

Christ's Mission in Glendale

A report by Monte Sahlin
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Center for Creative Ministry
November 2010

Goals of this Study

- Provide an assessment of the Adventist mission in Glendale
 - Profile the life and vitality of the Glendale City Church
 - Put information on the table for strategic planning
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Outline

- Background & trends
 - The mission field
 - Congregational survey
 - Analysis & recommendations
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Background

- In 1904 a group of Adventists arrived in Glendale to start a sanitarium
 - On January 27, 1906, the Glendale City Church was organized by Elder G. W. Reaser with 29 members
 - The congregation met in the parlor of the sanitarium in the 400 block of East Broadway
 - 1906 - City of Glendale incorporated with 500 residents
 - 1906 - San Francisco earthquake
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More Background

- 1907 – Church school began with 15 students; today it is Glendale Academy
 - 1911 – A small Baptist church building is purchased and moved to an empty lot at the corner of Isabel St. & Wilson Ave.
 - 1919 – The building is moved again to the present location and enlarged
 - Church member C. E. Kimlin is manager of the sanitarium and mayor of Glendale
 - Kimlin leads a group that purchased the land in 1921 where Glendale Academy is located today
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More Background

- 1923 – Glendale Academy opens as a 12-grade school
 - 1924 – Glendale Sanitarium opens a 200-bed facility at its present location
 - 1930 – Church building burns
 - 1932 – New facility is completed and Dr. Clemen Hamer started tradition of classical music at Glendale City Church
 - 1937 – Church member H.M.S. Richards begins the Voice of Prophecy media ministry; he and his wife remained members until his death in 1985
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More Background

- ❑ 1942 – Glendale Academy graduation continues despite air-raid sirens and blackout
 - ❑ 1949 – Andrew Fearing evangelism campaign
 - ❑ 1952 – Adventist Credit Union started
 - ❑ Charles Watkins serves as principal of Glendale Academy from 1957 to 1977
 - ❑ 1960 – Expansion of facilities; fellowship hall and Chapel of the Good Shepherd
 - ❑ Arthur Bietz serves as pastor 1961-1972
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More Background

- ❑ Youth pastor Ken Hoover installs controversial pool table in youth center
 - ❑ 1966 - Youth Speak Out evangelism series
 - ❑ 1976-78 - Pacific Union Conference office and Voice of Prophecy move away from Glendale
 - ❑ 1981 - Romanian and Armenian immigrants start congregations
 - ❑ A+ Children's Center is started
 - ❑ 1984 - Church votes to open the way for women to serve as elders
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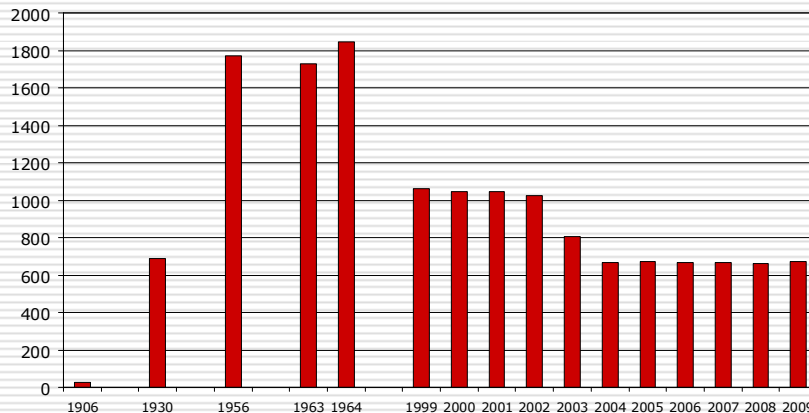
More Background

- ❑ 1988 - First woman ordained as an elder was Bible worker Mary Walsh; first woman pastor was Linda Gage
 - ❑ Leadership of Pastor Rudy Torres is key in the ordination of women
 - ❑ 1985 - Warren Dale restarts the Pathfinder Club which has served 1,000 children since
 - ❑ 1985 - Brenda Mohr becomes choral director at Glendale Academy and in 2003 becomes director at the church
 - ❑ 1988 - Church Endowment Fund begins
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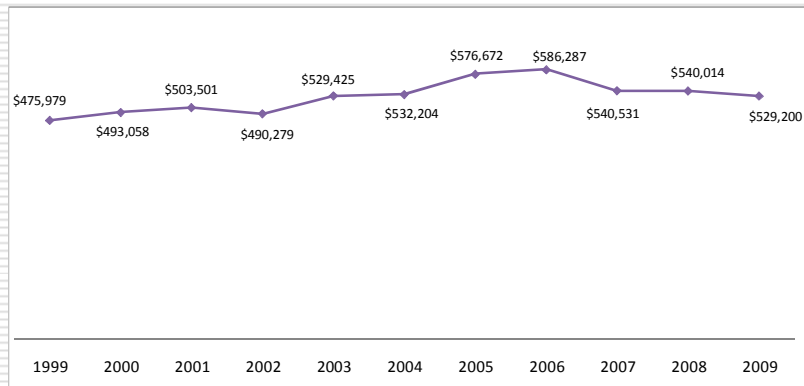
More Background

- ❑ Robert Herr served as choral director for three terms; 1966-68, 1970-75, 1980-90
 - ❑ Rudy Torres served as senior pastor from 1980 to 1990
 - ❑ Mitch Henson served as senior pastor from 1990 to 2007
 - ❑ Rudy Torres served as interim pastor 2008-2009
 - ❑ Smuts van Rooyen becomes senior pastor in 2009
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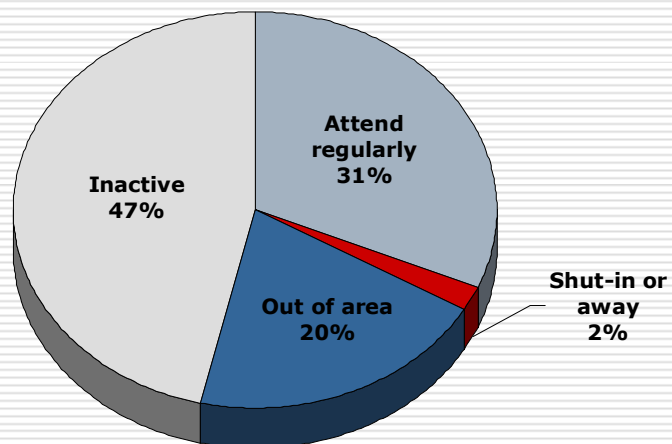
Membership



