



BRUNCH AT THE

GARDEN

Demian Dunkley - November 7, 2014

Report and Survey Results



Brunch at the Garden Report and Survey Results

Summary

Brunch at the Garden, a meet up for young adult Unificationists, was very well attended and allowed for honest communication between young members and leaders of the Unification Movement in America.

Over 80 young adults between the ages of 18 and 40 met at East Garden and participated in a number of facilitated discussions encompassing concerns for the movement, hopes and ideas for how they could each contribute. All of the data that came out of these discussions was analyzed and presented to leadership in real time. The information has since been refined and is presented in this report.

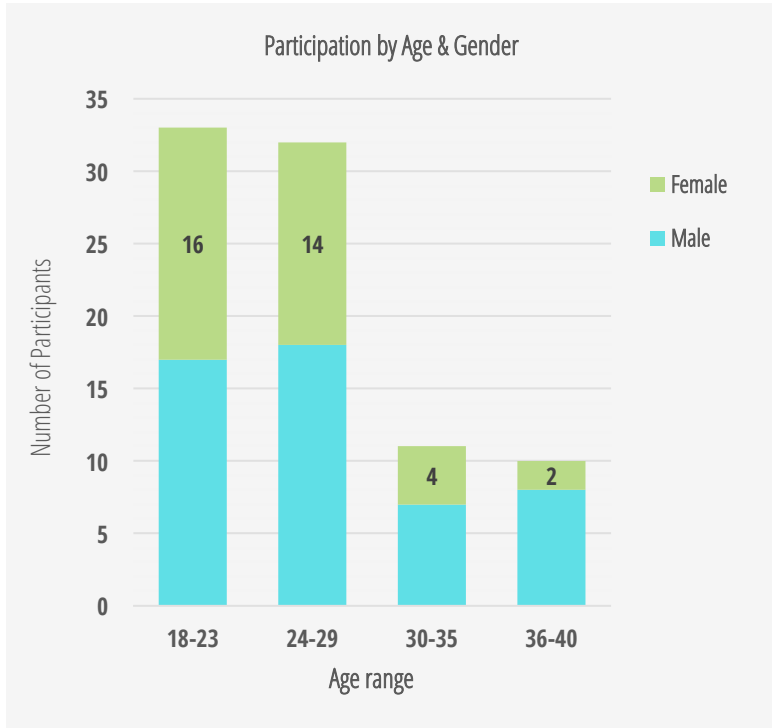
The most prominent topic that arose from the discussions is to make our movement more relevant in the world while staying true to our roots and principles. There is a desire for more transparency in church governance as well as more support for youth and young adult initiatives.

In terms of contribution, these young Unificationists shared a desire to help in areas like witnessing, church and youth ministries, DPlife, CARP and the Blessed Family Ministry.





Participation and Financial



Participation Summary

The event was attended by 86 young adults and 12 children. Of the young adults 56% were male and 44% were female. The average age of the attendees was 26 years old.

Financial Summary

The registration fee was kept low at \$20 per person with the intention that HSA would sponsor the rest of the cost.

Overall, the cost for the entire event was relatively low and stayed within the planned budget.

