

## Wardens' Report to Vestry, February 27, 2022

Your four wardens for 2021 were Sharm Powell (People's Warden), Carol Ambler (Deputy People's Warden), Janice Douglas (Rector's Warden) and Allan Taylor (Deputy Rector's Warden). Allan and Carol joined the team last year, and we have all committed to serving St. Olave's for another year.

It has been a fruitful year, with each of us working to our strengths, independently and together. Steering the ship through the second year of the pandemic, however, has been a special challenge. We are grateful for the caring leadership of our clergy, our dedicated staff, enthusiastic committee chairs and members, and so many other parishioners too numerous to mention.

The work of supporting St. Olave's ministries, maintaining the property and paying the bills required an enhanced level of team communication. To ensure we all knew what we each of us was working on, the Wardens, Rector and Treasurer began meeting monthly instead of every other month. These meetings were often almost three hours long as there was always much to discuss. There is Warden representation on nearly every committee of the church (Stewardship, Capital Investment Fund, Worship, Accessibility, Property and new in 2021, the MAP Committee.) We are pleased to engage in these groups in order to further St. Olave's mission.



**Here are some of the things we did in 2021:**

### **Human Resources**

We said farewell to Rev'd Alexandra Stone, Martha Riddell and John Stephenson, but we welcomed Jim Leatch as our deacon, Brittany Hudson as our Child & Youth Minister (returning to the fold), and Dr. Hanné Becker as our Interim Director of Music. Jim, Brittany and Hanné have each already made unique and meaningful contributions to their respective ministries and to St. Olave's as a whole.

### **COVID Safety**

We continue to stay on top of COVID protocols, including verifying that all of our active volunteers have been double vaccinated, according to Diocesan policy. We also ensure that our tenants have adequate cleaning supplies and have verified that that all of their leaders are double vaccinated. Sharm and Sheila clean the areas of the church that have been used after Sunday services, with support from members of the ACW. Greeters, led by Carol Ambler, sign in visitors and ensure protocols are being adhered to during in-person worship.

## Property

Allan, with the help of his father David Taylor, continues to work with Sheila and Dave on a number of projects. In the summer we hired a landscaping company to give the property a much-needed haircut. This is an important way to leave a positive impression on the community. We are grateful for the completion of the ceiling repair in the boiler room and parish hall stage (under budget), as well as repairs to the walkways leading to the southeast door, from Windermere and Ostend. We await the installation of 20 new windows in the north wall of the lower level, part of the Lead, Kindly Light window sponsorship program. To support our sexton Dave Webb on the exterior upkeep of the building, we are now working with a local handyman named Ed Beckett.

## Rectory

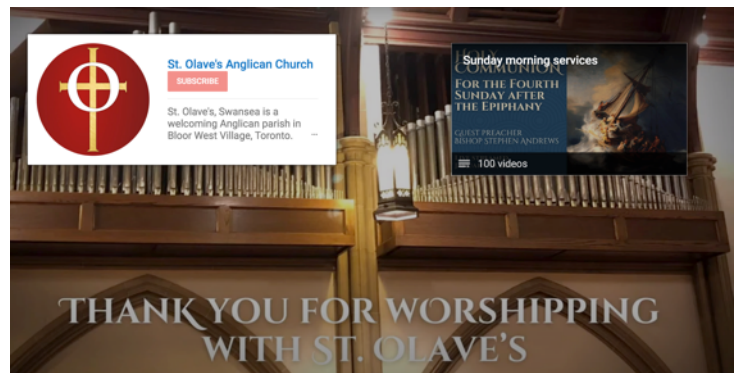
We did not officially inspect the Rectory in 2021 but did have our November meeting there. We are grateful to Rob and Caroline for taking such good care of this important St. Olave's asset. A plumbing deficiency was identified this year in the basement drainage connecting to the city system. This will be addressed in 2022, along with an upgrade to the adjacent bathroom, using funds from the Consolidated Trust Fund (surplus from the sale of the previous Rectory). A special vestry will be held to access the needed funds.

