



Economic Halo Effect

Understanding Your Impact

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Learning Objectives

- ▶ Mission is what your church is about
- ▶ The Economic Halo Study and its conclusions
- ▶ Bible Study
- ▶ Your Church and its community impact
- ▶ Making a Plan

Introduction



Mission is the Key

Q: What is the Mission of the Church?

A: The Mission of the Church is to restore all people to unity with God and each other in Christ.

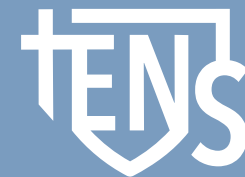
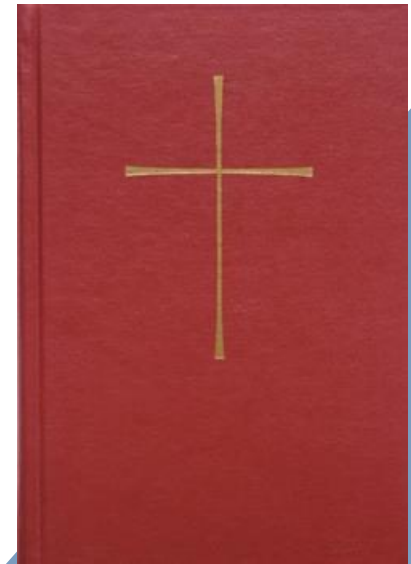
Q: How does the Church pursue its mission?

A: The Church pursues its mission as it prays and worships, proclaims the Gospel, and promotes justice, peace, and love.

Q: Through whom does the Church carry out its mission?

A: The Church carries out its mission through the ministry of all its members. *BCP pg. 845*

Mission is the Key



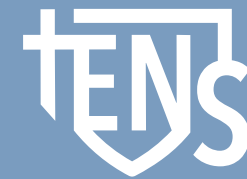
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Mission is the Key

Inward-Facing Mission = How we care for each other

- ▶ Pastoral Care
- ▶ Liturgy and Worship
- ▶ Other Sacraments
- ▶ Christian Formation and Study
- ▶ Fellowship and Social Activities
- ▶ Building Maintenance
- ▶ Governance
- ▶ Support Ministries: Altar Guild, Flower Guild, Bread baking
- ▶ ... ?

Mission is the Key



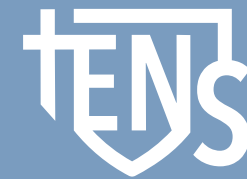
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Mission is the Key

Outward-Facing Mission = How we care our neighbors

- ▶ 12-step and community groups who meet in our church
- ▶ Outreach opportunities
- ▶ Partnering with local nonprofits and schools
- ▶ Volunteer opportunities and recruitment
- ▶ Civic Engagement
- ▶ Service-focused ministries
- ▶ Neighborhood Activities: Street Fairs, Rummage Sales, etc.
- ▶ ...?

Mission is the Key



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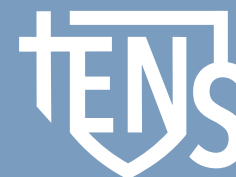
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Partners for Sacred Places released a study of 90 churches, temples, and mosques in Philadelphia, Chicago, and Fort Worth

- ▶ As many as 87% of the people who use your church are not members
- ▶ On average, a congregation puts \$1.7M of economic service and output into its community annually



Halo Effect



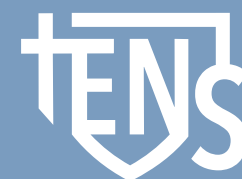
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Why do people come to your church?

