



ANNUAL BUSINESS MEETING

November 4, 2023

10:00 - 11:00am CT

csmetrochicago.org

630-929-5635 English help line

Spanish phone line 773-250-6577

WELCOME

Rindy Powell



2023

“There is a whole lot of good going on”

WELCOME



Sign in using chat:
let's see where we are all "tuning" in from today!

OPENING READINGS

Nancy Bachmann



AGENDA

Nancy Bachmann

2022 Annual Meeting Minutes

Treasurer Report

2023 Year in Review

2024 Strategic Plan Presentation

2024 Board Election



2022 ANNUAL BUSINESS MEETING MINUTES



2022 Annual Business Meeting Highlights

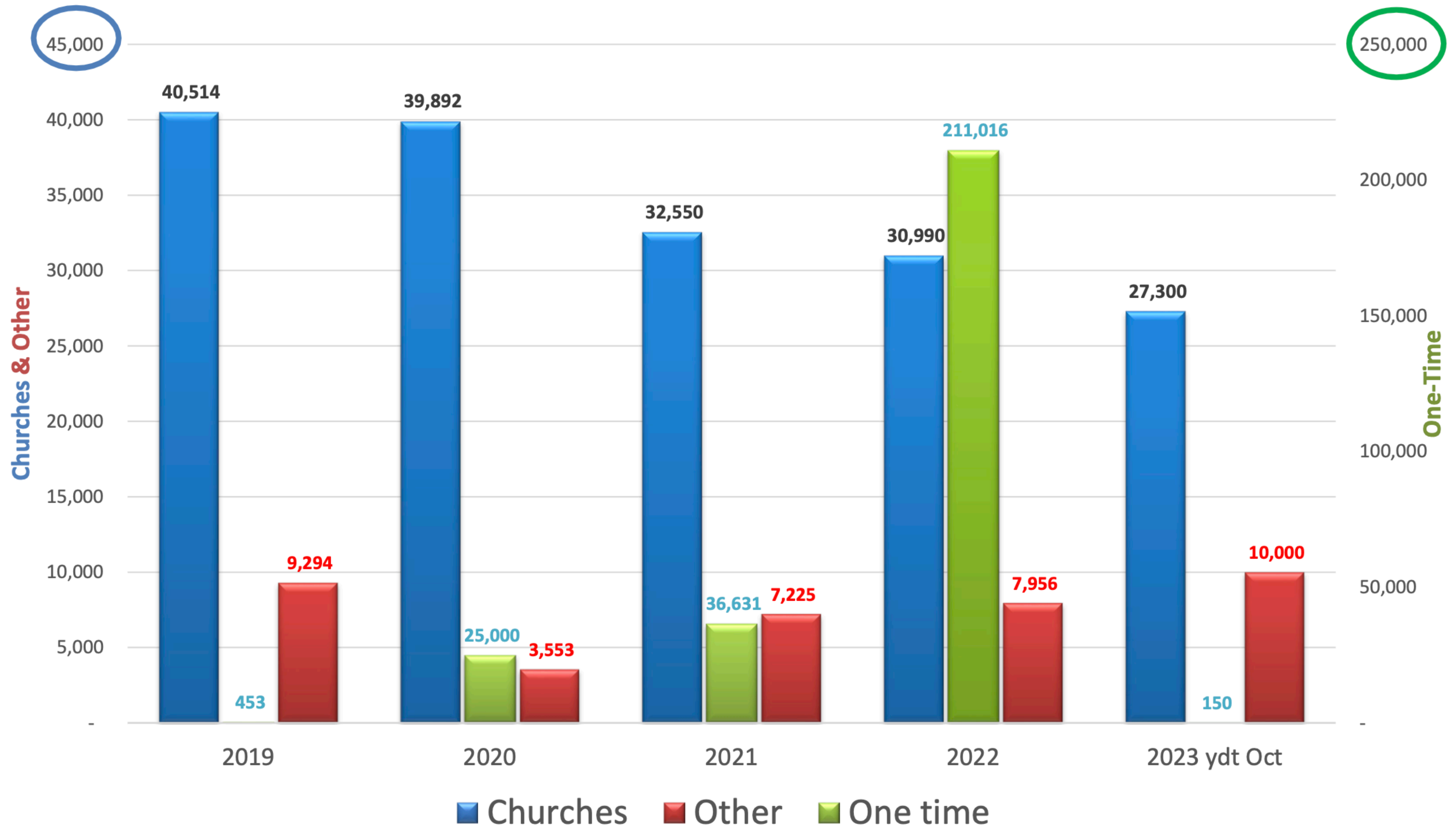
- **2023 Strategic Plan was unanimously ratified**
- **2023 Budget of \$85,500 estimated expenses was approved**
- **2023 Executive Board Members elected:**
 - Nancy Bachmann, Barrington**
 - Jeff Clements, Evanston**
 - Mike Joy, Naperville**
 - Diane Mahon, Barrington**
 - David Maney, Palatine**
 - Rindy Powell, Glenview**
 - Todd Wittenberg, Glen Ellyn**

