

VITAL SIGNS

Dashboard of Key Indicators for 2024-2025

Eno River Unitarian Universalist Fellowship

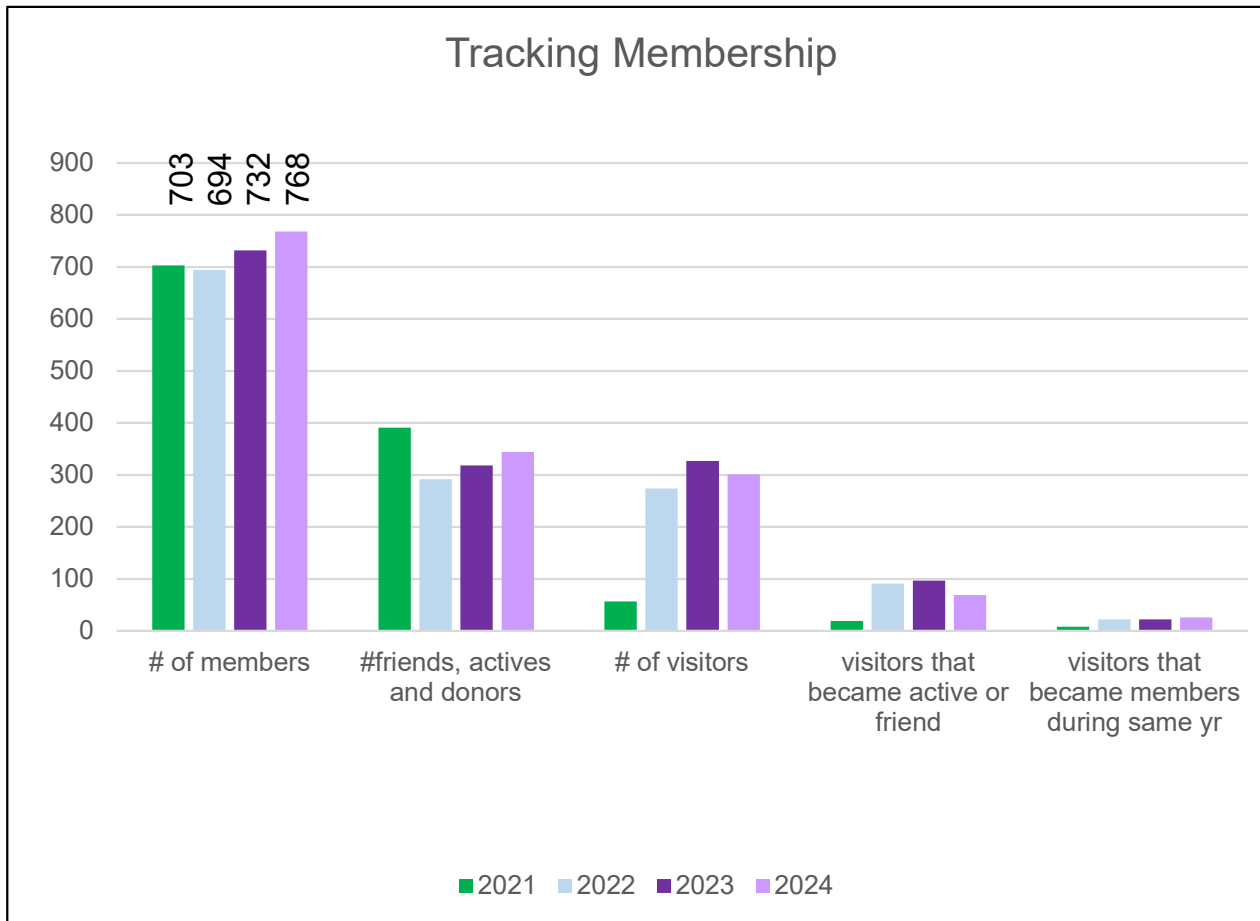
Goals

- a) Develop key indicators for program participation and growth.
- b) Provide relevant information to leadership in a timely way.
- c) Create data to evaluate ministry goals and support involvement in ERUUF activities.

