

# Mission and Vision Update

## Let's talk again!

Following acceptance of our 2019-2020 financial statements on Sunday, Nov. 22, 2020 at 1:30 p.m., your Vision/Mission team led a discussion on ***What We Aspire to Be and Do*** (below) distilled from what you said in multiple workshops.

**In Sunday's discussion, we focussed on the three aspirations rather than detailed wordsmithing.** Do they represent who we are at our best and where we long to go as a church? Is there anything there that would lead us down a wrong path? Is there a key direction that has been ignored or given too little weight? If you were to come up with three primary directions for our church, what would they be? And whatever your views, please give your reasons as well.

**You can wordsmith, afterwards, too.** For example, what is the right verb for the title and 3 statements? In addition to "aspire" we have considered: "are called"; "envision"; "long"; "are inspired"; and "choose." With the last of these, the title might be "The Path We Choose."

Email your suggestions to [vision@uuwinnipeg.mb.ca](mailto:vision@uuwinnipeg.mb.ca). You can also let us know if you wish to join the Vision/Mission team by providing your contact information to the same address.

## Three aspirations that could define a mission for our church

### What We Aspire to Be and Do

- 1. We aspire to be a caring community** that is welcoming, safe, inclusive, open-hearted, open minded, and principled, which stewards our resources, nourishes our spirits, celebrates life events, and encourages us to become better versions of ourselves.
- 2. We aspire to be a learning community** open to evidence and insights from multiple sources, including our history, willing to engage in personal and community self-examination and exploration, and ready to acquire understanding and skills to strengthen our relationships, act effectively on our principles, and realize our aspirations.
- 3. We aspire to be a socially engaged community** working with others, with urgency, towards a just and compassionate society that respects and cares for our life-sustaining planet.

**In short:** We aspire to be a Caring, Learning, and Socially Engaged spiritual community.

## What else do we need to do?

**Wordsmithing (a) a final long-form mission like the one above and (b) a succinct, memorable mission statement.**

As they stand, the three aspirations are wordy, because we wanted to capture the nuances of what you told us. [See the description of our process under “**What**” below.] What we need is a succinct, memorable mission statement that sums up our mission. Is the short form above the one we want?

**We invite the poet in you to craft a few words to express these aspirations. Please submit your creation to [vision@uuwinnipeg.mb.ca](mailto:vision@uuwinnipeg.mb.ca)** We offer a few examples from other places below.

### Strategic planning

The three aspirations charge the congregation with purpose to guide actions. They thus provide a platform for strategic planning. We can ask what steps we might take to realize each of these aspirations.

## A few examples of succinct mission statements (and logos)

**We aspire to be a Caring, Learning, and Socially Engaged spiritual community**  
(Possible mission statement for First UU Church of Winnipeg)



**Awaken Compassion, Transform Lives, and Bless the World**  
(Unity Church, St. Paul Minnesota)

**WE INSPIRE** and support individual spiritual growth.

**WE CONNECT** through worship, music, learning, and caring ministries.

**WE ACT** in the service of peace and justice.

(The Unitarian Church in Westport, CT)



We aspire to Deepen Our Spirit, Nurture Community and Act for an Equitable, Sustainable World. **It's in our DNA!**  
(Unitarian Congregation in Mississauga)

**A religion of caring, reason and conscience**  
(Unitarian Universalist Church of Palo Alto)

## Background

### Why?

Examining our mission and vision every few years lets us stay current to our values and confirm our choices for the work we do. Ours is a living and democratic faith community.

Renewal is particularly important in this time of Covid. In challenging, terrible times, we ask, What values, experiences and empowering strengths bring us together and evoke our care? And what future do we seek to create for ourselves as we engage with one another and our world? Answering these questions will inform the choices we make and the work of our committees and ministry, while reinvigorating our actions.

### What?

In late September 2020, Rev. Linda Thomson, a Congregational Life leader with the CUC, facilitated two visioning workshops via Zoom. Almost 50 of you attended at least one workshop. We captured what you said in 18 pages of notes.

You had many insights, which we reviewed intently with several results. One approach was to extract key aspirational words and phrases and display them in the form of a word cloud (at the bottom of this page) or word clusters. A second approach captured many desirable things [we heard you say you value, aspire to, and dream of](#). A third approach organized material from the notes into a detailed narrative under linked headings, both in [a longer format with quotes](#) and [a shorter highlights version](#). Then, to summarize, we asked, based on your insights, “What are we called to be and do?”

Next, we held several Visioning Labs, at which we asked committee representatives to comment on the one-page results from the above three approaches. Based on that feedback, we developed one of the approaches into a possible long-form mission statement, containing three potential strategic directions to guide our church over the next few years. ***What We Aspire to Be and Do*** represents our progress to date.

### Join Us!

Want to join us? We invite church members or friends join our team and help draft our mission and vision. Send us an email to [vision@uuwinnipeg.mb.ca](mailto:vision@uuwinnipeg.mb.ca).

### Sources

This process is guided by our congregation, as well as our Unitarian Universalist principles, sources, and aspirations. [Seven principles guide our choices. Six sources nourish our spirits. Five aspirations help us grow.](#)

