

**MISSION ARTICULATION PLAN 2026-2029**  
**Wesley United Church Pastoral Charge**



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- Mildred Cousens
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Facilitator: Rev. Kathy Brett

## **Church Council Members:**

- Jim Butters – Chair
- Erika Harris – Secretary
- Daphne LeDrew – Clerk of Session
- Alice Noftall – M&P
- Andrew Wells – Property
- Eleanor Wentzell – Treasurer
- Ted Noftall – VOWR
- Gerard Marche – At-Large
- Carolyn Pitcher – At-Large
- Jennifer Pinsent Barnes – At-Large
- Rev. Bill Mercer – Clergy

Approved by the Church Council for submission to the Regional Council on January 20, 2026.

## **Vision Statement**

Rooted in faith and compassion, we envision a vibrant, inclusive church that nurtures all generations, deepens spiritual growth, and actively serves our local and global communities.

## **Mission Statement**

Wesley United Church exists to lead people into a vibrant relationship with God through inclusive worship, spiritual care, and compassionate service, reaching our congregation, radio listeners, and online community with Christ's love.

## **Value Statements**

We believe in:

a church where all generations are welcomed, nurtured, and inspired, gathering in person, on radio, and online to grow in faith and serve with compassion.

sharing Christ's love through inclusive worship, spiritual care, and meaningful outreach that connects our congregation, radio listeners, and online community.

being a beacon of faith, hope, and love, uniting people across generations and platforms to worship deeply, care generously, and serve boldly.

## Community Profile

The community served by this Pastoral Charge encompasses the historic and commercial heart of St. John's, Newfoundland and Labrador. Geographically, it includes the neighborhoods north of St. John's Harbour, extending across the central business district and surrounding residential areas. A reasonable estimate for the population is approximately 9,400 residents within a compact 3.0 km<sup>2</sup> area, resulting in a high population density of over 3,100 people per km<sup>2</sup>.

While specific age breakdowns for Downtown are limited, the broader city of St. John's reports a median age of 40.5 years with:

- 13.2% of residents under 15,
- 67.2% between 15 and 64, and
- 19.7% aged 65 and older.

This suggests a diverse mix of working professionals, students, and retirees, with potential for engagement across all age groups.

Downtown St. John's is a vibrant and walkable neighborhood, known for its blend of heritage homes, modern condominiums, and apartment complexes. The area's proximity to amenities such as restaurants, shops, cultural institutions, and government services makes it a highly desirable location for both residents and businesses.

The neighborhood is home to several hotels, banks, and corporate headquarters, including major players in oil and gas, finance, and hospitality. This economic activity brings a steady flow of professionals and visitors into the area, creating opportunities for outreach and community engagement.

Culturally, Downtown is a hub of activity. The Rooms, a landmark facility housing the Provincial Museum, Art Gallery, and Archives, sits at its center. George Street, famous for its nightlife and live music, draws thousands during annual festivals like the George Street Festival and the Downtown Busker Festival. These events, along with the area's art galleries and performance spaces, contribute to a lively and creative atmosphere.