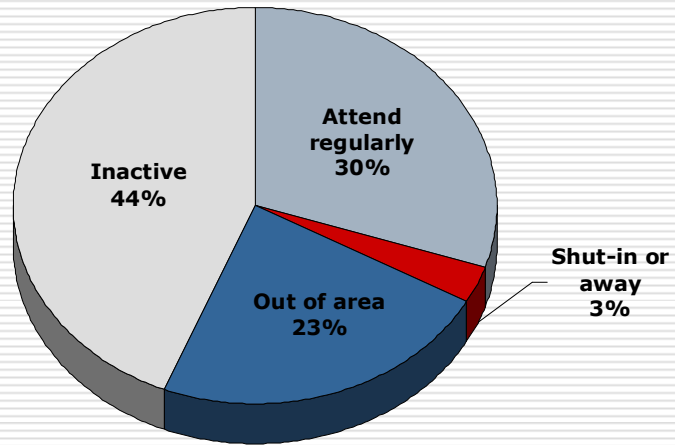
Total Yearly Tithe



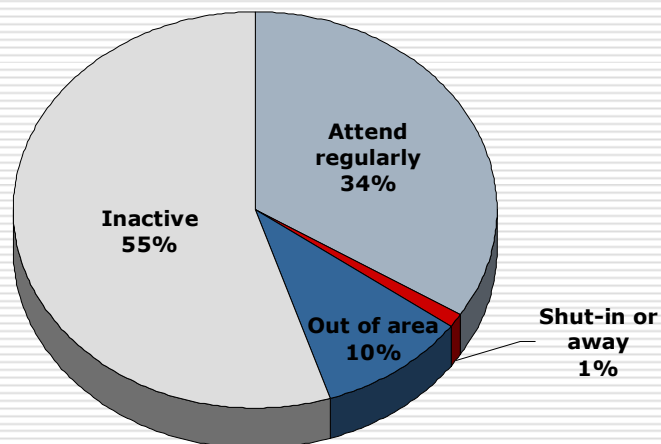
Membership Audit



Membership Audit: Members Only

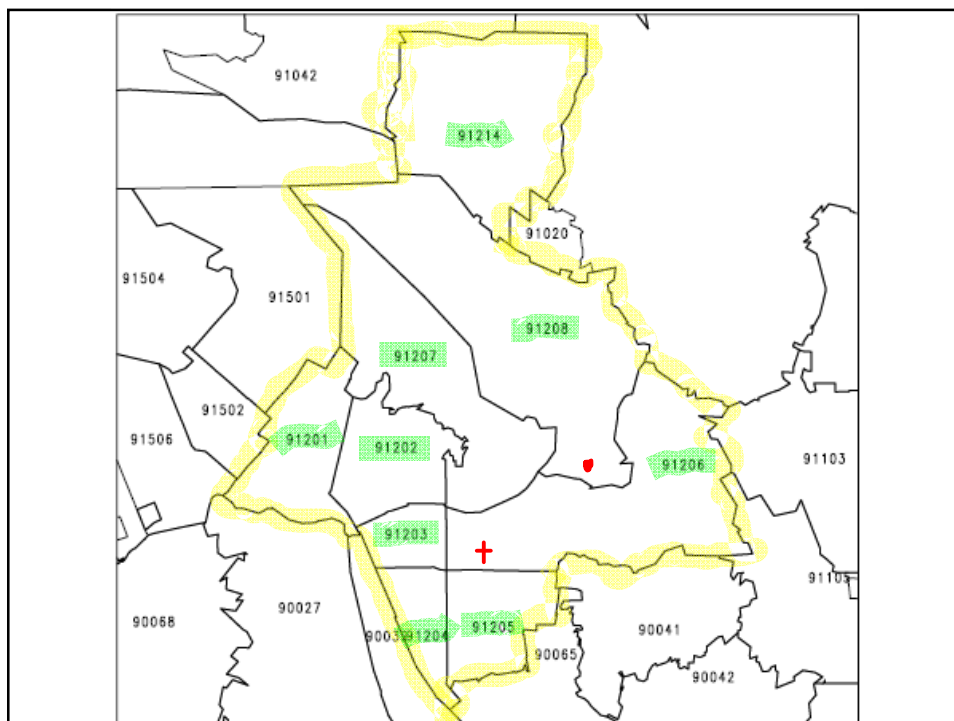


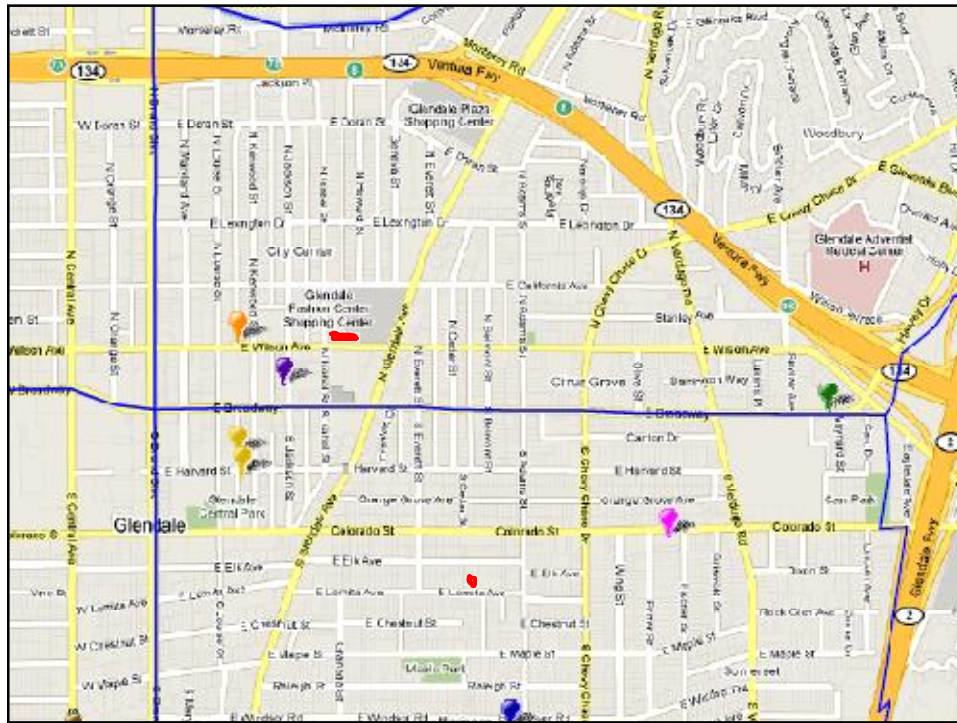
Membership Audit: Friends Only



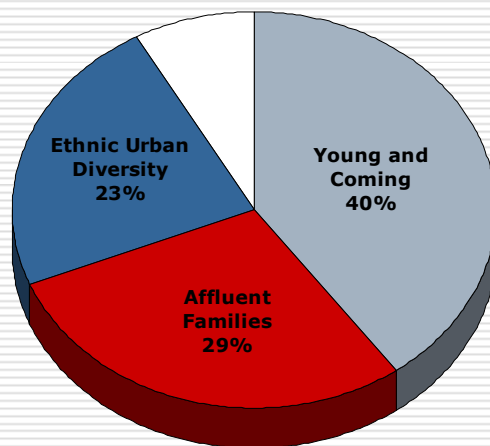
Glendale as a Mission Field

- ❑ One of the largest suburbs of Los Angeles
 - ❑ 213,000 residents in 76,000 households
 - ❑ One Adventist for 145 people
 - USA: 1 to 305
 - New Guinea: 1 to 25
 - Zambia: 1 to 22
 - Jamaica: 1 to 14
 - Belize: 1 to 10
 - Antigua: 1 to 8
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Who are the people living in this community?



Eight percent of the residents are found in 14 other segments

Young and Coming (40%)

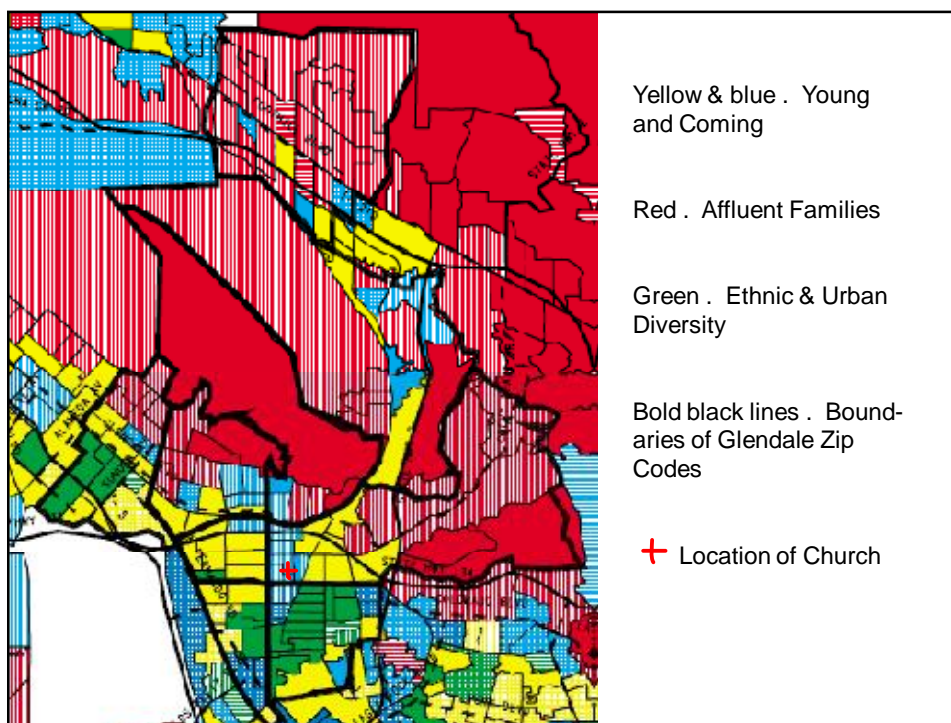
- ❑ Young singles and couples in the early stages of professional & business careers; Age 35 or younger; renters, not home-owners; highly educated; few children; above median incomes
 - ❑ **Needs:** Satisfying job, Find life direction, Affordable housing, Friends, Social justice
 - ❑ Below average faith involvement; above average percentages identify with Judaism, New Age, Unitarian/Universalist, Catholic, Presbyterian and Eastern religions
 - ❑ **Prefer churches with:** Arts, drama, music programs; Sports/camping; Support groups; Marriage enrichment; Spiritual retreats
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Affluent Families (29%)

