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LANGUAGE
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CHURCH-SCHOOL PROJECT

IN VILLA MORRA, ASUNCIÓN, PARAGUAY

A missionary base to form families, train leaders, and plant churches in the Southern Cone

Institutional presentation for partners, supporters, and Kingdom investors

Executive Summary

We present a missionary project for the planting of a local Reformed and missionary church in Villa Morra, with an integrated platform of church, confessional school, theological seminary for Paraguayan pastors, and church planters' center. Our conviction is that the gospel must reach not only individuals, but also families, leaders, institutions, and cities. **Therefore, we propose a missionary base capable of uniting faithful proclamation, consistent discipleship, Christian academic formation, and regional missionary expansion.**

The field is strategically promising. Asunción has 462,241 inhabitants, a median age of 33 years, relatively low poverty by national standards, and a strong concentration of liberal professionals, services, and institutions. Villa Morra is small in resident population, with 2,782 inhabitants, but it exercises an influence much greater than its size suggests, because it is part of the corporate, gastronomic, and educational axis of the capital.

In addition, Paraguay is experiencing a growing migratory flow of Brazilians. The INE records 52,031 Brazilians residing in the country, and the National Directorate of Migration reported that Brazilians widely led residency applications. In 2025, there were 22,136 applications. Estimates point to much higher numbers: around 200,000 Brazilians reside in Paraguay or study in the country. Asunción and Ciudad del Este are the two largest destinations for Brazilians, transforming the country's capital into an especially relevant field for a project of this magnitude.

Click here to watch the video.

Why plant this church?

We are planting this church because we understand that Villa Morra is not merely a neighborhood in Asunción, but a strategic point of urban influence throughout the country. It is the great center of real estate investment, connecting intense corporate circulation, relevant educational life, an international environment, and a strong presence of families seeking security, quality of life, and a sense of belonging.

The capital's office market shows that corporate supply is concentrated precisely in areas such as Villa Morra, revealing its importance for the economic life of the city.

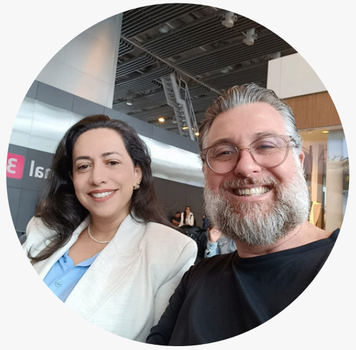
We also understand that the need of the field is not only quantitative, but qualitative. Paraguay remains mostly non-evangelical.

Despite the strong Catholic predominance, Christianity is more ritualistic and cultural than practical and conceptual. Despite these data, the evangelical presence is still very limited throughout the country, mainly in urban contexts.

This requires not only evangelization, but also the generation of a mature, biblical, confessional, discipling community capable of forming local leadership in this and for the next generations.

Finally, we want to respond to a historic opportunity: to reach Brazilians in mobility, serve urban Paraguayans, form local pastors, and establish a church-planting base with a vision for the entire Southern Cone. **We are not proposing only a new preaching point, but a platform of spiritual, intellectual, and missionary formation.**

Who will plant this church?



The project will be led by **Daniel and Luana,** as the coordinating couple of the planting. Daniel will act in the general coordination, theological teaching, articulation with universities, public authorities, and companies, and with pastoral formation and the development of the church planters' center.

Luana will lead the implementation and influence of the confessional school, with emphasis on families, integral formation, and Christian educational culture.

Alongside them, three more multivocational couples will go, fluent in Spanish and English, committed to the life of the church and equipped to serve in the areas of discipleship, small groups, praise and worship, hospitality, and evangelistic strategies. **The proposal is not to send an isolated worker, but a church-planting base team, which is fully aligned with the most effective principles of church planting.**

