



THE BROAD BRANCHES

INITIATIVE



“The kingdom of heaven is like a mustard seed, which a man took and planted in his field. Though it is the smallest of all seeds, yet when it grows, it is the largest of garden plants and becomes a tree, so that the birds come and perch in its branches.”

MATTHEW 13:31-32

Dear Hillcrest,

Hillcrest Church has always been a community committed to meeting real needs in the name of Jesus. For over 75 years we have been a church engaged in local mission with beautiful and powerful missional expressions through Hillcrest Kids Early Learning Center and Bellingham Chi Alpha, in addition to so many other expressions of the heart of Jesus.

Now, we believe God is inviting us to take a bold next step in that long-faithful journey: building a Community Resource Center that will equip us to continue this good work for generations to come.

In Spring 2025, the Hillcrest membership and regular attenders gathered to discern and vote on whether to pursue building a Community Resource Center that will serve Hillcrest Church, Hillcrest Kids Early Learning Center, and Bellingham Chi Alpha for decades to come. After nearly two years of investigation, prayer, conversation, and discernment, we voted overwhelmingly to pursue this project.

Hillcrest Church has always been a Christ-centered community deeply committed to the mission of Jesus to make more disciples wherever we find ourselves. Our collective decision to pursue building a Community Resource Center is faithfully seeking to continue to do this for the generations to come.

We believe it will equip Hillcrest Church for 50 more years of community outreach through things like the Food Bank and Community Services.

We believe it will equip Hillcrest kids for 50 more years of Christ-centered early childhood education.

We believe it will give Bellingham Chi Alpha the office facilities needed for 50 more years of mission to the college and university campuses here in Whatcom and Skagit Counties.

We together, the Council, the staff, and the congregation of Hillcrest, have come to believe that pursuing this Community Resource Center project is the right thing to do in this next season. We believe in what God has done, is doing, and will do through this local Kingdom outpost known as Hillcrest Church.

Now we invite you to join us in taking the next step in making this shared prayer a reality.

Grace and peace,

A handwritten signature in black ink, appearing to read 'Tim Knipp', with a long horizontal stroke extending to the left.

Tim Knipp, Hillcrest Church Lead Pastor

Hillcrest Church exists to Love God, Grow Together, and Care for the World.

Since establishing its home on Larrabee Avenue in 1974, we and the generations before us have lived out this legacy by asking two powerful questions:

What are the unmet needs around us?

How can we fully use what God has entrusted to us for His Kingdom?

Asking these questions has led to the creation of three ministries which are tangible expressions of our commitment to 'building bridges and setting tables' for meaningful connection with Jesus and His community.



1

Hillcrest Community Services (HCS) offers assistance to those seeking support in the community. In addition to this ministry, HCS collects and distributes food from the **Southside Food Bank** and runs a holiday baskets program that serves those in need.

2

Hillcrest Kids Early Learning, located in the lower level of Hillcrest Church, meets a real need in our community with Christ-centered early childhood education. Hillcrest Kids isn't just about education, it's a missional opportunity. Hillcrest Kids meets real needs while also providing children and families with the hope of Jesus.

"The Lord is providing a safe space for kids and families to connect, build relationships and experience God's love for them."

