

ROOV

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IS IT POSSIBLE TO FOSTER COMMUNITY WITH SOCIAL WEB TOOLS? ROOV THINKS SO. AT THEIR CORE THE THREE CO-FOUNDERS ARE ENTREPRENEURS WITH A PASSION TO CREATE PROJECTS TO HELP FUND THEIR NON-PROFIT AND MISSION INTERESTS. IT WAS ONE OF THESE PROJECTS THAT BIRTHED THE IDEA FOR ROOV.

CRAFTING BRIDGES

ROOV.com is the name of the game. It's an online community designed to connect like-minded individuals around their shared experiences and passions within their churches and cities. Our objective is to foster intentional conversations that lead to real-life interactions (getting people online to get them offline). ROOV is built to answer a ton of simple questions that are bridges to community.

Who else at your church ...

- is a twenty-something who has started a business?
- has been on a mission trip to Uganda?
- plays frisbee at the park on Saturdays?

THE QUESTION OF COMMUNITY

We have used Facebook and MySpace for online interaction since day one, but noticed that where these social sites excel in keeping users logged in to their past, they lacked at fostering meaningful community offline, in the present.

We designed ROOV to help “build your future” in that it creates conversations with those that you've probably already rubbed shoulders with in your church parking lot but whom you've yet to meet. It facilitates real-life community, which is ROOV's singular purpose. We believe that community is the number one deficiency within the body of Christ, and our philosophy is to build

real-life community—not just an online version of it.

We also think this lack of community may be the reason why people don't stay in churches. Worship, preaching, and programs are all good, but the community element has been neglected for far too long. God made us relational beings and intended His body to be a family.

EARLY RESPONSE

With every new interaction, we are seeing authentic friendships birthed and new friends discovered on ROOV. The early positive responses are encouraging, but we also understand that ROOV is just one piece of the puzzle. There has been a huge shift in the mindsets of individuals toward being more mindful of others. Community doesn't just happen on its own—you have to be intentional about it.

We're excited to see that the intentionality of ROOV is stirring conversations. People are beginning to ask more and more questions about what they could tackle collectively. For instance, ROOV has connected Christians intent on local outreach—some with a desire to reach out, others who were already engaged. Now they've gathered together with the purpose of adopting specific neighborhoods in an effort to reach all aspects and needs of the people in those areas (i.e., single moms, youth, homelessness, poverty, etc.).

We see our efforts making a noticeable impact in the community and are consistently moved to pose this overarching question: What could we accomplish if we truly became united? **C**



CHARLES LEE

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AFTER ARRIVING IN AMERICA AT THE TENDER AGE OF FIVE, CHARLES LEE'S LIFE WOULD TWIST ITS WAY TO CALIFORNIA AND INTO THE HEARTS AND LIVES OF THOSE WHO NEED HIM MOST—THE POOR, ORPHANED, AND TRAFFICKED. LEE'S WORK IN SOUTHERN CALIFORNIA IS INNOVATIVE AND STEMS FROM A HEART GOVERNED BY CHRIST'S LOVE.

My parents divorced when I was twelve years old in the midst of their pursuit of the "American Dream." My father eventually found success in the restaurant industry and currently runs a couple of restaurants back in Korea. My mother, while doing an import/export business in China, fell in love with the street kids and left her career about six years ago to establish an orphanage where she now serves approximately forty or fifty kids.

I serve as the lead cultural catalyst and pastor for New Hope South Bay in Torrance, CA and teach classes on culture, philosophy, and ministry as a professor at Life Pacific College. I am also the vice president and founding member of JustOne, a non-profit organization committed to addressing issues of poverty, orphans, and human trafficking.

AWARE AND ACTIVE

JustOne is a non-profit organization that was formed to stimulate greater global awareness about extreme poverty and to provoke compassionate ideas and intelligent giving in order to provide sustainable relief. We are a collective voice for the victims of social injustice.

One of our current initiatives is called the Laundry Love Project™ (LLP). For those living below the poverty line, washing their clothes presents both a logistical problem and a financial hardship. From a conversation with a local homeless friend who conveyed this basic need, LLP was birthed.

Laundry Love Project partners with local laundromats in cleaning the clothes of those living in shelters, motels, cars, garages, and on the streets. It is our mission to take laundromats and convert them into hubs of relief, granting reprieve to those living in oppressive poverty through aid in education, basic medical care, and assistance in job and housing placement.

SOLUTION THROUGH COMMUNITY

The creation of JustOne came primarily through my friendship with Greg Russinger, our organization's current president. Greg was leading a community of faith in the Southern California area that was regularly providing relief to those experiencing poverty in their local community. Rooted in friendship for more than ten years, we felt that we could partner together to create practical and sustainable ideas that would bring awareness to social issues, facilitate working networks for collaboration, and develop projects that people can participate in via an open-source environment.

The beauty of LLP is that it invites participants to move beyond the issue and come face to face with people most effected. It turns distant compassion into friendship. After experiencing LLP, many come to a place of remembering stories of actual people and not merely stats. JustOne believes that we are not called to change the entire world, but rather, the world of one—the one standing in front of us. **C**