



# Redeemed Creative Arts Overview

Expanding Reach, Revenue, and Community Impact for Contractors and Freelancers

Andrea J Newman, Founder

# Who can work with RCA?

What freelance work fits into RCA's platform?

RCA attracts a wide range of freelancers because the platform blends creative work, community service, and on demand support into one connected system. On the creative side, there are many – including **visual artists, graphic designers, musicians, singers, videographers, photographers, writers, and digital creators** who sell work in the Gallery, take commissions, and support churches and campaigns. Many of these creatives also teach in the Learning Center, sharing skills like design, music, marketing, and storytelling with students and volunteers.

On the service and gig side, RCA works with event coordinators, **sound and lighting technicians, childcare providers, tutors, outreach workers, canvassers, drivers, movers, setup crews, tech helpers, and more**. These freelancers support churches, businesses, and community groups by running events, delivering items from the Resource Share, transporting art, and helping with campaigns. Because RCA connects all these roles through one platform, freelancers can combine creative services, physical work, and teaching into a flexible, reliable stream of income while serving their community.

# Why Work With RCA?

Why should freelancers work with us?

Freelancers benefit from working with RCA because the platform connects their skills directly to churches, businesses, artists, and patrons who are already active and funded inside the system. Instead of spending time searching for clients, posting ads, or bidding for gigs, freelancers are often matched with real opportunities such as event support, design work, music, childcare, deliveries, outreach, and creative commissions. RCA also uses vouchers, credits, and matching funds to help organizations afford services, which means freelancers receive their full rates even when churches or nonprofits have limited budgets. Every completed job builds a public profile with reviews, ratings, and certifications, making it easier for freelancers to be discovered and hired again.

RCA also allows freelancers to earn across multiple programs at the same time. A creative professional might sell artwork in the Gallery, offer design or music services as a Helper, teach classes in the Learning Center, and deliver work through the gig network. The platform manages payments, scheduling, customer communication, and dispute resolution, removing much of the administrative burden freelancers normally face. By combining steady demand, community funded projects, and built in marketing and logistics, RCA gives freelancers a more reliable way to grow their income while staying connected to meaningful work.

# A Vision for Gig-Workers

How does this work in practice?

In practice, a gig worker starts by creating an RCA profile and selecting the types of work they want to do, such as deliveries, event setup, canvassing, childcare, technical support, or creative services. They can also complete short trainings in the Learning Center or upload existing certifications, which helps them qualify for more jobs and higher pay. Churches, businesses, and organizations post real, funded needs into the platform, like delivering furniture from the Resource Share, transporting artwork from the Gallery to a buyer, setting up sound equipment for a church event, or canvassing a neighborhood for a community campaign. The RCA system matches these jobs to gig workers based on location, availability, skills, and vehicle type, and workers can review all details, including pay, time, and expectations, before accepting.

Once a gig is accepted, everything runs through the RCA app. Drivers receive clear pickup and drop off instructions, Helpers get task lists and event details, and canvassers receive routes, talking points, and digital materials. The app tracks progress and completion so everyone involved knows what is happening in real time. When the job is finished, the worker confirms it in the app and payment is automatically released, often using a mix of customer funds and RCA vouchers or credits, which allows churches and nonprofits to afford help while gig workers still receive their full pay.

Over time, every completed job builds a worker's reputation inside RCA. Ratings, reviews, and training badges appear on their profile, making them easier to find and more trusted by churches and businesses. Workers who consistently do good work are offered more opportunities, invited into larger campaigns, and matched with higher value gigs. Because RCA ties gig work directly to ongoing church needs, community campaigns, art sales, and Resource Share deliveries, gig workers experience a steady flow of work that grows as the platform grows, rather than the unpredictable cycles of typical on demand apps.

# Our Programs and Initiatives

## **Gig Drivers**

Contractors and freelancers benefit from the gig driver program because it removes one of the biggest barriers to growing their business: logistics. When a freelancer sells artwork, products, or services through RCA, they do not have to worry about packing, shipping, or coordinating deliveries themselves. RCA's gig drivers can pick up finished work, supplies, or merchandise directly from the freelancer and deliver it to churches, customers, or event sites, often the same day. This makes it easier for freelancers to take on more orders, serve larger clients, and say yes to opportunities they might otherwise turn down because of time or transportation limits.