BETH BERGQUIST
HILLCREST KIDS DIRECTOR



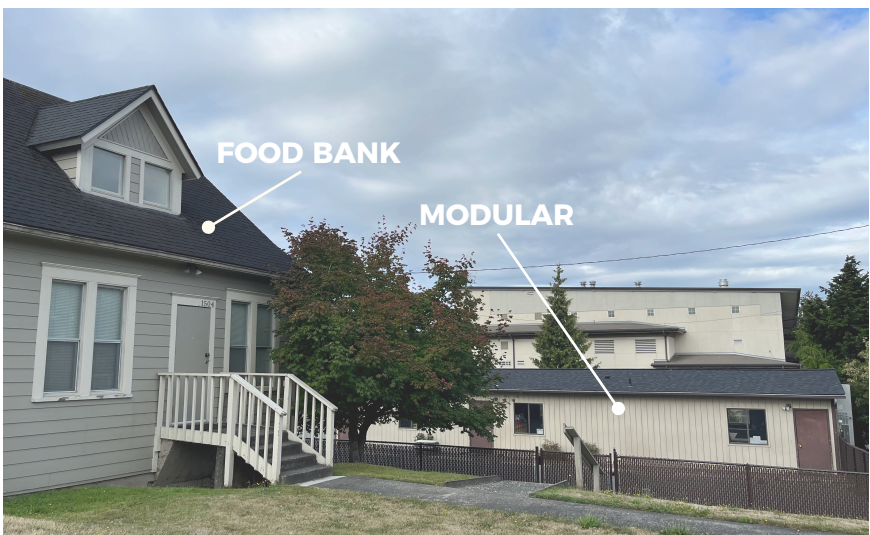
3

Bellingham Chi Alpha is a campus ministry discipling and reaching out to college students at Western Washington University, Whatcom Community College, and Skagit Valley College. On campus, they are known as Campus Christian Fellowship (CCF) and have been reaching out to local campuses for over 50 years.

The Need

Many years have passed since the creation of Hillcrest Kids, the Southside Food Bank, and Bellingham Chi Alpha which means that the spaces they occupy are no longer serving them to their full potential.

- **The modular building** used by Hillcrest Kids Early Learning Center and the Southside Food Bank is nearing the end of its life and is too small to accommodate the needs of Hillcrest Kids and the Food Bank.
- **The Southside Food Bank storehouse**, an uninsulated structure built in the early 1900s, requires food to be transported across the property before it can even begin the distribution process. This process is labor intensive for the volunteers as they navigate up and down stairs, carrying heavy items, in all kinds of weather.
- **Bellingham Chi Alpha's office space** is located in a split level house on our campus, is not fully ADA accessible, and cannot adequately accommodate their expanding team and student ministry presence.





Volunteers gather to stock the Southside Food Bank. The food bank distributes to 144 people each month.

“Hosting our food bank distribution in the modular building is very labor intensive. First, Hillcrest Kids teachers have to move the furniture in the modular to the side when we use the building 2 times a month. Then we haul crates and boxes of food, toiletries and cleaning items from the food bank to the modular. Our food bank distribution has grown in the number of people attending but we are limited on space, which limits our ability to grow in our outreach.”

**CYNTHIA JENSEN
COMMUNITY SERVICES PASTOR**

The Vision

To address the needs we see, we are building a Community Resource Center - a space to serve generations to come and fulfill the mission of Hillcrest today and long after we're gone.

Located to the east of the sanctuary, this center will have three key components, serving our three divisions, Hillcrest Church, Hillcrest Kids Early Learning Center, and Bellingham Chi Alpha. Each one strategically moves the mission of Jesus forward in our community.

