



MULTIPLY  
CHURCH

**TABLE OF CONTENTS**

62 Years & Counting ..... 3

Our Story ..... 5

Why “Multiply Church?” ..... 6

A Logo with a Purpose ..... 7

5 Multiply Initiatives ..... 9

    1. Multiply Harrisburg ..... 11

    2. Multiply Lake Norman ..... 13

    3. Center City Church ..... 15

    4. Multiply Studio ..... 17

    5. Multiply Movement ..... 19

Multiply Church + You ..... 21



# 62 YEARS & COUNTING...



**1973**

New 520 seat auditorium at Rockland Circle completed.

**1976**

First Assembly Christian School (Concord Academy) opened on Rockland Circle.

**2001**

Concord Parkade Shopping Center purchased. (now known as The Village)

**2016**

Pastor Rick was elected as District Superintendent of the North Carolina Assemblies of God. Pastor Doug & Camden Witherup elected as new Lead Pastors.

**2019**

Center City Church which launched out of cfa in 2009, comes back under the umbrella of The Multiply Family of Churches.

**1958**

Our first service was held on June 17, 1958 at the Pastime Theatre. 32 people were present.

**1962**

Pastor Tom was elected to a statewide position with the North Carolina Assemblies of God District Office. Tom, Betty, and Joy moved to Dunn, NC.

**1970**

Pastor Tom and Betty Whidden return to Concord. L.T. Whidden retires.

**2017**

Southeastern University Carolina opens in Concord with an initial enrollment of 50 students.

**1959**

New 120 seat auditorium on Rockland Circle completed.

**1962**

L.T. Whidden Sr., became Pastor.

**1970**

Daycare started by Betty Whidden.

**1978**

New 1200 seat auditorium on Warren C. Coleman Blvd completed.

**2003**

Pastor Tom & Betty Whidden retire as Pastors, Pastor Rick & Susan Ross elected as new Lead Pastors.

**2007**

Pastor Rick begins executing the vision of satellite campuses

**2017**

Davidson location is started at Our Town Cinemas in the heart of Davidson, NC.

**2019**

The Cabarrus Dream Center opens, serving as an "under one roof" model for cfa ministries, gospel partner ministries, community partners, and community outreach.

**2011**

Español location is started in Concord.



# OUR STORY

In the late 1950's, in Bush Chapel at Southeastern Bible College, a young man crawled out from underneath a grand piano (it was the only space available) during a revival service with a Divine calling and a geographical mandate from the Lord: "Go to Concord and plant a church. It will be the largest church in the county."

He obeyed, and God fulfilled.

What began on Father's Day in June of 1958 under the leadership of Pastor Tom & Betty Whidden with 32 people in the Pastime Theater in Concord, NC has today become a multi-site church of thousands with locations in Concord, Lake Norman, Charlotte, Harrisburg, and in our Hispanic Community. We also have an innovate Christian school (Concord Academy), a Dream Center that is meeting the tangible needs of the underserved in our community, and SEU Carolina, a regional campus of Southeastern University, one of the fastest growing private universities in the nation.



The Pastime Theater



First Assembly at Rockland Circle



The now iconic cross being installed atop the First Assembly Worship Center.

Throughout the years, the name (both officially and unofficially) has changed:

Concord Revival Center  
 First Assembly  
 First Assembly Worship Center  
 Concord First Assembly  
 cfa Church

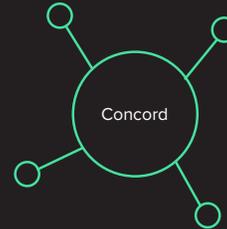
But the mission has remained the same—to carry out the Great Commission and the Great Commandment and to win as many people to Jesus as possible.

And now, we become Multiply Church. *We are changing our name, not because anything is wrong, but because everything is right.* God has been faithful to fulfill the original vision in Concord. Now we sense that God wants to MULTIPLY what He is doing here and in other cities and regions around the world.

