

STEWARDSHIP COMMITTEE REPORT

Mandate: The mandate of the St. Olave's Stewardship Committee is to encourage and steward engagement of the St. Olave's community as parishioners and donors. *For the Love of St. Olave's* is our motto.

Committee Composition: Rev'd Canon Rob Mitchell, Carol Ambler, Janice Douglas, Sharm Powell, Paul Scrivener, Jim Shapland, Sheila Tait, Annis Tebbutt are the members of the Stewardship Committee which I chair. Sincere thanks to this group of talented committee members who give their selfless and full attention to make St. Olave's a better place. We are blessed by their myriad contributions!

Goals for 2023-2025: The Stewardship Committee identified the following goals to be achieved in a two-year timeframe:

- Increase total amount of donations by 5% each year for the next two years. For 2023, the goal was \$230,000. For 2024, the goal will be \$241,500.
- Increase in-person attendance by 5% each year for the next two years which will be 15 people per week from pre-pandemic numbers.

Donations Results: At the January 2024 Stewardship meeting, Annis Tebbutt, Treasurer, reported that we had not only met, but surpassed our financial goal for 2023 for the second year in succession. We are truly grateful to the St. Olave's community for their generous philanthropy. Please refer to the Treasurer's Report for specific results.

Attendance Results: The attendance goal of a 5% weekly increase of in-person attendance was exceeded by 1% in 2023. 2024 will have the same goal. There are also between 50 and 70 online views weekly for services.

Activities to Achieve Goals since the 2023 Vestry Meeting:

Rule of Life: At the time of writing, five videos in the "Rule of Life" video series have been released. I wish to thank Rector's Warden, Janice Douglas, for recording and producing all videos and for being interviewed. Thank you, also, to Sandra Franke, Anesu Machoko, Sheila Tait and Paul Scrivener for sharing their stories and perspectives. The final video, recorded on February 16, features Director of Music, Jeremy Tingle, who will address "talking about faith". A final communication following Vestry will share key quotes from the people interviewed and messages to amplify *the Rule of Life* messaging to conclude the video series.

Legacy Giving - Lawyer Kit: The committee has created a designed communication to provide key information to bring to a lawyer when planning a charitable bequest to St. Olave's. It will be released in April, 2024 along with the funeral planning document created by the Rev'd Canon Rob Mitchell.

STEWARDSHIP – Page Two

Altar Frontals: All altar frontals were funded with donations within one hour of release of the outbound message advertising this opportunity.

Advent Appeal: A Christmas card with an Advent appeal was mailed at the end of November; positive feedback was obtained on this communication from the phone calls and it will be continued next year.

December Phone Calls: The Stewardship Committee, as well as some Advisory Board members, called 178 households on the parish list in December to encourage participation at the Christmastide events. All feedback was positive and a third calling project will be added at Eastertime in addition to the calls for the September return to church and Christmas. Many thanks to all who made the calls!

Support for Accessibility Committee: The Stewardship Committee would be pleased to offer support to the Accessibility Committee with community consultation and also with complimentary renderings if so needed and desired.

2023 Tax Receipt Mailing: For the second consecutive year, an impact report was created for the tax receipt letter and impact report. The Stewardship Committee has also made a commitment to provide communications support for the Easter appeal will be provided by the Stewardship Committee.

Stewardship Letters: Regular stewardship letters were sent throughout 2023, strategically timed to important events in the parish to encourage financial support and attendance.

Messaging During Services: Rev'd Canon Rob has continued to offer thoughtful commentary as appropriate during the weekly services to encourage a culture of philanthropy and attendance in services.

I wish to express my sincere thanks to the leadership, staff and volunteer support of St. Olave's who help achieve the mandate of this committee. It is an honour and pleasure to serve our parish mission to bring the light of Christ to Swansea, West Toronto and beyond and to serve the mission of the Anglican Church of Canada.

Respectfully submitted,

Martha Drake, Chair, Stewardship Committee