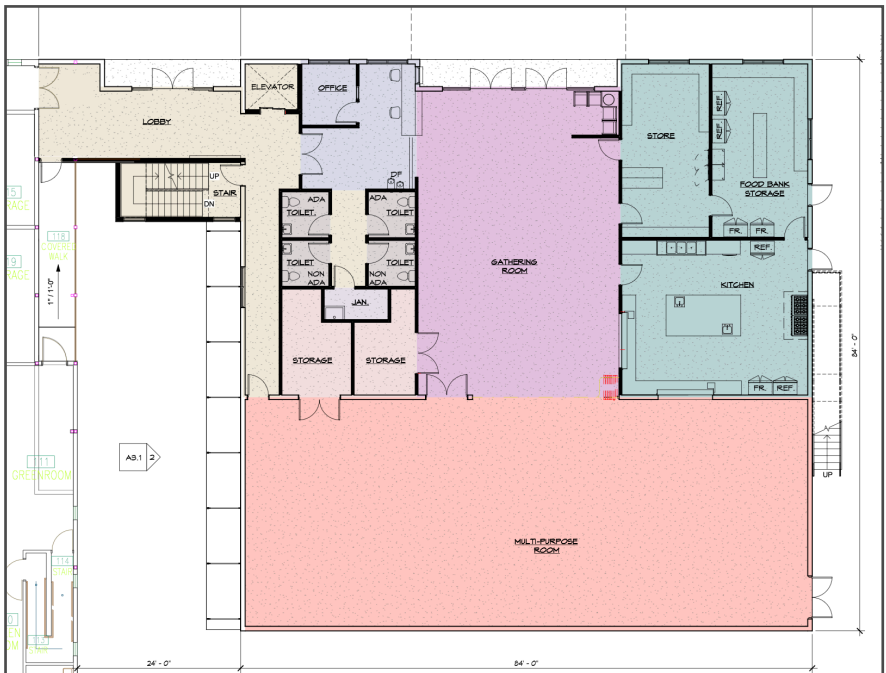
1 HILLCREST COMMUNITY SERVICES & THE SOUTHSIDE FOOD BANK

The heart of the Community Resource Center will revolve around expanding the Food Bank and Hillcrest Community Services to a multi-service hub meeting real needs in the name of Jesus. In addition to being a beautiful and welcoming location, this space will provide:

- > A larger, more welcoming food bank.
- > Indoor community gathering space, meeting a felt need in South Bellingham for third spaces.
- > A setting that encourages friendships between Hillcrest volunteers and guests from all socioeconomic backgrounds.
- > Support for families in need — especially foster parents, refugees, and low-income families with young kids who lack of access to resources and service providers.

- Space for groups like Grief Share and Celebrate Recovery or local service providers to join us in coming alongside individuals to help them move from the revolving door of urgent needs or crisis to building the skills to thrive.
- Trained service navigators – volunteers from Hillcrest who will build relationships and guide neighbors through complex systems. These volunteers could respond by offering assistance through concrete services, providing access to a support group, or providing referral services to other local providers.
- A base for “upstream services” like parenting classes, financial literacy, job coaching, or ESL support.
- A large commercial kitchen.

COMMUNITY RESOURCE CENTER | MAIN FLOOR



Floor plan as of January 2026

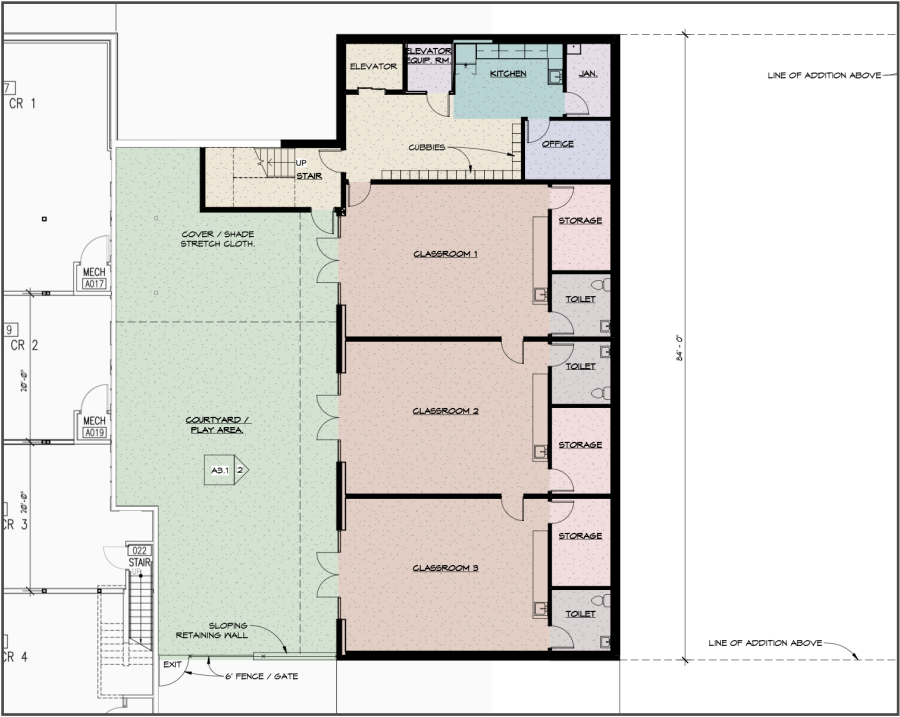
The lower level of the Community Resource Center will be an expanded space for Hillcrest Kids Early Learning Center increasing our capacity to offer Christ-centered early childhood education.

