

Healing The Heartland Festival

A testimony to the grace, mercy, love and compassion of our God.

Friday night:

“Putting the neighbor back in neighborhood and being friends to those that need a friend.”

1. Friday Night – Neighbors & Friends BBQ
Our motto for this initiative: “Putting the neighbor back in neighborhood and being friends to those that need a friend.”
 - a. We served 4,750 meals on Friday night – in the rain!
 - b. Our projected attendance was 3,000 for the ten sites – we smashed that number!
 - c. The attitude of the host teams never wavered – they were present to serve, even in the rain!
 - d. Some of the attendees stayed past the 9 p.m. hour simply to visit.
 - e. This was not meant to be a one time happening. The weekend after the Festival two congregations cooperated to ‘do it again.’
 - f. Three of the congregations have resumed their smaller version of the cookout in different areas.
 - g. Two of our other mottos are: “A Lifestyle-not an event.” - - - “A Culture – Not A Program” –

Saturday:

Goal to provide free day of recreation/recovery and a community services day free to all!

2. Children’s area of the Family Fun Zone:
 - a. Everyone enjoyed themselves tremendously!
 - b. Right at 2,000 attending
 - c. We had children respond to the message of help, healing and hope,
3. Sports Zone
 - a. Everyone had a great time – good interaction with those attending.
 - b. Between 1,500 and 2,000 attending
 - c. We had a bunch respond to the message of help, healing and hope.
4. Community Care Tent – Community Services Tent
 - a. The tent was a success before it evened opened – with 53 different ministries meeting each other, exchanging information and looking at working together in the future.
 - b. We will be bringing several of the ministries together in the near future with the Long Term Recovery Coalition to see how partnerships can aide flood survivors.
 - c. We had over 4,000 go through the tent
 - d. Many, many testimonies of help in this area.
 - e. The bands at the CCT were a big hit.
5. Food – around 2,350 \$1 dollar meals served.
6. Main stage –
 - a. Over 10,000 attended the concert – (Count taken during Newsboys from several unrelated sources.)
 - b. Actually, we believe the attendance to be much higher than that (close to 20,000) as a group left after David Phelps while a group was coming in prior to BarlowGirl. Then, a group was leaving after BarlowGirl while there was a steady stream coming in prior to Newsboys.
 - c. Each of the bands was given a tour of the flood areas – each band felt a camaraderie with the community prior to performing.
 - d. Each of the bands has contacted us since the Festival – thanking us for having them here for this Festival.
7. Crowd attitude. What an amazing group of people of Festival goers – the attitudes were AMAZING!
8. We had a huge response to the call from our Evangelist (Keith Cook) – we could not get to everyone!

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Sunday:

9. Sunday:
 - a. We had a nice group for The Strength Team prior to the baseball game with a good response to the invitation to give Jesus Lordship of our lives.
 - b. The NCB Big Band was a hit in the pre-game activities
 - c. Serve The City greeted the game attendees prior to the game from home plate.
 - d. Tye Male on the Saxophone for the National Anthem was also a hit!

Overall:

10. Volunteers – we had a quality group of volunteers. Amazing people! Eastern Iowa is blessed!
11. Financially – we were able to give this gift to Eastern Iowans without charging them for it. This was meant to be a gift to those hurting in Eastern Iowa – and God blessed us with:
 - a. The donations from Serve The City partners
 - b. The donations from individuals that caught the vision.
 - c. The in-kind donations of over 24 individuals and companies that also caught the vision.
12. Our goals for the Festival were all met – and exceeded.
 - a. The mission of Serve The City is to visibly demonstrate the love of Christ to the greater Cedar Rapids area through collaborative prayer, care and share efforts
 - b. Overall – God is able to do exceedingly abundantly beyond all that we ask or think..... indeed He did.
13. Now, we are in prayer as to what comes next.

***This is only a two page ‘overview’ of Healing The Heartland
A 22 page report is available!***