



ANNUAL BUSINESS MEETING

November 6, 2021

csmetrochicago.org

630-929-5635 English phone line

Spanish phone line 773-250-6577

WELCOME

Jeff Clements



2021 “Steady as she goes...”

OPENING READINGS

Diane Mahon



AGENDA

Rindy Powell

2020 Annual Meeting Minutes

Treasurer Report

2021 Year in Review

2022 Strategic Plan Presentation

2022 Board Election



2020 ANNUAL BUSINESS MEETING MINUTES



2020 Accomplishments (Jan-Sep)

- **481,130 Contact Points**
 - 299,923 via Internet (Google Search & Ads, Website & Social Media)
 - 75,741 via Expos & Natural Awakenings magazine
 - 5,775 via Telephone Line
 - 6,290 via Field Communications
- **Re-designed website to provide inspirational content newly available from The Christian Science Publishing Society and Mother Church, 20% increase in website traffic over last year, 1,340 website page views/month**
- **Exhibited at one Body Mind Spirit Expo – more than 250 conversations, 2 Christian Science lectures, 12 sales of Science and Health**
- **Served an average number of 431 unique callers on the telephone call-in line with an average number of 5,775 calls/month**
- **Sent more than 45 e-newsletters to 399 subscribers sharing news of upcoming events and online & in-person resources to learn more about Christian Science**
- **Hosted an online meeting with the editors of The Christian Science Monitor with 100 participants, 30 participants signed up for trial subscription to Monitor**
- **Created a series of posters for Reading Rooms with messages of comfort, healing and resources available online/phone/in Reading Room**
- **Year-to-date expenses 20% less than expected; donation trends improving year over year last four years.**

2021 Objectives, Budget, Board Members

- **2021 Strategic Plan was unanimously ratified**
- **2021 Budget of \$63,500 estimated expenses was approved**
- **2021 Executive Board Members elected:**
 - Christie Clarke, Naperville**
 - Jeff Clements, Evanston**
 - Stana Grim, Barrington**
 - Craig Hansen, Naperville**
 - Juli Litzkow, 17th Chicago**
 - Diane Mahon, Barrington**
 - David Maney, Palatine**
 - Rindy Powell, Glenview**
 - Todd Wittenberg, Glen Ellyn**

TREASURER'S REPORT 2021 YTD

Craig Hansen



2021 YTD Finances

10 Month Financial Statement: January 1 to October 31, 2021, compared with prior 2 years			
(CSMC Annual Business Meeting Sat., November 6, 2021)			
	<u>10 mo. 2019</u>	<u>First 10 mo. 2020</u>	<u>First 10 mo. 2021</u>
<u>Beginning Balance January 1</u>			
Cash Donated for Joint Activities*	9,270.74	3,404.82	483.66
Cash in General Fund	11,557.42	8,948.63	12,065.04
Savings Account balance	115,117.62	115,273.72	116,343.27
General Fund CD (opened Jan, 2020)	-	-	4,001.83
Total Beginning Balance	135,945.78	127,627.17	132,893.80
<u>Receipts</u>			
Receipts from Churches & Societies	35,972.51	36,583.30	25,733.30
Receipts from Individuals	2,914.70	1,768.93	2,172.20
Receipts from Associations	-	-	-
Receipts - one time	483.00	25,010.00	36,728.86
Phone line support:Washington CS Broadcast comm	-	-	2,250.00
Interest & dividends	41.64	61.35	59.48
Total Receipts	39,411.85	63,423.58	66,943.84

2021 YTD Finances

	<u>10 mo. 2019</u>	<u>First 10 mo. 2020</u>	<u>First 10 mo. 2021</u>
<u>Disbursements</u>			
Postage, Shipping, P.O. Box rental	118.00	130.00	166.00
Telephone	(283.67)	-	-
IL Charitable Organization reporting fee (AG990-IL)	15.00	15.00	15.00
Other administrative**	387.00	-	-
Communications Coord-web/FB/Instagram/newsltrs	20,000.00	25,000.00	25,000.00
Website ("CSMetroChicago.org")	96.00	256.11	245.99
Bluehost 'SEO' Link Building	698.00	3,490.00	4,642.00
Web tutorials, e.g. live streaming & Zoom services	-	-	152.62
Google ads in support of church lectures	-	-	436.00
Facebook advertising	1,192.94	1,507.08	615.00
Newsletter Costs	1,218.67	-	-
"Natural Awakenings" magazine ads	1,145.00	1,776.70	1,599.03
Telephone Bible Lesson - Message Link	12,224.76	12,016.99	13,525.12
CS materials sent to VoiceMail requesters	-	-	33.70
Telephone Bible Lesson & Sentinel Watch - CSPS	5,000.00	5,000.00	5,000.00
Spanish language services-Webpage & Phone line	150.00	650.00	-
Zoom.US meeting link subscription	-	163.39	163.39
Disbursements for Expos/Joint Activities*	6,365.92	3,431.16	1,000.00
Legal Services	-	345.00	-
BOA Visa Credit for \$3000 in purchases in 1st 3 mos	-	(300.00)	-
Total Disbursements	<u>48,327.62</u>	<u>53,481.43</u>	<u>52,593.85</u>
Gain or (Loss)	(8,915.77)	9,942.15	14,349.99

