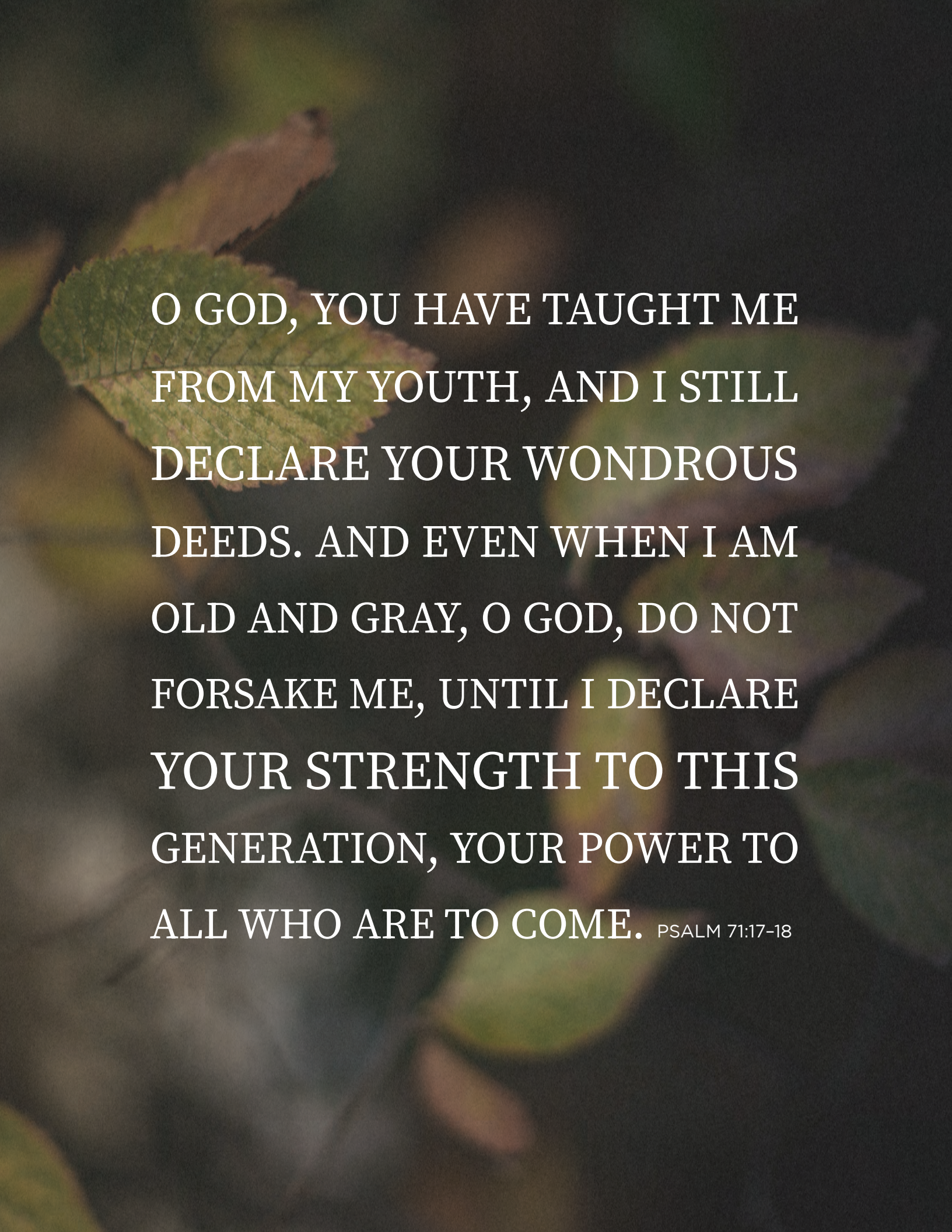




# CULTIVATE

TO STRENGTHEN  
THIS GENERATION  
AND GROW THE  
NEXT GENERATION  
INTO A DEEP, ABIDING  
RELATIONSHIP WITH  
JESUS CHRIST





O GOD, YOU HAVE TAUGHT ME  
FROM MY YOUTH, AND I STILL  
DECLARE YOUR WONDROUS  
DEEDS. AND EVEN WHEN I AM  
OLD AND GRAY, O GOD, DO NOT  
FORSAKE ME, UNTIL I DECLARE  
YOUR STRENGTH TO THIS  
GENERATION, YOUR POWER TO  
ALL WHO ARE TO COME. PSALM 71:17-18





**THE WELL**

## THE GOSPEL IS CHANGING THIS PLACE.

After more than two decades of investing in the things of God, so this generation and the next may find the hope that is in Jesus, we are accomplishing what we said we would. By God's grace, more people have come to know Christ. More families have been redeemed, and we have seen more children realign their lives in keeping with God's Word. So many who were broken now restored, the lost found, and hope offered to our city. And, in keeping with His Word, *the Lord has done exceedingly abundantly more than we could ever ask or imagine* (Eph 3:20).

