

Official *Request* Letter

Dear Prospective Donor,

How do we begin to equip local pastors and churches with the tools and resources they need to help with the ever growing spiritual and emotional needs of their congregants when it comes to addressing mental health, trauma, and stress?

And how will helping congregations heal from their pain lead to getting the church as a whole back on mission in sharing the gospel and thriving and healing beyond the church walls and into local communities?

- I am writing to you on behalf of **Nothing is Wasted Ministries** with our proposal for \$1,250,000 in donor funding to be distributed over five years for the **Pain to Purpose Expansion Initiative**. This initiative is expressly purposed for expanding the reach of our already existing **Pain to Purpose** curriculum – which distinctly addresses these issues – into more churches across the globe.

Nothing is Wasted Ministries began in 2019 out of my own personal trauma of losing my wife, Amanda, and unborn child in a tragic home invasion in Indianapolis in 2015. After walking through my own healing process from that trauma and, as a pastor and church planter, walking with my congregation through their grief, it became evident to me of the need for coaching, resources and a Biblically based and trauma-informed framework to help local pastors and their congregations to navigate mental health issues, trauma, tragedies, and major life transitions.

Since then, our ministry's mission has been to do just that by helping people partner with God to take back their story from the pain and trauma they have faced. Since our ministry's inception, we've had over 2 million downloads on our podcast (over 50,000 downloads each month), we've had over 2,000 people go through our **Pain to Purpose** curriculum, we've joined in 35 partnerships with local churches, and we have formed a network of 30 certified coaches.

Right now, the need for resources like ours is even greater than ever before with only about one-fourth of pastors reporting any sort of programmatic approach to addressing the mental health issues, past traumas and emotional wounds plaguing their congregants. Our ministry has been inundated with the needs of local churches and pastors, who are looking for a proven Biblically based and trauma informed pathway, like our **Pain to Purpose** curriculum. We have seen marked results in the overall health of the local churches who have implemented the **Pain to Purpose** curriculum thus far. As these congregations have cultivated our proprietary community-based approach fostering open discussions on trauma, emotional pain, and mental health, they've reported to have already seen a huge difference in the overall health of the church and its impact in the hurting communities around them.

We are at a critical point in our ministry as we continue to grow and service the requests for helping local churches with a structured learning process for healing as the frontline to promote the mental health and wellness needs of so many, and yet we need to bolster our current personnel and technology infrastructures in order to support the demand being presented.

In a changing culture that is riddled with the impact of mental health issues and trauma, we are so grateful for the opportunity to invite you to partner with **Nothing is Wasted** as we help local churches around the globe address these pressing needs.

Thank you in advance for your consideration,



Davey Blackburn
Founder and Executive Director
Nothing is Wasted Ministries
nothingiswasted.com

Executive Summary

Nothing is Wasted Ministries was established by founder Davey Blackburn in 2019 and is on a mission to partner with people as they partner with God to take back their stories after trauma, tragedy, and major life transition.

Through three main avenues, Nothing is Wasted as an organization has provided a proven framework that restores people from painful experiences into a life of healing and renewed wholeness. Those avenues are **content, community, and coaching.**

Content

Nothing is Wasted produces high quality, Biblically-based and trauma-informed content including our flagship 11-part video-based Pain to Purpose course (*for individual, small group and church-based use*). The Pain to Purpose course encourages a holistic approach to mental health and issues related to trauma and grief, cultivates spiritual disciplines, and is designed to be done in a variety of settings, including as part of ongoing programming in local church contexts. In addition, we offer other resources that include both trauma-informed practical and theological encouragement in the area of grief, tragedy, loss and major life transitions. These content resources are distributed for free as well as in a paid membership-based platform.

Community

Nothing is Wasted hosts an online community that connects thousands of people from across the globe into groups and conversations based on their unique pain points. This allows peer-to-peer interactions and engagements around specific topics relevant to the participants.

Coaching

Nothing is Wasted offers one-on-one coaching with trauma-informed certified coaches through our proprietary Pain to Purpose framework, which matches participants with coaches who have personally experienced a similar pain point. Unlike counseling, coaching allows for a peer-based approach from a coach

who is further along a healing journey after a trauma, tragedy or transition, who can uniquely speak into and guide a participant in their own distinct healing journey. Currently, we offer coaching in the following areas: abortion, addiction, adulthood trauma, cancer, cancer caretaker, childhood trauma, depression and anxiety, divorce, domestic violence, infertility, leaders in pain, loss/grief, loss of a child, loss of spouse, loss as a teen/young adult, loss by overdose, marriage trouble, military trauma, ministry trauma, sexual betrayal, and sexual assault trauma.

The Pain to Purpose Expansion Initiative seeks to broaden the impact of our already existing Pain to Purpose video-based curriculum into more local churches to help them grow into thriving, flourishing communities of faith. The Pain to Purpose curriculum is designed to help congregants and church leaders process their trauma, tragedies and major life transitions through a Biblical, trauma-informed lens and discover the redemptive and missional purpose God is inviting them into out of their pain.

What we aim to do in this proposal is exhibit (1) why this is a critical time in the life of the ministry to garner expansion funding, and (2) what our plans are for financial sustainability once the grant period is over. Your support will allow our ministry to continue to expand the reach of our content and coaching-based resources into more churches and will help us grow in order to provide mental health and trauma resources for use in local church contexts.

This grant will allow our ministry to continue to expand the reach of our content and coaching-based resources into more churches and will help us grow in order to provide mental health and trauma resources for use in local church contexts. Our current model of licensing and product sales will allow us to be completely self-sustaining after the duration of the grant.

