



**THE UNITED CHURCH OF CANADA  
L'ÉGLISE UNIE DU CANADA  
TORONTO CONFERENCE**



**Community of Faith – Telling Our Story:  
Ministry Articulation Profile (TC 425 MAP)**

**Preface:** God forms this particular expression of the Body of Christ out of the life of Jesus by the power of the Spirit and has unfolded the story of the community of faith. Describe this story by spiritual discernment using at least the tools of prayer, study and community reflection, and perhaps silence and fasting.

**Purpose:** To enable a Community of Faith (CoF) to honestly and boldly “tell its story”.

**Process:** Filling out this form will be much easier if you have your Ministry Articulation work and priorities at hand. The process is outlined by your presbytery.

Also, refer to the [Ministry Articulation Profile \(MAP\) Handbook](#) or talk to your presbytery about more options.

**Who Uses it:** Governing body or designated MAP team in consultation with the congregation.

**When to use:** This form can be used in the following situations:

1. When creating your Ministry Articulation Profile for the first time.
2. When reviewing goals annually.

**ROUTING:** Please keep a copy for your records prior to sending on.

- Community of Faith completes the form (see the process above)
- Community of Faith approves the Ministry Articulation Profile and keeps a copy.
- Community of Faith forwards a copy to the presbytery office.

**Name of Community of Faith:** Fairlawn Avenue United Church

**Address of Community of Faith:** 28 Fairlawn Avenue, Toronto, ON M5M 1S7

**Brief Description of our ministry including the mission God has given:**

Having celebrated its 100<sup>th</sup> year in 2015, Fairlawn Avenue United Church’s Mission, as given to us by God, is to **help people *Connect with what matters in life by developing our ministries of Explore Spirituality, Experience Belonging and Embrace Action.***

Fairlawn’s Vision is: **God is calling us to be a Welcoming and Vibrant Church for our Community**

Our core belief is that we are not alone. We are connected to God and each other by love.

♦ **Full Profile** (first time submitted/ major changes)

**Updates** only (annual submission)

**Prioritize:** Rank the categories 1 through 8 whether you have goals in the category or not.

Priority (#1 to 8)	Category Title	This is who God has formed us to be as a Community of Faith: <i>Description / Goal / Action Plan</i>
	Leadership	<p><b>Leadership</b>                      <b>Priority #: 1</b></p> <p><b>Description of Current Ministry:</b> Over two years Fairlawn conducted a thorough, congregation-based re-visioning and re-organization exercise, culminating in the rewriting of our Constitution in 2015. Identified as <i>The Fairlawn Call</i>, our revised Mission is to help people <i>Connect with what matters in life by Exploring Spirituality, Experiencing Belonging and Embracing Action</i>. All of our activities, programs and staff and volunteer leadership structures, as captured in our Annual Report and Organizational Chart, are in support of these three ministry areas: Explore Spirituality (ES), Experience Belonging (EB) and Embrace Action (EA).</p> <p>The minister has a distinct role in the leadership of the church as a member of Presbytery being called to exercise governance and leadership.</p> <p>We made a further adjustment to our organizational chart in 2017 when we upgraded the Church Administrator role to that of Director of Church Operations, in charge of most of the support functions. This clarifies the leadership of the church as being: the Senior Minister plus the Director of Church Operations and the Chair of Governing Council. Their key role is to help Fairlawn work with staff and lay leaders to build and live a five-year plan to reach its Vision which we have defined as: <i>“God is calling us to be a Welcoming and Vibrant church for our community.”</i></p> <p>The Director of Church Operations will support Fairlawn in achieving its goals by developing a new engagement strategy that effectively reaches out to the broader community, promoting Fairlawn’s programs and initiatives under our Mission of helping people to Connect with what matters in life by helping them to Explore Spirituality, Experience Belonging and Embrace Action. This strategy employs an events-based approach to communications to the public. This person will also focus effort on increasing rental income.</p> <p><input type="checkbox"/> We do not have a specific goal      <input type="checkbox"/> ♦ We have a specific goal as follows:</p> <p><b>Specific goals:</b>  <b>Vibrancy:</b> help get current members more engaged in realizing our Mission through the three ministries (Explore Spirituality, Experience Belonging, Embrace Action), and to offer various ministries that address specific needs of the congregation and of the broader community.</p>

