

MEMBERSHIP ORIENTATION

Our Culture
Our Mission
Our Vision
Our Beliefs

ELDER KEENAN PEEBLES | PRESENTER



LET'S START IN THE LIVING ROOM

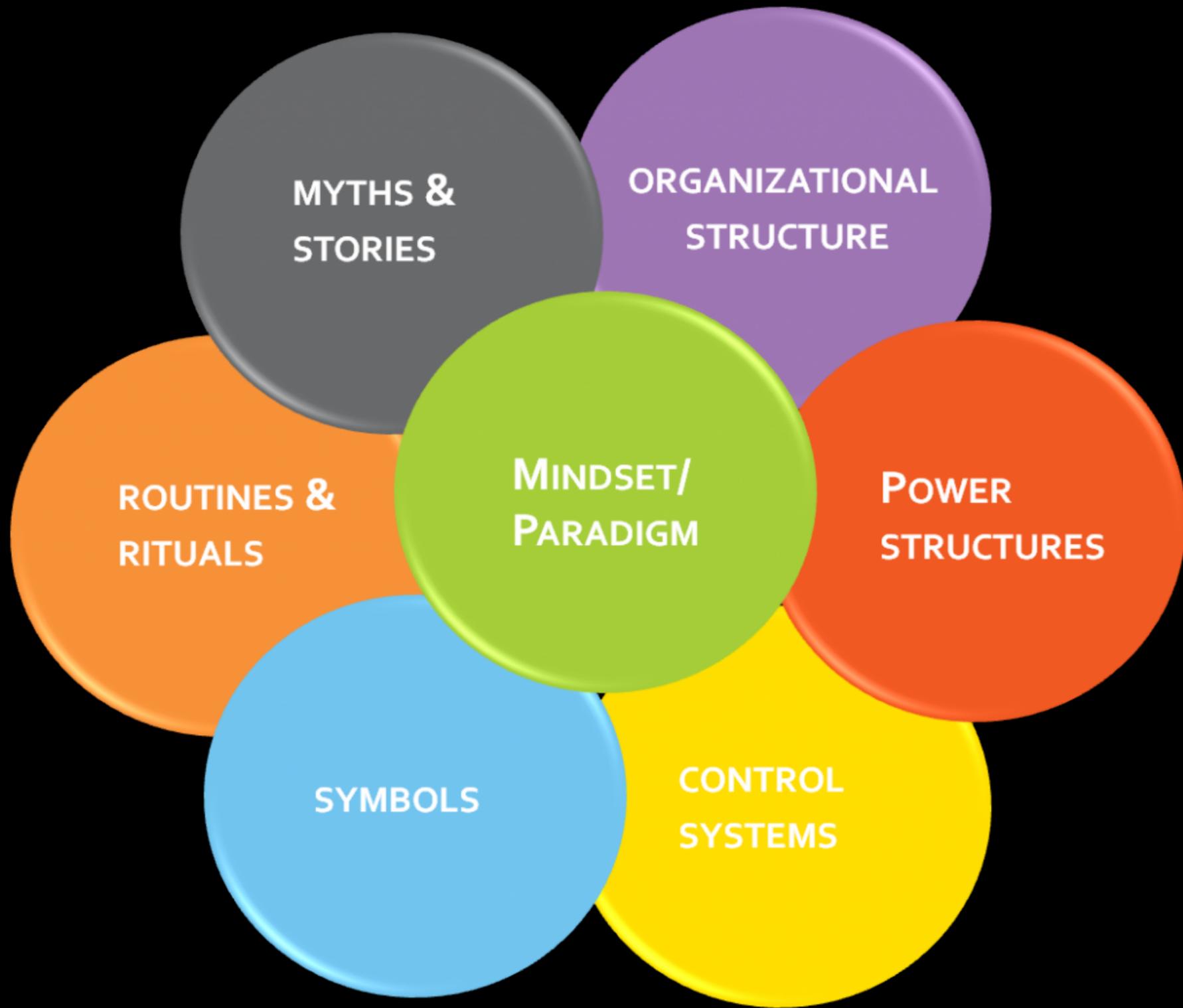
- This where we all started. Right in a living room.
- Our history is vitally important
- Our history is apart of us, yet we are not confined to or defined by our history.
- History is defined as *the whole series* of past events connected with someone or something or *the study of past events*.
- Our history creates opportunities for to learn, grow, and expand if we're willing to be taught.
- The past is our teacher.
- Our history develops: culture.



