



United Church

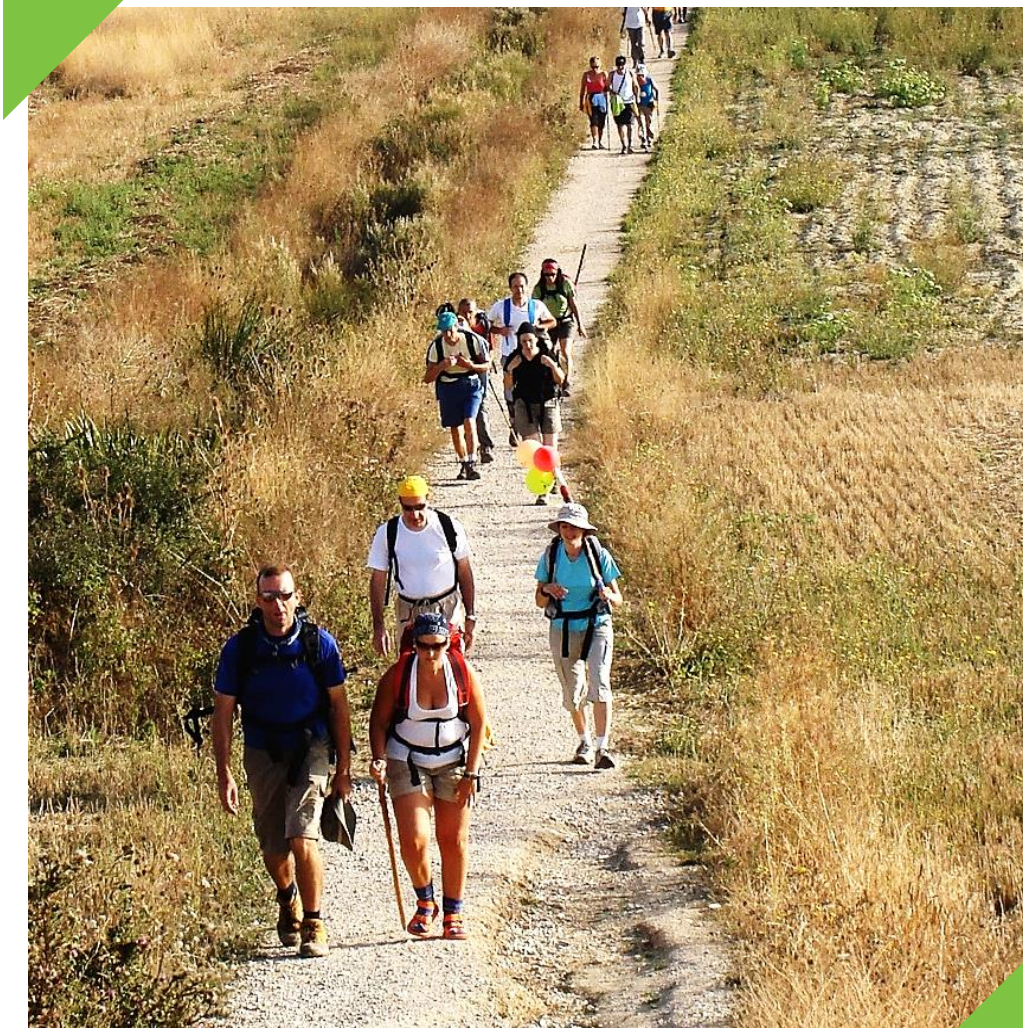
Discover. Your way.