The space set aside for Hillcrest Kids will provide:

- New classrooms, bathrooms, and hand washing stations to better accommodate current and future enrollment numbers.
- Direct, indoor connection to the current Hillcrest Kids space in the lower level of Hillcrest Church.
- A new outdoor play area to replace the current gravel play area next to the modular.
- Room to expand the current Hillcrest Kids program to provide childcare for more families.

In a time when so many families are looking for childcare, Christ-centered early childhood education is one of the greatest local missional opportunities we can support.

COMMUNITY RESOURCE CENTER | LOWER LEVEL



Floor plan as of January 2026

“Overall to have a Community Resource Center available not only for our school age kids and families, but the opportunity and potential to meet multiple needs in the community is exciting. We look forward to all of the possibilities that all that space could provide.”

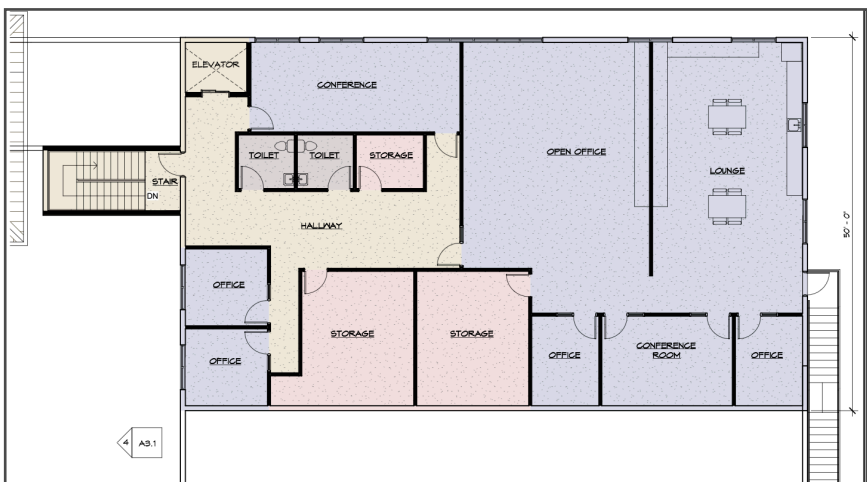
BETH BERGQUIST
HILLCREST KIDS DIRECTOR

The top floor of the Community Resource Center will house the office space for Bellingham Chi Alpha (BXA). The goal for this space is to bless the BXA Missionaries with an office space that will last for decades to come.

The space set aside for BXA will provide:

- > A fully accessible, long-term office space.
- > Shared workspaces and meeting rooms for staff and interns that can fit their growing team.
- > Storage space for the supplies that help make campus ministry happen.
- > A functional and hospitable home base to sustain their mission for decades.

COMMUNITY RESOURCE CENTER | UPPER LEVEL



BXA Office is on the left side of this plan. Floor plan as of January 2026

While most of Chi Alpha's ministry happens on campus, we want to provide a stronger foundation—a home that reflects the value we place on reaching college students with the gospel.



“When I think about the next 50 years, I think about collaboration, partnership, and presence. I think about our long history together, the church and the college ministry, and how mutually beneficial it’s been - and how enhanced that could be with designated space in this new season of Hillcrest’s life and ministry. We love being a part of Hillcrest! And we’re excited to be even more grafted into the day-in, day-out life and ministry in the building.”

GEOFF MUMLEY
BELLINGHAM CHI ALPHA DIRECTOR

How we are funding it

It's bigger than a building.

God is calling us to a deeper commitment to His mission in Bellingham and beyond.

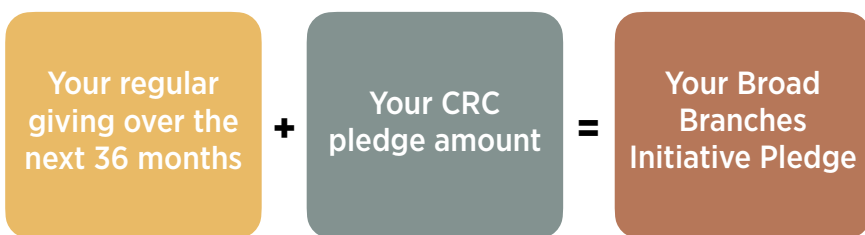
THE BROAD BRANCHES INITIATIVE is a comprehensive campaign to not just fund a building but strengthen our ability to serve, disciple, and grow together long after the building is finished. This campaign isn't about a few families giving big; it's about all of us — individually or with our household — asking what faithful generosity looks like over the next three years.

