

# ANNUAL REPORT 2009



Advancing Ministry Together



CANADIAN COUNCIL *of* CHRISTIAN CHARITIES  
ADVANCING MINISTRY TOGETHER

As a result of CCCC, Canadian Christian Charities will be worthy of the public's respect and trust.

## Our Vision:

A vibrant community of exemplary Christian ministries effectively fulfilling their missions.

## Our Mission:

We make it easier for Christian ministries to focus on their missions by providing specialized help for their support and leadership functions.

## Our Aspirations:

- to promote Christian unity between ministries as a witness to God;
- to facilitate ministry; we will champion, support and promote Christian ministries, enabling them to be all that God has called them to be;
- to be a catalyst for continuous improvement and adoption of best practices;
- to provide accessible, practical and relevant services that offer high value to our members;
- to be respected educators who create, source and share expert knowledge as we model how Christian charities should operate; and
- to be an exemplary Christian workplace.



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ADVANCING MINISTRY **TOGETHER**

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# BOARD CHAIR'S REPORT

*"... our brother, whom we have often tested and found diligent in many things, ..."* ~ 2 Corinthians 8:22



Should the board of CCCC be tested, as Paul tested the members of his own team, we want to be found diligent in the many things that we as a board are required to do. Using the past year as an example, here is how the board shows due diligence. The directors meet for 3 regular board meetings each year and each meeting is devoted to a different aspect of our responsibilities.

The first meeting of our board year occurs in the Spring, and is devoted to evaluation. We evaluate the CEO on the basis of how well CCCC fulfills its mission using objective and subjective indicators of organizational and program success. This year we received two program evaluation reports from the staff. Based on the first evaluation, the staff cancelled one program and replaced it with a new one (both decisions have already been announced). The second evaluation resulted in a significant automation project related to the Community Trust Fund.

The second meeting occurs in the Fall, and is devoted to investigating our external environments. We invited Richelle Wiseman, executive director of the Centre for Faith & the Media and journalist Sheila Rowe to speak to the board about how our mission intersects with their views on Christian ministry and the public. They gave us some very helpful suggestions and encouragement. We also received the results of a marketing survey conducted by an external consultant of three groups of ministries the board is very interested in: our members, our former members, and those that have never been members. Again, we received a lot of affirmation and some good suggestions that will feed into our planning process.

The third meeting takes place in the Winter and is devoted to planning. This year we held a board retreat to discuss CCCC's work in light of the current and emerging needs of evangelical churches and agencies. We affirmed that the distinctive contribution CCCC provides to Christian ministries is well-researched, theologically-acceptable information and supporting services related to their leadership and support functions that is easily understood and put to practical use. We also generated a number of ideas for staff to consider for development related to human resources, internet and technology, and "back office" support as well as a list of possible high-value enhancements to current services. Stay tuned as the board and staff work through the possibilities!

This annual cycle of board work - assessing progress, consulting external stakeholders and investigating where our mission might take us - is highly motivating to the directors and keeps our enthusiasm levels high for CCCC and its mission. The board also changed the location of its meetings. The new CCCC office has enough room for us to meet there, which means we can connect better with the staff and operations of the organization. As we finish one year, we look forward to what God has yet to do through this great ministry that serves His Church.

Laurie Cook  
Chair

*"Be diligent to present yourself approved to God as a workman who does not need to be ashamed, accurately handling the word of truth." ~ 2 Timothy 2:15*

## CEO'S REPORT

Just as much as we need to study and work hard to handle the Gospel well, those who serve Christian ministries must also study and work hard to be equally qualified in their specialized work in support of the Gospel. The CCCC staff is absolutely committed to excellence in service to Christ's churches and agencies and this means we are committed to our own professional development.

