



ANNUAL BUSINESS MEETING

November 2, 2024

10:00 - 11:00am CT

As we wait for the meeting to start please sign in using chat and type in your first name and where you are tuning in from today!

WELCOME

Rindy Powell



“Loving Our Neighbor”

OPENING READINGS

Nancy Bachmann



TODAY'S AGENDA

- 1. 2023 Annual Meeting Minutes/Highlights**
- 2. 2024 Year in Review**
- 3. 2025 Strategic Plan Presentation**
- 4. 2025 Board Election**

2023 ANNUAL BUSINESS MEETING MINUTES

- 2024 Strategic Plan was unanimously ratified
- 2024 Budget of \$75,000 estimated expenses was approved
- 2024 Executive Board Members elected:

Nancy Bachmann, Barrington

Ray Cesca, Hinsdale

Jeff Clements, Evanston

Mike Joy, Naperville*

David Kurtz, Glenview

Diane Mahon, Barrington

David Maney, Palatine

Rindy Powell, Glenview

* Mike Joy passed away mid year. Ray Morse, from Barrington joined the Board this summer.

2024 IN REVIEW

Rindy Powell



Who we are ... a recap

- **2024 is sixth full year since reorganization**
- **Christian Science in Metro Chicago is a joint activity organized and funded by the area churches, societies and individuals**
- **The field directives outlined in 2018 and ratified every year continue to guide us. They include ...**

4 Areas of Focus

1. **Introducing Christian Science to spiritual seekers/getting the word out**
 - via online advertising, website and social media, expos
2. **Attracting neighbors 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, our robust area-wide website and social media presence
4. **Supporting healing throughout greater Chicago and beyond**
 - via phone helpline, website and engagement at expos

2024 Results

- A year focused on “loving our neighbor” and sharing news of all the ways in the Chicago area to learn more about Christian Science (highlight of year - Chicago Tribune advertising ... details to come)
- Achieved +3,040,000 touch points with our spiritual seeking neighbors, more than twice that of last year
- Reaching our neighbors via
 - Advertising (both in print and online)
 - Our website and social media presence
 - Helpline
 - Emails
 - Expos
- Streamlined organization bylaws
 - available to download from our website

Today's Reports

- **Treasurer - Jeff Clements**
- **Website - Diane Mahon**
- **Advertising - Diane Mahon**
- **Helpline - Ray Morse**
- **Expo - Nancy Bachmann**
- **Field Communications - Kim Schmidt**

TREASURER'S REPORT 2024 YTD

Jeff Clements



CSMC REVENUE 2020-2024 (estimate)

