

# Town Hall:COVID-19 Update

April 26, 2020



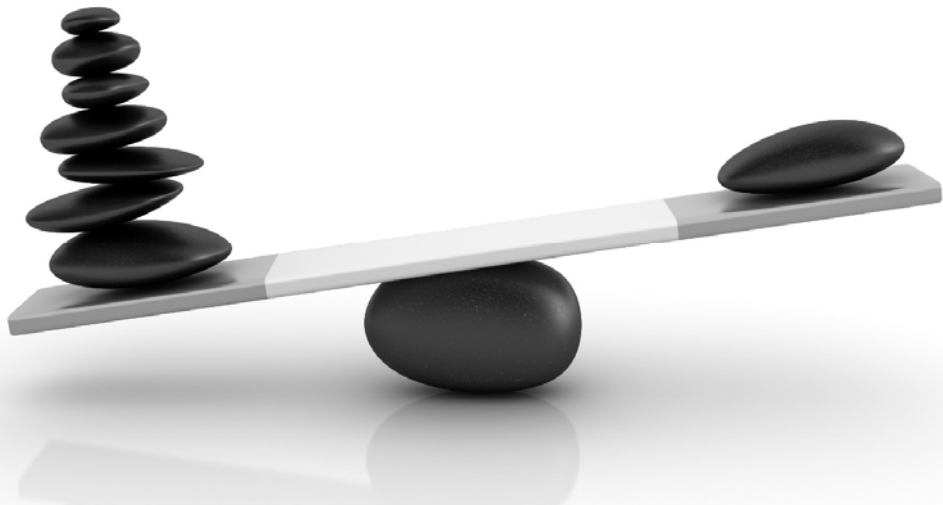
Eglinton St. George's  
United Church  
Extending love · Serving others · Growing in faith

# Our Ministry: A Balancing Act

*From*



*To*



# COVID-19 Congregational Update

- **Remarkable and transformative.** Together, our talent, creativity and commitment has remarkably shifted how we give comfort, spiritual support, be community and responsibly steward the financial operations of the church.
- **Challenging shift for ESG.** Like many organizations, families and individuals, ESG has a tough road ahead, particularly financially.
- **Opportunity to “be church” differently.** We are seeing “Silver Linings” and unexpected positive outcomes in this transformation.
- **ESG can weather this emergency** with the resiliency and courage that has helped the congregation weather other tough times!



## Journey Started in 2016 ....

- A challenging and intentional 2-year process of reflection and renewal
- A strategic vision for growth
- United Church's Ministry Articulation Profile (MAP): defines our Congregational Goals: Extravagant Welcome, Leadership & Growth
  - Selecting a new ministerial team
  - United Church grants for Project Flourish to help us grow

# ESG's Near-Term Priorities

Our decisions are guided by these priorities through to at least the end of our fiscal year in June 2020.

1. **Comfort:** Bring comfort. Be comfort.
2. **Belonging:** Connection with our community.
3. **Intentional Survival:** Remain resilient.  
Have courage. Make good decisions.

# #1 Comfort

## Bring comfort. Be comfort.



Online Worship



Children's Time



We are not alone  
Tuesday email



Prayer Circle



Feeling Better  
COVID Anxiety video



Care for 100+ seniors  
Pastoral Care, ESG Angels



ESG Ambassadors  
Reach Out (May/June)



Emergency Funding  
for organizations

ESG COVID-19  
Special Fund



Good Food Box

# #2 Belonging

Connect with our community.



Producer Extraordinaire  
Bryan Estabrooks



Facebook Live  
Vimeo, You Tube



Phone  
ESG Ambassadors



Zoom Coffee Hour



Zoom: Youth,  
Book Club, WWIT



Phone  
100+ Seniors



Mail - Easter Cards  
ESG Angels, Pastoral Care,  
Family Ministry



Live and “be church”  
differently

# #3 Intentional Survival

Remain resilient. Have courage.

Make good decisions.

## #3 Intentional Survival

Remain resilient. Have courage. Make good decisions

- **One team.** Flexibility and collaboration has been extraordinary. All talent - volunteers and staff, whether full time or contract, are focussed on our three priorities.
- **Adjustments to staffing.** Resignations: Samantha for family reasons and Ainsley prior to the shut down; Adjustments to hours of contract staff such as the custodians and leads; Addition of Bryan as our online worship producer.
- **Business Continuity.** Special thanks to Jennifer Torrens, AJ, Alvero, Irina, Doug, Charlie, Gord and Heather for keeping us seamlessly in operation

## #3 Intentional Survival

Remain resilient. Have courage. Make good decisions

- Extraordinary energy and commitment from YOU!
- Remarkable pulling together and creativity by the congregation to transform everything. Leadership positions are being filled.
- More than ever the church needs your talent and energy!

## #3 Intentional Survival

Remain resilient. Have courage. Make good decisions

Financial forecast for 2019/2020 is challenging.

Expenses are well managed, year-end forecast below budget **\$50K.**

- ESG may also qualify for the 75% wage subsidy

## #3 Intentional Survival

Remain resilient. Have courage. Make good decisions

Revenue is our challenge.

- To March 31st donations below budget (\$48k) and prior year (\$20K)
- Donations to March 31 are \$407K. Goal is \$605K by June 30, to equal prior year and budget.
- Rental revenue shortfall at June 30 (\$30K)
- Spring Rummage sale cancelled (\$30K)

Projected deficit: (\$75-150K) vs. budget +\$6K.

Year end appeal planned for May & June.

We are asking for your help, as you can, to help reduce the impact of COVID-19 on ESG.

## #3 Intentional Survival

Remain resilient. Have courage. Make good decisions

- **Growth.** Project Flourish is being planful, carefully managing priorities.
  - \$25K United Church of Canada grant application submitted as planned for Flourish House Year 2 starting October 2020
  - Marketing communications partner selected to help us achieve our growth objectives. TBD on timing of the engagement to start.
  - Federal government student grant application submitted for Community Garden. Organizations can shift to other priorities, if advisable.

# THANK YOU! THANK YOU! THANK YOU!

Together, we can continue to make a difference.

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**Q&A**