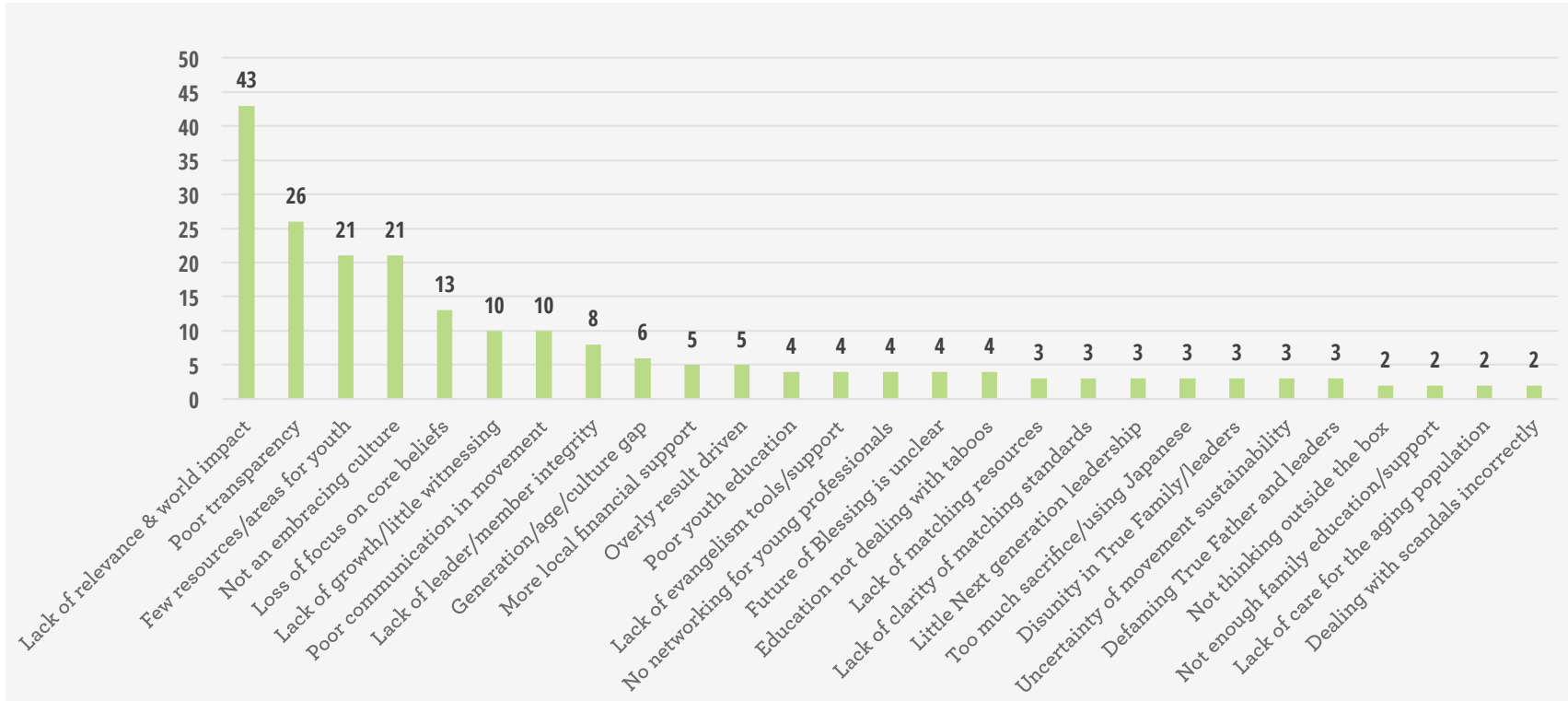
Financial Overview

Expenses	
Category	Amount
Room Rental	-\$725
Food	-\$2,412
East Garden Fees	-\$300
Decorations	-\$402
Meeting Supplies	-\$190
Halloween Party	-\$450
Other	-\$200
Total Expenses	-\$4,679

Income	
Category	Amount
Registration Fees	\$1,520
Total Income	\$1,520
Total	-\$3,159



Concerns for the Movement





Concerns Recap

Looking for Relevance, Identity and Vision

Difficult to recognize the church involved in relevant and meaningful initiatives that actually impact the world in meaningful ways. Lack of confidence in the identity of our church. What does it mean to be a member? Do not understand True Parents' vision in a way that is relatable, feels more like building walls between 'us' and 'them.'

Improve Transparency

Do not understand the structure of the church. Concerns about the CIG Constitution, church governance and church politics. Lack of trust in leadership and sense a lack of transparency.

Need More Youth Resources

Little to no young adult ministry resources including finances and ways to get involved in the ministry. Disconnect between the ministry and what young people are passionate about. Feels like youth are not wanted or needed aside from showing up for the photo op.

Avoid Exclusive Culture

Feels like our culture cannot embrace people easily. We are too exclusive and judgmental. Too strict and put too much pressure to live a standard that seems unattainable. Creates distance between the generations and we see 2nd gen leaving the church. Cultural and generational gap.