Changes in Membership

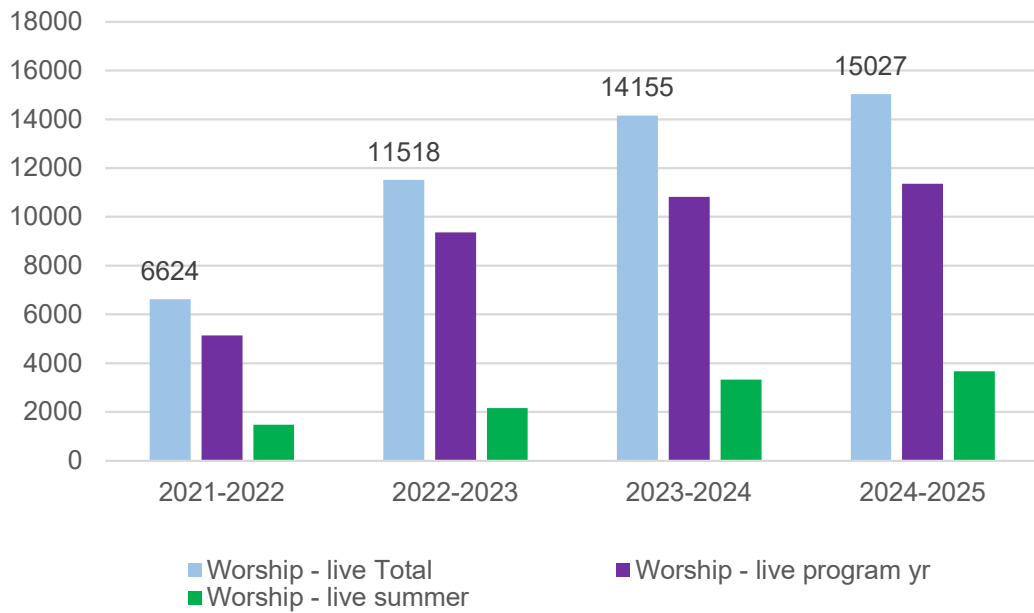


	New members	Members deactivated
2021	25	47
2022	41	57
2023	49	23
2024	41	12



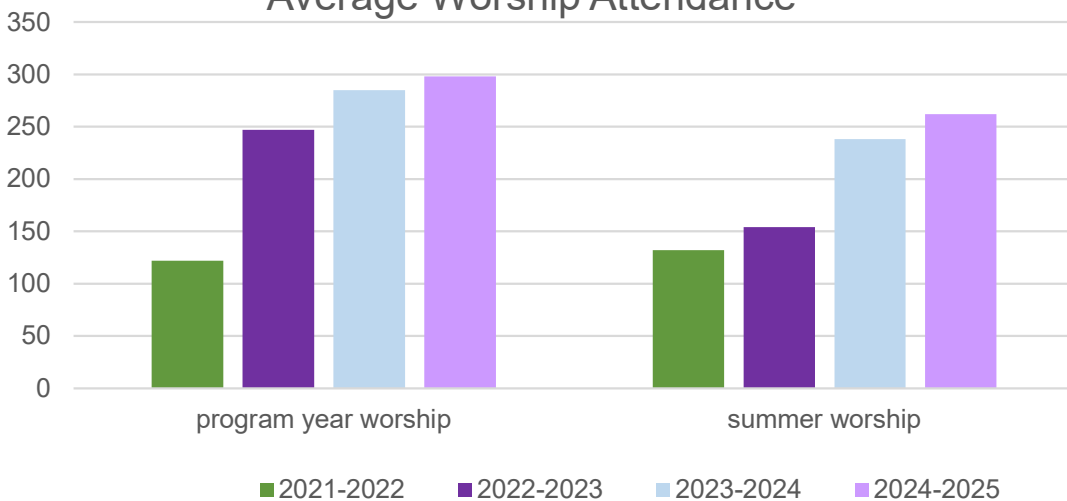
Continuing trends from the previous year, our membership grew by another nearly 6% this year. Visitors continue to come in large numbers with around a fourth of them becoming more engaged here in various ways.

