



Community Assessment

Cincinnati Village
Seventh-day Adventist Church

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Primary Area

- ◆ Town of Mason & Deerfield Township
- ◆ Population: 45,000
- ◆ Median age – 34
- ◆ Median household income – \$66,000*
- ◆ Median home value – \$156,000*
- ◆ Ethnicity: 94% white
 - 33% German ancestry, 18% Irish, 14% British



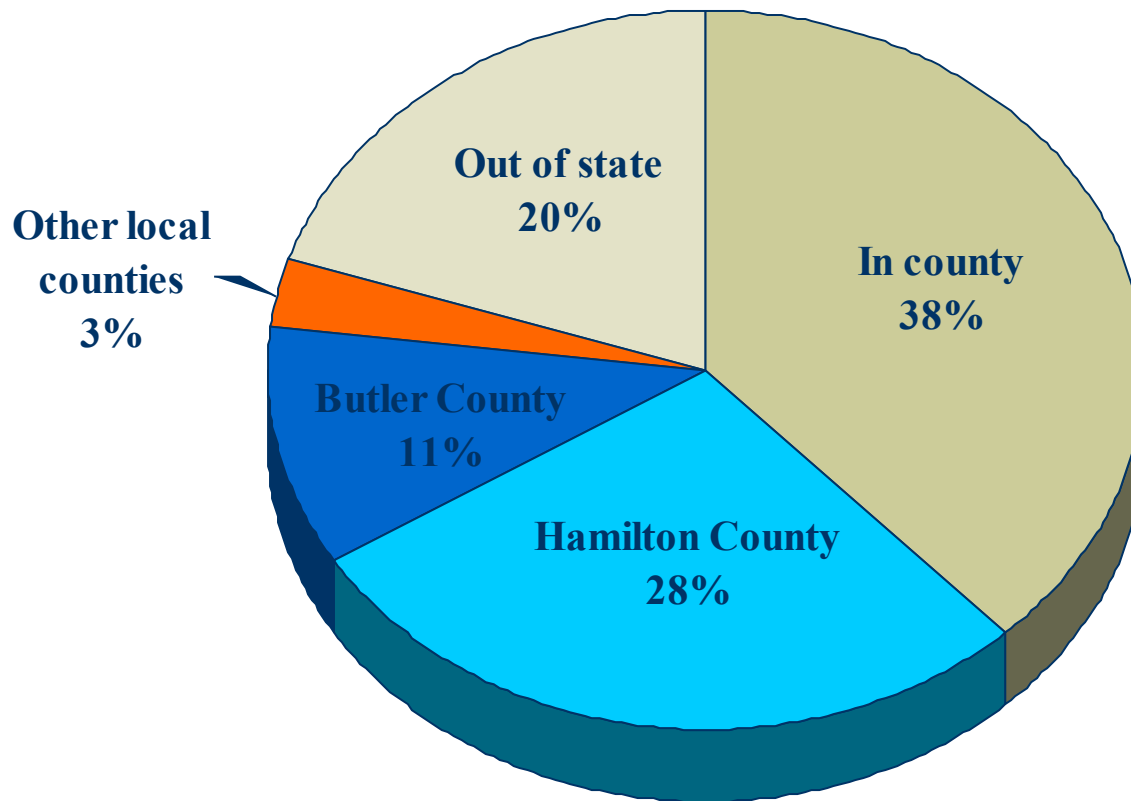
Secondary Area

- ◆ Warren County
- ◆ Population: 200,000
- ◆ 61% commute out of county to work
- ◆ Population is slowly aging
 - Percent of population over 45 years of age will increase significantly from 2000 to 2030
 - Percent under 45 will decrease significantly

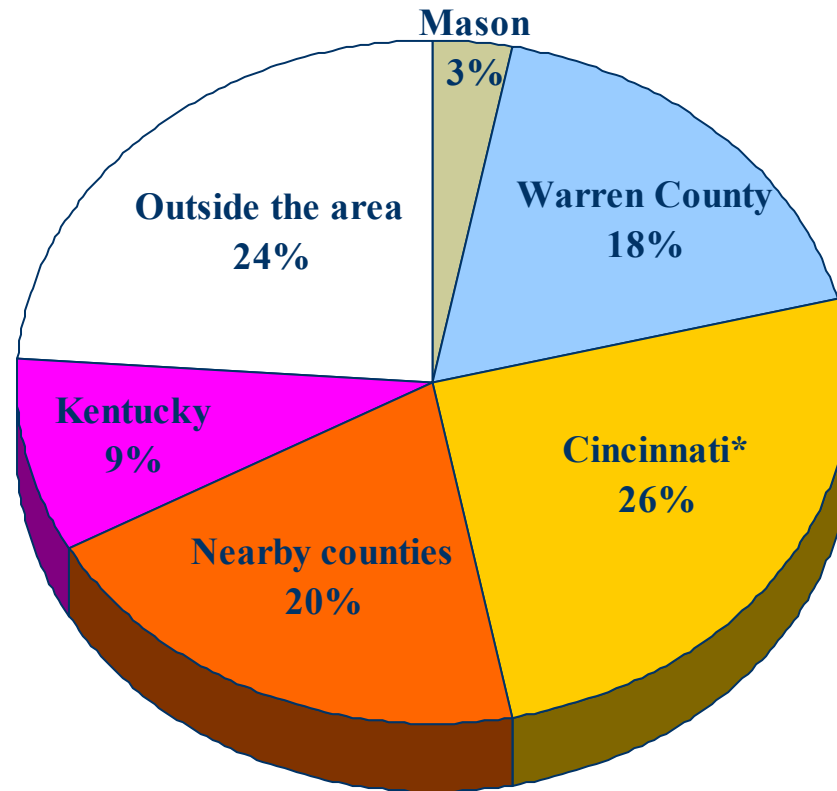
Growth in Warren County

- ◆ Population up 85% from 1970 to 2000
 - Will grow 114% from 2000 to 2030
- ◆ Households increased 139% in 1970 to 2000
 - Will grow 126% from 2000 to 2030
- ◆ Jobs will increase by 44% from 2000 to 2030