2021 YTD Finances

	<u>10 mo. 2019</u>	<u>First 10 mo. 2020</u>	<u>First 10 mo. 2021</u>
<u>Ending Balance October 31</u>			
Joint Activities* - checking	10,305.74	483.66	-
General Fund - checking	2,627.15	16,750.59	6,339.21
General Fund - savings	115,100.20	116,333.57	136,901.68
General Fund CD (opened Jan, 2020)	-	4,001.50	4,002.90
Total Ending Balance	128,033.09	137,569.32	147,243.79
* "Joint Activities" represents funds donated/used for supporting joint activities with Chicago area branch churches, e.g., Expos. Included in General Checking Fund as of 10/2021			
** "Other administrative" in 2019 includes June payout of mistaken \$387 PayPal receipt			

2021 YTD Finances

Questions ?

**Remember to unmute and identify yourself,
then re-mute yourself when finished speaking**

Donations

Via PayPal **link on website About page and in e-newsletters**

Via Check **Payable to Christian Science in Metro Chicago**
P.O. Box 768, Chicago IL 60690-0768

Christian Science in Metro Chicago is a non-profit 501c3 organization

2021 IN REVIEW

Jeff Clements



Who we are ... a recap

2021 is third full year since reorganization

**Christian Science in Metro Chicago is a joint activity
organized and funded by the area churches and individuals**

**The field directives outlined in 2018, and reaffirmed in August 2020,
include ...**

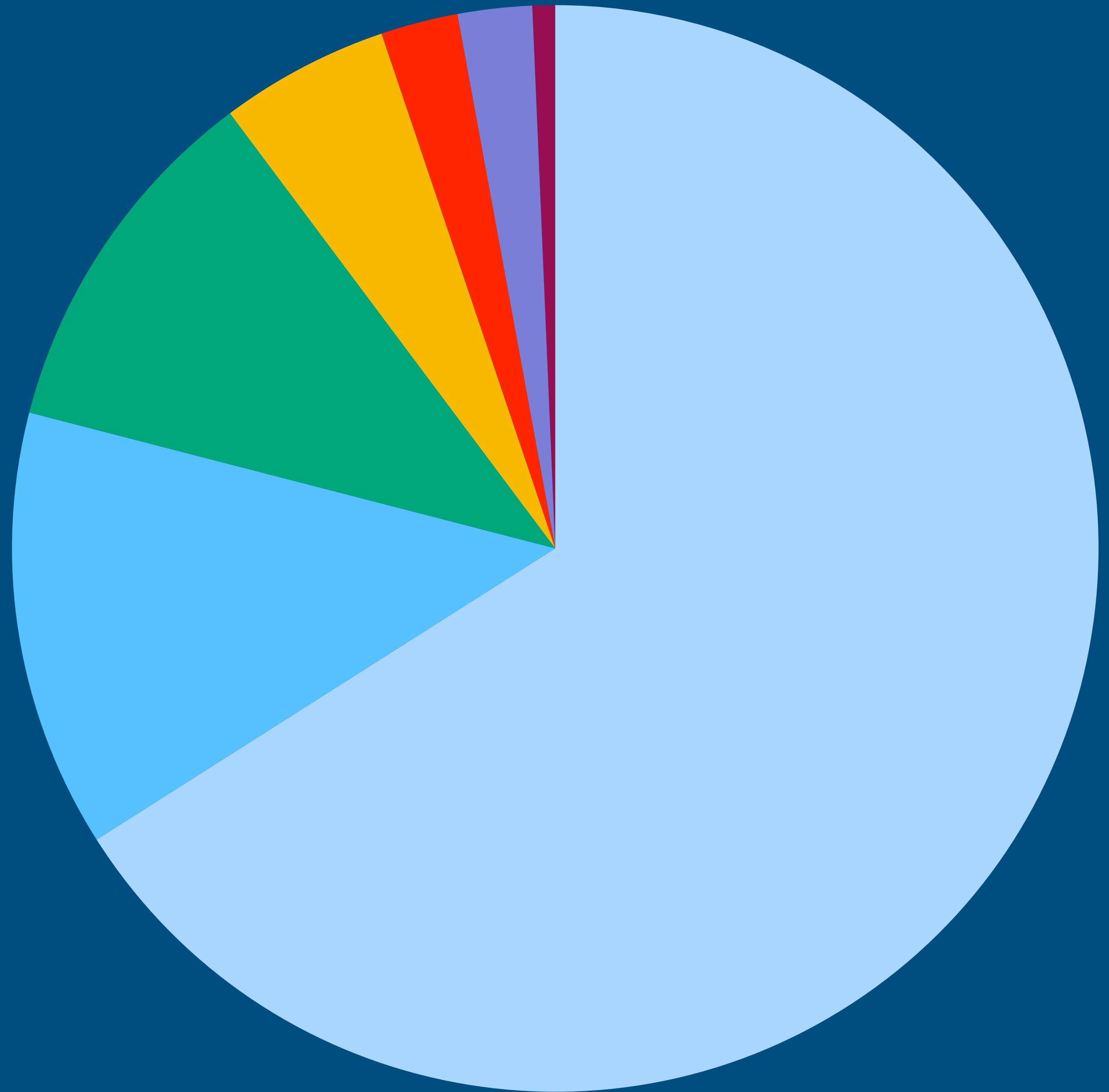
Objectives

- 1. Establishing and maintaining a robust internet presence using both a website and social media**
- 2. Exhibiting at Body Mind Spirit Expos**
- 3. Maintaining a telephone call-in line with programming from The Christian Science Publishing Society**
- 4. Providing a communication channel among churches about our public-facing activities**

2021 Results

700,000 Contact Points
29% increase over last year

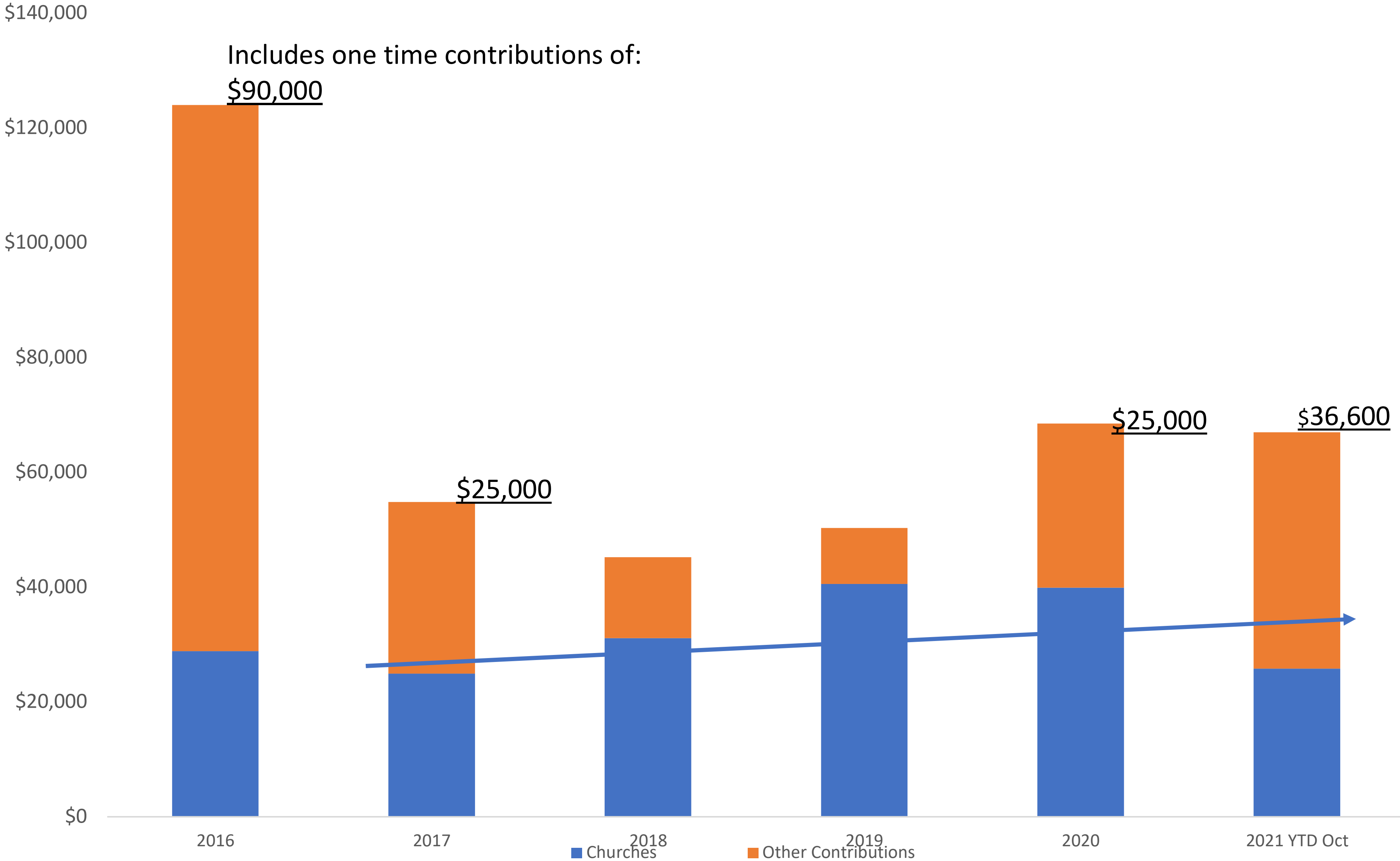
- Google Ads 460,150
- Internet Search 90,830
- Print Adv 75,000
- Social Media 35,133
- Field Com 16,020
- Website 15,413
- Phone Line 4,700
- Expo 0



