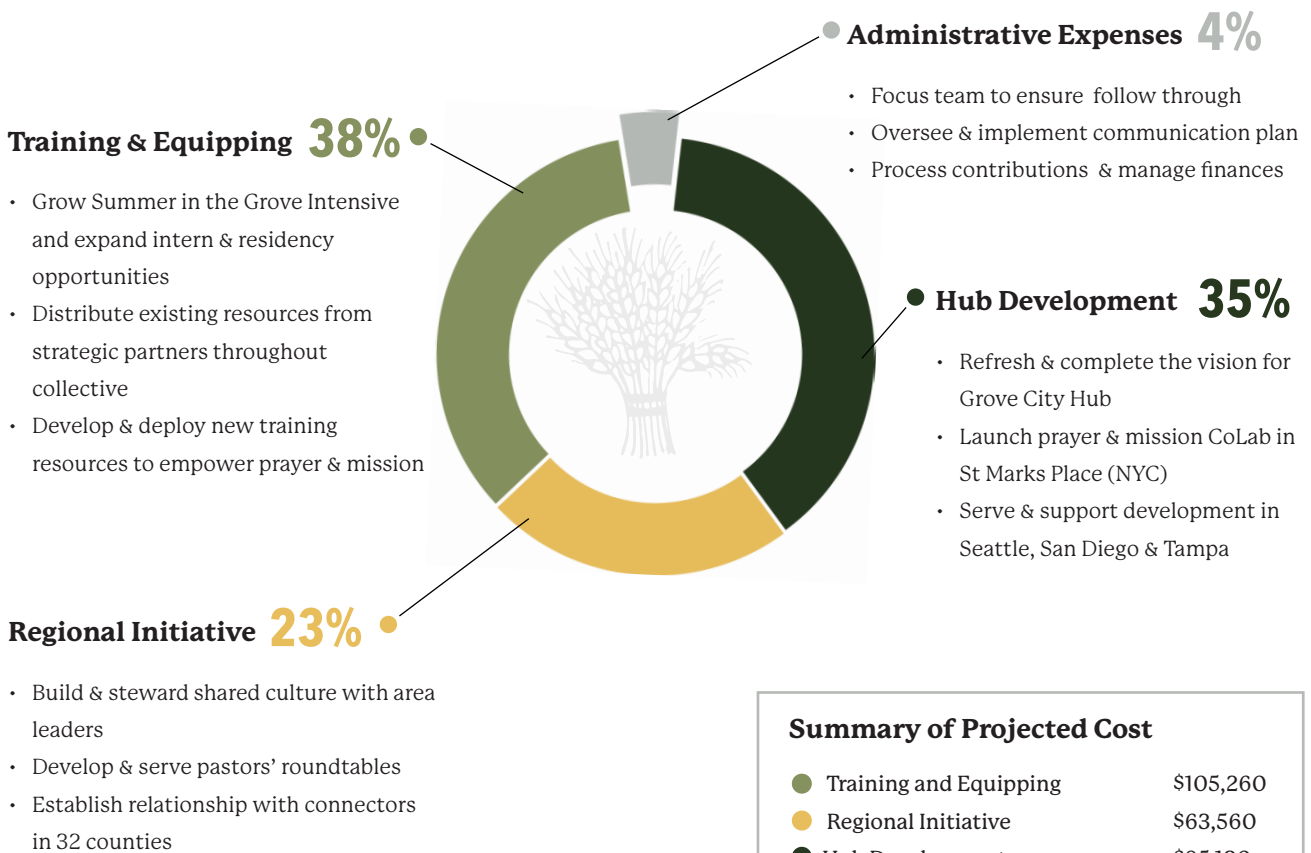




The proposed budget for 2024 for this initiative is \$276,000, which will mobilize our team to invest over 7,600 hours towards fulfilling the vision and reaching our goals. The budget would cover payroll for the team, as well as travel and training, creating and distributing equipping resources, and providing follow up support to those we are serving.

The graphic below is meant to help communicate how we will focus our time, energy and resources during 2024. If you have any questions or would like more information, please do not hesitate to ask.

## BUDGET BREAKDOWN BY AREA OF FOCUS



### Summary of Projected Cost

Training and Equipping	\$105,260
Regional Initiative	\$63,560
Hub Development	\$95,180
Administrative Expenses	\$12,000



**Equip.  
Encourage.  
Empower.**

**Thank You for Your Time & Consideration**

I greatly appreciate you taking time and giving your attention to the information in this document. As we prepare to launch The Cultivate Collective in the new year, our team is filled with faith and anticipation to see what God will do as we lean into His presence and follow Him into this vision. We are excited to invite you to join together with us. Please let me know if you have any questions or would like more information. I look forward to connecting and following up with you soon.

Blessings,

**Brad McKoy**  
The Cultivate Collective

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Then He said to them, “The harvest truly is great, but the laborers are few; therefore pray the Lord of the harvest to send out laborers into His harvest...”

Luke 10:2



engage the vision at  
[grovecityhub.com](http://grovecityhub.com)