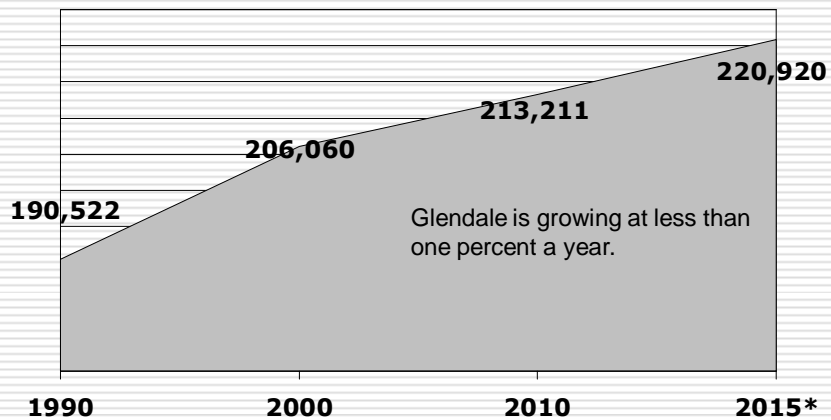
- ❑ Above average incomes and education; includes educated mid-life professionals and traditional, wealthy families; most are over age 40, but few senior citizens; most are married homeowners.
 - ❑ **Needs:** Aging parents, Time for leisure activity, Fulfilling family life, Good schools, Social justice
 - ❑ Below average in faith involvement with high numbers who have no interest in religion; above average percentages in Presbyterian, Episcopal, Unitarian/Universalist, Judaism, Orthodox.
 - ❑ **Prefer churches with:** Arts, drama, music program; Traditional, formal, intellectual worship style; Marriage enrichment events
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Ethnic & Urban Diversity (23%)

- High diversity and living in the most urbanized neighborhoods; most have no education above secondary diploma and a third have less; renters; use public transit; lower incomes.
- **Needs:** Affordable housing, Crime and safety, Finding a job, Domestic violence
- Below average faith involvement; above average numbers in Catholic, Orthodox, Eastern Religions, New Age, Judaism
- **Prefer churches with:** 12-Step groups, Divorce Recovery, Activities for senior citizens, Retirement prep class

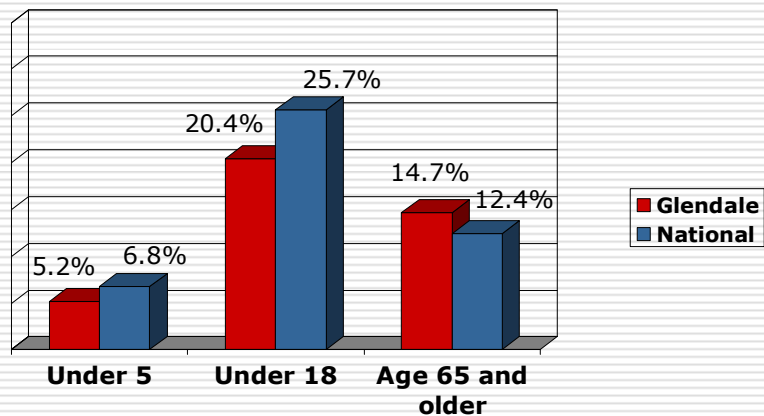


Population Decline & Growth

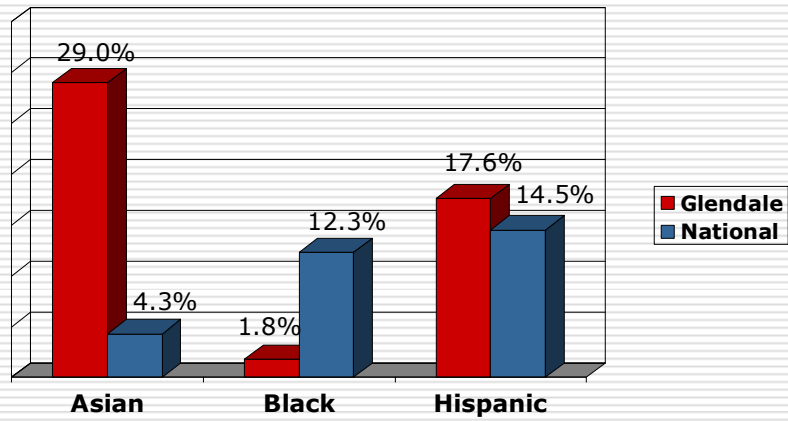


*Data for 2015 is projected.

