



**LAUNCH** PLAN

# OUR MISSION

**LOVE GOD. LOVE PEOPLE. CHANGE THE WORLD.**

# OUR CULTURE

Take your place in a fun-loving family,  
that puts God first,  
builds real relationships and  
takes hope to the world.

# THE HEART

We want more people to find true hope in Jesus.  
More lives changed.  
More families welcomed home.  
More people finding a place to belong.

# LAUNCH LOCATION

President High School – Tygerberg Street, Goodwood



# EDGE CHURCH – A MULTI-SITE CHURCH

**Edge Church is one church in multiple locations.**

There is:

- *One vision*
- *One mission*
- *One message*
- *One culture*
- *One leadership*
- *One heart*

This is what we mean when we say multi-site.

Our Goodwood campus is Edge Church in another location. It operates under the leadership of Daniel Erasmus as Lead Pastor and the Leadership Team of Edge Church.

## **Launch Strategy**

Our heart is to launch simple, with a substantial core and with excellence from day one. It is proven that larger launches have a much higher success rate than those with a lower number.

This strategy requires a 120+ person serve team to acquire a 200+ attendance after launch. Statistically, a regular attendance of 100 determines whether a church will sustain. There is typically a 50-percent drop off in attendance after the launch service. We thus have set our launch Sunday goal of 400+.

## **Approach**

Life is busy and we know people are carrying a lot. That is why we want to launch simply, building a church that is life-giving and centred on Jesus. Our heart is to help people encounter God, find community, and take next steps in their faith.

Here is our approach:

### **Weekend Services**

We intentionally design our services to lead people into a personal relationship with Jesus through passionate worship and life-giving messages. The message or sermon will be streamed from Edgemoor and all other aspects of the service like hosting the service, worship, prayer and connection will be live and in person.

### **Kid's Ministry**

Edge Church is passionate about the next generation! We invest intentionally in creating a fun, safe, and relevant Kids ministry that helps children encounter Jesus, grow in their faith and discover who they've been called to be. We are raising young leaders with bold faith to impact their friends, schools and communities for Jesus. Edge Kids will be available at all Sunday services from our Campus Launch.

### **Youth**

Elevate is the Youth Ministry of Edge Church. We are passionate about creating a safe space for high schoolers (Grades 8 – 12) to find a home away from home. We believe that we are called to journey together with each teenager to grow in their relationship with God, help them discover all He has for them and who He has designed them to be. We consider it our privilege to be a part of empowering and equipping teenagers to be the hands and feet of Jesus in their homes, communities, school and friendship circles. We plan for Elevate to launch at the start of 2027 where teenagers will have fun, hangout, worship, dig into God's word and spend time in life groups together.

### **Discipleship Pathway**

We want to help people take clear next steps in their relationship with Jesus and in the life of the church. For many, that journey will begin with our Welcome Home Dinner, where people can hear the heart, vision, and story of Edge Church. We also encourage people to take part in Discipleship 101, a facilitated journey designed especially for new believers and those who are new to church life, helping them build strong foundations in their faith. This is just the beginning of an ongoing discipleship path.

### **Groups**

We don't want anyone to do life alone. Connecting in smaller groups is how we help people find life-changing relationships at Edge Church. And because people are discipled and grow in the context of relationship, we really believe that every person needs the opportunity to be in a dynamic, life-giving group. We exist to build one another up, ignite faith and raise leaders with a heart for the lost. Much of this happens through doing life together. Groups that form part of the Goodwood Campus will be launched in 2027.

### **Serve Team**

This is an incredible group of people who have discovered their gifts and passions and are actively serving in them. This team is about one thing: serving God by serving others. The goal is to give as many people as possible the opportunity to serve God through service to others.

## Launch Serve Team

Our goal is to raise up a launch serve team of 120+ to provide proper ministry and care for new people. As church growth increases, these teams will recruit other team members to join the serve team. Projected team numbers are as follows:

<b>Launch Sub-Teams</b>	<b># of Team Members</b>
Parking Team	15
Ops Team	6
Security	15
Set Up / Pack Down Teams	18
Housekeeping Team	6
Guest / Info Team	9
Host Team	18
Check-In Team	9
Kids Team	18
Junior Team	9
<b>Total Number on Team</b>	<b>123</b>

**Worship and Production and Photography Teams will be run centrally initially and will be on rotation at Edgemoor and Goodwood.**

## Financials

It takes finances to reach people for Christ and impact a city. Our plan is to partner with churches, individuals, and businesses to raise the finances necessary to launch Edge Church in Goodwood. To launch successfully in September, an estimated R4m is needed to finance the launch. While a substantial part of this is the necessary equipment needed, there will be some infrastructural upgrades to the school premises that will also be part of our investment in the partnership that will facilitate our functioning on the weekend. R3m of the start-up costs have already been raised through the Heart for the Kingdom Offering. (The detailed launch budget will be made available once finalised.)

Offerings towards the Launch of the Goodwood Campus can be EFT'd to Edge Church's Sundry account. (Edge Church Sundry Account, First National Bank, Branch code: 250655, Account Number: 63004019097. Reference: Pledge.)

The estimated operating budget for the first 6 months is R1.6m. A bank account in the name of Edge Church Goodwood will be set up to receive tithes and offerings from the Goodwood Congregation.

