

One **BODY** One **MISSION**

Ministry Reports

DIRECTORS/ COORDINATORS

CONSTITUENCY MEETING

Northern California Conference of Seventh-day Adventists



Rudolph Peters

**Ethnic Ministries Coordinator/
Departmental Director**

Rudy Peters has faithfully served in his current role for two years, from 2022 to 2024, contributing to 34 years of denominational service to connecting people to an abundant life with Jesus Christ and preparing them for His Second Coming. Rudy continues to minister effectively through his leadership, addressing diverse urban communities' spiritual and practical needs while fostering hope and transformation.

Education

1991

Andrews University, B.A Theology

1995

Southern Connecticut State University,
M.A. Urban Management

2018

San Francisco Theological Seminary,
D. Min. Executive Leadership

African American Ministries, Urban Ministries, Prison Ministries, Men's Ministry

Department(s) Purpose

- The *African American Department* provides essential resources to African American churches and their pastors, empowering them to carry out ministry effectively within their communities. This support enables churches better to address their congregations' spiritual and practical needs while fostering growth and engagement.
- The *Men's Ministry Department* allows every man in the NCC to grow through fellowship, education, and accountability. Our goal is to create an unstoppable movement of Godly men in our conference.
- The *Prison Ministry* seeks to connect those incarcerated to the abundant life in Christ and prepare them for his soon return. We provide resources, in-person services, and mailing materials. We also support the families of those incarcerated through our Angel Tree partnership.

Mission-Driven Projects and Activities

- *African American Department*: Between 2022 and 2024, the department has undertaken transformative initiatives. Eight citywide evangelistic meetings for the African American church ministries presented the Gospel, resulting in over 425 new church members. In urban areas, projects included acquiring and retrofitting an RV to serve as a mobile shower and laundry unit for the homeless, distributing millions of dollars in household goods through a partnership with World Vision, and collaborating with food banks and government agencies to supply fresh food.
- *Men's Ministry Department*: In 2024, we convene the yearly Christian Men's Retreat at Leoni Meadows. Our keynote speaker was Dr. Myron Edmonds, and our devotional speaker was Pastor Walt Groff.
- *Prison Ministry*: We conducted prison ministry training to equip those who want to serve in prison ministry. Training were centered around in-facility visits, letter writing and Bible studies. We also created the Prison Ministry Federation, where lay leaders work together to expand our prison ministry engagement and reach.

Resources and Support

These initiatives collectively enhance the effectiveness and impact of the churches and their leadership:

- Strategically supports churches by organizing an annual Leadership Training and Development Conference, equipping church officers with the tools and knowledge to perform their duties more effectively.
- Secures extra evangelism funds from the Conference and Union to help churches extend their reach within local communities.
- Hosts Affirmation and Appreciation events to encourage church leaders further and acknowledge them, expressing gratitude for their dedication and contributions.

Measurable Success

- *African American Ministry*: All African American churches in the NCC territory have actively participated in public evangelism, reaching approximately 2,600 individuals—600 Adventists and 2,000 non-Adventists—with 425 new members joining between 2022 and 2024. In urban ministry, initiatives have directly served 200 Adventists and 10,000 non-Adventists, with key projects like the World Vision program engaging over 400 volunteers over the past five years.
- *Prison Ministry*: We have a Prison Ministry Federation in place and hosted a Prison Ministry Day at the Vacaville Church.

Population Reached

- *African American Ministry:* Over the last year, we served over 600 church members and over 4,000 community members.
- *Men's Ministry Department:* Over one hundred men attended each of the retreats.
- *Prison Ministry:* We have trained over 50 potential volunteers.

Community Relevance

These departments address the unique needs of its communities through a blend of spiritual outreach and practical services. Programs such as free dental clinics, furniture giveaways, grocery distributions, mental health workshops, mobile service units, and household goods donations improve lives, demonstrating how tangible support can open doors to spiritual transformation and community revitalization.



Engaged and Enthusiastic Members and Employees

Volunteerism is at the heart of ministry. All ministries thrive on active participation from local church members, with annual pastor recognition and affirmation events celebrating outstanding contributions. This engagement fuels our outreach programs and strengthens the bonds within our faith community.

Use of Organizational Health Principles

The various leadership teams meet regularly to ensure strategic planning, clear communication, and collaborative decision-making. By applying organizational health principles, we maintain a responsive and effective ministry that continuously evaluates and refines its approach to serve both current needs and future challenges.

Impact Now and In the Future

These departments are at the forefront of transforming communities through practical service and spiritual outreach. The Urban Ministries department provides critical resources that address poverty, homelessness, and food insecurity in urban areas. The African American department empowers churches to minister effectively within culturally diverse communities. Financial support helps expand these initiatives, enabling local churches to meet immediate needs while fostering long-term spiritual growth and community unity in the name of Christ.



James Lim
*Ethnic Ministries Coordinator,
Departmental Director*

With 11 years as the Asian Pacific Ethnic Coordinator and 32 years of denominational service, James Lim provides culturally relevant leadership, training, and resources to the Asian Pacific churches. His work as the Adventist Community Service (ACS) and Health Ministry director is rooted in service and addressing community needs. Lim ensures that this ministry promotes personal transformation and prepares people to live with hope and readiness for Christ's return.

Education
1986

*Korean Sahmyook University,
B.A. Theology*

1988

*Korean Sahmyook University,
M.A. Religion*

1991

*Andrews University
Theological Seminary, M. Div.*

1993

*Andrews University
Theological Seminary, M. Th.*

Asian/Pacific, Adventist Community Services, and Health Ministries

Department Purpose

As the Asian Pacific Coordinator, his work centers around equipping ethnic churches and pastors to address the unique needs of these populations. ACS offers vital community resources—such as food and clothing banks and disaster response—to meet real-world challenges, all in the name of Christ. The Health Ministry function has focused on providing comprehensive support for any church that hosts health and dental clinics.

Mission-Driven Projects and Activities

From 2022 to 2024, the Asian Pacific Ministry has conducted regular worker meetings and an annual convocation to share resources, network, and develop a unified vision for ministry outreach. Simultaneously, ACS has implemented impactful initiatives, including free dental and vision clinics, comprehensive disaster response efforts, and community service projects that extend tangible support to those in need while inviting individuals to embrace Christ's love.

Resources and Support

Both ministries leverage strategic partnerships and funding to empower local churches. The Asian Pacific Ministry sponsors evangelistic campaigns, community outreaches, and lay leadership seminars and provides building improvement funding through the PUC capital reversion fund. Meanwhile, ACS collaborates with Life and Health Network, Inc. and local churches to secure funding, deliver high-quality medical services, and mobilize resources that address healthcare, food insecurity, and emergency relief.

Measurable Success

The combined efforts have produced significant results. The Asian Pacific Ministry has engaged all 15 regional churches in community service, involving over 250 volunteers and resulting in numerous baptisms while reaching hundreds through evangelistic campaigns, leadership seminars, and community outreaches. Sponsored by the Health Ministries department, 29 churches in our conference have consistently held free clinics with nearly 1,000 volunteers who have served thousands of in need of health and dental care.

Community Relevance

Both departments address critical needs within their communities. The Asian Pacific Ministry directly supports immigrant populations by offering language programs, job training, and culturally tailored ministry services, enabling churches to become vital community hubs. ACS meets immediate healthcare and emergency needs through free clinics, food distribution, and disaster relief, fostering stronger, healthier communities that are receptive to the Gospel.