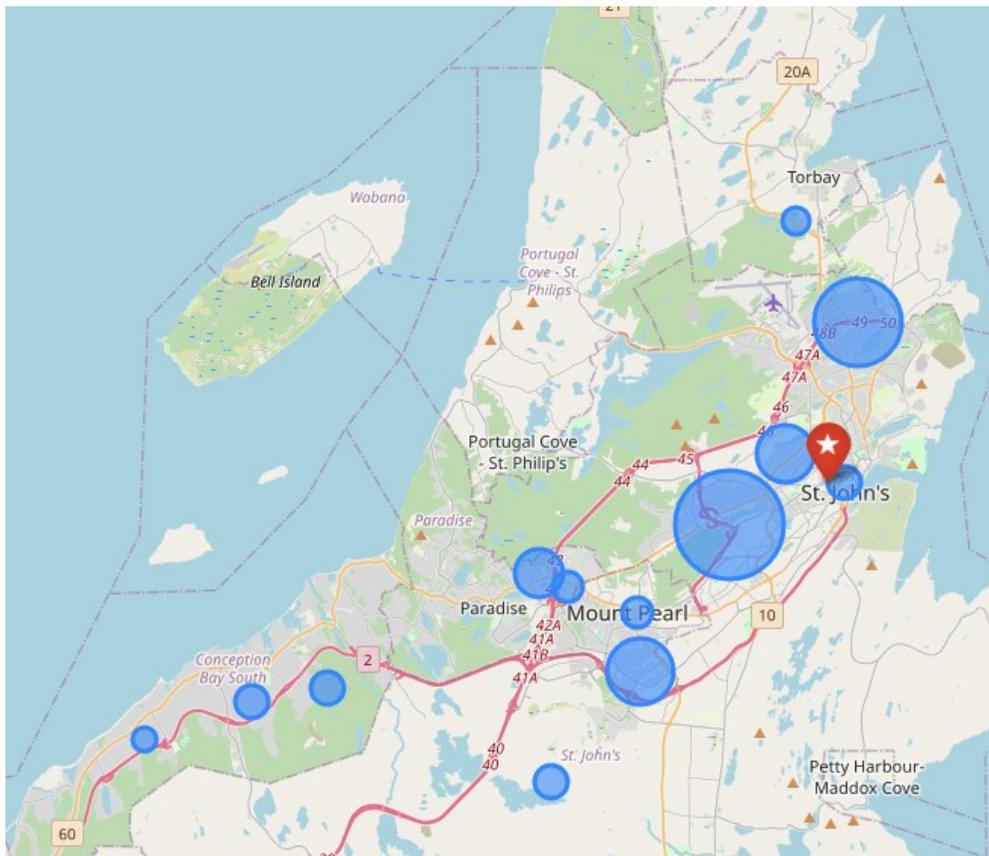
Government offices, municipal, provincial and federal, are present in the area, including St. John's City Hall and federal buildings such as the Sir Humphrey Gilbert and John Cabot buildings. This centralization of services adds to the accessibility and visibility of the neighborhood.

From a broader perspective, Downtown is part of the capital city of Newfoundland and Labrador, which has a population of over 110,000. It is also closely connected to surrounding communities such as Mount Pearl, Paradise, and Conception Bay South, which together form the Northeast Avalon region, home to over 200,000 people.

This proximity to a larger population base means residents of Downtown have access to a wide range of spiritual options, including other United Church congregations and faith communities. It is not uncommon for individuals living downtown to maintain ties with churches in other neighborhoods, especially if they've relocated from elsewhere in the city.

In this context, the Downtown Pastoral Charge has a unique opportunity to engage with a dynamic and diverse population. To do so effectively, the Church must present a clear and compelling mission that resonates with the values and rhythms of urban life. It must also develop innovative methods for reaching people, whether through digital outreach, community partnerships, or presence at cultural events, to share its message and invite participation in its work.

While Wesley United Church is in the heart of Downtown St. John's, many of its members do not reside within the immediate downtown area. Instead, the congregation reflects the broader diversity of the Northeast Avalon region, drawing individuals and families from communities such as Mount Pearl, Paradise, Conception Bay South, Torbay, and beyond. This wide geographic reach speaks to the church's longstanding presence and reputation across the region and highlights the importance of maintaining connections and outreach that extend well beyond the downtown core. The map below outlines the location of members throughout the region.



## Ministry Profile

While Wesley United Church is one of the oldest United Church congregations in Newfoundland and Labrador, its present-day realities reflect both the weight of its history and the evolving nature of faith communities in the region.

The church building itself, a Queen Anne style wooden structure completed in 1908, is a designated municipal heritage site and home to VOWR, a pioneering radio station founded in 1924 by then-minister Rev. Joseph G. Joyce. This legacy of innovation and outreach continues today through weekly broadcasts and livestreams that extend Wesley's message far beyond its sanctuary walls.

Despite a membership list of over 350 families, regular in-person attendance fluctuates seasonally, ranging from 30 to over 100. Many parishioners are older or face health challenges, and rely on VOWR, YouTube, and Facebook to stay connected to worship services. These digital platforms have become vital tools for maintaining engagement and expanding Wesley's reach.

The congregation is supported by a wide network of volunteers and committees, including the Fall Fair Committee, United Church Women (UCW), the Music Hymn Team, and the Hearts and Hands Sunday School group. These groups, along with the Property, Ministry & Personnel, and Finance Committees, ensure that Wesley's operations and outreach remain active and responsive. Additional oversight and collaboration come through external boards such as VOWR, Bridges to Hope, and the First Dawn Eastern Edge Regional Council. Volunteerism remains strong, with many members stepping up when called upon to assist with events, maintenance, and hospitality.