TREASURER'S REPORT 2023 YTD

Jeff Clements



CSMC Revenue 2019-2023 Est



**Christian Science in Metro Chicago
10 Month Financial Statement: January 1
to October 31, 2023, compared with prior 2
years
(CSMC Annual Business Meeting Sat.,
November 4, 2023)**

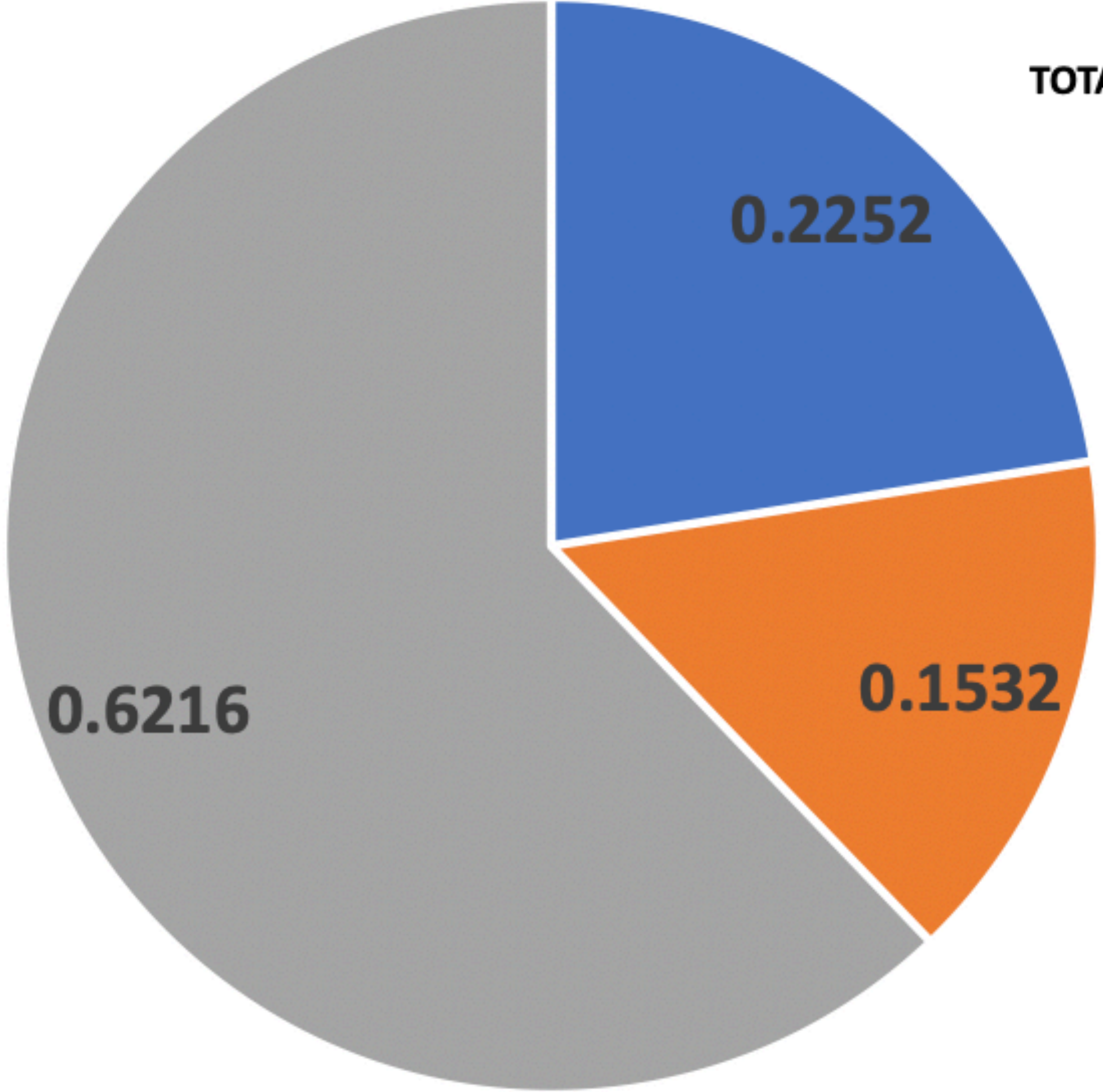
	<u>First 10 mo.</u> <u>2021</u>	<u>First 10 mo. 2022</u>	<u>First 10 mo</u> <u>2023</u>
<u>Beginning Balance January 1</u>			
Cash Donated for Joint Activities*	484	-	
Cash in General Fund	12,065	6,932	8,524
Savings Account balance	116,343	139,711	126,770
General Fund CD (Closed Oct 2022)	4,002	4,003	4,004
William Blair Investment Account (opened Oct 2022)			203,586
Total Beginning Balance	132,894	150,647	342,885
<u>Receipts</u>			
Receipts from Churches & Societies	25,733	27,308	24,125
Receipts from Individuals	2,172	2,412	1,955
Receipts from Associations	-	-	
Receipts - one time	36,729	211,016	493
Phone line support: Washington CS Broadcast comm	2,250	4,500	4,500
Interest & dividends	59	63	2,874
Total Receipts	66,944	244,999	33,946