Commuters: Where Warren County Residents Work



Where Member Families Live



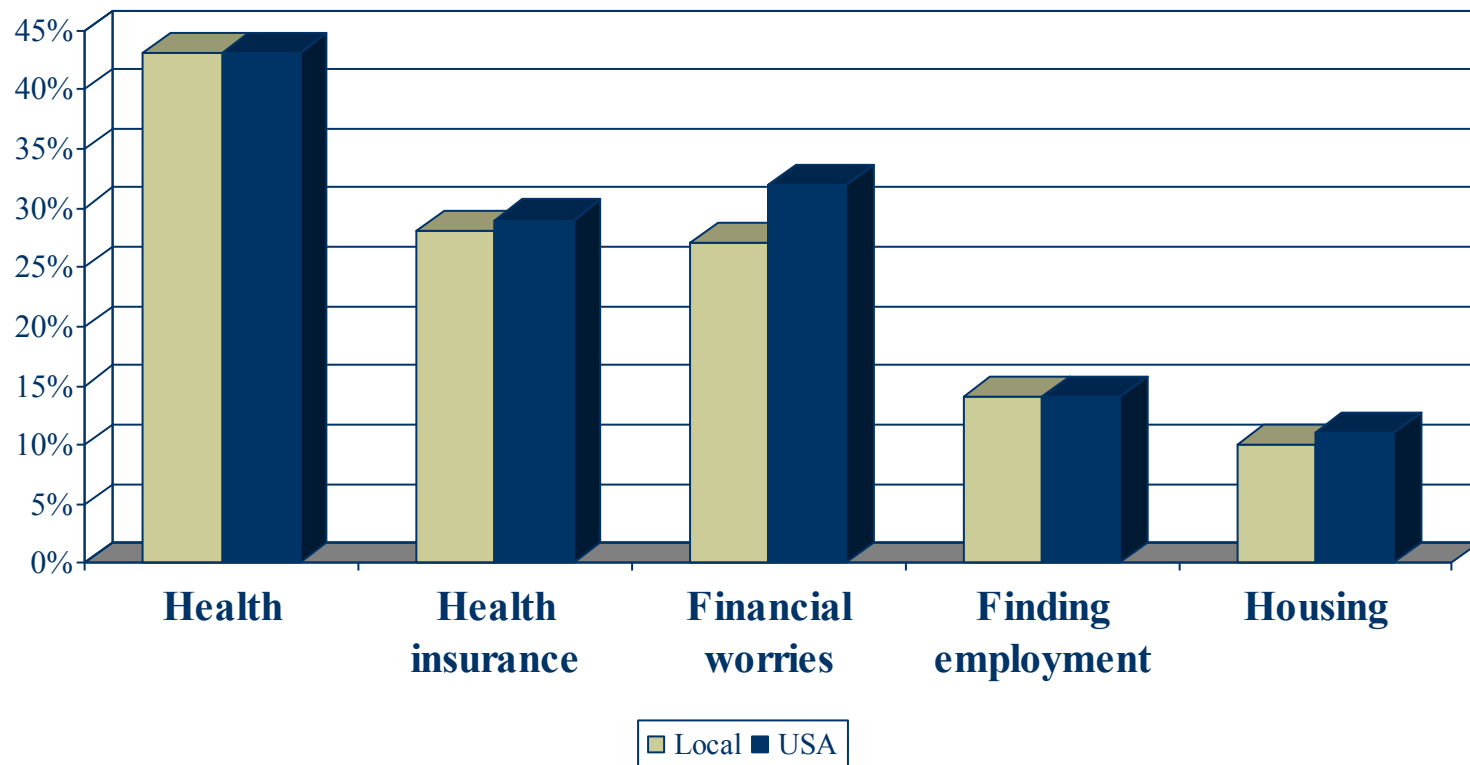
*Most in Zip Codes 45241 and 45236



Larger Area

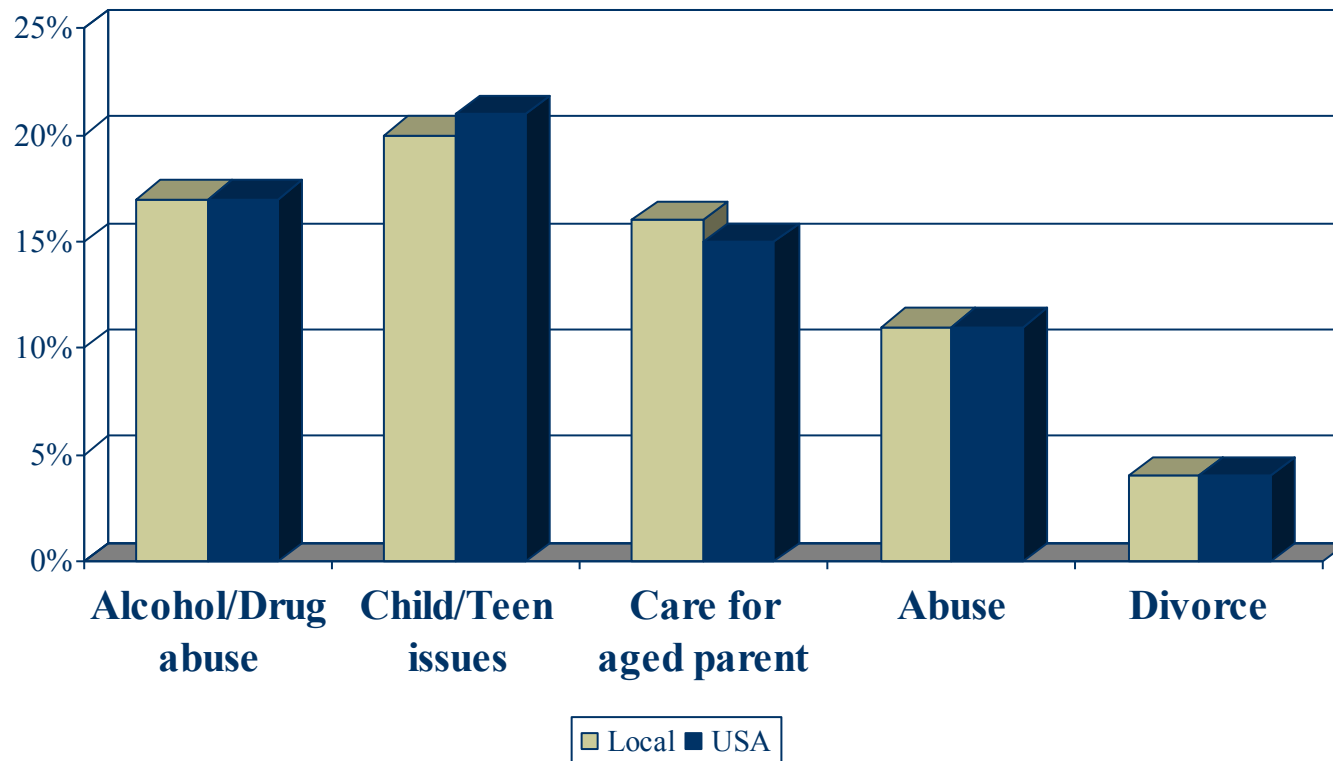
- ◆ There are 1.2 million people living within a 15-mile radius of the Village Church
- ◆ Ethnicity in this area
 - 76% White
 - 19% Black
 - 1% Hispanic
 - 4% Asian and others

