

## **Executive Director's Report**

### **BOT meeting 17 January 2017**

#### **Facilities:**

All is quiet on the Lift front while we await the thaw of spring.

**Financials:** see separate Financial Highlights

#### **Donations:**

The Holiday Appeal finished with a burst of energy - \$15,607 total in donations as of 10<sup>th</sup> of January. This will help nicely in achieving our overall goal for non-pledge donations for this fiscal year.

Looking at the full range of different contribution (donations that fulfil pledges, plate collection donations, donations restricted to a program, donations in memory of a loved one, gifts from an estate and more) we have 296 donors who have been active between the 1<sup>st</sup> of July and the 10<sup>th</sup> of January. This is 43 more than in early December. Please recall that donors give in very different patterns. Some like to donate only once a year, some monthly, some 3 times a year and all other patterns in between. In particular, we have had a number of donations in memory of deceased congregants.

For pledging as of the 10<sup>th</sup> of January, we are still at roughly the same level as in the fall -- \$631k pledged from 289 pledge units. In terms of pledge contributions, we have received \$358k as of the end of December which is just over 50% of the budgeted amount for the FY. This total is comprised of \$330k contributions towards 2016-17 pledges and \$28k towards 2015-16 pledges that were not fulfilled. In December, the emphasis shifted to helping pledgers meet their 2016-17 giving goals. From analysis on previous years, typically only 90% of the total pledges amount is received before the end of the fiscal year (FYE) in June. We do collect an additional 3-7% in the months after the FYE. As we have discussed before, some have difficulty forecasting their personal finances that far in advance, making their pledges uncertain. The more that the pledge base is made up of these uncertain pledges, the more likely that the percentage we actually receive drops.

In terms of pledge fulfillment, as of the 10<sup>th</sup> of January we have:

- 22% have paid in full compared to 24.3% 12 months ago
- 54% have started contributing or mostly fulfilled their pledge.
- 24% have not yet started contributing to their pledges compared to 26.4% 12 months ago.

As was mentioned in last month's report, the Finance Committee will be assessing at its meeting on the 19<sup>th</sup> of January what down-side contingency measures will be needed given the overall income and expenditure picture including a reforecast for FYE at that time.

**Membership:**

One of the ways we measure congregational involvement is through membership. The membership count as of 11 January, 2017 is 357. Those who have not made a 2016-17 pledge or have not made a contribution towards either a 2015-16 pledge or 2016-17 pledge are all excluded from this count. All those counted have also signed the membership book. Membership counts change each month as people who have not donated in a while start paying to their pledge and new members come on board.

**Communications:**

We are mostly complete with our shift in communications to a new weekly eSoundings which is an upgrade of our weekly eblast. Our printed Soundings will shift to a Quarterly Journal with thought-pieces, articles, stories and testimonials as of the 1<sup>st</sup> of April, with subsequent editions in June, September and January each year. Staff will be responsible for writing or bringing in content from their groups/committees and the BOT will be able to submit via the Board President.

The eSoundings is oriented to events and time sensitive announcements. While primarily an electronic communications channel, there will soon be print-outs of the eSoundings email available in the foyer on Sundays and those who do not have any email service will receive the information via post.

**Staffing:**

One of our Sunday teachers, Joanna Fanuko, has resigned. We will be replacing her as soon as possible.