Number of Visits, 90 Congregations



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Exploring the Study

Average Annual Economic Halo Value per Congregation

\$ 1,707,249

\$679,511

education (40%)

\$549,073

direct spending (32%)



\$478,665

catalytic (28%)

\$100,296

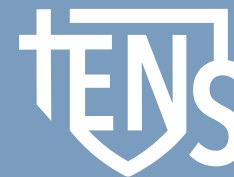
invisible safety net (6%)

\$375,944

magnet effect (22%)

Note: Invisible safety net: 5.9%, recreation space: 0.1% (\$2,425)

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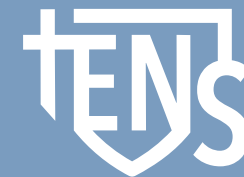
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Exploring the Study

Components

- ▶ Education
 - ▶ Daycare, preschool, and K-12 education
- ▶ Direct Spending
 - ▶ Operations
 - ▶ Program
 - ▶ Capital Spending
- ▶ Catalytic
 - ▶ Magnet Effect: Spending by visitors to your church in your neighborhood
 - ▶ Invisible Safety Net: Value of volunteer time for programs and community space (rental or free) and outdoor recreation space for your neighborhood

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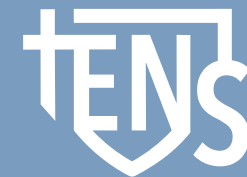
Exploring the Study – Direct Spending

Consider these community benefits of your budget expenses

- ▶ Staff salaries add taxable income and revenue into the system (job provider)
- ▶ Capital and maintenance employ local companies and use local resources

Your church contributes to the sustainability of your town or community

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Exploring the Study – Catalytic Impacts

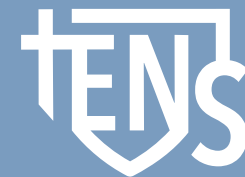
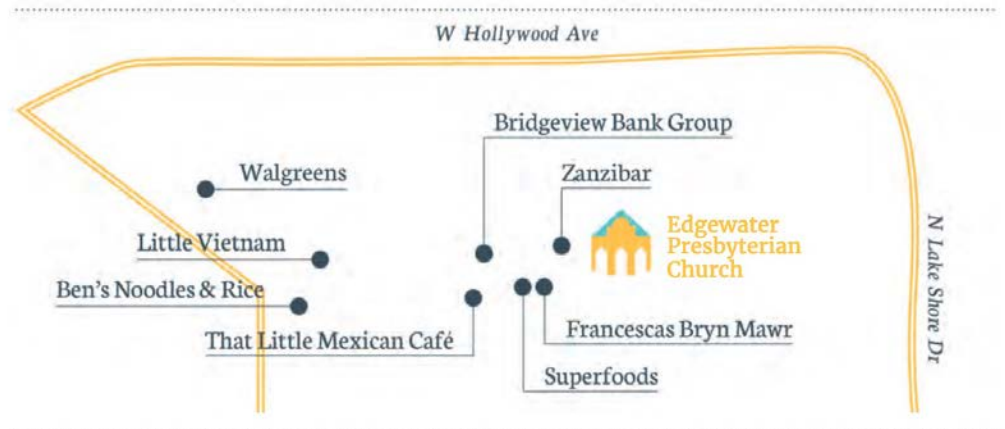
Do Visitors / Clients of your Church and its programs:

- ▶ Stop do to banking, drycleaning, or shopping on their way to your programs?
- ▶ Pick up a meal?
- ▶ Participate in other local businesses?

Your church has an economic impact on your neighboring businesses

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Local Business Patronized by Edgewater Presbyterian Church, Chicago Members and Visitors



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Exploring the Study – Catalytic Impacts

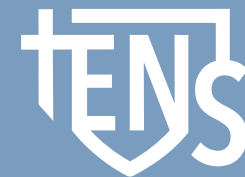
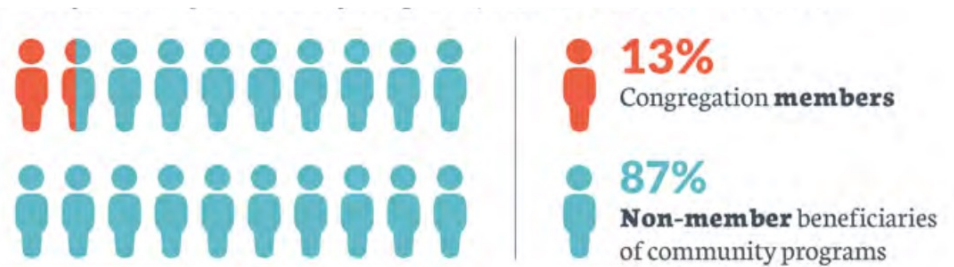
Your Church might provide social safety net programs to the community