Wesley's facilities include not only the main church and VOWR buildings, but also Wesley House (a former manse) and Lazy Banks Apartments, a ten-unit low-income seniors complex built with government support. While Wesley House requires ongoing maintenance, it remains structurally sound. Lazy Banks provides a reliable source of income and reflects Wesley's commitment to social support within the community.

Chaplaincy and outreach efforts are central to Wesley's mission. These include hospital and home visits, a Christmas dinner hosted by the UCW for Waterford Hospital patients and staff, and regular donations to Emmanuel House, Naomi House and Bridges to Hope. These acts of generosity are woven into the fabric of Wesley's identity and are supported by both individual members and organized groups.

Financially, Wesley is stable. Daily obligations are met, and the Building for Generations fund allows for strategic planning around major projects such as roof repairs in 2017 and heating system upgrades in 2024. While resources are not unlimited, the Finance Committee and Treasurer continue to guide the church with prudence and foresight.

The congregation has adapted to changes in leadership and structure over time. Since the 1990s, Wesley has operated with one full-time minister, with Rev. William Mercer serving since 2005. Additional staff include an office administrator and three contract employees: the music director, video technician, and part-time caretaker. Cleaning services are contracted externally. Together, this team supports the spiritual and operational life of the church.

Recent years have seen a modest revival in Sunday School participation, with four to 10 children attending regularly from September to May. Children are actively involved in worship, and their presence is a hopeful sign for the future. The closure of nearby United Church congregations has also brought new members to Wesley, many drawn by its online presence and enduring sense of community.

Special offerings continue to be made on key occasions such as Mother's Day, Palm Sunday, Easter, and Christmas. Designated funds for property repairs remain well-supported. Wesley's mission, grounded in generosity and outreach, is expressed through partnerships with the Salvation Army Temple Corps and other congregations, as well as plans to reestablish the community thrift shop by fall 2025.

Wesley United Church's financial expenditures over the past several years reflect both the complexity of maintaining a historic facility and the commitment to sustaining a vibrant ministry. Annual budgets have ranged from approximately \$277,000 to \$469,000, with fluctuations largely tied to large-scale capital projects and staffing costs.

The largest portion of Wesley's budget consistently goes toward paid staff, including the minister, office administrator, music director, video technician, and custodian. These salaries and contracts account for between \$108,000 and \$146,000 annually, representing the foundation of Wesley's spiritual and operational leadership.

General maintenance and repairs have varied year to year, peaking at over \$64,000 in 2021 and averaging around \$38,000. Utilities, including heating, electricity, and water, have also been a significant expense, ranging from \$32,000 to \$67,000 annually. These costs reflect the realities of operating a large, aging building in a climate that demands year-round upkeep.

Large-scale projects have had a major impact on the budget in certain years, most notably in 2019 when expenditures reached nearly \$165,000. These projects have included roof repairs, HVAC upgrades, and other capital improvements funded in part through the Building for Generations initiative.

Wesley continues to meet its financial obligations and has a dedicated contingency fund in the form of a Guaranteed Investment Certificate (GIC). The ability to respond to emergencies or undertake new outreach initiatives is limited without additional fundraising or external support. The Finance Committee continues to monitor expenditures closely, ensuring that resources are used effectively and that the church remains on stable financial footing.

In light of new membership, sustained outreach, maintained finances and strong volunteer engagement, the Mission Articulation Plan Committee believes that “sustained health” best describes Wesley United Church’s current condition. Looking ahead, the focus will remain on maintaining this stability while nurturing growth in worship, outreach, and community connection.

# Activities

## Discipleship

At Wesley United Church, faith is not just something we practice on Sundays, it's a way of life that connects us across generations and guides us in service to others. From school-age children to seniors, our congregation is active, engaged, and growing in both knowledge of God and commitment to our mission.

Children and youth are nurtured through Sunday School, confirmation classes, and choir participation, while adults deepen their faith through Bible study, lay reading, and preaching that reflects our values and our call to Mission & Service. These programs help all ages grow spiritually and live out their faith in meaningful ways.

Fellowship is central to our church life. Whether it's coffee hour, flipper dinners or seasonal events, we create space for connection and care. Our UCW, Music Hymn Team, and Fall Fair Committee offer opportunities to serve, build relationships, and support the church's work.

