



PROJECT FLOURISH



THE PROJECT FLOURISH TEAM

BONNIE JOYNT

BRYN JOYNT

LISA ELDER

ALAN WALKER

JANET HARDY

NICK GIBSON

DONNA MACCANDLISH

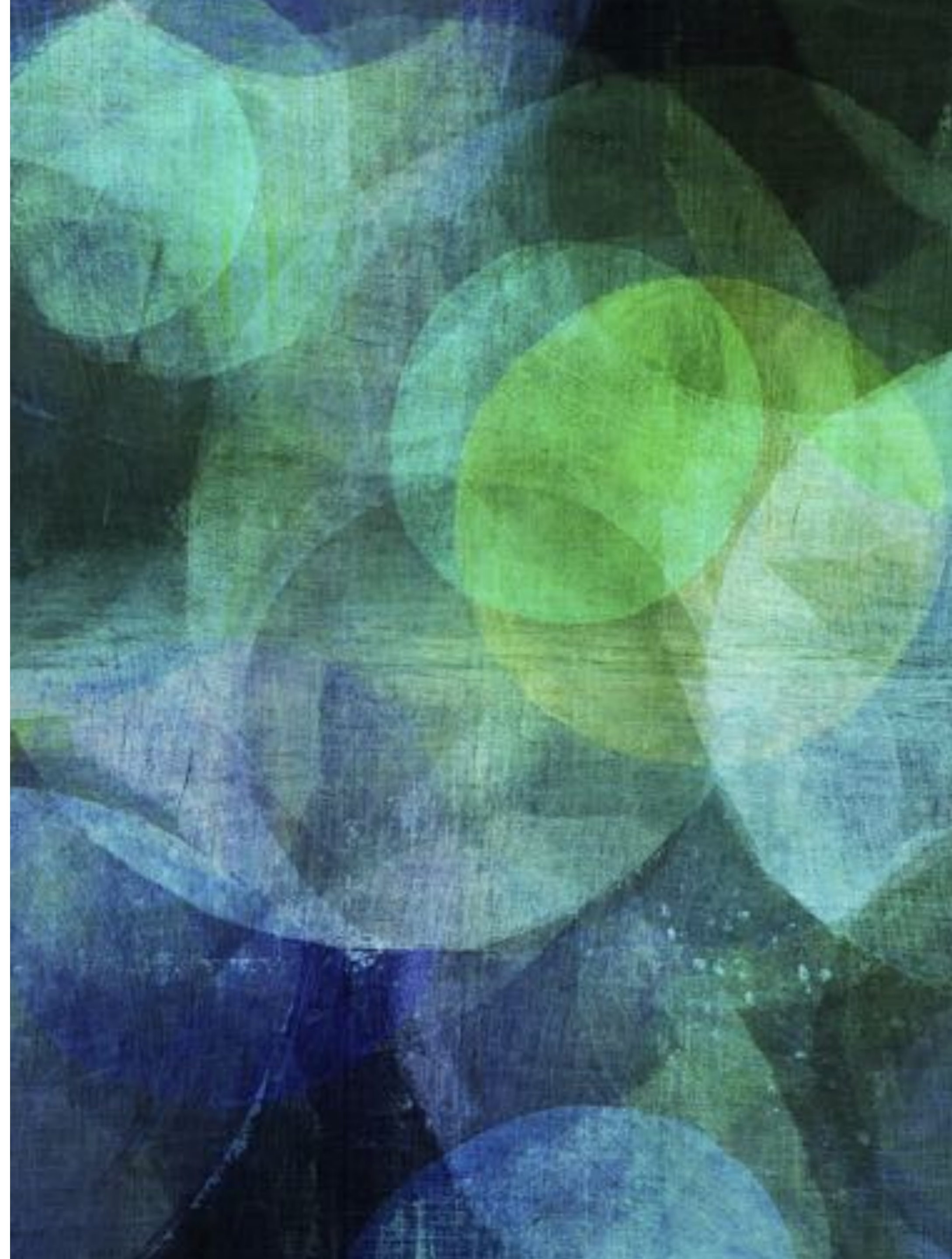
SARAH CHAPMAN

GOALS

TO BUILD A SUSTAINABLE MINISTRY