2021 Estimated Year End Total Expenses

\$ 26,577	Internet
\$ 1,000	Expos
\$ 19,483	Telephone Broadcasting
\$ 2,132	Paid Advertising
<u>\$ 10,000</u>	Field Communications
\$ 59,192	Total Expenses (\$63,500 approved budget)

CSMC Total Contributions



Includes one time contributions of:
\$90,000

\$25,000

\$25,000

\$36,600

■ Churches ■ Other Contributions

Other Contributions includes individuals, Associations, one time contributions and interest

Evidence of aiding healing

- **Visitors spending more time on website, clicking on metaphysical articles, watching online lectures, clicking on church and Reading Room website links**
 - **Repeat callers on telephone broadcasting line sharing healings as result of listening to programming**
 - **Individual who googled “Spiritual healing in Chicago” found website, visited Reading Room, began attending services, attended recent lecture**
- ... the following reports from each of our Working Groups will highlight more progress and activity**

2021 In Review

Questions ?

**Remember to unmute and identify yourself,
then re-mute yourself when finished speaking**

2021 Internet Activity

Carol Hohle



Internet Activity Highlights

- **Most website visits ever - over 15,000 in first nine months, anticipate more than 20,000 page views by end of year**
- **Google ads reached more than 450,000 in first nine months resulting in more than 5,000 clicks to visit the website**
- **Website visitors stay on average around 1min 20sec ... a statistic we are told is very good (and we are looking to improve the length of visitor sessions next year)**
- **Social media presence on Facebook and Instagram steady with an average of 3,000 people reached for every lecture promotion**