The gig driver network also helps freelancers look more professional and reliable. Clients see fast, tracked, and trusted delivery instead of waiting for shipping or arranging pickups. This builds confidence and leads to repeat business. Because drivers are part of the same platform, freelancers can bundle their creative or service work with delivery, installation, or event support, creating higher value offers and additional income streams while RCA handles the coordination behind the scenes.

## **Canvassing and Campaign Support**

Freelancers and contractors benefit from the Canvass and Campaign Program because it creates a steady stream of funded, short-term work that is tied to real community needs. Churches, businesses, and organizations launch campaigns to promote events, raise awareness, or support causes, and those campaigns include paid roles for canvassers, outreach workers, designers, printers, and delivery drivers. Freelancers can accept these jobs through the app, receive training and materials through the Learning Center, and get paid through RCA even when organizations are using their funds, vouchers or donated credits. This means contractors are not relying on uncertain budgets or unpaid volunteer work, but instead have access to structured, paid outreach and marketing opportunities that build their reputation, expand their client base, and create repeat work as new campaigns continue to launch.

# Our Programs and Initiatives

## **The Learning Center & The Helper Program**

Freelancers benefit from the Learning Center and the Helper Program because together they turn skills into steady, trusted work. Through the Learning Center, freelancers can take or teach short courses that help them gain certifications in areas like event support, childcare, outreach, creative services, and customer service, making them more attractive to churches, businesses, and organizations looking to hire.

These certifications appear on their profiles in the **Helper Program**, where they can be discovered and selected for paid jobs based on proven training and experience. As freelancers complete work, they build ratings, reviews, and a public track record that leads to more frequent and higher paying opportunities, all while RCA manages matching, payments, and support so they can focus on delivering great service.

# Our Programs and Initiatives

## **Resource Share Program**

Freelancers benefit from the Resource Share Program because it gives them a built in marketplace to sell both physical and digital goods directly to churches, community groups, and patrons who are already active buyers. Artists, designers, makers, and service providers can list artwork, prints, merchandise, event materials, or even equipment and supplies, and have those items purchased using a mix of customer funds and RCA vouchers or credits.

This means freelancers get more sales without needing to discount their prices, while RCA helps make purchases affordable for organizations with limited budgets. With **gig drivers handling pickup and delivery**, freelancers can focus on creating and fulfilling orders, while the platform manages visibility, transactions, and logistics that turn one time sales into ongoing income.

# Our Programs and Initiatives

## Creative Arts Gallery

Freelancers benefit from the RCA **Arts Gallery** because it gives them a professional, high visibility space to showcase their work and connect with buyers who value creativity and purpose. Artists can upload and sell original pieces, prints, music, digital work, and commissions, while churches, patrons, and organizations browse the Gallery to find art for events, worship, campaigns, and personal collections.

The platform handles payments, messaging, and order tracking, and gig drivers can deliver physical artwork directly to buyers, making the process simple and reliable. As freelancers build sales, reviews, and followers, their visibility grows, leading to more commissions, repeat customers, and steady income without needing to manage a separate storefront or marketing system.

# Customized Objectives

## **As a freelancer, can I combine these programs?**

Yes! That is one of the biggest advantages of working with RCA. As a freelancer, you are not limited to just one way of earning. You can combine the Arts Gallery, Resource Share, Helper Program, Learning Center, and gig network into one connected workflow that grows your income and your visibility at the same time.

For example, you might sell artwork or merchandise in the Arts Gallery and Resource Share, while also listing your creative services like design, music, or photography in the Helper Program. When a church buys your art or hires you for an event, RCA can send a gig driver to pick up and deliver your work, saving you time and expanding how far you can serve. You can also teach what you know in the Learning Center, offering short classes on your skills, which creates another income stream and builds your reputation. All of these activities feed into each other: sales bring new followers, teaching builds trust, Helper jobs create reviews, and campaigns increase demand, giving you a steady, growing presence inside one unified platform.