Engaged and Enthusiastic Members and Employees

Volunteerism and active participation are the lifeblood of these ministries. Annual convocation events, praise festivals, and pastor recognition initiatives energize church leaders and congregants alike. This collective engagement fuels ongoing projects and strengthens the bonds among church members, ensuring a vibrant, mission-focused community.

Use of Organizational Health Principles

Both ministries operate under robust organizational health principles. Regular leadership



meetings, strategic planning sessions, and clear communication channels ensure that initiatives are well-coordinated and responsive to evolving community needs. This disciplined, collaborative approach enhances overall effectiveness, enabling each department to refine its strategies and maximize its impact.

Impact Now and In the Future

Supporting these ministries means investing in a transformative movement that bridges practical service with spiritual outreach. The combined efforts of the Asian Pacific Department, ACS and the Health Ministries Department are already changing lives—empowering churches, training leaders, and directly impacting thousands with essential services. Generosity fuels this mission, ensuring that communities are cared for today and prepared to embrace an abundant life in Christ tomorrow.



Barry van Iderstein
Departmental Director

Barry van Iderstein has 34 years of denominational service and has served as the Director of Children and Family Ministries for the past three years. Through his leadership, Barry equips and supports church leaders in creating vibrant, Christ-centered programs that connect children and families to a more abundant life in Jesus Christ. His work fosters spiritual growth and prepares young souls for the Second Coming, ensuring that the next generation is firmly rooted in faith and ready to meet their Savior.

Education

1991

Pacific Union College, B.A.

1997

*Pacific Union College, M.A.
NAD Teaching Credential: Elementary
and Secondary Spanish, Junior
Academy Religion, English, and
School Administration.*

Children and Family Ministries

Department Purpose

The NCC Children and Family Ministries Department exists to equip, train, and provide resources to local church leaders, empowering them to lead children and families to accept Jesus as their Savior. The department also prepares children and families for Jesus' return by fostering spiritual growth through impactful ministry.

Mission-Driven Projects and Activities

In 2022, in collaboration with other departments and at the request of the NCC Leadership Team, established safeguards against child abuse within youth service organizations by ensuring that individuals in positions of trust are properly trained, vetted, and adhere to robust prevention policies. Additionally, the department supported revitalizing children's Sabbath Schools, Adventurer Clubs, Children's Church, and Vacation Bible School (VBS) programs to help ministries recover and thrive following the COVID-19 pandemic.

Resources and Support

The department organizes retreats for Adventurer leaders and provides localized training for Adventurers and Children's Ministries. It equips and trains VBS leaders in English and Spanish and attends Adventurer Induction and Investiture ceremonies to provide direct encouragement and support to local clubs.

Population Reached

Key activities have reached significant audiences, including 250 participants annually in Adventurer/Pathfinder leadership training and 200 attendees representing 50 families at Adventurer Family Fun Weekends. The Adventurer Bike Derby also attracted 200 children and 300 adults. One hundred participants attended the Vacation Bible School Workshops.

Measurable Success

Performance metrics indicate steady growth, including 15 churches conducting SDA VBS annually and 8 using alternative programs. Adventurer training engages representatives from 20 churches annually, and the department facilitates the establishment, on average, two new Adventurer clubs each year.

Community Relevance

The department serves thousands of children and families through tailored programs that address spiritual and developmental needs. The rollout of new Sabbath School curricula from the GC and NAD over three years will reach children from infancy through their early teens. Adventurer Clubs, serving over 800 children, focus on spiritual and academic growth. The NCC Child Safety Initiative ensures safer environments for vulnerable church members, while VBS programs impact nearly a thousand SDA children and hundreds of non-SDA children each summer.

Engaged and Enthusiastic Members and Employees

The department fosters engagement by organizing retreats and supporting Adventurer Club leaders, ensuring vibrant children's ministries. Training church Sabbath School leaders on new curriculum strengthen spiritual teaching, while conference-wide Adventurer events unite families for spiritual and social activities.



Use of Organizational Health Principles

The department utilizes organizational health principles by forming a dedicated leadership team for Adventurers, serving the needs of over 40 clubs, and helping them fulfill their mission.

Impact Now and In the Future

Financial support for the Children and Family Ministries Department benefits VBS programs, Adventurer Clubs, Children's Sabbath School training, and volunteer clearance initiatives. By equipping local church leaders to run effective children's ministries, the department ensures a robust foundation for spiritual growth, giving children opportunities to accept Jesus and fostering the healthy development of churches for generations to come.





Kevin Robert
Departmental Director

With 3 years in his current position and 20 years of denominational service, including 10 years in ministry, Kevin Robert leads initiatives that empower churches to make disciples, revitalize their mission, plant new congregations, and mentor leaders. His commitment to equipping pastors, church leaders, and members with the tools and resources to grow spiritually and reach their communities reflects his passion for advancing the gospel and fulfilling the Great Commission.

Education
2001

Atlantic Union College, B.S.

2016

Andrews University, M.A.

Church Growth and Evangelism

Department Purpose

The NCC Church Growth and Evangelism Department is committed to supporting, training, and equipping local churches and schools in four key areas: Disciple-Making, Church Revitalization, Ministry Coaching, and Church Planting. Through these focus areas, the department provides resources, training, and guidance to help churches fulfill their mission of making disciples and advancing the gospel in their communities.

Mission-Driven Projects and Activities

From 2022 to 2024, the department launched several impactful initiatives to strengthen churches and leaders. In 2024, a six-module Church Revitalization Residency was introduced to help churches reclaim their vision of disciple-making. Additionally, pastors were trained to become ministry coaches, equipping them to mentor fellow pastors and church leaders. These programs lay the foundation for ongoing growth and development, with plans to expand these efforts.

Resources and Support

The department supports churches by offering residencies in Church Revitalization, Church Planting, and Ministry Coaching. These residencies provide practical, hands-on guidance to help churches grow and thrive. Additionally, the department is developing programs to assist churches in navigating the disciple-making journey, ensuring that leaders and members are empowered to foster spiritual growth and community impact.

Population Reached

The department's initiatives have directly engaged pastors, church members, and community participants. Most recently, it touched the lives of 15 non-churched people through a new church plant.

Church Revitalization and Ministry Coaching have supported the same number of participants, focusing on strengthening churches and mentoring leaders. Church Planting has also engaged 4 pastors and 20 constituent members, expanding the gospel's reach to underserved areas.

Measurable Success

The department has achieved significant milestones in its initiatives. A total of 21 pastors and their teams have completed the Church Planting and Revitalization Residencies. Ten pastors have been trained as coaches, with another 10 joining the program in 2025. Additionally, five pastors are now actively training new coaches, and three are preparing for church planting, reflecting the multiplying effect of these efforts.

Community Relevance

The department's programs are designed to serve pastors and non-paid church leaders, addressing their unique needs and challenges. Each initiative is tailored to empower leaders to engage with their local communities in meaningful ways, providing practical resources and strategies to foster spiritual growth and meet the needs of their congregations and surrounding populations.