# Launch Timeline Summary

The following is a high-level tentative timeline to reach our launch goals:

- **Phase 0: Pre work (Aug–Oct 2025)**  
Focus on foundations, clarify ministry approach and governance, pray through locations, and establish initial financial and administrative frameworks.
- **Phase 1: Vision & Planning (Nov 2025–Feb 2026)**  
Affirm the campus pastor, select and secure a venue, cast vision to the church, and build a detailed financial plan supported by a generosity campaign.
- **Phase 2: Team Building & Preparation (Mar–Jun 2026)**  
Host Interest Nights, assess venue and equipment needs, establish systems and relationships between campuses.
- **Phase 3: Launch Readiness (Jul–Aug 2026)**  
Final preparations: finalise serve team, training, run preview/practice services, confirm the launch date, community involvement, finalize marketing and invitation efforts.
- **Phase 4: Launch & Growth (Sep–Dec 2026)**  
Official launch, ongoing training, continued community engagement, and building momentum post launch.

## So What Happens Next?

- **Interest Nights (19 April, 17 May, 7 June)**  
These evenings are for anyone who wants to hear the heart, ask questions, and prayerfully consider being part of the Goodwood launch.
- **Building the Serve Team**  
We will begin gathering and building a strong serve team of people who feel called to serve as part of the Goodwood Serve Team, helping more people find Jesus and a place to belong.
- **Training and Preparation**  
As launch gets closer, Serve Teams will be trained and prepared so that we can serve with strength, unity, and excellence from day one.
- **Preview Gatherings**  
Before launch Sunday, there will be opportunities to gather, pray, and prepare together.
- **Launch Sunday**  
We are trusting God for a strong and faith-filled launch as we begin Edge Church Goodwood.

## About Edge Church

Edge Church is a vibrant, life giving, multi-site church based in the Northern suburbs of Cape Town, where people from all walks of life are welcomed into a warm, multi generational community centred on Jesus. Whether you are exploring faith, returning to church, or looking for a place to belong, Edge Church exists to help people connect with God and with one another, as they Love God. Love People. Change the World.

Edge Church began in 1976, when a small group of families came together with a vision to influence their community through faith and service. Over the years, that vision has continued to grow, marked by bold steps of faith, sacrifice, and obedience to God's call.

Today, Edge Church stands as a testimony to God's faithfulness across generations, remaining committed to making room for more people to encounter Jesus and find a spiritual home.



## About Daniel and Leandri Erasmus

Daniel Erasmus serves as the Lead Pastor of Edge Church, providing spiritual leadership, vision, and pastoral oversight to Edge Church.

Daniel joined the staff team in 2012 and was formally inducted and ordained as Lead Pastor of Edge Church in September 2020, marking a significant leadership transition in the church's ongoing story of faithfulness and growth.

Leandri has served in Edge Kids leadership over many years and led the Kids Ministry while teaching at Edgemoor High School. Leandri joined the team as Kids Pastor in April 2023, and is committed to seeing families belong, grow and transformed through relationship with Jesus.

Together, Daniel and Leandri are passionate about helping people build a genuine relationship with Jesus and discover what it means to live out the mission of "Love God. Love People. Change the World." Their leadership reflects a deep commitment to discipleship, biblical teaching, and creating environments where people encounter Christ.

As a couple, Daniel and Leandri continue to build on Edge Church's rich legacy within the Assemblies of God Group, leading the church with a strong sense of calling, relational leadership, and a heart for people in all the communities and congregations served by Edge Church.



## About Stephen and Kelly Scott

Stephen Scott serves as the Campus Pastor of Edge Church, Goodwood, carrying a deep passion for people and a strong commitment to building a life giving, Jesus centred community.

While working as a physiotherapist, Stephen served as Youth Pastor of Edge Church from 2014-2021 and as an elder prior to coming onto staff.

Kelly was part of the Edge Church Staff, serving in various capacities from 2014 to 2020, including as Youth Pastor. After time spent in marketing in corporate, Kelly rejoined the team in 2025. Kelly believes that church should be welcoming, relational, and grounded in the hope of the gospel.

Together, they have a heart to see individuals and families encounter God, grow in faith, and find a place they can truly call home. They are passionate about creating environments where lives are changed and faith is made practical.

As Stephen steps into leadership as Campus Pastor at Edge Church Goodwood, he and Kelly are excited to see God at work in and through this campus, believing for more lives reached, more families strengthened, and more stories of transformation that point people back to Jesus.

# Invitation to Partner

## Pray

We believe in the power of prayer. This is God's plan—not our own. Through prayer, we are recognizing that he is in control. Please commit to pray for our Leadership Team, as well as the serve team, and the people of Goodwood.

Here are some specific things to pray for:

1. Leadership and the serve team
2. President High School
3. Financial provision
4. The preparation of the venue
5. That many will come to know Jesus

## Give

To launch successfully in September, R4m is needed to finance the launch. While a substantial part of this is the necessary equipment needed, there will be some infrastructural upgrades to the school premises that will also be part of our investment in the partnership that will facilitate our functioning on the weekend. R3m of the start-up costs have already been raised through the Heart for the Kingdom Offering.

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### Banking Details:

Edge Church Sundry Account  
First National Bank

Branch code: 250655  
Account Number: 63004019097  
Reference: **Pledge**



Please prayerfully consider partnering with us to fully fund the set-up costs before launch.

The operating budget for the first 6 months is R1.6m. A bank account in the name of Edge Church Goodwood will be set up to receive tithes and offerings from the Goodwood Congregation.

## Serve

We are joining with 120 people to make this vision a reality. We believe that God wants to do something significant in the lives of the people of Goodwood, and we need vision focused people to serve, attend, and help create an atmosphere that welcomes people to attend church so that they may hear the life-giving message of Jesus Christ. Prayerfully consider joining our team and help spread the word.



Scan QR code or head to  
[edgechurch.co.za/goodwood](https://edgechurch.co.za/goodwood)

for all current information for Goodwood Launch