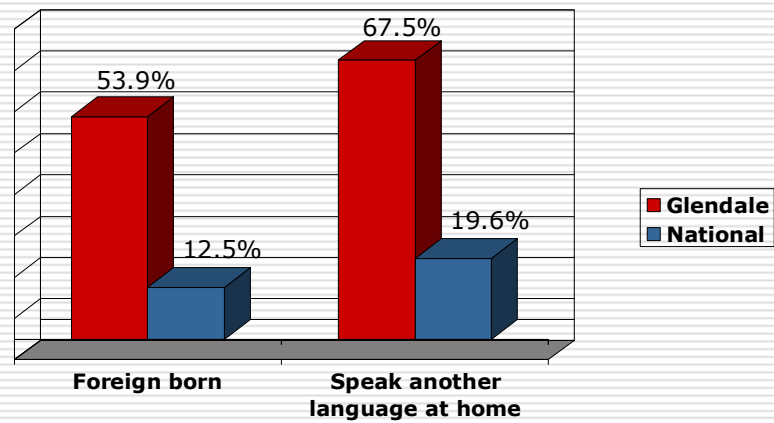
Age Groups



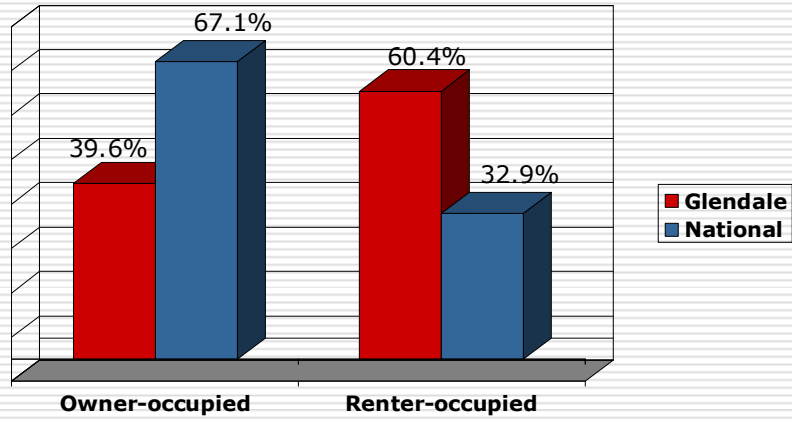
Ethnic Minorities



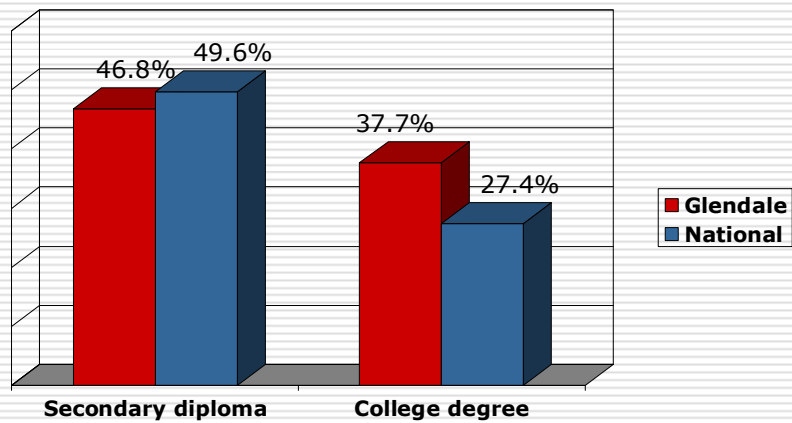
Immigrants



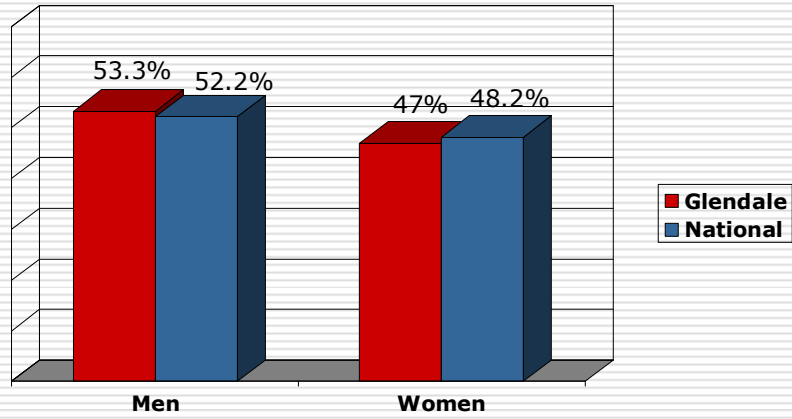
Housing



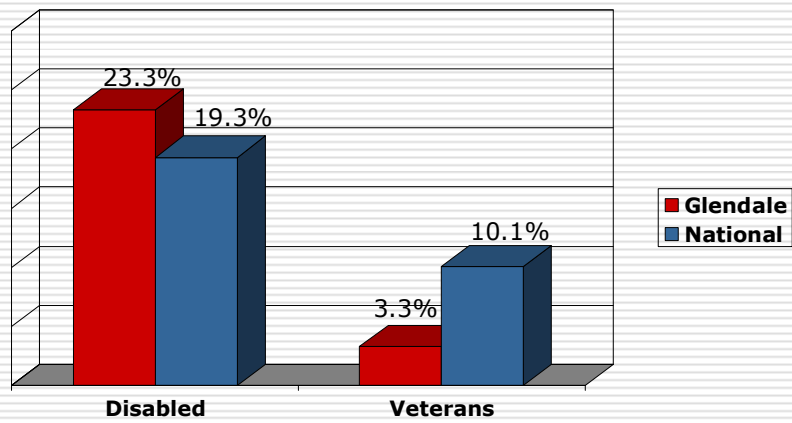
Education



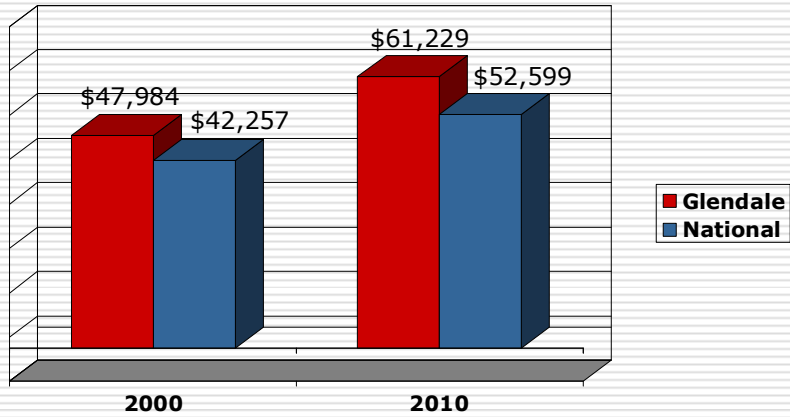
Married



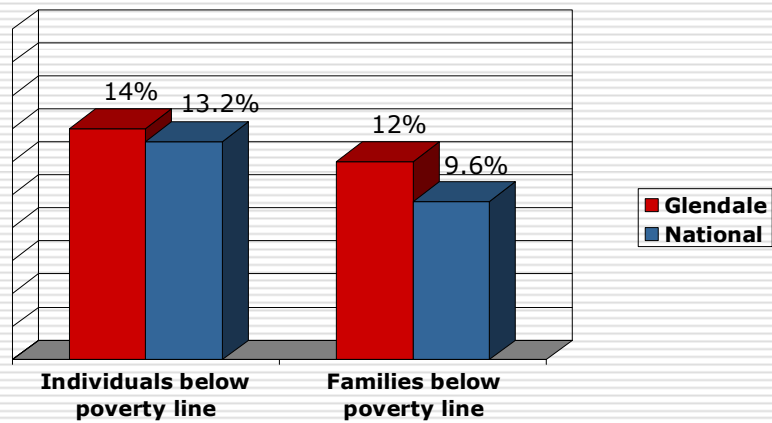
Special Needs



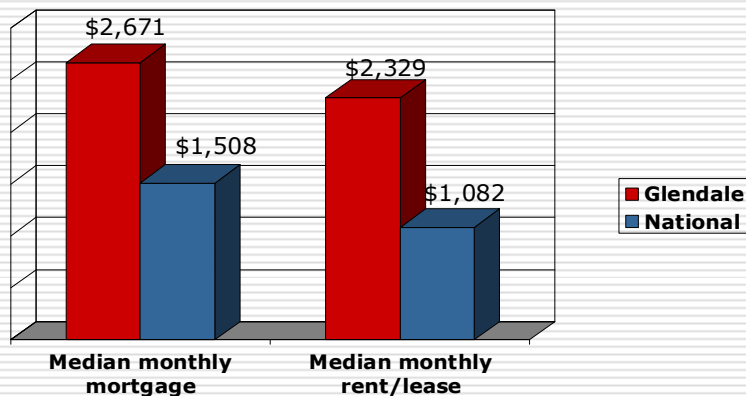
Median Household Income



Poverty

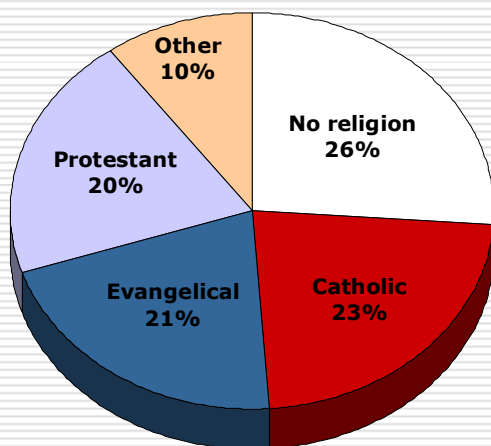


Cost of Housing

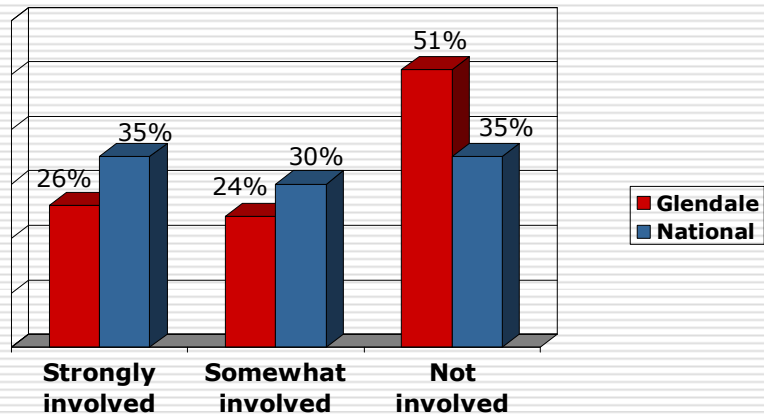


Source for rental data is Glendale and U.S. Board of Realtors

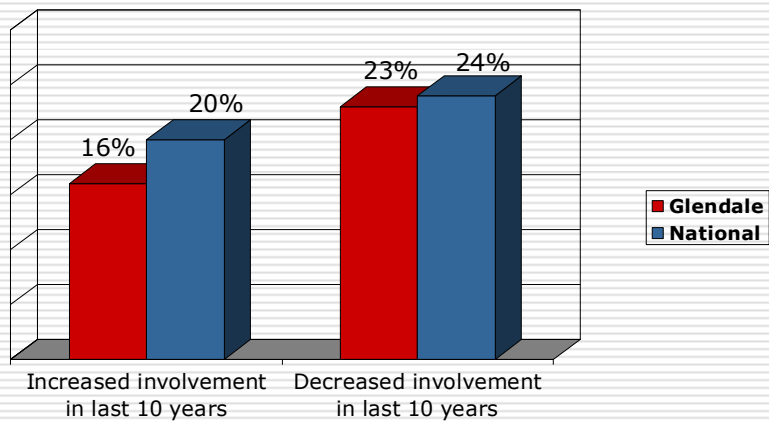
Religious Preferences of Glendale Residents



Religious Involvement of Glendale Residents

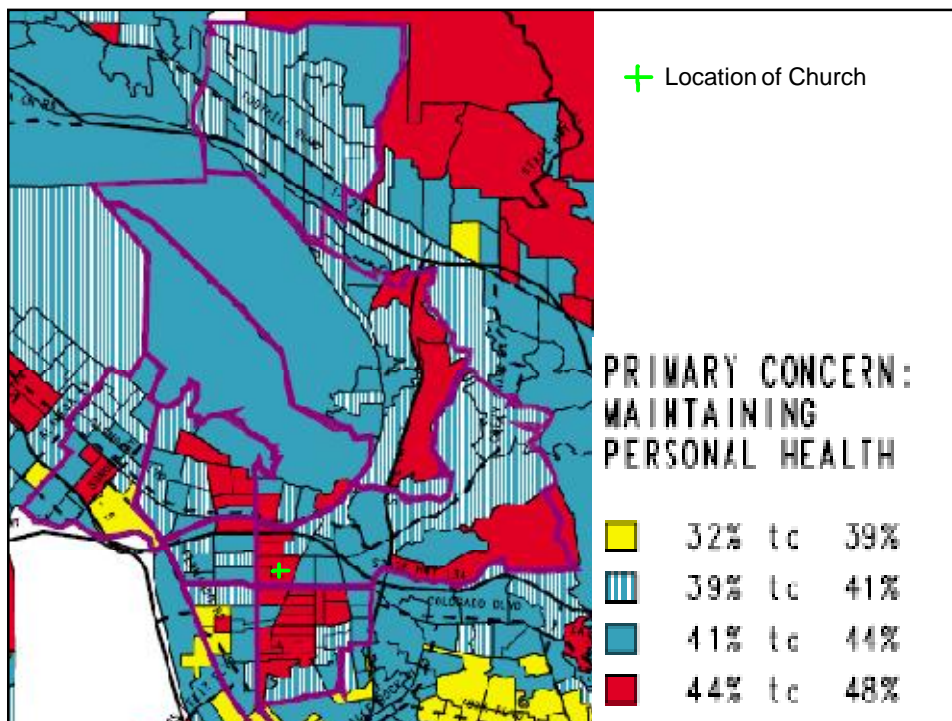


Religious Involvement of Glendale Residents



Top Needs in the Community

- ❑ 55% Achieving financial security
- ❑ 42% Maintaining personal health
- ❑ 34% Neighborhood crime & safety
- ❑ 31% Day-to-day financial worries
- ❑ 30% Dealing with stress
- ❑ 28% Finding time for recreation
- ❑ 23% Finding health insurance
- ❑ 23% Better quality health care