Pastoral care is expressed through prayers of the people, a regularly updated prayer list, and chaplaincy visits to hospitals, nursing homes, and homes. Greeters and lay leaders help ensure that worship is welcoming and inclusive.

Life events such as baptisms, weddings, funerals and confirmations are natural touchpoints for sharing Wesley's mission and inviting deeper involvement. By offering clear information about our programs and values during these moments, we can extend a warm welcome to new families and individuals seeking a spiritual home.

## Justice and Outreach

Wesley United Church is deeply committed to living out the gospel through justice, compassion, and service. Our outreach efforts reflect a growing awareness of the needs within our community, especially among marginalized groups such as women, the unemployed and low-income families.

We actively support local initiatives such as the Bridges to Hope food bank and Naomi Centre, and we contribute to broader justice efforts through donations, volunteerism, and advocacy. The church bulletin is regularly used to highlight pressing social issues and invite members to participate in justice-related activities and events.

Our minister and congregation work together to identify community needs, often through pastoral visits and conversations that reveal where support is most needed. This grassroots approach helps us respond with compassion and relevance, whether it's through chaplaincy outreach, seasonal drives, or partnerships with organizations addressing social housing and poverty.

Wesley's presence on platforms like Facebook and YouTube allows us to share our mission more widely and raise awareness of justice initiatives. We also maintain a strong connection with VOWR, using radio ministry to reach those who may be isolated or underserved.

The reopening of the thrift shop, which includes meal service, further shows Wesley's devotion to support vulnerable and marginalized populations and provide targeted initiatives in the downtown community.

Through donations, food drives, the thrift shop and fellowship-based outreach, Wesley continues to grow as a church that not only preaches justice but practices it. Our commitment to Mission & Service is reflected in our actions, and we strive to be a welcoming and open space for all people.

## Leadership

The Pastoral Charge operates under the guidance of a Church Council, which works in close partnership with the Minister and the various committees of the Church. While congregational meetings may be held to gather input and foster open communication, final decisions on key matters are made by the Council.

This collaborative model ensures that the Church's programs and ministries are thoughtfully planned and aligned with its mission. Committees play a vital role in this process, contributing to areas such as Ministry and Personnel and property.

There is a growing recognition of the need to strengthen leadership development within the congregation. Establishing a more intentional system for identifying, mentoring, and equipping new leaders would enhance the Church's capacity to sustain its ministries and adapt to future needs. This includes creating opportunities for lay leadership, encouraging participation in committee work, and fostering spiritual growth through shared responsibility.

## Ministry Partnerships

Wesley United Church maintains strong and active ministry partnerships that extend beyond its own congregation, reflecting a deep commitment to serving the wider church and the broader community. Members regularly offer their gifts and leadership through service on regional and national church committees, contributing to initiatives that shape the future of the United Church of Canada. This includes participation in governance bodies, social justice projects, and ecumenical collaborations.

The congregation supports the wider church through both formal and informal channels, hosting events, sharing resources, and offering spiritual and logistical support to neighboring congregations and ministries. Wesley's involvement in broader church life reinforces its identity as a connected and contributing member of the denomination.

Specifically, Wesley United Church partners with the Salvation Army regularly with a music ministry, has a voting delegate/representative on the Board of Bridges to Hope, annual support for Naomi House as well as participation on the Cemetery Board.

Volunteer recruitment is a vital part of sustaining these partnerships. Wesley actively encourages members to step into leadership roles, serve on committees, and participate in outreach programs. This intentional cultivation of lay leadership ensures that the church remains vibrant, responsive, and equipped to meet emerging needs.

In addition to denominational engagement, Wesley partners with local community organizations to address social challenges and promote shared values. These collaborations, ranging from food security initiatives to mental health support and cultural programming, allow the church to live out its mission in tangible, transformative ways.

## Pastoral Care

Pastoral Care remains a vital expression of Wesley United Church's commitment to nurturing the spiritual and emotional well-being of its members.

Currently, there is no formal pastoral outreach program in place, which has made it challenging to respond proactively to the needs of the congregation. Establishing a trained team of lay pastoral caregivers would significantly enhance Wesley's capacity to offer meaningful care. This team could coordinate regular visitation, provide bereavement follow-up, and ensure that no member feels forgotten during times of need. Such a ministry would not only deepen the congregation's sense of connection but also reflect the Church's values of compassion, presence, and shared responsibility.