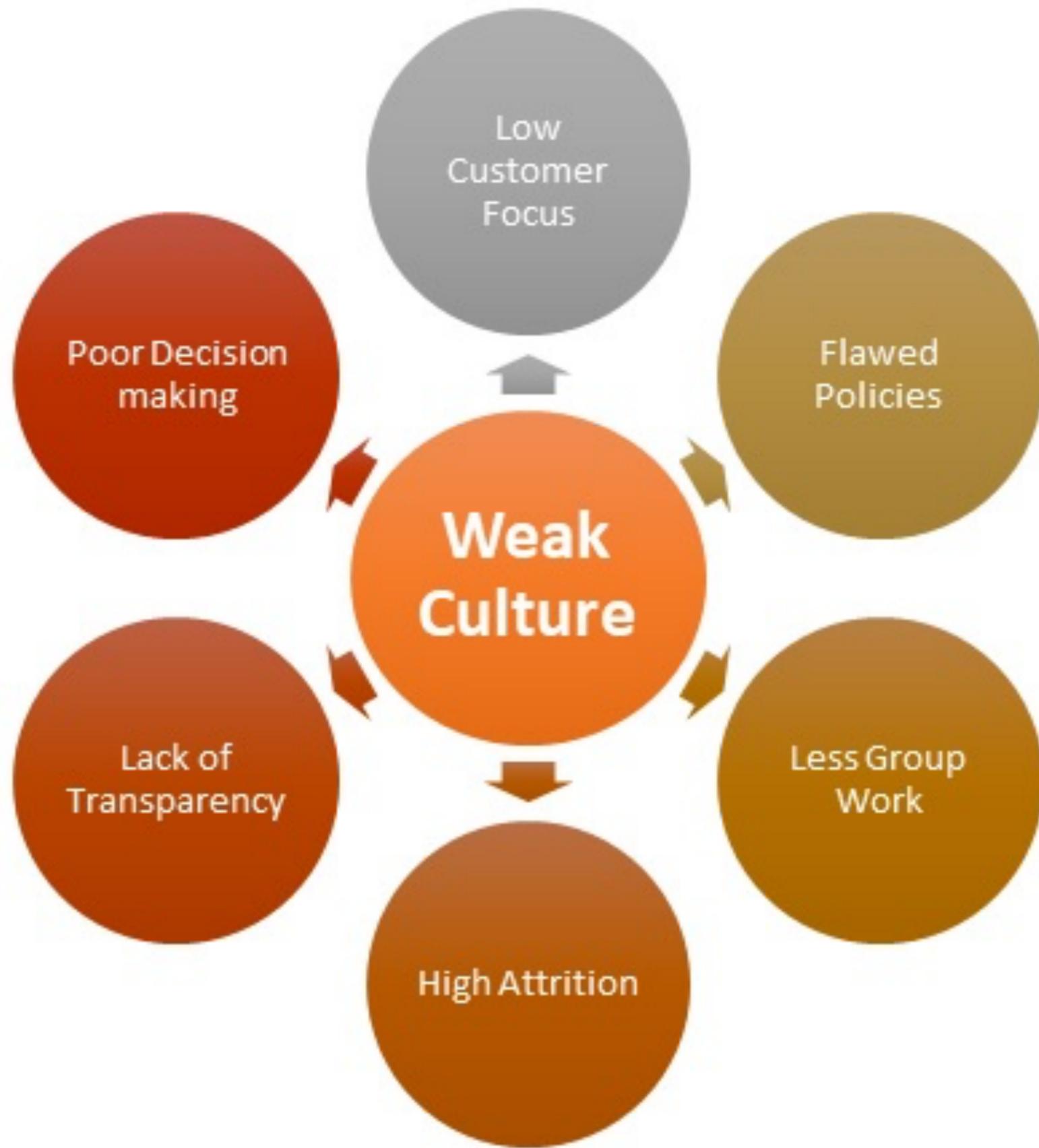
WHAT IS OUR CULTURE?

