

New Startup Church Takes Distinct Approach From Traditional Standards

A new, thriving church located in the San Francisco Bay Area is launching on February 26, 2023, with aspirations of reaching out to those who are typically drawn away from the traditional notion of church. Unlike other churches, Hue.Church models a unique approach, operating with intriguing takes compared to typical churches.

Since its first community outreach event, the Hot Chili Pepper Eating Contest in August of last year, Hue.Church has entered the public with great pride. This church's name was inspired by the phrase "Heaven Upon Earth." [Hue.Church's mission](#) is to "exist to realize this vision where our broken world will be fixed, once and for all. ... Hue is a place you can connect with like minded individuals, find purpose and make an impact in the Bay Area." This church aims to help those to find purpose and make an impact, despite their past journeys with spirituality. Their wide-ranging team consists of passionate individuals who make it their objective to allow all people to feel welcome within their community.

Over the course of a few months, Hue.Church worked together to provide a generous atmosphere by giving back to the community with numerous events. Hue's pastors and founders, Sam Perli and Immanuel Paul Perli became friends after meeting at their local church. Their cohort of pastors, family, friends, and volunteers attend to help creatively plan and run events and service. Some events in the past include the Thanksgiving Bash, Christmas Party, and the Super Bowl Party.

Long before the arranged launch of Hue, Hue.Church organized events to raise the awareness of a new church in the area, and announced: "We, the Hue.Church are a start-up church in the SF Bay Area. We love our neighbors and have put together this event to share this love with you. At the event, you will also have an opportunity to catch a glimpse of our vision for the bay area and beyond." Hue.Church is officially opening its doors on February 26th, 2023, with the goal of embodying a modern church; one containing different, fresh techniques used differently than what traditional churches incorporated in the past.

The establishment of Hue.Church's came from a unique origin. When asked what inspired them to institute Hue, Sam Perli responded with a message stating that it began from the wish to help his colleagues and friends become familiar with Jesus. This led himself and Immanuel Perli to propose, "Why don't we bring them together and perform a Bible study group on a Friday Night, [with] no judgment, no barriers; people could just come and let their questions be known and could have a discussion around that."

However, as time progressed, both friends began to notice a significant change in the study group size. Sam Perli noted, "From five people it came to seventy people on a Friday night ... and for us, this became a church." Perli reveals Hue.Church's purpose, and its creation was not birthed from the desire to institute a church, but from the evolution of a cohort of like-minded individuals who shared a love of learning about topics both were passionate about.

Furthermore, both pastors of Hue.Church did not fit the typical lifestyle of pastors running churches. Both pastors are full-time employees working at high-tech jobs. "We're just like everybody else in the Bay Area, [I am a] tech worker, and [he is] a scientist overseeing a Nobel Prize lab," says Immanuel Perli. Both Sam Perli and Immanuel Paul Perli found Hue as their side passion, dedicating time, skill, and effort into this cause. One of the many volunteers at Hue.Church includes Chandana Neerukonda, who has a close connection with Hue. Neerukonda participated in various events since the church's beginning, and when asked about the pastors' careers, she added, "Having those jobs make them relatable to the population of Bay Area, who are mostly engineers doing something in the research field."

Beyond being divergent from traditional churches, mission-wise, Hue.Church is held in a space that looks entirely different from the architecture that many are used to; instead of the typical vaulted ceilings, arches, columns, and large, stained glass windows, Hue rents a modern Elite Event Center to host events and Sunday services. This event center includes a buffet bar, kitchen, and a wide-ranging hall. Events take place at this modern, contemporary building as an approach to designing to provide an essence of a warm, welcoming feeling with a large LED screen, media backdrop, and stage setup. In hopes of taking a unique, intentional approach, Hue holds many events fulfilling the interests of everyone else. This bold specialty reflects a sense of belonging and includes those of all ages, backgrounds, and interests.

Neerukonda describes the family-like structure of the Hue community, as she states, “the pastors don’t take salaries from the church. Hue tries to give as much as they can in a reasonable way, in time and talent, through the community around them. Hue.Church aims to be multi-ethnic, and invest more into the community with big hands.”

Hue.Church is seen providing distinct ways of contact in which they can be reached, being frequently active on their website, social media, and openly welcoming others to volunteering, to aid the possibility of events occurring. One of the many ways Hue is involved with the greater good is by partnering for a matching grant from the Stratum Foundation and Transforming the Bay with Christ (TBC), and takes every dollar donated and matches an additional dollar, doubling the impact of donations received up to fifty-thousand dollars.

Despite the different and unique intentionalities thought of by the pastors, their family, and friends, as well as additional volunteers, Hue returns to the prime idea and purpose he felt at the beginning, which is as Sam Perli believes: “The idea is that we are going towards where people are at and giving them a space to explore faith, identity, belonging, and purpose in a context that is familiar to them.” Hue.Church aspires to create an atmosphere of diverse values and uses its uniqueness for the generous benefit of communities within its reach.