## Stewardship

Stewardship at Wesley United Church is rooted in the belief that we are building not just for today, but for generations to come. Our financial support system relies heavily on the generosity of members through regular and special donations, with 41% of total revenue in 2024 coming from these sources.

In 2024, 62% of revenue was allocated to the operating budget, covering essential costs such as salaries, utilities, and program delivery.

To encourage broader participation and deepen engagement, Wesley has implemented several stewardship initiatives:

- **Pre-Authorized Remittance (PAR):** This option is promoted to simplify regular contributions and ensure consistent support. In 2024, 54 contributors used pre-authorized remittance and contributed \$50,600.
- **Envelope Distribution:** Giving envelopes are provided to members who prefer traditional methods.

- **Educational Letters:** Stewardship information is shared three times a year, offering updates, context, and encouragement.
- **Digital Messaging:** Giving is promoted through Facebook posts, YouTube announcements, and general messages from the pulpit and UCW hymn services.
- **Gratitude Practices:** First time contributors receive personal thank-you notes from the Minister, and regular expressions of appreciation are shared with the congregation.

Timely and transparent communication can positively impact donations. Wesley United Church recognizes the need for a more consistent and strategic approach. A long-term financial plan, paired with ongoing stewardship education and broader volunteer engagement, will be essential to ensuring the Church's future vitality.

## Worship

Wesley United Church is proud to offer a welcoming and spiritually enriching worship experience that resonates across generations, from youth to boomers and seniors. Worship services and the music ministry is a central pillar of congregational life and was identified as the top successes in the MAP Team's congregational survey.

Services are primarily led by the Minister, with strong lay participation that brings depth and diversity to each gathering. Members contribute through scripture readings, musical performances, and vocal leadership. When the Minister is away, lay leaders often step forward to deliver sermons, sharing personal reflections and life experiences that foster connection and authenticity.

Music plays a vital role in worship at Wesley. The organist not only provides musical accompaniment but also collaborates in planning the overall flow and tone of each service. The inclusion of youth and seniors in musical offerings, whether through solo performances, choirs, or instrumental pieces, adds richness and intergenerational spirit to the worship experience.

To ensure accessibility and outreach, Wesley has embraced technology in its worship practices. Services are live webcasted and broadcast on VOWR, allowing members who are homebound or geographically distant to remain connected. Closed-circuit broadcasting within the sanctuary also supports those with hearing challenges, ensuring that worship is inclusive and engaging for all.

Wesley continues to explore ways to enhance the multisensory dimensions of worship, including the use of video, visual art, and storytelling. There is growing interest in expanding lay involvement through guest speakers and creative expressions of faith, further deepening the congregation's shared spiritual journey.

## Seven Year Financial Trends

Our money comes from:

	Total Expenditure	To Paid Staff (e.g., salaries and benefits)	To General Maintenance and Minor Repairs	To Utilities (phones, heat and light, fuel)	To Large Scale Capital Projects	To Presbytery Assessment	To Outreach Projects	To Wesley house	To Taxes and Insurance	To Office Admin Expenses	To Other
<b>2024</b>	\$469,020.58	\$128,657.56	\$40,679.29	\$39,059.16	\$164,783.45	\$14,704.00	\$15,278.80	\$2,934.73	\$23,874.32	\$33,615.27	\$5,434.00
		27%	9%	8%	35%	3%	3%	1%	5%	7%	1%
<b>2023</b>	\$326,393.93	\$123,771.38	\$45,684.96	\$67,007.55	\$5,714.66	\$9,153.00	\$13,688.50	\$1,876.60	\$21,796.34	\$30,805.28	\$6,895.66
<b>2022</b>	\$357,876.53	\$145,847.65	\$64,008.01	\$67,682.59	\$2,401.72	\$7,437.00	\$16,112.25	\$2,872.07	\$18,810.29	\$23,858.00	\$8,846.95
<b>2021</b>	\$294,091.81	\$108,352.30	\$35,567.72	\$36,303.51	\$21,872.22	\$13,852.00	\$16,747.25	\$7,029.67	\$22,914.78	\$24,216.96	\$7,235.40
<b>2020</b>	\$277,965.57	\$115,757.19	\$45,381.93	\$32,462.93	\$792.31	\$11,082.00	\$15,459.00	\$8,610.89	\$21,194.04	\$20,775.84	\$6,449.44
<b>2019</b>	\$366,171.40	\$143,031.21	\$36,372.48	\$38,127.48	\$67,711.21	\$13,158.50	\$17,803.00	\$8,144.39	\$13,425.98	\$18,926.01	\$9,471.14
<b>2018</b>	\$303,331.33	\$146,576.53	\$25,245.89	\$42,234.97	\$8,651.97	\$10,074.20	\$16,275.50	\$6,562.40	\$14,455.11	\$23,659.56	\$9,595.20

