

Appendix 1: The Strategic Direction and Strategic Objective Text

Proposed Strategic Direction and Objectives

Strategic Direction (ten-year)*

In The United Church of Canada, inspired, resilient, and diverse contextual communities of disciples seek to continue the story of Jesus by embodying Christ's presence in the world. The church is present and deeply connected coast-to-coast-to-coast in rural and urban settings, and in ecumenical and global relationships. Guided by hope-filled, adaptive and effective ministry leaders, the denomination is increasingly multigenerational, multiracial, and intercultural.

Au sein de l'Église Unie du Canada, des communautés affinitaires inspirées, résilientes et diversifiées de disciples s'efforcent de poursuivre l'histoire de Jésus en donnant corps à la présence du Christ dans le monde. L'Église est présente et profondément ancrée partout au pays, autant dans les milieux urbains que ruraux, et elle entretient des relations solides avec des partenaires œcuméniques et internationaux. Guidées par des leaders ministériels pleins d'espérance, efficaces et capables d'adaptation, ses communautés sont de plus en plus multigénérationnelles, multiraciales et interculturelles.

Strategic Objectives (three-year)

Strengthen Invitation (Growth)

Strategic and collaborative work between the General Council and Regional Councils in supporting Communities of Faith has led to an increase in the number of existing and emerging United Church communities of disciples that are diverse, inspired, and resilient and strengthened in their confidence and capacity to share faith and build community with their neighbours. The denomination, as a whole, and in local expressions, increasingly reflects the make-up of Canada regarding age and race. The locations of faithful and sustainable United Church ministry in diverse forms reflects the rural and urban and coast-to-coast-to-coast composition of Canada. *Toward 2035* has been embraced across the church as a hope-filled posture towards the future, rooted in the Call and Vision.

Invigorate Leadership

A culture shift has occurred in the denomination whereby leadership is highly valued. These ministry leaders, lay and ordered, have a deep sense of call and are prepared to offer leadership for deep spirituality, bold discipleship, and daring justice. Programs, policies, and processes have been strengthened to identify, prepare, and support diverse lay and ordered ministry leaders who are hope-filled, adaptive, and effective, and who lead in a variety of contexts. Ordered ministers are supported in their ministries, carried out on behalf of the denomination, within communities of faith and other ministry sites. Lay people have been affirmed in their

vocational lives in and outside of the church, living into the vision of the *Vocations of the Whole People of God* statement adopted by General Council 45 (2025).

Embolden Justice

United Church communities of faith have deepened their commitment and capacity to discern, prioritize, and faithfully engage in contextual justice initiatives, by driving tangible and sustained change over time. Through mutual transformation, congregations and their diverse neighbours build stronger relationships, as documented through growth in intercultural engagement, solidarity, and new justice initiatives. Communities of faith have also increased their advocacy in denominational justice initiatives, making significant progress on Indigenous rights, racial equity, Two Spirit and LGBTQIA+ rights, and climate action.

*Definitions within the Strategic Direction

Inspired: Embodying all aspects of the Call to deep spirituality, bold discipleship, and daring justice.

Resilient: A sense of having enough to be oriented towards ministry; not one crisis away from closure

Diverse: Reflecting a plurality of identities.

Hope-filled: An orientation of the spirit-heart-mind-body, working towards that which is Spirit-led (Romans 15:13).

Adaptive: Practices of being flexible, innovative, experimental, courageous and willing to switch between big picture visioning and detail-oriented implementing.

Effective: Engaging faithfully in ministry, with attention to feedback, outcomes, and learnings.

Ministry Leaders: Both lay leaders and ordered ministers.