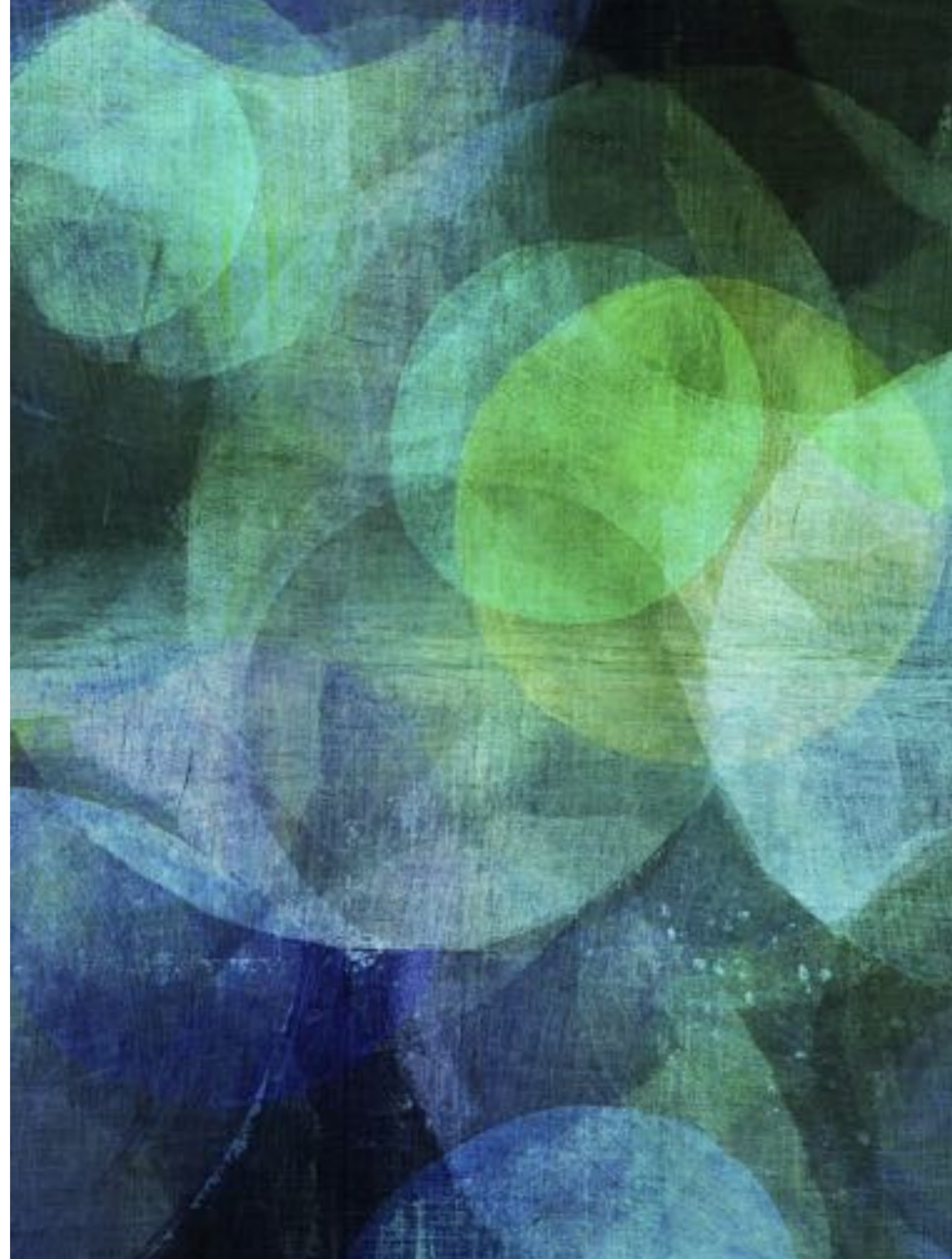
GROWTH THROUGH CREATIVE AND COMMITTED LEADERSHIP

CREATE A WELCOMING AND ENGAGING
CULTURE AND COMMUNITY



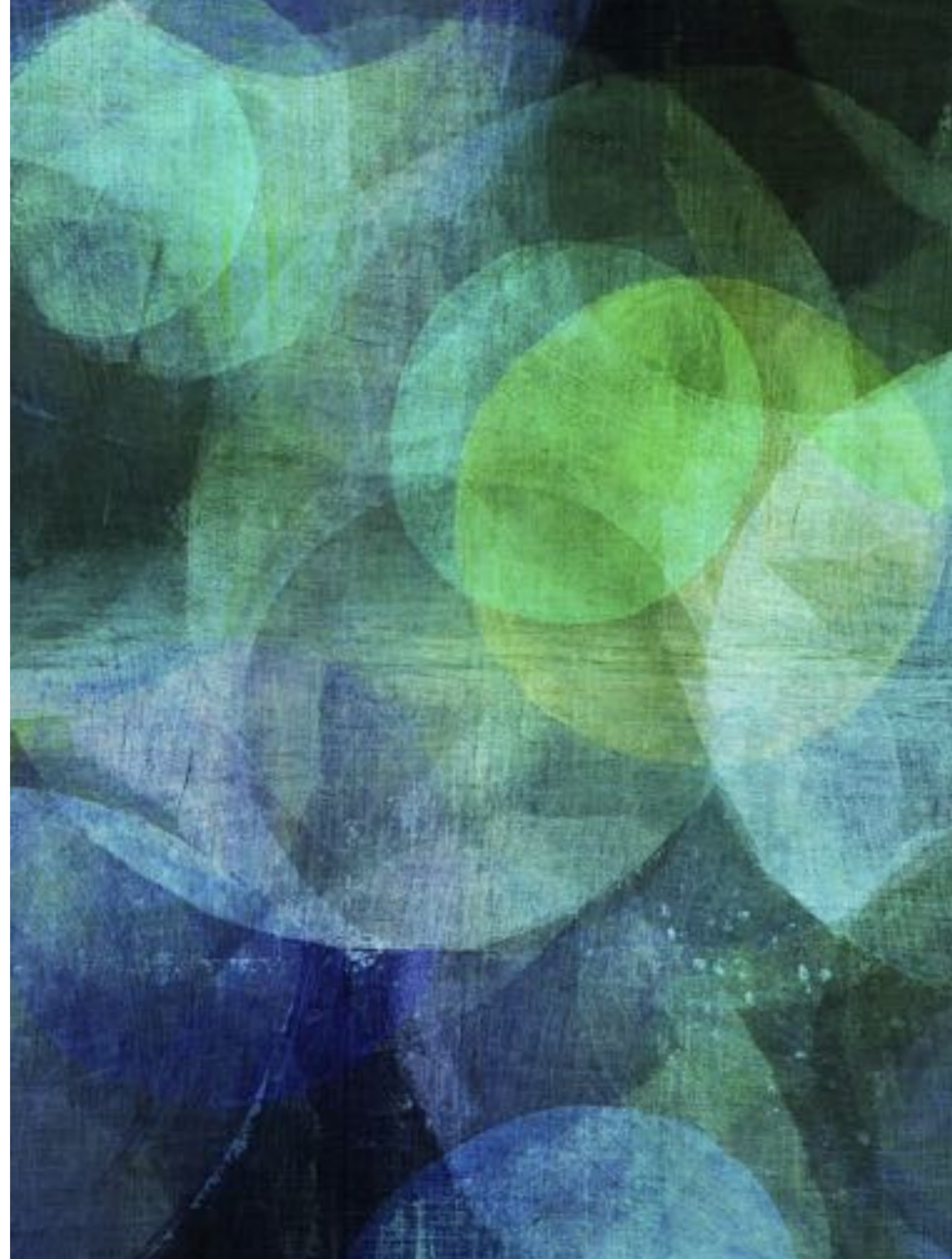
GOAL 1 – TO BUILD A SUSTAINABLE MINISTRY

- Attract the next generation without losing this one
- Be relevant, resourceful, take risks
- Create community for the next generation of participants in ESG life
- Continue to serve and nurture the needs of our loyal and dedicated members



