



USA

YEAR END REPORT 2021



START



SUSTAIN



CONNECT

**Equipping Messy Churches to
Start, Sustain and Connect in
the USA**

December 2021



Reimagine, Revise and **Restart** are the three words that come to mind when I reflect on the ministry of Messy Church USA in 2021. In 2020 the pandemic caused us to experiment and adapt, learning what did and more importantly, what did not work well in reaching out to fulfill our mission. Throughout 2021, we have been able to put into place new opportunities to fulfill our mission to equip Messy Churches to start, sustain and connect in the USA.

Reimagine

We implemented a reimagined organizational structure in January 2021 when we initiated the Messy Church USA Ambassadors and Working Teams. Our ambassadors share the story of Messy Church and have replaced the regional coordinator network. The five working teams were formed and began their work in the early months of 2021. Our teams are made up of current or past Board members and Ambassadors. This new structure allowed each team, with the support of Messy Church USA staff, to reimagine best practices to prioritize the needs of the growing network of Messy Churches.

Revise

Under the leadership of Johannah Myers and Leyla Wagner, our foundational **Get Started in Messy Church** training was revised. A new visually powerful presentation, a short video introducing the story of Messy Church and a detailed training manual were completely revised. In addition, in consultation with the Development team, we revised how we introduce Messy Church to judicatory and diocesan denominational leaders. **Messy Pathways** is based on four reinforcing components that can be specifically tailored to meet the overall goals of the sponsoring organization.

Restart

On October 23rd 2021, after months of planning, we sponsored **[RE]START MESSY**. Over 12 trainers, instructed on how to use the new training material, taught 75 people for our first in-person **Get Started** training since the pandemic began. We gathered in California, Illinois, Indiana, South Carolina, Virginia and Washington. ***Rooted, Built Up and Overflowing***, a new Messy Session prepared by our writing team, was introduced as a 'mini-mess' experience on October 23.

It is a joy to work with Messy Church leaders throughout the country who are passionate about sharing the good news of Jesus even in the chaos of a pandemic. We are an all-volunteer organization that is filled with creative, collaborative and innovative leaders. I look forward to discover how 2022 will unfold in the Messy Church USA network.

Grace and Peace,

A handwritten signature in blue ink that reads "Roberta J. Egli".

Rev. Roberta J. Egli
Executive Director

Roberta@messychurchusa.org

GETTING STARTED
WITH
MESSY CHURCH
TRAINING



MESSY CHURCH STAFF



Rev. Roberta J. Egli

Executive Director

Roberta@messychurchusa.org

(Full-time volunteer)



Dr. Johannah Myers

Associate Director

Johannah@messychurchusa.org

(Independent Contractor)



Robin Cannon

Social Media Consultant

Robin@messychurchusa.org

(Independent Contractor)

BOARD OF DIRECTORS

Executive Positions

Marty Drake, President

Casey Cross, Vice-President (until August 2021)

Ronda Bower, Vice-President (after August 2021)