Engaged and Enthusiastic Members and Employees

The department's initiatives foster engagement and enthusiasm by helping churches and schools create a clear vision for ministry and equipping them to engage their local communities in relevant and impactful ways. By providing tools for leadership development and community outreach, these programs inspire pastors, teachers, and members to actively participate in fulfilling their mission.

Use of Organizational Health Principles

The department integrates organizational health principles into residencies, teaching leaders to use these strategies to align their mission and vision with their ministry efforts. By engaging in organizational health processes, churches and leaders are better equipped to create sustainable growth and foster strong, mission-driven communities.

Impact Now and In the Future

The Church Growth and Evangelism Department is vital in equipping pastors and members to make disciples, plant churches, coach leaders, and implement revitalization plans in their churches. These initiatives are essential to fulfilling the mission in the NCC territory. Financial support from members and donors enables the department to continue offering valuable resources and training programs that have a multiplying impact across the conference, ensuring that the mission of Christ is carried forward effectively.





Laurie Trujillo, CFRE
Departmental Director

With 21 years of non-denominational experience in international public relations and philanthropy, Laurie Trujillo has been the Director of Communication and Development for the past five years. As a Certified Fund Raising Executive (CFRE), she fosters a culture of generosity to support local ministries. Whether through communication, public relations, or crisis management, Laurie's work aims to connect individuals to a fulfilling life in Jesus Christ and to prepare them for His Second Coming.

Education
2000

*Chapman University, B.A.
 Organizational Development and
 Leadership*

2002

*Chapman University,
 M.S. Human Resources*

2003-2021

*Center of Philanthropy at Indiana
 University, Fundraising Certifications*

2021/2025

*International Association of
 Fundraising Professionals,
 CFRE credential*

Communication and Development Department

Departmental Purpose

The NCC Communication and Development department exists to inform, inspire, and engage churches, schools, and community members through clear, strategic, and Christ-centered messaging. It amplifies the work of the Holy Spirit within the conference by sharing impactful stories, fostering generosity, and strengthening organizational health. Key responsibilities of a church communication department include:

- *Content Creation and Management:* Developing and disseminating content across various platforms such as bulletins, newsletters, social media, and the church website to keep members informed and engaged.
- *Event Promotion:* Creating promotional materials like graphics, videos, and flyers to generate excitement and participation in church events.
- *Internal Communication:* Ensuring that staff and ministry leaders are informed, equipped, and aligned with the church's vision to promote unity and prevent misunderstandings.
- *Public Relations and Crisis Management:* Managing the church's public image and providing strategic guidance during crises to maintain trust within the congregation and the community.

Mission-Driven Projects and Activities

The communication department is pivotal in ensuring the church's message is conveyed clearly, creatively, and consistently to members and the broader community. Its primary purpose is to serve the church by effectively communicating its mission, values, and activities, fostering engagement and spiritual growth. The department oversees a variety of initiatives designed to enhance church and school outreach, including:

- *Storytelling and Media* – Capturing and sharing testimonies of faith, growth, and transformation.
- *Fundraising and Stewardship* – Encouraging a culture of generosity to support local churches, schools, and community programs through a 90-minute training course and various training events throughout the year.
- *Community Engagement* – Promoting events and reporting on ministry impact,
- *Digital and Print Communication* – Managed newsletters, social media, websites, and printed materials to keep members informed and connected.
- *Grant Management* – Provide oversight to all grants awarded to the churches and schools.



Support and Resources

NCC Communication and Development provides essential tools and guidance to:

- Train church and school leaders in effective communication and fundraising strategies.
- Develop promotional materials to support ministries and outreach.
- Offer crisis communication leadership to navigate challenges with clarity and faith.
- Provide branding and messaging consistency across NCC entities.

Measurable Success

- A 28% growth rate over all communication channels.
- Developing and managing a Creating a Culture of Generosity initiative to support local giving.

Population Reached

The department serves a diverse audience, including:

- Over 40,000 Seventh-day Adventist members across Northern California.
- Hundreds of pastors, teachers, and volunteers lead local ministries.
- Thousands of students and families are connected to NCC schools.
- Wider community members are impacted through evangelism and service projects.

Community Relevance

Through active storytelling, the department builds bridges between NCC ministries and the broader community. Our efforts also ensure that NCC's contributions to education, disaster relief, and social services receive public recognition, highlighting the church's positive impact. Additionally, we strengthen the visibility of local churches through social media and outreach events, creating opportunities for deeper community connections and meaningful ministry growth.

Organizational Health

By enhancing communication and transparency, the department supports NCC's overall health through:

- *Clear internal policies* that promote efficiency and accountability.
- *Encouraging trust and unity* among leaders, members, and stakeholders.
- *Advancing best practices* in stewardship, governance, and decision-making.

Impact Now and In the Future

With financial support, we can tell inspiring stories of faith and transformation—every baptism, answered prayer, and act of kindness deserves to be shared, encouraging others to grow in Christ. We equip churches and schools with the training and tools to enhance outreach, strengthen stewardship, and inspire deeper engagement in God's work. By fostering a culture of generosity, we empower churches to increase local giving and sustain life-changing ministries through workshops, resources, and strategic communication. Clear and transparent communication keeps our church family connected and informed, strengthening our faith community through newsletters, digital media, and meaningful storytelling.





Albert Miller
Superintendent of Schools

For the past six years, Albert Miller has served the office of the Superintendent of Schools and Education, faithfully providing resources and support for the schools of NCC to bring the students into a relationship with Christ and disciplining them for the cause of being the friend of Christ. Having spent the last 40 years devoted to the denominational work, he is devoted to providing the environment for the student's spiritual growth and establishing a lasting relationship with Christ.

Education
1984

Pacific Union College, B.A.

1990

La Sierra University, M.A.

Education

Departmental Purpose

Our department is dedicated to advancing educational excellence, safety, and administrative efficiency across NCC schools. We provide the resources, training, and guidance needed to support institutions in delivering outstanding Christian education, ensuring that academic rigor and spiritual growth remain central to our mission.

Mission-Driven Projects and Activities

- Conduct comprehensive recruitment visits across all North American Division (NAD) Adventist colleges while mentoring new educators through a structured two-year program.
- Integrate NAD curriculum standards and facilitate collaborative teacher teams to foster excellence in teaching and learning.
- Manage active shooter training, conduct facility evaluations, and establish emergency protocols to ensure a secure environment.
- Deliver self-assessment training and provide systematic documentation support to prepare schools for accreditation.
- Centralize job postings and streamline contract management, complemented by active participation in Pacific Union Conference-level advisory meetings.

Resources and Support

- **School Board Governance:** Maintain an active presence at monthly board meetings for all 32 NCC schools, providing robust orientation and training focused on roles, compliance, and best practices in educational governance.
- **Personnel Management:** Lead personnel committees to ensure consistent, legally compliant hiring and equitable employment practices across the Conference.
- **Enhanced Safety Initiatives:** Manage comprehensive active shooter training, conduct facility safety evaluations, develop emergency response protocols, and implement enhanced security measures.
- **Marketing and Enrollment Support:** Offer tailored marketing consultation and long-term strategic planning assistance, including enrollment management and community outreach.
- **Student Management System Support:** Provide ongoing training and technical assistance for the two primary student management systems utilized within the Conference.

