



SOUTHBROOK CHURCH STRATEGIC PLANNING UPDATE

5-31-09

The Elder Board and Strategic Planning Committee want Southbrook attendees to know the following information as it relates to our strategic planning program and our hopes for the future. We are hopeful that you plan to participate in the "listening session" that is scheduled for the morning of June 7, from 8:45-10.

Southbrook Church Attendance

- Our average weekly attendance in spring 2009 is 275. This count includes the children who attend Sunday school.
- Southbrook attendance and membership have been growing. 25 additional individuals will become members in spring 2009.
- Our weekly attendance is a good mix of children, youth, young families and older adults.

Southbrook Ministries

- All of our ministries have been growing. Growth areas include Sunday school, youth, women's ministry and small groups.

Community Demographics

- Population on the south side of Milwaukee continues to increase. From 2000 to 2013 population is projected to grow as follows: Franklin – 29%, Oak Creek – 24%, and Muskego – 11%.
- The median age in Franklin is projected to increase from 37.6 in 2000 to 40.3 in 2013 as the U.S. population continues to age.
- Average household income in 2008 was: Franklin - \$77,000, Oak Creek - \$69,000, and Muskego - \$73,000. By comparison, the average household income for the City of Milwaukee was \$43,000.

(over)

Southbrook Finances

- The Southbrook financial position continues to be strong with total assets of \$334,000 on 12/31/08. There has been little change in our asset position over the past five years.
- Giving to the General Fund is projected to increase from \$168,000 in 2005 to \$245,000 in 2009, a 45% increase.
- Southbrook has approximately \$115,000 in its Building Fund and \$200,000 in the General Fund.
- The Faith Promise Program (missions) is back on track with \$29,000 pledged in 2009.
- Eighty-three (83) attendees in 2008 gave \$500 or more to Southbrook Church. Donors were distributed as follows:

\$500 - \$1,000	13%
\$1,001 - \$3,000	57%
\$3,001 - \$5,000	14%
\$5,001 - \$10,000	13%
\$10,000 or more	2%

Summary

In summary, Southbrook Church is a healthy, growing congregation. We are fortunate to be located in a growing community where most families have better-than-average incomes and are able to support the congregation with their time, talent and treasure. The Strategic Planning Committee and the Site Committee have been very encouraged by the planning process and also by the potential that exists for our church in the future. The Lord has been good to us and He looks for us to continue our aggressive pursuit of the Great Commission in the Franklin area.

Questions or Comments? We would like to hear from you during this process. Please direct all correspondence regarding the planning committee to: Chuck Lamson (Chair): clamson@wi.rr.com, 414.427.1671 (h).

SO NEITHER HE WHO PLANTS NOR HE WHO WATERS IS ANYTHING, BUT ONLY GOD, WHO MAKES THINGS GROW. – 1 CORINTHIANS 3:7