		<p><b>Growth:</b> we strive for some increase in givings</p> <p><b>Financial Sustainability:</b> so that we can continue to live our valuable Mission in North Toronto for another 100 years (we were founded as Bedford Park Methodist Church in 1915, a precursor to Fairlawn Methodist, then Fairlawn United Church).</p> <p>We believe that the key to meeting our goals is to answer the question, <b>How are Christ’s teachings relevant to North Toronto in this day and age?</b> Our minister is a key part of a leadership team, with his/her focus being to provide spiritual and pastoral leadership that will help us answer that question and put it successfully into practice.</p> <p>We consider our being <b>an Affirming Church</b> as an essential part of our ministry to the congregation and the broader community.</p> <p>Fairlawn Avenue United Church celebrated becoming an Affirming church of the United Church of Canada on April 12, 2015, signifying it being a welcoming church, inclusive of people of all ages, races, ethnicities, sexual orientations and gender identities.</p> <p>The Right Reverend Gary Paterson, Moderator of the United Church of Canada, presented Fairlawn with a certificate of its Affirming status and preached to a 250-plus congregation, many of whom were decked out in pink to symbolize anti-bullying and inclusiveness.</p> <p>As part of the ceremonial service, a Rainbow Prayer was given and a new communion table frontal piece, featuring a rainbow-themed stained glass window motif designed by artist Jill Klaehn, was accepted and blessed. Key organizers of Fairlawn’s Affirming program, The Rev. Robert Metcalf, Jane Rounthwaite, and a team of committed volunteers participated in the ceremony.</p> <p>In developing and implementing various programs and ministries, our minister is not alone in this endeavour. Supporting the minister is the Director of Church Operations, the Chair of Governing Council, and various lay leaders focused on the three purposes in support of our Mission (ES, EB and EA) under The Fairlawn Call.</p>
	<p><b>Worship</b></p>	<p><b>Worship</b> <span style="float: right;"><b>Priority #: 2</b></span></p> <p><b>Description of Current Ministry:</b> At Fairlawn we have a successful 10:30 a.m. worship service. We like to say that it is both relevant and reverent. It has been supported by strong preaching and a superb music program under the direction of our world-renowned composer and music director Eleanor Daley.</p>

		<p>We have grown attendance at our worship services over the past few years. This is a significant accomplishment, especially when you consider the overall attendance trends across the country. The challenge in sustaining and growing attendance, for Fairlawn and all churches, is to present an offering that is relevant and attractive to people in today’s changing society. As Rev. Christopher White pointed out in his 2015 Sabbatical Report, the 10:30 a.m. Sunday worship service does not meet the spiritual or time needs of many people. Given this, we adopted the strategy in 2016 of proactively exploring Alternative Ways to Explore Spirituality (AWES).</p> <p>People need different content and at different times of the day and week. To that end, we have experimented with events such as Celtic Vespers, Spirit Café, sermon-themed discussions outside of the service, Campfire Connections on Wednesday nights, and a series of evening offerings designed to attract adults and address various issues pertaining to spirituality and religion. These generated some good content and a range of interest. It has, however, proven hard to attract new or less-engaged people. But much has been learned.</p> <p><input type="checkbox"/> We do not have a specific goal    <input checked="" type="checkbox"/> We have a specific goal as follows:</p> <p><b>Specific goal:</b>          We believe that Exploring Spirituality is the key purpose at Fairlawn. It is the one that makes us unique and is at the centre of why we exist -- helping people to engage in such exploration. This is also the key to the question concerning <b>what makes church relevant today</b>. The Senior Minister is the key leader to help us do this.</p>
	<p><b>Growing in Faith</b></p>	<p><b>Growing in Faith Priority #: 3</b></p> <p><b>Description of Current Ministry:</b> This is part of our <u>Explore Spirituality (ES) purpose</u>. The key areas include:</p> <p><u>Children and Youth Ministry:</u> Fairlawn has invested in the services of a Minister of Children and Youth, a resourceful colleague to our Senior Minister. Daniel Reed, an Emmanuel College graduate currently on a two-year internship with us (to be completed in 2018), has been instrumental in helping to build the Sunday School <i>Spirit Space</i> program, an arts-based, multi-age and exploratory approach to Christian education we introduced in 2016, employing staff members knowledgeable in the arts and in childhood education.</p> <p>Daniel has also helped to re-invent our Youth and Tweens program to try and fit the current needs of these groups. The new program is planned to launch</p>

