



HOW CAN YOUR CHURCH HELP FAMILIES FLOURISH DURING THIS SEASON OF COVID?

family *bridges*
lazos de familia

WHO ARE THE CHURCHES?

Churches are integral parts of their communities and are often on the front line of responding to disasters, both practically and pastorally.

Churches are particularly well-placed to build trust and hope, to counter fear, and to build community resilience as well as individual mental and spiritual resilience.





ABOUT FAMILY BRIDGES

Experts in Strengthening Families & Marriages

Family Bridges provides powerful resources to organizations and churches to empower people, equip leaders and encourage hope.

We do the work, so you can spend more time providing spiritual leadership to members of your church and community.

FAMILY BRIDGES MISSION

Family Bridges promotes thriving communities by delivering services to strengthen family relationships, while embracing their cultural and spiritual values.



**161,000 served
Since 2006**



**94% Couples Remain
Married**



**2/3 No Longer on
Public Aid**



PROBLEM

THE EMOTIONAL STRUGGLE:

1. Almost 50% U.S. pastors said that one of the greatest challenges they're facing at this moment is ministry to children and youth.
2. Nearly 50% of 18-35-year-olds expressed anxiety over important decisions and were afraid to fail. Four in ten said they often felt sad or depressed and one in three felt **lonely and isolated from others.**
3. Mental health is spiraling downward, the problem of loneliness is growing, families and marriages are being strained, and addictions are worsening.

WHERE CHURCHES STRUGGLE TO MEET THESE EMOTIONAL NEEDS:

1. The need for a safe place (fear of shame)*
2. Sometimes the only resources offered are prayer and a Bible
3. Not enough trained leaders to address issues



PROBLEM

THE SPIRITUAL STRUGGLE:

- Only one in three practicing Christians is still and only attending their pre-COVID church
- Half of practicing Christian millennials are not viewing services online
- Those no longer attending church bear more emotional burdens

WHERE CHURCHES STRUGGLE TO MEET THE SPIRITUAL NEEDS:

1. Pastors and church leaders are also troubled and confused
2. Historical precedents are difficult to identify
3. Division apparent even among the faithful



PROBLEM

THE RELATIONAL STRUGGLE:

As COVID-19 continues to unfold, we see the effects of lockdown and social distancing on our connections with others.

More than half of all U.S. adults (58%) and practicing Christians (54%) say they have at least one relational or emotional/mental health issue that impacts their relationships.

Younger generations are reporting higher levels of loneliness and a longing for connection.

Now, a new layer of complexity and challenge has been added as couples are quarantining and working at home, singles are isolating alone, and friends are thinking twice about meeting for coffee. Relational strain has had much more potential to increase in recent months, perhaps exponentially.

WHERE CHURCHES STRUGGLE TO MEET THE RELATIONAL NEEDS:

- 1 Difficulty making and maintaining connections with members in quarantine
- 2 Family relationships under greater strain due to stress and enforced confinement
- 3 Members struggling with trust issues impacts services



Emotional



Spiritual



Relational

SOLUTION

Individuals are struggling to balance work, school, childcare, relationships and self-care while keeping worries under control.

They don't have to do it alone, and your church doesn't have to provide help alone.

For church organizations seeking to improve community overall well-being, Family Bridges is the link to strengthen relationships within and among families in your community, while supporting your church in expanding its presence and influence in the community through digital content that promotes engagement, teaches practical skills and supports mental wellness from a faith-friendly perspective.



ONLINE LEARNING

CAN HELP YOUR CHURCH:

1

Maintain growth and momentum while addressing the challenges families are facing emotionally, spiritually and relationally.

2

Strengthen relationships and learn coping skills that church members can apply in their relationships, jobs and communities.

3

Reach and support members who are struggling with mental health issues during this pandemic.

4

Support church leaders and respond to your needs.

5

Integrate a hybrid approach that will provide the opportunity to engage with an audience that might not step foot into the church.

6

Generate income to support these services and/or your other initiatives.

WHAT IS....



eLearning is a type of learning education which is done solely online. Casademia is Family Bridges' eLearning program.

