



www.peoplegroups.info

If you cannot locate this people group in your community, find them online at

www.peoplegroups.info, a site sponsored by the North American Mission Board, SBC.

## How can we pray?

- Go to the Wikipedia Web site and type in “Neighborhoods in San Francisco” and pray for one district (neighborhood) a day for 110 days. Ask God to begin to move in the lives of people in each of these communities to accept the gospel.
- Take the Luke 10:2 challenge each day for a month at 10:00 a.m. and 2:00 p.m., praying that God will send workers to San Francisco to reach the lost for Christ.
- Take the “changing of the guard” challenge. Every morning when you wake up and every evening before you go to bed, pray for those working to spread the gospel in San Francisco that God would protect them and bless their work.



## San Francisco People of North America

### Who are the People of San Francisco?

**S**an Francisco is a city of extremes. Coming across either of the city’s two major bridges—the Golden Gate and Bay Bridge—you cannot help but be awed by the extreme beauty of the place. With its Pacific shoreline and bayside views, its majestic high rises and its quaint Victorians, San Francisco is a spectacular place to live, work, and visit. In fact, over one million visitors a year come to the city from around the world to take in this beauty.

San Francisco is also noted for its extreme diversity. Over 39% of all San Franciscans were born outside the United States. The people speak 112 different languages in the San Francisco Bay Area. The world has come to San Francisco and brought its various cultures, beliefs, and values. San Francisco has become a gateway city for reaching the world with the gospel.

San Francisco is also economically diverse. While it is one of the most affluent cities in the country, it is also a city of great poverty. The city has the highest per capita homeless rate of any city in the U.S. There are 1,632 homeless children currently listed as part of the San Francisco Public School System. The waiting period for housing for homeless families is up to five months.

San Francisco is a city of extreme lifestyles, politics, and values. From the 1960s when San Francisco was the center of “hippie” culture to the gay rights activism that grew out of the Stonewall Movement in San Francisco’s Castro District, the city has long been the place where movements begin and alternative lifestyles are tolerated first.



**San Francisco is the second most densely populated city in the country with 16,000 residents per square mile.**

**Residents of the San Francisco Bay Area speak 112 different languages.**

**39% of all San Franciscans were born outside the U.S.**

**San Francisco has the highest per capita rate of homelessness of any U.S. city.**

## What are their needs?

In the midst of their affluence, extreme lifestyles, and progressive politics, the people of San Francisco often are isolated in a city with hundreds of thousands of people. Urban life often leaves many people feeling that they are isolated and alone in a sea of people. There is a real need and hunger for authentic, meaningful, and true relationships. San Franciscans need to know that there is a Savior who loves them. But in order to believe, they first must see a follower of Christ who loves them.

## What is keeping the gospel from them?

The thing that hinders the gospel from moving forward is a stereotype that many people in the city have of evangelical Christianity as mean, uncaring, and bigoted. Christians have to work harder in the city to demonstrate to those they are sharing the gospel with that they are deeply loving, caring, and compassionate people. This makes traditional, confrontational evangelism styles difficult, and requires that Christians engage in extended, committed relationships with the unchurched as they seek to demonstrate the love of Christ.

Information may be updated by writing [peoplegroups@namb.net](mailto:peoplegroups@namb.net).

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## What is their heritage?

San Francisco emerged as the gateway to the Gold Rush country and early on built its reputation as fiercely independent, rebellious, and antiauthoritarian. It also was an early center of diversity and international trade. The Chinese community has a history as old as the city itself. San Francisco has also long had a reputation as a difficult place to sow the gospel. The first ministers who arrived in the city in the late 1800s commented frequently on the fact that those who migrated to the city from the East Coast left all pretext of Christian belief and practice behind.

*"While this postmodern view is increasingly common throughout the country, these attitudes in San Francisco have a longer history and are, therefore, more deeply engrained in the culture at large."*

## What are their beliefs?

San Francisco is a city of diverse beliefs and a chiefly syncretistic approach to religions. Native San Franciscans will speak of being spiritual but are resistant to organized religion. They will talk about the value of all religions; and they like Jesus, but not the church. While this postmodern view is increasingly common throughout the country, these attitudes in San Francisco have a longer history and are, therefore, more deeply engrained in the culture at large. The positive side to these attitudes is that San Franciscans are easy to engage in conversations about religion, spirituality, and Christ.



## What can my church do?

- Using Wikipedia's section on "Neighborhoods in San Francisco" and other online resources, get to know the neighborhoods in the city and lead your church, small group, or home study group to adopt and pray for this neighborhood over the next year. Pray specifically about how God might lead you and your group to engage in or support work to this specific area.
- Seek out people living in San Francisco on social networking sites or other online venues. Ask those you meet to share their beliefs, values, culture, and information about the city, specifically where they meet and connect with people. Post the results on [www.peoplegroups.info](http://www.peoplegroups.info), and also send the results of your research to the local association at [DOM@inassociation.com](mailto:DOM@inassociation.com) or to others working in the area.
- Plan to take your vacation to San Francisco and share the gospel with those you meet in the hospitality venues you visit. Connect any you may lead to Christ to a local church for follow up and discipleship.
- Build online relationships with people living in San Francisco, and look for opportunities to share the gospel with them. Help those you lead to Christ find their way to a local church.
- Identify a local church plant or ministry to an unreached people group, and work with the church planter to provide material and pray for specific needs.
- Volunteer to serve as a Mission Service Corps Missionary working among the 200,000 college students or in a church-based community outreach position.
- Plan a short-term mission trip to work with local churches, church plants, or the city's Page Street Ministry.
- Provide language Bibles for use by local ministries or, even better, bring a team to distribute these Bibles. To download and distribute Bibles in a number of languages, go to "Faith Comes by Hearing" online at [www.fcbh.org](http://www.fcbh.org).
- Encourage those in your church, small group, campus, or home group to consider going as a church planter, career or short-term missionary, or pastor to San Francisco.
- Invite local personnel working in San Francisco to make a presentation to your church or other group about the ministry needs in the city.
- Work with local mission personnel to provide blankets to the homeless, school supplies for needy children, and other material items at various times during the year.
- Encourage Christian businessmen to consider opening businesses in San Francisco to reach the small business community in the city.
- Encourage committed students to consider applying to campuses in San Francisco and helping start or support campus ministry programs and evangelistic outreach.
- Take a trip to San Francisco for the purpose of prayerwalking the city.
- Adopt a local church and work with them to do ongoing outreach events in their communities.
- Plan a trip to San Francisco and spend your time engaging in acts of kindness "in Jesus name."
- Bring a team to the city to volunteer at local festivals and events.
- Plan on attending any major festivals the city has and build relationships with other attendees.
- Bring a group of surfers for an extended visit to share the gospel with local surfers.
- Work with local missions personnel to serve as a safe house for young women trying to escape the sex slave trade.