Re-Focus on Core Beliefs

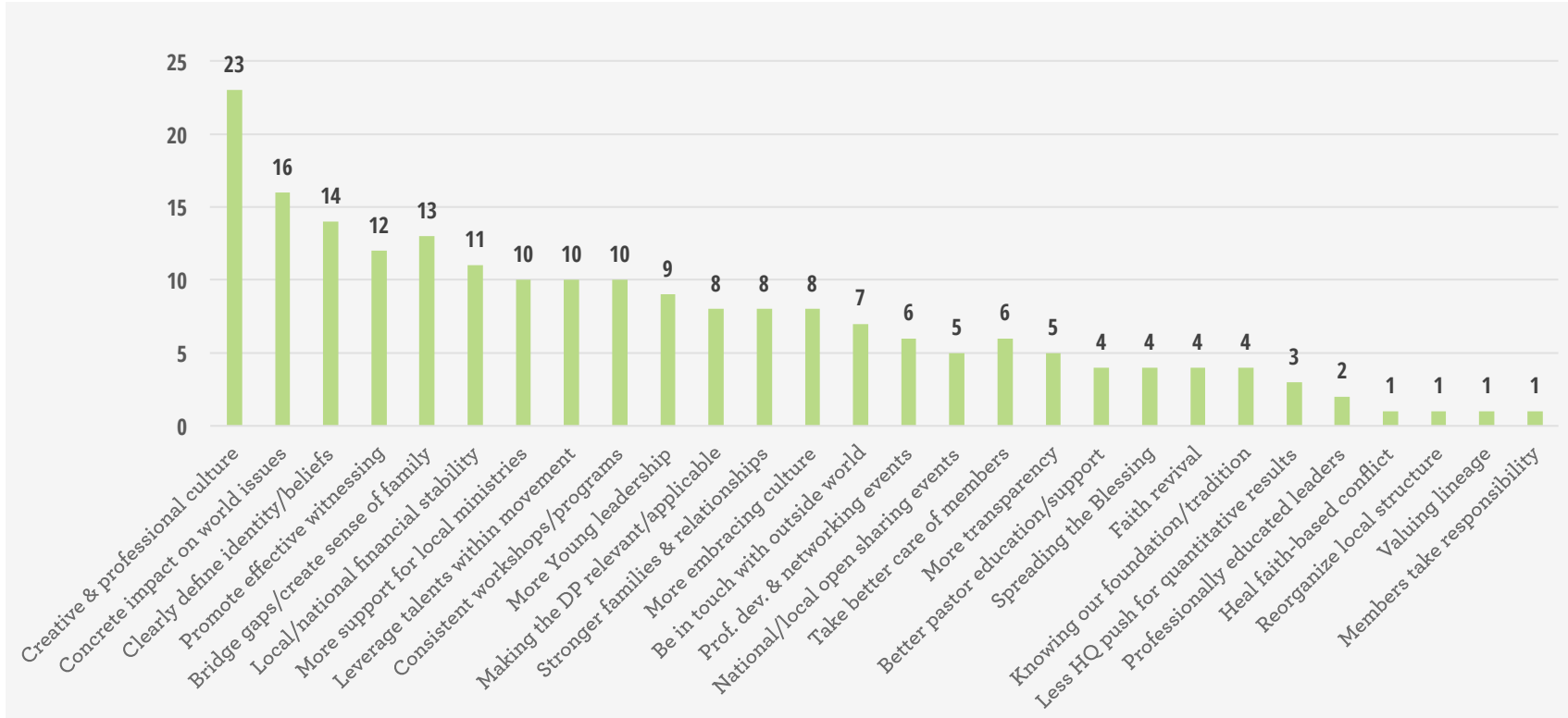
Concerned that our church beliefs may stray from the original teachings and traditions. Worried that we may fail to keep consistent education while we try to progress.

Need to Grow Again

Don't see growth. See lack of motivation to grow.



Hopes for the Movement





Hopes Recap

Creative and Professional Culture

Want to get out of the box. Become and showcase a more attractive culture and a more professional quality organization. Want to see a growth in art and music.

Real World Impact

Solve religious world conflict. Want to truly impact the world. Spreading peace and family values.

Clearly Define Identity

Clarity about church identity and clear on core beliefs.

Natural Witnessing

Hope to find new way of witnessing that is natural and relatable.