Proposal *Narrative*

Purpose

Nothing is Wasted as a ministry is dedicated to helping people partner with God to take back their stories of trauma, tragedy and transition by connecting individuals, members of church congregations, pastors and church leaders with trauma-informed and Biblically-based resources through our content, coaching and community platform.

Founder Davey Blackburn was a pastor and church planter in Indianapolis when he lost his wife and unborn child in a home invasion in 2015. Through navigating his own healing journey and helping his congregation through the grief process, he began to see the need for tools to address the trauma, tragedy, and major life transitions on both an individual level and for church congregations. In addition to pastoring the church he and his late wife had planted, Davey began speaking in other local churches in the wake of his own personal tragedy. Lines would form after each of Davey's speaking engagements. Initially, because of the attention his story had received on a national level, Davey thought these lines were full of people wanting to offer their condolences for his loss. To his surprise, each person instead was waiting to share with him their own story of loss and trauma. It was as if this was the first time they'd been given permission to talk about the pain they'd experienced. Person after person would share with Davey and the questions they expressed were all the same:

How can I even begin to heal from the traumas I've endured? What were the keys to your healing? Will I ever emerge from this feeling of heartache?

After these speaking engagements, Davey would sit at lunch with the pastors of these churches and debrief. Each of these church leaders had questions of their own: How can I lead in a context where so many people are in such great pain? How do I help those hurting in my church? Driven by these questions Davey set out to create a biblically-based, trauma-informed holistic framework that could lead people to healing. At the time, Davey was also coaching people one-on-one which availed to him a hands-on opportunity to

finally make that framework a reality. What emerged was an 11-session video-based curriculum entitled Pain to Purpose

At the beginning of 2020, as churches were closing their doors for public services and unaddressed traumas began surfacing at overwhelming rates in their congregants, pastors and church leaders began to reach out to Davey about this new curriculum. So Davey and his team used this time to repackage the course so that churches could implement it within their discipleship framework. Now, through the Pain to Purpose curriculum, pastors and congregations have a proven process to help participants engage their stories of pain and trauma within the context of their local church community. With our current 35 Pain to Purpose church partnerships, we've seen that this leads to individual healing and collaborative learning, which in turn paves the way for healthier, flourishing, kingdom-minded churches. As a result, as people in local churches work through their own pain, they become equipped to engage the pain of those within their communities and serve those who are outside the walls of their churches, more fully aware of their personal and collective kingdom missions. Thus, a cascade of healing stemming from these compassionate individuals extends into the communities in which these churches exist. Nothing is Wasted has a dream of seeing local churches all over the world experience this level of healing impact, and we believe expanding the number of local church partnerships we can take on through the Pain to Purpose curriculum is the linchpin to make this dream a reality.

Nothing is Wasted as a ministry already has a proven track record when it comes to helping churches promote healing in their congregations and address the increasing mental health needs. With our Pain to Purpose course, churches of all sizes are resourced to engage in the stories of great pain and loss within their communities. However, the need is outpacing our current resources and infrastructure needed in order to connect these churches with everything necessary to begin this ongoing, systematic, holistic approach to healing. With your additional support, we would be able to expand the current reach of the Pain to Purpose course and help make an even greater global impact by helping congregations thrive.

Rationale

The current statistics are staggering. Roughly, 70% of adults in the U.S. will experience some sort of trauma in their lives.¹ One in five adults experience mental health illness each year.² Suicide rates continue to increase, with recent estimates of one death by suicide happening every 11 minutes in the United States and suicide continues to rank as one of the top nine causes of death for people ages 10-64.³ And current research does not find a marked difference in terms of the rate for suicide among Christians vs. non-Christians. The COVID-19 pandemic triggered a 25% increase across the globe in terms of the prevalence of anxiety and depression.⁴

And yet, in spite of all the current statistics, a 2021 Lifeway Research survey found that only 26% of churches offer any sort of group-based programs to congregants when it comes to dealing with mental health issues.⁵ Most churches instead rely heavily upon referrals to outside sources for help, and while healing often requires a multi-layered approach which includes therapy and psychological care, churches are missing a pressing opportunity to become an epicenter of healing to individuals and local communities. Merely outsourcing these services comes with challenges and barriers to entry including increased waitlist times for care, high costs, and the difficulty in finding a good fit for those seeking help when it comes to the counselor/counselee relationship. While one-on-one counseling can be a great aid to people's journey toward mental health, for many it can further isolate them due to the individualistic approach these services often take. Instead, helping people heal in community within their local church context and alongside other congregants who are concurrently struggling can help bring solidarity and empathy to their traumatic experiences as well as provide communal encouragement and accountability to journey to a place of wholeness.

Mental health and trauma continue to be a part of the cultural conversation with more and more awareness coming to the forefront of our collective minds. From the increase in gun violence to the impact of the COVID pandemic in 2020, churches are facing the question from those inside and outside of what do we do with our pain? Pastors are inundated with requests for counseling and help navigating both past and present pain of their church attendees while also dealing with increased stress in their own lives in part due to ongoing political and social divides in our country and our churches.

And while the church should be the place where people are looking for guidance through their valleys and a safe space to process the difficulties they have faced, the percentage of Americans who identify as Christians or who regularly attend church are decreasing. It seems there is a cultural shift as to where people are going for help and comfort in their most pressing needs. As one of our Certified Coaches so poignantly described her own healing journey through sexual betrayal, "Unfortunately, we had to go outside of the church to find healing."

We as an organization are on a crusade to bring these healing conversations back into churches around the globe and to help the Church emerge as a hub for trauma-informed, Biblically-based healing resources. We desire to not only equip individuals in their own healing process, but give them the tools to "pay it forward" and help others in theirs.