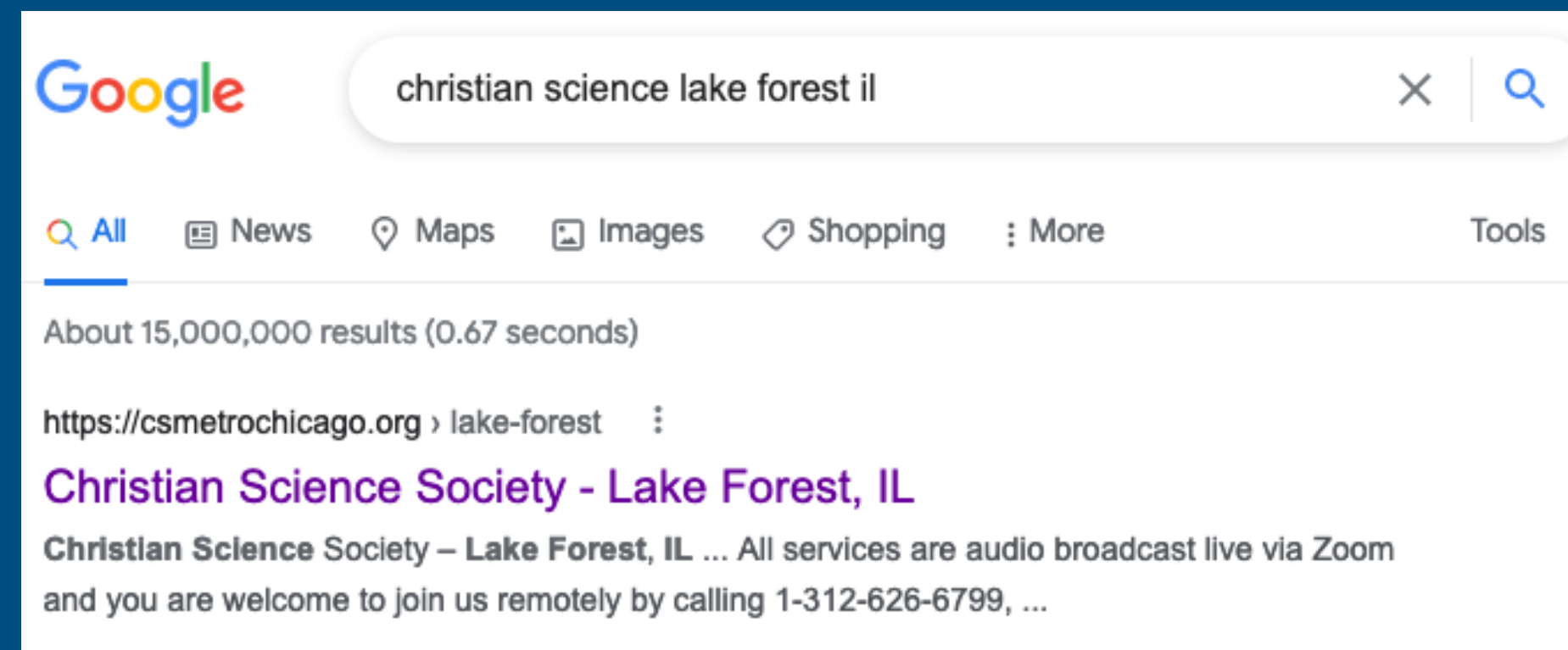
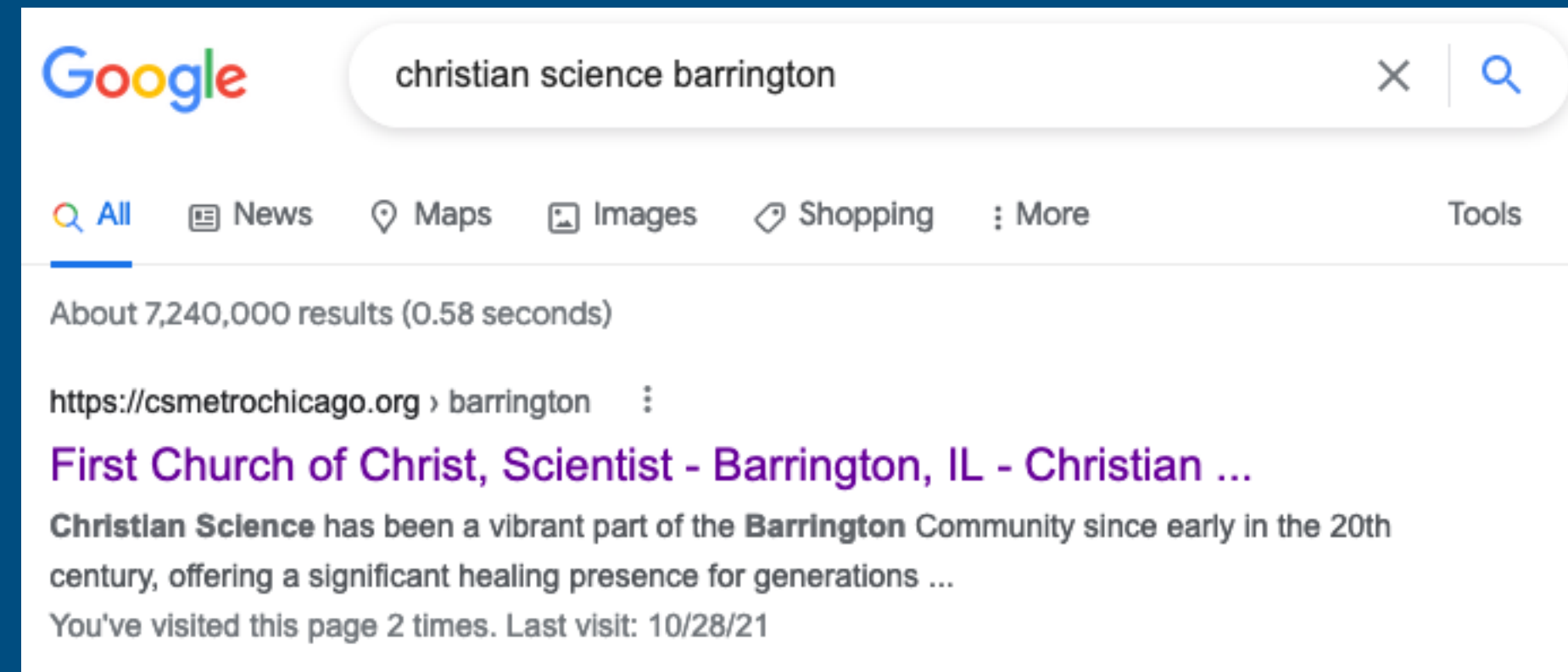
Internet - Looking ahead

- **Keeping website fresh and current is a demand and joy**
- **It's had one major redesign and multiple revisions in the past three years**
- **Always looking at trends and where the seeker is in order to connect in most meaningful way**
- **This next year you'll see website focus even more on connecting visitors with local resources ... today's seekers looking for community and small groups**
 - **Wednesday testimony meetings**
 - **Study groups**

Internet - Opportunity for Church Webpage

- Churches who do not have a website invited to use csmetrochicago.org as their internet presence
- **FREE** *(cost already included in annual website expense)*
- **UNIQUE** church webpage with photos of church, Reading Room, etc along with info about your services, RR hours, etc

- Your Church webpage displays prominently on Google



- **Church webpages included “Worship Locations in Metro Chicago” and “Reading Room Locations in Metro Chicago” on csmetrochicago.org**
- **Your church’s internet presence will display current info about upcoming CS events around Chicago and all the CS resources Metro Chicago offers**

Internet Activity

Questions ?