# What's the Big Deal?

## Why Involve RCA?

Freelancers can absolutely try to do all of this on their own, but RCA is what makes it **sustainable, visible, and professionally supported**. Without RCA, most freelancers are stuck juggling five or six different platforms just to survive, one for marketing, one for payments, one for contracts, one for shipping, one for booking, and one for promotion. RCA replaces that patchwork with one connected system where churches, businesses, patrons, Helpers, and buyers are already active and ready to spend. Instead of chasing clients, freelancers plug into real, funded demand that is already moving through the platform.

RCA also becomes a built in **marketing and discovery engine** for freelancers. Through the Arts Gallery, Resource Share, voting, challenges, featured listings, campaigns, and canvassing programs, freelancers get ongoing exposure to churches and community groups who are actively looking for creative and service based work. Their art, services, and courses are promoted inside campaigns, printed materials, and community outreach, which puts their name and work directly in front of real buyers without the freelancer having to run ads, manage email lists, or constantly self promote.

On top of that, RCA provides the infrastructure most freelancers could not afford or build alone. That includes verified profiles, standardized agreements, secure payments, gig delivery, training and certifications, dispute resolution, and financial support through vouchers and matching funds. This means churches and nonprofits with small budgets can still hire freelancers at full rates, because RCA helps cover the gap. RCA does not take control away from freelancers, it gives them a stable, trusted system that lets them focus on their craft while RCA handles the business, logistics, and community connections that turn talent into real income.

# RCA's Platform & Technology

## How Businesses and Customers Engage with RCA's Programs

### Platform Overview

RCA's technology platform is an interactive, community-driven system designed to connect churches, businesses, Helpers, artists, and patrons in one unified digital space. Through a single account, users can access searchable profiles, marketplaces, courses, service listings, verification, tasks, and communication tools that make collaboration simple and transparent.

### Customer & Partner Interaction

Customers and partners engage with RCA through intuitive dashboards that allow them to list inventory, book services, commission creative work, schedule deliveries, or support projects financially. Built-in messaging, notifications, and status tracking keep every interaction clear from start to finish, including orders, payments, and fulfillment.

### Gamified Engagement Layer

RCA incorporates light, purpose-driven gaming mechanics—such as points, badges, and progress milestones—to encourage ongoing participation. These features reward meaningful actions like completing gigs, supporting local businesses, contributing to campaigns, or funding creative projects, helping sustain long-term engagement.

### Data, Accountability & Growth

All activity flows through RCA's centralized system, enabling reporting, impact tracking, and continuous platform improvement. This data-driven foundation ensures accountability for partners and donors while supporting scalable growth and a self-reinforcing community flywheel built on service, creativity, and generosity.

# Our Business Plan:

- ▶ Our History
- ▶ Market Position
- ▶ Mission and Vision
- ▶ Governance and CSR
- ▶ Core Values
- ▶ Future Goals
- ▶ Business Model

# Our History

About us: Foundation, Milestones, and Growth



# Foundation

Redeemed Creative Arts (RCA) was founded in 2025 to bridge the growing gap between churches, creatives, and supporters within the faith-based economy. Created by faith-driven entrepreneurs with backgrounds in ministry, technology, and the arts, RCA emerged in response to a shared challenge: churches often lack affordable creative support, while faith-based artists and volunteers struggle to find consistent opportunities. RCA began developing a shared digital platform to bring these communities together and is currently preparing pilot partnerships while testing its initial platform features.

RCA's mission is to build a Christ-centered ecosystem where service, creativity, and generosity reinforce one another. Through five interconnected programs—the Resource Share Marketplace, Creative Arts Gallery, Helper and Gig Network, Educational Learning Hub, and Canvassing & Campaign Support—RCA turns collaboration and giving into measurable community impact. This integrated “community flywheel” helps churches access support, artists earn sustainable income, and patrons see the real-world results of their generosity, with a strong focus on supporting black-owned businesses, women entrepreneurs and emerging faith leaders in underserved communities.



# Milestones



## Established The Foundation

In 2025, our idea for a business became a non-profit, marking a significant milestone in our growth trajectory.