- Firstly, what is culture? Culture is defined as the proper way to behave within an organization
- Culture is defined as *the collection of values, expectations, and practices that guide and inform the actions of all team members. Think of it as the collection of traits that make your company what it is.*
- *Culture is usually unsaid, but very much so alive.*
- What are some of our cultural practices that make us Unity, Unity?





HEALTHY CULTURE



UNHEALTHY
CULTURE

CULTURE STATEMENT

Here at Unity, we strive to reflect the image of Christ unto the world and the kingdom at large. We fully accept and practice collaborative and shared leadership, utilizing team based structures. Because we believe this, we also believe in a strong personal work ethic and responsible decision making (at the leading of the Holy Spirit) should be apart of the strategy of each staff member. This synergistic environment coupled with our individual and collective diversity, creates a robust system for innovative and transformative leadership.

LOCAL



FAMILY CHURCH



LOCAL



MARCH 11TH, 2020.

OUR PANDEMIC YEAR—A COVID-19 TIMELINE

On March 11, the WHO declared COVID-19 a pandemic. Here is a look back at a year in disruption.

A MYSTERIOUS NEW ILLNESS

Images appear of Wuhan in lockdown, where officials attempt to contain a mysterious virus. Soon after, new cases of and deaths related to (what's later named) COVID-19 surge in Europe.

THE WORLD SHUTS DOWN

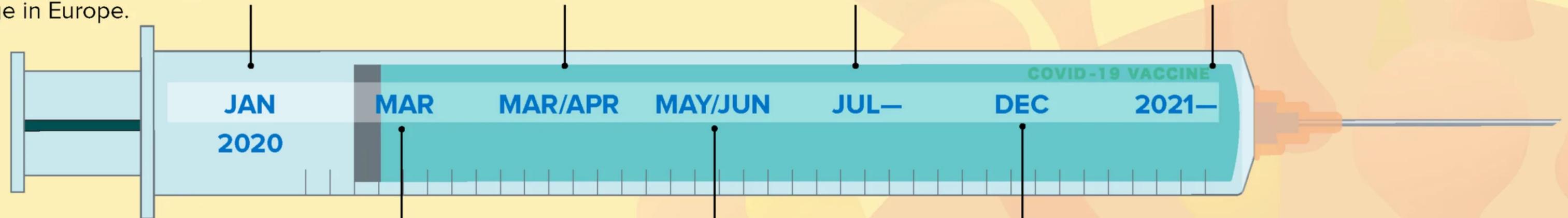
Countries seal borders; sports teams cancel seasons; schools close and employees go home. People start wearing masks and “social distancing.”

UPTICK IN MENTAL HEALTH ISSUES

People struggle as continued unemployment and/or working from home without childcare/school takes its toll. U.S. break records for daily cases/deaths.

LIGHT AT THE END OF THE TUNNEL?

2021 begins with a race to vaccinate. Cases and deaths begin to fall. But the variants are still a threat, vaccine rollout is uneven, and we are still wearing masks.



THE VIRUS SPREADS, CASES MULTIPLY

The Grand Princess cruise ship, docked outside of San Fran, has passengers with COVID-19; Bay Area is first in the U.S. to announce shelter-in-place orders; hospitals become overwhelmed as cases grow; there is a nationwide shortage of PPE.

