



2024 Highlights Messy Church USA

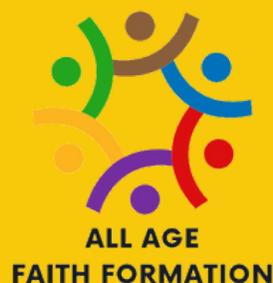
We have jumped with both feet into 2025 at Messy Church USA (MC USA) but we wanted to take a moment to look reflect on 2024. We want to share our gratitude and excitement about our highlights from this past year. **Thank you for your support and dedication to our mission to equip Messy Churches (MC) to start, sustain and connect throughout the USA.**

What we prioritized in 2024:

- Building enthusiasm through opportunities for new and ongoing MC leaders to connect, celebrate, learn and worship at the **“Celebrate the Mess”** national conference in April 2024
- Expanding and revising our online training for new Messy Churches
- Growing the number of MC USA written Messy Session curricula on the website
- Updating and resourcing new and renewal members of the MC USA network
- Providing opportunities for MC leaders to connect with each other and global MC resources via various communication channels
- Developing resilience in our MC USA leadership team



Messy Church USA
is a program of the
501c3 All- Age
Faith Formation
nonprofit.



START



SUSTAIN



CONNECT



Plenary Session



Music Leaders



Rev. Luke Edwards



"CELEBRATE THE MESS!" NATIONAL CONFERENCE



Northfield Community Church provided radical hospitality in welcoming 110 participants from seventeen different states in the USA as well as Messy friends from Australia and the UK. The opportunity to connect in person to learn, share, worship, and reinforce foundational values of Messy Church was topped off by eating fabulous Chicago food throughout the weekend!

We celebrated how Jesus is always with us in the mess through:

- Opening the conference by getting getting (re)-acquainted through story and group activities. We wrote down our own individual celebrations that became the sanctuary backdrop for the weekend
- 15 workshops led by 18 global MC leaders divided into 3 tracts: * Celebrate & Create, *Celebrate our Values, and * Celebrate and Grow
- Table companionship through Messy activities, eating meals, playing games, and simply chatting with each other
- Engaging in two new Messy Sessions. We started with Walk to Emmaus on the first evening and concluded our time with Pentecost
- Throughout the weekend we rejoiced as we learned new songs led by our Music that Makes Community leaders
- Relaxed at the After-glow evening activities that included a newly written MC Escape Room



Northfield Sanctuary

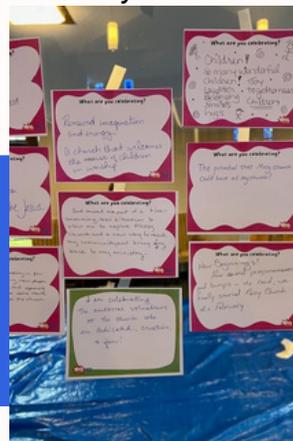


Rev. Dr. Doug Power



Chicago Style Pizza

Inspired, renewed, and energized by God's Spirit, we headed home to enliven or start our local Messy Churches!



What are you Celebrating?

- *Bringing God to our messy world!*
- *13 months of MC and over 150 different people attending in those 13 months*
- *The way MC brings generations together. The joy that comes from people joining together every month*
- *7 years of fruitful MC, 8 baptisms, and known in the community as 'that church that does Messy Church'*
- *Three churches who are bilingual in their vision of a growing church. This has allowed me to live a dream*
- *Creativity and experimentation to risk loving like Jesus*
- *New friendships through MC International*

2024 Training Highlights

Expanded and revised our online training for Messy Churches



- Offered five online Get Started Trainings (GST), one more than 2023
- Experienced a **43% increase** in number of churches that attended GST in 2024. From 46 churches in 2023 to 66 churches in 2024
- Trained 190 people in 2024 vs 113 people in GST in 2023...a **72% increase**
- Our Program Director and Membership Registrar revised and updated the online GST module
- Mentored five new certified GST trainers
- “What is MC?” Lunch and Learn at “Celebrate the Mess” had 40 participants, many who followed up with online GST
- Revised the Messy Pathway (MP) initiative designed for Judicatory, Diocesan, Districts, Conferences and or educational bodies (click on the MP graphic for more details)
- Designed and hosted the first quarterly Messy Gathering. These events are open to anyone interested in Messy Church. After a time of input there is free time to connect and share ideas