## Tenants

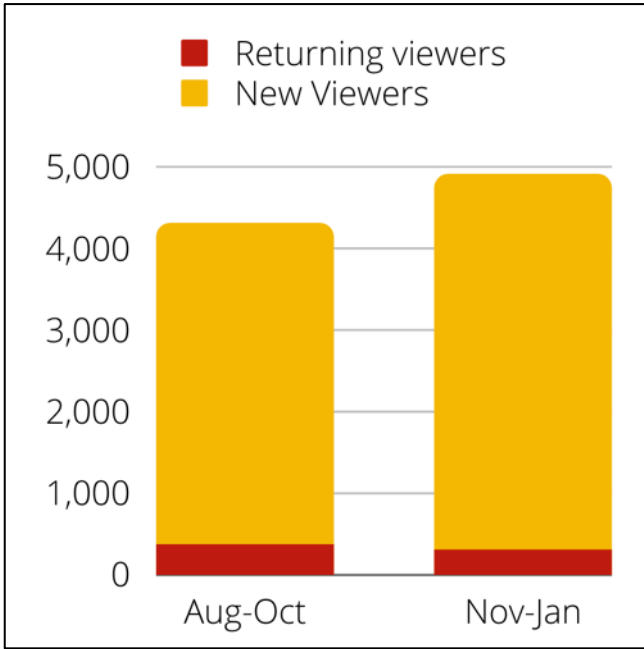
The pandemic caused a significant reduction in our tenants' use of the building, and therefore in rental income as well. The Ethiopian congregation was able to return to worship in the summer following provincial guidelines, and now sets up the parish hall on Fridays and worships on Saturdays. Rev'd Peter John continues to stream their Sunday services from St. Olave's on Facebook Live, his congregation not yet ready to return. In the fall, we welcomed back Addus and our youth programs (101<sup>st</sup> Scouts, 155<sup>th</sup> Guides and Power4Teens) and ensured all tenants had what they needed to be safe and follow COVID protocols. (However, programs were suspended during the January 2022 lockdown.) We are optimistic that 2022 will be a more prosperous year in terms of a steady rental income.

## Live streaming

Our team of trained live streamers includes Carol Ambler, Janice and Craig Douglas, Carol Drummond, Aden Shapland and Bill Wilson. We live stream Sunday services to our YouTube channel, but also special events such as the Rev'd Dr. PJ Carefoote's autumn series on The Bible, the Advent I Evensong and violin concert, and the Rev'd Dr. Schuyler Brown's funeral. When we went back into lockdown in January 2022, we were able to continue offering the services without having to go back to the time-consuming process of pre-recording. We have also experimented with adding hymn texts, special prayers and other visuals such as stained glass windows. Several viewers watch the services live, with views increasing throughout the week. We recently added an invitation to give at the beginning of the videos, and a subscribe button to the end of our videos.



## Online growth



### YOUTUBE

Our YouTube channel currently has 504 subscribers. Over the last three months, we had 310 returning viewers and 4,900 unique viewers. In the previous three-month period we had 375 returning viewers and 4,300 unique viewers.

**Since we launched our channel in March 2020 we have had 74,000 unique viewers.**

### WEBSITE TRAFFIC

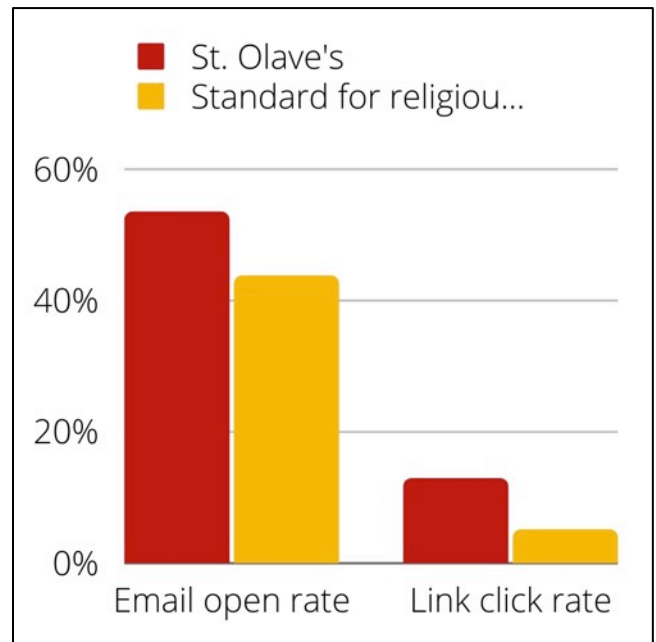
Traffic to our website has grown by 28% from 2019 to 2021 (Google Analytics stats for 2020 are not available). In 2021, 88% of the visitors to our site (4,372) were new visitors and 12% (586) were returning visitors.