211,016

100,000

90,000

80,000

70,000

60,000

50,000

40,000

30,000

20,000

10,000

-

39,892

2020

25,000

3,553

2021

32,550

7,225

36,631

30,990

2022

7,956

3,586

26,525

2023

9,596

10,337

643

25,254

2024 est

18,005

9,347

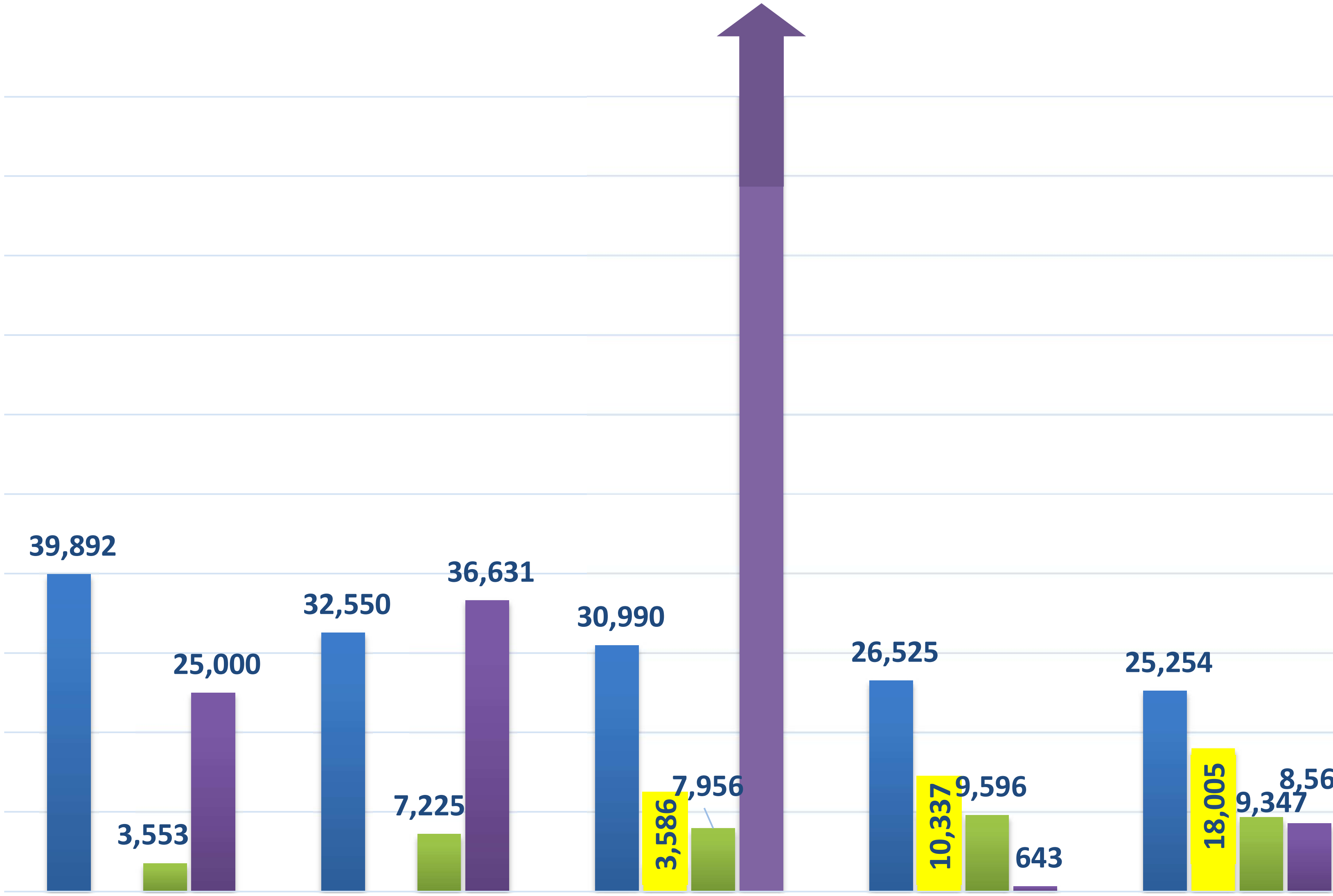
8,560