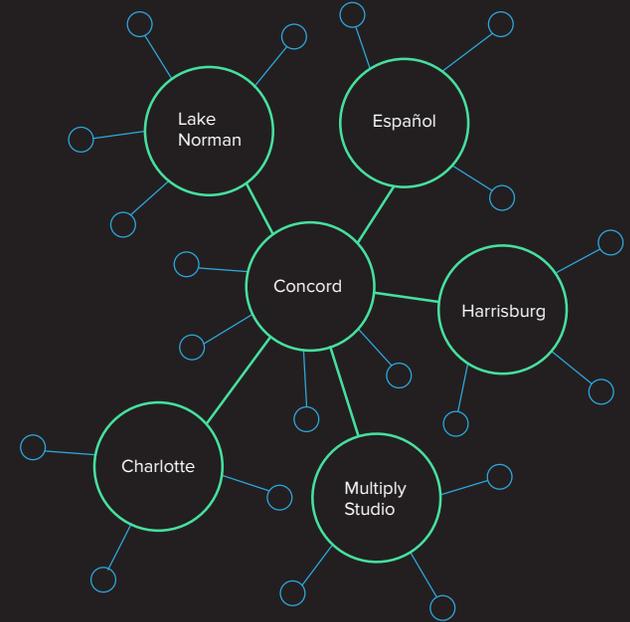
## First Assembly



## cfa church



## Multiply Church



# WHY 'MULTIPLY CHURCH'?

God's first commandment and covenant with humanity was His promise to multiply.

### Genesis 1:28

*And God blessed them  
 And God said to them  
 Be fruitful and **multiply**,  
 fill the earth, and have dominion*

Every time the covenant was renewed, God's promise to multiply His people was renewed.

God's multiply covenant was renewed and affirmed with

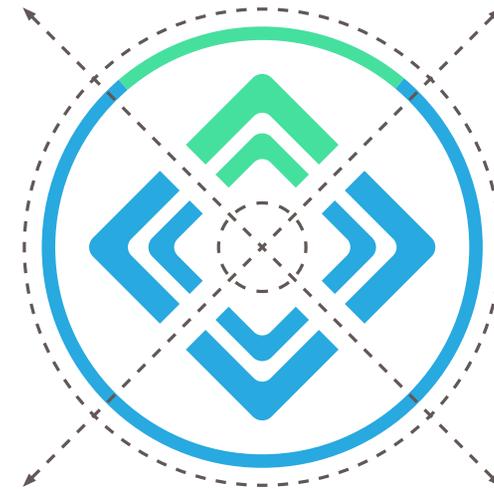
- Noah (Genesis 9:1)
- Abraham (Genesis 22:17; 26:24; 28:3; 32:12; 35:11, 48:4)
- Jacob (Genesis 48:16)
- Under Persecution in Egypt (Exodus 1:20)
- Moses (Deuteronomy 1:11; 8:1; 28:63; 30:16)
- The Early Church (Acts 8:4)

Today, we step into our new name, and with it our renewed identity, renewed assignment, and renewed destiny.

# A LOGO WITH PURPOSE

 We are a Jesus-centered, Spirit-empowered movement. The blue is a representation of the living water of the gospel carried by the wind of the Holy Spirit.

 We believe healthy things grow. The green represents our continual passion for growth through reaching the lost.



## OUR VISION

### CENTER OF THE 'X' LOVING JESUS

We see a church of people who are passionately in love with Jesus.

### EXTENDED 'X' CHANGING THE WORLD

We see a church where God is using us to change the world.

## OUR MISSION

### 4 'SECTIONS'

The 4 Components of the Gospel

#### LIFE (Jesus Saves)

We want every person to live wide awake to the love of God and fully alive to their purpose.

#### FAMILY (Jesus Heals)

We want every person to find their tribe—to do something they love with people they love.

#### FREEDOM (Jesus Fills)

We want every person to live in complete freedom and full of the Holy Spirit.