FLATTENING THE CURVE—FOR A WHILE

After “flattening the curve,” cases begin to skyrocket again as states “reopen” in different phases. Researchers continue to race to identify treatments and make vaccines.

NEW HOPE, NEW MUTATIONS

The FDA authorizes two vaccines. Major variants begin to circulate, some of which might impact the effectiveness of vaccines.

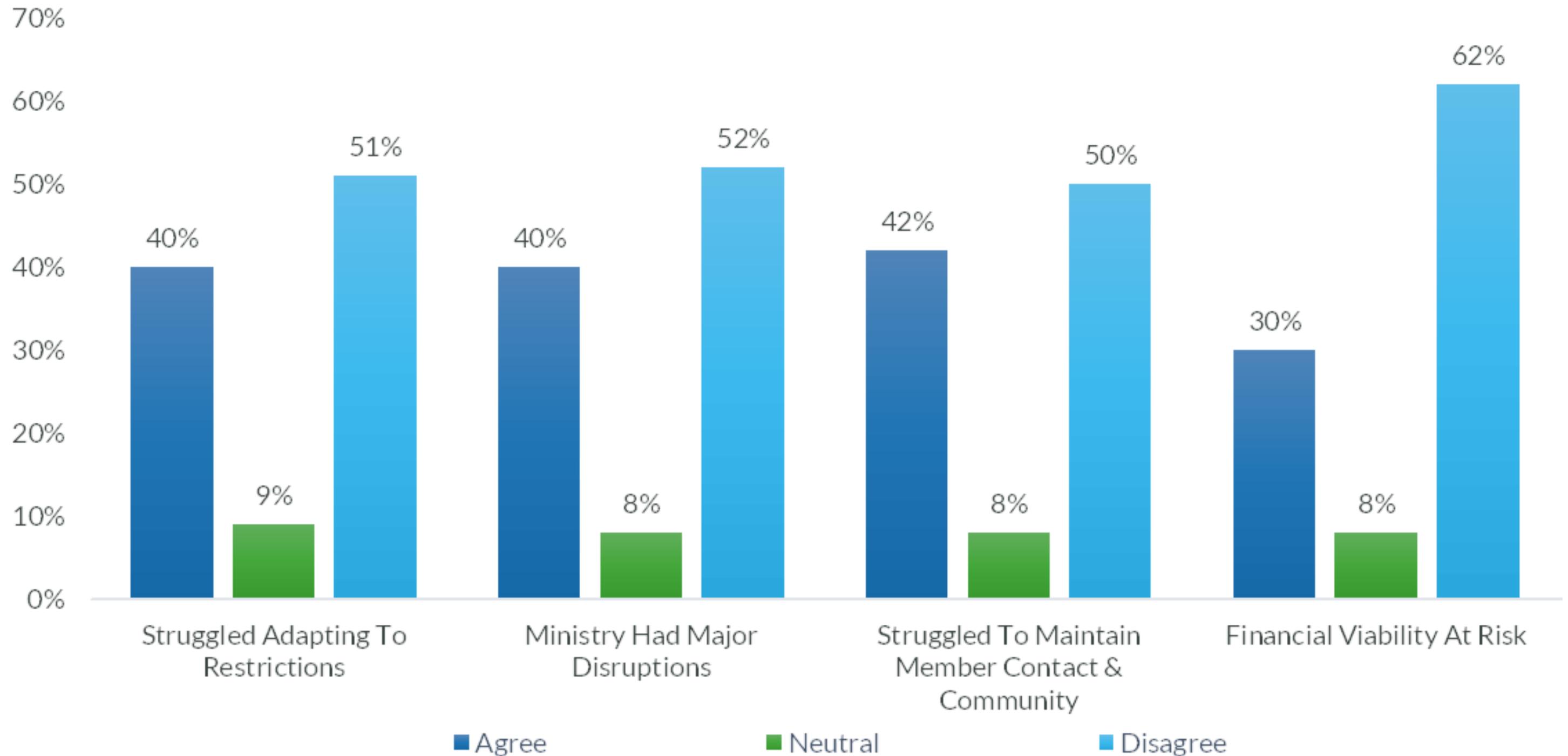
THE ONLY GROWTH IN ATTENDANCE OVER THE PAST TWO YEARS HAS BEEN AMONG CHURCHES THAT OFFERED BOTH IN-PERSON AND ONLINE WORSHIP AS OF THIS SUMMER. THAT'S 80% OF U.S. CHURCHES — ALTHOUGH MOST OF THE CHURCHES AMONG THAT GROUP **DID NOT REPORT GROWTH**. ON AVERAGE, HOWEVER, THESE HYBRID CHURCHES REPORTED **GROWTH OF 4.5%**.