Since developing the *Pain to Purpose curriculum*, Nothing is Wasted has come alongside thousands of people as they recover from *trauma, tragedy, and major life transitions*.

The program itself addresses key elements that are often neglected in secular counseling or other faith-based programs. Pain to Purpose specifically helps participants adequately assess the level of trauma and crisis in their own life and its effects by helping them identify and externalize the painful and overwhelming emotions that come from a myriad of experiences. In addition, our Pain to Purpose curriculum uniquely addresses the next step after identifying these painful markers by encouraging a gospel-centered perspective on their pain. It equips participants with Biblically-based insight, scripture references, and holistic, trauma-informed techniques through which to process emotions. It is designed for use in small groups within local church congregations which, as we've experienced, cultivates a deep sense of solidarity for participants and allows them the space to process communally, while providing them encouragement and accountability in taking the next necessary steps toward healing.

Pain to Purpose was created to move participants beyond identification of their pain and into newfound or a strengthened sense of purpose by aiding discovery of redemptive and productive practices, ministry and/or work they are called to as they emerge from their own trauma and begin to help others who are experiencing unique pains of their own.

Because Pain to Purpose is already a part of 35 churches of various sizes and denominations across the United States, Canada and the UK, we have seen the impact this biblically-based and trauma-informed course is having in church communities. We have also been able to test and refine the program to give these congregations the highest level of care and attention, enhancing the overall experience.

Early in 2023, things began to snowball for Nothing is Wasted Ministries and the Pain to Purpose course. Largely due to some new strategic partnerships with a handful of highly influential church networks, we have been invited to take what we've developed and learned over the past four years and make significant strides toward our goal of implementing the Pain to Purpose curriculum in over 500 churches in the next three to five years.

We know that through these church network relationships the demand is high and the need is great, however, at our current level of operations, we do not have the infrastructure to support this level of expansion and serve these congregations well without additional funding to do so.

The donations received will help us continue to build a strong foundational foothold as operating support for the ministry to properly serve the growing number of churches who have expressed an interest in making the Pain to Purpose curriculum a part of their intentional efforts in helping their congregations address and heal from their past traumas, tragedies and major life transitions.

Program Design and Activities

Nothing is Wasted currently operates with just three full-time employees and several part-time contractors in order to support the ministry's overall mission of helping people in pain to partner with God to take back their stories. This small team is also responsible for overseeing and facilitating the advancement and implementation of the Pain to Purpose program in local churches. Currently, our ministry is designed with a four-pronged approach when it comes to key activities to meet these objectives.

1. Pain to Purpose Curriculum

First, we have created the Pain to Purpose video-based course itself which intermixes Biblical teaching and Christ-centered encouragement with a trauma-informed approach to healing from any pain point. Unlike other highly niched programs offered to churches, Pain to Purpose is specifically designed to apply to a myriad of pain points and because of that, it can be implemented in a variety of church settings and groups facing unique challenges. To find out more about the Pain to Purpose curriculum and the impact it's had on congregants [click here](#).

2. Trainings, Workshops, and Roundtables

Secondly, we provide regular and ongoing training and workshops for local church staff and course facilitators to ensure they are well equipped to implement the course in their unique context.

3. Physical Products and Digital Content

We also produce additional content to supplement the Pain to Purpose experience which includes the course Participant's Guidebook, Facilitator's Guidebook, a 42-Day Devotional, and ongoing online content including masterclasses, mini courses, live coaching, and podcast episodes on specific topics to aid in healing.

4. Online Community Platform

Finally, we have an online community that allows the participants of the Pain to Purpose course to connect with our Community Hosts, our Certified Coaches, and others from around the world who are engaging with the material.

¹"How to Manage Trauma," National Council for Behavioral Health, accessed on June 8, 2023, <https://www.thenationalcouncil.org/wp-content/uploads/2022/08/Trauma-infographic.pdf>. ²"Mental Health by the Numbers," National Alliance on Mental Health, Last Updated April 2023, <https://www.nami.org/mhstats>. ³"Facts About Suicide," Centers for Disease Control and Prevention, accessed on June 8, 2023, <https://www.nami.org/mhstats>. ⁴"COVID-19 pandemic triggers 25% increase in prevalence of anxiety and depression worldwide," World Health Organization, Released March 2, 2022, <https://www.who.int/news/item/02-03-2022-covid-19-pandemic-triggers-25-increase-in-prevalence-of-anxiety-and-depression-worldwide>. ⁵Aaron Earls, "Pastors Have Congregational and, for Some, Personal Experience with Mental Illness," Lifeway Research, August 2, 2022, <https://research.lifeway.com/2022/08/02/pastors-have-congregational-and-for-some-personal-experience-with-mental-illness/>

Let's take a *closer look* at each one of these...

1. Pain to Purpose Curriculum

Below you will find an overview of the course's 11 sessions and the key desired outcomes for participants. Each session in the course is outlined as what we call "Waypoints" on the path towards healing:

Intro Session

Why is There Pain and Suffering? (And what can I do about mine?)

Key Desired Outcome

Establish a biblical perspective (or theology) on pain and suffering and present a clear, proven pathway from pain to purpose.

Waypoint 1 Session

Befriend Your Emotions: How do I get rid of these painful feelings?

Key Desired Outcome

Identify and more fully engage with current emotions, understand the ABC's of emotions, and begin to identify any current faulty beliefs.

Waypoint 2 Session

Reframe Your Perspective: How do I get rid of these painful feelings?

Key Desired Outcome

Gain new perspectives and establish new patterns to help correct any current faulty beliefs that trauma has either caused or unearthed.