Be the Church
February 2021 Town Hall

Agenda

1. Our goals and priorities
2. Christmas and Advent
3. UN-Glamorous Lenten program
4. Outreach
5. Project Flourish
6. Volunteer Engagement
7. Financial update
8. Q&A

ESG's Congregational Goals



- 2016: A challenging and intentional 2-year process of reflection and renewal
- A strategic vision for growth
- Our Congregational Goals defined through the United Church's Ministry Articulation Profile (MAP):
 - Extravagant Welcome
 - Leadership
 - Growth

ESG's COVID-19 Priorities

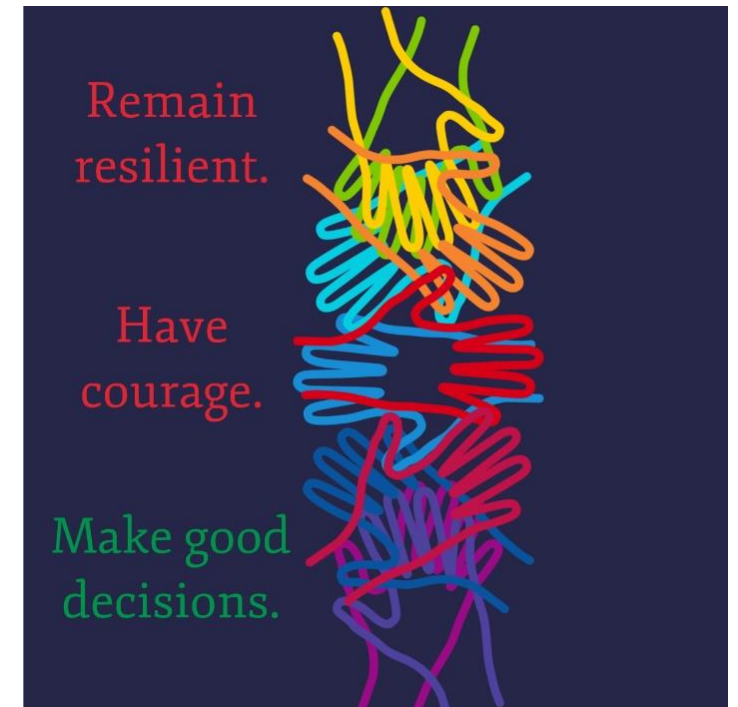
Comfort



Belonging



Intentional Survival



THOSE WHO DREAM

Theme: Sanctified Art

Advent & Christmas

Family Ministry

- Families lighting Advent Candles
- Pageant
- Christmas Eve Production

Music Ministry

- ESG Choir Pieces
- ESG Choir Concert
- # of VOX Children

Viewing Stats for ESG

		Total	Average
Advent 1	249		
Advent 2	220		
Advent 3 Pageant	294	763	254
Advent 4 Celtic with Dewi Sant	849		
Christmas Eve	605		
Christmas Day	141	1595	532
Christmas in a Minor Key	99		
Pageant only	798		
Music Pieces			
Look at the World	3300		
Music Concert	1000		

As of January 5, 2021



UN- GLAMOUROUS

We are Committed.

"IF YOU ARE NEUTRAL IN SITUATIONS OF INJUSTICE,
YOU HAVE CHOSEN THE SIDE OF THE OPPRESSOR."

— DESMOND TUTU

Race & Inequality from a Christian Framework

A Lenten Series



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Integrated program with multiple entry points




- Children's Ministry
- Youth Ministry
- Prayer Group
- We are Not Alone
- Sunday Worship
- Book Study



- We are Not alone
- Join our events
- 2 sermons to share

Lent 1

The Challenge: Breaking the Silence



Race & Inequality
from a Christian
Framework

Lenten Series

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Lent 2

The Conflict: Assessing the Damage



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Lent 3

The Change: The Necessary Work of Decolonization



Race & Inequality
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Framework

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Lent 4

The Opportunity: Allyship



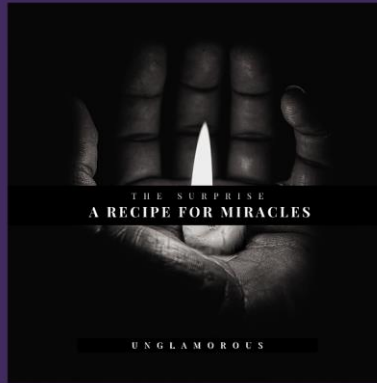
Race & Inequality
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Lent 5

The Surprise: Recipe for Miracles



Race & Inequality
from a Christian
Framework

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Live Panel

Come to Jesus Meeting

The Unglamorous Series:

COME TO JESUS MEETING

PANEL GUESTS



BERNADETTE



BILLY



LISA

Join us live on zoom as this panel of POC faith leaders have candid conversations about race, inequality, hope and reconciliation.