BAPTIST NEWS GLOBAL

80% OF U.S. CONGREGATIONS WERE
FOUND TO OFFER A HYBRID OF
IN-PERSON AND ONLINE SERVICES.

BAPTIST NEWS GLOBAL

Some Churches Are Struggling



Source: Exploring the Pandemic Impact on Congregations study, Hartford Institute for Religion Research.

SOCIAL MEDIA IS ALSO NOW A WIDELY ACCEPTED AND UTILIZED ENGAGEMENT RESOURCE FOR ALL DENOMINATIONS, WITH 80 PERCENT OF RESPONDENTS HIGHLIGHTING FACEBOOK OR OTHER CHANNELS AS A SIGNIFICANT WAY TO BUILD ENGAGEMENT WITH MEMBERS.

THE CHURCH EXECUTIVE

THE CHALLENGES WE (UNITY CHAPEL) FACED:

1. CREATING CLEAR LINES OF COMMUNICATION TO AND WITH MEMBERS

2. ESTABLISHING AN ONLINE PRESENCE/COMMUNITY

3. CURATING AN IN-PERSON EXPERIENCE IN A VIRTUAL WORLD (OUTSIDE OF STREAMING)

4. CONNECTING WITH OUR OFF-LINE (NON-SOCIAL MEDIA MEMBERS)

5. MANEUVERING THROUGH LEADERSHIP AND ORGANIZATIONAL CHANGES

THE SUCCESS WE (UNITY CHAPEL) OBTAINED:

1. MAINTAINED AND HAD A FINANCIALLY STRONG YEAR (2020) DESPITE LOW ATTENDANCE
2. CREATED A VISUALLY AESTHETIC EXPERIENCE WITH AUDIO VISUAL (DEVELOPED AN AV TEAM, UPDATED AND PURCHASED NEW EQUIPMENT)
3. RESTRUCTURED ORGANIZATIONAL WORK FLOW TO INCREASE EFFICACY RATE.
4. GALVANIZED OUR ENTIRE CHURCH AND COMMUNITY AND ***SUCCESSFULLY RAN A GIVING CAMPAIGN FOR THE FIRST TIME IN OUR CHURCH HISTORY.***

\$16,358.00

2020 GIVING CAMPAIGN “YOU JUST NEED ONE”

\$46,109.00

2021 GIVING CAMPAIGN “BUY BACK THE BLOCK”

182%

BETWEEN 2020 AND 2021

JULY 4TH, 2021.

1. THE PERSONAL CHALLENGE: DEALING WITH FAMILY AND EMOTIONAL ISSUES

2. THE PROFESSIONAL CHALLENGE: **ENABLING A SMOOTH AND POSITIVE TRANSITION**

3. THE LEADERSHIP CHALLENGE:

UNDERSTANDING A NEW CHURCH AND COMMUNITY

4. THE CONGREGATIONAL CHALLENGE: CLOSURE AND SAYING GOODBYE

WHAT WE WILL DO AND CONTINUE TO DO:

#1 – CONTINUE OUR MINISTRY

#2 – MAKE A PLAN

#3 – CLARIFY ROLES

#4 – OVERCOMMUNICATE

#5 – BE PATIENT

#6 – FOLLOW JESUS' LEAD



WHERE WE'RE HEADED

**UPON THE FOUNDATION LAID FOR US THROUGH
75 YEARS OF DEDICATED MINISTRY, WE NOW
EMBARK UPON A NEW JOURNEY TO CONTINUE
AND BUILD ON THIS FOUNDATION WITH THE
IDEOLOGY: MAKING THE WORLD STRONGER ONE
ONE PERSON, ONE FAMILY, ONE CITY, AT A TIME.**

MAKING THE WORLD STRONGER

ONE PERSON, ONE FAMILY, ONE CITY, AT A TIME:

- CREATING PLATFORMS AND OFFERING OPPORTUNITIES TO PREACH AND DEMONSTRATE THE GOSPEL TO EVERY PERSON THAT WOULD HEAR IT.**
- CULTIVATING INNOVATIVE MINISTRIES THAT MINISTER TO THE ENTIRE FAMILY.**
- ENGAGE THE CULTURE AND COMMUNITIES THAT OUR MINISTRY(S) EXIST IN.**
- DEVELOPING THE WHOLE PERSON TO MAKE THIS SAME IMPACT IN THEIR OWN LIVES, FAMILIES, AND COMMUNITIES.**



HOW WE GET THERE

MAKING: PEOPLE STRONGER

CREATING PLATFORMS AND OFFERING OPPORTUNITIES TO PREACH AND DEMONSTRATE THE GOSPEL TO EVERY PERSON THAT WOULD HEAR IT.

1.

PROFESSIONAL

2.

POWERFUL

3.

PROPHETIC

POWERFUL

— WORSHIP SERVICES

— VISITOR EXPERIENCE

— ONLINE EXPERIENCE (ONLINE CHURCH)