- ▶ Food banks / kitchens
- ▶ Tutoring programs
- ▶ Health clinics
- ▶ Immigration assistance

Your church provides life-giving service to your community

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*Beneficiaries of Community Programs;
Members vs. Non-Members*



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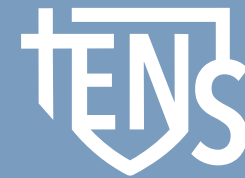
Exploring the Study – Catalytic Impacts

What Recreation / Green Space does your church provide to your community?

- ▶ Playing fields and courts
- ▶ Parking lots where kids ride their bikes, teens learn to drive
- ▶ Playgrounds and play equipment
- ▶ Gardens, benches, and shade trees

Your church provides a chance to play and enjoy your community

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Exploring the Study – Non-Monetized Halos

Has your congregation started a business or a nonprofit?

- ▶ Of the 90 congregations in the study, many could attribute a new business venture to their ministry
- ▶ Credit Unions
- ▶ Advocacy (legal or casework)
- ▶ Direct Service (healthcare, education, poverty, etc)

Your church provides a chance for new opportunities

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Congregations as Incubators



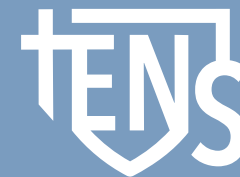
18

Number of **businesses** incubated



38

Number of **non-profits** incubated



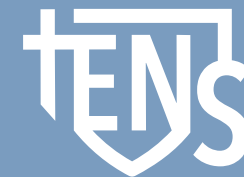
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Exploring the Study – Non-Monetized Halos

Ways in Which Congregations Help Individuals and Families

	Total Cases
Help individuals who exhibit suicidal ideation	213
Help individuals find full-time employment	552
Help individuals avoid prison	342
Provide individuals with drug or alcohol treatment	2,064
Teach youth pro-social values	8,298
Help individuals gain legal residency or citizenship	4,524
Help people form new friendships	3,714
Care for an elderly relative freeing a family member to work	464
Help couple with marital issues	236
Work with individuals to end abusive relations	720

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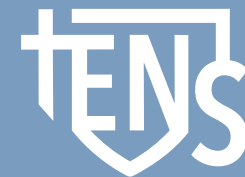
Lessons and Next Steps

What is the story you will tell about the Economic Halo of your congregation?

- ▶ What does it say to local businesses and how can you leverage that?
- ▶ What does it say to local civic institutions?
- ▶ What story does it tell your members about your impact?
- ▶ What opportunities for new ministries might you discover as you understand your reach?



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Laying the Foundation

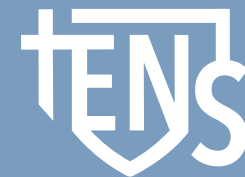
For when one says, “I follow Paul,” and another, “I follow Apollos,” are you not mere human beings? What, after all, is Apollos? And what is Paul? Only servants, through whom you came to believe—as the Lord has assigned to each his task. I planted the seed, Apollos watered it, but God has been making it grow. So neither the one who plants nor the one who waters is anything, but only God, who makes things grow. The one who plants and the one who waters have one purpose, and they will each be rewarded according to their own labor. For we are co-workers in God’s service; you are God’s field, God’s building. By the grace God has given me, I laid a foundation as a wise builder, and someone else is building on it. But each one should build with care. For no one can lay any foundation other than the one already laid, which is Jesus Christ. - 1 Cor. 3:4-10

Making a Plan

Know Your Community – Find Your Place

- ▶ Take a walk (or drive) around your community. Send your members and leaders out in twos (or other numbers)
- ▶ Draw a map of your visiting area
- ▶ Talk to people at bus stops and gathering places
- ▶ Visit coffeeshops or cafes, talk to patrons
- ▶ Visit farmers markets or other outdoor activities, talk to shoppers

Making a Plan



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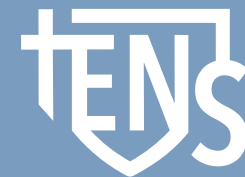
Appreciative Inquiry

Appreciative Inquiry is a model of design thinking or development that **focuses on what is possible, what is good, what is exciting**. It purposely does not ask negative questions or frame problems.

