

WIN TEAM UPDATE: MISSIONS

July 2018 – Manchester UMC

PRIORITY:	Provide needed resources and assistance to residents in our local communities.
GOAL:	By the end of 2021, SERVE 1,000 people within Parkway, Rockwood, and Valley Park school districts
LEADER:	Maurice ‘Moe’ Parisien
WIN TEAM:	Lisa Fetters, John Himple, Liz Shuburte, Autumn Dennis, Cindy Wolk

1. **Briefly describe the most helpful resources your WIN Team is using to gain relevant information:** 2012 U.S. Census Data, Demographic information pertaining to the Parkway, Rockwood and Valley Park School Districts. Aging Ahead, Aging Resource Center offering programs and information on the topics of: Housing, Healthcare, Caregiving, In-Home Services, Elder Care, etc. <http://www.agingahead.org>
2. **Based on your learnings, briefly describe what trends/realities your WIN Team sees working in our favor:**
 - a. Rise in the percentage of the Millennial population – According to the Millennial Impact Project¹ this demographic segment believes strongly in:
 - i. Civil Rights
 - ii. Racial Discrimination
 - iii. Healthcare
 - b. Growing aging population is underserved. According to Aging Ahead, formerly the Mid-East Agency on Aging, 29% of Missouri’s population over the age of 60 are living in the 4 counties of St. Louis, St. Charles, Jefferson and Franklin and with dwindling state and federal funding, keeping up with demand is a challenge.
3. **Based on your learnings, briefly describe what trends/realities your WIN Team sees working against us:**
 - a. Partnering with Aging Ahead on programs for the 65+ population can serve not only the members of Manchester UMC, but too, the population of non-members living in the surrounding community
 - b. Opportunity also exists to engage the members of MUMC in volunteer work in support of children and youth with an organization like Oasis <https://www.oasisnet.org/St-Louis-MO> that offers Intergenerational Tutoring programs to help children that are struggling with reading. This program focuses on children from Kindergarten to 3rd grade.
4. **Briefly describe the 5 most impactful insights/discoveries/lessons your WIN Team has uncovered so far:**

Insight #1	Given limited financial and volunteer resources, Manchester UMC would be wise to partner with area agencies to address community needs in a collaborative manner.
Insight #2	Manchester UMC has an opportunity to engage a larger percentage of the Millennial population by focusing on those issues that this demographic segment views to be important e.g. volunteering for ‘mercy’ programs, social justice, civil rights, racial discrimination/activism, etc.
Insight #3	Increasing and concentrated poverty, even as the overall population decreases, the number of people living in poverty continues to increase in our communities.
Insight #4	The communities served by Manchester UMC are declining in population and with this decline in population there is greater competition for dollars, resources and volunteerism.
Insight #5	Growth in the diversity of other religious populations e.g. Islam, Hindu coupled with non-denominational Christian churches presents opportunities for traditional mainstream Protestant churches to discover opportunities to partner/collaborate with these faiths in Mission.

5. **Describe how your WIN Team recommends that we define/measure/count progress toward the goal:** Measure the number of volunteer hours, dollars raised (ACTIVITY) along with RESULTS –such as lives positively impacted and the difference that these programs will make in the community.

6. Does your WIN Team feel the goal is achievable or does it need to be adjusted up or down? Why? The goal of 500 lives positively impacted can easily be expanded to 1,000 people served by 2021.

7. Provide 5 strategies your WIN Team has identified (or seriously considering) to achieve the goal:

Strategy 1:	Partner with Aging Ahead on its seniors programming.	Due Date:	Oct, 2018
Strategy 2:	Dialogue with the Islamic Foundation to seek opportunities to collaborate on mercy programming for the poor.	Due Date:	Sept. 2018
Strategy 3:	Reach out to members of Manchester UMC to assess interest in supporting Intergenerational Tutoring for grades K – 3 within the 3 designated school districts.	Due Date:	Mar, 2019
Strategy 4:	Offer Manchester UMC as a community hub for informational seminars/workshops on social issues facing our communities (similar to the Opioid and Gun Violence presentations)	Due Date:	May, 2019
Strategy 5:	Assess the existing Mission Ministries of MUMC to determine the viability of certain programs to be able to redirect volunteer and financial resources in support of new, highly relevant programming.	Due Date:	Dec, 2018

8. Describe how your WIN Team will monitor/measure each strategy to see if it is successful (Lag Measures)

Strategy 1:	Measure & track donations of ‘personal essentials’ dollars generated, and lives touched
Strategy 2:	Assess the success (qualitative) of meetings/discussions with the Islamic Foundation
Strategy 3:	Assess the level of interest among members of MUMC in engaging in tutoring programs with schools located in the geographic boundaries of the 3 school districts.
Strategy 4:	Assess the ability generate interest among volunteers at MUMC to lead and support the development and ongoing implementation of events and speakers’ series addressing matters of societal threats and concerns.
Strategy 5:	Assess the quality and integrity of existing Manchester UMC mission ministry programs.

9. What are some “quick wins” (easy steps), if any, that your WIN Team suggests we take now?

Opportunity exists in reaching out to Aging Ahead and Oasis (St. Louis Oasis Intergenerational Tutoring program) to determine how Manchester UMC might engage and support existing programming service seniors and children.

10. What else would your WIN Team like the Leadership Board to know about your efforts?

In the opinion of the Missions WIN Team, key to success in addressing Mission Opportunities for Manchester UMC is to FOCUS on those few opportunities where both the financial and volunteer resources can come together. It is the belief of the Missions WIN Team that to be successful, we must focus on a few initiatives and do them well. Attempting to take on too many programs/ministries will only dilute our available financial and volunteer resources and thus limit the opportunity for success.

¹The [Millennial Impact Project](http://www.themillennialimpact.com) is the largest body of data and analysis on how US Millennials interact with causes. Since the study began in 2009, more than 100,000 Millennials (born between 1980 and 2000) have participated in the research initiative. <http://www.themillennialimpact.com>