■ Churches

■ Investment Inc

■ Other

■ One time



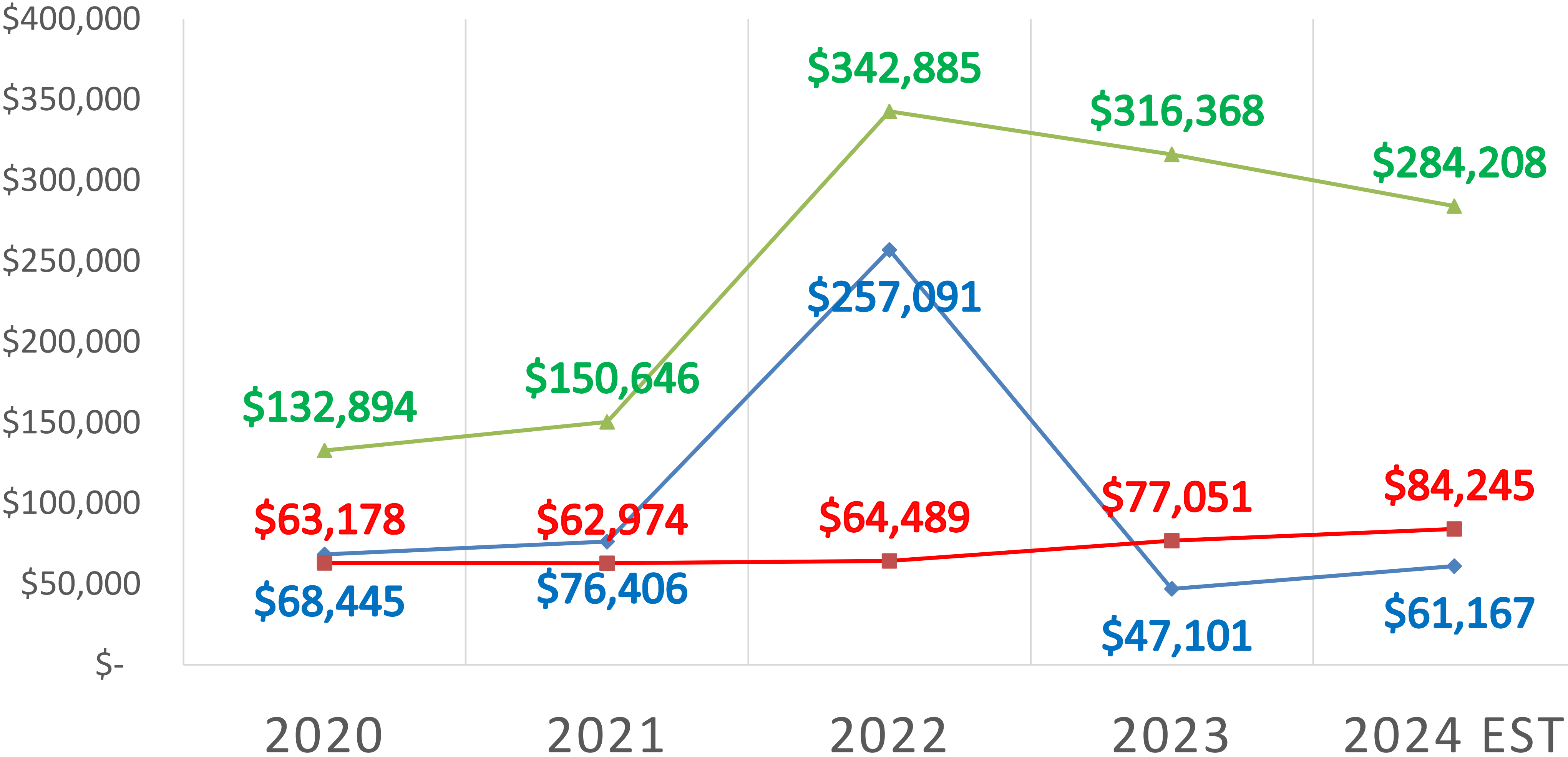
2024 Estimated Year End Total Expenses

\$ 12,500	Website
\$ 38,875	Advertising
\$ 20,140	Helpline
\$ 730	Expos
<u>\$ 12,000</u>	Field Communications
\$ 84,245	Total Expenses (\$75,000 approved budget*)

