

## RESOURCES FOR MISSION – REPORT TO GENERAL SYNOD

The Coordinating Committee and staff of Resources for Mission (RfM) agreed that their overall purpose in this triennium was to enhance financial resources and build capacity for the ministries of the Anglican Church of Canada. They moved toward achieving their purpose by focusing on five priority areas:

- Increased revenue for General Synod,
- Greater capacity of dioceses, parishes, individuals and covenant partners (Primate's World Relief and Development Fund; Anglican Foundation) to fulfil their ministry through partnerships, relationships and shared resources,
- Increased knowledge and understanding among Anglicans of the ministries of the Anglican Church of Canada,
- Enhanced reputation of RfM and General Synod for efficiency, accountability and transparency,
- Esteemed for values of servant leadership, bridge building and a focus on the future

RfM's work was inspired by Marks of Mission and Vision 2019. It was informed by its past track record and the recommendations in an operational review undertaken in June 2013.

The Coordinating Committee, made up of five members tackled its work throughout the triennium with enthusiasm and commitment. Its members were deeply committed and experienced as were the members on the four task groups it established: Anglican Appeal, Major Gifts, Diocesan Services and Regional Gift Consultants. Support for RfM's work was offered by a skilled team led by an Interim Director who joined the staff following the decision to ensure full time management was in place rather than part time as during the previous triennium.

Early in its work, the Coordinating Committee agreed to a three year plan, updated annually, focused on the priorities identified above. Set in a context of declining church membership (and therefore declining number of donors), an aging population, many opportunities for giving, meaning increased competition for discretionary dollars within and beyond the church, and an increased focus on data and metrics as well as the cost of raising money, RfM achieved what it set out to accomplish:

- The look and feel of Anglican Appeal was refreshed and reintroduced as Giving with Grace,
- Support was provided to the Dioceses of Niagara and Ontario for their annual appeals, as well as for the Anglican Journal appeal and other appeals within General Synod,

- Gifts for Mission, an annual gift guide offered by RfM and PWRDF inviting Anglicans to support specific projects, had a facelift,
- Funds raised through Giving with Grace and Gifts for Mission increased
- A major giving program was launched with some early success
- New materials for planned (legacy) giving were developed
- Newsletters were offered each year as was an annual report
- Stewardship ministry became an important focus, and included two national gatherings
- Two networks of stewardship leaders and practitioners were supported
- The long standing regional gift planning consultant program, well established in a few dioceses, was reviewed and reimagined for the future
- RfM's website was refreshed and populated with new material, especially in the area of stewardship
- A new donor management system was put in place
- The opportunity to give on line was significantly enhanced with a new on-line giving portal
- Efforts to move toward greater collaboration among General Synod, PWRDF and Anglican Foundation were undertaken
- Three dioceses engaged in capital campaigns following feasibility studies as part of Together in Mission, an initiative of the previous triennium
- Calls and emails asking for advice, resources and assistance were replied to in a timely and effective way

With regard to staffing, a long time colleague retired from his position and was celebrated for his many years of commitment and success in planned giving. Two partnerships were established to make it possible for RfM to acquire some new expertise without adding fulltime, permanent staff. One with the Diocese of Toronto has led to sharing a person experienced in gift planning and major gifts, while the other with the United Church of Canada has brought us strong skills in stewardship and parish giving ministry. A new administrative assistant was welcomed as was a data management coordinator with expertise in RfM's new donor management system. The two ongoing permanent staff, focused on annual giving and resource development, are strong and skilled, deeply committed and engaged in their work. The full staff complement remains RfM's greatest asset. The staff anticipates welcoming a full time, permanent Director soon.

The future is not without its challenges, mostly rooted in the context, described earlier, in which RfM is engaged. However, its current systems and structure, the role of the Coordinating Committee, and

strong staff leadership all bode well for RfM as it moves into the future with a clear sense of purpose and commitment to the ministry it is called to undertake.

Respectfully submitted,

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Chair, RfM Coordinating Committee

On behalf of Coordinating Committee members  
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