### WEEKLY E-BLASTS

Our weekly e-blasts are sent to 186 email addresses (some households have more than one email recipient). Our average open rate is 53.4%, above the average industry rate of 43.7% (based on Mailchimp stats for religion category). The average “click rate,” meaning when people click on links in the email, is 12.8%, compared to the industry average of 5.1%. Granted, our e-blasts have a lot of links!

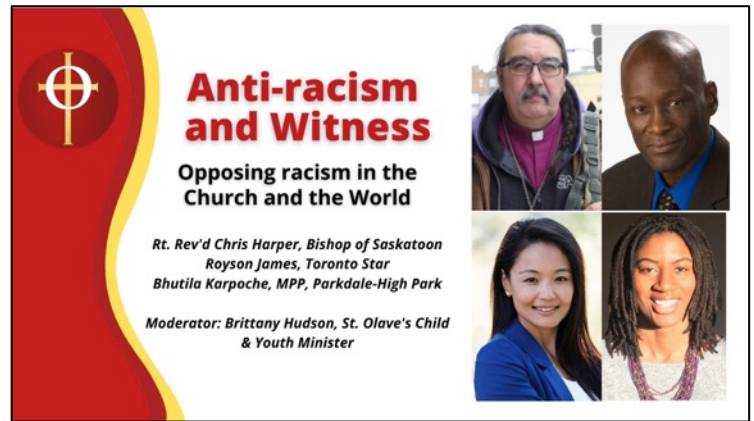
### FACEBOOK

As of February 10, we had 346 Facebook followers, an increase from 315 in November. Each week we post the YouTube link to the Sunday services and an audio file of the sermon (on SoundCloud), as well as the Daily Offices (Morning Prayer and Evening Prayer) from Tuesday to Friday (on Facebook Live). We also post special events, community news, videos and other articles of interest. Last year’s most popular post was the announcement that Hanné Becker had joined us.



## Anti-Racism Social Justice Motion

To support the anti-racism motion that was passed at last year's Vestry, Rev'd Rob invited the Rev'd Canon Stephen Fields to preach. Canon Stephen gave witness to his experience as a Black man in the Anglican Church. Then we formed a committee including Rev'd Alexandra, Rev'd Rob, wardens Janice and Carol, and parishioners Ibi Olabode, Anesu Machoko and William Cowling to look at other education initiatives. The first ever Zoom panel was convened with an incredible line-up of guest speakers (Bishop Chris Harper, MPP Bhutla Karpoche, Toronto Star reporter Royson James and moderator Brittany Hudson). This event had more than 60 people attend on Zoom and was also livestreamed to our YouTube channel so you can still watch it. The third action was to convene the first ever Book Club of the novel *Gutter Child*. Another Zoom event with the author, Jael Richardson, interviewed live by St. O's parishioner Deborah Dundas, was extremely edifying to all who attended.



## Finances

Special thanks to our treasurer, Annis Tebbutt, for coming to the church every week to do the collection count and bank deposits. It is a major time commitment. She has also faithfully filled out every CEWS report for the diocese for our clergy and CEWS applications with the CRA for our staff. You will note on the financial statement that the CEWS revenue for 2021 was significant. We would like to take this opportunity to thank Karen Bennedsen, our bookkeeper for the last 10 years, who is stepping down this year. We are hiring a part-time bookkeeper who will work remotely for an hourly fee, and also help us transition to a system which allows us to make online payments, though still in compliance with canon law.

## Stewardship

We are grateful for the work of the stewardship committee, led so ably by Martha Drake. Her monthly updates have been well received and resulted in a net increase of monthly donors through PAG and tithe.ly. The number of donors receiving tax receipts has also increased (by five) from last year.

## Concluding remarks

Last year at this time, the path ahead seemed considerably bleaker. Very few people had been vaccinated and there was really no glimmer of hope as to when we would be able to reopen to in-person worship and gather together again. This year, as we gradually reopen and devise more innovative ways to connect with people, we give thanks to God for our health and all His blessings.

Respectfully submitted,

Sharm Powell, People's Warden  
Carol Ambler, Deputy People's Warden  
Janice Douglas, Rector's Warden  
Allan Taylor, Deputy Rector's Warden