Leyla Wagner, Secretary

Jim White, Treasurer

Board Directors at Large

Maureen Carey

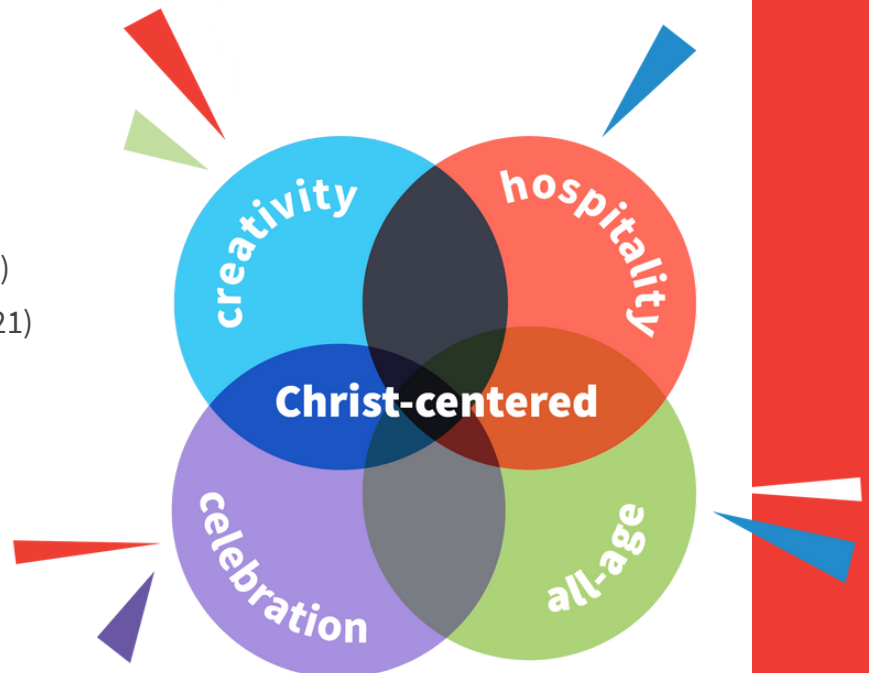
Luke Edwards

Lynn Egli

Nicole Reilley

Messy Church/ Bible Reading Fellowship Liaison

Lucy Moore

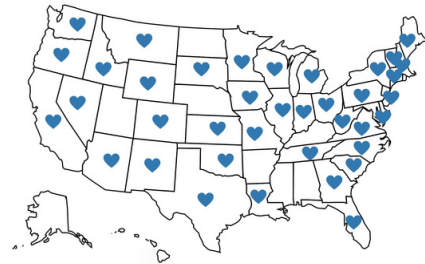


MESSY CHURCH NETWORK

The Messy Church USA Network includes all the Messy Churches that register yearly in our [membership program](#). We have three tiers of membership so no matter how small or large, Messy Churches can register and be placed on our website [Directory Page](#).

The three tier yearly membership consists of

- Sustainer
- Supporter
- Registered

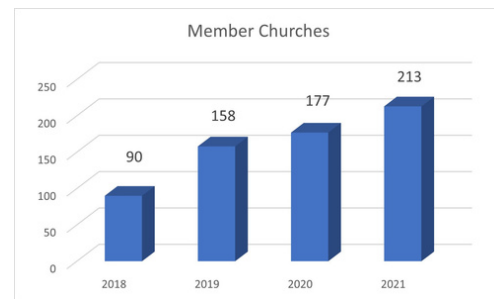


We began our membership network program at the beginning of 2018 and by the end of that year we had a total of 90 members. By the end of 2021 after a slight dip of members in 2020 we have grown to a total of 215 members in 42 states.

2021 Network Membership

(As of 12/15/21)

- 33 Sustainer Members
- 70 Supporter Members
- 112 Registered Members
- 213 Total Members



AMBASSADORS

In January 2021 we initiated a Messy Church USA Ambassador program. Our 21 ambassadors are from 16 different states. They are a committed group of engaged and active participants in our Messy Church network.

Their task is to promote, encourage and support the development of Messy Churches of all Christian denominations. They live out the values and mission of Messy Church USA as they share the Messy Church story far and wide. Ambassadors may choose to join one of the five working teams for Messy Church USA.



MESSY CHURCH USA TEAMS

Our five Messy Church USA teams were organized and began their work in early 2021. The teams are comprised of Board members and Ambassadors. Our working teams are 1) **Prayer and Encouragement**, 2) **Training**, 3) **Communication**, 4) **Writing** and 5) **Development**.

PRAYER AND ENCOURAGEMENT TEAM

This team provides the foundation of prayer and encouragement for uplifting local Messy Churches and Messy Church leaders. In addition to regularly praying for the Messy Church family, this team serves as a resource for local Messy Churches and leaders who need encouragement in the form of support or coaching. This include things like reaching out to new Messy Churches to encourage them or provide coaching for Messy Churches going through times of transition or struggle. In addition, this team connects with new churches that register with the MC USA network to provide resources and encouragement.



2021 Highlights for Prayer and Encouragement

- Monthly Messy Moment of Prayer began via Facebook Live in April ([Link to December's MM of Prayer](#))
- Engaged in a Introduction to Coaching Training
- All new and renewing members have received a e-letter from the team with member contact information
- We also began a six month follow up letter sent to all the new and renewal members.