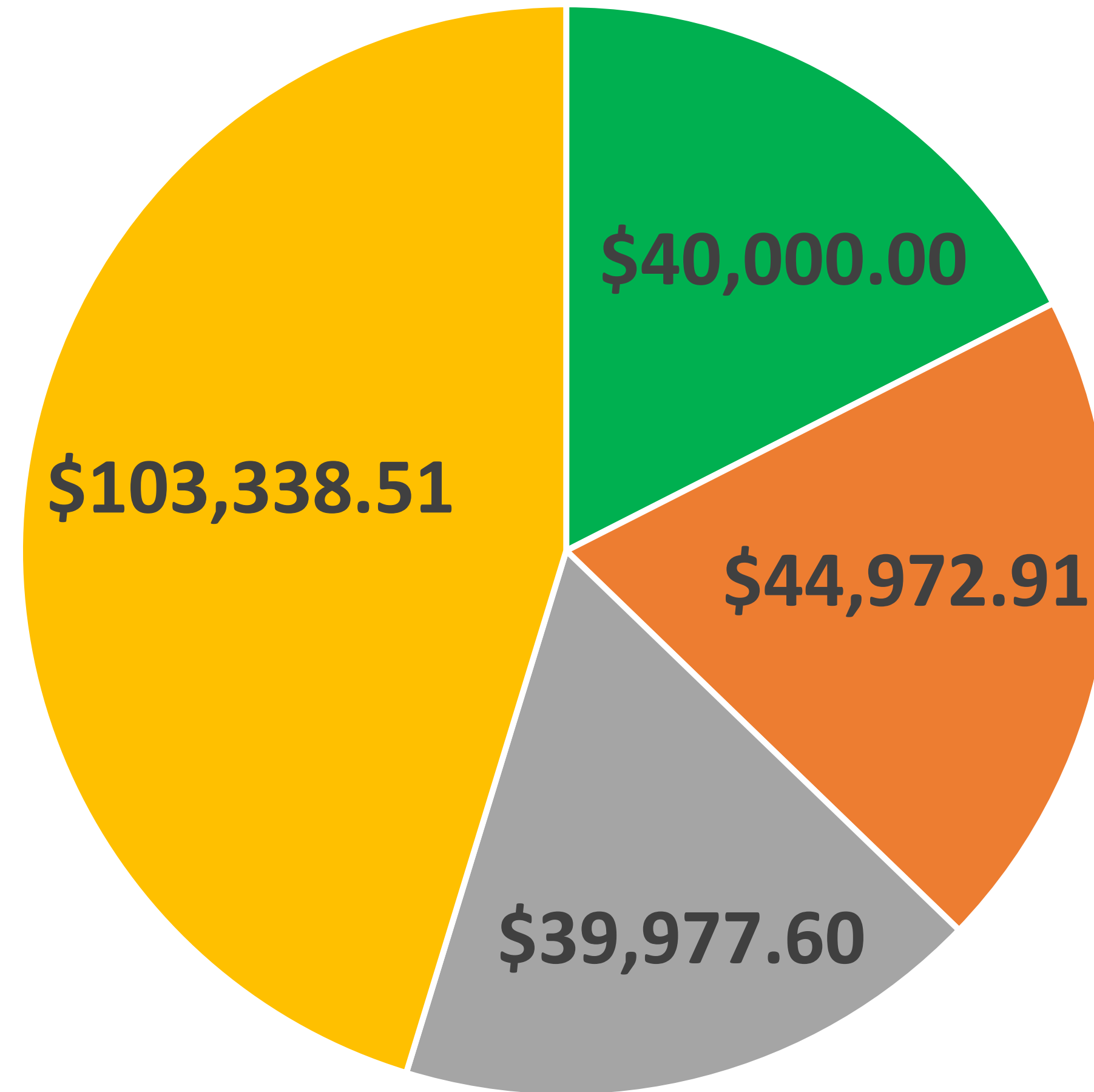
*Budget overrun is due to a special advertising opportunity with ChicagoTribune to promote 12 spring CS lectures for \$16K. Expense was approved by Exec Board in January 2024. Advertising Team Report will share more details.

CSMC REVENUE, EXPENSES AND TOTAL FUNDS

◆ Revenue ■ Expenses ▲ Total Funds



CSMC Investment Account 9/30/24



Total Portfolio
\$228,289.02

- Money Markets
- Bank Deposits
- Equities
- Fixed Income w Accrued Interest

2024 YTD Finances

Questions ?

