

# THE UNITED CHURCH OF CANADA

## Empowering churches: Unleashing capital for sustainable community transformation

### The Organization

The United Church of Canada is a progressive, protestant Christian denomination that is focused on deep spirituality, bold discipleship, and daring justice, with community locations and impact from coast to coast to coast.

### The Need

As society continues to shift, churches need to find new ways of engaging local community, building financial resources, and making the best use of their resources, including their buildings.

### The Solution

Non-repayable capital and training were utilized to establish a network that aims to increase curiosity and awareness of social finance, adaptive leadership, and change management skills. The overall goal was to restore community vitality by exploring avenues for increased financial sustainability, diversifying revenue sources, and leveraging church assets for community purposes.

### In Their Own Words

“Churches often store their assets, such as investment funds, in traditional Guaranteed Investment Certificates (GICs), but these GICs don’t generate substantial investment income; they mainly serve as secure storage for funds. While carrying slightly higher risk, impact investing and social finance can offer investment opportunities that deepen social and ecological good and build awareness.”

### Key lesson(s) or best practice(s) shared

- In the field of social finance or community investing, it is crucial to know your audience and begin the change management process earlier than anticipated.
- Providing foundational, simplified information, and avoiding jargon helps engage a wider audience and overcome any lack of basic knowledge.

### AT A GLANCE

#### Type of organization

Registered Canadian Charity

#### Social finance approach

Capacity-building and IRP non-repayable capital

#### Sustainable development goal(s)



#### Investment readiness stage