		<p>in the Fall of 2017.</p> <p><u>Adult Education:</u> This program of seminars and discussions has been a huge success, more than doubling attendance over the last three years due to improved content and promotional support. A typical event used to attract 20 people and now it brings in 40-50 people. Our adult-ed mailing list is nearly 200 and is a mixture of high- and low-engagement congregants as well as non-congregants.</p> <p><u>Small-Group Ministries</u> As part of our attempt to reach out to members of the congregation and broader community, we have started to create a series of small-group ministries that address spiritual and life issues. They are created when specific needs or interests arise, and when there are lay leaders available to organize. Running for a specific period of time, they address issues such as <i>Dealing with Grief</i> and <i>Thriving in Retirement</i>.</p> <p><u>Spirituality Groups:</u> Three women’s groups and one men’s group are an integral part of Fairlawn and help meet a need for a more contemplative approach to spiritual exploration and growth.</p> <p><input type="checkbox"/> We do not have a specific goal    <input checked="" type="checkbox"/> We have a specific goal as follows:</p> <p><b>Specific goals:</b> <u>Children and Youth:</u> The hope in the Fairlawn Call five-year Plan (2015 to 2020) was that there were a number of young families in our community who would be attracted to the innovative, arts-based <i>Spirit Space</i> Sunday program for children, with excellent content and a knowledgeable and dedicated paid staff. We have not had great success so far but are trying new multi-platform promotional initiatives this fall to see if there is a need that we can meet.</p> <p><u>Small-Group Ministries</u> We intend to encourage the development of these groups as time and resources permit.</p> <p><u>Adult education:</u> This has proven successful at attracting people and getting them involved in faith issues. The next challenge is to see how to get some of these people more engaged in the rest of the church life if possible and to continue to develop the superb offering of Adult-ed.</p> <p><u>Communications:</u> Promoting Fairlawn in its many initiatives and in what it stands for, as expressed through the three ministry areas supporting our Mission, is seen as fundamental to the success of our vibrancy and continued growth.</p> <p>Communications works twofold:</p> <ul style="list-style-type: none"> <li>• it entails the promotion of specific programs; but also</li> <li>• informs the strategic development of programs so that they will more likely be seen as relevant and attractive to the congregants and the</li> </ul>
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		<p>broader community.</p> <p>We have made great gains in developing a recognized identity for Fairlawn, based on its Mission of helping people to <i>Connect with what matters in life</i> through the three ministry areas (developing a new logo, for example). We have also expanded upon and improved promotional endeavours. We look to the Senior Minister, as well as all leaders, to support the role Communications plays in achieving our goals.</p>
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	<p><b>Pastoral / Spiritual Care</b></p>	<p><b>Pastoral/Spiritual Care Priority #: 4</b></p> <p><b>Description of Current Ministry:</b> This is a strong area at Fairlawn. It is part of our Experience Belonging (EB) ministry with some of the Spiritual Care programs being taken care of under the ministry area of Exploring Spirituality.</p> <p><u>Minister as Mentor:</u> The minister’s role as mentor is identified as central to all actions and communications with the congregation. While Pastoral and Spiritual Care ministry is aided by support groups, the minister helps shepherd that ministry and provides spiritual guidance and comfort to all parishioners.</p> <p><u>Support Groups</u> include a Lay Pastoral Care support team, a Visitation team, Helping Hands group, Breast Cancer support group, Give a ride –Get a ride team, a Prayer Shawls group, a University Care Package group and an Affirming Support Group. Most of these support groups are connected by a special lay position we call <i>The Connector</i>; this person helps determine who in the congregation needs what kind of support and helps to ensure that they get it. This program is superb at Fairlawn.</p> <p><input type="checkbox"/> We do not have a specific goal    <input checked="" type="checkbox"/> We have a specific goal as follows:</p> <p><b>Specific goals:</b> We want to continue the great work we are doing in pastoral care and ideally improve on it and find ways within the Explore Spirituality ministry to deepen individuals’ personal spiritual journeys.</p>





		<p><u>Other</u>: Start another fundraiser which raises our Other revenue by \$10-20,000.</p>
	<p><b>Wider Relationships</b></p>	<p><b>Wider Relations    Priority #:8</b></p> <p><b>Description of Current Ministry:</b> We have made a few attempts at building Community Relations with initiatives with the BIA and other organizations to, for example, promote and participate in the local Village Day. With the closing of the affiliated Fairlawn Neighbourhood Centre two years ago, our efforts in this area have fallen off. Recently we have re-vitalized our relations with local United Churches by founding the North Toronto Learning Cluster (NTLC) of five local United Churches to share learning and best practices and perhaps resources to help us all answer the key question of <b>How are Christ’s teachings relevant to North Toronto in this day and age?</b></p> <p><input type="checkbox"/> We do not have a specific goal    <input checked="" type="checkbox"/> We have a specific goal as follows:</p> <p><b>Specific goals:</b>                  We would like to improve our Community Relations through developing programs that address the needs of individuals in our broader community.</p> <p>We are in the early stages of developing an alternative worship service aimed at attracting younger individuals (millennials) and all people seeking a non-traditional/ contemporary worship experience. This is being led by our Minister of Children and Youth.</p> <p>We would also like to continue our work with the North Toronto Learning Cluster (NTLC) and see if it bears fruit. There is an exciting initiative at Lawrence Park Community Church to start a second service on Sunday nights. We are looking to be part of the working group that works on this so we can learn from it ourselves and see if anything is applicable to Fairlawn.</p>