— MUSIC AND FINE ARTS

— HOSPITALITY

— IN-DEPTH TEACHING/DISCIPLESHIP/SMALL GROUPS

— BIBLICAL EDUCATION

MAKING: FAMILIES STRONGER

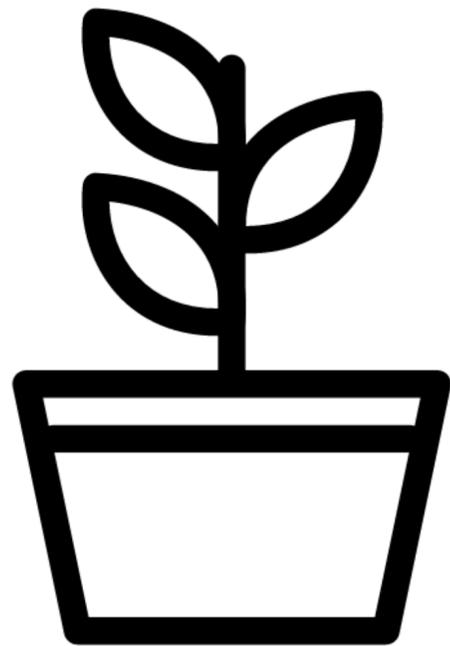
CULTIVATING INNOVATIVE MINISTRIES THAT **MINISTER TO THE ENTIRE FAMILY.**

- 1. RELEVANCY**
- 2. ENGAGEMENT**
- 3. EFFECTIVENESS**

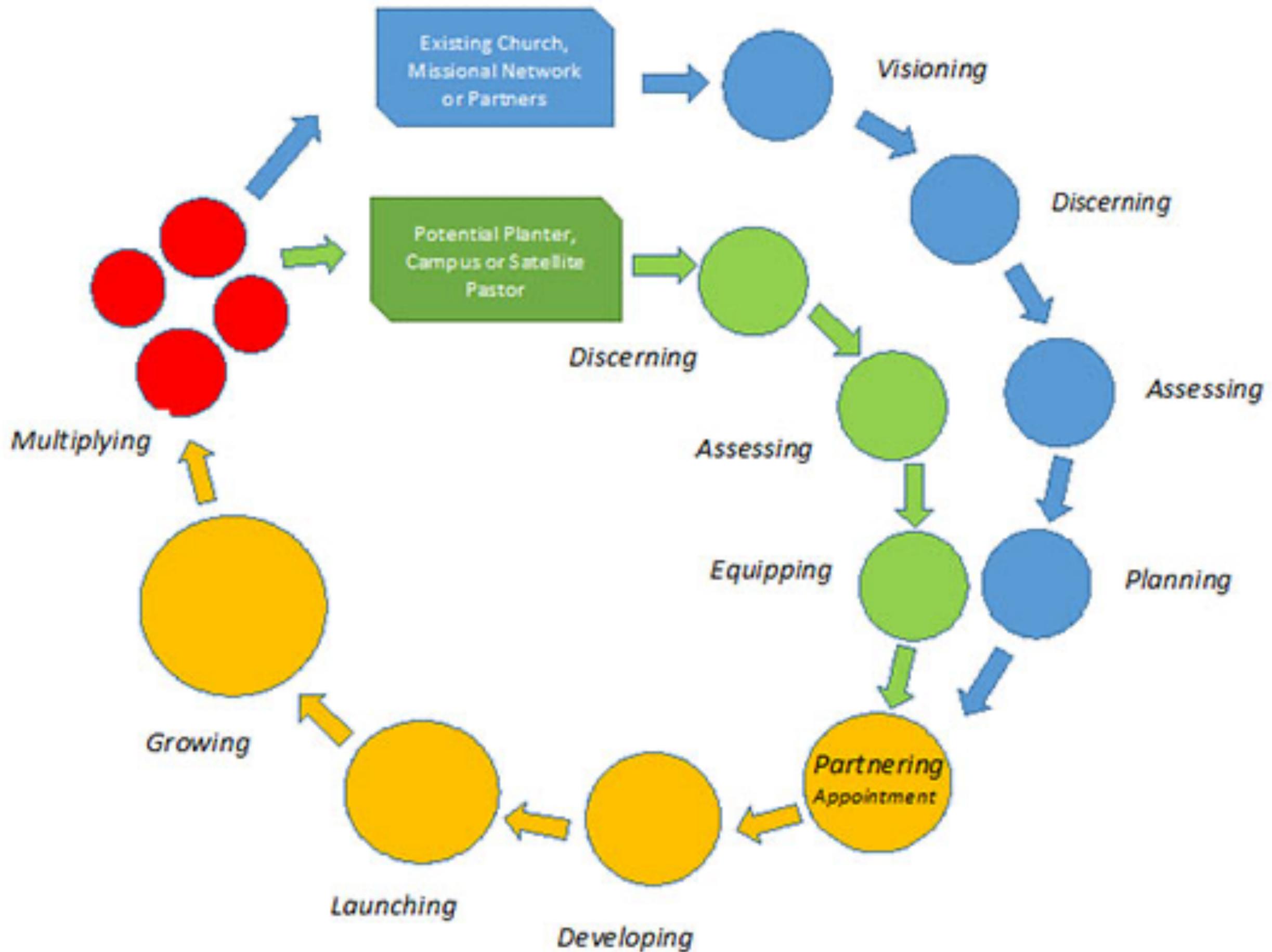
MAKING: COMMUNITIES STRONGER

ENGAGING THE CULTURE AND COMMUNITIES THAT OUR MINISTRY(S) EXIST IN

- 1. EVANGELISM/DISCIPLESHIP**
- 2. SOCIAL ACTIVISM**
- 3. CHURCH PLANTING**
- 4. MARKETPLACE PRESENCE**



CHURCH PLANTING



CHURCH PLANT SUBJECTS

1. SOUTH CITY SAINT LOUIS
2. CENTRAL WEST END
3. ILLINOIS (ESTL/FAIRVIEW HEIGHTS)
4. CHICAGO, ILLINOIS



MARKETPLACE PRESENCE

The Marketplace is defined as **the world of trade or economic activity : the everyday world.** As believers, we work in junction with the Holy Spirit to bring the Kingdom of God into the marketplace, engaging in business that empowers the church so church can invest that capital back into our communities and parishioners.