	<u>First 10 mo. 2021</u>	<u>First 10 mo. 2022</u>	<u>First 10 mo 2023</u>
<u>Disbursements</u>			
Postage, Shipping, P.O. Box rental	166	198	181
IL Charitable Organization reporting fee	15	115	
Communications Coord-web/FB/Instagram/ newsltrs	25,000	25,000	27,000
Website ("CSMetroChicago.org")	399	-	-
On-line Advertising	5,693	7,706	10,970
Returned Check	-	333	-
"Natural Awakenings" magazine ads	1,599	-	-
Telephone Bible Lesson - Message Link	13,525	15,408	16,610
CS materials sent to VoiceMail requesters	34	-	
Telephone Bible Lesson & Sentinel Watch - CSPS	5,000	5,000	5,000
Zoom.US meeting link subscription	163	163	163
Disbursements for Expos/Joint Activities*	1,000	-	5,123
Total Disbursements	<u>52,594</u>	<u>53,923</u>	<u>65,047</u>
Gain or (Loss)	14,350	191,075	(31,100)

	<u>First 10 mo. 2021</u>	<u>First 10 mo. 2022</u>	<u>First 10 mo 2023</u>
<u>Ending Balance October 31</u>			
Joint Activities* - checking	-	-	
General Fund - checking	6,339	5,267	4,083
General Fund - savings	136,902	136,762	99,579
General Fund CD (opened Jan, 2020)	4,003	4,004	-
Investment Account (opened Oct 2022)	<u>-</u>	<u>199,956</u>	<u>206,554</u>
Total Ending Balance	147,244	345,989	310,217

CSMC INVESTMENT
ACCOUNT-10/31/23

TOTAL PORTFOLIO **\$206,544**



● CASH & CASH EQUIVALENTS ● US EQUITY ● GLOBAL FIXED INCOME

2023 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 1791, Evanston IL 60204

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

2023 IN REVIEW

Rindy Powell



Who we are ... a recap

- **2023 is fifth 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, continue to guide us include ...**

Focus

- 1. Foundational outreach/seeking seekers/getting the word out**
 - via online advertising, website and social media, expos
- 2. Attracting seekers to Christian Science Manual-based activities**
 - i.e. Reading Rooms, Lectures, Church services, Bible Lesson/Sentinel Watch, other CSPS content, promoting *Science and Health*
- 3. Connecting churches and students of Christian Science with each other and supporting church activities**
 - via e-newsletters, announcements, best practices
- 4. Supporting healing**
 - via phone helpline, website and engagement at expos

2023 Results

- **1,535,000 Contact points with seekers**
 - **40% increase over last year**
- **Reaching seekers via**
 - **Advertising**
 - **Website**
 - **Helpline**
 - **Emails**