## Strategic Partnerships

RCA is actively reaching out to local and mission-aligned businesses to form strategic partnerships that expand access to resources, strengthen community impact, and create mutually beneficial opportunities for service and growth.



## Initial Buy-in and Grants

RCA began writing for grants, working with local churches, and collaborating with artists and freelancers, establishing a drive toward nationwide adoption.



## Product Launch Goals

RCA's flagship goal is to launch a fully integrated, faith-centered platform that unites churches, creatives, helpers, and businesses, with a phased rollout, beginning 2027, focused on pilot partnerships, operational validation, and scalable growth toward a nationwide community service and creative economy.

# Company Growth

## Early Funding

Initial funding was crucial, fueling growth, R&D investments, and enabling innovation and market expansion.

## Business Model Pivot

Each year, we'll adapt our business model for market changes, boosting customer satisfaction and competitiveness.

## Strategic Acquisitions

Strategic acquisitions boost capabilities, broaden products, and propel growth and market dominance.

## Target Market Focus

Focusing on specific markets lets us tailor products for unique needs, increasing satisfaction and loyalty.

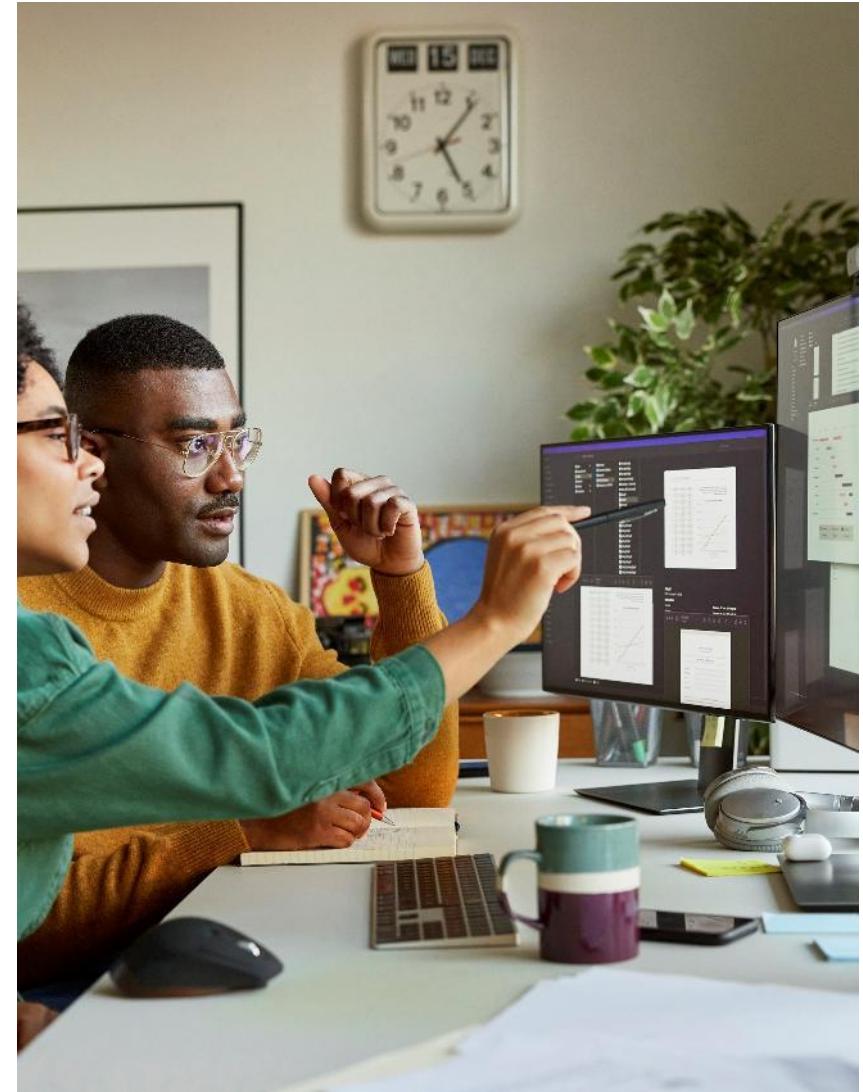
# Mission and Vision

What we are and what we do



# Mission Statement

Redeemed Creative Arts (RCA) exists to build a Christ-centered platform where churches, creatives, and patrons can come together to serve, share, and create. RCA functions within what it calls the 'faith-based creative economy', an interconnected network of churches, artists, and patrons whose collective efforts produce both spiritual and economic value. Its mission is to strengthen community ministry and make generosity both visible and actionable. This mission aligns spiritual generosity with economic renewal, positioning RCA as a bridge between creative purpose and sustainable livelihood.