Basic Human Needs



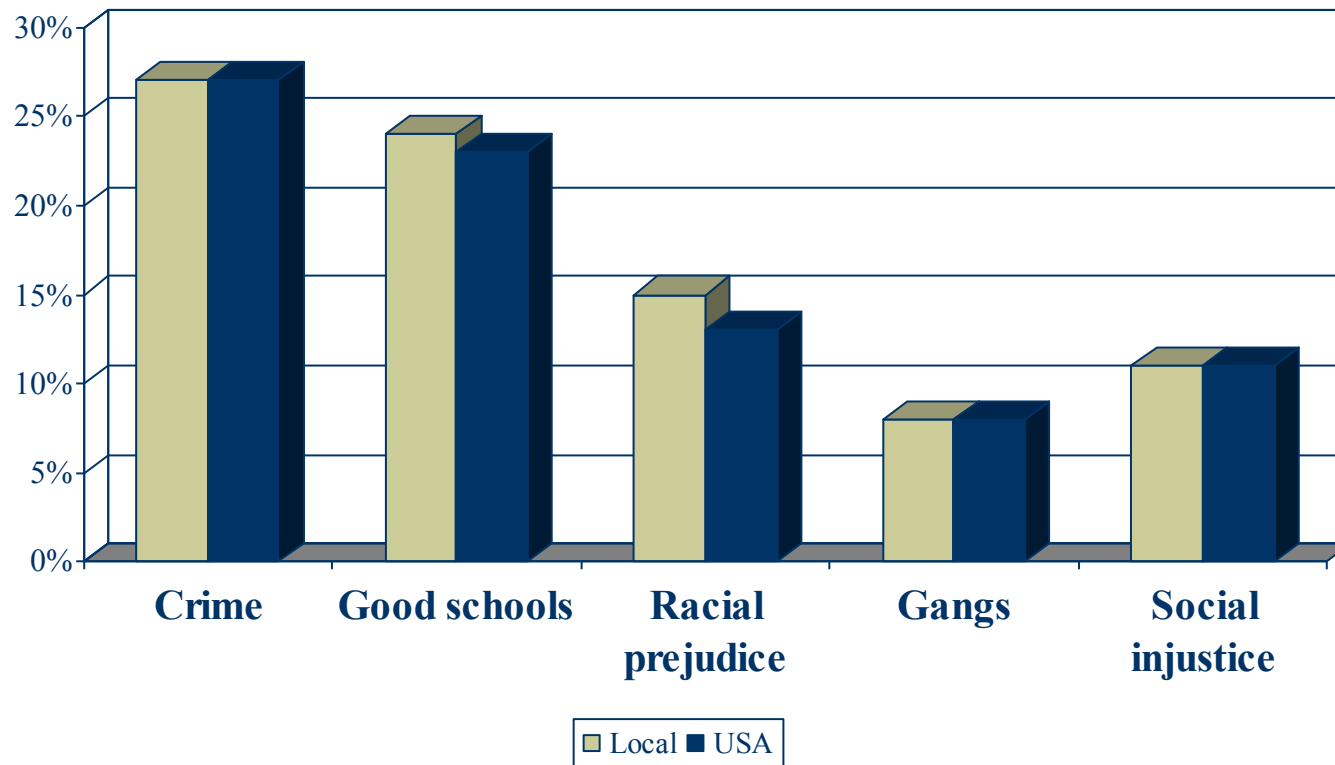
Source: Percept Ethos Study

Family Problems



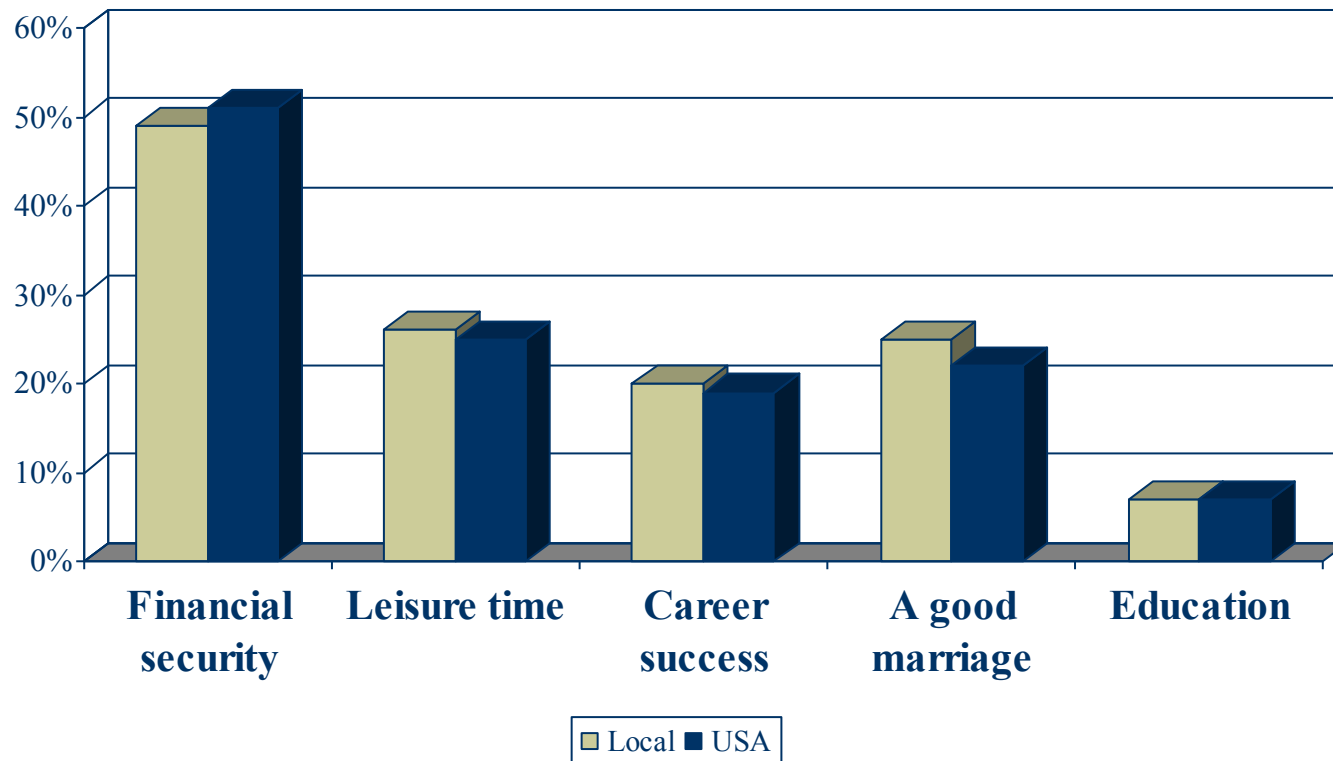
Source: Percept Ethos Study

Community Problems



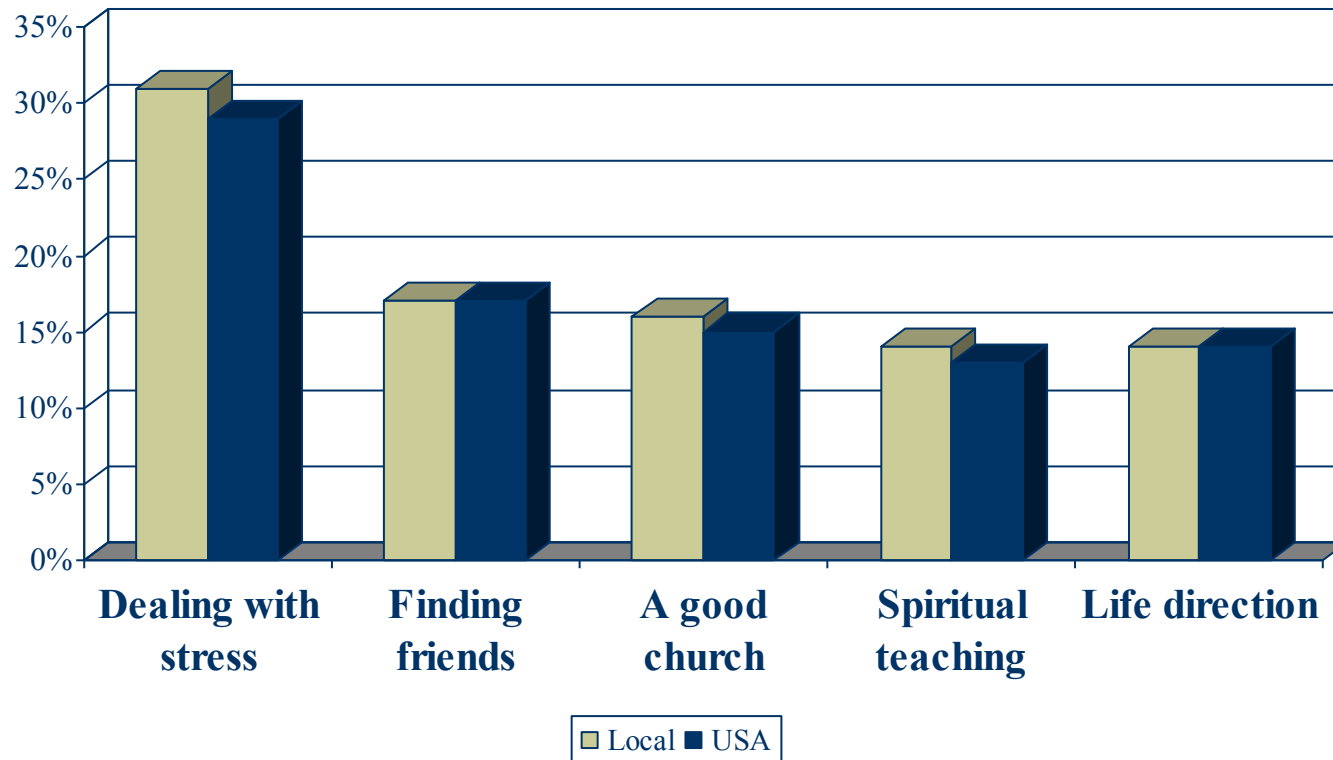
Source: Percept Ethos Study

Hopes & Dreams



Source: Percept Ethos Study

Spiritual/Personal Issues