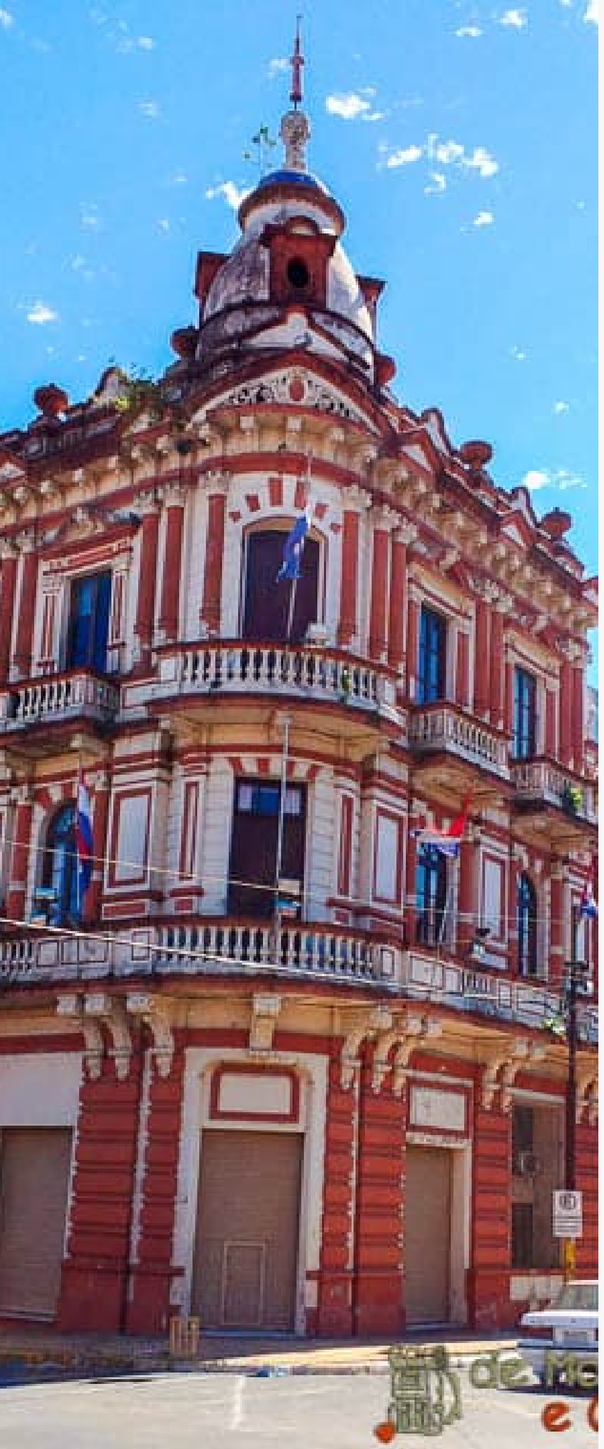
Our vision is to work with embodied presence, relational excellence, and long-term commitment. All the planters will serve directly in the church, while part of the housing sustainability will be progressively supported by the income generated in the school, strengthening the organic integration between church and educational platform.

How will we plant this church?

The planting will follow a clear, progressive, and biblical methodology. The methodological basis is expressed in the “Church **Planting Processes” chart, which organizes the work into five major phases: initialization, planning, execution, development, and multiplication.** In this logic, the planting begins with vocation, justification, mother church, partners, and prayer network; moves through context analysis, gospel contextualization, and evangelism plan; advances toward embodying and proclaiming the gospel, defining the vision, and launching the work; and matures through monitoring, ministerial development, missional development, and multiplication.

In practice, this means that we will plant this church through relationships, small groups, hospitality, counseling, welcoming of immigrants, progressive discipleship, worship services, confessional school, theological formation, and regional missionary vision. **It is not a rushed launch, but the careful construction of a stable, healthy, and reproductive base.**

Our project unites two models already tested in other contexts: on one side, the contextual, relational, and missionary reading; on the other, the ecosystem of integral formation arising from Church and School. **This combination allows us to think of the church not only as a weekly gathering, but as a center of discipleship,** family formation, and expansion of the Kingdom.



Justification of the field

33 years
median age of the capital city

6,6%
total poverty in 2024

0,8%
extreme poverty in 2024

Asunción presents an urban profile highly favorable to the proposal. The capital has a median age of 33 years, **a concentration of economically active population, and relatively low poverty in comparison with the rest of the country.** In 2024, total poverty in Asunción was 6.6%, and extreme poverty was 0.8%, revealing an environment in which the main challenge is to communicate the gospel in an environment of material stability.

Villa Morra reinforces this strategic vocation even more. It is a neighborhood with intense urban life, a gastronomic axis, circulation of companies, and an upper-middle financial profile. The real estate and corporate market itself describes it as one of the most valued and influential areas of the city, close to the shopping zone and integrated into the corporate axis.