	Total Revenue	From Envelopes and PAR	From UCW and Male Choir	From Fundraising Events	From Investments	From Missions and Service	From Rentals	From Lazy Banks	From Memorial Funds	From Building for Generations	From Other
<b>2024</b>	\$456,487.95	\$164,680.87	\$7,655.00	\$23,927.00	\$-	\$15,278.81	\$15,485.00	\$36,000.00	\$13,331.00	\$175,597.27	\$4,533.00
		36%	2%	5%	0%	3%	3%	8%	3%	38%	1%
<b>2023</b>	\$330,655.94	\$162,175.83	\$6,000.00	\$26,985.44	\$2,562.72	\$13,688.50	\$14,285.00	\$46,000.00	\$12,170.00	\$4,918.62	\$41,869.83
<b>2022</b>	\$293,708.23	\$147,360.63	\$7,125.00	\$22,360.00	\$-	\$14,389.25	\$19,740.00	\$30,000.00	\$20,261.87	\$4,685.33	\$27,786.15
<b>2021</b>	\$324,263.02	\$169,678.28	\$12,425.00	\$28,549.00	\$-	\$15,503.50	\$16,065.00	\$34,000.00	\$19,355.00	\$14,241.93	\$14,445.31
<b>2020</b>	\$253,827.40	\$137,678.07	\$8,580.00	\$27,593.00	\$-	\$14,536.00	\$12,460.00	\$10,000.00	\$19,262.00	\$21,124.48	\$2,593.85
<b>2019</b>	\$403,708.25	\$136,475.15	\$2,505.00	\$60,800.00	\$23.60	\$16,703.00	\$18,145.00	\$-	\$12,115.30	\$75,068.60	\$81,872.60
<b>2018</b>	\$296,607.61	\$146,205.82	\$6,201.90	\$53,562.00	\$-	\$15,850.50	\$22,320.00	\$-	\$10,865.00	\$12,368.02	\$29,234.37

Our money goes to:



## Assessment Approach

The Mission Articulation Plan (MAP) Team at Wesley United Church undertook a comprehensive process to evaluate the current status of the congregation and identify potential directions for its future. This work involved a range of activities designed to gather meaningful data and insights, including:

- Collecting demographic and infrastructure information relevant to Downtown St. John's and the broader Northeast Avalon region
- Researching the historical development of Wesley United Church, including its architectural heritage and role in radio ministry through VOWR
- Compiling statistics on worship attendance, financial stewardship, volunteer engagement, and program participation
- Assessing Wesley's governance model, committee structure, and financial health
- Engaging in consultations with congregation members, volunteers, and ministry partners to gather feedback, ideas, and concerns

These consultations included:

- A survey distributed during the month of June 2025 which explored a number of issues to help identify the major challenges currently facing our Church and the key priorities for the future.
- Inviting the congregation to review the MAP Team's draft report for their feedback.
- Conducting two consultation sessions (afternoon and evening sessions).
- Offering to meet with anyone who was interested in discussing their comments in more detail than could be provided in the survey.
- Providing key church leaders, including the Church Council, with a dedicated session to allow for further detailed input.

This multi-faceted approach has provided the MAP Team with a clearer understanding of Wesley's strengths, challenges, and opportunities, forming the foundation for future planning and renewal.

# Survey Results

## Top Themes Identified:

1. Worship & Faith Life – Strong emphasis on regular worship, music ministry, Bible study, and spiritual growth.
2. Youth, Family & Community Programs – High interest in expanding children’s and youth activities and supporting families.
3. Outreach & Mission – A vibrant desire to engage in local and global service, with a heart for justice and compassion.

## Core Values to Nurture:

- Integrity, service, humility, and unity.