Source: Percept Ethos Study



Values



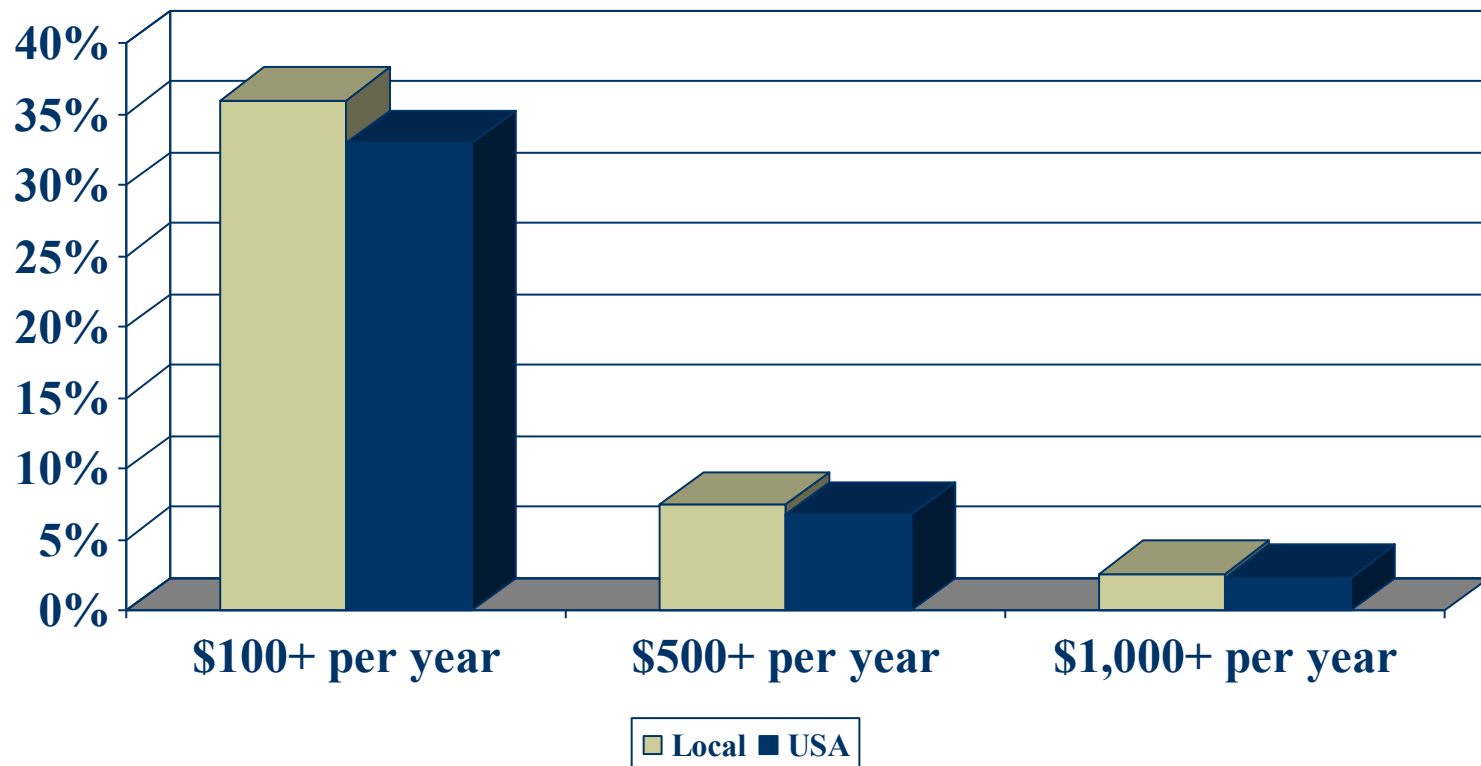
- ◆ 84% - I believe there is a God.
- ◆ 62% - God is actively involved in the world.
- ◆ 91% - It is important to preserve the traditional American family.
- ◆ 94% - Public education is essential to the future of our society.
- ◆ 80% - Churches should support moral values.



