

# SPIRIT CHURCH

New York City





LOVE GOD, LOVE PEOPLE.



## OUR PASTORS

# MEET THE DE HAAS FAMILY

KAREL, NATLIE, ARIA + AVA

Karel and Natalie were born in South Africa. Karel moved to Australia at age 10, while Natalie relocated to England at 12, then to Jersey in the Channel Islands at 14, and finally to Australia at 20.

Karel and Natalie met in college, married in 2012, and now have two beautiful daughters, Ava and Aria. Karel has a background in finance and banking, while Natalie has worked as an intensive care nurse. Early in their marriage, they felt called to ministry and trained and served in a wide range of roles within the church. Their extensive experience includes leading small groups, serving as regional leaders, holding executive staff positions, and working in ministries for young adults, children, and both men and women. This diverse background has prepared them to minister to, love, and serve the people of New York City.

In 2021, God called them to plant a church in New York City, and they responded with a resounding, “Yes, Lord, use us!” Although it didn’t seem to make sense, they stepped out in faith, trusting that God had significant plans for the people of New York.

From a young age, Natalie had a heart for the Big Apple. Over the years, both she and Karel developed a passion for the city and its people. When the time came, they sold their home, packed their bags, and left sunny Australia to fully surrender to God’s will.

This marked the beginning of a vibrant community — one that exists to bring light into dark places, where authentic relationships flourish, hearts draw closer to God, and lives are transformed through God’s Word and Spirit.



# THE BEAUTY

## NEW YORK CITY

New York City is a tapestry woven from the dreams of its people. Each individual contributes to the vibrant culture, bringing unique stories, traditions, and talents that create a rich and dynamic community that thrives on diversity.

In New York, every neighborhood tells a story. From the artistic spirit of Williamsburg to the rich heritage of Chinatown, the city’s neighborhoods are alive with cultural celebrations, food festivals, and local gatherings that showcase the passions and pride of their residents.



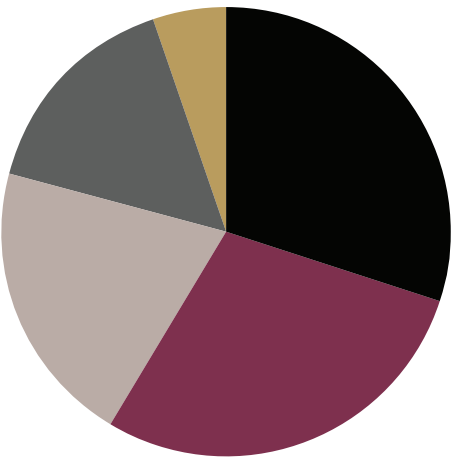
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### GLOBAL MELTING POT

*New York City's 8.1 million residents represent nearly every country, making it a global hub of culture and innovation.*

### STAGE FOR THE WORLD

*NYC's 50+ cultural institutions, like the Met and the Apollo, amplify both legendary and emerging artists.*



### DIVERSITY

- *White (non-Hispanic): 30.9%*
- *Hispanic or Latino: 28.3%*
- *Black or African American: 20.2%*
- *Asian: 15.6%*
- *Other (including mixed races): 5.0%*



# THE BROKENNESS

In 2023, New York City faced significant challenges: 69,000 individuals were homeless, including 17,000 families with children. Gun violence increased by 16% in 2022, with over 1,400 shootings reported. Family disruption persisted, with 24,000 children in foster care. In 2021, 30% of high school students were disengaged from school, while 60% of Black New Yorkers reported experiencing racial discrimination in 2020. Spiritual apathy grew, with 25% identifying as non-religious in 2021, and half of NYC residents reported feeling lonely that same year.

**MENTAL HEALTH: IN 2021, 42% OF NYC RESIDENTS FACED ANXIETY AND DEPRESSION – A PANDEMIC-DRIVEN SURGE.**

**SUBSTANCE ABUSE: OVER 2,100 OVERDOSE DEATHS IN 2021 – A 50% SPIKE FUELED BY OPIOIDS.**

**ECONOMIC INEQUALITY: IN 2022, 23% OF NEW YORKERS LIVED IN POVERTY, EXPOSING DEEP DIVIDES.**





WE DESIRE FOR EVERY PERSON TO

**LOVE GOD**

**LOVE PEOPLE**



# THE NAME



“SPIRIT CHURCH” HOLDS DEEP  
MEANING, ESPECIALLY IN NYC

## BIBLICAL FOUNDATION

**Emphasis on the Holy Spirit:** The name highlights the Spirit’s role in guiding, comforting, and empowering believers (John 14:26).