MODERATOR & POET



HEATHER

MARCH 21, 2021 / 7 PM
LIVE ON ZOOM

Sign up at www.exunited.org

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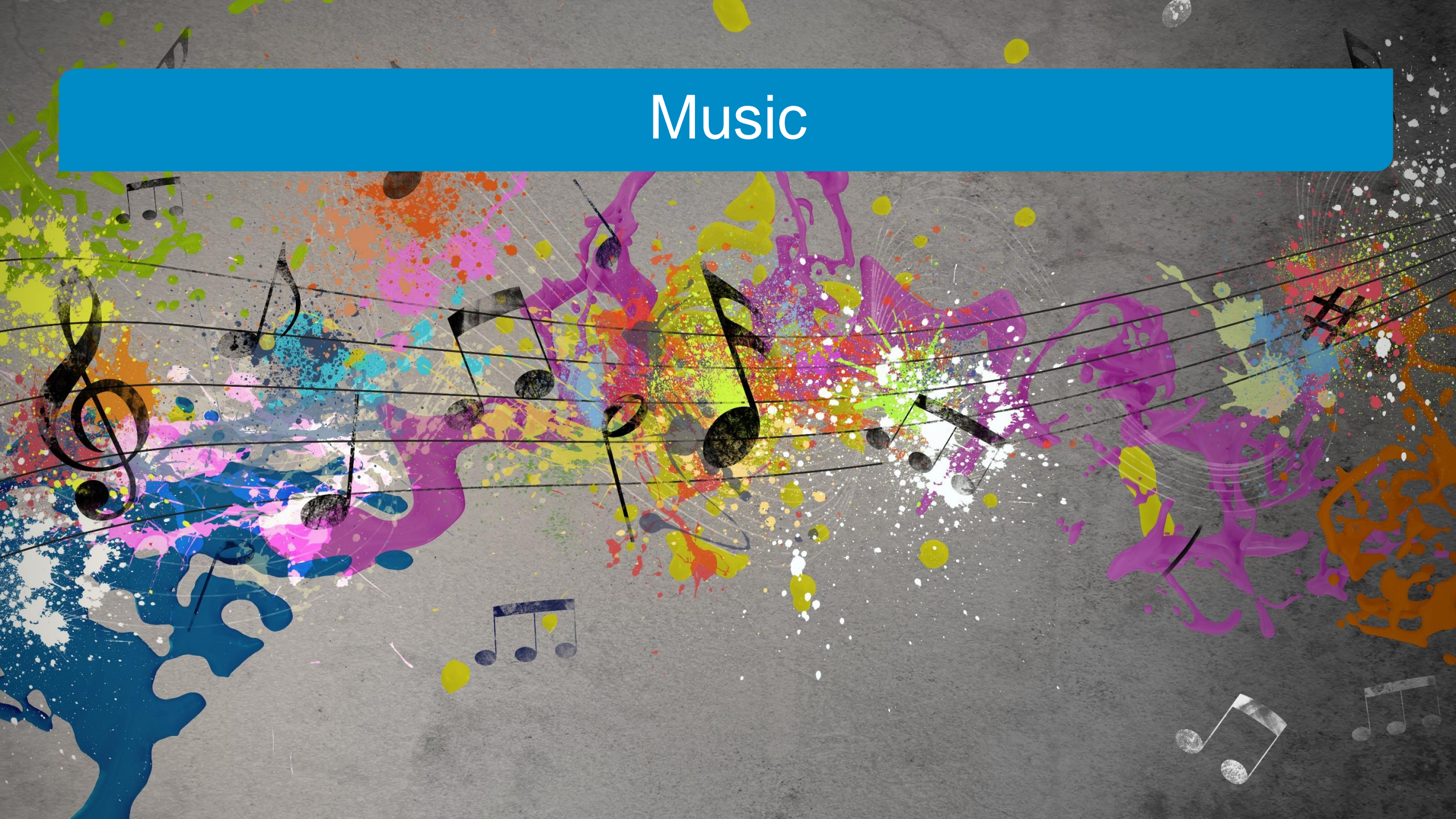
Wallpaper