Measurable Success

In Teacher Development and recruitment, we successfully covered all NAD Adventist colleges for recruitment visits, ensuring maximum visibility. We mentored 20 new teachers through a two-year program and completed evaluations annually for provisional and biannually for regular teachers. Over 200 teacher contracts were processed with complete prerequisite verification.

In Academic Excellence and Standards, we achieved 100% teacher completion of NAD curriculum standards training and provided NAD proficiency scales for all full-time teachers. Regular collaborative teacher teams met 3-4 times annually, and we successfully administered around 600 scholarships through our efficient online platform, ensuring robust academic support and success.

We provided comprehensive self-assessment training for all schools preparing for accreditation, ensuring that school staff were systematically trained to document academic and spiritual programs. This dual approach significantly strengthened our accreditation process and enhanced quality assurance measures.



We implemented a centralized job posting system featuring standardized descriptions and a streamlined application process. Additionally, we participated in four annual advisory meetings at the Pacific Union Conference level—two focused on Leadership and two on Curriculum. An efficient contract management system was established for over 200 teaching positions, demonstrating our commitment to advancing our educational mission with rigorous accountability standards.

Population Reached

- Teachers and Educators: All North American Division Adventist college faculty and staff, with specific programs reaching over 200 teaching positions.
- Students: Approximately 2,300 students have benefited from enhanced academic, safety, and spiritual support, including administering around 600 scholarships.
- School Community: Active involvement from 32 school boards and engagement in advisory and personnel committees across the Conference.

Engaged and Enthusiastic Members and Employees

We have a community of engaged educators, administrators, and board members who actively participate in our mission.

Use of Organizational Health Principles

We maintain clear communication and accountability, ensuring transparent processes in teacher recruitment, contract management, and board governance. We emphasize professional development through ongoing training programs, school leadership teams, and effective meetings that foster a culture of learning and accountability.

Impact Now and In the Future

Supporting this education department means investing in a proven system prioritizing academic excellence and spiritual growth. Their commitment to professional development ensures students learn from well-prepared, mission-driven teachers, while robust safety protocols protect every campus. By championing accountability and strategic resource allocation, they maintain high-quality standards and continually adapt to meet evolving needs. From their comprehensive teacher mentorship programs to effective scholarship management, every initiative is designed to uplift student success and foster a Christ-centered learning environment. Backed by clear metrics, transparent governance, and a culture of continuous improvement, this department offers an impactful way to shape future generations.



Joelle Chinnock
Departmental Coordinator

Joelle Chinnock, has been the Ending Homelessness Initiative Coordinator since 2024. Through her leadership, she fosters partnerships between churches, schools, and community agencies to address homelessness in their communities. By championing the “functional zero” goal, she inspires churches to be the hands and feet of Jesus, reaching out to the most vulnerable.

Education
2003

California State University, B.S.

2004

*California State University Fresno,
Certificate of Advanced Studies in
Dietetics*

Ending Homeless Initiative

Department Purpose

The Ending Homelessness Initiative (EHI) is dedicated to making homelessness rare, brief, and non-recurring by 2032 in counties where we have a church or school.

Mission-Driven Projects and Activities

EHI is managing several projects to achieve the 2032 goal. They include:

- The *Council on Homelessness* provides resources, counsel, education, strategy, and advocacy to support the initiative. Comprising of 16 members—including conference officers, pastors, social work experts, and legal professionals—the council has met quarterly since September 2023.
- The *Ending Homelessness Initiative Taskforce (EHIT)* brings together representatives from our entities and the local community to collaborate on addressing homelessness in their counties. The goal is to establish 15 EHITs by 2027.
- Organizing the *Annual Summit on Ending Homelessness*, which emphasizes the importance of partnerships and casts a vision for affordable housing projects.

Support and Resources

Since the initiative began, we acknowledge that our conference offers four key types of resources that NCC can provide for the unhoused. These resources are:

- Volunteerism- dedicating time and talent
- Advocacy - using our voices to promote change
- Financial support - partnering with service providers who serve the unhoused
- Land usage for low-income housing opportunities

The department works to equip local churches and schools in each county with the tools necessary to form effective partnerships and enhance community relevance. These tools include the Ending Homelessness Initiative Taskforce model and the Summit on Ending Homelessness.

Measurable Success

- A pilot EHIT launched in Placer County in July 2024 meets monthly, having already partnered with two local non-profit and county agencies.
- The Annual Summit on Ending Homelessness featured presentations that outlined the initiative, explained the concept of functional zero, emphasized the importance of partnerships, and cast a vision for affordable housing projects. Over 60 people attended the Roseville SDA Church on November 16, 2024. The guest speaker was Chris Oberg, Executive Director of Path of Life Ministries, which creates and operates emergency housing in Riverside County.

Population Reached

Ultimately, the population served by this department will include those experiencing homelessness. However, we are starting with the Ending Homelessness Initiative Taskforces, which lays the foundation for engaging our pastors, educators, and the larger constituency members in our Conference.

Community Relevance

Focusing entirely on outreach beyond the church, the department’s initiatives aim to create a significant and lasting impact on the larger unhoused community, addressing one of California’s most pressing issues and engaging community stakeholders in partnerships.



Organizational Health

The organizational health meeting style has been adopted for the pilot EHIT in Placer County, which we anticipate using moving forward with subsequent EHITs around the conference. The Meeting Advantage structure provides a critical framework for the task forces as they navigate steps to make homelessness rare, brief, and non-recurring by 2032.

Impact Now and In the Future

Supporting the Ending Homelessness Initiative (EHI) is an opportunity to bring hope, dignity, and lasting change to those in need. With a bold vision to make homelessness rare, brief, and non-recurring by 2032, this ministry actively engages churches, schools, and communities in real solutions. From strategic task forces to vital partnerships, EHI lays the foundation for sustainable impact across Northern California. Generosity fuels this mission, empowering congregations to be the hands and feet of Christ—restoring lives, strengthening communities, and ensuring that no one is left without a place to call home.



Paul Guevara
Coordinator

Paul Guevara, the Ethnic Ministries Coordinator for Hispanic Ministries, has spent the past three years passionately connecting people to an abundant life with Jesus. With 30 years of dedicated denominational service, he tirelessly fosters spiritual growth, discipleship, and outreach within Hispanic communities. His leadership strengthens churches, equips leaders, and empowers individuals to deepen their faith. His unwavering commitment ensures Hispanic congregations experience God's love and engage in mission-driven service.

Education

1993

UNADECA Costa Rica, B.A.

1996

Andrews University, M. Div.

2013

Fuller Theological Seminary, D. Min.

Hispanic Ministries

Department Purpose

By God's grace, our conference's Hispanic ministry is vibrant and dynamic. Our pastors and members actively lead souls to Jesus' feet, preparing them for His Second Coming and making an eternal impact in their communities.

Mission-Driven Projects and Activities

In alignment with the evangelistic focus on multiplication, several impactful activities were carried out last year to inspire and empower our members for evangelism. Events included:

- Redwood Camp Meeting fostered joy and Christ-centered fellowship with 200 attendees from Hispanic backgrounds.
- Rio Lindo Hispanic Camp Meeting, attended by 700 individuals, concluded with 30 baptisms in the river.
- The Hispanic Lay Leader Retreat at Leoni Meadows, themed "Ready for the Task," brought together more than 200 leaders for discipleship training.
- The Hispanic Women's Ministry Event drew over 500 women from across the territory for a meaningful experience, and the Men's Ministry Retreat, under the theme "Men of the Kingdom," was attended by over 200 men.
- Hispanic Youth Ministry activities stood out, with passionate and dedicated youth leaders organizing numerous spiritual, recreational, and training events. The Young Adult Retreat, themed "Someone is Looking for You," united over 250 young adults from the conference.