**Transformation and Power:** Acts 1:8 emphasizes the Spirit’s power to transform and empower believers to impact their community.

**Living in the Spirit:** Romans 8:14 calls believers to live by the Spirit, promoting love, joy, peace, and unity.

## CONTEXTUAL RELEVANCE IN NYC

**Diversity and Complexity:** NYC is a melting pot of cultures and beliefs. Spirit Church signifies an inclusive community where people from all backgrounds unite under the Holy Spirit, creating a space for healing and connection through the Gospel.

**Desire for Authenticity:** In a fast-paced city, many seek genuine connection and purpose. Spirit Church conveys authenticity, spiritual growth, and deep relationships, attracting those looking for meaning beyond the surface.

**Mission in the City:** NYC faces challenges like isolation, anxiety, and injustice. Spirit Church represents a mission to bring the Holy Spirit’s hope and healing to the city’s darkest corners, transforming lives and communities.

**Cultural Relevance:** The concept of “spirit” resonates in various cultural contexts, from spirituality to wellness trends. By choosing a name like “Spirit Church,” it becomes accessible to both believers and seekers, inviting them to explore the depth of a Spirit-led life.

## CONCLUSION

Spirit Church encapsulates a vision rooted in biblical truth while speaking directly to the needs and aspirations of New Yorkers. It invites individuals to experience the transformative power of the Holy Spirit in their lives and encourages a community that is vibrant, engaged, and responsive to the leading of God’s Spirit.



## A HEARTFELT THANK YOU

As we embark on the exciting journey of establishing Spirit Church in New York City, we want to express our deep gratitude for your incredible generosity and support. Your commitment to this mission is helping us lay the foundation for a community that will be a beacon of hope and transformation in a vibrant and diverse city. The name “Spirit Church” embodies our vision of being led by the Holy Spirit in everything we do. In Zechariah 4:6, we are reminded, “Not by might, nor by power, but by my Spirit.” This truth is especially vital in a bustling metropolis like New York, where the challenges can feel overwhelming. It is through the empowerment of the Holy Spirit that we believe true change can happen.

At the heart of our mission is the message of the Gospel—the life, death, and resurrection of Jesus Christ. The cross represents ultimate love and sacrifice, offering hope and redemption to a broken world. Spirit Church is dedicated to sharing this message, inviting individuals to experience the transformative power of Jesus and the grace that flows from the cross. We envision a sanctuary where people from all walks of life can encounter this love and find healing in community.

Your generosity is not just financial; it is an investment in lives. In a city where many grapple with loneliness and disconnection, Spirit Church aims to illuminate dark corners and foster authentic relationships grounded in the Gospel. Through your support, we will reach out to those in need—individuals facing homelessness, mental health struggles, and the burdens of economic inequality. Our mission is to embody the Spirit of God in our outreach efforts, showing compassion and love to those who feel forgotten.

As we move forward, we ask for your continued prayers and encouragement. The journey ahead is filled with possibilities, and together, we can create a Spirit-filled community that reflects the love of Christ in all we do. Thank you for believing in this vision and for being an integral part of our mission to shine brightly in New York City.

Together, we are embarking on a transformative adventure—one that will touch hearts and change lives through the power of the Holy Spirit and the life-changing message of the Gospel. Your support is making this dream a reality, and we are excited to see the impact we will make together.





# THE CHURCH WE SEE



At Spirit Church, we envision a vibrant community that serves as a beacon of hope in New York City, a Church on fire and passionate for God. In a place where life can feel relentless and struggles often go unnoticed, we believe the Church is called to stand in the gap, providing refuge and support to those in need. Our vision is anchored in the transformative power of the Gospel, committed to bringing healing and connection to a world in pain, where people are set free and lives are transformed.

We recognize the deep issues many New Yorkers face, such as homelessness, mental health challenges, and poverty. These challenges are real and require compassionate outreach and community engagement. At Spirit Church, we actively serve those who feel marginalized, embodying Christ’s love and offering tangible hope to those in the shadows of the city. We are people fueled by the Spirit, committed to living out the Gospel in our daily lives and bringing a message of hope and healing to our community.

Our community is a place where everyone belongs and discovers their purpose and value. We are dedicated to creating spaces for authentic relationships, empowering individuals to grow in their faith and understanding of God’s Word. As

Spirit-led people, we believe in walking out the Gospel through our actions and interactions, making a meaningful impact on the lives of those around us.

