

ECBF Update for September 2011

We are pleased to report a fantastic turnout for our August 21, 2011 "Casting Our Nets for a Big Catch" brainstorming event! Thanks to everyone who helped make this event possible...AND everyone who took time out of their day to join us and participate. We all enjoyed a wonderful meal together, and we joined as a congregation for a productive and invigorating brainstorming session! The main theme for the event centered on change: whether we are going to 1) accept impending change from our current financial situation or 2) take control of our own fates and create a positive change that we want. The group that attended resoundingly supported creating a positive change for ourselves! We spent more than two solid hours thinking of creative business concepts to generate more income for St. Anne's, and we accumulated an impressive list of options to consider.

So what happens next?? We want to make sure that everyone at St. Anne's understands the next steps in the process...

1. The ECBF Committee will evaluate every concept using a decision matrix.
 - a. Will evaluate each idea using criteria such as:
 - i. What costs are associated with implementing the concept?
 - ii. What is the appropriateness / fit within St. Anne's?
 - iii. What is the appropriateness / fit within Ankeny?
 - iv. What is the income potential?
 - v. What is the marketing potential?
 - vi. What level of effort will be required to implement concept?
 - vii. What is the long-term sustainability of the concept?
2. The ECBF Committee will identify the concepts most likely to succeed and generate income according to the matrix
 - a. This evaluation process will entail significant research into certain concepts, so we may be calling on others to help us learn more!
3. The ECBF Committee will obtain feedback from the congregation on a shortened, prioritized list of concepts
 - a. We want to make sure that St. Anne's members agree with and will support our top tier of selected concepts
4. Results of this feedback will be shared with St. Anne's Vestry for final approval
5. Implementation of the selected concept!

- a. Here is where the real work begins...This is when we will need lots of support to get this concept from an idea on paper to a fully functioning reality!

Depending on the complexity of the research needed to make an educated decision, we are not sure how long this process will take. We have firm commitments from the national Episcopal Church Building Fund and the Diocese of Iowa to support us in this process through January / February of 2012. They are hoping for us to have made our final choice by then and (hopefully) to have initiated the project. We will keep everyone updated on our progress and timeline as we proceed.

On a final note, the ECBF Committee has a couple of thoughts for everyone to pray about. First, we have had a tremendous amount of participation and support as we have brainstormed different ideas. We have to realize that we will not have the resources or ability to implement ALL ideas. So, we all need to be supportive and passionate about the cause (finding a financial solution for St. Anne's) – and not tied to any specific idea or concept. Finally, we are very confident as a team that our “winning” concept is within our list already. We will do our job as a committee to research the concepts and make the most informed decision as we can. However, for a positive change to truly happen, it is up to **ALL OF US** at St. Anne's to work together to fully implement and create this change!

Thank you!