#### PURPOSE (Jesus Calls)

We want every person to ask, "What could God do through me?" and then become a world changer.



# MULTIPLY INITIATIVES

## **1. MULTIPLY HARRISBURG**

Coming January, 2021.

## **2. MULTIPLY LAKE NORMAN**

Property has been purchased and building plans are underway.

## **3. CENTER CITY CHARLOTTE, A MULTIPLY CHURCH**

Five expressions in five years.

## **4. MULTIPLY STUDIO**

Our multiple-channel platform for communicating the gospel in a digital culture.

## **5. THE MULTIPLY MOVEMENT**

A global church planting movement.



# MULTIPLY CHURCH HARRISBURG



Pastor Wesley, Crystal,  
& Henley Shell

## COMING JANUARY, 2021

In January of 2020, we were in the middle of our 21 days of prayer and fasting. During that time, the Lord spoke powerfully to Pastor Wesley (our Middle School pastor) and his wife, Crystal, about planting a church in Harrisburg. What they didn't know was that God had been speaking to leadership about Harrisburg for over a decade! We had tried to plant in that location twice before, but both times, the door closed.

But now, the door is open wide. We can't wait to see more people in the Harrisburg community loving Jesus and changing the world!





# MULTIPLY CHURCH LAKE NORMAN



Pastor Zack, Jenna,  
& Piper Whitt

## PROPERTY HAS BEEN PURCHASED AND BUILDING PLANS ARE UNDERWAY.

In 2017, our Davidson location began with about 30 people in a theater (sound familiar?). In just a short time and with limited space, this congregation quadrupled and is now making a huge impact in their community. Under the leadership of Pastor Zack and Jenna Whitt, with a Chi Alpha ministry to Davidson College, Good Drip coffee shop in the heart of downtown Davidson reaching hundreds of people weekly, and vibrant weekend worship gatherings, Davidson is bursting at the seams and ready to take their next step into becoming Multiply Lake Norman.

To facilitate this growth, God has provided eight acres of property in the Lake Norman area. If you are familiar with Lake Norman, you know that finding eight acres is a miracle in and of itself. But the miracle doesn't stop there. Not only did God provide the land, but in the middle of a global pandemic, He provided the money for us to be able to purchase the land in CASH!

We can't wait to see what God does with Multiply Lake Norman.





Pastor Jon, Jess, Noah & Micahv Hernandez

## FIVE EXPRESSIONS IN FIVE YEARS

In 2009, we helped to plant Center City Church in the heart of Charlotte under the leadership of Pastor David and Dara Docusen. Little did we know at the time, but ten years later, God had a plan to bring that church back into the Multiply Family under its new Lead Pastor, Jon and Jessica Hernandez.

Not only is this church impacting the culture of one of America's leading and fastest growing cities, but God has given Pastor Jon an amazing vision of five additional expressions in five years. We see a church without walls bringing the hope and life of Jesus to a city in need!





# MULTIPLY STUDIO

**Our multi-channel platform for communicating the gospel in digital culture.**



Pastor Nate, Lee, Grace, Jude, Lucy & Andy Goss

In 2020, the world changed overnight. An already digital culture (with terms such as *Digital Natives* being used to describe this current generation) was thrust into a fully digital world with the onset of COVID-19 and shelter at home orders.

But it was just like God to have us ready for such a moment. At the end of 2019, we had increased our online presence by bringing on Pastor Nate and Lee Goss as Online Pastors. Now, He has led us to the creation of Multiply Studio.

Multiply studio will not only broadcast our current services, but will serve as a platform for “being a missionary to a post-Christian, secular world” and allow us to creatively plant the gospel into digital space and culture through services, shows, podcasts, classes, and other creative expressions.