Values

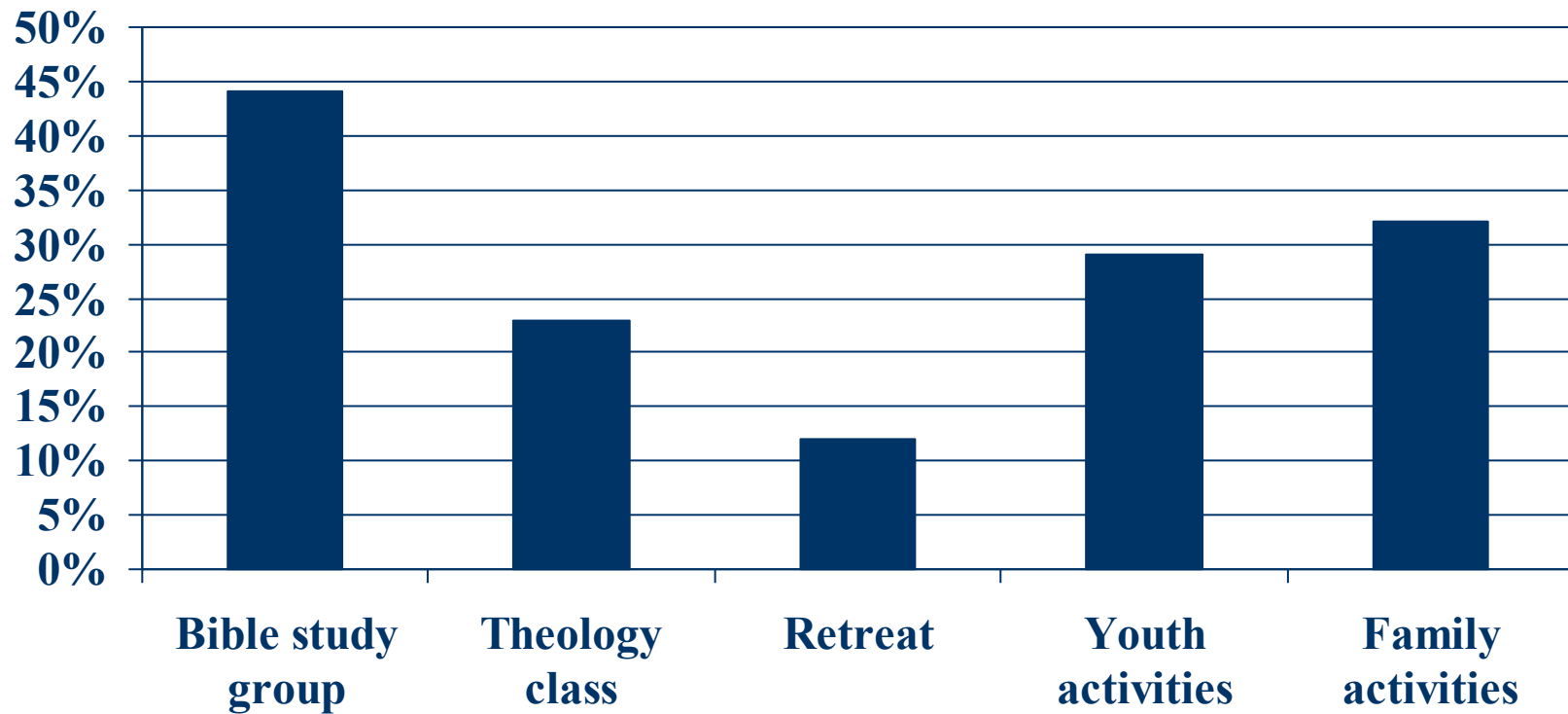
- ◆ 63% - Religious organizations should provide more human services.
- ◆ 50% - Government should be the primary provider of human services.
- ◆ 37% - America must open its doors to all.
- ◆ 35% - The changing ethnic face of America is a threat to our national heritage.