We currently offer the researched-backed GROWTH curriculum.

This program engages participants with interactive narratives, content mastery quizzes, and real life applications to put into practice, all the while enabling and supporting deeper connections within the faith community.

TOPICS COVERED IN GROWTH ARE:

- **FACE Model:** Becoming aware of your emotions and develop coping skills that help you manage those emotions
- Conflict Resolution
- Stress Management

CASADEMIA?

COMING SOON

PARENTING: Strong Parents, Strong Schools

MICROENTERPRISE: My Small Business

COUPLES: Romance Eterno





BENEFITS

Expand your reach to communities, parents and families by:

- Strengthening couples relationship
- Reaching millennials
- Providing skill learning that is relevant to your church as they face the current pandemic and beyond
- Obtaining practical skills that will help church members improve their relationships, mental health, and increase coping skills
- Providing flexibility for people juggling family, work, and friends while learning at their own pace
- Generating potential income to support these services and/or your other initiatives.
- Creating engagement opportunities to increase church member involvement.

WHAT OTHERS ARE SAYING ABOUT CASADEMIA

CASADEMIA HAS HELPED US AND OUR COMMUNITY LEARN BY USING ALL OF OUR SENSES. THE INSTRUCTORS REINFORCE THE CONCEPTS DYNAMICALLY, MAKING IT A POWERFUL AND SIMPLE TOOL TO USE IN OUR COMMUNITY.

-SSIP in Bolingbrook, IL

CASADEMIA IS A COMPREHENSIVE, DYNAMIC, AND PRACTICAL PLATFORM. IT EASY TO USE AND EASY TO LEARN. IT IS AN EXCELLENT RESOURCE AND RECRUITMENT TOOL FOR OUR COMMUNITY.

- Fernando Campillo & Victor Rubi, AVANCE Spain partners

FOR US, CASADEMIA, IS A NEW AND IMPORTANT TOOL - HELPING US UNDERSTAND THE CONTENT, GIVING US A DIDACTIC RESOURCES AND MAKING OUR JOB OF TEACHING EASIER. THIS IS A WONDERFUL AND EFFECTIVE TOOL FOR US TO USE IN OUR CHURCHES AND IN THE COMMUNITY IN GENERAL.

-Maria Elena Reynoso, AVANCE Dominican Republic partners

SUBSCRIPTION & LICENSE COST

BENEFITS	BASIC	STANDARD	PREMIUM
4 webinars	x	x	x
4 curriculums + new curriculums as they become available (release 1 per quarter)	x	x	x
Subscription to monthly email resources	x	x	x
Client support	x	x	x
Coaching training and resource access		x	x
Marketing Materials			x
Online engagement support			x
BXL Leadership Academy			x
FEES & COSTS			x
One-time distributor license fee	\$2,500	\$4,500	\$7,500
Subscription Plan (commitment per quarter)	\$3/week, \$25/quarter or \$95/year	\$3/week, \$25/quarter or \$95/year	\$3/week, \$25/quarter or \$95/year
Coach registration & training fee		\$500 per coach	\$500 per coach

PAYMENT OPTIONS

DEFINING THE
BILLING CYCLE



We're serious about making it easier for you to provide needed resources to your church members. We offer pay-over-time solutions to help you offer our services and build stronger connections with your church members.

3 MONTH
PAYMENT PLAN

\$833 A MONTH

6 MONTH
PAYMENT PLAN

\$417 A MONTH

1 YEAR
PAYMENT PLAN

\$208 A MONTH

WHAT'S NEXT?

- 1. DECIDE ON WHAT PLAN FITS BEST** - Choose the plan that's right for you
- 2. SIGN UP** - Sign up with Casamedia
- 3. GET TRAINED** - Get support from FB's expert staff to get you started!
- 4. START ONBOARDING** - Enroll your church members





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CONTACT US

We're here to answer all of your questions and help you get started.

Contact us or visit us online at familybridgesusa.org

FOLLOW US ON SOCIAL



@familybridges