Waypoint 3 Session

Unclog Your Bitterness: What will keep me paralyzed in this process more than anything else?

Key Desired Outcome

Identify and respond to any bitterness and unforgiveness that could keep one from moving forward in the healing process.

Waypoint 4 Session

Nourish Your Spirit: How do I lean into God during this rather than drift away from Him?

Key Desired Outcome

Introduce proven spiritual rhythms that will further assist in the healing process and ongoing wholeness, and encourage the regular practice of these proven spiritual rhythms.

Waypoint 5 Session

Rest Your Soul: I'm exhausted, frustrated, and empty. How do I find the strength to go on?

Key Desired Outcome

Establish the principle that sabbath is key to healing and ongoing wholeness and begin implementing the regular practice of sabbath.

Waypoint 6 Session

Strengthen Your Body: How else can I battle anxiety and depression during this valley?

Key Desired Outcome

Provide practical information on the central practices that will help strengthen the body and re-establish "ownership of oneself" in response to how trauma affects one's physical being.

Waypoint 7 Session

Maximize Your Development: What might God be trying to teach me in my valley?

Key Desired Outcome

Identify what God may be trying to teach during a season of pain and start perceiving what God may want to do next because of one's current season of pain.

Waypoint 8 Session

Cultivate Your Community: Why do I feel so lonely and what can I do about it?

Key Desired Outcome

Reinforce the importance of being a part of a healthy spiritual community and help remove any barriers from past or present involvement in a spiritual community or current relationships.

Waypoint 9 Session

Discover Your Purpose: How do I find a new sense of purpose out of my pain?

Key Desired Outcome

Find a new sense of purpose out of your pain and discover one's unique design and calling to start moving toward that next season of purpose.

Waypoint 10 Session

How do I take what I've learned, move forward in my valley, and prepare for future valleys?

Key Desired Outcome

Design an intentional plan for repurposing pain and take one's next step into your new season of purpose.

While the implementation of the Pain to Purpose course is made adaptable to each local church's specific context, we find that most churches either launch the course through their already established small group network (launching multiple Pain to Purpose groups if necessary based on numbers) or in a classroom setting where participants watch the video in a larger group context and then proceed to break off into smaller discussion/support groups.

Whether implemented in small groups or as a class setting, the linchpin to the success of the Pain to Purpose program lies within the support group discussions. We've found that providing this space for people to process what they're going through among peers is critical to their healing journey.

2. Training, Workshops, and Roundtables

Training

Our Local Church Development Director and our Ministry Director hold regular ongoing training meetings via zoom designed for local church facilitators (small group discussion leaders) of the Pain to Purpose course. This provides each facilitator, whether they are a lay person or a local church staff member, learn best practices for launching and implementing the course as well as find community, encouragement, and inspiration from other local church facilitators around the world.

Workshops

Our Founder and Executive Director, Davey Blackburn, holds on-site workshops for congregations who are launching the course. These workshops usually function as a bridge from the Sunday morning worship experience to the 12-week course. We've found that about 30-40% of the church's regular attendees will be present for the workshop and about 10% of their overall weekend attendance will register and attend the church's first run of the course. These on-site workshops provide a considerable boost to interest and registration for the course. To learn more about these workshops [click here](#).

Roundtables

In the Fall of 2023 we are launching our first 3 regional roundtables called The Healing Leader. Subsequently in 2024 we will host 5-6 of these regional roundtables. These roundtables will leverage the influence of current Pain to Purpose partner churches to invite pastors and church leaders in their area to a day of equipping and encouragement. At these roundtables we will provide tools for how to care for congregants' mental, emotional, and spiritual health and offer to walk alongside them with our Pain to Purpose

curriculum. To learn more about our Healing Leader regional roundtables [click here](#).

3. Physical Products and Digital Content

Our physical products and digital content provide a substantial supplement to the Pain to Purpose course experience for local church congregants as well as providing residual revenue streams for the ministry.

Pain to Purpose Participant and Facilitator Guidebooks

These guidebooks act as a fill-in-the-blank teaching guide for the course sessions.

Pain to Purpose 42-Day Devotional

A physical devotional that acts as daily supplementary content for the Pain to Purpose experience.

Masterclasses

Each month we hold a Masterclass pertaining to a specific topic of pain and trauma taught by one of our Certified Coaches or partners of the ministry.

Mini Courses

2-3 times per year on our Community Plus platform we launch new mini courses pertaining to topics introduced in the Pain to Purpose curriculum.

Live Coaching

Once a month one or more of our Certified Coaches do live coaching for Community Plus members.

Podcast Episodes

Every week we release new podcast episodes discussing stories of healing from trauma, tragedy, and major life transition mixed with helpful tools.

Collaborations and Partnerships

Nothing is Wasted Ministries is not affiliated with any certain denomination, though it does have partnerships with a variety of different denominations, networks, and non-denominational organizations.

Association of Related Churches (ARC)

Association of Related Churches is a cooperative of independent churches from different denominations, networks, and backgrounds who strategically resource church planters and pastors to help them reach people with the message of Jesus. As an ARC resource partner, we have the opportunity to help equip over 1,000 churches in need of resources to address trauma, tragedy, and transition in the lives of their church body.

95 Network

95 Network is a community based network for pastors that connects churches with resources to address the logistical, administrative, and emotional challenges facing church leaders and as a resource partner, we are able to connect our Pain to Purpose curriculum and coaching for pastors with its vast network.

Ministry Deal

Ministry Deal partners with leading church growth experts to provide pastors and church leaders with amazing resources at a discount and as a partner we are able to offer church leaders discounts on our products and services.