**Remember to unmute and identify yourself,
then re-mute yourself when finished speaking**

2021 Expo Activity

Kim Schmidt



Expo Activity Highlights

- **Body, Mind, Spirit Expos were on hold during 2021**
- **Next expo March 2022, Northlake IL**
- **Looking forward to resuming our exhibiting activity and supporting area churches in sponsoring two live lectures during the expo**
 - **Giulia Nesi Tetreau “A spiritual revolution: the quest to experience God”**
 - **Booth volunteers and churches interested in sponsoring the lectures please email us at info@csmetrochicago.org**

Expo Activity

Questions ?

**Remember to unmute and identify yourself,
then re-mute yourself when finished speaking**

2021 Telephone Broadcasting Activity

Todd Wittenberg



Phone Line Purpose

- **Phone lines dedicated to support the public practice of Christian Science**
- **Working Group members dedicate time daily to pray in support of this healing practice**
- **Two confirmed cases of healing as result of phone line service in 2021**

Phone Line Activity

THE PAST

- **Phone line programming was created to support and supplement the former radio broadcasts**
- **At one point it reached a greater number of people than the radio broadcasts**
- **They were set up in Chicago and by other local media committees at a time when long distance rates were a factor, and CSPS wanted local contact with listeners**

Phone Line Activity

THE PRESENT

- Area codes are no longer relevant
- The number of repeat callers have reduced slightly year over year
- CSPS has shifted its focus to other programming and communication with CSPS on overall strategy is lacking
- Still a need for this service
 - examples
- Sharing our phone lines with Washington State

Phone Line Activity

THE FUTURE

- **Expected to be phased out nationally over time**
- **Direction from and coordination with CSPS needed**
- **Replacement ideas include:**
 - **Referrals to zoom/dial in church services and study groups**
 - **Financial support for online periodicals**

Phone Line Activity

Questions ?

**Remember to unmute and identify yourself,
then re-mute yourself when finished speaking**

2021 Field Communications Activity

Rindy Powell



Field Communication Highlights

- **26 e-newsletters sent during 2021 (approx twice/mo) sharing news of upcoming lectures, study groups, local special events and other resources**
- **450 email subscribers - up from 399 last year**
- **Many new subscribers signed up this year using the new and easy “stay in touch” feature on the website**

Field Communication Highlights

- **Hosted a special zoom meeting with the editors of the CSPS periodicals with more than 80 participants**
- **Supported and promoted several study groups in the area that are now thriving**
 - **SH Study Group sponsored by Glen Ellyn**
 - **Misc Wr Book Group sponsored by Evanston & 17th Church**
 - **3 Bible Study Groups (Glenview, Barrington & Oak Lawn)**
 - **Weekly Bible Lesson Discussion Group sponsored by Barrington**

Field Communication Highlights

- **Comments from Study Group participants**
 - **“Thought-provoking, insightful, stimulating, balanced and fun. Sentences, words, passages, ideas that we thought we’ve known (or have wondered about) for year are unpacked and elucidated. Soooo many “a ha” moments!” — *Christie, participant in the SH Study Group***
 - **“Being in this group has really enhanced my other “usual” studies. It has shined new light on some of my favorite gems and helped me to discover new ones. I’m so grateful that this was offered and for all the insights that were shared!” — *Lynn, participant in the Mis Wr Book Group***