Demographic and cultural exegesis

The field of Asunción must be read as a field of influence, not only of residence, because we are in the capital of the country. The city concentrates universities, services, businesses, and international networks. The National University of Asunción, for example, is the main public university of the country, with more than 55 thousand students, which reinforces the relevance of the academic environment as a space of Christian presence, teaching, and formation.

From the cultural point of view, the city combines nominal Christian tradition, a sophisticated urban environment, and growing international mobility. The presence of the American School of Asunción in Villa Morra, with dozens of nationalities in its school environment, confirms that the neighborhood is inserted in a real international circuit, and not merely an imagined one.

This combination leads us to a clear missiological conclusion: **the church to be planted must be biblical and confessional, but also intellectually prepared, culturally sensitive, hospitable, and capable of dialoguing with families, professionals, expatriates, and young university students in formation.**

Target audience

Our primary target audience will be composed of Brazilian families or students residing in or in mobility to Asunción, especially those seeking healthy Christian communities and educational formation coherent with a biblical worldview.

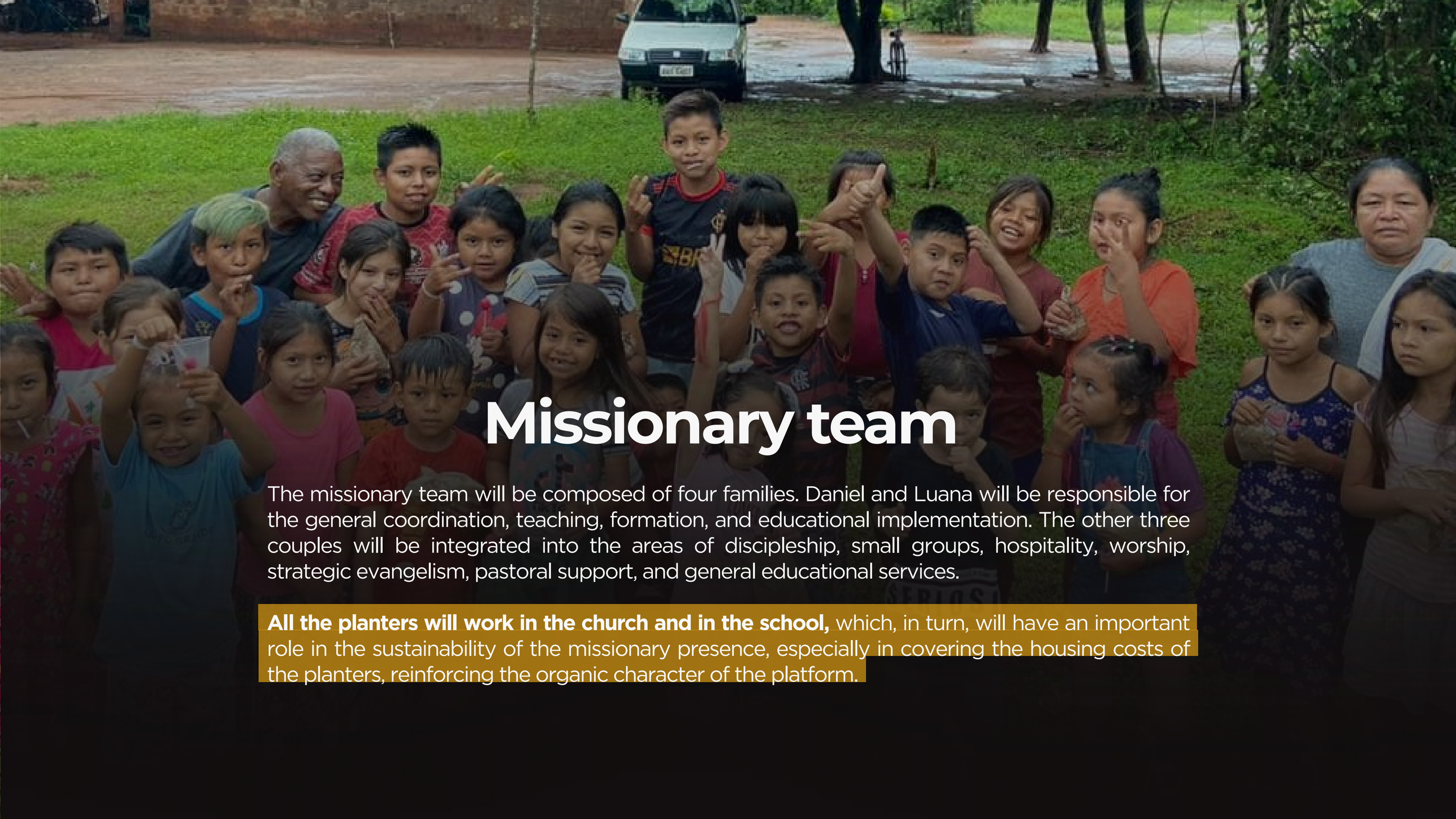
Our secondary target audience will be composed of urban **Paraguayans, including young couples, liberal professionals, families with small children, university students, and leaders interested in serious biblical formation.**