VOUSCon

VOUSCon is an event in Miami, FL put on by Vous Church that is designed to champion the cause of the local church and lead transformative conversations in faith, culture, and leadership and as a 2024 resource partner, we will be able to connect with pastors and have a significant marketing presence at this large conference for church leaders.

Indiana Wesleyan University

Indiana Wesleyan University is a Christian comprehensive university of The Wesleyan Church that serves nearly 13,000 students and we are partnering with the University as a campus pilot site for expanding the Pain to Purpose curriculum to college campuses.

Songs in the Night

Songs in the Night is a long term discipleship ministry for widows that offers virtual discipleship, care boxes and resources and is founded and is led by Nothing is Wasted certified coach, Brooke Talley. Through Songs in the night we're able offer additional resources to young widows.

Refuge

Refuge is a ministry led by Daniel Brooker that provides a gospel-centered community for widowers with children in the home by offering brotherhood, authentic encouragement, and field-tested guidance to help navigate their unique journey and point them towards the hope of Heaven and as a partner, we can connect young widowers with additional healing resources.

She Found His Grace Abortion Recovery

She Found His Grace ministry offers online abortion healing classes, a private online community and pregnancy support. It was founded by Nothing is Wasted certified coach, Serena Dyksen. Through She Found His Grace we're able offer additional resources to those in need of abortion recovery care.

The Significant Marriage

The Significant Marriage is a ministry led by Nothing is Wasted Certified Coaches Dave and Mary Gothi, dedicated to helping married couples thrive and discover the unique imprint their marriage can have in the world. As a partner we are able to funnel all marriage-related trauma to them as coaches and the resources they provide as a ministry.

Radiant Hope

Radiant Hope encourages and supports those whose lives have been impacted by cancer and is led and founded by Nothing is Wasted certified coach, Joanna Dennstaedt and as a partner, we can help those impacted by cancer connect to Joanna and her ministry.

For our Current List of 35 Partnership and Participating Churches see Appendix A

Evaluation

Outcomes

Our proposed outcomes for the Pain to Purpose Expansion Initiative include the following:

- **To increase the number of participating churches:**
Our goal is to implement the strategy laid out in this section of the proposal to increase our active participating churches from 35 to 500 over the next 5 years. According to our current trends this would mean that in year 5 alone we will see over 15,000 people go through the Pain to Purpose curriculum.
- **To increase emotional/mental/spiritual health and healing:**
Inarguably one of the most important outcomes of an initiative like ours, is the emotional, mental and spiritual healing that can transpire when people have not only the opportunity, but the time and space within their church community to address their past and current trauma, emotional pain and mental health struggles. When Christians are able to process pain in a healthy, holistic, Biblical and trauma-informed way, the impact on their own lives, relationships, and engagement with God and their local church and community is considerable and transformative.
- **To disperse the care for the hurting in churches among congregants instead of required of just pastors and staff:**
The sheer volume of people who are hurting within a given church and in need of care cannot be met by a single pastor or even a pastoral staff team. While the pastoral staff are undoubtedly responsible for the overall shepherding of those who are hurting through their pain, they cannot reasonably be expected to do so given the current statistics and church sizes. By including Pain to Purpose as part of a church's comprehensive plan of care, the burden of care is shifted from only an already overextended pastoral team and includes the entire church body as part of the process towards healing. This helps pastoral staff practice Ephesians 4:12 by giving them tools to equip their people for the work of ministry.
- **To increase overall congregational engagement:**
Anecdotal evidence suggests that when churches are facing unprocessed trauma and emotional pain of individuals in their congregations on a massive scale, much of the focus of church is spent on dealing with the repercussions of unhealed pain. When churches are able to better equip congregants with the tools they need to heal and to help others to heal, the individuals within a church are better able to collectively fulfill the mission and call of the church in their local context which includes engaging within their own congregation as well as serving in the local and global community at large.
- **To foster a culture of ongoing help within the church and for their community:**
A 2022 article from the Washington Post suggested that the increase in mental health care needs, rising costs, wait times, and mental health professionals at capacity have made it more difficult than ever to find mental health care.⁶ The fact is that the system is unable to meet the demands. And while mental health care is an important part of the healing process, creating an avenue of access to healing for people in local churches will help people get help in their pain.

⁶Bernstein, Lenny. "This is why it's so hard to find mental health counseling right now." The Washington Post. March 6, 2022. <https://www.washingtonpost.com/health/2022/03/06/therapist-covid-burnout/>. (accessed June 13, 2023).

Performance Indicators

The following are the quantitative and qualitative measures that will be used to assess the success of the Pain to Purpose Expansion Initiative in churches:

QUANTITATIVE

- Number of Churches subscribing to annual licenses
- Percentage of churches renewing license each year
- Number of Participants attending the course at a local church
- Guidebooks Sales
- Devotional Sales
- Coaching Packages Sales

- Community Plus Memberships
- Number of Network Partnerships
- Number of Roundtable events and Roundtable attendees

QUALITATIVE

- Increased interdependence on a church congregation for the care of those walking through unprocessed pain and trauma which will alleviate the load on pastors and staff teams to provide continual care for their congregants
- Increased engagement levels within churches leading to a deepened sense of mission through increased levels of serving within local congregations and the local and global communities at large.
- Deepening of both individual and collective engagement of spiritual practices and disciplines that lead to a deeper and more engaged union with God.
- Increased individual awareness of pain points others are facing and an equipping to help individuals better walk beside those who are hurting, whether or not they have faced a similar source of wounding.