Field Communication Highlights

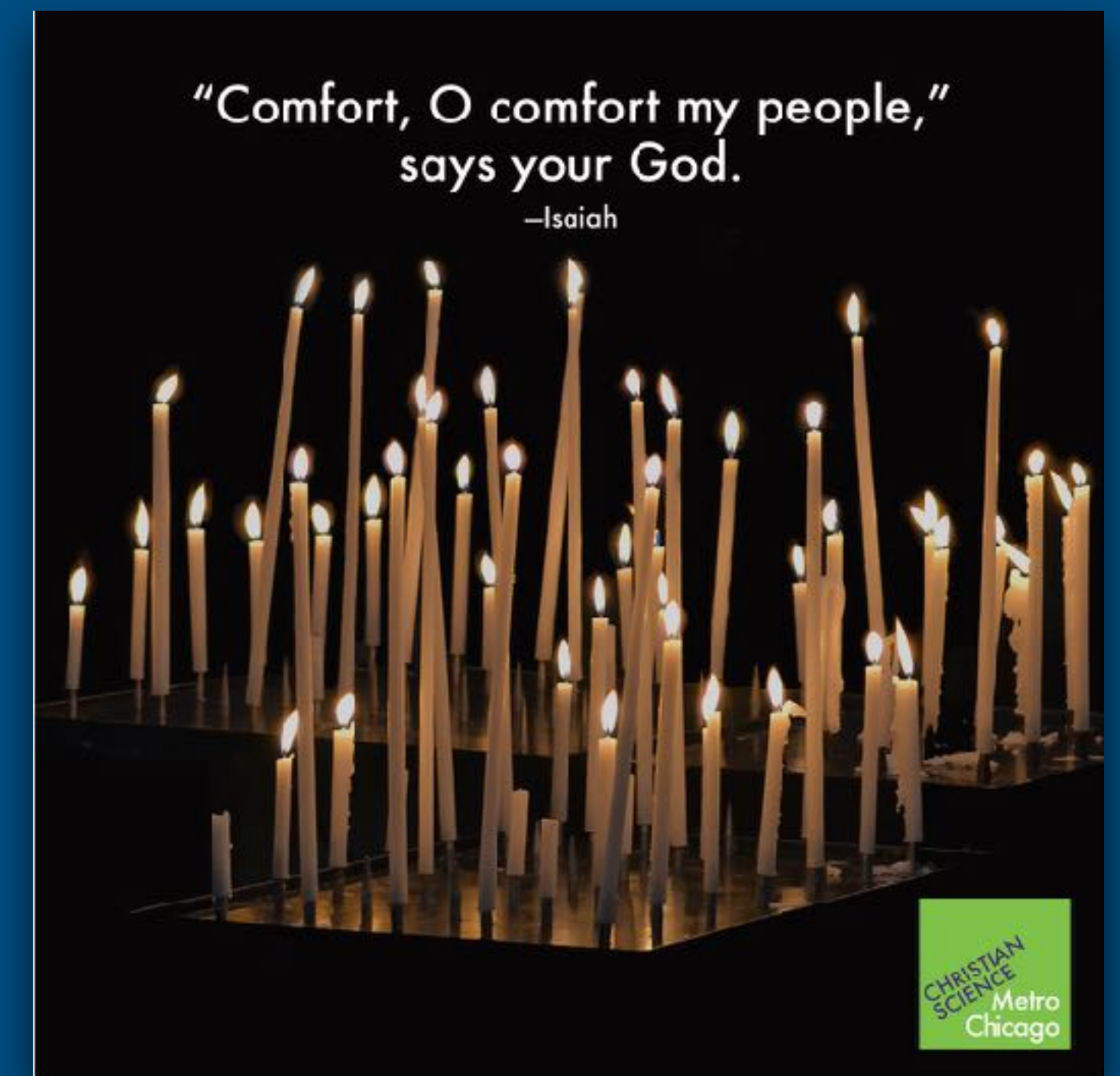
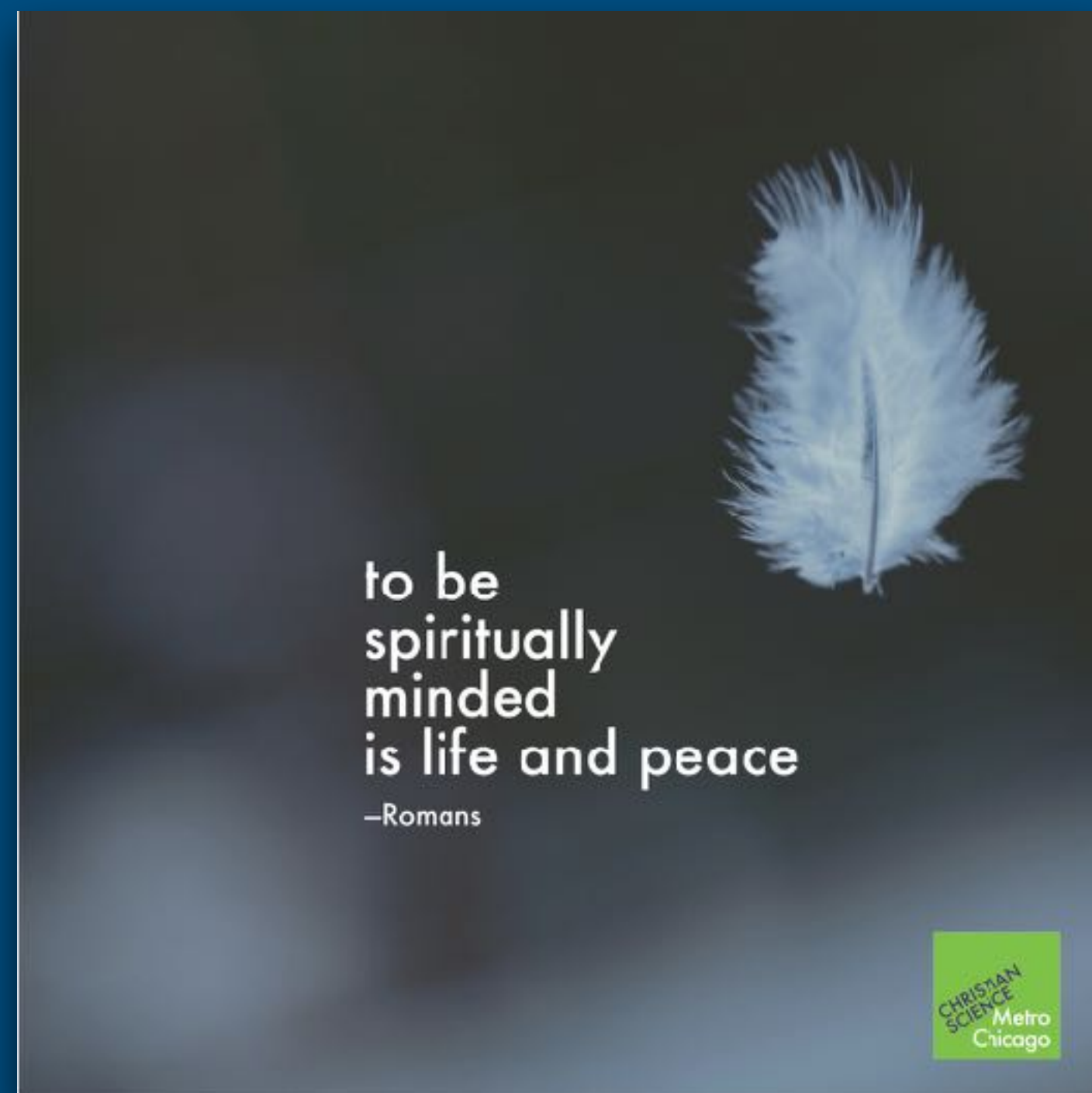
- *From the SH Study Group sponsored by the Glen Ellyn Church:*