In 2019, we allowed for growth in our church, relocating our North Campus to a 52-acre peach orchard, determined to cultivate hearts for the Lord. We desired a different kind of fruit, fulfilling a promise we made early on – to faithfully proclaim the gospel that can transform others – and this city for Him.

# GOD, DO NOT FORSAKE US UNTIL WE FINISH THE ASSIGNMENT YOU HAVE FOR US

This faith community must be known for more than its cultural diversity or poverty lines or booming agriculture, but rather for its spiritual fruit. We believe the gospel is the only lasting, life-giving answer, yet our conviction to grow people into a deep and abiding relationship with Jesus Christ is met with tremendous challenges:

- Much of our culture is rejecting God and biblical morality, having a distorted view of godliness
- Limited capacity hinders the ability to reach new people for Christ, having grown by 255% in kids and adults over 4 years
- Less-than-optimal facilities hinder the future of Student Ministries in one of the most condensed areas of our city in central Fresno

We are positioned to significantly influence our city with incredible gospel transformation in and through our church. The Lord has been faithful, and we have a responsibility to steward what He has given us.

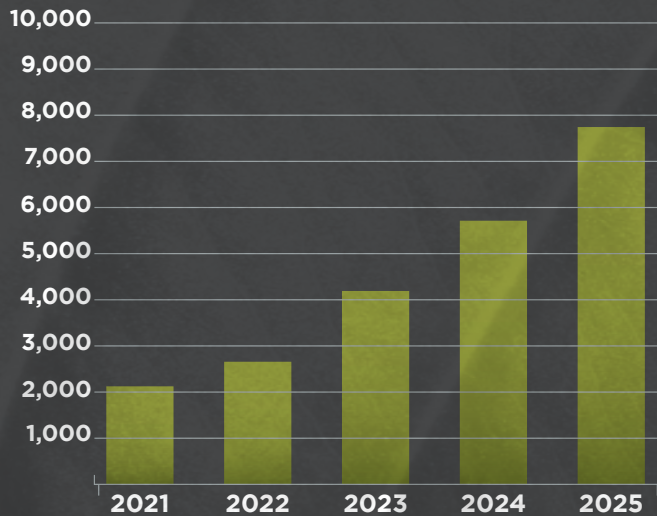


# WE MUST BE DILIGENT TO PLANT AND WATER, KNOWING IT IS GOD WHO CAUSES THE GROWTH

The Lord is clearly and powerfully moving today. What began as 40 college kids in a living room throwing down pizza and tithing the change in their pockets has grown into a multisite church with upwards of 8,500 kids and adults in weekly gatherings. As we seek to steward this growth, we must continue to engage the growing needs in our community.