# Vision Statement

## **Sustainability and Impact**

RCA's vision is to establish a sustainable, faith-based creative economy that uplifts artists, empowers churches, and promotes generosity as a shared cultural value.

## **Future-oriented Goals**

By connecting creative expression with ministry goals, RCA opens new opportunities for collaboration, discipleship, and economic involvement within the faith community.

## **Nationwide Networking**

Over time, RCA envisions local creative networks becoming self-sustaining through recurring cycles of giving, collaboration, and reinvestment in faith-driven innovation.

## **Technological Leadership**

RCA's integrated platform provides faith-driven artists with access to mission-aligned work, visibility, and revenue opportunities, while offering churches affordable support for their creative and technical needs.

# Core Values

Fundamental Beliefs and Principles



# Cultural Integration

The external environment for faith-based innovation has never been more favorable for a platform like RCA. Across the United States, congregations, creators, and donors are adapting to cultural and technological shifts that support both the need and the timing for RCA's model. A strong market foundation supports this vision. Religion contributes an estimated \$1.2 trillion annually to the U.S. economy, and giving to religious organizations reached \$146.54 billion in 2024, the largest share of all charitable donations. Meanwhile, the digital transformation of faith giving continues to accelerate: 44 percent of U.S. adults now prefer online donation methods, and approximately 60 percent of churchgoers give through digital platforms in some capacity. These trends confirm the financial and cultural readiness for RCA's model, which combines a faith-based mission with sustainable digital engagement.

# **Business Model**

Revenue-generating Tactics and Operational Strategy

# Base Revenue Streams



## Marketplace & Transaction Fees

RCA earns modest fees from marketplace transactions—including art sales, Resource Share purchases, print-on-demand items, and commissions—while keeping services affordable and sustaining operations.



## Subscription Services

RCA offers Premium and Premium+ memberships for artists, churches, and patrons, providing enhanced tools and visibility while generating recurring revenue to support platform growth and maintenance.



## Service & Logistics

RCA offers delivery and coordination services provided by its gig drivers and Helpers, with fees from deliveries, event support, and service fulfillment funding platform operations and subsidized Helper support for churches.



## Courses, Sponsorships & Partnerships

RCA also generates revenue through paid Learning Hub courses, sponsorships, and strategic partnerships with local businesses that support education, outreach, and community growth.

# Market Position

Leaning into the Industry



# Industry Overview

Research indicates the market is ready for RCA's early launch, driven by shifting patterns in faith-based giving and ministry engagement. Studies from Barna Group and the Edelman Trust Institute show that a new generation of donors prioritizes transparency and visible impact over traditional institutional giving. Donors want to see how their contributions directly help people and projects, and RCA meets this need through traceable outcomes—such as funding artist commissions, supporting small church creative initiatives, or enabling community outreach through Helpers and local partners. This approach aligns with growing expectations for accountability and relational giving within the faith economy.

RCA also addresses a clear structural gap between churches and creatives. Barna Group reports that 60 percent of pastors cite volunteer shortages as a barrier to ministry growth, and while 98 percent believe gifts come from God, only 54 percent feel confident identifying those gifts in their congregations. Lifeway reports similar shortages of creative leaders. RCA's vetted Helper Network connects churches with skilled professionals through secure matching, standardized agreements, and digital payments. Financial data reinforces the opportunity: faith-based creatives often earn far less than the \$62,544 median income of independent artists. By unifying art sales, gig work, education, and service, RCA creates sustainable income pathways and affordable access to talent. Capturing just 0.01 percent of annual faith-based spending—roughly \$15 million—demonstrates both market readiness and strong scalability.