Being a Family

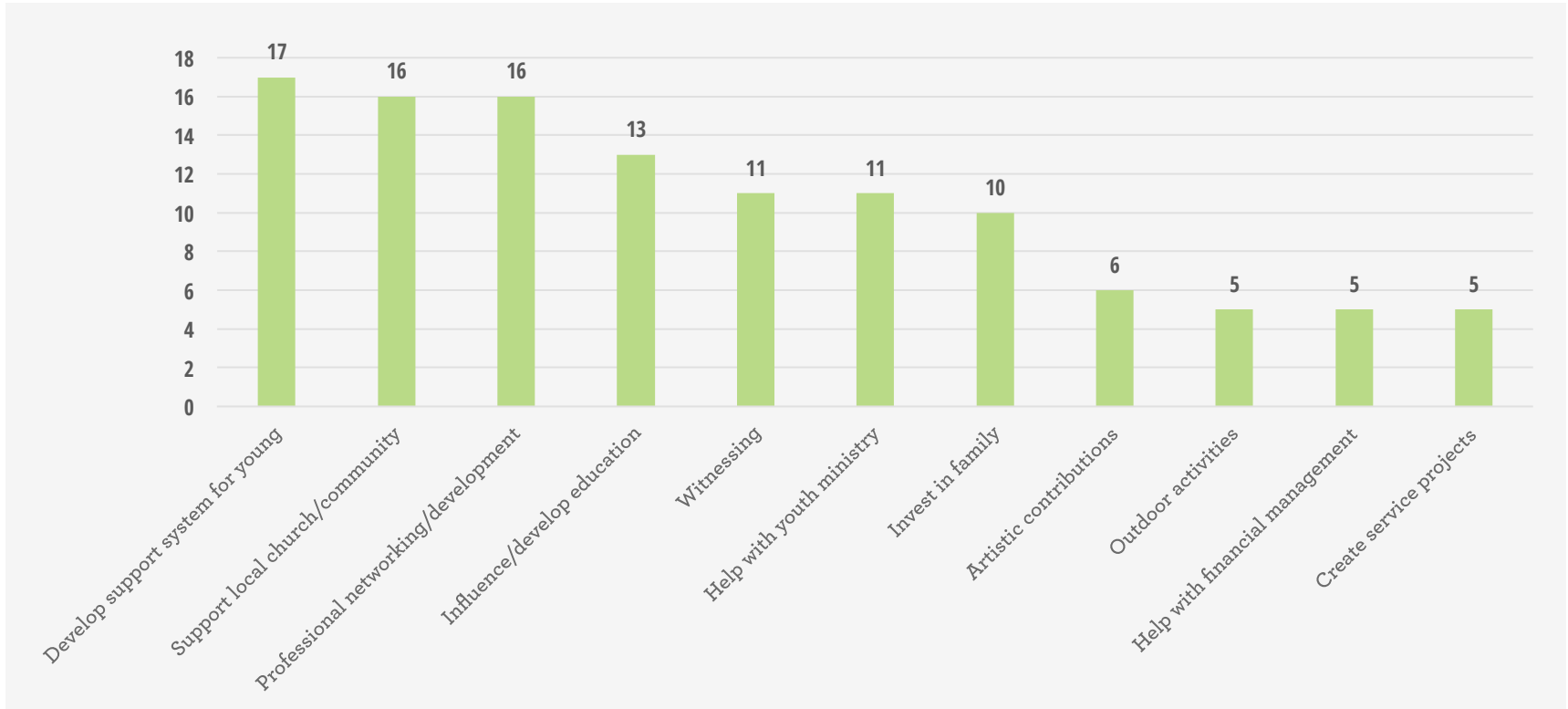
Want to become a welcoming family community, and remove the cultural and generational gaps.

Stability

Want to become financially stable and self sufficient. Hope to have local community center, especially for younger people.