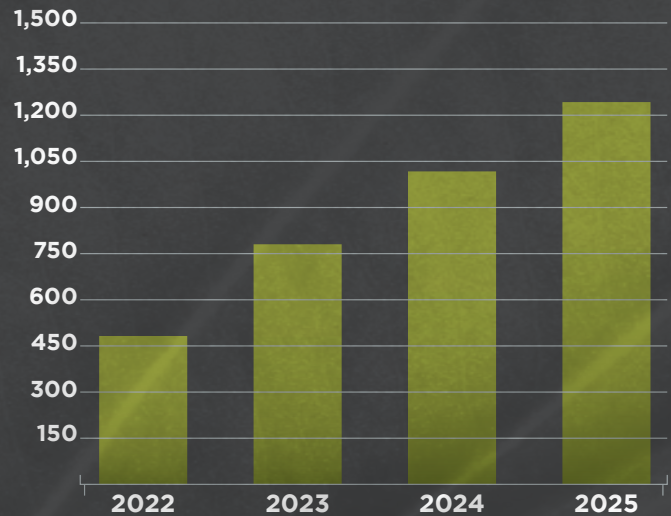
## GATHERINGS

AVG ATTENDANCE • 255% GROWTH OF IN-PERSON KIDS AND ADULTS



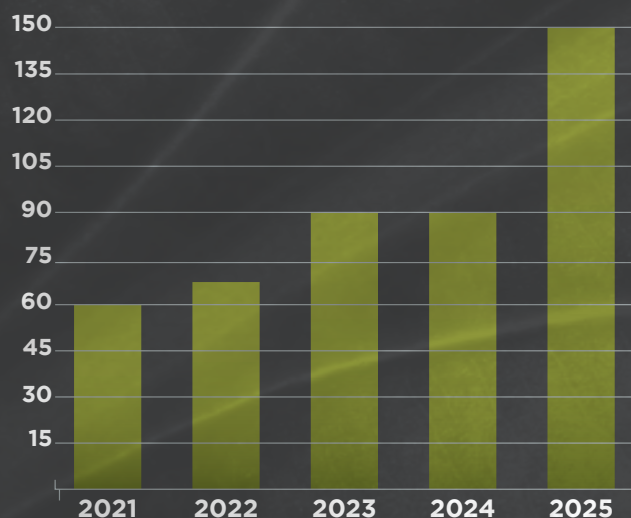
## KIDS MINISTRY

AVG ATTENDANCE • 170% GROWTH OF IN-PERSON KIDS



## STUDENT MINISTRIES

AVG ATTENDANCE • 150% GROWTH OF IN-PERSON STUDENTS AT OUR FIG GARDEN CAMPUS



While incredible, indisputable evidence of God's hand, attendance numbers do not tell the whole story. Since 2021, we have seen over 750 people publicly declare their faith in Jesus Christ through baptism. The launch of our Special Needs ministry in 2023 has since met the unique needs of over 75 new families who were without a church home. In 2025 alone, 1,540 children came to know Jesus during our week-long community outreach, Summerpalooza. In turn, our people put their faith on display partnering with 19 gospel-centered initiatives and churches to engage the ills of our city, combating homelessness, sex trafficking, low education, poverty and food deserts.



# WE ARE NOT BUILDING OUR CASTLE BUT HIS KINGDOM

People, hungry for His Word and desperately seeking hope, are coming to our church, finding authentic community, and actively participating in the movement of the gospel. As we focus on health and allow for growth, we are significantly positioned to reach hundreds more for Christ.

WE DO NOT BUILD IN HOPES THEY WILL COME.  
WE BUILD BECAUSE THEY ARE ALREADY COMING.

We are not simply trying to make room for those who are attending; there is even greater concern for the thousands in our community who have not heard the gospel. We have a responsibility to invest in those who aren't here yet, however, an onslaught of aggressive growth met with limited capacity hinders the ability to reach the multitudes in our city we would love to see reconciled to Him.

“The last thing I wanted to do as a pastor was return to my hometown. I had lived a fairly colorful life as an athlete known for all kinds of nonsense in college before I came to faith in Christ. After seminary, I was going to help people connect to God and to each other in every neighborhood, just not in Fresno, California. And yet that's precisely what God had in mind.

My heart broke for Fresno and its people. I desperately wanted to change the narrative of this city by reaching the lost with the hope of the gospel. A movement that was deeply committed to making disciples to impact every neighborhood for our good and His glory. If none seek for God on their own, then any movement toward the things of God is evidence of His hand at work. So, it is undeniable that He is working in and through our church to restore this city. And why not here? Why not now? I have seen the hand of God move in such a miraculous way that makes me wonder if this is how Moses felt when God parted the Red Sea. If ever there was a question, the Lord has parted the sea. It is clear where He is leading us, and now it is our responsibility to follow.”

ELDER AND LEAD PASTOR BRAD BELL



# THE FIRST FRUIT

ONE MILLION WILL BE USED IN STRATEGIC PARTNERSHIP  
WITH OUR VALLEY CARES AND THE SPEES HOUSE,  
GOSPEL-CENTERED INITIATIVES LED BY FRESNO MISSION, AND  
CARE PORTAL, A CARE-SHARING PLATFORM, IN EFFORTS TO  
SUPPORT AT-RISK YOUTH IN OUR COMMUNITY

We will strategically partner with those meeting the practical needs of the most vulnerable youth in our city, supporting our desire to reach the next generation with the hope of the gospel.

Fresno Mission believes our Valley has the people, the resources, and the heart to build the best systems and the best spaces so no child faces crisis alone. At-risk youth battling fear, hunger, abandonment, and exploitation are now met with love, stability and hope. Similarly, Care Portal, using digital tools, aims to prevent children from entering foster care by connecting families in crisis with community resources.







# STUDENT CENTER

THE FIG GARDEN CAMPUS

**WE WILL CONTINUE TO MODERNIZE OUR FACILITIES BY  
RENOVATING THE CURRENT PLAYGROUND AND FELLOWSHIP  
HALL INTO A STUDENT CENTER TO MEET THE GROWING  
NEEDS IN OUR FIG GARDEN COMMUNITY**

Located near some of the most condensed areas of our city, we will upgrade and modernize our current fellowship hall to function as a student ministry center, allowing for the gospel reach of hundreds more kids and students.