Support and Resources

Significant training programs were conducted to equip our members further:

- A Small Group Training Seminar gathered nearly 200 individuals who committed to forming 60 new small groups, adding to the existing 160 groups in the NCC territory.
- A Church Planting Training Seminar equipped approximately 40 lay leaders, who pledged to establish 10 new congregations within five years.
- The department's hallmark Women's Ministry Certification program, which was certified by the North American Division last year, certified over 80 women.

These initiatives build a strong foundation for leaders to unite efforts and expand God's Kingdom.

Measurable Success

The measurable success of our department's efforts is evident through several key achievements:

- In 2024, 261 individuals joined our congregations through baptism and profession of faith, increasing total membership to 4,082—the first time over 4,000 members represent this department.
- Four new congregations were established as companies: Carpenter Hispanic Church in Stockton, Antioch Hispanic Church, Concord Hispanic Church, Buena Tierra Hispanic Church in Oakland, and the Manteca Mission Group.
- Richmond Hispanic Church transitioned from company status to a full church.
- The Hispanic pastoral team expanded from 10 to 12 pastors, representing a 20% increase, which allows more leaders to train and guide members in evangelistic efforts.
- Financially, the department celebrated \$3,150,000 in tithe contributions in 2023, a 3% increase over the previous year, thanks to members' faithfulness and God's blessings.

Population Reached

The Hispanic Ministries Department serves a diverse population within the Northern California Conference, focusing primarily on the Hispanic community across the region. This includes:

- *Church Members:* The department reaches a growing membership of 4,082 individuals,

encompassing baptized members and those who join through professions of faith.

- *New Congregations:* Efforts are extended to individuals within new congregations, such as the Carpenter, Antioch, Concord, and Buena Tierra Hispanic churches, as well as emerging mission groups like Manteca and Novato.
- *Broader Community:* The department's outreach efforts also impact individuals in the surrounding communities through public evangelism, small groups, and various spiritual and community-focused initiatives.
- *Leaders and Volunteers:* Through training programs and certification events, the department engages and equips over 200 lay leaders, small group leaders, and women's ministry participants to serve effectively within their communities.
- *Youth and Families:* Youth-focused events, retreats, and family-oriented programs connect young people and their families to the church, helping them grow spiritually and engage in service.



Community Relevance

By focusing on evangelism, leadership, and community engagement, the department ensures its initiatives are meaningful to church members and impactful for the broader community, fostering spiritual transformation and addressing practical needs.

- *Spiritual Growth:* Events like camp meetings at Redwoods and Rio Lindo provide Christ-centered environments where attendees experience worship, fellowship, and spiritual renewal. These gatherings include baptisms, such as the 30 individuals baptized at Rio Lindo, directly impacting lives and connecting them to Christ.
- *Leadership Development:* Training seminars for small groups, church planting, and women's ministry equip leaders to serve their congregations and communities better. These programs empower individuals to form new ministries, plant churches, and expand outreach efforts, creating a ripple effect of positive change.
- *Community Empowerment:* Events like the Women's Ministry gathering (with over 500 participants) and the Men's Ministry retreat (attended by 200) build community, offer support, and strengthen families through relevant and inspiring programming.
- *Youth and Young Adults:* Activities for youth, including the Young Adult Retreat with over 250 participants, provide spiritual, recreational, and leadership training opportunities. These initiatives help young people grow in their faith and address their unique challenges in modern society.
- *Church Planting and Growth:* Establishing new congregations and mission groups reflects the department's commitment to bringing church services and resources closer to underserved areas, making the church accessible and relevant to more community members.

Organizational Health

The department has a strong organizational structure promoting strategic management and goal setting. Dedicated leadership teams for the various ministries meet regularly to plan and execute events and activities. Each team sets thematic goals that guide their initiatives, ensuring that their efforts remain focused and impactful.

Impact Now and in the Future

Supporting Hispanic Ministries uplifts individuals, strengthens communities, and grows God's Kingdom. This department shares the gospel through vibrant outreach, leading to 173 baptisms last year and new congregations. Financial support funds leadership training, equipping lay leaders and pastors to plant churches and nurture faith communities. It also empowers impactful events like Women's Ministry gatherings, Men's retreats, and youth programs. With a focus on multiplication and outreach, resources are used effectively to expand ministry reach.



Craig Heinrich
Executive Director

Craig Heinrich, Director of Leoni Meadows, has dedicated 39 years to professional and denominational service, with 20 years leading Leoni Meadows. His passion for ministry, outdoor education, and community-building has helped shape Leoni into a thriving Christ-centered retreat. Under his leadership, Leoni has rebuilt and expanded after the Caldor Fire, restoring essential facilities and ensuring a strong future for the camp. Craig's commitment to spiritual growth, team development, and guest experiences has made Leoni a place where visitors connect with Jesus.

Education

1985

Union College, B.A. Youth Ministry

1993

*Ordained Minister of the Seventh-day
Adventist Church
American Camp Association Visitor*

Leoni Meadows Camp and Retreat Center

Department Purpose

Leoni Meadows exists to provide and preserve a natural, Christian environment that fosters experiences of recreation and community. Our mission is to connect people to Jesus through life-changing, Christ-centered experiences that inspire faith, fellowship, and spiritual renewal.

Mission-Driven Projects and Activities

Following the Caldor Fire in August 2021, Leoni Meadows has made significant progress in rebuilding and restoring its facilities and natural landscape. Our efforts have included:

- Rebuilding key structures: The barn, craft building, pool, and pool house have been reconstructed.
- Land restoration: Logging and clearing 900 acres and planting 165,000 trees to renew the forest.
- Facility upgrades: Rebuilding the basketball court, replacing 3 miles of underground high-power lines, and restoring four ultra-long ziplines lost in the fire.
- Ensuring continued operations: Running on generators for most of the 2023 season while maintaining a high level of service for our guests.

Resources and Support

Leoni Meadows provides a peaceful retreat where God's people can relax in a quiet nature preserve, enjoy quality food, and meet in well-equipped gathering spaces. Our facilities and services create an ideal environment for spiritual reflection and growth.

Population Reached

Leoni Meadows serves both Seventh-day Adventists and non-SDA guests. Attendance has steadily increased post-fire, demonstrating our ongoing impact:

- 2022 (First year after the fire): 6,182 guests
- 2023 (Operating on generators): 9,366 guests
- 2024 (Fully operational): 11,210 guests, including 2,300 participants during family and summer camps

Measurable Success

More than 20 baptisms occur each summer at Leoni Meadows, a testament to the powerful, Christ-centered experiences we provide. Our dedicated staff remain among the most loyal



and Christ-focused in the North American Division (NAD), ensuring Leoni's spiritual mission remains strong.