## Key Areas for Improvement:

- Expand youth and children’s programming
- Increase fellowship and community-building opportunities
- Strengthen communication through newsletters and digital platforms
- Enhance worship with more interactive and diverse elements

## Outreach & Innovation Opportunities:

- Use social media and online services to extend reach
- Partner with community organizations for greater impact
- Address needs like food, shelter, education, and wellness
- Offer creative programming: music, fitness, workshops, and support groups

## Strategic Focus Areas:

- Grow youth and family ministries
- Strengthen local outreach and visibility
- Enrich worship experiences
- Broaden community engagement through health and creativity

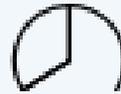
# MAP Survey Data

Results (35 Respondents)

Compassion (40%), faithfulness (40%) and respect (37%) were listed as the core of Wesley's mission

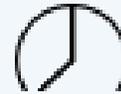
46%

Are seeking more opportunities for fellowship and community building



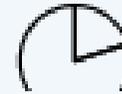
94%

Found the worship service the most meaningful



91%

Found the music ministry most meaningful



57%

Found the community outreach most meaningful



The short-term focus was identified as more youth activities (49%), more senior's activities (46%) and building envelop upgrades (40%)

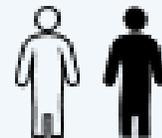
60%

Feel the five-year plan should include partnerships with other organizations

46%

Feel Wesley's outreach should include continued social media presence and community events

1 in 2 respondents felt that Wesley United Church should organize more community events, provide food and shelter and advertise volunteer opportunities



49%

Would like to see more family friendly events



46%

Would like to see art and music classes



43%

Would like to see fitness and wellness programs

# Strengths, Challenges and Opportunities

## Our Challenges

- Operating with maintained finances and limited contingency fund reducing flexibility and the ability for long-term planning
- Recurring facility and infrastructure concerns that may hinder growth
- Aging congregation
- Inconsistent engagement in Bible study and spiritual growth activities
- Limited visitation, bereavement and compassionate outreach
- High demand for youth and family programs by the congregation however few young families attend regularly
- Volunteer burnout and limited capacity for expanding outreach and events
- Interpersonal dynamics can sometimes discourage participation
- Need for improved communication across generations and platforms
- Low engagement with global mission, lacking tangible connection to local life

## Our Strengths

- Warm, welcoming and open congregation
- Engaged and supportive minister
- Strong and vibrant music ministry
- Dedicated leaders for children's programs
- Consistent traditional worship
- Committed and active church council
- Faithful United Church Women (UCW) group
- Positive and consistent interaction with other churches
- Outreach through VOWR radio
- Active presence on Facebook and YouTube
- Robust Building for Generations fund with continued donations for facility upgrades
- Commitment to environmental sustainability through 'greening' initiatives such as the recent roof upgrades, HVAC upgrades and other renovations
- Consistently successful at completing established projects
- Historic and beautiful facility

## Our Opportunities

- Leverage Wesley's online and radio audience (Facebook, YouTube, VOWR) to increase visibility and encourage financial support
- Further develop the current website to provide more information and be more user friendly
- Market Wesley as an environmentally conscious church through its greening initiatives and sustainability efforts

- Welcome and integrate individuals and families from recently closed congregations seeking a new spiritual home
- Fuel local outreach by positioning Wesley as a visible, helpful neighbour through partnerships and service projects
- Broaden community engagement through wellness, arts, creativity, and family-focused programming

## Selected Priority Areas

Priority Statement 1: Enrich Worship & Faith Life (with a focus on pastoral transition)			
Objective 1.1: Shore Up the Foundations of Worship Leadership Ensure worship remains vibrant, consistent, and collaborative during and after the transition.			
Task	Who	When	Results
Build a Worship Leadership Team: Include lay leaders, musicians, and youth reps to share planning and delivery.			
Document Worship Practices: Create a guide outlining seasonal rhythms, liturgical preferences, and traditions.			
Train Lay Worship Leaders: Offer workshops on scripture reading, prayer leading, and service coordination.			
Evaluate Worship Health: Use surveys or listening circles to gather feedback on what nourishes the community.			