As you can see from the staff picture (on the next page), we have quite a team assembled to support your ministry. Here are some interesting facts that show why we feel ourselves to be 'approved' to serve our members:



- We have two lawyers (LLB), two accountants (CMA and CGA) and graduates in business (BBA and MBA), social work (MSW) and financial planning (PFP)
- Two staff are ordained or credentialed by their denominations and have earned between them a BRE, MDiv and DMin
- We have provided leadership for 7 capital campaigns
- We have 60 years of combined experience as deacons, elders or directors of Christian ministries
- There are 4 church treasurers and 4 agency treasurers among us
- Together we have 167 years of service with CCCC
- This year we invested 2.5% of our budget and an average of 42 hours per person in staff training and development
- We added some 300 books, journals and other items to our reference library in the last six months, bringing the total number of catalogued items to 2,195
- CCCC keeps up-to-date on charity monitoring trends through its membership in the International Committee on Fundraising Organizations (ICFO) and will be hosting the annual meeting of this group next May in Canada

"I want to comment on your statement that CCCC culture "is based on giving our members high value, hands-on, practical advice about applying correct technical information." My experience has been exactly what you wrote. EXACTLY. Just wanted you to know that. Thanks for all that CCCC does." – ADMINISTRATION PASTOR, LOCAL CHURCH, BC

# CEO'S REPORT

With all this expertise, in fiscal 2009 we provided ongoing support to our members and developed three major new educational programs: two new regional seminars and a three day stewardship training program. Over the next few pages you will see descriptions of these and several more of our most significant accomplishments from last year. In addition, a very heavy investment was made during the year in a brand new website that will greatly help our members easily access the information they need when it goes "live" this Fall.

Our revenue this year grew by 8.4%, once again surpassing our expectations. The decline in the stock market caused an unrealized loss of \$107,680 to be reported at year end, which resulted in an operating deficit of \$82,322. However, the underlying operations are healthy and without the unrealized losses we would have reported a surplus of \$25,358.

More than ever, the CCCC staff is committed to our vision of seeing a vibrant community of exemplary Christian ministries effectively fulfilling their missions. We will do whatever it takes to equip ourselves for our part in making that vision a reality.

Rev. John Pellowe, MBA, DMin  
Chief Executive Officer



Staff (l-r): Fred Keul, Frank Luellau, Mark Stutzman, Heather Hanson, John Pellowe, Heather Card, Barbara Wallace, David Van Der Molen, Wayne Kroeker, David Johnson, Lois Lynn, Gilbert Langerak, Milly Siderius, Lynda Dubois, Sharon Brubacher, Lesley Broughm, Teresa Douma.

As a result of our work, we want Canadian Christian charities to be worthy of the public's respect and trust.

With over 3,000 members, CCCC has the unique privilege of hearing from a vast cross-section of ministry workers and volunteers. We are a lifeline, a best practice resource, a continuing education centre, a prayer support. We have expanded our reach from our traditional core services to treasurers to include the entire ministry leadership team. Again this year we answered thousands of calls and emails.

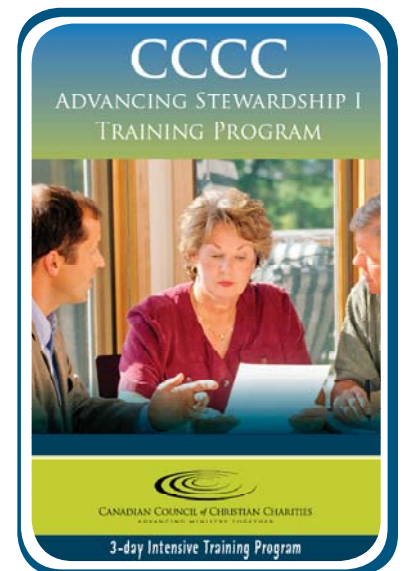
Here are some highlights of the past year:

## Advancing Stewardship Training Program

Three years ago, CCCC did a program review of its Stewardship training program. As we connected with members and did a survey of available training, we realized that there was a significant need for intensive training to assist new stewardship and fundraising staff as well as charity leaders on the fundamentals of stewardship and fundraising.