THE BROAD BRANCHES INITIATIVE IS A THREE-YEAR GIVING EFFORT THAT COMBINES BOTH ONGOING REGULAR GIVING AND A SPECIAL CONTRIBUTION TO THE COMMUNITY RESOURCE CENTER (CRC) BUILDING PROJECT.

Together, we're seeking to raise \$11.25 million over the next 3 years. Here's how we got to this number: \$5.5 million to build a CRC that will become a hub for local outreach + \$5.75 million that makes up our estimation of regular giving over the next three years which fuels our ongoing ministry. This approach allows us to stay focused on our whole mission rather than separating "regular" and "campaign" giving. It invites everyone to give with one heart and one purpose — supporting the future of Hillcrest Church as a whole. **

TO DETERMINE YOUR PLEDGE, first think about what your regular giving to Hillcrest has been over the past year or two, this would be what you would give, whether there was a campaign or not. Then, prayerfully consider whether you can increase that amount — we are asking everyone to consider a 20% increase if possible. Whether or not you are able to increase it, take the amount you will likely give in one year and multiply it by three (since the campaign lasts for three years). This gives you your “ongoing giving amount.”

Next, consider what you can give specifically toward the CRC building construction. This is a pledge that ends when your total CRC commitment is fulfilled. Add your three-year ongoing giving amount to your CRC construction pledge, and the total is your Broad Branches Initiative pledge. This pledge reflects both your faithful support for Hillcrest’s ongoing ministry and your investment in expanding our mission through the new Community Resource Center.



A Call to Action

Where does God's call on your life align with the mission of Jesus being expressed through the ministry of this Community Resource Center?

We believe this is not fundamentally about a building but about a community on mission, meeting real needs in the name of Jesus. Seeing people invited into genuine community. Seeing Hillcrest be a Kingdom Tree, offering Kingdom life and refuge in Bellingham for years to come.

We believe even in this capital campaign, it's not primarily about money, it's about being invited into what God is doing in Bellingham. We long for people to be anxiously awaiting the opening of this CRC. We want people praying for the kids and families and students who will be reached because of this facility.

Our prayer is that everyone giving to the Broad Branches Initiative over this three year period will point their hearts and hopes at what God will do through the ministry of the Community Resource Center. We have called this campaign the Broad Branches Initiative for a reason, that this new CRC would be a way that the Kingdom life we are offered and invited into would extend out into Bellingham and beyond, for decades to come.



So, how can you join in?

- **Pray.** This is first and foremost a spiritual endeavor. If God does not build the house, the builders labor in vain (Psalm 127:1-2). Pray for this undertaking, pray for those who will be served by it.
- **Give.** It will take real resources to make this dream a reality. Prayerfully consider what your partnership with Hillcrest Church looks like for you and your family for the next three years.
- **Serve.** The day will soon come where this is not simply a plan on paper but a ministry center that we as a church can serve through. Begin considering, what ministry you might be part of in this new CRC?

** When we first began estimating what the Community Resource Center would cost and what Hillcrest could fund, we projected both would be around \$4.2 million. As we've moved forward, both estimates have shifted.

The pre-construction process has clarified that meeting our original ministry goals will cost approximately \$5.5 million. This is not a change in scope, just an updated projection based on more accurate information.

At the same time, as initial Hillcresters have been invited into the Broad Branches Initiative, their generosity has gone above and beyond expectations. We now believe we can raise \$5.5 million for the CRC.

In light of this, we're updating the Broad Branches Initiative goal to \$11.25 million. That includes \$5.75 million for general ministry over the next three years and \$5.5 million for the CRC. We are not re-asking those who have already pledged, but now inviting the whole church to join in.

We see this as God's providential kindness. Each step has simply been a faithful next one, and now we find our resources and mission coming together in ways we could not have expected.



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love God | grow together | care for the world