“In early August, someone from Lahore, Pakistan logged into our meeting. He asked for more info and began showing up at our church services as well as the SH Study Group. In September he asked us to present CS to the Christian congregations that he ministers to in Lahore. Since then we have been presenting *Science and Health* to his membership weekly via Zoom with the help of a Glen Ellyn member who speaks Urdu. Each presentation has been attended by roughly 15-70 attendees. There is definite interest and requests for healing. 10 copies of SH have been sent to the English reading congregants and further activities are being planned.”

Field Communication Highlights

NEW

- 18 Posters to use in RRs, Sunday Schools, Church Lobbies
- Download printable files from website (look for link on About page)



Field Communications Activity

Questions ?

**Remember to unmute and identify yourself,
then re-mute yourself when finished speaking**

Governance Working Group

Diane Mahon



Bylaws Revision

- **Bylaws updated to clarify term regarding “participating churches” to include all churches regardless of whether they have made a financial contribution or not**
- **New bylaws can be found and downloaded from website (see About page)**

2022 STRATEGIC PLAN

Jeff Clements



2022 Plan

- **Deepen engagement of visitors on the website to find healing ideas and information about CS in Chicago area**
- **Support churches as they embrace online technology for church services, lectures, study groups**
- **Pilot a new paid advertising campaign to increase awareness of area lectures, Reading Rooms and study groups**
- **Exhibit at March Body, Mind, Spirit Expo**
- **Continue to provide timely e-newsletters**

2022 Estimated Expenses

		2021 yr end
Internet	\$ 26,300	\$ 26,577
Expos	\$ 1,000	\$ 1,000
Telephone Broadcasting	\$ 17,600	\$ 19,483
Paid Advertising	\$ 15,000	\$ 2,132
Field Communications	<u>\$ 10,650</u>	<u>\$ 10,000</u>
	\$ 70,550	\$59,192

2022 PLAN APPROVAL

Questions ?

**Remember to unmute and identify yourself,
then re-mute yourself when finished speaking**

Vote to ratify 2022 Strategic Plan

2022 BOARD ELECTION



Ballot

2022 Board Members

Nancy Bachmann, Barrington

Jeff Clements, Evanston

Craig Hansen, Naperville

Mike Joy, Naperville

Diane Mahon, Barrington

David Maney, Palatine

Rindy Powell, Glenview

Todd Wittenberg, Glen Ellyn

ADJOURNMENT

Note to 2022 Board Members: Brief zoom meeting in the next few weeks to elect officers and set 2022 meeting schedule.