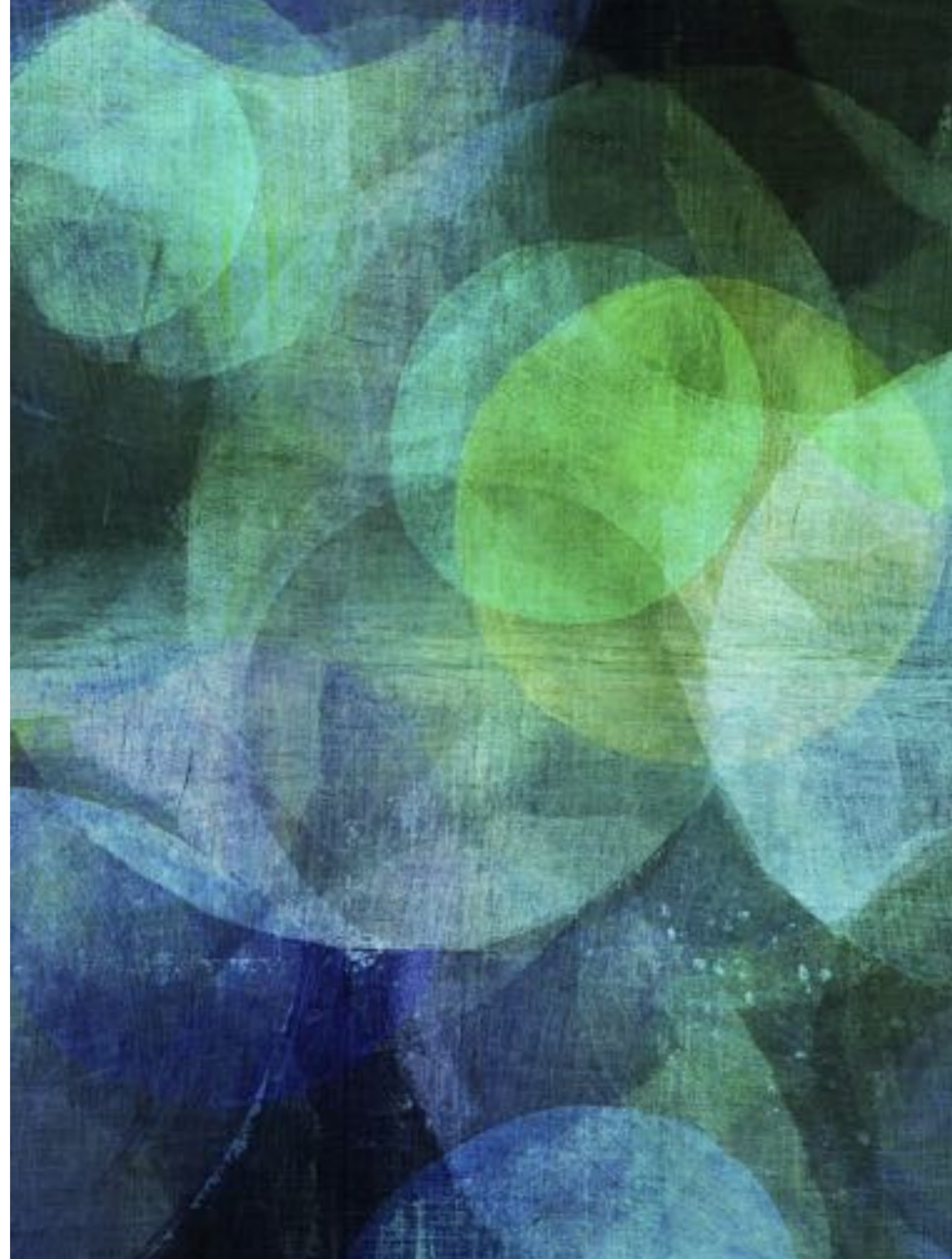
GOAL 2 – GROWTH THROUGH CREATIVE AND COMMITTED LEADERSHIP

- Ministerial team leadership
- Project Flourish – intentional ministry for young people
- Collaborative Programing with other churches
- Engaging lay leadership in creative and established ways



GOAL 3 – CREATE A WELCOMING AND ENGAGING CULTURE AND COMMUNITY

- Offer a strong culture of hospitality
- Master the art of engaging new church participants
- Use marketing, social media and technology to promote our ministry



FOCUS

As we live into ESG's commitment to **intergenerational ministry**, Project Flourish's **principal focus** is to meet the needs of and attract young adults and young families.

This will benefit all generations

In 2019, Project Flourish will:

- Securing marketing and communication expertise, so that more people know about our ministries
- conduct research on the spiritual needs of those living within our church area
- reach and learn more about young adults via creative approaches and new programs





PROJECTS

**FLOURISH HOUSE
COMMUNITY GARDEN
DINNER CHURCH**



FLOURISH HOUSE

What is an Intentional Community?

Intentional Communities offer space for a particular way of life, where Christians live together in a home. In sharing their lives and space with one another in a meaningful way, community members are also encouraged to focus on being a positive presence in their surrounding community or neighbourhood.

In intentional community, people work together to participate in home life as a unit, as well as offer support to each other as they live out their faith journey. Through these experiences, housemates long to be transformed in fuller relationships with others, with the surrounding community and with God.