Messy Session Curriculum

Grew the number of Messy Sessions written by the MC USA writers



- Produced 12 new sessions on website, a **71% increase** from the 5 sessions in 2023
- Website sales of 675 sessions, a **52% increase** from the 445 sessions purchased in 2023
- Developed writing guidelines for MC USA writers group
- Recruited 4 additional MC USA writers, increasing the total to 9
- Sold 33 copies in one month of the new “*The Incredible Jesus Journey*”, an Advent escape room experience
- Hosted an online live training event with the author of the advent experience
- Increased interest in the purchase of Messy Sessions by providing a free abbreviated sample on the website. This free session became the largest downloaded session in 2024 and led people to purchase additional sessions

MC USA Network Membership

Updated database and resourced the new & renewal members of the MC USA network

- 207 churches became new or renewal network members in 2024 with the three-tiered membership structure that consists of Sustainers, Supporters and Members
- Resourced the 48 sustainer churches (\$200.00 per year) with 12 MC/BRF in UK produced Messy sessions in addition to other discounts
- Resourced 103 supporter churches (\$50.00 per year) with 4 MC/BRF in UK produced Messy plus other benefits
- Resourced 56 member churches (\$5.00 per year) with one free MC USA produced session
- Audited the MC database, first time since our beginning in 2027, by contacted via email with phone follow up to churches who had not made contact with MC USA for over a year
- From the audit, we updated our database and are more confident of the active Messy Churches in the USA
- Revised our website tracking program to keep our member database properly updated
- Formed a Membership task force that includes 2 MC USA board members to evaluate and possibly redesign the benefits of the 3 tiered membership network

Thank you Network Members!

48

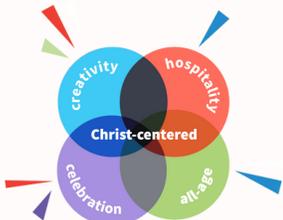
Sustainers

103
Supporters

56
Members

Opportunities to Connect

Use variety of communication channels to provide connection for local leaders of with MC USA and global partners



- Regular Social Media posts on Monday- Friday via Facebook (2400 followers) & Instagram prepared by our Social media consultant
 - Includes the popular Wednesday quote. Other posts focus on MC values, prayers, MC USA events and monthly recognition of new and renewal network members
- Team Leaders Facebook group of 409 members members
 - Leaders ask questions and get practical advice from one another
- Quarterly online zoom gatherings with 28 MC USA Ambassadors to build community and equip all to promote and embody Messy Church values
- Bi-weekly Messy Church USA e-newsletters to 1,928 individuals.
 - Highlighted 12 Messy Churches through our 12 Messy Days of Christmas
- YouTube channel used for online review for GST participants plus other information
- Launched a communication task force with two MC USA board members that will continue their work through 2025

MC USA Leadership Team

Developing Resilience

- 2024 began with Roberta, at the time the executive director of MC USA, needing to take a three-month leave of absence due to health issues for both herself and husband
- Since the beginning of MC USA has been an 'all volunteer' organization. Over the past few years, MC USA has been able to pay contractors, (i.e. program director, social media, membership registrar, trainers, writers) a minimal stipend
- Starting in January 2024, Johannah Myers, associate director, took on more responsibility with an increase in her MC USA stipend. Having her in place made all the difference this past year as she led the "Celebrate the Mess" conference planning team and much more
- Throughout the summer, the leadership team, with input from our Board of Directors(BOD), began to re-imagine the roles of the team which led to the change in September. Roberta is now Administrative Director and Johannah is the Program Director
- The 4 person leadership team joyfully gathered for the very first time in person at the April conference after many monthly online staff meetings
- Our dynamic Board of Directors meet online quarterly with an occasional extra meeting
- Growing the Writing and Training team in 2024 has been essential in the growth of Messy Church USA
- Under the direction Lynn Egli, our volunteer business manager and accountant, we were able to contract with Jennifer Williams, in October 2024, as a bookkeeper for MC USA



L-R: Robin Cannon, Social Media Coordinator, Leyla Wagner, Membership Registrar, Johannah Myers, Program Director and Roberta Egli, Administrator Director