Priority Statement 1: Enrich Worship & Faith Life (with a focus on pastoral transition)			
Objective 1.2: Begin Pastoral Transition Planning. Prepare the congregation spiritually and structurally for the retirement of the current minister and the calling of new leadership. Lay the groundwork for a thoughtful, prayerful search process.			
Task	Who	When	Results
When appropriate form a Transition Discernment Team: Include council members, youth, elders, and newer members.			
Host Congregational Conversations: Reflect on			

identity, hopes, and the qualities desired in future leadership.			
Review Governance & Search Protocols: Ensure alignment with denominational guidelines and timelines.			
Celebrate the Current Minister’s Legacy: Plan events and storytelling moments to honor their leadership.			

Priority Statement 2: Grow Youth, Family & Community Programs			
Objective 2.1: Expand Children & Youth Programming Create vibrant, consistent programming that engages young people.			
Task	Who	When	Results
Affirm the Current Team: Publicly recognize their dedication during worship, in newsletters, and at events.			
Conduct a Team Listening Session: Ask what support they need—volunteers, budget, materials, or time—and what dreams they have for the ministry.			
Create a Support Plan: Based on feedback, allocate resources (e.g. honorariums, training, supplies) and recruit additional helpers.			
Offer Leadership Development: Provide workshops or retreats for team members to refresh and recharge.			
Pilot New Ideas: Let the team lead one new initiative they’re passionate about			
Build a Volunteer Pipeline: Invite parents, young adults, and retirees to shadow or assist in programming			

Priority Statement 2: Grow Youth, Family & Community Programs			
Objective 2.2: Build Fellowship & Community Strengthen relationships and create space for joy and connection.			
Task	Who	When	Results
Host periodic socials			
Create a Welcome Team: Train greeters and develop newcomer follow-up (e.g. welcome cards, coffee invites).			
Develop a Community Calendar: Share all events in one place—online and printed.			
Gather Feedback: Use comment boards or short surveys to shape future events.			

Priority Statement 3: Strengthen Outreach and Visibility			
Objective 3.1: Support the relaunch of the Thrift Shop Ministry as a Community Outreach Hub. Use the thrift shop not only as a self-sustaining mission, but as a place of dignity, connection, and service.			
Task	Who	When	Results
Support the Thrift Shop Action Team: Include volunteers, outreach leads, and community advisors.			
Create a Welcoming Space: Add signage, seating, and hospitality touches (e.g. coffee corner, prayer cards).			
Track Impact: Keep records of visitors, donations, and referrals to other services.			

Priority Statement 3: Strengthen Outreach and Visibility			
Objective 3.2: Assess and Expand Facility Use for Outreach Ministries Make the church building a living tool for justice, compassion, and community care.			
Task	Who	When	Results
Conduct a Facility Audit: Identify underused spaces (e.g. basement rooms, kitchen, fellowship hall) and their potential.			
Engage Community Partners: Invite groups like food banks, wellness clinics, or support circles to co-host programs.			
Pilot New Ministries: Try monthly pop-ups like free workshops, or a wellness drop-in.			
Create a Booking & Use Policy: Ensure safe, inclusive, and mission-aligned use of the space.			
Celebrate Stories: Share testimonials and photos in newsletters and online to build momentum.			

## Components which can support implementation of our priorities

- Establish three to four Core Action Teams focused on Worship, Outreach, Youth/Family, and Communications to develop and implement strategic objectives
- Appoint three-Person Leadership Pods for each Action Team, with defined terms, to guide planning and ensure accountability
- Designate a MAP Coordinator from the Church Council to oversee alignment, progress tracking, and cross-team collaboration
- Align Existing Committees and Volunteers with MAP goals to ensure continuity and maximize existing strengths
- Create a Flexible Volunteer Network of individuals who can be called upon for one-time or short-term support without formal committee commitments
- When appropriate, begin the recruitment of a Minister with a bible-centered worship style, someone energized by innovation, community engagement, and spiritual renewal
- Commit to Financial Sustainability by aligning initiatives with available resources and launching targeted fundraising efforts where needed
- Launch a Church-Wide Engagement Campaign to spotlight opportunities for involvement and celebrate contributions
- Introduce Monthly Themes (e.g., joy, generosity, compassion) to unify worship, outreach, and messaging across all ministries

## **Next Steps**

The MAP document was initially tabled at the Church Council meeting on November 18, 2025, and there was a follow-up discussion at the January 20, 2026.

The next steps will be the distribution of the Map document to the Congregation and stakeholders of Wesley United Church and submission of the MAP document to Regional Council.