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

Donations

Via Zelle

donations@csmetrochicago.org

Via PayPal

link on website About page and in e-newsletters

Via Check

**payable to Christian Science in Metro Chicago
JPMorgan Chase Bank, N.A.
1603 Orrington Ave, Floor 1
Evanston, IL 60201**

note on check memo line: Deposit to Account 937012695

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


2024 Advertising Activity

Diane Mahon



Advertising Activity Highlights

- This year, we did something NEW!
- Churches in the Chicago Metro area were sponsoring 11 CS Lectures last spring
 - New opportunity to create combined ad for a “spring lecture series”
- We used media in new ways to reach more seekers
 - Sunday print edition of the *Chicago Tribune*
 - Email access to *Tribune* subscribers living within 7 miles of each of the lecture venues
- Results were terrific:
 - Print ads reached 800,000 subscribers on 9 Sundays
 - Series of 10 emails reached 325,000 subscribers total, driving traffic to our website
 - 9,500 recipients clicked to learn more, contributing to increase of time on site of each 1 min/avg




Health. Quality of life. Meaning. Purpose.

SPRING 2024

CHRISTIAN SCIENCE LECTURES

March 3 - Palatine	April 28 - Deerfield	May 19 - Lake Forest
April 14 - Naperville	May 4 - Chicago	June 1 - Tinley Park
April 21 - Evanston	May 5 - Barrington	June 9 - Winnetka
April 28 - McHenry	May 18 - Chicago	



CSMetroChicago.org/Lecture-Series

Advertising Activity Highlights

- Advertising on Google proved very effective this year
 - Three ads ran throughout year promoting
 1. Reading Rooms
 2. Wednesday Meetings
 3. Science and Health
- Results:
 - Over 1.8 million views year to-date, resulting in 28.5K clicks to our website to learn more
 - Overall, we are on track to meet or exceed our goals
 - 2,800,000 impressions (views) of advertising on Google, Meta social media platforms and the Chicago Tribune
 - Achieve over 47,000 clicks from ads to visit our website
 - Reach 500 followers on Facebook and 450 on Instagram

Advertising - Looking ahead

- Celebrate *Science and Health's* 150th year anniversary in 2025 through advertising and promotion messages throughout the entire year
- Expand relationship with *Chicago Tribune* to include joint promotions on Meta social media platforms
- Overall, increase targeted impressions from 2,800,000 to 3,000,000 in 2025

Advertising Activity

Questions ?

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2024 Website Activity

Diane Mahon



Website Activity Highlights

- **Once again - most website activity ever!**
 - **On track to achieve 38K visitors by December**
 - **12K more than last year**
 - **On track to achieve ~54K page views by year end**
 - **46% over goal**
- **Website visitors are finding local resources effectively, staying on website for an average of 1 minute/visit vs 40 seconds/visit last year**



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."

Website - Looking ahead

- **Goal: Continue updates based on performance to keep things fresh and current**
 - Over the past 5 years, there have been 3 major revisions
- **Ensure visitors can continue to navigate website with ease, visiting multiple areas before exiting**
 - path often begins on RR page > Healings landing page and opens one of nine testimonies in collection > the Weds Mtg or Events pages before exiting site
- **The Key: Always looking at trends to help seekers connect in most meaningful way**
 - e.g. “Centers for Spiritual Living” is a great descriptor for RRs
 - “Spiritual well being” connects with today’s spiritual seekers
 - Terms like “prayer groups” and “prayer circles” helps make connections to Wednesday Meetings

Website Activity

Questions ?

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2024 Helpline Activity

Ray Morse



Telephone Helpline

The “Helpline” at 630-929-5635 provides Weekly Bible Lessons, Sentinel Watch, and Daily Lift podcasts.

There is no charge for the service.

Callers can leave a message requesting help, expressing gratitude, or reporting a healing.

