



ImagineHub Learning Network of Missional Innovation Centers

Problem Statement: Many **communities** lack resources, programs, space, connections, and innovative, thriving entrepreneurial ecosystems. The problem is even more pronounced among people of color, immigrants, women and lower socio-economic neighborhoods.

Many **churches** were once thriving community centers and hubs of activity but declining membership and changing demographics in surrounding neighborhoods have left buildings under-utilized and facilities under-deployed.

Solution: ImagineHub provides resources, programming, space, and a relational ecosystem of social support for faith communities that desire to reimagine and deploy their space and resources as a means for **improving economic empowerment** in their community.

1. **Governance:** 7-person Board of Advisors - Bishop Ken Carter, Rev. Amy Coles, Lee Lloyd, Louis Judge, Joel Gilland, Dr. Dennis Carroll, Leesa Sluder; Program Director Cindy Thompson.
2. **Vision:** A network of teams and environments for “spirit-filled collisions” of diverse people where innovation and entrepreneurship are nurtured, cultivated and harvested.
3. **Mission:** Equipping faith communities to build bridges into under-connected communities through creating pathways for equitable economic empowerment.
4. **Values:**
 - a. **Fellowship:** Community-driven connection
1 Peter 2:17 (CEV) Respect everyone and show special love for God’s people.
 - b. **Creativity:** Culturally and spiritually centered
Eph. 2:10 (NIV) For we are God’s masterpiece, created in Christ Jesus to do good works, which God prepared in advance for us to do.
 - c. **Wholeness:** Belonging and transformation
Jer. 17:8 (CEV) They will be like trees growing beside a stream – trees with roots that reach down to the water, and with leaves that are always green. They bear fruit every year and are never worried by a lack of rain.
 - d. **Justice:** Repair of the world (Tikkun Olam)
Micah 6:8 (GNB) The Lord has told us what is good. What he requires of us is this: to do what is just, to show constant love, and to live in humble fellowship with our God.
5. **Theory of Change:**
 - Under-utilized church spaces => Reimagined as innovation hubs
 - Under-connected communities => Connected for economic empowerment
 - Declining faith communities => Transformed through new diverse people
6. **Audience:**
 - a. Primary Audience: Faith communities that desire to redeploy church assets for mission



- b. Secondary Audience: Under-connected persons with entrepreneurial ambition who need space, skills and support to launch their enterprise
7. **Messaging:**
 - Foundational Scripture: Matthew 5:14-16 MSG: *You're Here to Be Light*
 - Tagline: *Let your Ideas Shine*
 - 6-word story: Bringing out God-colors by unleashing innovation
 8. **Outcomes: Moving from Community Engagement to Community Ownership**
 - a. Increase number and diversity of faith communities focused on missional innovation.
 - b. Improve how church facilities are assessed for repurposing towards missional innovation.
 - c. Increase in availability and accessibility of innovative spaces for training, mentoring, networking, co-working and incubation.
 - d. Increase knowledge and experience of tools, processes and techniques that foster innovation, design thinking and entrepreneurship.
 - e. Increase awareness of cross-cultural humility that breaks down relational divisions.
 - f. Increase number and impact of innovative experiments with diverse teams in congregations and communities.
 - g. Increase partnerships between church and community as innovative solutions are sought for the common civic good.
 - h. Increase training and coaching opportunities where under-connected people with new ideas can be nurtured from spark to launch.
 9. **Program Strategy:**
 - a. On-boarding Process: experiential training for site teams in inclusive innovation, design-thinking, missional entrepreneurship, cross-boundary leadership and civil discourse.
 - b. Multipurpose Event Space: develop creative and innovative spaces, both indoors and in nature, with healthy refreshments and hospitable environments.
 - c. Innovation Toolkits and Resources: Curriculum, design-thinking process and flowcharts, ideation/brainstorming process, budgeting and funding resources, materials, supplies, books, articles, podcasts, videos for team facilitation.
 - d. Monthly, quarterly and annual seminars, workshops, conferences and retreats, both open enrollment and customized for groups.
 - e. Coaching and administrative support for churches to open shared community spaces for internet cafes, co-working spaces and commercial kitchens.
 - f. Incubator support for new initiatives from start-up to expansion.
 - g. Networking and Mentoring Connections: experienced professionals to walk alongside new launches, offering just-in-time support and referrals.
 10. **Site Locations:**
 - 25 church and community sites in North Carolina and Florida ([link to current site map](#))
 11. **New Site Process and Commitment:**
 - a. Attend ImagineHub Information Session and/or annual Summit



- b. Submit on-line ImagineHub application
 - c. Complete site visit with ImagineHub Guide Team member
 - d. Form site leadership team of at least 3 leaders (clergy/staff, laity, community)
 - e. Pay on-boarding fee: \$250 for 50 or more avg. worship attendance, \$100 for < 50
 - f. Attend cohort orientation session with site leadership team (1hr)
 - g. Complete ImagineHub 101 on-boarding experience (12-16 hrs)
12. **Resource Partners:** Boundless Impact, Western NC Conference of UMC, Florida UMC, Dogwood Health Trust, NC IDEA, The Duke Endowment, United Methodist Foundation of Western NC, Inc., Duke Divinity's Reflective Leadership Grant, UMC General Board of Global Ministries, Intentional Growth Center, Women's Professional Forum, Wesley CDC
13. **Timeline:**
- a. Planning and Research Phase (January 2019 – December 2019)
 - b. Prototype Phase (January 2020 – August 2020): 4 pilot sites in central NC, evaluation
 - c. Implementation Phase (July 2020 – June 2021): Program redesign and testing with 2 diverse cohorts, develop Guide Team, pilot sites in Florida, annual Summit
 - d. Expansion Phase (July 2021 – December 2022): Expand and replicate ImagineHub sites across WNC and other conferences through Guide Team, continue evaluation process.
 - e. Sustainability Phase (January 2023 – December 2024): Continue expansion in NC and other southeastern states, implement sustainable funding strategy
14. **Sustainable Funding Strategy:**
- a. Program Revenue: Events, space rental, workshops, seminars
 - b. Recurring Revenue: Subscription, membership, leasing, licensing
 - c. Transaction Revenue: Toolkits, books, videos, materials, apparel, merchandise, tourism
 - d. Service Revenue: custom programs, facilitation, consulting, coaching
 - e. Emerging: online models, circular economy, sharing platforms