Household Giving Patterns



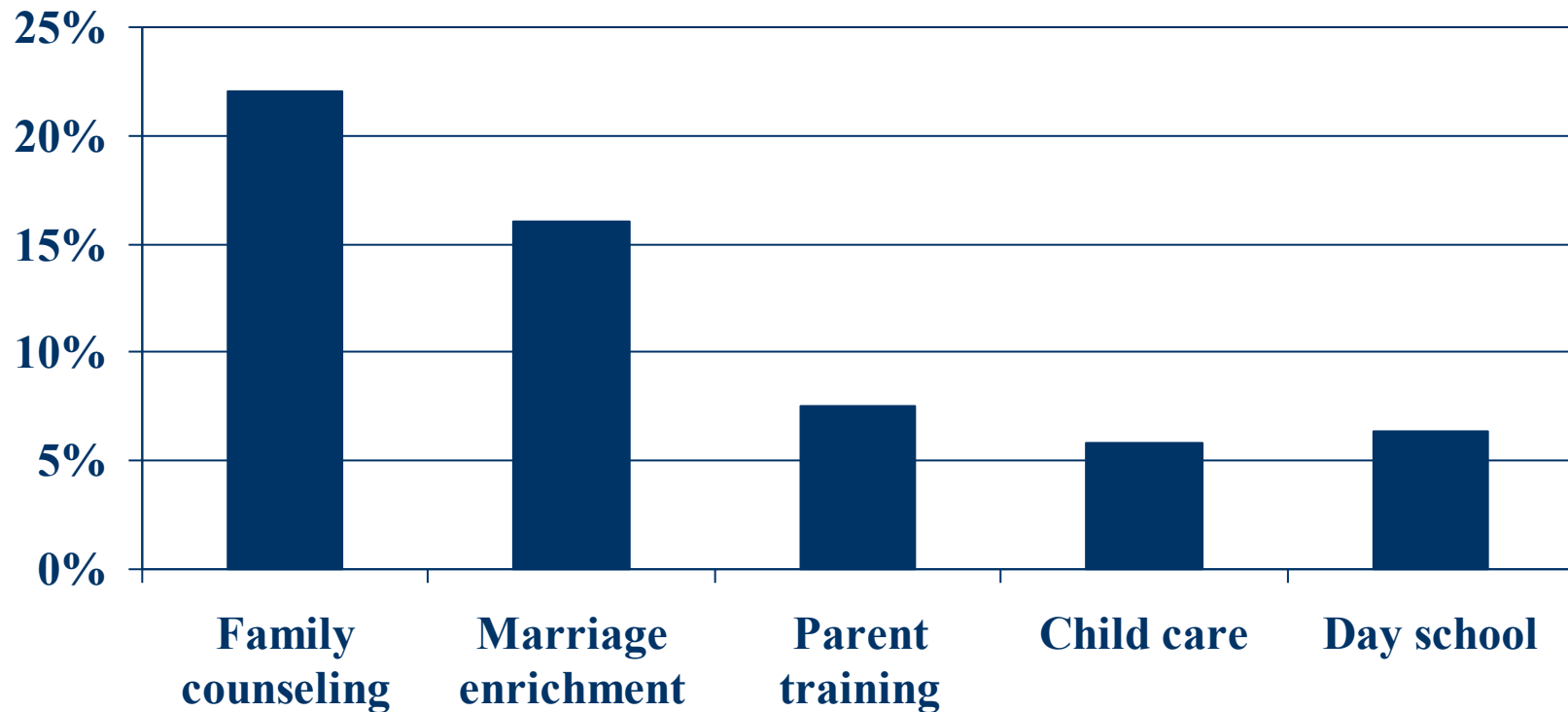
Source: Percept Ethos Study

Church Program Preferences



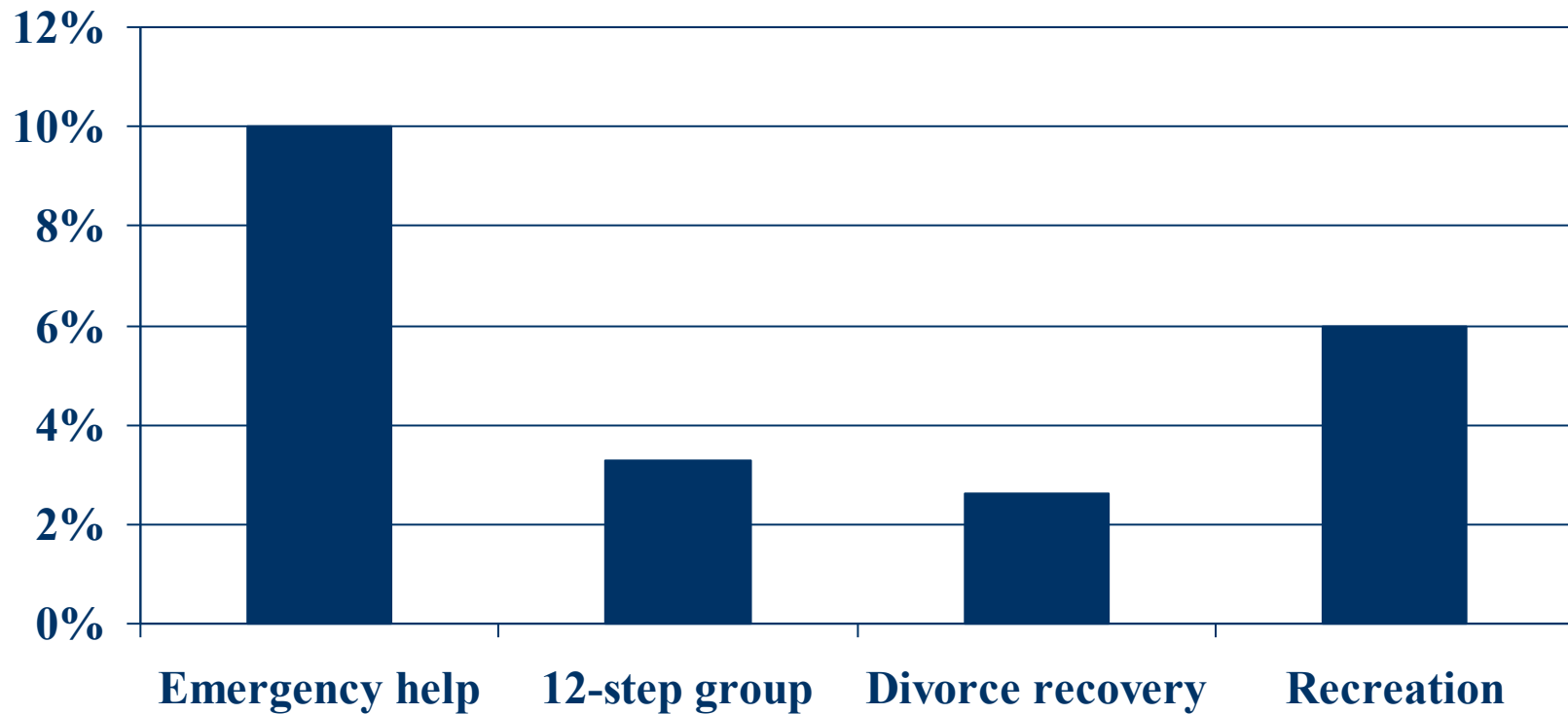
Source: Percept Compass Study

Church Program Preferences



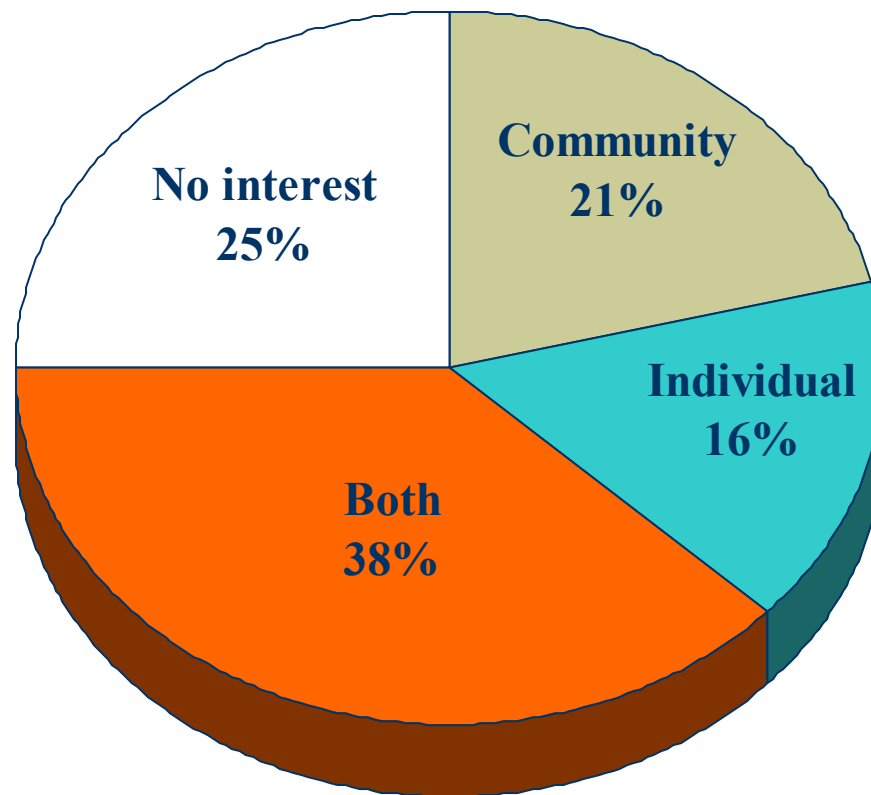
Source: Percept Compass Study

Church Program Preferences



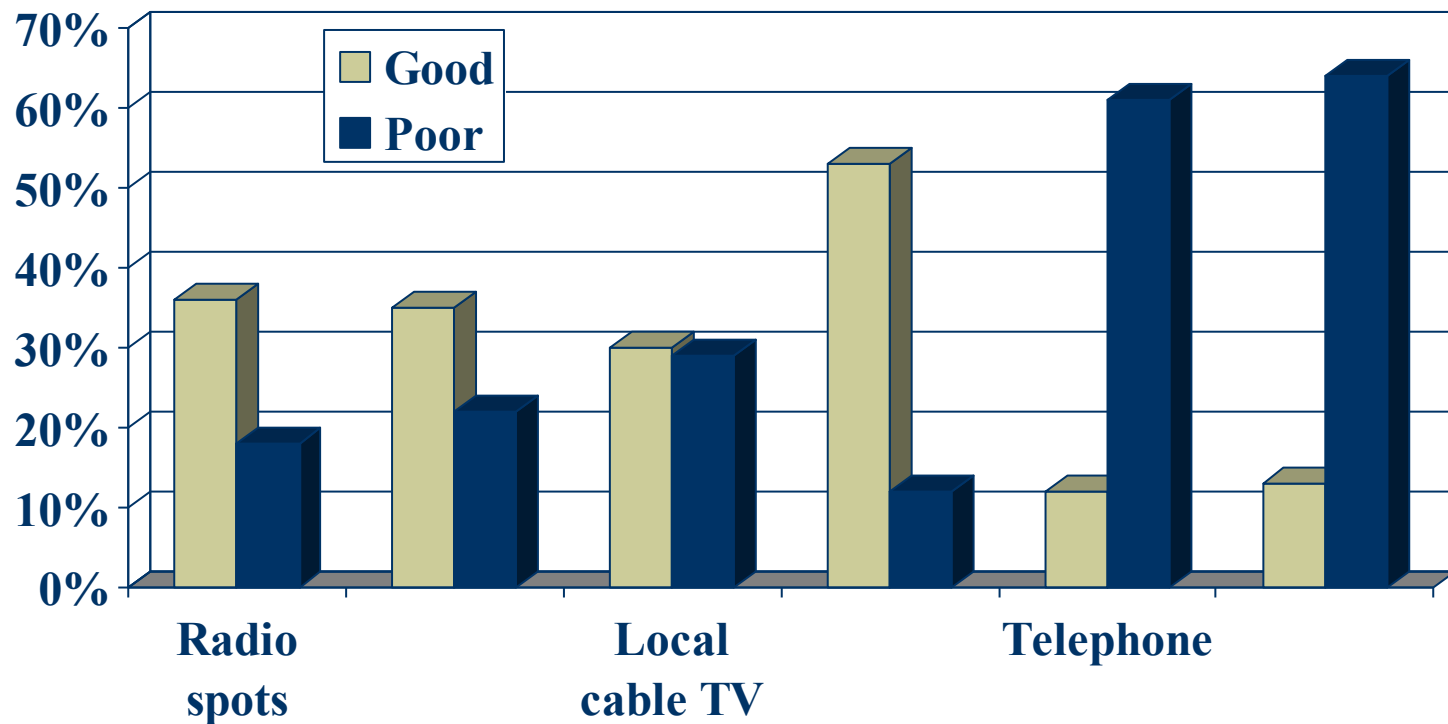
Source: Percept Compass Study

Prefer Church with Focus On ...

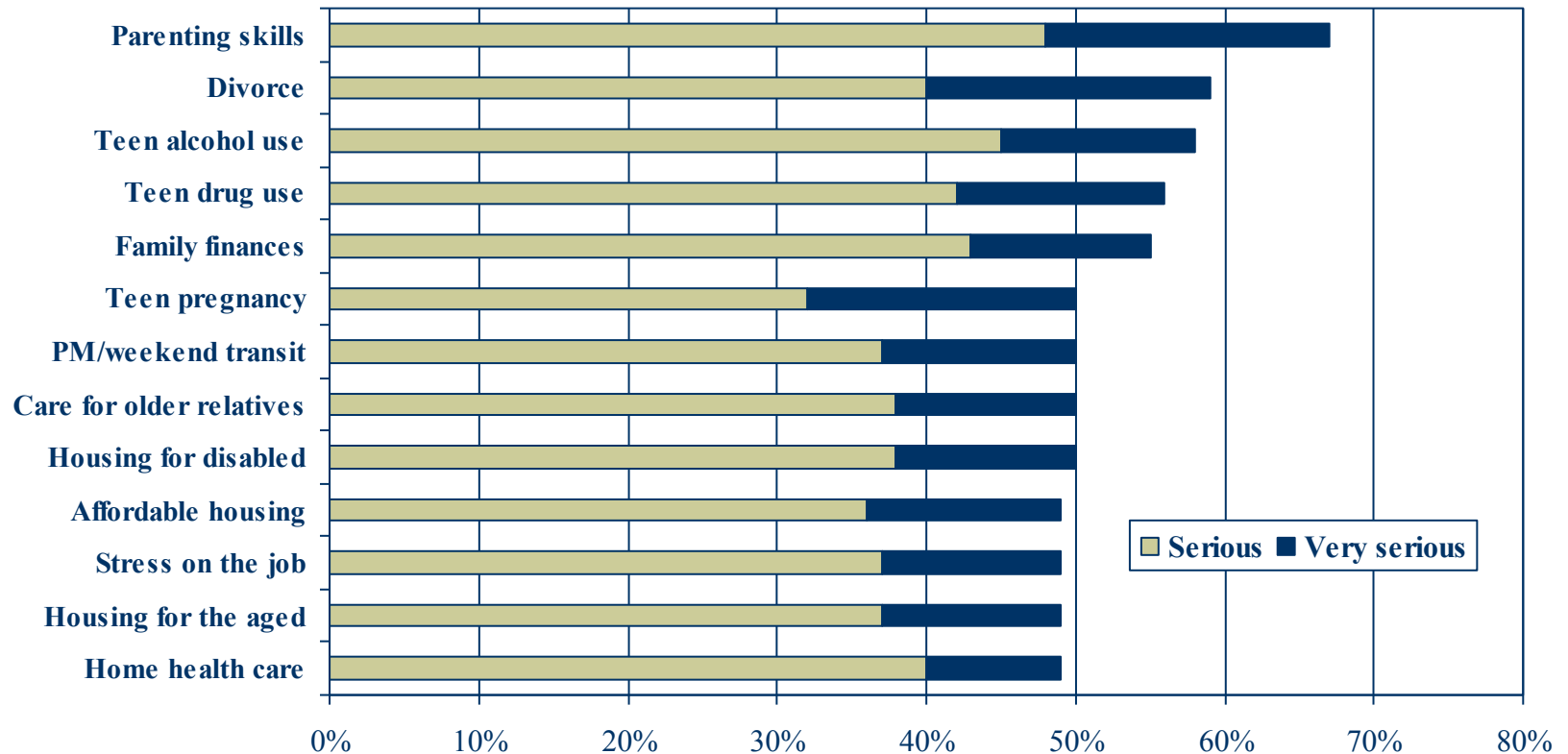


Source: Percept Compass Study

Preferred Media for Information about Programs



2000 Needs Assessment Warren County United Way





2000 Needs Assessment

Interviews with 75 Civic Leaders

- ◆ Lack of affordable housing for young families and lower middle-class
- ◆ No scheduled public transit
- ◆ Family life issues
- ◆ Lack of people to fill lower-pay jobs
- ◆ More vocational & technical education
- ◆ Need for a full-service hospital in the county



Warren County in 2003 Greater Cincinnati Health Study

◆ Strengths

- Lowest teen birth rate
- Most success with prenatal care, dental care

◆ Weaknesses

- Lowest percent cholesterol screening
- Lowest level of physical exercise
- Highest number of acute alcohol drinkers
- High number of uninsured people
- Lowest satisfaction with availability of health services



Interview with Officials of the Warren County United Way

- ◆ A homeless shelter
 - 159 Warren County residents went to Hope House in Middletown (Butler County) in 2004
 - The non-family population has no place to go
 - Not enough emergency assistance, medications for the aged, food pantry
- ◆ Transportation for the aged and poor
 - A bus service between Lebanon and Franklin



Mason

- ◆ Like most of the northeastern suburbs, Mason has become a development site for upscale homes, with an incredible 1,500 new homes ranging from \$100,000 to \$800,000 built in the last five years. Residents and town officials, though, have kept the secluded community from becoming overdeveloped by maintaining more than 190 acres for parkland.
 - *Insiders' Guide to Cincinnati*, Sixth Edition, page 322

Mason: “A Quality of Life”