Evaluation Plan

Below outlines our plan to measure our quantitative and qualitative indicators and ensure that our program objectives are being met:

- We will track numerics and quantitative outcomes on our main analytics dashboard.
- At the end of each run of the course, participants will be asked to complete the Survey for Individuals (see Appendix B.)
- Each year the point of contact from each church will be asked to complete the Survey for Pastor/Staff (see Appendix B.)
- At the end of each quarter we will hold an evaluation meeting as a team to see if we are on track with progress, goals and desired outcomes.
- At the end of each year we will hold an evaluation meeting as a team to see if we are on track with progress, goals and desired outcomes.

Communication

A proper communication strategy for the Pain to Purpose curriculum is critical to the success and sustainability of the program. At the end of 2022 we took some time as a team to design five avatars, caricatures of the audiences, we're trying to reach. All of our marketing and communication efforts are funneled through the grid of these five avatars:

Survival Susie describes those within our audience who are fresh in their pain and have recently experienced a trauma, tragedy or major life transition and are in need of immediate care and resources.

Hopeful Hannah describes those within our audience who have had some time pass on their trauma, tragedy or major life transition and are looking for the next steps to move forward from pain into purpose.

Empathetic Emily describes those within our audience who are wanting to help a friend through a trauma, tragedy or major life transition and who are looking for resources and guidance in walking beside that friend.

Tired Tom describes the small-church pastor who feels overworked and understaffed in a small to medium size congregation and is looking for affordable resources to help his church in their pain.

Busy Brent describes the large, fast-growing church pastor who wants to find a high quality resource for helping those in pain and implement it on a large scale in his church congregation.

Most of our marketing and communication strategies relate to how we can partner with Busy Brent, Tired Tom and Empathetic Emily to help Survival Susie and Hopeful Hannah heal. Below we will highlight the Launch Communication Strategy as well as further fundraising efforts and campaigns already underway to do just that.

Top Down Local Church Launch" Approach:

The basis of this is to launch the Pain to Purpose curriculum in churches directly through the interest of church leaders/staff members. This relates to a church leader (i.e. senior pastor, discipleship pastor, board member, etc.) who has the authority to make a decision on behalf of the church as a whole and pay for the annual church license.

They would then implement the course as a fixture within the discipleship/care strategies of the church. Typically this is accompanied by the church doing their own organized marketing campaigns within their congregation to rally people around the course (i.e. stage announcements, bulletin announcements, social media, having Davey or one of our speakers in to speak and/or put on a workshop, etc.).

Below we underscore a variety of methods we employ to contact these church leaders and nurture the relationships toward the launch and implementation of the curriculum within their church:

Church Leader Conferences

Whether by obtaining booth space in their expo or being featured on stage through Davey's speaking, Church Leader Conferences are primary settings for building relationships with pastors and garnering warm leads.

Pastor/Church Leader Zoom Call

These zoom calls are held 1-2 times per week to give pastors and church leaders a chance to find out more about the Pain to Purpose curriculum. When a "lead" is generated through social media, organic conversations, or referrals, the invitation to learn more is strategically "funneled" to these weekly zoom calls with Davey Blackburn, our Executive Director, and Ken Roberts, our Local Church Development Director.

The Healing Leader Regional Roundtables

In the Fall of 2023 we're hosting 3 Regional Roundtables where we leverage the influence of one of our Pain to Purpose partner churches to invite pastors and church leaders for a one-day training on creating a healing culture in their church. Our plan is to host 5-6 of these every year beginning in 2024.

The Healing Leader Podcast

In January of 2024 we'll launch our second podcast, this one designed specifically for pastors and church leaders called The Healing Leader Podcast. We'll invite guests to discuss the state of the church nationwide and how we can intentionally create spiritual communities that foster healing and wholeness in these unprecedented times.

Various Network Communications (i.e. emails, social media, podcasts, mass media etc.)

Being featured through Church networks' and denominations' content distribution is a pivotal way for the Pain to Purpose program to gain exposure with pastors and church leaders ([Example 1](#), [Example 2](#), [Example 3](#)).

Pastoral Referrals

We don't underestimate the power of a referral from a pastor/church leader who is already implementing the program. These typically become our "hottest leads" so we regularly encourage referrals with our current church partnerships.

"Bottom Up Launch" Approach:

The basis of this approach is to empower our broad listenership/online community to launch the course as a grassroots movement in their church. Because we see about 50,000 downloads per month of [The Nothing is Wasted Podcast](#), we are currently seeing increased activity in this arena as we've been more vocal about our local church efforts over the airwaves on our podcast. Within this communication approach we have two call to actions:

Broker a conversation with your Pastor

The first approach we take with this is to empower our broader listenership to inform their pastor how Nothing is Wasted Ministries and the Pain to Purpose course has impacted their life. Once they do that, we encourage them to invite their pastor to that weekly Zoom call.

We also provide on our website [a letter from Davey Blackburn](#) and a [one page information sheet](#) that "Empathetic Emily" can utilize as she talks to her pastor about the course.

Start a small group in your church

On our website store, we have a Small Group package option. We encourage those who are interested in piloting the course in their church to demonstrate to their church leaders a proof of concept by purchasing the small group package and notifying us so we can include them in our regular local church facilitator training.

Fundraising

Local Church Donations

Davey has begun sitting down with church leadership teams and/or Boards of Directors to raise financial support for the ministry as a whole.

Broader Platform Audience

In July of 2023 we will launch a campaign to seek financial support from individuals and families who have been impacted by our ministry. Considering that our broader listenership is tens of thousands of people, we believe that micro gifts from a mass amount of people will move the needle tremendously. We're calling that campaign *Give Hope: Hope for the Many, Healing for the One.*

Sustainability

The Pain to Purpose curriculum itself currently provides a significant revenue stream for Nothing is Wasted Ministries. In 2022, right under 30% of Nothing is Wasted Ministries' revenue came from Pain to Purpose related sales (*refer to 2022 Financial Statement included at the end of this proposal*). This includes Individual course sales, Small Group package sales, 42-Day Devotional sales, Local Church Licenses, Participant and Facilitator Guidebook sales, and Coaching Packages.