Community Relevance

One of Leoni Meadows' stated goals is to be an active and supportive neighbor in our local community. We:

- Engage with local organizations and community groups
- Provide resources and support to the local fire department
- Foster relationships with surrounding communities to ensure a strong, cooperative presence

Engaged and Enthusiastic Members and Employees

Leoni Meadows is an oasis from the urban environment, offering a place where visitors can step away from daily distractions and listen to the still, quiet voice of God. Our team is dedicated to creating an environment where guests can experience renewal and spiritual growth.

Organizational Health

Since joining the Organizational Health Initiative, the Leoni team has focused on:

- Enhancing team engagement through improved communication
- Strategic planning to ensure long-term success.
- Fostering a culture of collaboration and continuous improvement

Through these efforts, Leoni Meadows is stronger than ever, ready to serve as a place of hope, healing, and spiritual connection for years.

Impact Now and in the Future

Leoni Meadows continues to grow as a place of faith, restoration, and community building. Our focus remains on enhancing the guest experience, deepening spiritual impact, and strengthening our facilities to serve more people in the years ahead. Support fuels this ministry, allowing us to expand, maintain facilities, and provide life-changing experiences for families, youth, and churches. Every gift ensures that Leoni remains a place where people can step away from daily distractions and hear God's voice.





**James Douglas
Lorenz, II**
Departmental Director

Jim Lorenz, Ministerial Director of the Ministerial Department, has dedicated 34 years to pastoral ministry and denominational service, with eight years as the director. His passion for equipping, mentoring, and empowering pastors has strengthened churches across the region. With a deep commitment to ministerial development, conflict resolution, and organizational health, he provides guidance, training, and strategic leadership to over 120 pastors. His experience and vision ensure churches thrive, pastors grow, and communities are impacted through Christ-centered leadership.

Education

1991

Pacific Union College, B.A. Theology

1993

Andrews University, M. Div.

2005

*Sutter Roseville, one unit of Clinical
Pastoral Education*

2014

Andrews University, D. Min.

Ministerial

Purpose of the Department

The Ministerial Department serves as the 911 (emergency support) and 411 (information and resource help) for pastors and churches. Whether facing crises or challenges, we provide spiritual, professional, and practical support to pastors, equipping them for their calling and strengthening churches with the resources needed to foster healthy, thriving congregations.

Projects and Activities

Throughout the year, the Ministerial Department organizes events, training sessions, and initiatives to support and empower pastors, including:

- Mark Blue Series of pastors' and educators' meetings
- Annual pastors' meetings
- 2022 NAD Ministerial Pastors' Meeting – "CALLED"
- 2023 pastors' trip to Greece and Turkey
- 2025 Pacific Union Pastors' Meeting
- Leoni Meadows Pastors' Retreat
- One-day pastors' meetings
- Redwood Camp Meeting, including pre-camp setup
- Pastor and chaplain ordinations
- Monthly Preordained Pastoral Training
- Pastoral Advisory Committee

Resources and Support

The department provides ongoing support, guidance, and resources to pastors through:

- Tuesday Tidings – A weekly pastoral newsletter with best practices and key announcements
- Pastoral Placement – Helping churches find and transition pastors effectively
- Administrative Leadership Team – Providing oversight and support
- Church conflict reconciliation – Assisting in resolving congregational challenges
- Continuing education – Offering professional development opportunities
- Coaching in organizational health – Helping pastors lead healthier churches
- Church visitation and preaching – Engaging directly with local congregations
- Developing a pastoral review process – Establishing tools for performance evaluation and growth
- Recruiting young pastors – Strengthening the future of pastoral ministry

Population Reached

The Ministerial Department mentors, supports, and provides resources to 120 pastors and their congregations. It also supports Redwood Camp Meeting, reaching 1,300 plus attendees.

Measurable Success

- Launched the Organizational Health offsite meetings with 14 churches
- Ordained 16 pastors between 2022-2024
- Partnering with Redwood Camp Meeting to increase attendance

Community Relevance

We research best practices in community engagement and provide pastors with tools and strategies to better serve their communities. The goal is to develop healthy pastors who lead healthy churches, creating a greater impact in their local areas.



Engaged and Enthusiastic Members and Employees

The Ministerial Department leads the engaged member portion of the Engaged Member Project, ensuring that churches cultivate active, committed, and mission-driven congregations.

Organizational Health

We are at the forefront of improving organizational health within the NCC church community. Our department provides resources, best practices, seminars, and coaching to help pastors and churches enhance their leadership, communication, and overall ministry effectiveness.

Through these initiatives, the Ministerial Department continues to equip and empower pastors, ensuring strong leadership, thriving churches, and more profound community impact throughout the Northern California Conference.

Impact Now and In the Future

The Ministerial Department is the backbone of pastoral leadership in the Northern California Conference, directly impacting 120 pastors and their congregations. We strengthen churches, foster spiritual growth, and enhance community outreach by equipping pastors with training, mentorship, and resources. Your support helps provide continuing education, leadership development, conflict resolution, and recruitment of new pastors, ensuring churches remain healthy, thriving, and mission driven.



Richard Harold Magnuson

Departmental Director

Richard Magnuson serves as the Director of Planned Giving & Trust Services and Property Management, a role he has held for 23 years, encompassing his entire denominational service. As a Certified Planned Giving Professional, Richard brings expertise to his work, ensuring members are equipped to make meaningful estate plans that support the mission of the Seventh-day Adventist Church. His leadership fosters stewardship and generosity, enabling churches, schools, and Conference ministries to flourish.

Education

1982

Pacific Union College, B.S.

1985

McGeorge School of Law, J.D.

Planned Giving and Trust Services, Property Management

Department Purpose

- The *Planned Giving and Trust Services Department* engages with constituents to provide essential information and services that support the Seventh-day Adventist Church's mission through planned estate gifts. The department also offers members and their families professional trust and estate management.
- The *Property Management Department* supports the Conference and its ministries, churches, and schools by assisting in the prudent acquisition, maintenance, improvement, and use of property.

Mission-Driven Projects and Activities

From 2022 to 2024, both departments undertook significant initiatives to advance their objectives:

- *Planned Giving and Trust Services*: Conducted 250 seminars at churches across the territory, maintained an informational presence at Camp Meetings and other Conference events, and provided online estate planning resources through a regularly updated webpage.
- *Property Management*: Supported and educated all NCC local church and school leadership on managing outside users, maintaining property tax exemptions, and handling the purchase, sale, and improvement of facilities.

Resources and Support

The departments strategically support churches and schools through the following efforts:

- *Planned Giving Department*: This department provides church seminars to encourage members to establish estate plans, often including gifts to local churches, schools, and Conference ministries. It also administers matured planned gifts, ensuring beneficiaries—including churches, schools, and ministries—receive the intended support. Additionally, it:
 - o Educates Members –Provides education, resources, and professional guidance to help them align their estate plans with their faith and values.
 - o Provides Professional Assistance – Ensures that legal and financial aspects are handled properly, helping members navigate trusts, wills, annuities, and property donations.
- *Property Management Department*: This department offers resources and guidance to complete tax filings, maximizing tax exemption savings for local churches and schools.

Population Reached

In 2024, the Planned Giving and Trust Services Department engaged with approximately 1,200 attendees at the Redwood Area Camp Meeting, where it maintained a daily presence and distributed informational materials. Additionally, around 250 church members participated in Planned Giving seminars and presentations.