- ◆ “Families with school-age children ... have become the predominant group in Mason.”
- ◆ “Many women who live here are stay-at-home moms ...”
- ◆ This results in “friendly neighborhoods.”
- ◆ Mason public schools “has new facilities and a progressive philosophy about education.”
- ◆ “Feels like a small town ...”
 - *Cincinnati* magazine



Churches in Mason-Deerfield

- ◆ 9 Baptist churches
- ◆ 5 Non-denominational churches
- ◆ 3 each – Catholic, Church of Christ, Church of God, Lutheran
- ◆ 2 each – Episcopal, Methodist, Nazarene
- ◆ 1 each – Disciples of Christ, Evangelical Free Church, Jewish, Presbyterian, Adventist



Health Care in Mason-Deerfield

- ◆ 11 dental offices
- ◆ 9 medical offices
- ◆ 5 chiropractic physicians
- ◆ 1 urgent care center
- ◆ 3 optometrists
- ◆ 4 physical therapy clinics



Business Development

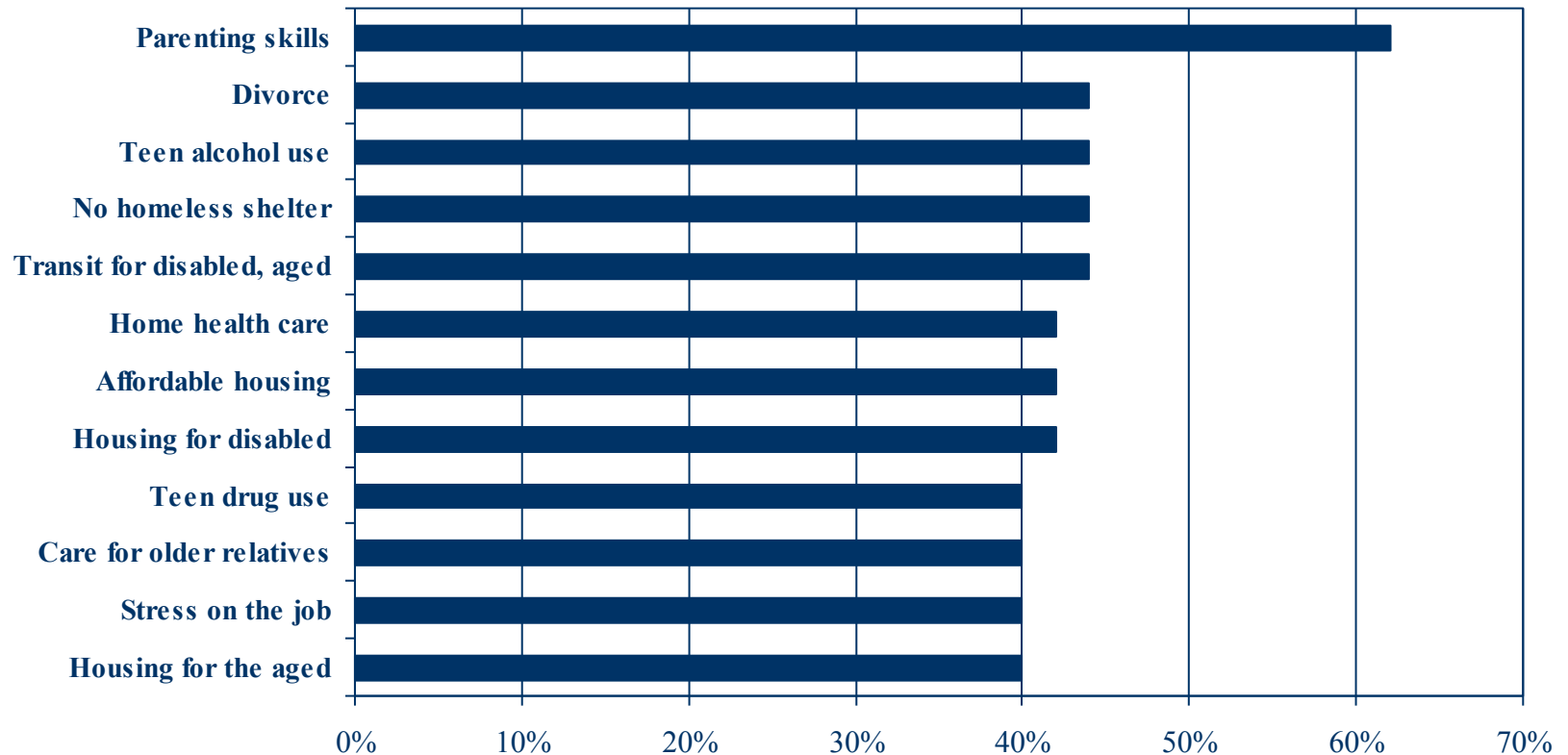
- ◆ “More than 85 high-tech, manufacturing, professional services and medical corporations are located in Mason’s 17 business parks ...”
 - Chamber of Commerce



Largest Employers in Warren County

- ◆ 1,853 – Financial & Credit Services Group
- ◆ 1,600 – Procter & Gamble Research Center
- ◆ 1,373 – Cintas Corporation
- ◆ 1,192 – GE Capital Consumer Card Co.
- ◆ 1,001 – Warren County (government)
- ◆ 920 – Anthem Blue Cross/Blue Shield
- ◆ 888 – Entex Information Services
- ◆ 713 – Mason public schools

2000 Needs Assessment Mason-Deerfield





My Interviews this Week

- ◆ Revitalization of old downtown Mason; foot traffic downtown
- ◆ Need places to meet and make friends, build community
- ◆ Two-career families are over-extended
- ◆ Waiting lists for preschools, child care



Options to Study

- ◆ Preschool/child care center
- ◆ Parent Resource Center
- ◆ Counseling Center
- ◆ Homeless Shelter
- ◆ Bookstore/café ministry in downtown Mason
- ◆ Community Health Center



What does a mature community-based ministry look like?

- ◆ Operations
 - Serves 500 to 2,500 individuals/families per year
 - Open 3 to 7 days a week
 - Conducts several other events each month

- ◆ Structure (see next slide)

- ◆ Pro forma budget (see second slide)



Typical Structure

- ◆ Constituency with representatives from church board and conference committee
- ◆ Governing board of 7 to 15 people elected by constituency (up to 30% non-members)
- ◆ Director is CEO, secretary of the board and business manager
- ◆ Agency and church funds not co-mingled

Pro Forma Budget: Expenses

	Per month	Per year
Half-time director salary	\$2,000	\$24,000
Office secretary (20 hrs @ \$8)	\$650	\$7,800
Rent of space	\$1,500	\$18,000
Utilities & phone	\$150	\$2,000
Program operations/supplies	\$1,000	\$12,000
Promotion & fund raising		\$5,000
	\$5,300	\$68,800

Pro Forma Budget: Income

Income from clients		\$40,000
Grants and contracts		\$12,500
Individual/corporate donors		\$7,500
Church subsidy		\$6,000
Conference & union subsidy		\$2,000
		\$68,000



Recommended Steps

- ◆ Survey of the membership
- ◆ Interviews with civic leaders re: options
- ◆ Explore partnership possibilities
- ◆ Choose one option to focus on
- ◆ Identify a pastor/director with the right skills
- ◆ Form a faith-based nonprofit corporation
- ◆ Write proposal for seed money



Thanks!



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