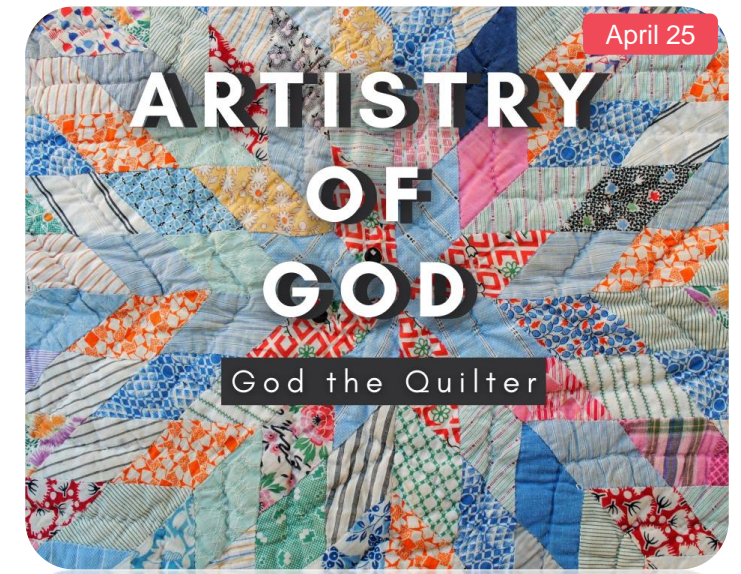
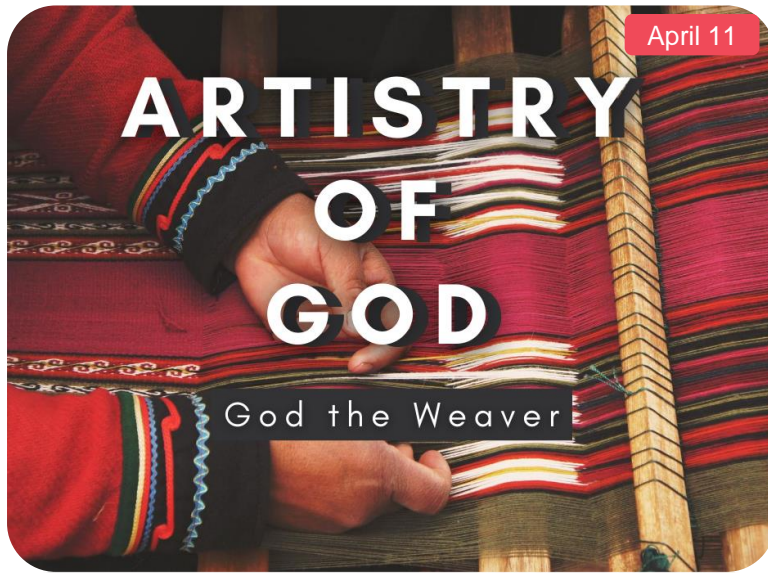