# MINISTRY CENTER

## THE CLOVIS CAMPUS

**WE WILL EXPAND OUR CLOVIS CAMPUS WITH A MULTI-USE  
SPIRITUAL TRAINING CENTER TO CONNECT AND EQUIP  
MINISTRY LEADERS, GROUPS AND TEAMS, PREPARING OUR  
PEOPLE TO ENGAGE EVERY NEIGHBORHOOD FOR CHRIST**

Expansion will include ample parking and a multiple-story building with multi-use classroom space for adults, students, and kids to deepen in the things of God. We will further our mission of helping people connect to God and to each other in every neighborhood by creating a centralized hub for the training, equipping and sending out of disciples into our city. With growth opportunities for Life Groups, recovery and marriage ministries, Kids Ministry, Student Ministries, Bible teaching, and more, we must strengthen what God has chosen to grow in this season, so as to best prepare ourselves for what is to come.









Genesis tells of Abraham who faithfully planted a tamarisk tree, investing in the land and in future generations, as it was a slow-growing tree and its provision of shade was one Abraham would never enjoy. The decades of generosity in our church, evident in the gospel impact beyond the walls we have built, will continue to bear spiritual fruit for many years.

If you are encouraged by what God is doing here, and have yet to begin a financial commitment, we invite you to start with **General Giving**, supporting the ongoing work of the gospel in and through our church.

In this season, Cultivate will require all of us to step out in faith, giving above and beyond, in a manner pleasing to the Lord – not equal gifts but gifts of equal sacrifice. We ask you to prayerfully consider filling out a **Cultivate Commitment** card as you determine the depth of your participation in response to where God is clearly leading.

With a deep conviction to proclaim Christ to every generation, and having never retreated from anything God has called us to, we must resource what He has chosen to grow. As we participate together, pray that God would draw us closer to Himself and to one another, and that we would walk in the joy of biblical generosity for years to come.



Visit [thewellcommunity.org](http://thewellcommunity.org)  
and click Give



Download The Well  
Church App and tap Give



Drop a Commitment Card or  
Giving envelope in a giving box

EACH ONE MUST GIVE AS HE  
HAS DECIDED IN HIS HEART,  
NOT RELUCTANTLY OR UNDER  
COMPULSION, FOR GOD  
LOVES A CHEERFUL GIVER.

2 CORINTHIANS 9:7, ESV



THE FOLLOWING ARE SOME CREATIVE STRATEGIES THAT CAN HELP YOU  
PROCESS WAYS IN WHICH TO MAKE YOUR CULTIVATE COMMITMENT

# GIVING STRATEGIES

## **INCOME GIVING**

Giving from regular income, bonuses, and commissions from your employer or from your personal business.

## **INCOME-PRODUCING ASSET GIVING**

Giving from earnings on investments, dividends, interest on savings, or rental income from real estate.

## **SALE OF ASSET GIVING**

Giving from the proceeds of the sale of assets, such as a house, car, land or business.

## **LIFESTYLE GIVING**

Giving by making lifestyle and priority adjustments, such as deferring major purchases to free up resources. You may consider scaling back on entertainment, meals out, or frequent trips for coffee.

## **UNIQUE SKILLS/SPECIAL SALES GIVING**

Giving from profits you may earn from marketable hobbies or skills.

## **FREEDOM FROM DEBT GIVING**

Giving from resources that may become available as debt obligations are fulfilled.

## **DONOR ADVISED FUND GIVING (DAF)**

You can give all types of assets into a DAF (cash, stocks, real estate) and receive an income tax deduction at the time of donation. If you do not already have a DAF, you can set up a Giving Fund through National Christian Foundation and choose The Well Community Church as the recipient of these assets. Contact our Finance office for more information or visit [ncfgiving.com](http://ncfgiving.com).

## **APPRECIATED ASSET GIVING**

Giving appreciated assets to the church, such as stocks, bonds, a home, a vacation home, a rental property, commercial property, land, or business interests (ownership in a closely held business). Allowing the church to sell the asset potentially eliminates capital gains tax, which may provide significant savings for the giver and increase the after-tax proceeds for the gift. Contact our Finance office for more information on how to give appreciated assets.

## **PLANNED GIVING**

Planned giving options vary. They may include such gifts to the church as part of an estate through bequests, life insurance beneficiary designations, and retirement plan beneficiary designations. For those taking Required Minimum Distributions (RMDs) from an eligible retirement plan, you might consider giving a gift to the church directly from the retirement plan through a Qualified Charitable Distribution, which offers potential tax savings. Other options may include the use of charitable gift annuities or charitable trusts. To ensure planned giving addresses the needs of your family and accommodates your charitable desires, contact our Finance office to explore the options and resources that are available to you.



CULTIVATE





THE WELL

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