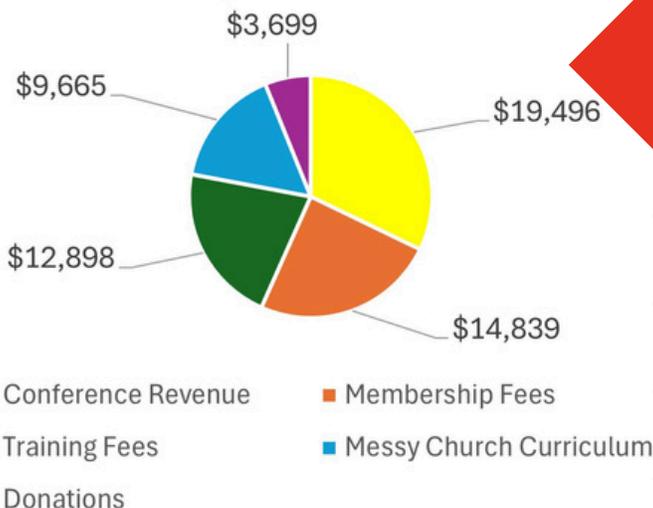


Lynn Egli, Business Manager and Jack



Jennifer Williams, Bookkeeper

2024 Messy Church USA Revenue



2024 Financial Highlights

- We had revenue of \$60,000 of which \$20,000 was from the "Celebrate the Mess" Conference
- We broke even in both operations and the conference in 2024
- Our revenue is fairly broken between membership fees, training fees and sales of Messy Church curriculum
- As a partner with Messy Church/ Bible Reading Fellowship in the UK, MC USA pays a yearly royalty to be the home for Messy Church in the USA

MC USA Key Goals for 2025

- **Casting a Vision for the Sustainable Future of MC USA**
 - MC USA Board of Directors made the decision to use 2025 as a year of visioning, followed by development of a strategic plan
 - Staff Retreat with consultant in February 2025
 - A potential of 2 two- hour board visioning retreats without other agenda in March- June 2025
 - BOD strategic planning for 2026-2028 to be completed by December Board meeting
- **Expand training opportunities leading to growth of MC USA network membership**
 - Increase our online Get Started Training to 6 (Bi-monthly)
 - Equip local trainers to offer in-person GST regionally
 - Further development and hosting of online training focused on Sustaining your Messy Church
 - Quarterly online Messy Gatherings focused on practical aspects of leading a MC
- **Increase MC USA produced Resources**
 - Publish minimum of 12 new Messy Church Sessions
 - Develop a downloadable publicity packet
 - Survey MC as to what resources they need to either start or sustain their MC
- **MC USA Network Involvement**
 - Evaluate and improve website experience for easier access to resources and events
 - Complete work and implement plan from MC USA Communication and Membership Task Force initiatives
- **Engage with Intergenerational Conferences and Research**
 - Sponsorship of Forma 2025 hybrid conference
 - Sponsor vendor table at June 2025 Intergenerate 25 conference in Kentucky
 - Team attendance at “All Together” international Messy Church conference in London, England
- **Financial Stability**
 - Increase donations through communication channels & donor engagement
 - Secure new Messy Pathway partnership contracts
 - Highlight Messy Church success stories through newsletters, blog posts and social media



Cast
a
Vision



Increase
Resources



Expand
Training



Involve
Network



Engage
Globally



Stabilize
Finances



Your gift helps us reach for the stars!

We are grateful for the countless lives touched through our training, events, resources, and support for Messy Churches across the country. We invite YOU to partner with us as we reach for the stars in 2025 . Please make a tax-deductable donation.

Your generosity helps us:

- ✦ Equip and train Messy Church leaders
- ✦ Develop new resources for intergenerational Messy Church worship
- ✦ Expand our reach to new communities

Every gift—large or small—makes a meaningful impact! Donate electronically by clicking on [WEBSITE](#), or [PAYPAL](#) . You can also simply send a check to Messy Church USA, 3361 Riverplace Drive, Eugene, OR 97401.

Thank you for being part of the Messy Church USA family. Together, we are nurturing faith in creative and welcoming ways!

With gratitude,
Roberta, Johannah, Leyla, Robin, Lynn, and Jennifer



Messy Church USA is a program of the 501c3 All- Age Faith Formation nonprofit. Messy Church USA partners with the global Messy Church Network headquartered with Bible Reading Fellowship in the UK.

Your gift makes it possible for Messy Church USA to equip Messy Churches to start, sustain and connect throughout the United States of America.

Thank you for your gift!