Team Members

- Ronda Bower, Northfield IL (Facilitator)
- Maureen Carey, Ashburn, VA
- Marty Drake, Huntington Beach, CA
- Julie Hintz, Albany, NY
- Jenna Reinke, Dallas, TX



COMMUNICATION TEAM

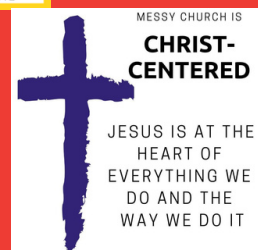
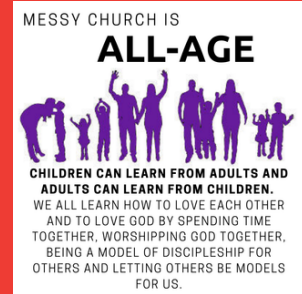
The MC USA Communication Team works to promote the Messy Church USA story via a variety of channels such as social media platforms, website, print, and video. In addition to promoting and connecting Messy Churches to the USA network, the team coordinates and highlights our unique Messy Church global partnerships. This team also advocates for proper usage of the Messy Church logo /brand with churches in the USA in coordination with Bible Reading Fellowship.

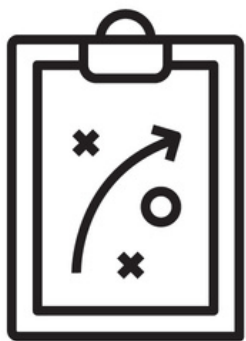
2021 Communication Team Highlights

- Our main communication comes from a constantly updated [website](#)
- Bi-weekly email newsletters with activities and reflections to almost 1500 subscribers
- Monday -Friday daily Social Media Posts (Facebook, Instagram Twitter)
- 10 Featured Messy Church of the Month throughout 2021. ([November MC of Month](#))
- Growth of our social media
 - 2,086 [Facebook](#) followers
 - 220 members of Messy Church [Team leaders Facebook](#) group
- [You Tube Channel](#)
 - 60 second Messy Church USA Promotional video
 - 5 minute for Story of Messy Church—Global and USA
 - 15 minute- A Brief 'What is Messy Church?' Introduction
- Graphics for Training Events

Communication Team

- Robin Cannon, North Carolina (Social Media Consultant)
- Roberta Egli, Oregon (Facilitator)
- Crystal Goetz, Washington
- Nicole Reilley, California
- Jim White, California





TRAINING TEAM

The training team develops and implements training opportunities for Messy Churches to start, sustain and connect with others. They identify with local churches wanted to host a training and with Conferences or other agencies. They also plan for ongoing online webinars. By developing consistent and high-quality training tools they prepare new Messy Church trainers.

The training team has been very busy in 2021 as we totally revised our foundational Get Started Training for both in-person and online. In October 2021 we re-started our in-person trainings with a bang with holding six trainings from South Carolina to California on the same day.



[RE]START MESSY Statistics

- New Training Material with updated presentation slides and handbook for trainers
- Recruited and trained 8 new Get Started instructors
- 33 Churches attended on October 23
- 75 Individuals learned best practices to start Messy Church

Other 2021 Highlights

- 3 Messy Webinars and 3 Town hall conversations that included 46 churches and 55 individuals
- 2 online Get Started Trainings
 - March Sponsored by Episcopal Diocese of Southern VA-
 - 23 churches
 - 46 individuals
 - June 26—Messy Church USA sponsored
 - 21 Churches
 - 48 Individuals



Training Team

- Johannah Myers, South Carolina (Facilitator)
- Leyla Wagner, California (Lead)
- Cindy Banek, Virginia
- Maureen Carey, Virginia
- Roberta Egli, Oregon
- Andrew Scanlon-Holmes, Indiana



WRITING TEAM



The writing team's primary task is to create new Messy Church session material. They also share their expertise in producing blog posts and other items used by the communication team to highlight Messy Church USA.

2021 Highlights

The team worked hard to get new material for Messy Churches in the USA up on the website. We started by offering some free re-worked Messy Sessions and by November 2021 had three complete sessions for sale on our website. Our complete Messy Sessions include Scripture, Theme details, 10 various activities that explore the theme as well as a celebration plan and meal suggestions. In addition our downloadable sessions provide ready to print activity flyers and take home material.

Messy Church Sessions

- Five new downloadable sessions on Website
 - A Candyland Easter Adventure
 - Summer Outdoor Olympics
 - A New Beginning
 - Rooted, Built up and Overflowing
 - A Messy Thanksgiving Feast
- Six @home Messy Sessions



Messy Church USA Session



Rooted, Built Up & Overflowing

Writing Team

- Johannah Myers, South Carolina (Lead)
- Kate Cross, Texas
- Roberta Egli, Oregon
- Jillian Mayer, Illinois
- Sandee Prouty- Cole, South Dakota
- Leyla Wagner, California





DEVELOPMENT TEAM

This team's role is to help spread the Messy Church story by building relationships with faith formation leaders/influencers as well as denominational leaders. The team explores Messy Church participation at national/international conferences that are consistent with the values of Messy Church. As new relationships develop and as the Messy Church story spreads, this team may also explore new funding opportunities, especially through grants.