We believe God is calling us to bring beauty from brokenness. We envision lives transformed, families restored, and communities revitalized through the Holy Spirit’s power. By shining a light on the areas of need in our city, we can bring joy and healing where there is despair, ensuring that our Church is a source of hope and transformation.

Our “why” is simple: we desire for every New Yorker to encounter the life-changing love of Jesus, be fueled by the power of the Holy Spirit, and to bring light into dark places.



# OUR VALUES

- SPIRIT IS OUR GUIDE
- WORD IS OUR LIGHT
- FAITH US OUR FOUNDATION
- LOVE IS OUR ACTION
- PRAYER IS OUR POWER
- UNITY IS OUR STRENGTH
- GENEROSITY IS OUR HEART

# THE PLAN

## THE PLAN



## LAUNCH DATE

FALL OF  
2025

## JUL '23 - JUL '24

### SOWING AND RELATIONSHIP BUILDING

We've built strong partnerships with established churches and connected with new church planters, nurturing meaningful relationships and sharing our vision. We've also become students of the city, weaving into the fabric of our neighborhood to learn, grow, and pray for New York with purpose.

This year, we hosted worship gatherings, encounter nights, and preaching events, engaged in Central Park evangelism, and joined the Dream Center's Thanksgiving giveaway — all to serve and connect with our community.

## NOV '24 - JAN '25

### INTEREST PARTIES

Beginning in November, we will host monthly interest parties to welcome newcomers and share the vision and mission of Spirit Church NYC. These gatherings will provide an opportunity to connect with others and invite them to join our launch team.

## JAN - MAR '25

### LAUNCH TEAM GATHERINGS

Launch Team Gatherings are vital for both the practical and spiritual training of our team, helping to immerse them in our culture. These sessions will be instrumental in equipping our team for a successful Launch Day.

## SEP '25

### CHURCH LAUNCH

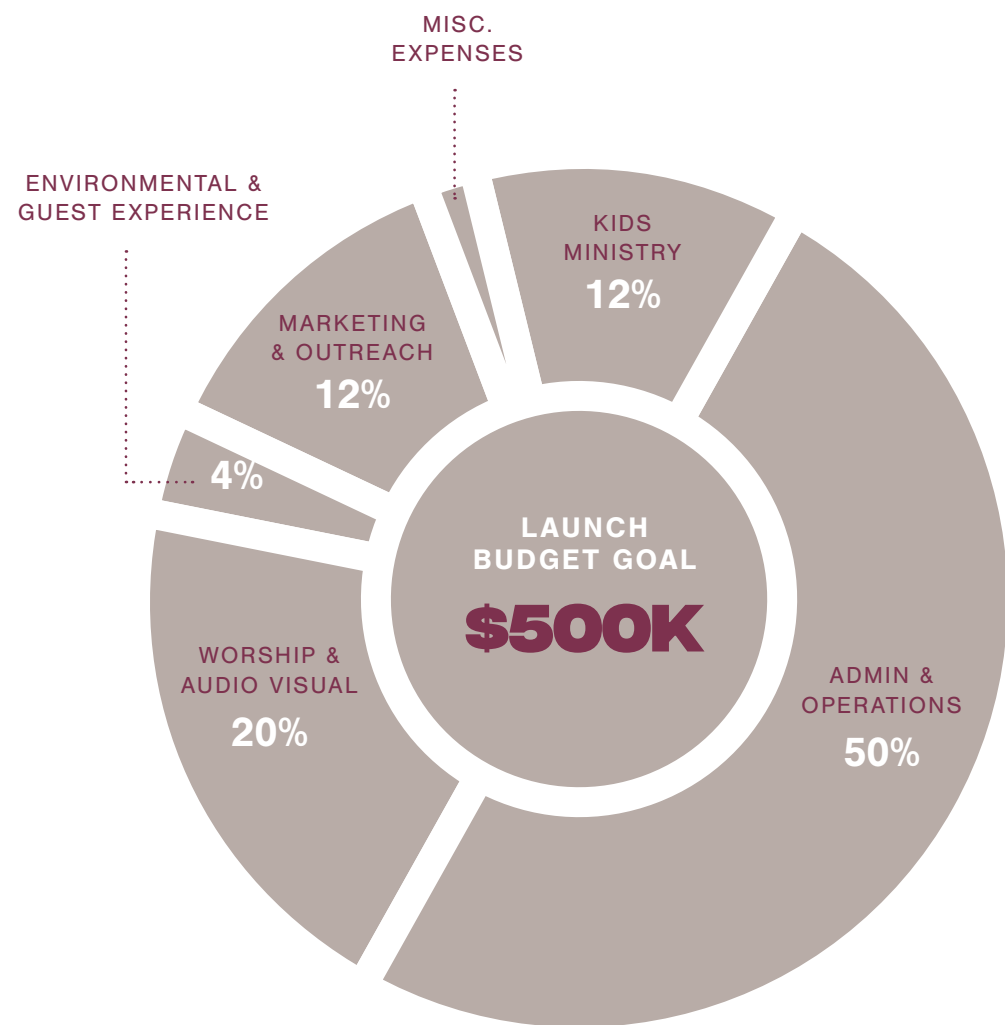
Weekly services will officially begin in September of 2025.