**A global church planting movement.**

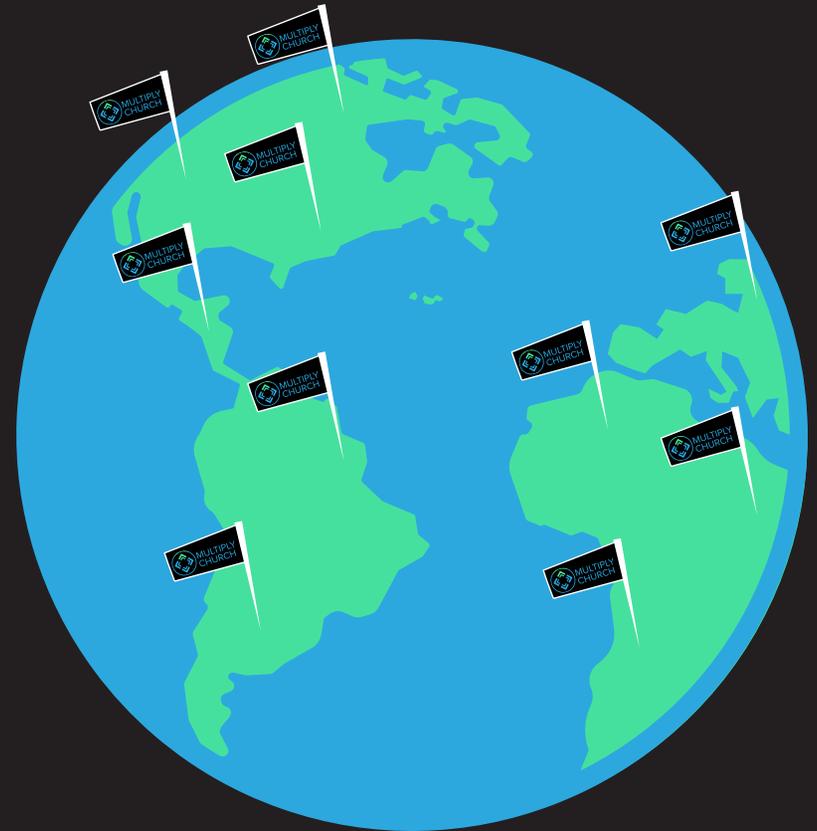
Concord  
Lake Norman  
Harrisburg  
Charlotte  
Español  
Studio

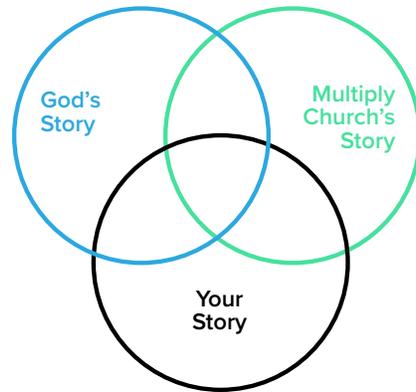
*And this is just the beginning...*

We believe there are more “Pastor Toms”. We believe there are more “grand piano moments.” And we believe there are more “Concords.”

We believe that God is even now breaking people’s heart for a city. We believe that His Spirit is brooding over that very city. We believe that He is preparing that city for revival. We see God shifting atmospheres and changing family trees. We see this happening across North Carolina, other states, and other nations. (We cannot wait for the day when we plant the first Multiply International Church!)

**What city, what state, what nation will be next?**





God is doing amazing things! He has given us a multiply blessing, a multiply assignment, and a multiply anointing. There are cities yet to be reached and lives yet to be changed with the Good News of Jesus. Our future is as bright as the promises of God!

A movement was begun in Israel as one armor bearer (Jonathan's) caught the vision and responded:

“Go ahead; I am with you heart and soul” (1 Samuel 14:7)

**WILL YOU CONTINUE TO GIVE GOD YOUR “YES!”?**

**WHAT COULD GOD DO WITH A PEOPLE WHO RESPOND TO THE FUTURE WITH, “GO AHEAD; I AM WITH YOU HEART AND SOUL”?**

**“GO AHEAD; I AM WITH  
YOU HEART AND SOUL.”**

MULTIPLY.CHURCH



VERSION 1.0