Our tertiary audience will include international and English-speaking families, connected to the educational and corporate circuit of the neighborhood.

Church + School + Seminary + Church Planters' Center Platform

The great strength of this project is in its integrated nature. **We are not proposing four disconnected fronts, but one single missionary ecosystem.** The local church will be the spiritual heart of the project: worship, discipleship, membership, leadership formation, pastoral care, and sending. The confessional school will function as a bridge of welcome and influence among families, especially Brazilian and bilingual families. The seminary/theological institute will form Paraguayan pastors and leaders, supplying an existing gap in the country; that is, there is no interdenominational seminary in the entire country. And the church planters' center will prepare new missionary fronts for Paraguay and for the Southern Cone, including Uruguay, Argentina, southern Chile, and southern Brazil, one of the least evangelized areas in the entire Brazilian territory.

This church-school model presents concrete benefits. First, the shared mission between church and school; second, the complementarity between formal teaching and daily discipleship; third, the strengthening of the community; fourth, the optimization of resources; fifth, the formation of a new generation capable of applying biblical truth in all areas of life; and finally, the church's own influence in local society. In other words, **a church-school not only preaches and teaches: it forms the environment, the culture, and lays the foundations for generational continuity.**



Missionary team

The missionary team will be composed of four families. Daniel and Luana will be responsible for the general coordination, teaching, formation, and educational implementation. The other three couples will be integrated into the areas of discipleship, small groups, hospitality, worship, strategic evangelism, pastoral support, and general educational services.

All the planters will work in the church and in the school, which, in turn, will have an important role in the sustainability of the missionary presence, especially in covering the housing costs of the planters, reinforcing the organic character of the platform.

Implementation timeline — 2026 to 2030

2026

Fundraising.
It will be the year of mobilization, presentation of the project, legal structuring, activation of the prayer network, strengthening with the mother church, fundraising for the implementation, and submission of the planters' documents.

2027

Beginning of the church-school and of the seminary
It will be the year of the beginning of the operation of the local church, launching of the church-school in an initial format, and beginning of the seminary/theological institute.

2028

Beginning of local leadership formation
It will be the year of consolidation of the base group, structured discipleship, mentoring of Paraguayan leaders, and ministerial maturation of the church.

2029

Beginning of the expansion project
It will be the year of the multiplying turning point, with the church planters' center taking clearer shape and new fronts being studied or initiated.

2030

Advancement to Argentina, Uruguay, Chile, and Brazil.
It will be the year of the more explicit internationalization of the vision, with the beginning of the missionary advance toward neighboring countries.

Base budget and investment need

Our initial financial planning works with a monthly need between **US$ 15,000 and US$ 16,000.**

The base structure considered at this moment is the following:

Item	Estimated Value
3 families of 2 people	US$ 6.000,00
Church/school building	US$ 6.000,00
General Coordination	US$ 4.000,00
Estimated total	**US$ 15.000,00 a US$16.000,00**

The physical implementation of the church-school will be carried out in partnership with private entities, which will allow fixed costs to be reduced and part of the initial investment to be distributed through assignment, cooperation, and punctual contribution. It is, therefore, a financially responsible project, grounded in "business as mission" and bold in its vision.

According to the guideline of the project, the housing cost of the planters will be progressively sustained by the income generated in the school, which reinforces the integration between mission and missionary support.

