

MEDIA & WEB

Rock Family:

The first half of 2011 has been a powerful reminder of how much I love being your pastor! Jesus is using the Rock to save, equip and send people into this world, establishing pervasive hope in our city, our country and throughout the ends of the earth. Week after week, seeing so many of you respond to the call of God on your life and choose to be part of His redeeming work in this world is an incredible privilege and a profound responsibility.

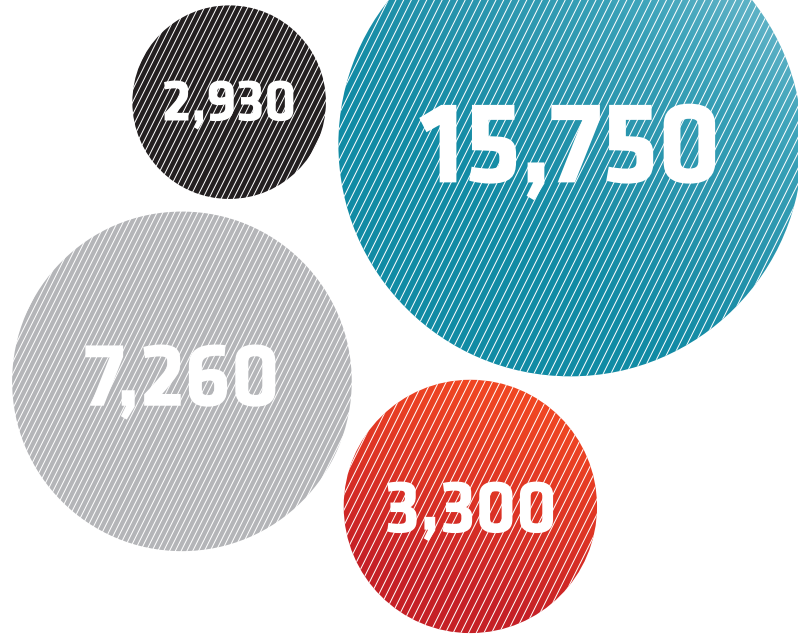
In the first six months of 2011, we developed new tools to increase our reach and scope of ministry. In January 2011, we started live-streaming each of our five Sunday services and now have people throughout the globe regularly watching and worshipping with us. In February, on our 11th anniversary, we launched Rock TV. What an incredible blessing to know that every Sunday at the Rock is now available to every country in the world!

Whether you are part of the Rock family in San Diego, Carlsbad, or throughout the globe, you are an important part of what God is doing here. Your investment of time, treasure and talent does not go unnoticed. You are making a difference and you are why I love being the pastor of the Rock. The best is yet to come!

(Eph. 3:20)



PASTOR MILES McPHERSON



● RADIO ● TV ● LIVE STREAM ● DOWNLOADS*

Total number of people reached weekly through Rock media. *Downloads include online video views, mp3s and podcasts.

679,395
VISITS TO SDROCK.COM ▲50%

183
COUNTRIES VISITED SDROCK.COM

112
COUNTRIES STREAMED
LIVE AT SDROCK.COM/LIVE

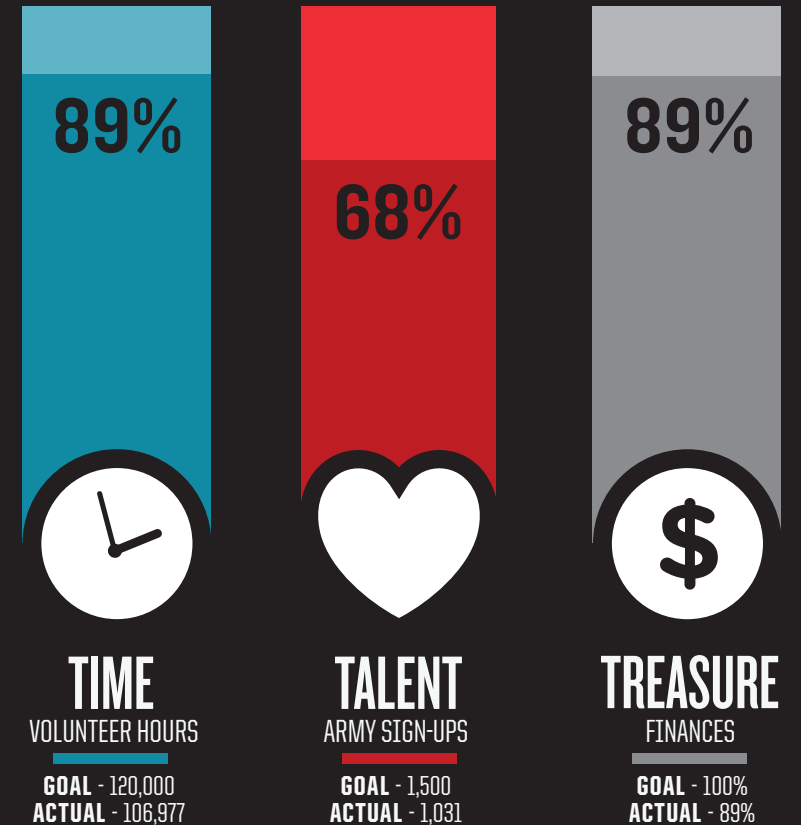
6,621 FACEBOOK FOLLOWERS
2,276 TWITTER FOLLOWERS