WE VALUE INTEGRITY IN OUR FINANCES

## FINANCIAL PILLARS

Stewardship and financial integrity will be the strength of our church. Oversight from the board will bring the necessary accountability in order to establish the trust and rapport we want within our community. Every gift will make an impact because every gift is sacred. Spirit Church will build the Kingdom of God with the gifts and sacrifices of people like you.



### ADMIN & OPERATIONS

We desire to allocate resources to staffing needs leading up to our launch and into our first year of operation.

- *School Rental*
- *Legal Setup*
- *Planning Center Online*
- *Office Supplies*
- *Bookkeeping*
- *Coaching*
- *Miscellaneous*

### MARKETING & OUTREACH

We desire to do whatever it takes, short of sin, to make sure that every person in our city has a chance to hear the Gospel and be saved.

- *Digital Marketing (Facebook, Instagram, Google Ads)*
- *Print Marketing (Direct Mailers, Invite Cards, Flyers)*
- *Community Engagement*
- *Interest Parties*
- *Social Media Director*

### ENVIRONMENT & GUEST EXPERIENCE

We desire to create breathtaking, life-changing experiences where people can encounter God.

- *School Gym Rental*
- *Lobby Environments*
- *Leadership*
- *Guest Area*
- *DNA Course*

### WORSHIP & AUDIO VISUAL

We desire to create an atmosphere of worship that honors God and inspires people to worship through singing, serving, giving, sacrificing, and thanking God for who He is and what He's done.

- *Audio / Visual / Lighting*
- *Musical Instruments*
- *Storage / Trailers*
- *Worship Director*

### KIDS MINISTRY

We desire to provide a fun, safe, and creative experience for the next generation to find Jesus, fall in love with God's house, and learn more about their purpose.

- *Curriculum*
- *Audio / Visual / Lighting*
- *Portable Environments*
- *Preschool & Nursery Supplies*

### MISCELLANEOUS EXPENSES

Covers unforeseen costs and incidentals, providing flexibility for last-minute needs, unexpected purchases, and minor adjustments to ensure a smooth launch.



## COVERING

These leaders provide pastoral support for the De Haas family and spiritual covering for Spirit Church NYC. They have been shaping and forming Karel and Natalie for this moment and will continue to lead and minister to Karel and Natalie in the future in critical areas such as faith, family, finances, and much more.

**BRANDON  
DANIELLE  
DOSS**

CULTIVATE CHURCH, ALABAMA

**DIANA  
FODERENKO**

AUSTRALIA PERTH, WA

*Global Missionary & Agriculturalist,  
Evangelist & Teacher of the Word***MAX &  
VIRGINIA  
ABRAHAMS**ENCOUNTER GLOBAL CHURCH  
AUSTRALIA PERTH, WA*Founding & Lead Pastor***RICKY &  
KRISTA  
ORTIZ**

META CHURCH NYC

*Pastoral Support*





WAYS TO PARTNER WITH US

# PRAY

We are believing for God's kingdom to come and His will to be fulfilled in our city and within our church. We invite you to join us in prayer for His direction, favor, protection, presence, and power in every aspect of Spirit Church NYC.

# GIVE

Please consider praying and asking God what He would have you give financially to help establish Spirit Church NYC. Below are simple ways for you to partner with us financially.



Give by Mail:  
354 E 91st Street  
Apt 1804  
NY, NY 10128, USA

# GO

We invite you to consider joining our community in NYC! Visit [spiritchurch.nyc/launch-team](https://spiritchurch.nyc/launch-team) for details on how to sign up for the Spirit Church NYC Launch Team.







TO  
BRING  
LIGHT



INTO  
DARK  
PLACES