It is a **solutions-based, inclusive way to engage in respectful conversation**.



Making a Plan

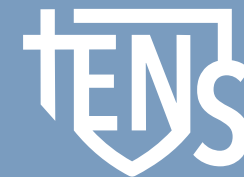


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Appreciative Inquiry Questions

1. How does the surrounding community affect their lives (positively or negatively)?
2. What is their involvement in any spiritual community?
3. What's the familiarity and impression people have of a) religion in general, b) Christianity, and c) your Episcopal Church?
4. Ask about the history of the community; when did the community get its start and under what circumstances?
5. What historical or cultural events and landmarks are important to the community?
6. How has the area evolved?

Making a Plan

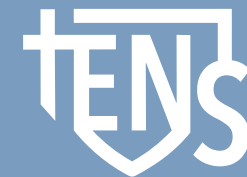


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Identify Community Assets

- ▶ Take note of medical facilities, homeless shelters, daycares, schools, libraries
- ▶ Different types of housing (high rise apartments, single family homes, public housing, mobile homes, etc.)
- ▶ Religious and civic organizations
- ▶ Public transit, gas stations, grocery stores, shopping malls
- ▶ Green space, and recreation facilities
- ▶ Talk with city / county officials – what are their priorities?
- ▶ Next, identify these assets on your map.
- ▶ Look for:
 - ▶ Assets
 - ▶ Patterns
 - ▶ Needs

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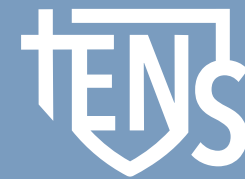


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Collect all your Data, then Analyze

- ▶ Compile all the data that has been submitted from each group and write it down in one long list, with no priorities or assumptions
- ▶ **What services are missing** in your neighborhood (are there no grocery stores? No playgrounds?)
- ▶ **What services are already saturated?** (enough day care centers, too many coffeeshops)
- ▶ **How connected** is your church to local transit? (public transit, highways, roads that are safe)
- ▶ And more!

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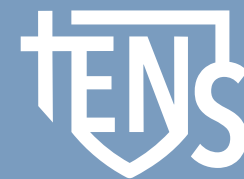
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Implementing and Prioritizing

Now it's time to begin identifying what skills your members have and matching them with what needs the neighborhood has

- ▶ Is there a role for us in **solving a problem** in our neighborhood?
 - ▶ Food insecurity
 - ▶ After-school programs
 - ▶ Difficulty getting to the church, etc.
- ▶ Is there are role for us to **introduce something new** to the neighborhood?

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Implementing and Prioritizing

After you have prayed about this, discern where your church is being led:

- ▶ Some initiatives will be easy to start
- ▶ How many projects can we take on?
- ▶ Are there ministries we might consider sunseting in order to accommodate new ones?



Making a Plan

TENS Theme for 2025

What is the good news that you cannot wait to share with the world? What stories do you have that need to be told, that can help others relate to the world around them? How do you inspire generosity in others by your words, actions, and witness?

The theme of our campaign materials this year focuses on our storytelling, on the way we tell our friends and neighbors about our faith, our ministry, and our mission. What is your good news?

*And Mary said, "My soul magnifies the Lord,
and my spirit rejoices in God my Savior..."* **Luke 1:46-47, NRSV**

Keeping the Conversation Going





Thank you!

For more information, resources, and videos, find us at www.tens.org

To find the complete study, please visit
<https://sacredplaces.org/info/publications/halo-studies/>

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