Helpline Activity Highlights

- **12 reported healings (Jan-Aug) received on the helpline (19 total in 2023)**
- **An average of 433 unique callers per month (423 in 2023; 419 in 2022)**
- **180 recorded messages and 18 direct calls**
- **The time to record a message has been increased from 1 to 3 minutes (no added expense)**
- **Helpline is shared with Washington State Media Committee**
- **Working group members dedicate time daily to pray in support of this healing practice**

Helpline Activity Highlights

- Callers express deep appreciation of the helpline
 - Often do not live near a church or are unable to get a church service or RR
 - Healings and spiritual growth are a natural result of listening to the programming
- Recent call from a grateful listener:

<https://ringsmsplus.com/ucc/recordings/PT13TXhZVE8/G/66e9ef1b3f46a>

Helpline Activity

Questions ?

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2024 Expo Activity

Nancy Bachmann



Expo Activity Highlights

- After participation at two expos last year we attended one Body, Mind, Spirit Expo this year in June 2024
- New venue for us - Tinley Park
- Staffed by 8 volunteers, 17 exhibit hours over weekend



Expo Activity Highlights

- 16 copies of *Science and Health* sold



Expo Activity Highlights

- **Dozens of meaningful conversation with fellow seekers**
 - A woman stopped by and said, “I attended a concert at the Christian Science Church in downtown Chicago (17th Church of Christ, Scientist) where I saw something about Mary Baker Eddy. Now I see she wrote a book.” The visitor carefully read the back cover of the book and talked with the booth worker and decided to purchase the book.
 - A mother and her two teenage daughters listened while the booth attendant shared how she had found *Science and Health* so helpful in raising her own children and learning how the ideas in the book helped them to see their genuine identity. The mom decided to purchase the book.
 - A lovely lady related over the years she had experienced several car accidents. She said she found help in turning to God. She persisted in continuing to go to work and got her educational degree despite the challenges. I shared how the ideas in *Science and Health* bring healing. She bought the book.

Expo Activity Highlights

- One lecture
- 15 attendees (6+ new)



Expo Activity

Questions ?

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2024 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
- 528 email subscribers
- Area church lectures last spring benefited from a coordinated, joint advertising campaign in the Chicago Tribune



Field Communications - Looking ahead

- Continued use of e-newsletters keeping us connected and aware of local events
- 2025 will be the 150th anniversary of the publication of *Science and Health*. There will be opportunities to coordinate promotion of special events (SH Book Reading Groups) and flyers/bookmarks celebrating this milestone. Stay tuned!

Field Communications Activity

Questions ?

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2025 STRATEGIC PLAN

Rindy Powell



2025 Plan

Continue to share the good news of Christian Science with our neighbors by:

- **maintaining a robust website**, CSMetroChicago.org, highlighting Christian Science resources available throughout metro Chicago
- **promoting Christian Science lectures** sponsored by area churches
- **advertising online** the healing message of Science and Health and its availability in Christian Science Reading Rooms as well as the healing and inspirational weekly Wednesday prayer meetings
- sponsoring a **telephone helpline** with recorded programs produced by The Christian Science Publishing Society that uplift and support healing
- organizing pop-up joint Reading Rooms introducing Science and Health and Christian Science to hundreds of participants at **expos** around Chicago

2025 Estimated Expenses

2024
yr end projection

Website	\$ 12,500	\$ 12,500
Advertising	\$ 46,500	\$ 38,875
Helpline	\$ 20,140	\$ 20,140
Expos	\$ 3,600	\$ 730
Field Communications	<u>\$ 13,000</u>	<u>\$ 12,000</u>
	\$ 96,000	\$ 84,245

2025 PLAN APPROVAL

Questions ?

**Remember to unmute and identify yourself,
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Vote to ratify 2025 Strategic Plan

2025 BOARD ELECTION

Rindy Powell



Ballot 2025 Board Members

Ray Cesca, Hinsdale

Jeff Clements, Evanston

Diane Mahon, Barrington

David Maney, Palatine

Ray Morse, Barrington

Rindy Powell, Glenview

Brittany Robinson, Naperville

Kim Schmidt, Barrington

Sally Turner, Glenview

ADJOURNMENT & BENEDICTION

Note to 2025 Board Members: Brief zoom meeting in the next few weeks to determine officers and set 2025 meeting schedule.