2021 Highlights

- Established the [Messy Pathways](#) program
 - Designed for Jurisdictional and Diocesan denominational leaders to nurture growth of Messy Churches in their area.
- [Messy Church Flyer](#)
- [Messy Pathways Flyer](#)
- Researched Grants, publication and distribution possibilities

Development Team

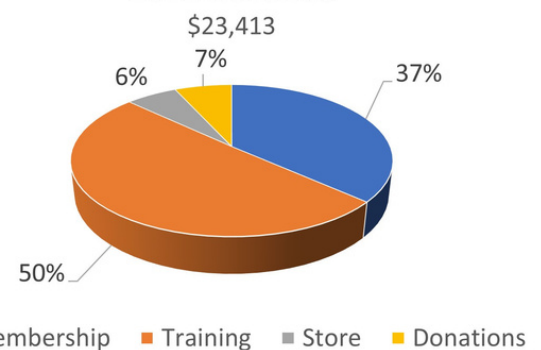
- Lynn Egli, OR (Facilitator)
- Will Conners, TN
- Luke Edwards, NC
- Roberta Egli, OR
- Johannah Myers, SC
- Barb Tegtmeier, NM



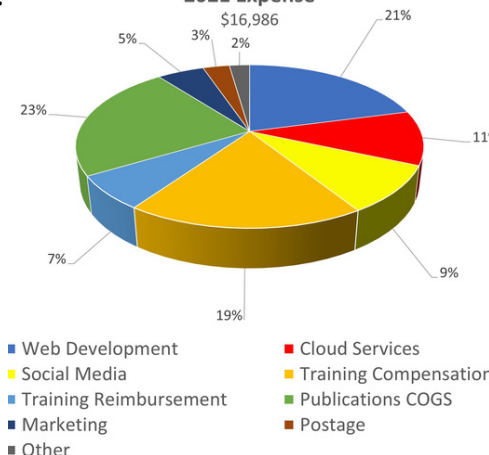
FINANCIAL REPORT

Messy Church USA had a strong financial year with \$23,413 of revenue, up 11% from the prior year. Training represented 50% of the revenue, while membership represented 37%. Messy Church USA is a volunteer organization with 41% of expenses focused on web development, cloud services and social media. Second largest area of investment (23%) is publications cost of goods sold for distribution of Messy Church Magazine and books.

2021 Revenue



2021 Expense

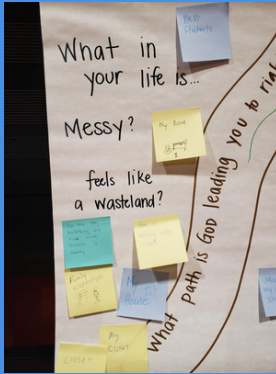


Quotes and Pictures from Messy Churches in USA



We had our first ever in-person Messy Church event Saturday and it was a great success. We had 31 people attend along with 9 volunteers. Most people attending had no contact with our church before and I was very thankful that our attendees included people with disabilities and their families which is a particular mission of our Messy Church. I'm so grateful to God for blessing our event and want to thank all of you who gave me great ideas for outdoor activities. It feels good to say we now have launched our Messy Church after so many delays due to the pandemic.

~ Rev. Evan Farrar, Florida



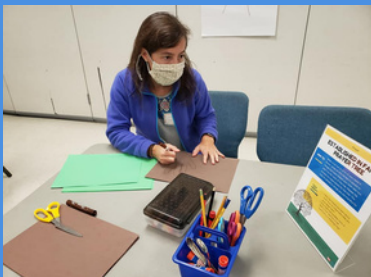
Messy Church Thanksgiving was truly a blessing, my team did an amazing job, all ages were present and engaged together, God is doing big messy things in our community!

~ Debbi Smith, CA



[RE] START MESSY Pics and Feedback

Thank you SO MUCH for the training- it truly did help.



The training presentation was enthusiastically well done!! Presenters were very clear and provided helpful information.



The training hit all the necessary topics so that we fully understand.

