



FAIRLAWN

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Thursday, February 13, 2020

Taking the Call Forward Community Research Update

Dear Fairlawners:

As we discern our next steps here at Fairlawn, we are mindful that we are on a spiritual journey that is still unfolding. We are excited about the prospect of helping to create even more opportunities for meaningful engagement with our members and our community – as we all work to establish our new path forward.

As we prepare to receive, and understand, the results of the Taking the Call Forward (TTCF) community and congregational research in the coming weeks, we are excited to share what we are seeing.

The research report that Nayar Consulting is developing with your TTCF Advisory Team combines key findings from surveys, focus groups, and one-on-one interviews with congregants and community members. It will indicate where the key unmet needs cross over between our congregation and the community. This will help us find what's similar between both groups in order to apply those learnings to Fairlawn's future efforts.

At this stage, we are looking at the data through a few lenses. We are examining current trends as they relate to these findings, other United Churches' successful programs, our neighbourhood's resources (so we can find appropriate partnership opportunities, and not compete with local businesses), and census data (so we can better understand our community's current lifestyle, interest areas, and religious perceptions). All of this information will provide us with a fact-based, multi-dimensional approach with which to view our findings, so that we can begin to apply them to Fairlawn's planning for the future in helpful, meaningful ways.

The report being provided to the Congregation in the spring will then become part of the foundation that we can build on to move forward. We will then align our next steps with what Fairlawn is already doing, and also use this information to identify the types of programming that can provide opportunities for meaningful engagement through our various ministries. This work will be done in collaboration with the congregation. Working together, with this information and process, we will increase the likelihood of Fairlawn being able to successfully implement its future plans. But, if you still have questions, please contact Marlene St. Jean, our Executive Director, at marlene@fairlawnavenueunited.ca or 416-481-6848 ext. 26.

Future updates will be provided as more information becomes available.