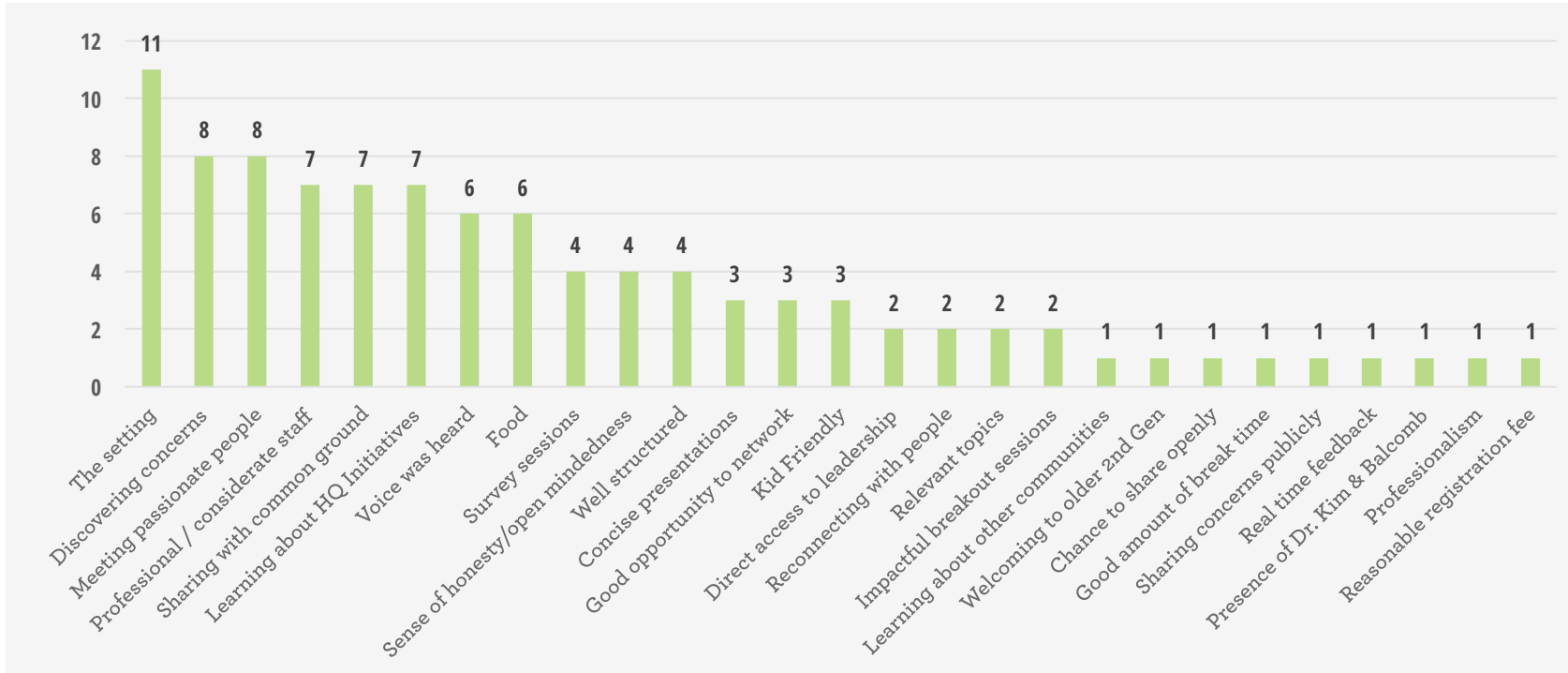


How We Want to Contribute





Event Survey: Positive Aspects of the Day





Program Survey Recap

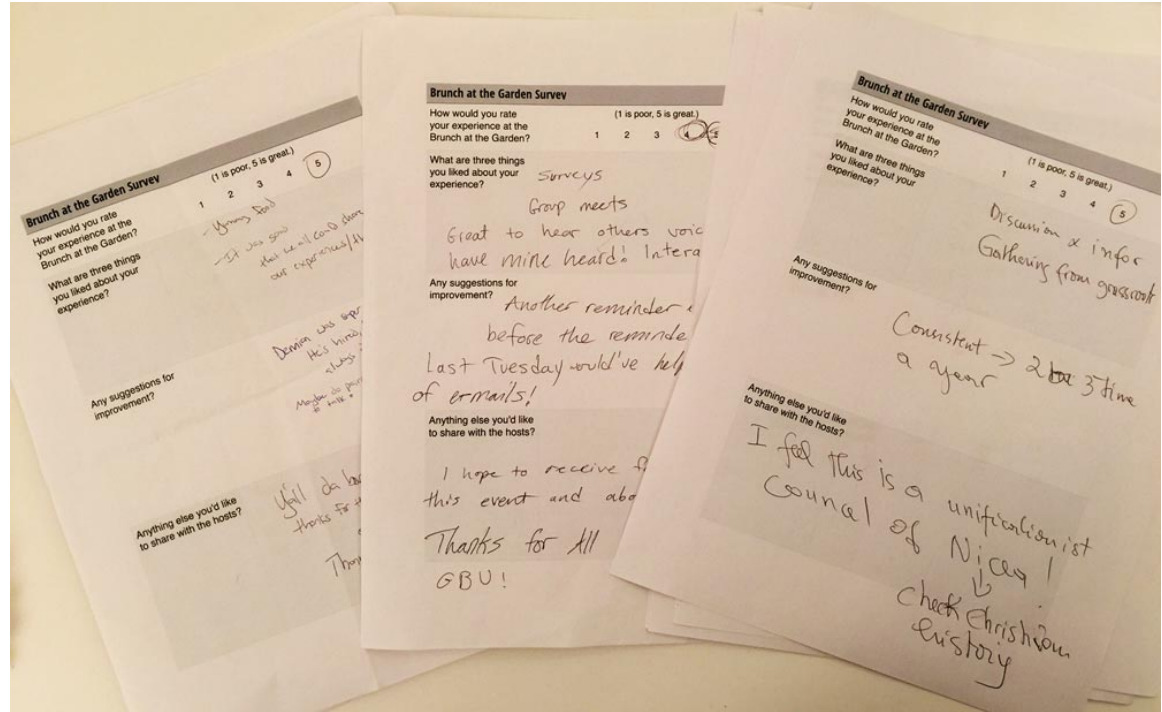
Average score

The average score given by participants