Measurable Success

- *Planned Giving*: In 2024, the Planned Giving and Trust Services Department distributed approximately \$1.8 million to Conference churches, schools, and ministries, providing crucial financial support for these key areas. Additionally, the department assisted 249 members with their estate plans and administered 29 matured ones, ensuring meaningful legacies and responsible resource stewardship.

- *Property Management:* In 2023, the Property Management Department facilitated the purchase of a \$2.2 million church facility for the Sacramento Ukrainian Church. In 2024, our churches and schools saved more than \$3,311,500 through property tax exemptions, significantly expanding the financial resources available to support our core mission.

Community Relevance

The Planned Giving Department serves members of all income levels throughout the Conference. The resulting gifts enable local churches and schools to impact their communities positively. Over half of the unrestricted mature planned gifts received by the Conference are directed toward K-12 education, making Adventist education more accessible and affordable for families of diverse income levels.

Engaged and Enthusiastic Members and Employees

The Planned Giving Department offers members a meaningful way to leave a legacy of support for the Church. Knowing they can positively impact the mission they love—now and in the future—engages members and gives them peace of mind.

Use of Organizational Health Principles

Departmental Leadership teams meet regularly to set thematic goals and guide outreach efforts. By focusing on goal setting, they ensure that activities effectively promote planned giving and facilitate the responsible management of Northern California Conference properties.

Impact Now and in the Future

The department provides both immediate and long-term financial benefits for the church. Studies show that individuals who include charitable organizations in their estate plans increase their regular giving by 75%, demonstrating a deeper investment in the church's mission. These planned gifts, typically maturing over 7–10 years, ensure financial stability, sustain ministries, fund new projects, and help navigate economic uncertainties. While many assume that only the wealthy engage in planned giving, research shows that most donors are not affluent. However, their collective generosity contributes millions annually, directly supporting the ministry of the Seventh-day Adventist Church.



Robert and Esme Ross
Coordinators

Need New

Prayer Ministries

Purpose

The Prayer Ministries Department exists to cultivate a culture of intercession, spiritual encouragement, and connection throughout the Northern California Conference (NCC). Through structured prayer gatherings, special events, and personal engagement, we support the mission of the Conference by uplifting its churches, schools, leaders, and members in prayer.

Mission-Driven Projects and Activities

- *Weekly Prayer Line*: Held consistently throughout the year, with 15–22 participants joining weekly to pray specifically for the NCC, its churches, schools, pastors, teachers, and their families. Weekly devotionals are shared by a rotation of invited pastors, enriching the spiritual life of the group.
- *Annual Prayer Retreats*: Hosted at Leoni Meadows with 140–160 attendees annually over the last three years. These retreats offer dedicated time for spiritual renewal, intercessory prayer, and team building.
- *Redwood Camp Meeting Prayer Chapel*: Provided onsite prayer support for speakers, teachers, children, and families. Visited children's divisions and campsites to pray over the grounds and ministry efforts.
- *Prayer Quilt Ministry*: A long-standing tradition at all prayer retreats and camp meetings for over 25 years. The quilt bears names of loved ones lifted in prayer over the years and was initiated by Naomi Parson, a beloved leader who is now resting in Jesus.
- *10 Days of Prayer*: Conducted annually for the past two years. Initially hosted in a makeshift studio, it is now presented from the new NCC media studio. The event engages churches and individuals through Zoom and livestreaming, with virtual breakout prayer rooms.
- *Departmental Prayer Walk*: The Prayer Ministries team visited each department in the NCC office, praying over staff and the work of each ministry.
- *Collaborative Outreach with Women's Ministries*: Participated in open-air outreach in downtown Sacramento, engaging the public through preaching, singing, and personal prayer at the Rose Garden.



Resources and Support

- NCC Media Studio for high-quality livestreaming
- Leoni Meadows and Redwood Camp Meeting for spiritual retreats
- Strong interdepartmental collaboration (e.g., with Women's Ministries)
- Volunteer prayer team members and devotional leaders
- Administrative support and pastoral participation

Measurable Success

- Consistent weekly prayer line with 15–22 participants
- 140–160 attendees at each of the last three prayer retreats
- Dozens of prayer interactions at Redwood Camp Meeting
- Broad online and Zoom participation during 10 Days of Prayer
- 100% of NCC departments engaged through in-office prayer walk

Population Reached

- Pastors, teachers, conference employees, and their families
- Local church members and school communities across NCC
- Children and families attending Redwood Camp Meeting
- Online and in-person audiences participating in 10 Days of Prayer
- Community members at public outreach events

Community Relevance

Prayer Ministries provides accessible, deeply personal spiritual care and connection. The department is present in key ministry moments—retreats, camp meetings, and online gatherings—offering emotional and spiritual support. Its efforts foster unity, healing, and revival across the Conference.

Engaged and Enthusiastic Members and Employees

- Active participation from pastors across the Conference in weekly devotionals
- Prayer team members volunteering at retreats and community events
- Strong partnerships with departments like Women's Ministries
- NCC staff encouraged and uplifted through personalized in-office prayer sessions

Impact Now and In the Future

Prayer Ministries is a vital, low-cost, high-impact department that supports the spiritual foundation of the Northern California Conference. It unites pastors, teachers, members, and staff through weekly prayer, retreats, and special events, creating a culture of intercession and encouragement. This ministry strengthens leadership, enhances resilience, and supports major initiatives like evangelism, education, and capital campaigns. Its reach spans the entire Conference, offering spiritual care, connection, and community. By keeping prayer at the center, this department uplifts our mission and ensures we move forward with spiritual clarity, unity, and purpose. Continued support is essential for lasting impact and ministry success.





Lisa Marsh
Coordinator

Lisa Marsh has served as the volunteer Director of Women's Ministries for the past year, bringing to the role over three decades of professional experience as a social worker and an impressive 45 years of dedicated denominational service. With a deep-rooted commitment to the mission of the Church, Lisa is a passionate advocate for women in every stage of life. Her leadership is marked by compassion, wisdom, and spiritual intentionality. She tirelessly devotes her time and talents to empowering women, helping them discover their God-given purpose, and guiding them into a more abundant life with Jesus. Through her ministry, Lisa is preparing hearts and lives for Christ's soon return—one woman, one story, and one divine encounter at a time.

Education

1993
BS Social Work,
Loma Linda University

1996
MS Social Work,
Loma Linda University

Women's Ministries

Purpose

The Northern California Conference (NCC) Women's Ministry Department encourages, empowers, and equips local church women's ministry leaders to create Christ-centered communities where women feel seen, supported, and spiritually nourished. Through intentional mentorship, authentic connection, and practical, biblically rooted resources, the department supports ministries that reach women in every stage of life. We aim to strengthen faith, deepen understanding of who Jesus is, and prepare women to live purposefully while anticipating His soon return.

Mission-Driven Projects and Activities

The NCC Women's Ministry Department organizes and supports various spiritually enriching events designed to uplift and develop women leaders and participants alike. Notable recent events include:

- Turning Points Conferences:
 - *August 20–21, 2022:* Women's Ministry Leadership Workshop featuring Pastor Josie Asencio
 - *September 10, 2023:* "Praying in One Accord" Conference with guest speaker Lisa Holman-Marsh, MSW
- Hispanic Women's Ministry Retreat:
 - *April 2024:* "Belleza Entre Las Cenizas" (Beauty Among the Ashes)
- Young Women's Ministry Initiative:
 - *Summer 2024:* "Poetry in the Park" – a gathering designed to foster spiritual expression and connection among young women

Resources and Support

The department provides financial assistance to local church women's ministry programs, covering 40% of total event costs, up to \$600. These funds help churches enhance the quality and reach of their events, enabling them to minister effectively to women in their congregations and communities.