Over the last two years since we've begun implementing Pain to Purpose in local churches, we've noticed a trending cascade effect. As a new church signs on to a license, we see annual average sales correlations of 30 Participant Guidebooks, 15 Pain to Purpose 42-Day Devotionals, 3 coaching packages, and at least 3 Community Plus Memberships resulting in each local church bringing Nothing is Wasted Ministries an average net revenue of \$3,029. As you can see in the Table of Sustainability below, at our current capacity of 35 local church licenses this results in just over \$100,000 in annual net revenue. In 2022 we had 29 local churches holding licenses to the Pain to Purpose program which, in part, explains the \$ 132,559.84 in Pain to Purpose gross revenue. As you scale this out to 100 churches, 500 churches, and even 1000 churches, and add it to the sales numbers from individuals not connected to a church's offering of the curriculum, it's very clear to see how the model we've created is built for sustainability. Our aim is to have implemented Pain to Purpose in 500 churches before the 5-year funding period is complete giving us more than enough margin to be fully self-sustaining as an organization.

			Number of Churches							
			1	35	50	100	250	500	1000	2000
Local Church License Fee	\$797.00	1	\$797.00	\$27,895.00	\$39,850.00	\$79,700.00	\$199,250.00	\$398,500.00	\$797,000.00	\$1,594,000.00
Net Part Guides	\$14.00	30	\$420.00	\$14,700.00	\$21,000.00	\$42,000.00	\$105,000.00	\$210,000.00	\$420,000.00	\$840,000.00
Net Devotionals	\$18.00	15	\$270.00	\$9,450.00	\$13,500.00	\$27,000.00	\$67,500.00	\$135,000.00	\$270,000.00	\$540,000.00
Net Coaching Packages	\$274.00	3	\$822.00	\$28,770.00	\$41,100.00	\$82,200.00	\$205,500.00	\$411,000.00	\$822,000.00	\$1,644,000.00
Community Plus Memberships	\$240.00	3	\$720.00	\$25,200.00	\$36,000.00	\$72,000.00	\$180,000.00	\$360,000.00	\$720,000.00	\$1,440,000.00
ANNUAL REVENUE			\$3,029.00	\$106,015.00	\$151,450.00	\$302,900.00	\$757,250.00	\$1,514,500.00	\$3,029,000.00	\$6,058,000.00
				(Currently)			(Self-Sustaining)	(5-Year Goal)		

Organizational Capacity

Nothing is Wasted Ministries' mission is to provide content, community, and coaching to help people recover from trauma, tragedy and major life transition. It is governed by a Board of Directors whose responsibility is to hold the directors accountable to the initiatives of the ministry and ensure proper financial management of the organization. The board members are appointed by the Executive Director to serve a one year term, and can go on to serve limitless consecutive terms. They do not receive compensation for their services as a member of the Board of Directors. Currently most of the board members are pastors of local church congregations who participate in the Pain to Purpose program. The Board of Directors convenes once a quarter to go over strategic initiatives and provide counsel to the Executive Director.

- Davey Blackburn - Chairman
- Kenneth Wagner - Secretary
- Gavin Wilkinson - Treasurer
- Kristi Blackburn - Board Member
- Ken Murphy - Board Member
- Tammy Dupin - Board Member

The organization is rooted in Protestant Evangelical Christian traditions, however its work spreads beyond that realm, extending into Orthodox, Catholic, and secular arenas. While the organization has several collaborative partnerships with varying denominations and church networks, it is not a part of a specific denomination itself. The following section outlines our current operations team (or directors) and the roles we're proposing to promote or add in 2024. The operations team is responsible for the execution of and leadership of the ministry as a whole.

ORGANIZATION FOUNDER AND EXECUTIVE DIRECTOR

Davey Blackburn

(full-time employee)

LOCAL CHURCH DEVELOPMENT DIRECTOR

Ken Roberts

(proposed promotion from part-time to full-time employee)

MINISTRY DIRECTOR

Amy Sylvestre

(full-time employee)

CONTENT PRODUCER

Catherine Fitzgerald

(proposed promotion from part-time to full-time employee)

EVENT COORDINATOR

Kristi Blackburn

(proposed part-time addition)

MARKETING DIRECTOR

Kelly Olson

(proposed promotion from part-time to full-time employee)

EXECUTIVE ASSISTANT

Jenell Shields

(full-time employee)

Nothing is Wasted as an organization is uniquely suited to implement the proposed program in that 3 of its board members, its Executive Director, and its Local Church Development Director either currently serve as pastors of local churches or have served as senior leaders at one point.

Personnel additions are highlighted in our Line Item Budget and Budget Narrative. A few notable and critical roles that will need to be added soon are a Chief Operations Officer, a Coaching Director, and a Local Church Sales Manager. Our Budget Narrative gives justification for each of the roles that would be added through 2028.