As a methodological reference, the attached model budget forecast works with categories such as **mother church, national partners, international partner, supporters, etc. The costs of the church-planting team, housing, and local rent will be funded by these partners. All the infrastructure, that is, sound equipment, projector, computer, school furniture, promotional and Christian education material, marketing, and media, will come from partner schools here in Brazil.** This structure will be preserved as a reference for organization and accountability.

Success indicators

Our objective is not only to open doors, but to form a mature missionary base. Therefore, we will measure the advancement of the project by indicators such as: consolidation of the base group, number of discipled families, active small groups, received members, local leaders in formation, beginning of the school, parents reached, Paraguayan pastors trained, and preparation of new church-planting fronts.

The success of this project will be perceived when there is a healthy church, structured families, local leadership in growth, a school generating real influence, and a platform ready to radiate to other cities and nations.

Who are we?

Daniel Alessandro Alves Basso is a Reformed pastor, educator, and researcher, with broad ministerial, academic, and formative experience. He has served for more than two decades in pastoral ministry and, in recent years, has dedicated himself to church planting, missionary work, and teaching. His academic formation includes a bachelor's degree in Theology, a licentiate degree in History, and a bachelor's degree in Philosophy, in addition to complementary education in different areas of theology, philosophy, education, literature, culture, politics, and the humanities. He holds a Master's degree in Historical Theology and a Master's degree in Education, Arts, and History of Culture, which gives him a solid foundation to act both in pastoral leadership and in theological, educational, and cultural formation. Alongside pastoral ministry, he also works in the academic and educational area, serving as a professor in some national and international institutions.

Luana Carreta Basso is a pedagogue, Christian educator, and educational manager, with a prominent role in the organization, leadership, and expansion of confessional education projects. She holds a degree in Pedagogy, a postgraduate degree in Classical Christian Education, is president of the Attos Educational Group and of the Basso NGO, and is the founder of Colégio Cristão Attos and Colégio Cristão Valley. Her trajectory unites pedagogical formation, institutional vision, and strong commitment to the integration between family, church, and school. In ministry, she works in close cooperation with Daniel Basso, being his main partner in the consolidation of projects that unite church planting, family formation, and Christian education. Her experience especially qualifies her to lead the school front of the project in Asunción, articulating confessional identity, pedagogical excellence, and community influence.

INVITATION TO PARTNERSHIP

We invite churches, supporters, families, entrepreneurs, foundations, and Kingdom partners to participate with us in this work. This is not only a project to open a church in a strategic neighborhood. It is a project to establish a base of proclamation, discipleship, formation, and multiplication in one of the most relevant and, at the same time, most needy contexts of the gospel in Asunción and in all of Paraguay.

By investing in this project, the partner participates in the formation of children, the strengthening of families, the training of Paraguayan pastors, and the missionary expansion toward Paraguay, Argentina, Uruguay, Chile, and southern Brazil.

We want to plant a church. But, by the grace of God, we want more than that: we want to form a generation, train leaders, and raise up a missionary base for the Southern Cone.

Bank details for donations:

TO CONTRIBUTE TO THE PROJECT:

Associação Transcultural Evangélica
Pix: CNPJ 67.158.741/0001-76
Bank: SICOOB 756
Branch: 4390
Account: 80.533-5
Please include the reference: **PARAGUAI**

FOR INDIVIDUAL CONTRIBUTIONS:

Bank: 237 - Banco Bradesco S.A.
Branch: 150
Account: 121369-5
CPF: 278.775.528-31
Name: Daniel Alessandro Alves Basso
Pix: 1aff7522-8e28-48d7-be17-d79371e633f9

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Basic references for the Project

1. World Bank — Paraguay: population, GDP, and GDP per capita

https://data.worldbank.org/country/paraguay

2. INE Paraguay — data on immigration in Paraguay

https://www.ine.gov.py/noticias/2426/datos-del-ine-indican-que-enparaguay-existen-un-poco-mas-de-156000-inmigrantes

3. City Population — Asunción

https://www.citypopulation.de/en/paraguay/admin/asunción/0000__asunc ión/

4. City Population — Villa Morra

https://www.citypopulation.de/en/paraguay/asuncion/0000042__villa_mor ra/

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