# **Governance Structure**

Redeemed Creative Arts Legal Structure

# How is RCA Structured?

RCA functions as a dual-entity organization designed to balance mission and sustainability. The structure allows both the business and nonprofit sides to operate independently while pursuing a common goal.

## For-Profit LLC

The for-profit LLC, Redeemed Creative Arts, LLC, owns all intellectual property and manages revenue-generating activities, including technology development, platform operations, and strategic partnerships. It covers infrastructure costs such as web hosting, security, and API integrations, and reinvests profits into product improvements and support services.

## 501(c)(3)

The nonprofit branch, Redeemed Creative Arts Foundation, Inc., directs educational, community, and grant-funded programs. It handles outreach, donor relations, and social impact initiatives while ensuring compliance with IRS 501(c)(3) standards and charitable solicitation rules.

The nonprofit's board composition, with a majority of women and faith-centered leadership, aligns with diversity and accountability standards outlined in BoardSource's Leading with Intent report. Annual independent financial reviews will be conducted to ensure transparency and maintain the confidence of funders.

# Meet Our Team



**Andrea J Newman**

Founder & Board Chair

A handwritten signature in black ink that appears to read "Andrea J Newman".

**Barbara Newman**

Vice Chair & Finance Chair

A handwritten signature in black ink that appears to read "Barbara N".

**Candice Cradle**

Advisory Board Member



**Linda Caison**

Board Member & Secretary



**Evan Newman**

Faith Leader and Spiritual  
Advisor



**Pauline Scott**

Community Outreach Chair



**David Newman**

Lead Graphic Designer



**Margaret Moon, Esq.**

Legal Consultant – Nonprofit  
Formation & Governance

# Future Goals

Short-term Goals & Long-term Vision



# Funding Requests

## Economic Mobility & Lasting Infrastructure

RCA is not simply delivering programs — it is building **lasting infrastructure** for community impact.

Most grant dollars are spent repeatedly solving the same problems: churches need help, artists need income, communities need outreach, and local businesses need customers. RCA creates a **shared system** that lets one dollar of funding do all of those things at once. When a grant supports RCA, it doesn't just pay for one project. It strengthens a platform that keeps producing service, jobs, creative work, and community engagement long after the initial funding is spent.

RCA is uniquely positioned at the intersection of **economic mobility, workforce development, creative enterprise, and community service**.

Grants help subsidize Helper wages, gig deliveries, and creative commissions so churches and grassroots organizations can access professional support without being priced out.

At the same time, that funding creates income for artists, drivers, and service providers who are often underpaid or overlooked. This creates a cycle where assistance becomes opportunity rather than dependency.

Funders also gain something increasingly rare: **visible, measurable impact**. RCA's platform tracks every funded action — from deliveries completed to Helpers paid to artwork commissioned to campaigns launched. Donors and grant-makers can see exactly how their resources were used and what outcomes were produced. This transparency builds trust and accountability, while allowing funders to report real community results rather than just activities.

Finally, RCA is built for scale. Rather than expanding one organization's capacity, grants to RCA strengthen a network of churches, creatives, and local businesses across entire regions. That means one investment can unlock hundreds of partnerships, thousands of service hours, and ongoing economic activity. Supporting RCA is not just funding a nonprofit — it is helping build a durable, community owned system for collaboration, dignity, and opportunity.

# Phased Rollout Objectives By Year:

01

## Formation and Pilot Execution

With both entities formed and EINs secured, RCA will finalize bylaws, complete state registrations, and activate legal and compliance systems, with cross entity agreements formalizing cost sharing and IP licensing.

02

## Regional Growth and Operational Stability

Building on the success of the pilot, RCA will expand to two additional regions while refining its digital infrastructure for scalability. Key milestones include:

03

## National Expansion and Sustainability

Year three will focus on nationwide expansion and sustainability through affiliate partnerships with church and creative networks, supported by upgraded finance, HR, and technology systems.

Long Term

Over 3 years, RCA is projected to transition from pilot validation to a sustainable catalyst for creative & ministry collaboration.

As participation grows, the total creative & charitable value is projected to surpass \$200K to \$250K by Year 3



**Thank you**