**COMPLETE FOR EACH GOAL - copy page for additional goals**

<p><b>GOAL STATEMENT #1—seek vibrancy:</b></p>			
<p><b>Actions to be taken</b></p>	<p><b>Action</b>                  Three ministry councils of our Mission (Explore Spirituality, Experience Belonging, Embrace Action) continue to develop programs that increase vibrancy in our church community.</p>	<p><b>Date</b>                  201-2020 plan</p>	<p><b>Responsible</b>                  Heads of Councils; senior leadership</p>

			team
<b>Resources to be committed:</b>	Resources to be determined during our fall 2018 planning session.		
<b>Who will take the lead? Who else will be involved?</b>	Lead: Working Group members (lay teams) and members.		
<b>How will progress be measured?</b>	Record uptick of attendance at events/ programs. Monitor cross-promotional actions and results. Review engagement levels Record anecdotal and formal messages of support and criticism.		
<b>How often will progress be reported? How and by whom and to whom?</b>	Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback. .		
<b>Status of this goal at time of annual review:</b>	To be determined during 201-2020 plan and annual reviews.		

**GOAL STATEMENT # 2: continue to enhance Explore Spirituality ministry:**

<b>Actions to be taken</b>	<b>Action</b>	<b>Date</b>	<b>Responsible</b>
	Work through Explore Spirituality council to provide direction and oversight to programs in its ministry.	201-2022 plan	Explore Spirituality leads and

			senior leadership
<b>Resources to be committed:</b>	To be determined at fall 2018 planning session		
<b>Who will take the lead? Who else will be involved?</b>	Lead: Explore Spirituality Council		
<b>How will progress be measured?</b>	Attendance records at events Assessment of effectiveness of alternative approaches to worship/ spiritual experiences (anecdotal; formal reviews)		
<b>How often will progress be reported? How and by whom and to whom?</b>	Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback.		
<b>Status of this goal at time of annual review:</b>	Determined during 2018-2022 period		

<b>GOAL STATEMENT #3 Growing in Faith through various ministries:</b>			
	<b>Action</b>	<b>Date</b>	<b>Responsible</b>
<b>Actions to be taken</b>	Common to goals among Children and Youth, Small-Group Ministries, Adult Education, Communications are leads in specific ministries with oversight for these activities giving direction to develop programs and enhance existing initiatives.	201-2022 plan	Various ministries

<b>Resources to be committed:</b>	To be determined during fall 2018 planning session		
<b>Who will take the lead? Who else will be involved?</b>	Lead: Various leads of ministries.		
<b>How will progress be measured?</b>	Attendance records at events Assessment of effectiveness of alternative approaches to worship/ spiritual experiences (anecdotal; formal reviews)		
<b>How often will progress be reported? How and by whom and to whom?</b>	Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback.		
<b>Status of this goal at time of annual review:</b>	To be determined during 201-2022 period		

<b>GOAL STATEMENT #4: Improve pastoral care, enhancing its already good work:</b>			
<b>Actions to be taken</b>	<b>Action</b>	<b>Date</b>	<b>Responsible</b>
	Leads on mentor and support groups continue to develop, assess and alter where deemed necessary programs under their respective ministries.	201-2022 plan	Ministry leads

<b>Resources to be committed:</b>	To be determined during fall 2018 planning session.
<b>Who will take the lead? Who else will be involved?</b>	Various heads of lay ministry teams
<b>How will progress be measured?</b>	Attendance records at events Assessment of effectiveness of programs (anecdotal; formal reviews) Monitor level of lay participation
<b>How often will progress be reported? How and by whom and to whom?</b>	Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback.
<b>Status of this goal at time of annual review:</b>	To be determined during 201-2022 period