2023 Estimated Year End Total Expenses

\$ 12,715	Website
\$ 22,545	Advertising
\$ 20,440	Helpline
\$ 2,500	Expos
<u>\$ 13,815</u>	Field Communications
\$ 72,015	Total Expenses (\$85,500 approved budget)

Evidence of aiding healing

- **More visitors finding CSMetroChicago.org than ever before, clicking on Wednesday Meeting and Reading Room website links, reading local healings**
 - **Increase in repeat callers on telephone helpline and sharing healings as result of listening to programming**
- ... the following reports from each of our Working Groups will highlight more progress and activity**

2023 Website Activity

Diane Mahon



Website Activity Highlights

- **Most website activity ever!**
 - **18K visits Jan-Aug 2023, 1K more than last year**
 - **28K page views - 2022 total**
 - **35K pages views - 2023 year end estimated total**
- **Website visitors are finding local resources effectively, staying on website for an average of 40seconds per visit**
- **Following major hack in March website was rebuilt to showcase *Science and Health*, Wednesday meetings, Reading Rooms, Events, and Helpline**



Spiritual thinkers for good

Wednesday prayer meetings are a lifeline for me. Each week I come away feeling refreshed and inspired.

- **Nancy**, *Barrington*



Local Impact – Stories of Spiritual Healing

Explore this specially-curated collection of healings written by people who live in the Chicago area. They represent the kind of spiritual healing you'll hear during a Wednesday prayer group meeting. Enjoy reading and come join us at a mid-week prayer meeting. [Click to find an online prayer circle or in person meeting near you!](#)



NO MORE KNEE TROUBLE

"One morning as I started to get out of bed, I found I could not put any weight on one leg. I'd been dealing with discomfort in my knee for some time, but I hadn't given it much thought. I like to be active, and this condition scared me.



DEFUSING HATE AND LIVING LOVE

A couple summer's ago, people in my community protested peacefully against hate and bigotry. But one night, riots broke out in our downtown shopping district.



NEUTRALIZING RACISM WITH TRUTH

"When we placed our bags on the conveyor belt, the man in front of us suddenly turned around. Visibly incensed, he threw our luggage on the floor."



Spirituality Events in Metro Chicago

Dive in and explore what Christian Science is and offers. Attend upcoming spirituality events happening in and around Chicago. Check out the calendar of free talks and study groups:



2023 ANNUAL BUSINESS MEETING CHRISTIAN SCIENCE IN METRO CHICAGO

Saturday, November 4, 10-11amCT via zoom



HOW SPIRITUAL PERCEPTION BRINGS HEALING

Sunday, November 12 @ 2pm in Evanston IL

Wednesday Prayer Groups

Share. Pray. Listen.
TOGETHER.
Online and In Person.

Wednesday Evening

Experience calm and peace,
share insights and healing ideas
from *Science & Health*, find clarity,
be better.

Find a meeting:
CSMetroChicago.org/Wednesday

Stay in Touch

Subscribe to the newsletter and keep informed about upcoming events and activities!

[SIGN ME UP](#)

Website - Looking ahead

- **Keeping website fresh and current**
 - **Three major revisions in last five years**
- **Always looking at trends and where the seeker is in order to connect in most meaningful way**

Website Activity

Questions ?

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2023 Advertising Activity

Diane Mahon



Advertising Activity Highlights

- **New focus on online advertising has resulted in 1,125,000 impressions (Jan-Aug)**
 - **versus 800,000 in 2022**
 - **on target to reach 1.5 million by year end**
- **SEO promotes key phrases such as**
 - **Prayer Groups Chicago**
 - **Spiritual Healing Chicago**
 - **Chicago Christian Bookstore**
- **Google, Facebook & Instagram ads promote *Science & Health*, Wednesday meetings, Reading Rooms and Lectures**

Advertising - Looking ahead

- **Increase targeted impressions from 1,500,000 to 1,650,000 in 2024**
- **Continue “as is” with messaging - refining as needed to stay in sync with seekers**

Advertising Activity

Questions ?

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2023 Helpline Activity

Todd Wittenberg



Helpline Activity Highlights

- **19 reported healings (Jan-Oct) as result of phone line**
- **Average unique callers per month are up 23% year to date (524 in 2023 compared with 419 in 2022)**
- **Helpline is shared with Washington State Media Committee**
- **Working Group members dedicate time daily to pray in support of this healing practice**

Helpline Activity

Questions ?