THE CHALLENGE
BREAKING THE SILENCE

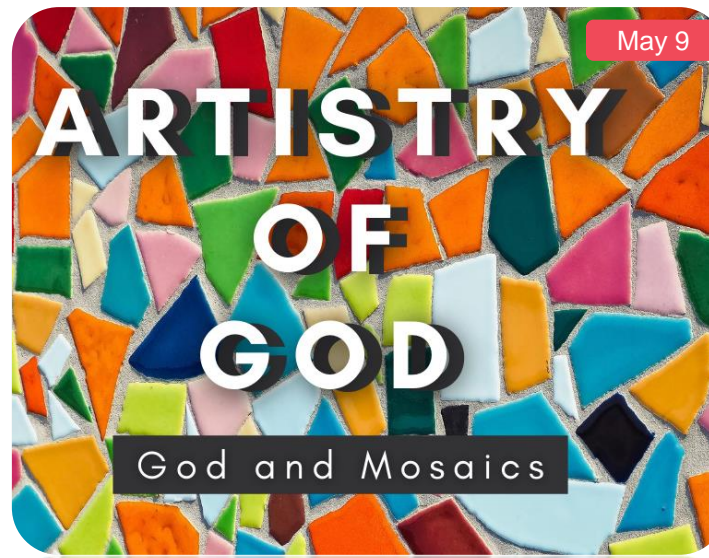
UNGLAMOROUS

Music





After Easter: April 11 – May 16



Lenten Outreach: Welcome Baskets

- Basic supplies for people moving from shelters into permanent housing
- A North Toronto Cluster collaboration



Four Ways to Participate!

1. Assemble a basket with family or friends
2. Donate gently used / new items for baskets
3. Donate financially to support a basket
4. Write a welcoming note for the recipient

Baskets will be delivered Easter week

Little Free Pantry



Give what you can,
take what you need!

Good Food Boxes



Twice monthly
20-25 boxes of
fresh produce to
those in need

Ongoing Outreach at ESG

Donations to Agencies

- Camp Scugog
- The Stop
- Sistering
- Fred Victor (CRC)
- Foodshare

Advent Gifts – Coats and Cash

- Fred Victor Women's Drop In
- Toronto Urban Native Ministry
- Street Health
- Massey Centre for Young Mothers

Project Flourish

Media Campaign Results

Transit Ads



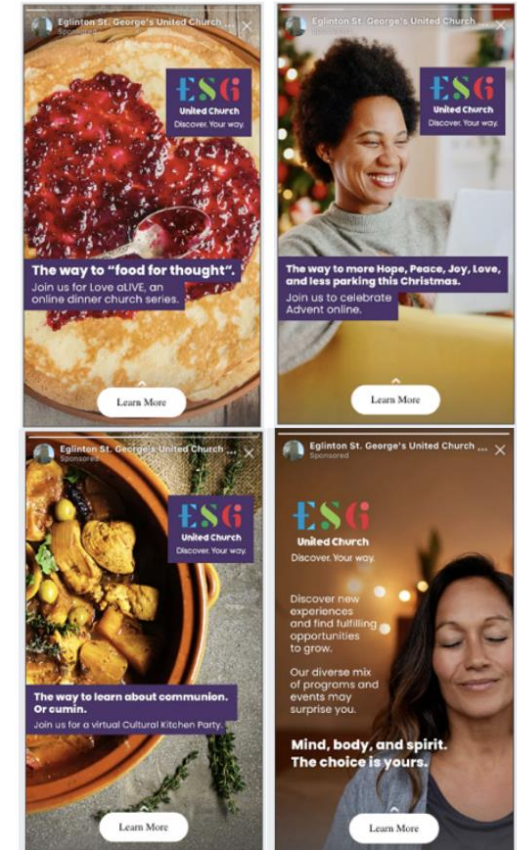
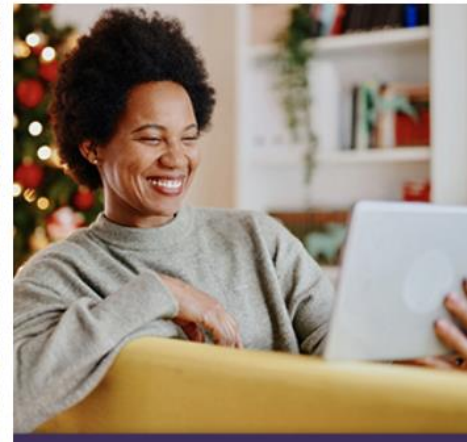
Digital & Social Display