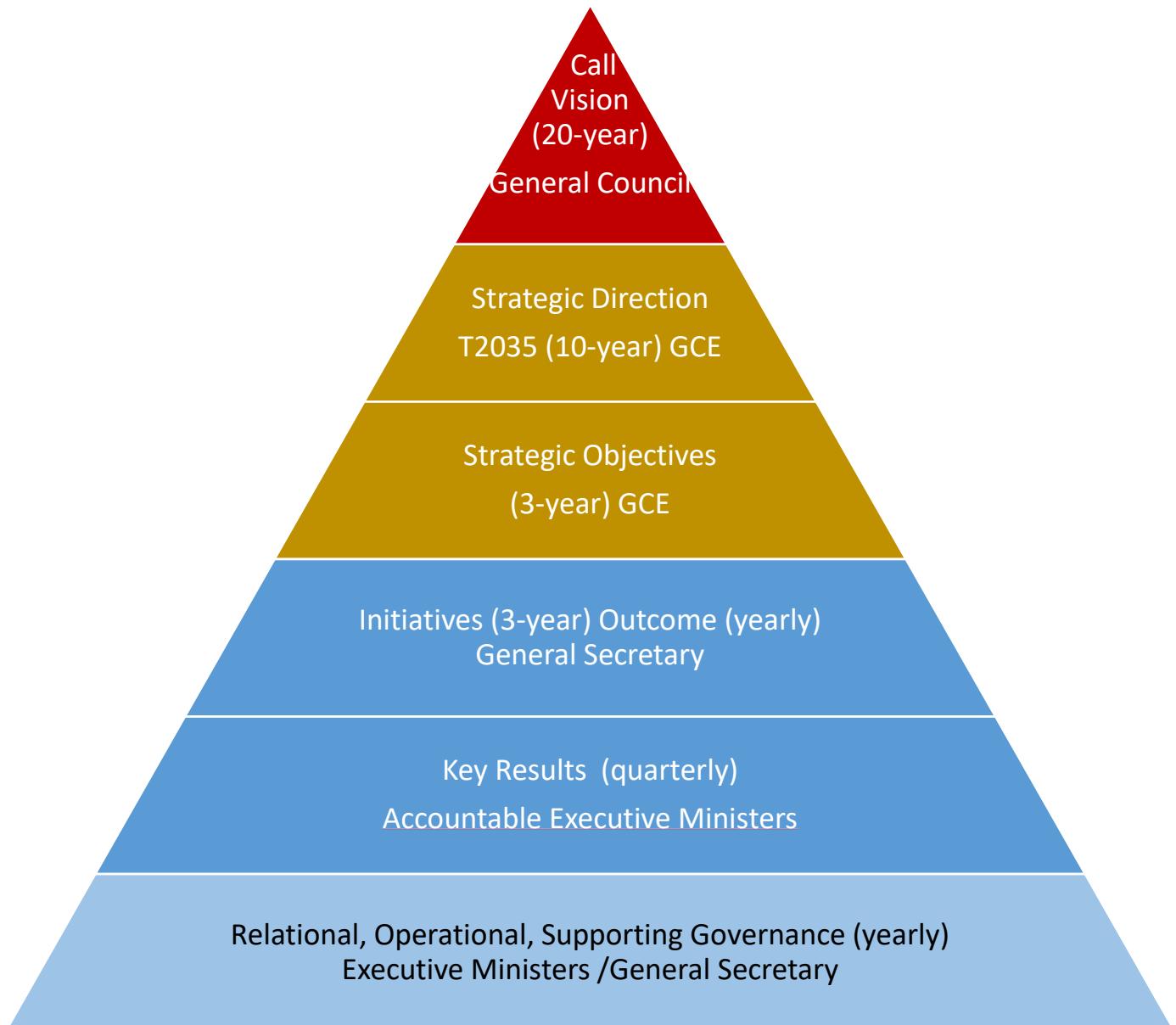
Multigenerational: A community where persons of all decades, particularly children, youth and young adults, are welcomed.

Multiracial: A community of people comprised of many different racial identities, with attention to increasingly reflecting Canada.

Intercultural: Intentionally and respectfully redistributing power to engage with and across relationships of differences. Our differences may include our abilities, ages, diverse cultures, identities, Indigenous and non-Indigenous, genders, languages, races and sexual orientations.

*Note that the phrase “seek to continue the story of Jesus by embodying Christ’s presence in the world” is taken from *A Song of Faith* (2006)

Appendix 2: The Strategic Planning Framework, Accountabilities and Division of Responsibilities.



Appendix 3: T2035 Engagement Log

Please find at the following [link](#) a partial list of meetings, workshops and presentations with people across the church—committees, regions, clusters, networks, communities—on *Toward 2035*. While there is overlap among these groups, this incomplete summary shows initial engagement in the thousands. We will be conducting a survey to look at baseline understanding as we develop further engagement strategies under the Strengthen Invitation (Growth) strategic objective.