TITHES AND OFFERING

UNITY FOR LIFE CENTER

UNITY FOR LIFE TRUCKING

UNITY FOR LIFE HOMES

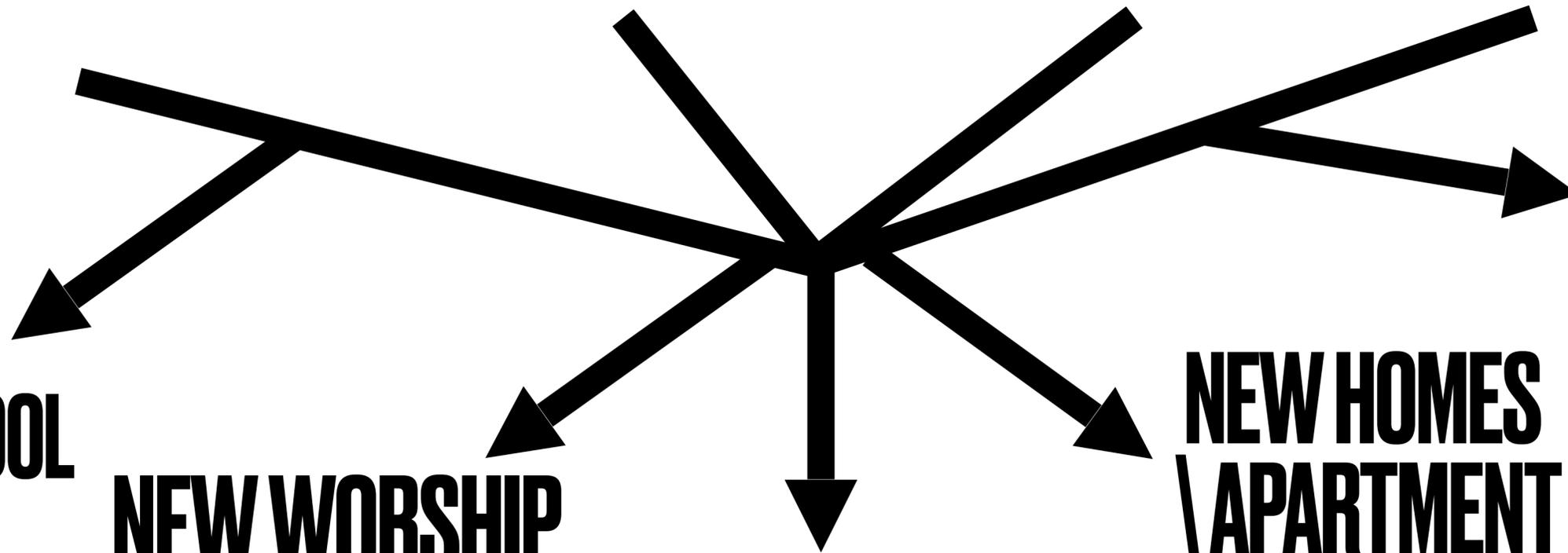
MARK TWAIN SCHOOL

NEW WORSHIP FACILITY

DRUG REHAB CENTER

NEW HOMES / APARTMENT COMPLEXES

CHURCH PLANTS



THE NEXT YEARS

WHAT SHOULD WE EXPECT?

1. RADICAL (SPIRITUAL) CHURCH GROWTH

2. RADICAL (NUMERIC)

CHURCH GROWTH

3.4-5 BUSINESSES

WITHIN THE CHURCH

4. SEVERAL COMMUNITY

RESOURCES BUILT

5. TWO CAMPUS

CHURCHES PLANTED