300x250



300x600



Facebook/Instagram Stories

Media Campaign Results

- The Paid social + Digital ads earned over 2100 clicks leading to the new ESG website main page
- The paid social ads had over 138 engagements (likes, comments, shares and saves)
- We were able to track any users who clicked on an ad, visited the website and then click on one of the buttons. All the buttons tracked earned clicks which was very positive – in total 146 button clicks

This campaign can serve as a benchmark for future campaigns and helps us to better understand where we need to focus and where further growth opportunities lie

Recommendations:

- Longer campaign
- Narrow targeting focus
- Explore unique channels that lean into audiences interests

Social Media Next Steps

Social Media Next Steps

REQUEST FOR PROPOSAL -

Our goal for this project is to have an individual/organization create a social media plan and offer recommendations on what steps ESG can take to achieve the plan.

We are hoping to create an enhanced social media presence and create a vibrant digital ESG Community.

We are looking for help translating *what we do* into communications, creating awareness and engagement among members of the Church and people not familiar with ESG who are looking for spiritual and/or religious support in their daily lives.



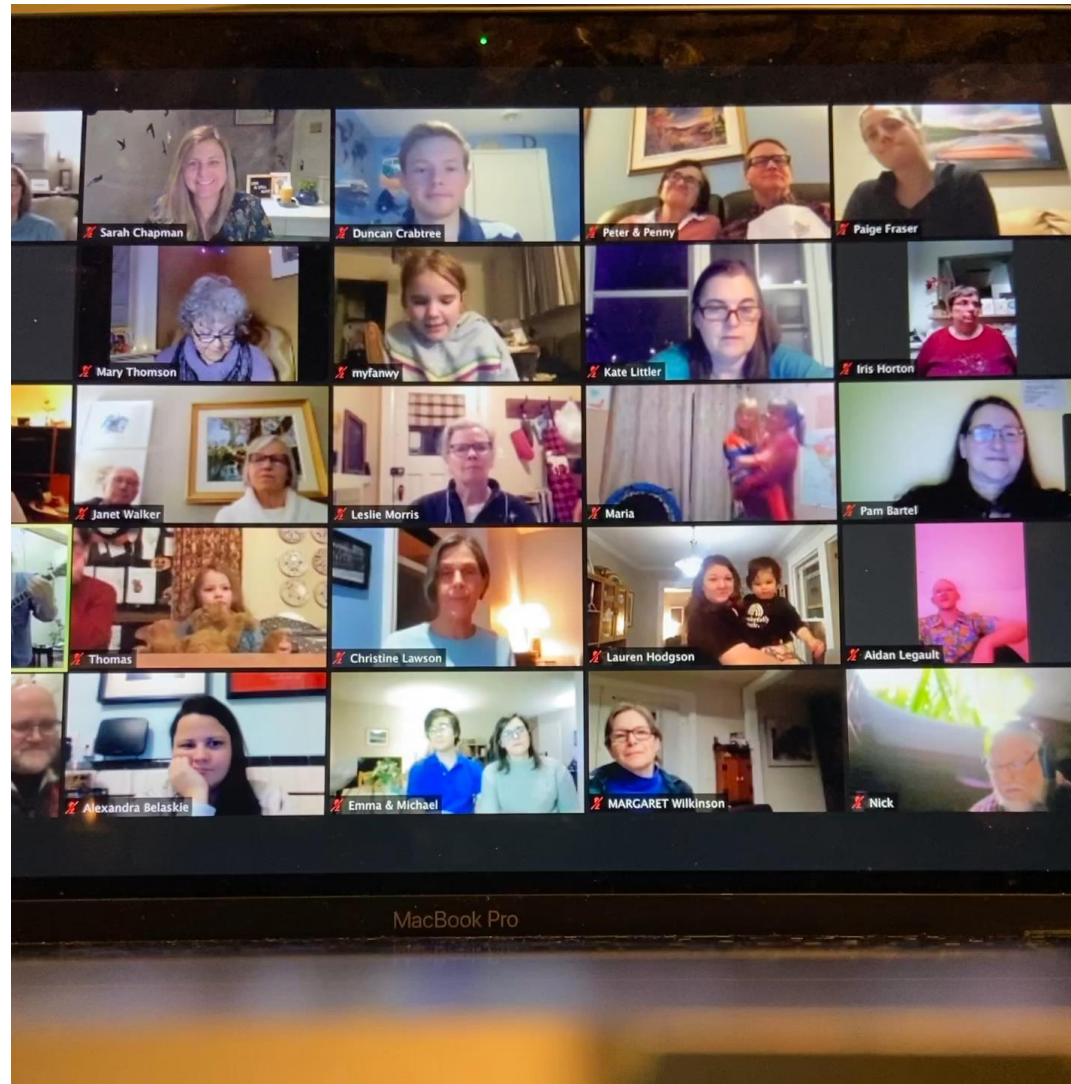
Exciting Programs

Love aLIVE & Flourish House

We are having a lot of fun,
fellowship and finding spiritual
nourishment through