Needs in the Community 2

- 22% Finding good schools
 - 21% Finding a satisfying job/career
 - 21% Achieving a fulfilling marriage
 - 20% Finding friendship
 - 17% Finding retirement opportunities
 - 17% Dealing with child/teen problems
 - 16% Affordable housing
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More Needs in the Community 3

- 15% Finding direction in life
 - 15% Dealing with ethnic prejudice
 - 15% Finding a job
 - 15% Dealing with substance abuse
 - 15% Care for aging parents
 - 14% Dealing with social injustice
 - 13% Developing parenting skills
 - 12% Concern about gangs
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Low-priority Community Needs

- 11% Problems in the schools
 - 10% Domestic violence & abuse
 - 7% Providing adequate food
 - 9% Finding a good church
 - 8% Finding spiritual teaching
 - 8% Obtaining an education
 - 6% Finding child care
 - 3% Dealing with divorce
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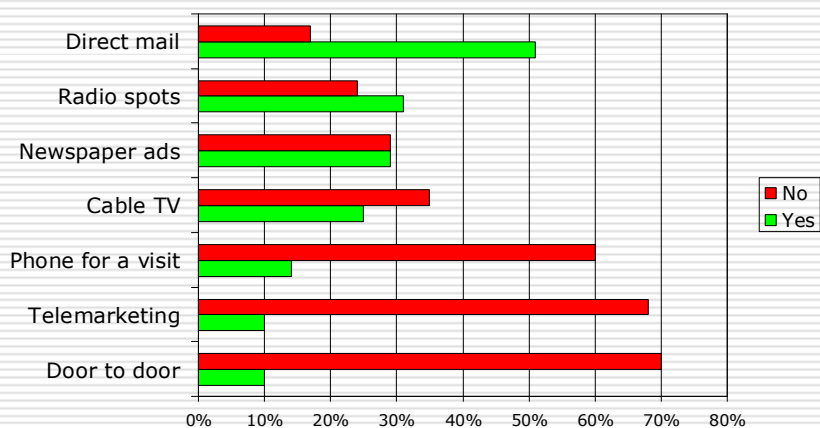
Church Programs People Want

- 32% Family activities & outings
 - 30% Bible study & prayer group
 - 29% Youth activities
 - 28% Active retirement program
 - 26% The arts, music, drama, etc.
 - 22% Family counseling
 - 22% Doctrinal classes
 - 16% Care for the terminally ill
 - 15% Marriage enrichment events
-

Church Programs People Want

- 11% Spiritual retreats
- 8% Food & clothing resource center
- 8% Parent training classes
- 8% Sports or camping
- 7% Day care for children
- 6% Church-sponsored school
- 4% 12-step group
- 2% Divorce recovery

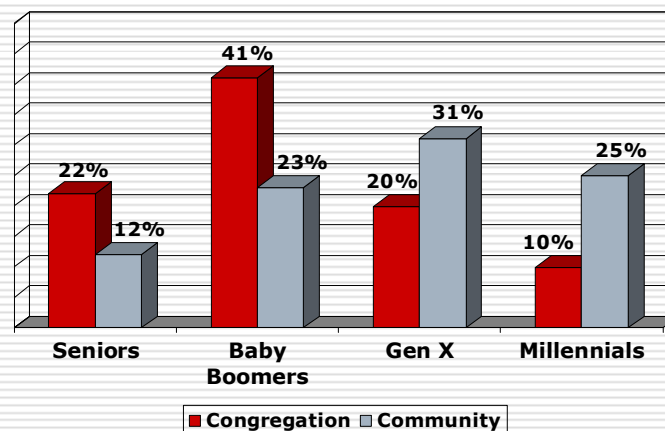
How I prefer for churches to contact me ...



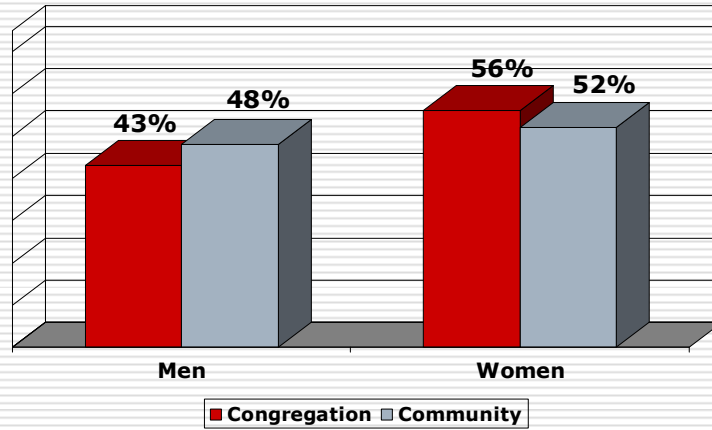
Survey of Congregation

- A standard questionnaire was distributed during each worship on several Sabbaths.
- A total of 226 usable questionnaires were returned which represents 95% of average attendance for those Sabbaths—an excellent response rate well within minimum professional standards—thus indicating a reliable sample.