for satisfaction with the event was an impressive 4.51 out of 5.

Summary

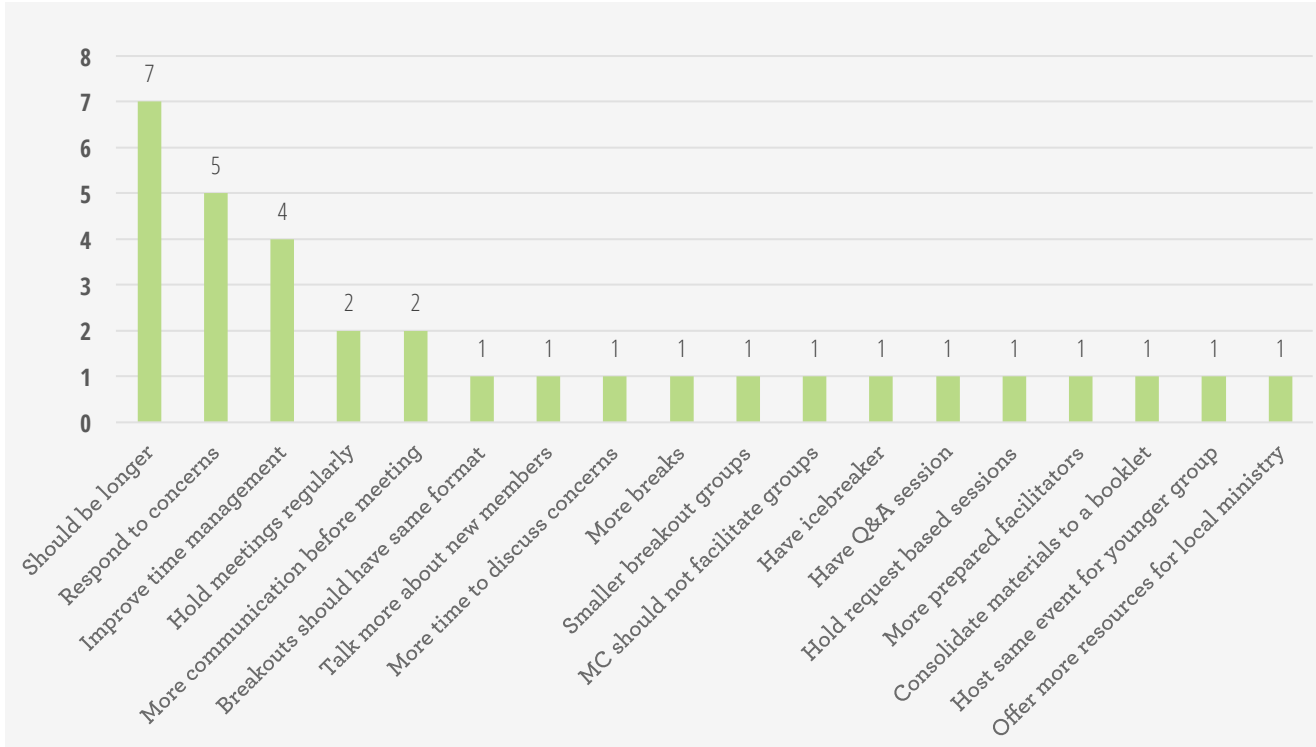
The positive aspects of the meeting as mentioned in surveys were condensed into a number of broader categories when possible.