exploring the question:

**Where is Love aLIVE in your
midst?**

Join us the 4th Sunday of each
month at 5pm!



Cultural Kitchen Party

First one down...more to come!

- First one was held on December 8th, 2020
 - Focus: Indian food & culture
 - Lead by Loveleen Lohia
 - Sold out –14 people plus leadership team
 - Mix of people from the church and outside the church
- Looking ahead to the next one later in February/early March
 - Focus: Korean food and culture



Looking Ahead

We continue to find ways to bring to life our slogan “**ESG fuels your growth**”

We have learned so much and are excited about continuing to discern – where, with God, do we go from here?

Our Future is bright and exciting!

(And you’ll hear more about what we are dreaming very soon!)



Nominating Committee

GOVERNING COUNCIL LEADERSHIP

- Marilyn Piotrowski - Secretary
- Maggie Wilkinson – Chair (June' 21)
- Susan Moore – Past Chair (June' 21)
- Actively searching for Vice Chair (2022)



Church Community Engagement



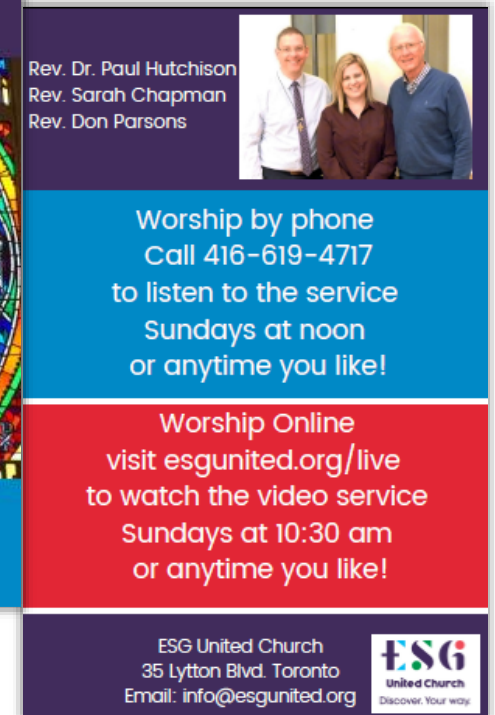
Winter 2021
Ambassadors



Pastoral Care &
Last Minutes



Worship by
Phone



Finance Update to Dec 31, 2020

Strong donation support by Congregation

Expense control ongoing

Deficit projected (\$50k) vs budget of (\$56k)

- Donations on budget
- Rental revenues forecast down (\$26k)
- Wage subsidy received YTD is \$30k
- Deficit would be (\$80k) without subsidy
- Programming continues



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Q&A