Sharing Life in Community

What does this look like?



Shelter

Sleeping under the same roof



Space

living in common space together



Meals

breaking bread together



Time

participating in informal and unstructured time together



Neighbourhood Presence

intentionally engaging the church and broader community



Prayer

purposefully praying and worshipping together



INTENTIONAL COMMUNITY AT ESG FLOURISH HOUSE

Using 92 Craighurst (a house owned by ESG) we will provide programming and rentable space for young adults to live together in an intentional way. At the same time, the space will act as a hub for other young adults from across Toronto, through programs such as community meals, gardening and house church experiences.



LIFE IN THE INTENTIONAL COMMUNITY WILL INCLUDE:

Self Reflection - Participants will reflect and engage their core life values and goals through mentorship and coaching

Mutual Sharing within the Home - live into the practices of sharing space, shelter, meals, time and prayer within the house

Positive Presence in Broader Young Adult Community - those living in this space will create community with the broader young adult community, generating a hub for a generation that is exceptionally disconnected from church and very unlikely to otherwise pass through the church doors

Active Participation in ESG & Surrounding Community - participants in the intentional community will have deep engagement with the wider neighbourhood and with the ESG community (ex: involvement in worship, programs & new initiatives)



HOW DOES THIS BENEFIT ESG

- ▶ Space for Young Adults within the church
- ▶ Young Adults offering of gifts and energy
- ▶ Mentorship and volunteer opportunities for ESG members
- ▶ An opportunity to engage the local community
- ▶ Helps the church meet our vision of extravagant welcome:
 - ▶ Extending Love - to a generation that is missing from our church
 - ▶ Serving Others - participants care for each other & the community
 - ▶ Growing in Faith - offering opportunities for young adults to engage their faith in a way that is meaningful for them



EGLINTON ST. GEORGE'S UNITED CHURCH

COMMUNITY GARDEN

COMMUNITY GARDEN AT ESG

MISSION & VISION

- To connect the street and church, by offering an in-between space on the front lawn
- To encourage educational gardening experience
- To engage the spirituality of gardening
- To deepen understanding of food justice issues
- To engage local organizations

COMMUNITY GARDEN AT ESG

TYPE OF PLOTS

- Plots will be well built and organized from a approved garden design
- raised beds, at least 2 feet high for accessibility.

PROPERTY SPACE

Front middle section of the lawn, closer to front doors of church, set back from road (this is to avoid theft, being on the city's land and intrusive to neighbours).

MAINTENANCE & OVERSIGHT


1. ESG Community - Community Garden Committee will help with general oversight and construction
2. Plot renters - families/organizations that rent plots will be responsible for their plot
3. Summer Students - will help to water/weed and maintain community garden as a whole. Students will also arrange plot renters meetings

MODEL

- Families/Organizations rent plots and use produce
- ESG community garden specific plots used to donate produce to local outreach program

TYPE OF PLANTS & CARE

- Plot renters can decide what plants they wish to grow
- Edible plants & native plants will be encouraged
- Organic practices will be required by all plot renters within the Community Garden



Does your Sunday
night feel empty?

come to dinner church

January 20, March 24 & June 2

5:30 pm - 7:30 pm

Dinner Church:

- *Dinner Church is a relaxed dinner and worship experience*
- *Both churched and nominally churched people can attend and feel welcome because it is a different way of being church*
- *It brings together the current and new community*
- *It is an all ages gathering, with special activities for kids*



PROJECT FLOURISH WORK IN PROGRESS

1. Project Flourish Team - Meeting regularly
2. Research – Environics, Target research, Feedback based on new programs
3. Summary Plan for attracting and engaging young people at ESG
4. Secure Marketing and Communications expertise and Project Support
5. Ongoing Program Execution