"I love the Rock! I tune into the live stream every week. I live in Norway and I feel like I can't connect with churches here. I have learned so much and I read the Bible every day. I hope that one day I can be there and watch it live." - *Trine Bjorkedal*

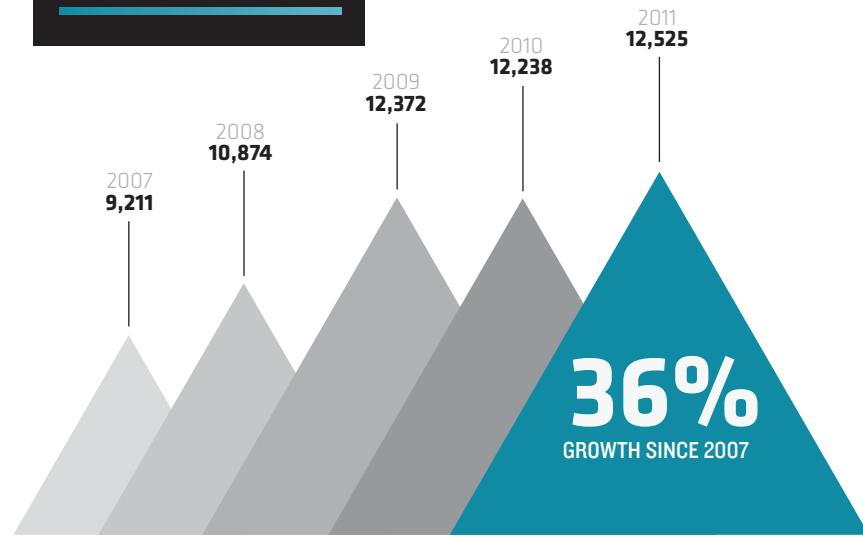
T3 REPORT

MID YEAR

ROCK CHURCH / JANUARY - JUNE 2011



ROCK SUNDAYS



 **12,525** AVERAGE WEEKLY ATTENDANCE IN 2011

EVERY SUNDAY, OVER **500** PEOPLE VISIT THE ROCK FOR THE FIRST TIME.

72% INVITED BY FRIENDS OR FAMILY
8% FOUND US ONLINE



SALVATIONS
JANUARY - JUNE 2011



BAPTISMS
JANUARY - JUNE 2011

"My wife and I were moving to San Diego and while searching online for *rock climbing san diego*, I found the Rock Church, so I decided to visit. We ended up dedicating our lives to Jesus. Recently we were baptized and now we are deeply committed to the Rock. We hoped to find what we were looking for in San Diego. We certainly did." - **Joey Park**

1,038

Fulfilling our commitment to San Diego, 1,038 volunteers beautified 8 fire stations and completed community projects in Pt. Loma and at the Serra Mesa Park and Recreation Center.

112

Military Ministry has sent 112 care packages to military personnel deployed from San Diego.

54

Launched earlier this year, the Elderly Ministry has already provided assistance to 54 people in need.

3

Hidden Treasures Ministry has provided safe housing and rehabilitation to 3 women who were victims of human trafficking.

2,622

As a result of outreach in the community, 2,622 people in San Diego dedicated their lives to Jesus Christ.

ISD



LOCAL OUTREACH

Campus pastors lead and train local leaders who work together to disciple people, share the gospel and serve the community.

Currently, over 100 ministries are actively serving in the San Diego community. As a result, thousands of lives are being changed by committed volunteers who personify the love of Christ to those around them.

GLOBAL OUTREACH



MEXICO

Mexican Christian Missions delivers food to needy families and partners with local Tijuana churches, facilitates children's outreach events and has witnessed numerous salvations. They also fly into remote locations to lead town-wide outreaches.

ST. LUCIA

In 2011, **Do Something World** launched a 6 month campaign and 115 volunteers from the Rock visited prisons, hosted a street gang outreach, held medical exams and renovated school grounds effected by the hurricane. Over 2,000 St. Lucians received Christ.

HAITI

Throughout 2011, Impact 195 students visited hospitals, ministered to orphans, financed the construction of 4 homes and built the main housing cover for 1 of 10 wells being dug.

ASIA

In early 2011, a team of Impact 195 students brought hope to communities through relational evangelism. They taught English as a second language in various schools and completed construction at a local farm in an effort to help local believers create sustainable solutions for those living under the poverty line.