

MCC TORONTO BOARD OF DIRECTORS

Meeting Summary - February 2025

February 26, 2025 / 6:15 pm / Hybrid (in-person and online)

AGENDA

- A. Presentation and Update Report - Director of Development
 - B. Executive Report - Senior Pastor and Executive Director
 - C. Finance Committee - Chair of the Finance Committee and Executive Director
 - D. Human Rights Program
 - E. Sanctuary Decorum
 - F. Accessibility Compliance
 - G. Other Matters
-

A. Update Report - Presented by Mike Crum, Director of Development

Background and Introduction: Mike brings 30 years of fundraising experience, including roles at UofT and UBC. He expressed strong alignment with MCCT's mission and appreciation for the organization.

Year-End Campaign Success: Despite a challenging postal strike, MCCT met and exceeded its fundraising goal, raising \$135,000. This success came during Mike's initial 90 days and highlighted areas for improvement in efficiency and engagement.

Key Focus Areas & Initiatives:

1. Donor Engagement & Stewardship:

- Emphasis on deepening relationships, especially with sustaining donors.
- Planning a special event for sustaining donors to recognize and appreciate their contributions.
- Reinforced the importance of stewardship and building relationships\
- Raised the downward trend in sustained giving and will look at proactive strategies to reverse.

2. Operational Improvements:

- Addressing inefficiencies in donor management (e.g., manual updates from recurring donors).
- Transitioning to a new fundraising software (FunRaise) integrated with Salesforce, enabling:
 - Real-time, accurate reporting
 - Automated notifications (e.g., expiring card info)
 - Improved donor experience through a streamlined donation form

3. Major and Legacy Donor Strategy:
 - Significant opportunity to re-engage these donors for major and legacy gifts.
 - Legacy giving strategies to be more visible and accessible, encouraging donors to make intentions known.
4. Corporate Sponsorship & Events:
 - Plans to secure sponsorships well in advance of events (e.g., Pride, Justice Jamboree, potential return to Roy Thompson Hall).
 - Board and congregation are encouraged to help make connections with potential sponsors.
5. Grants and Strategic Alignment:
 - Actively reviewing 60 potential grant opportunities, aligning with the initiatives of the Paul Austin Human Rights Center.
6. Board Involvement:
 - Encouraged board to participate in:
 - Stewardship (thanking, promoting, personal engagement)
 - Identification of potential donors or sponsors
 - Personalized outreach (e.g., handwritten notes)

A discussion followed covering how to best engage with and respond to the needs of long time members, sustained donors, and action steps.

B. Executive Report - Senior Pastor and Executive Director

- Deana's involvement with the Toronto Police Church and the Wellesley Village Community Consultative Committee surfaced information about scholarship opportunities for LGBTQ youth. These opportunities will be shared with the congregation via The Query.
- In response to a board inquiry, Shannon will review MCCT's current insurance policy to ensure coverage includes therapy services provided through programs under the Human Rights Centre. The board has requested that Dave K., Director of the HR Centre, attend the next board meeting to provide an update on these services and overall program developments.
- Performance review process is underway and scheduled for completion by the first week of March. A detailed timeline and process breakdown is included in the Executive Report. Process steps include: analysis of survey results, feedback sessions with staff, one-on-one meetings between managers and employees, focus on development planning and creating actionable improvement plans based on feedback.

C. Finance Committee - Chair of the Finance Committee and Executive Director

1. Financial Review & Account Reconciliation:

- Internal review of invoices sent to facilities clients identified opportunities to improve cash flow.
- Some invoices had to be issued or reissued and some cash application required adjustment.

2. Budget Planning 2025:

- The staff initially submitted a 2025 budget proposal that included an operating deficit (excluding depreciation).
- The Finance Committee requested a revised proposal aimed at achieving a balanced budget with consideration to cost savings opportunities, shared operational expenses, staff hours allocation, risks associated with any reduction in staff hours, cost of living adjustments

3. The board engaged in a detailed discussion on the staff's proposed expense reallocations. Emphasis was placed on aligning financial decisions with both current and future needs, while ensuring organizational stability and sustainability.

- D. Human Rights Program:** Ben R. acknowledged the ambitious nature of the current Human Rights strategy and noted a likely gap between the documented plan and actual program delivery. He emphasized the need for prioritization within the program to ensure effective implementation and offered his support in helping guide those discussions.
- E. Sanctuary Decorum:** Steph N. is in the process of finalizing a guidance document outlining the desired standards of decorum and conduct within the Sanctuary to help foster a respectful and inclusive environment.
- F. Accessibility Compliance:** Colleen K. is leading efforts to assess and ensure the building's compliance with current accessibility legislation, with a focus on creating a more inclusive and accessible space for all.
- G. Other Matters** James B. raised the possibility of MCCT hosting the traveling exhibit called "Love in a Dangerous Time: Pop-up exhibition" from The Canadian Museum for Human Rights (CMHR). This pop-up exhibition explores the history of the military purge of LGBTQ folks and the brave activists who fought back against the discrimination. There was an agreement in the room that this would be an excellent idea to pursue.

NEXT MEETING: April 30, 2025