PROJECT FLOURISH

JANUARY 2019 – DECEMBER 2021

PROJECT TEAM ESTABLISHED

2018
Q4

RESEARCH BEGINS

STRATEGY WORK BEGINS

PROGRAM LAUNCH

2019
Q3

2020
Q3

2021
Q3

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

PHASE 1: FOUNDATION

Project Flourish Manager

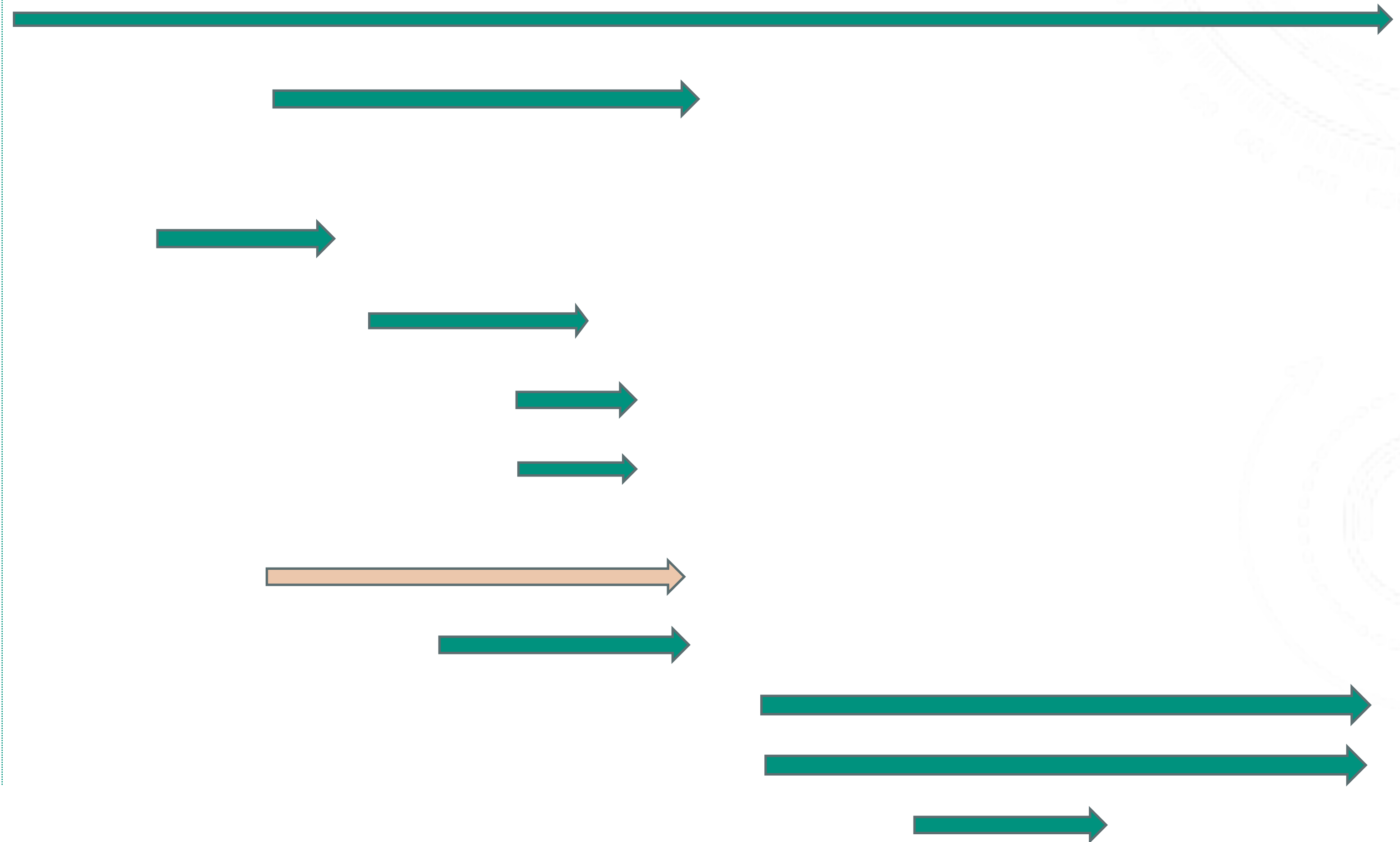
Marketing & Communications (current program, testing & learning)

PHASE 2: STRATEGY

- Research for relevance
- Strategy developed: audiences defined, their needs & motivations, relevant programming and fellowship plan
- Change plan for established members
- Shared learning with UC community

PHASE 3: IMPLEMENTATION

- Technology, software (CRM, facilities)
- Build and execute the programming
- Program launch, learning, optimization
- Marketing & Communications
- Shared learning with UC community



FUNDING

1. PTCC (Presbyteries of Toronto Conference Corporation) providing ESG with \$266,000 in funding over three years
 - \$ 50,000 received February '19
2. ESG resources as a loan to fund renovation/updates to 92 Craighurst
3. Grant opportunities – New Ministry Fund, United Church Foundation, Embracing the Spirit, Vision Fund
3. Local sponsorship/donors - reach out to local community