During the past year we developed a nine-module, 3-day intensive course that covers:

- Holistic View of Biblical Stewardship
- The Development Program—An Extension of Biblical Stewardship
- Regulations and Tax Aspects of Charitable Gifts
- Must-Have Stewardship Policies
- Planned Giving and Deferred Gifts
- Power of Attorney, Wills, Estates and Trusts
- Charitable Bequest Program
- Administering a Stewardship/Development Program
- Capital Campaigns



"Great discussions - I have not experienced such technical discussions in years and never in a Christian context. The format, material and speakers were great!"  
– DIRECTOR OF STEWARDSHIP

# MINISTRY HIGHLIGHTS

The course is being offered in a small class size limited to 30 people to facilitate group interaction. The first session was sold out and took place in May, 2009 in Mississauga. We had excellent feedback from this session.

## Regional Seminars

We developed two new regional seminars and delivered 28 seminars at 14 different locations across Canada. A record 1,021 people attended. We believe that the combination of meeting in churches, lowering our seminar price and providing excellent topic offerings contributed to the success of these seminars.

The Short-term Missions Trips seminar covered receipting and administering donations; insurance considerations; safety & security; communications; waivers, releases & applications; transferring money overseas; capital projects and transfer of assets as well as trends in short-term missions.



The Advancing Ministry seminar covered the new T3010B Charity Information Return; new CRA fundraising rules; effective board-staff structures; policy audits; electronic waivers & releases; risk management in a Web 2.0 world; tax shelters and program evaluation.

## Website Redesign

We are in the final development stages now and expect to launch the new site in October 2009. The concept is to make the website dramatically easier to use. For example, recorded webcasts, articles, book resources and links will be consolidated into one search engine.

We were also able to develop a program that allows us to receive gifts of shares through an automated web-based application for our Community Trust Fund. The Community Trust Fund facilitates gifts of securities mainly to our member charities.

## Relationship Building



A particular area of focus in this past year was building relationships with denominational offices in order to help us understand and reach out to the needs of churches across Canada. During the year we contacted 62 offices by telephone and met with 17 in conjunction with our regional seminar travel. We will continue to build on these relationships in the future.

## French Language Capability

A long-term strategic goal for CCCC is to develop capability to serve French speaking ministries in Canada. This year five staff members completed 10 French language courses at Conestoga College. Staff are continuing to pursue this goal in the coming year.

## Relocation of Premises



We are grateful that in May 2008 an opportunity presented itself for us to enter into a long-term lease at 43 Howard Ave, Elmira. The warehouse building has a separate office which had been vacant for a number of years. Over the summer and early fall we completed renovations and on November 18, 2008 we moved into our new office facility! We are especially pleased that this move will allow for future growth to 25 staff and that adequate on-site storage is available for our publications and materials. Our board is able to meet on-site and we will make our facility available to other local charities who wish to rent meeting facilities.

"I very much enjoyed your presentations; both for the content and your style which I am sure we in the audience could all relate to. You kept the atmosphere light enough that you were able to convey an immense amount of information that people needed to know."  
– TREASURER, LOCAL CHURCH, ONTARIO

# MINISTRY HIGHLIGHTS

## Knowledge Development

A key strategic thrust for our ministry is knowledge development. In our new facility, we were able to dedicate space to establish a resource library and catalogued almost 2,200 books, periodicals and research volumes. We invested 760 staff hours in both in-house and external training or about 2.5% of payroll.



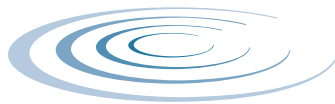
## It's Time to Be Certified - Prospective Member Followup

During the last fiscal year, we have been working with the prospects from our Certification Tour. Our goal was to welcome 50 new Certified Members. We are pleased to report excellent progress on this goal. We have had 31 applications for Certified Membership with 11 admitted to-date. We are continuing to work on this initiative in the 2010 fiscal year.



"I am convinced that unless moral and spiritual values are strengthened in every area of society, the free way of life we have known in the Western world may be in danger. We need to lead the way by setting the highest of standards . . . The Canadian Council of Christian Charities is uniquely positioned to raise awareness about integrity in ministry by giving or withholding the seal of accountability and holding members to the highest possible standards."

- BILLY GRAHAM



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