Program *Timetable*

2023

Aug-Sept - Local Church Launches and On-Site Workshops

9/7/2023 - Healing Leader Roundtable in Dover, DE

9/25/2023 - QUARTERLY EVALUATION

9/26/2023 - ARC Launch Event in Carlsbad, CA

10/17/2023 - Healing Leader Breakout at ARC One Day in Anderson, SC

11/02/2023 - Healing Leader Roundtable in Forest, VA

11/7/2023 - ARC Launch Event in Birmingham, AL

12/6/2023 - END OF THE YEAR EVALUATION

2024

Jan-Feb - Local Church Launches and On-Site Workshops

Jan-Apr TBD: 3 Spring Healing Leader Roundtables

Feb-Nov TBD: 4 ARC Launch Events

3/4/2024 - Exponential Conference, Orlando, FL

3/25/2024 - QUARTERLY EVALUATION

4/23/2024 - ARC Conference in Birmingham, AL

6/22/2024 - VOUSCon in Miami, FL

6/17/2024 - QUARTERLY EVALUATION

9/23/2024 - QUARTERLY EVALUATION

Sep-Nov TBD - 3 Fall Healing Leader Roundtables

12/4/2024 - END OF THE YEAR EVALUATION

2025 - 2028 (following a similar pattern of 2023 and 2024)

Conferences - ARC, Exponential, VousCon

Local Church Launches and On-Site Workshops every Jan-Feb and Aug-Sep.

5 ARC Launch Events

6 Healing Leader Roundtables

3 Quarterly Evaluations

1 End of the Year Evaluation

Appendix A

List of Current Pain to Purpose *Participating Churches*

UNITED Church Dover, Delaware.

Waymaker Church in Forrest, VA.

Granger Community Church, Granger, IN.

12Stone Church, Lawrenceville, GA.

VOUS Church, Miami, FL.

Cypress Church, Galloway, OH.

Fuel Church, Kokomo, IN.

The Creek, Indianapolis, IN.

Mercy Road Church, Carmel, IN.

Lighthouse Church, Panama City Beach, FL.

The Blended Church, Indianapolis, IN.

Good News United Methodist Church, Santa Rosa Beach, FL.

Northfield Christian Fellowship, Tremont, IL.

NewSpring Church, Wichita, KS.

Grace Fellowship Church, Warren, OH.

Victory Christian Church, Franklin, IN

Oasis City Church, Westerville, OH.

Crossroads Church, Avon, IN.

Cornerstone Church, Reedsburg, WI.

Come Alive Family Church, Lake Station, IN.

Broken Bow Church of God, Broken Bow, OK.

Grace Chapel, Englewood, CO. Website

Comeback City Church, Wyandotte, MI.

Crossroads Fellowship Church, Woodway, TX.

Onelife Church, Seabrook, TX.

Shiloh Church of God 7th Day, Hyattsville, MD.

Grace Baptist Church Cedarville, Cedarville, OH.

Lynn Friends Church, Lynn, IN.

Victory Christian Fellowship, Georgetown, SC.

Journey Life Center, Parker, CO.

Crossroads Community Church, Georgetown, DE.

Impact Church, Rock Hill, SC.

Greensburg Alliance Church, Greensburg, PA.

Church on the Rise, Edmond, OK.

The Pines Church, Hermon, ME.

How did you hear about Pain to Purpose?

How many people from your church participated in the Pain to Purpose course?

How would you describe your church's care plan for caring for those walking through trauma, tragedy and major life transitions prior to the implementation of Pain to Purpose?

How would you describe your church's care plan for caring for those walking through trauma, tragedy and major life transitions since the implementation of Pain to Purpose?

On a scale of 1(Strongly Disagree) to 5 (Strongly Agree), rate the following:

Since implementing Pain to Purpose, I have seen a decrease in the amount of time I've had to devote to one-on-one pastoral care because more people are being cared for through the Pain to Purpose groups.

1 2 3 4 5

Since implementing Pain to Purpose, I have seen an increase in collective church engagement through participation in church life and serving.

1 2 3 4 5

Since implementing Pain to Purpose, I have noticed an overall increase in emotional and spiritual health within our church.

1 2 3 4 5

Since implementing Pain to Purpose, I have seen a maturing and deepening of spiritual practices amongst congregants in our church.

1 2 3 4 5

Since implementing Pain to Purpose, I have noticed an overall shift from personal unprocessed pain into a collective mission orientation and kingdom-mindedness for the purposes and calling of God in our local church.

1 2 3 4 5

How can Nothing is Wasted ministry better serve and equip your church in helping others heal from trauma, tragedies and major life transitions?

1 2 3 4 5

How can Nothing is Wasted ministry better serve and equip you as a pastor in your own pain and in walking with others in theirs? (listed out Waypoints as options)

Comments section

Survey for *Individuals* After Completing Pain to Purpose

How did you hear about Pain to Purpose?

How would you describe your situation when beginning the Pain to Purpose course:

I recently(within 1-2 years) endured a trauma, tragedy, or major life transition.

I endured a trauma, tragedy, or major life transition within the prior 2-5 years.

I was still processing a trauma, tragedy or major life transition from 6 years+ ago

On a scale of 1(Strongly Disagree) to 5 (Strongly Agree), rate the following:

Since completing the Pain to Purpose course, I am more aware of the emotional pain I carry and the impact of past traumas, tragedies or major life transitions on my life. 1 2 3 4 5

Since completing the Pain to Purpose course, I experienced a deeper sense of healing from my emotional pain. 1 2 3 4 5

Since completing the Pain to Purpose course, I have engaged more in spiritual disciplines including Bible reading and prayer. 1 2 3 4 5

Since completing the Pain to Purpose course, I am more actively engaged in my local church. 1 2 3 4 5

Since completing the Pain to Purpose course, I feel better equipped to help walk with others through whatever pain point they are facing. 1 2 3 4 5

Since completing the Pain to Purpose course, I have a renewed sense of purpose in my life. 1 2 3 4 5

Which 3 sessions of the course were the most impactful to you and why?(listed out Waypoints as options)

Comments section