Most of the participants said that the setting of the meeting was one of its greatest aspects. This was followed by the opportunity to learn what the major concerns are in the movement and the opportunity to meet with passionate people.





Event Survey: Areas for Improvement



Summary

According to the participants, Brunch at the Garden could improve in a number of areas - most of them indicate a great deal of respect for the meeting as it was offered.

The number one suggestion for the meeting was that it should be longer. Also, the response to concerns could be clearer and time could have been managed more effectively.

There is a desire to have these meetings on a regular basis.

Reviewing Participant Feedback with Leadership



Meeting with Dr. Kim and Dr. Balcomb. 11-6-14

Initial Brief

We presented all the feedback to them, including all of the raw data from the morning breakouts.

After spending some more time to reflect on participant feedback they will consider which areas we can either improve or help give clarity on existing initiatives that seek to deal with some of these areas.

Initial Response

Both Dr. Kim and Dr. Balcomb were very happy to see so many young Unificationists spending the day together at East Garden.

Dr. Balcomb will offer some initial responses for all participants within a week's time.



Staff Reflections

Positive Aspects:

- Ability to try many new things that were successful
- Open discussion sessions were empowering
- The audience was engaged and sincere
- Pleased to have Dr. Kim's and Dr. Balcomb's presence
- Smooth registration process
- East Garden Staff were very accommodating
- Event was well advertised and well attended
- Beautiful venue, décor and food
- Family style eating worked well
- Staff was responsible and professional
- Family setting and babies in the meeting room were great
- Had a real sense of family and community
- Helped change the stigma of East Garden – opening it up for more possible use in the future

Opportunities for Improvement:

- Leadership can more clearly respond to the feedback from discussions
- Need a more conclusive beginning and ending to the program
- Should make the “Contributions session” the final session of the day
- Provide people with more time to discuss their personal initiatives
- Adjust the timing of the event to create a more efficient flow
- Practice the survey sessions internally before the event
- Could have fewer but longer sessions
- Should prepare the facilitators more fully before the event
- Ask participants what type of event they would like to invite their friends to
- More staff needed, especially for childcare
- Move people out of the lobby more quickly to begin on time
- Snack table should be more substantial, healthy and staffed
- Give kids an opportunity to play outside – not just inside all day
- Avoid lost place settings when people switch tables/discussion groups
- Plan the event away from major events like the Halloween party
- Have a physical activity and less sitting
- Should have more breaks
- Lower the music during the discussion sessions
- Emcee should not also be a facilitator
- Define the purpose of the event beforehand more clearly



Next Steps

Reports

Provide Brunch at the Garden report to District Pastors, USA HQ leadership and international leadership.

Get feedback from leadership and share it with Brunch at the Garden participants and other interested parties.

Agree upon actionable items.

Evangelism

Report on feedback from the DP Life breakout session.

Create a closed Facebook group for those who signed up for supporting DPlife.

Open lines of discussion through FB group: upgrades to the site; event planning; creative contribution; educational material; testimonies etc.

Blessing & Family Ministry (BFM)

Report on feedback from the BFM breakout session.

Provide information on volunteer and paid BFM roles to everyone who showed interest via the BFM Interest Form.

Make updates to the BFM website based on suggestions including language and content to make more user-friendly.

Increase postings on BFM Facebook page.

Promote the new matching handbook for First Generation Unificationists, *Finding the One: A Guide to Matching and Blessing in the Unification Tradition*, now available on HSAbooks.

Provide curriculum packages to communities allowing them to host Level 2 Blessing Education locally to support matching candidates.

Provide instructions and support to communities interested in hosting Parents Matching Convocations locally.

CARP

Follow-up with those who expressed interest in connecting with CARP.

Help to organize future gatherings.

Youth Ministry

Launch a weekly newsletter featuring best practices from local communities.

Work together with local youth pastors to develop optional monthly themes to guide education nationally.

Final Survey

Conduct Next Steps survey for participants.

Give feedback on results.