Community Relevance

Serving a diverse population of women across Northern California, the department reaches individuals from various ethnic, generational, marital, and socioeconomic backgrounds. Many face complex realities—balancing family life, career responsibilities, health issues, and spiritual needs. Through culturally aware, Spirit-led programming and leadership training, the department equips churches to respond with compassion and biblical truth. By resourcing local leaders, we ensure that women across all regions are supported, connected, and growing in faith.

Engaged and Enthusiastic Members and Employees

The department is renewing its mission with a strong emphasis on leadership development, mentorship, and strategic support for local pastors and women's ministry leaders. We foster enthusiasm and shared ownership of our mission by investing in our regional representatives and board members through mentorship training, team-building, and regular engagement. Together, we aim to strengthen the impact of local women's ministries and promote vibrant, Christ-centered engagement throughout the conference.

Use of Organizational Health Principles

As a newcomer to the Organizational Health Initiative, I am excited to be growing in this



direction. Under the guidance of a valued NCC mentor, I have begun working on our first Thematic Goal: Building a Cohesive Women's Ministry Board. Our work is focused on three key Defining Objectives.

1. We aim to finalize and select our Executive Leadership Team by ensuring all current board members have completed the Working Genius Assessment.
2. We clarify regional representation by defining the roles and responsibilities of regional representatives and clearly outlining the regions within NCC's reach.
3. We prioritize Board Training and Development, which includes understanding *The Five Dysfunctions of a Team*, gaining insight into *Working Genius*, and establishing clear guidelines for team and board norms.

This process is enriching and foundational as we strengthen our ministry's effectiveness and unity.

Impact Now and In the Future

Financial gifts from members and donors allow the department to continue equipping churches with relevant, Christ-centered resources that address the real-life challenges women face today. These contributions enable us to offer leadership development opportunities, support spiritual growth, and provide funding for local events that restore dignity, build community, and inspire women to live within their God-given purpose. Every donation directly strengthens the body of Christ—one local church, one ministry, and one woman at a time.





Eddie Heinrich
Departmental Director

Eddie Heinrich is the Director for Youth and Young Adult Ministries, with 30 years of denominational experience, including 18 years in the current role. He has a wealth of expertise and demonstrates a solid commitment to connecting people to an abundant life with Jesus Christ and preparing them for the Second Coming.

Education

1991

Pacific Union College, B.A.

1995

Andrews University, M. Div.

2021

Andrews University, D. Min.

Youth and Young Adult Ministries

Department Purpose

The Youth and Young Adult Ministries Department continually seeks new ways to help young people encounter Jesus, form transformative relationships with Jesus, and prepare them for His soon Second Coming. The department's mission is to inspire and equip young people in Northern California to lead lives focused on faith, community service, and spiritual growth.

Mission-Driven Projects and Activities

The Youth Ministries Department carries out a variety of initiatives designed to engage youth and young adults at different stages of their spiritual journeys. These programs strengthen faith, build community, and prepare youth for service.

Youth Programs

The department organizes:

- Freshmen/sophomores and juniors/seniors retreat to strengthen their spiritual foundations during critical stages of development.
- Annual conference-wide youth-focused events allow this group to worship, learn, and develop friendships that foster spiritual growth.
- Co-sponsors of the Team Bible Academy allow youth to deepen their biblical knowledge while developing teamwork skills.
- Operates Summer on the Run, a mobile summer ministry designed to reach non-churched and non-Seventh-day Adventist youth.

Young Adult Programs

The department collaborates with a team of talented young adults to lead evangelistic efforts, resulting in young adults being introduced to Jesus, committing to baptism, and pursuing further studies in preparation for baptism. It also collaborated with the Central California Conference to host a retreat fostering healthy, Christ-centered relationships, providing a space where young adults can grow spiritually and relationally in a supportive environment.

Pathfinder Programs

Leadership training is a priority, with the annual Pathfinder and Adventurer Leadership Convention at Leoni Meadows equipping leaders with the skills to guide and mentor youth effectively. Hosting mission trips is a key part of the Pathfinder program, offering youth service opportunities that enable them to help others while deepening their faith. Additionally, events like the Pathfinder Camporee and Bike-a-thon are organized to foster community, teamwork, and physical fitness among young people.

Resources and Support

- Supports local churches by assisting in selecting and placing youth pastors.
- Equips local churches and leaders with the tools and resources to minister effectively to youth.
- Sponsors visioning and planning retreats for youth pastors to empower their leadership.
- Provides Sabbath School leaders with training and resources to enhance their ministry.
- Facilitates outdoor camps at Leoni Meadows and supports urban youth events in collaboration with the Spanish Youth Federation (FEJA) and urban youth ministry.
- Provides financial support to public campus ministry efforts at UC Berkeley and UC Davis, ensuring that Adventist students on secular campuses have access to spiritual resources.

Measurable Success

Pathfinder leadership programs support approximately 1,000 Pathfinders and their staff annually. The department mentors and evaluates more than 17 NCC youth pastors. Through the Summer on the Run program, 15 events have reached 700 children, many of whom are non-churched or from non-Adventist backgrounds. Additionally, with the help of the NCC Pathfinder coordinator team, the department served as the Daytime Activities Director for over 60,000 attendees at the international Pathfinder camporee.

Population Reached

The department's efforts reach a diverse audience, including approximately 5,000 members of the Adventist church community and around 8,000 individuals from non-Adventist backgrounds. This broad reach underscores the department's significant influence within the church and the wider community.

Community Relevance

- The *Summer on the Run* program is an eight-week mobile ministry event that engages children from communities surrounding participating churches and schools, fostering connections and promoting positive values.
- The Redwood Creek Camp primarily serves Native American youth, offering a safe and nurturing environment for spiritual and personal growth.
- A young adult event, which includes a community food fair led by a team of 10 young adults, appeals to the broader Sacramento community and highlights the department's commitment to community service.

Engaged and Enthusiastic Members and Employees

It trains young people to lead initiatives like *Summer on the Run* and provides robust support to Pathfinder leaders, ensuring they have the resources and encouragement to succeed. Retreats for youth pastors offer visioning and planning opportunities to enhance ministry effectiveness. Sabbath School leaders and pastors receive comprehensive training and resources to foster growth in their ministries.

Organizational Health

The department has a strong organizational structure promoting strategic management and goal setting. Dedicated leadership teams for youth, Pathfinders, and young adults meet regularly to plan and execute events and activities. Each team sets thematic goals that guide their initiatives, ensuring that their efforts remain focused and impactful.

Impact Now and In the Future

The NCC Youth Ministries Department plays a vital role in shaping the spiritual lives of young people across Northern California. The department reaches youth and young adults through diverse programs and activities, including many outside the Adventist faith. Financial support enables these transformative programs to continue making a difference in the Northern California community and beyond for years. Investing in the department secures the church's future by cultivating a generation of young people who are rooted in faith, ready to lead, and committed to serving.