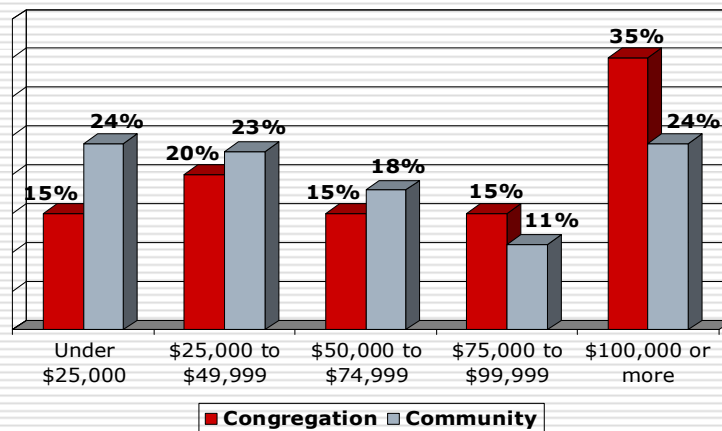
Age by Generation



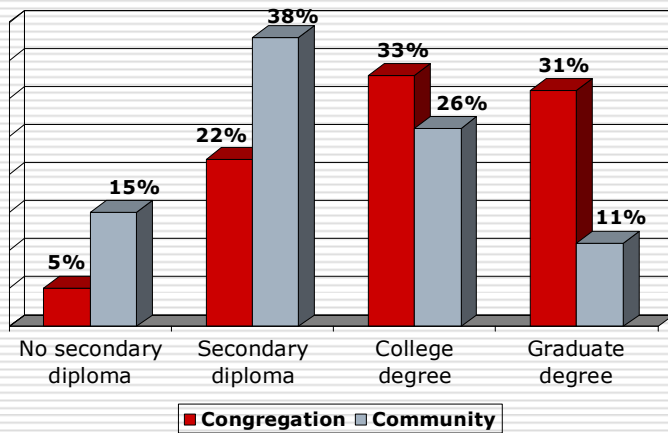
Gender



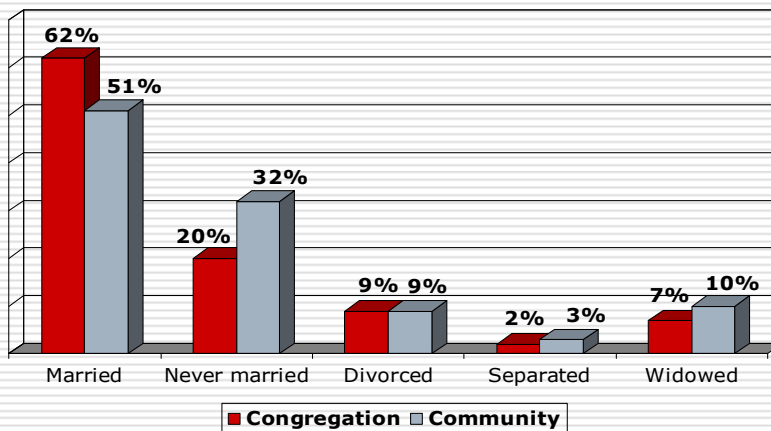
Annual Household Income



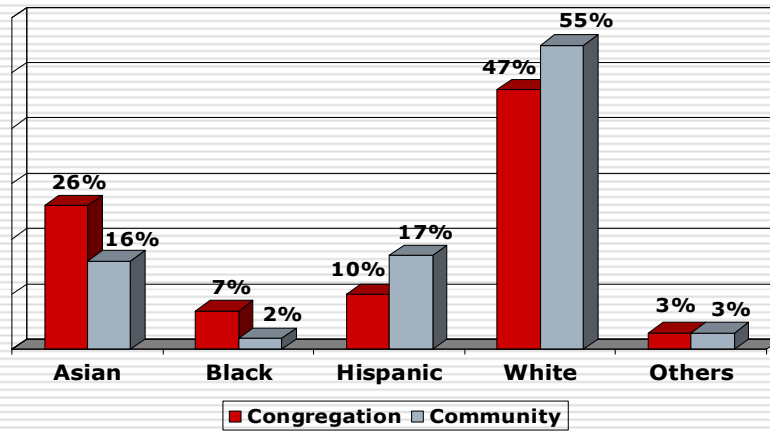
Education



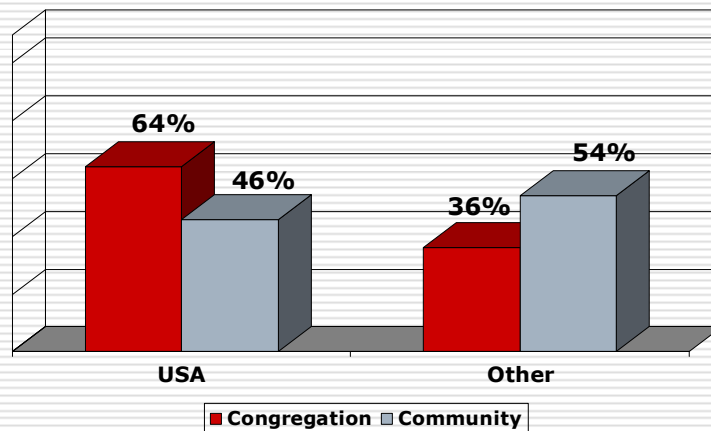
Marital Status



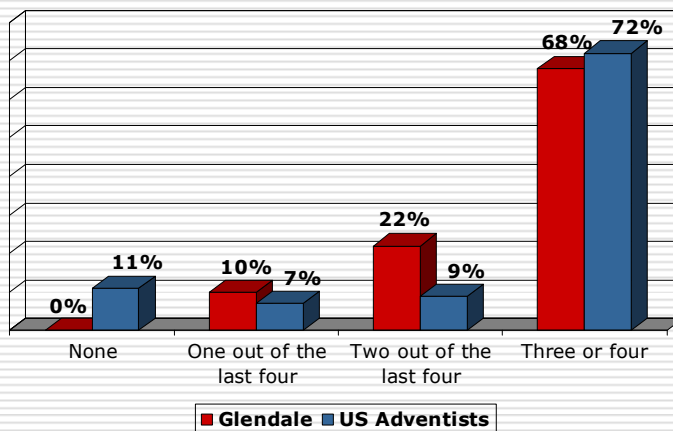
Ethnicity



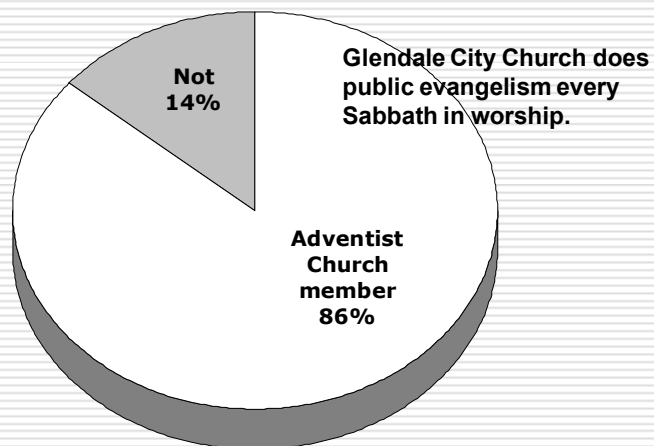
Citizenship at Birth



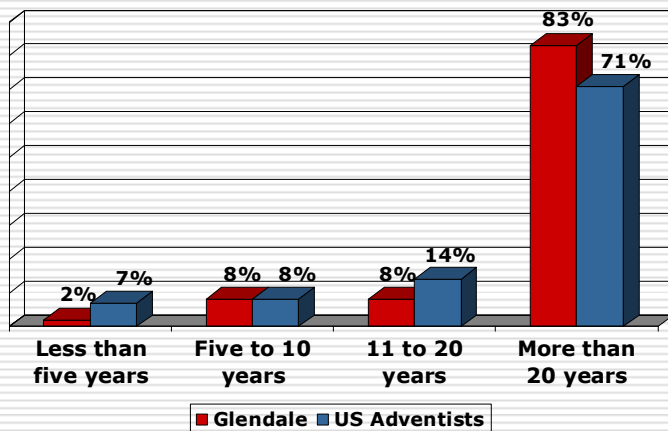
Attendance Pattern



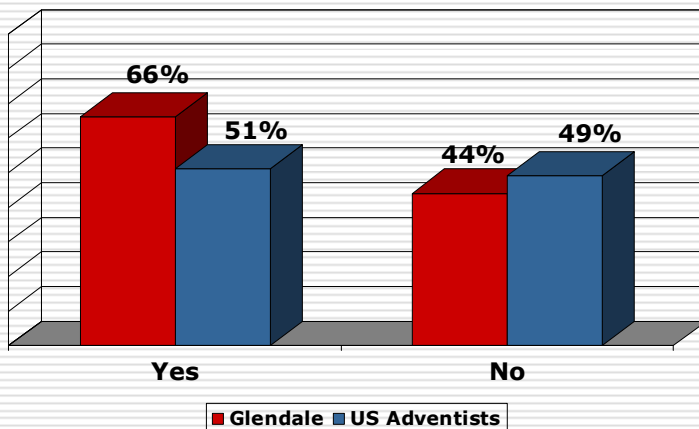
Church Membership



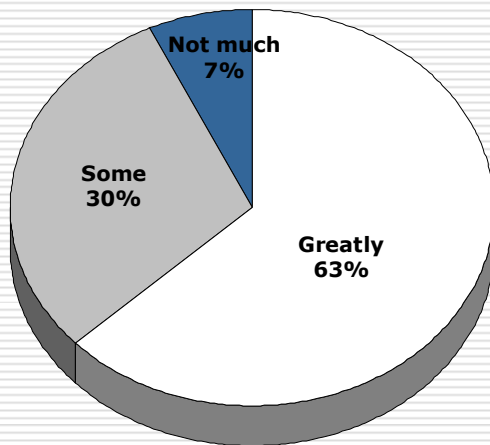
Tenure as a Baptized Adventist



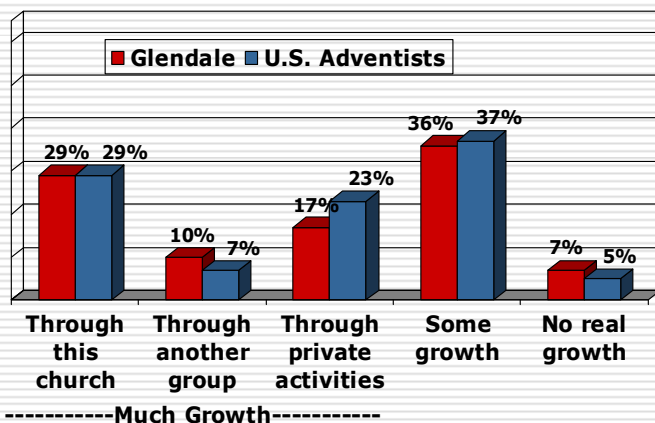
Raised by Adventist Parents



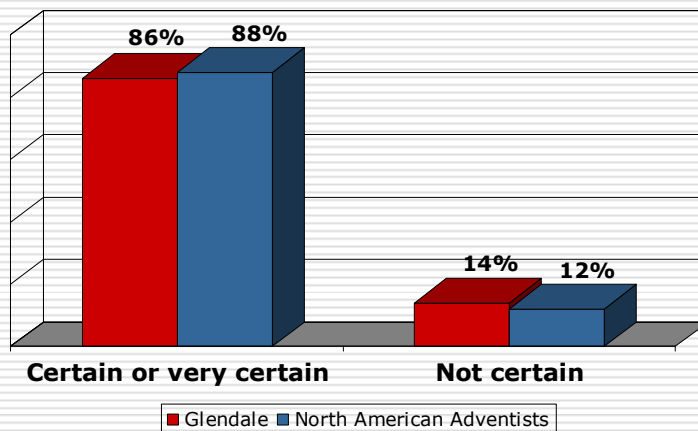
How much does worship at this church help you with everyday life?