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2023 Expo Activity

Nancy Bachmann



Expo Activity Highlights

- **TWO Body, Mind, Spirit Expos - March and October 2023**



Expo Activity Highlights

- 49 number of *Science and Health* sold



Expo Activity Highlights

- **Dozens of meaningful conversation with fellow seekers**
 - A woman stopped by and said, “This is Christian Science, right? My parents subscribed to the Monitor for years and I loved it!” We shared what we loved about the Monitor, I asked whether she knew much about Science otherwise. This led to her asking some good questions and purchasing *Science and Health*.
 - With several folks I shared a little of MBE's life and discovery of Christian Science through healing. This led sharing the chapter Fruitage in the book. This conversation resulted in the sale of the book.
 - After learning of the healing ideas in *Science and Health*, one woman immediately bought the book and ran to hear the lecture which had just begun.

Expo Activity Highlights

- Two lectures held at each expo (4 total)
- 70 attendees at four lectures (46+ new)



Expo Activity

Questions ?

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2023 Field Communications Activity

Kim Schmidt



Field Communication Highlights

- **13 e-newsletters sent Jan-Aug (approx twice/mo)**
 - **sharing news of upcoming lectures, study groups, local healings published in CS periodicals and other resources**
- **521 email subscribers**
- **Print flyers and posters sent to churches highlighting *Science and Health*, Wednesday meetings, Helpline and Reading Rooms**

Posters

Improving health and quality of life for 150 years



Available [HERE](#)
and at Christian Science Reading Rooms
throughout Metro Chicago



Posters

Share. Pray. Listen.
TOGETHER.
Online and In Person.

Wednesday Evening

Experience calm and peace,
share insights and healing ideas
from *Science and Health with Key to the Scriptures*,
find clarity, be better.

Find a meeting:
CSMetroChicago.org/Wednesday



Posters

Begin your spiritual journey here!

Explore. Discover. Be better.

Experience the connection between
spirituality and healing.

Christian Science Reading Room
20 locations throughout Chicago area

A bookstore and drop-in center for the exploration of
spiritual healing, prayer and spirituality.

More info @ CSMetroChicago.org/Bookstore



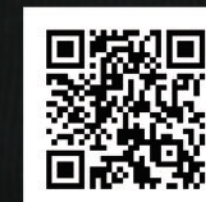
Posters

Find inspiration.
Experience healing.
BE BETTER.

630-929-5635

Call anytime, 24/7. Listen to a variety of inspiring podcasts.
Feel grounded and spiritually empowered to be better.
Have a question? Leave a message and it will be returned!

More info @ CSMetroChicago.org/Helpline



Field Communications - Looking ahead

- **Continued use of e-newsletters keeping us connected and aware of local events**
- **Print promotional materials (bookmarks, posters and flyers) as helpful**

Field Communications Activity

Questions ?

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2024 STRATEGIC PLAN

Rindy Powell



2024 Plan

Maintain our focus:

- 1. Foundational outreach/seeking seekers/getting the word out**
 - via online advertising, website and social media, expos
- 2. Attracting seekers to Christian Science Manual-based activities**
 - i.e. Reading Rooms, Lectures, Church services, Bible Lesson/Sentinel Watch, other CSPS content, promoting *Science and Health*
- 3. Connecting churches and students of Christian Science with each other and supporting church activities**
 - via e-newsletters, announcements, best practices
- 4. Supporting healing**
 - via phone helpline and website

2024 Estimated Expenses

2023

yr end projection

Website	\$ 12,500	\$ 12,715
Advertising	\$ 25,000	\$ 22,545
Helpline	\$ 20,000	\$ 20,040
Expos	\$ 2,500	\$ 2,500
Field Communications	<u>\$ 15,000</u>	<u>\$ 13,815</u>
	\$ 75,000	\$ 71,615

2024 PLAN APPROVAL

Questions ?

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

Vote to ratify 2024 Strategic Plan

2024 BOARD ELECTION

Rindy Powell



Ballot

2024 Board Members

Nancy Bachmann, Barrington

Ray Cesca, Hinsdale

Jeff Clements, Evanston

Mike Joy, Naperville

David Kurtz, Glenview

Diane Mahon, Barrington

David Maney, Palatine

Rindy Powell, Glenview

ADJOURNMENT & BENEDICTION

Note to 2024 Board Members: Brief zoom meeting in the next few weeks to elect officers and set 2024 meeting schedule.