<b>GOAL STATEMENT # 5: continue to increase participation/ vibrancy in Justice and Outreach (Embrace Action):</b>			
<b>Actions to be taken</b>	<b>Action</b>	<b>Date</b>	<b>Responsible</b>
	Various leaders develop, assess and alter, where deemed necessary, programs under the auspices of the Embrace Action ministry.	201-2022 plan	Lay team leaders
<b>Resources to be committed:</b>	To be determined during 2018 fall planning session		

<b>Who will take the lead? Who else will be involved?</b>	Embrace Action leaders (specific programs: CRC, Refugees, Camp Scugog, Boarding Homes ministry, etc.)
<b>How will progress be measured?</b>	Attendance records at events Monitor levels of participation in programs Assess/ record levels of givings through specific programs (congregational and broader community)
<b>How often will progress be reported? How and by whom and to whom?</b>	Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback.
<b>Status of this goal at time of annual review:</b>	Record here how you did, what you learned, what you feel you achieved that you didn't expect, and how you are going to celebrate.

<b>GOAL STATEMENT # 6: Be more intentional about welcoming:</b>			
<b>Actions to be taken</b>	<b>Action</b>	<b>Date</b>	<b>Responsible</b>
	Leads in programs that have oversight for welcoming (essentially Experience Belonging ministry, but also falls to Explore Spirituality, depending upon the program) develop and enhance their offerings to the community. Marshall good intentions with strategic approaches and enhanced internal communications.	201-2022 plan	Leads of various ministry areas

<b>Resources to be committed:</b>	To be determined during 2018 fall planning session		
<b>Who will take the lead? Who else will be involved?</b>	Lay leaders		
<b>How will progress be measured?</b>	Attendance records at events Anecdotal; formal reviews		
<b>How often will progress be reported? How and by whom and to whom?</b>	Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback.		
<b>Status of this goal at time of annual review:</b>	Record here how you did, what you learned, what you feel you achieved that you didn't expect, and how you are going to celebrate.		

<b>GOAL STATEMENT # 7: increase revenue streams:</b>			
<b>Actions to be taken</b>	<b>Action</b>	<b>Date</b>	<b>Responsible</b>
	Establish a plan to improve and increase rentals at the church: intentional asks, strategically developed to maximize income and also align with ministries of the church, creating greater sense of church functioning for the community.  Determine fundraiser going forward.	2018-2022 plan	Director of Church Operations working with various ministry leads

<b>Resources to be committed:</b>	To be determined during fall 2018 planning session and on annual basis.		
<b>Who will take the lead? Who else will be involved?</b>	Director of Church Operations		
<b>How will progress be measured?</b>	Increase in revenue Uptick in givings Additional funds from new sources (church-oriented and tenant-related).		
<b>How often will progress be reported? How and by whom and to whom?</b>	Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback.		
<b>Status of this goal at time of annual review:</b>	Record here how you did, what you learned, what you feel you achieved that you didn't expect, and how you are going to celebrate.		

<b>GOAL STATEMENT #8: Improve community relations:</b>			
<b>Actions to be taken</b>	<b>Action</b>	<b>Date</b>	<b>Responsible</b>
	Develop events and programs that answer needs of community Introduce alternative ways of providing spiritual explorations	2018-2022 plan	Lay team leaders
<b>Resources to be committed:</b>	To be determined during 2018-2022 planning sessions		

<p><b>Who will take the lead? Who else will be involved?</b></p>	<p>Minister of Children and Youth Lay leaders of Explore Spirituality, Experience Belonging and Embrace Action</p>
<p><b>How will progress be measured?</b></p>	<p>Attendance records at events Assessment of effectiveness of alternative approaches to worship/ spiritual experiences (anecdotal; formal reviews)</p>
<p><b>How often will progress be reported? How and by whom and to whom?</b></p>	<p>Will report at annual and semi-annual meetings, in the annual report, and via Dialogues for Direction, informational sessions held adhoc to all congregants to inform them of progress and invite their feedback.</p>
<p><b>Status of this goal at time of annual review:</b></p>	<p>To be determined through 2018-2022 planning sessions</p>

**COMMUNITY OF FAITH APPROVAL (signature or motion)**

Signature

\_\_\_\_\_

yyyy/mm/dd

Signature: chair or secretary of governing body

Printed name

*OR (instead of a signature you may fill in the details of the governing body's motion in this section)*

Mover \_\_\_\_\_ Seconder \_\_\_\_\_

Date that the governing body of approved the Ministry Articulation Profile (TC 425 MAP)

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
yyyy/mm/dd .

Name of Chairperson: \_\_\_\_\_

\_\_\_\_\_