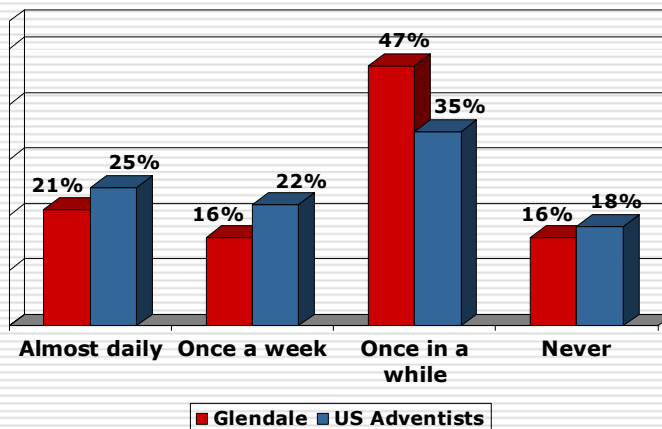
How much have you grown in your faith in the last year?



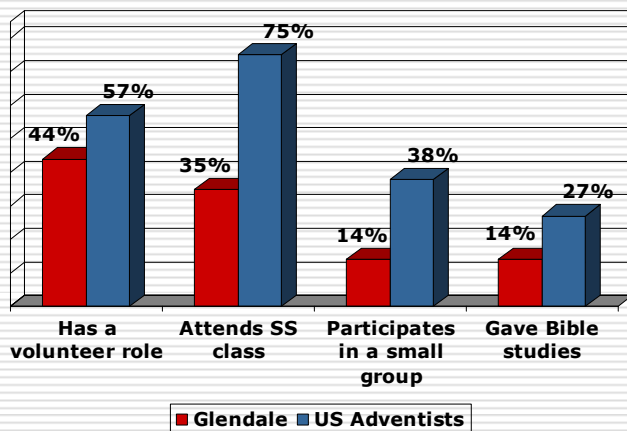
Assurance of Eternal Life



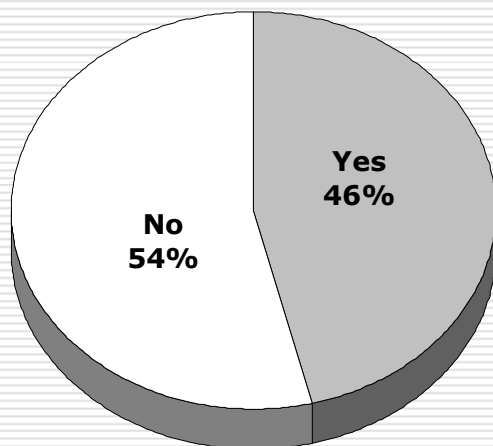
Conversations with Coworkers about their Personal or Family Needs or Spiritual Topics



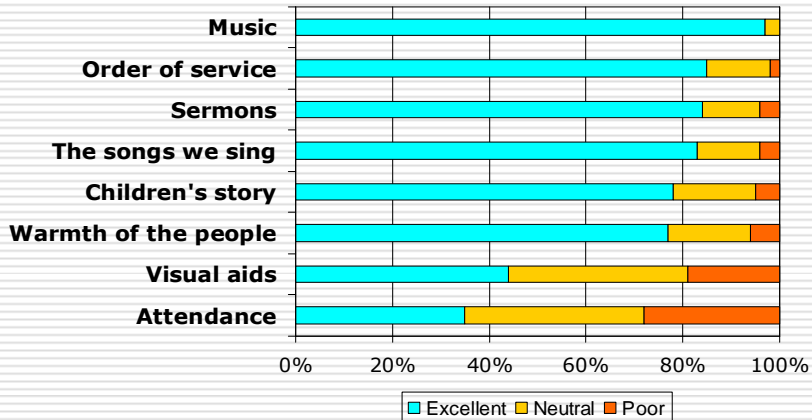
Church Involvement



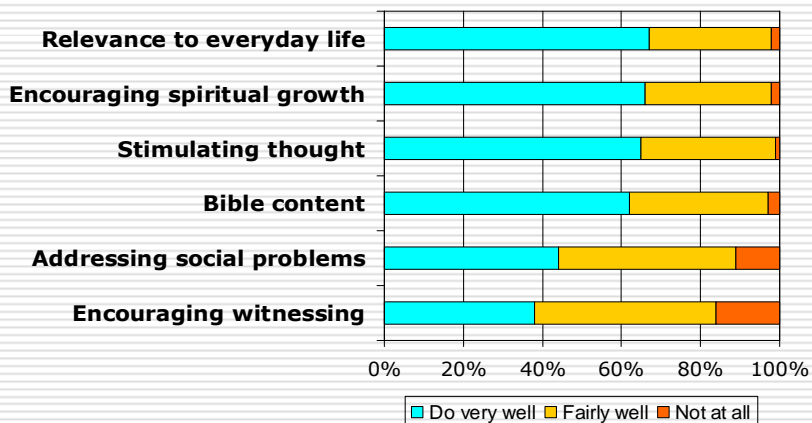
Has anyone asked you personally to volunteer time in the last year?



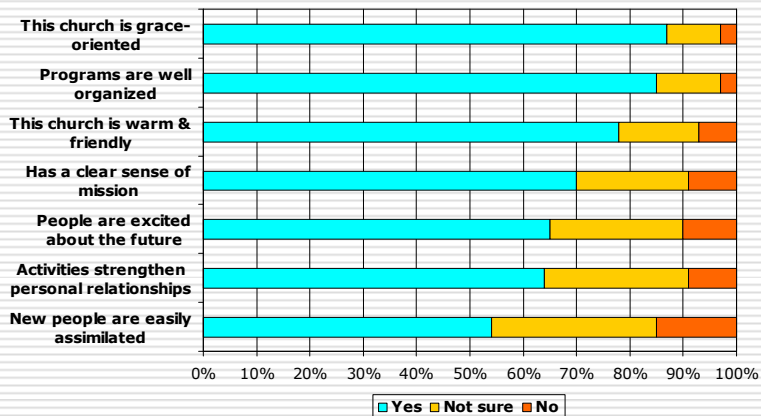
Evaluation of Worship



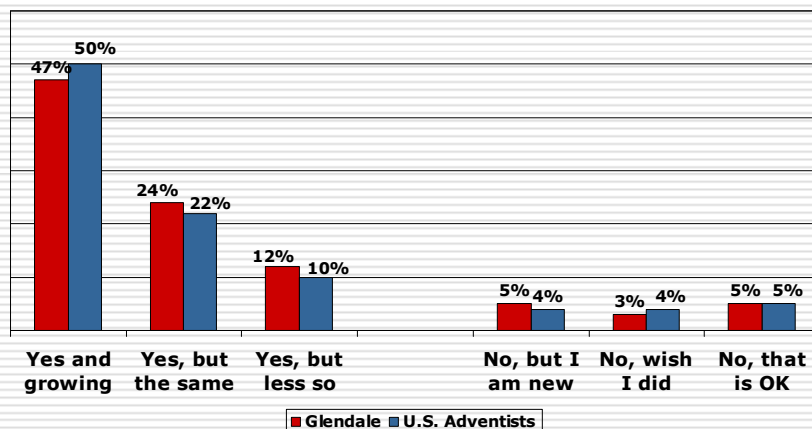
Evaluation of Sermons



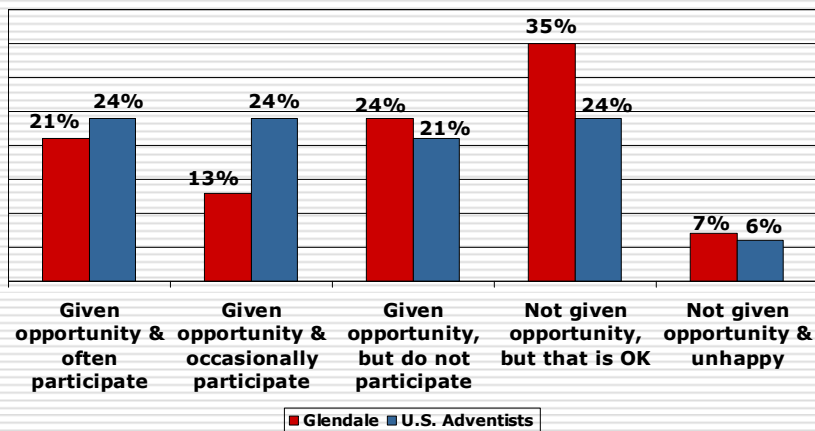
Perceptions of Glendale City Church



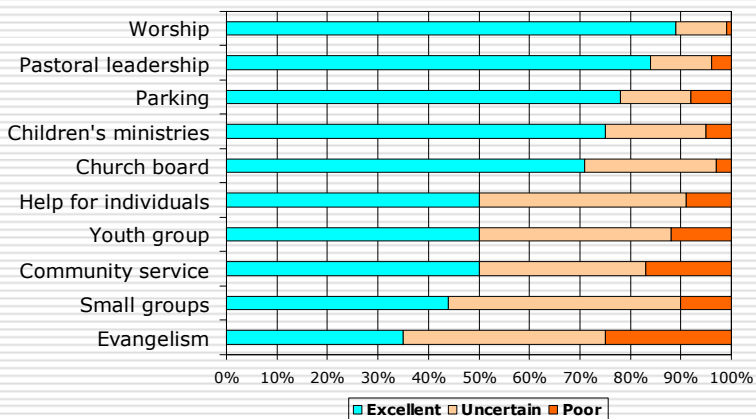
Strong sense of belonging to Glendale City Church



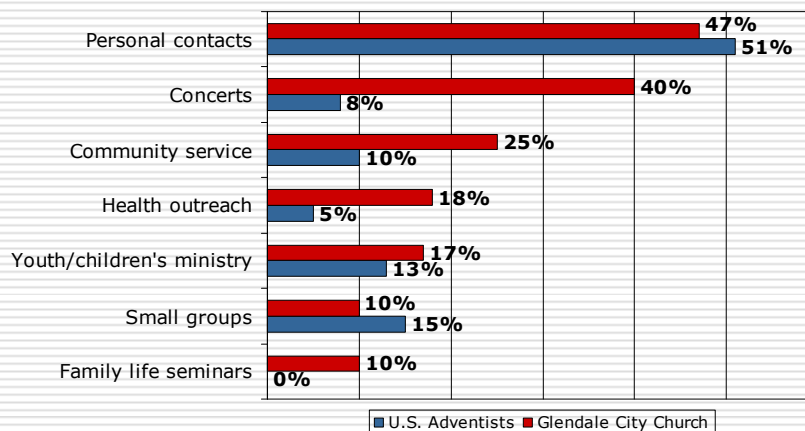
Involvement in making important decisions



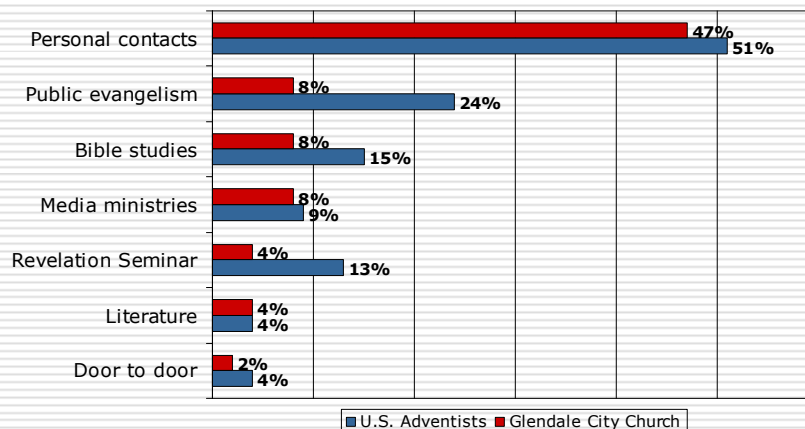
Overall Evaluation



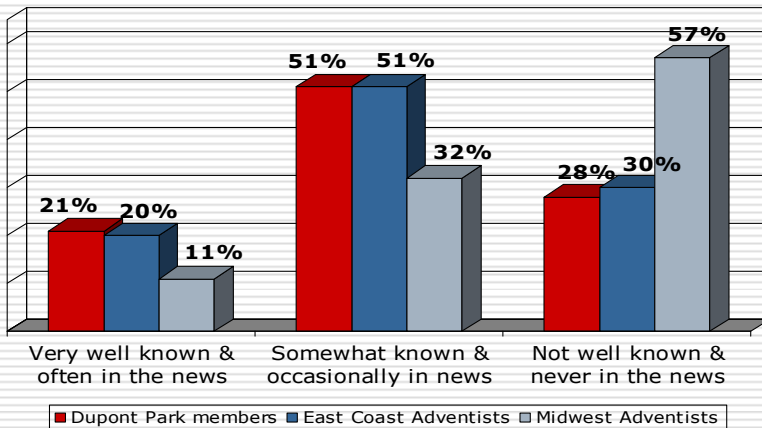
Observed to be Most Effective Methods to Bring in New Members



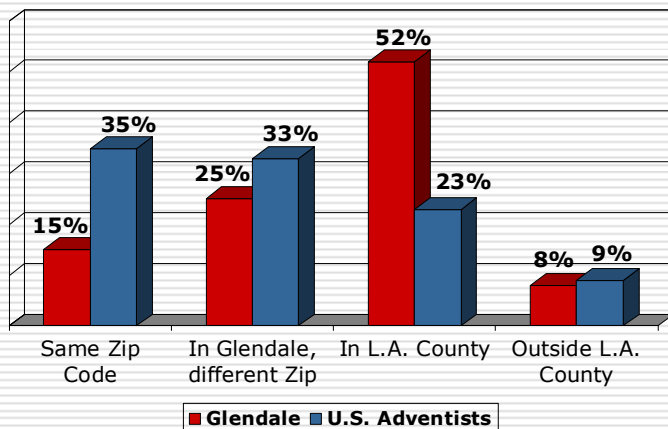
Observed to be Most Effective Methods to Bring in New Members



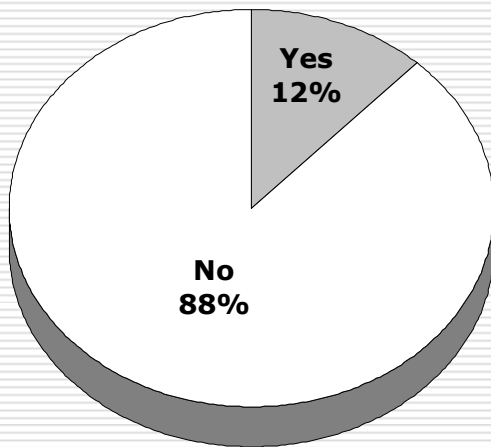
How well known or visible is the Adventist Church in this metro area?



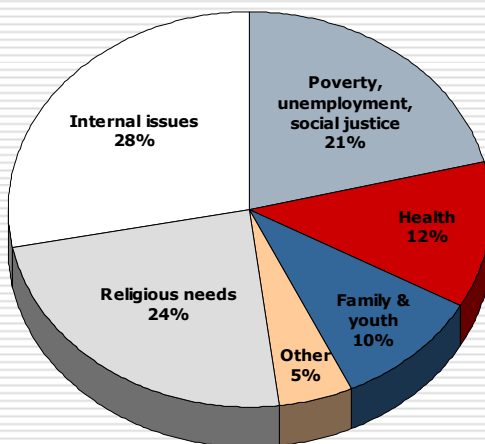
How far is your home from Glendale City Church?



Do you belong to a service club or civic group?



Community Needs Glendale City Church Should Address

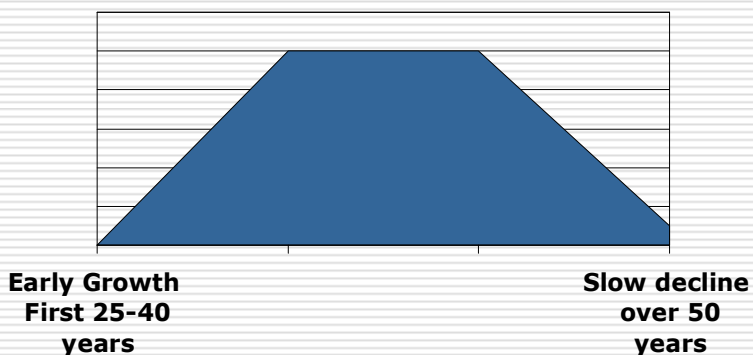


Glendale City Members & Friends Willing to Help with ...

- 23% Health education classes
 - 19% Health screening events
 - 15% Helping people find jobs
 - 14% Free medical clinic for people without health coverage
 - 14% Drop-in center for neighborhood teens
 - 13% Stress management seminars
 - 12% Weight loss support group
 - 12% Family counseling service
 - 12% Job training classes
 - 10% Parenting classes
 - 8% Support group for people with diabetes
 - 8% 12-step group(s) for people with addictions
-

Theory of Congregational Life Span from Research

Plateau for 25-40 years



Analysis

- Research has shown that growth in Adventist churches comes from:
 - Community involvement
 - Rich spirituality
 - Intentionality (goals, planning)
 - Positive atmosphere in the congregation
 - Activities for the unchurched on Sabbaths
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Recommendations

- There appears to be a need for more adult Sabbath School classes and small group ministries. When is the last time a new class/group started?
 - Members need to be introduced to some more contemporary concepts about sharing faith appropriately. Study should be given to presenting a Friendship Evangelism Seminar.
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More Recommendations

- Study needs to be given as to how Glendale City Church relates its health, education and other community service ministries to the outside community. Study should be given to creating an umbrella nonprofit community agency to gain funding and visibility, as well as collaborate with other agencies.
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More Recommendations

- How is Glendale City Church engaging with new generations? A task force of members under 40 should be appointed to bring strategic proposals to church board.
 - Are you comfortable with lower level of involvement? Should initiative be taken to get more worship attenders involved in volunteer roles?
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*Curriculum resources are available.

To Contact Monte Sahlin

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