Worship Attendance

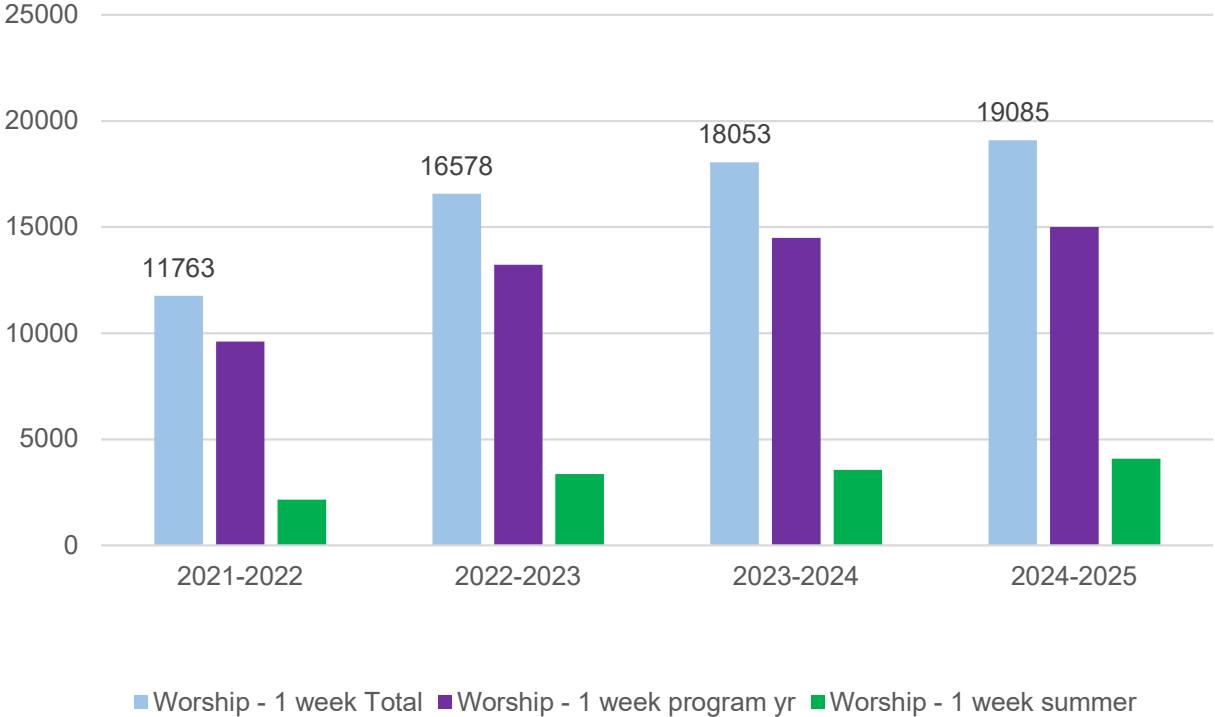


Data represents our multiplatform worship and combines virtual and live attendance. Recovery from the pandemic started in late 2022. This year we exceeded prepandemic levels of attendance.

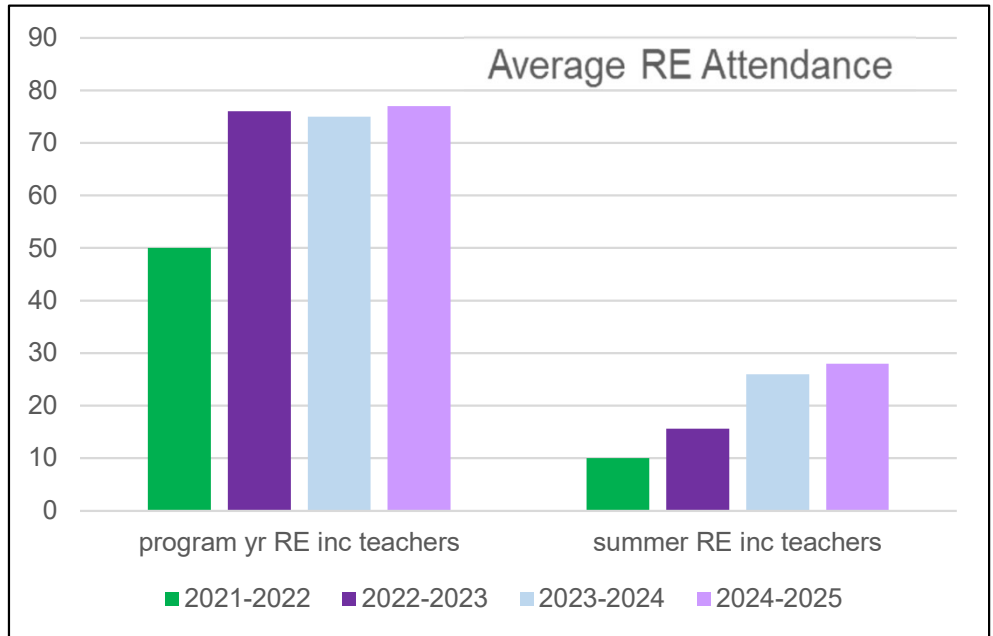
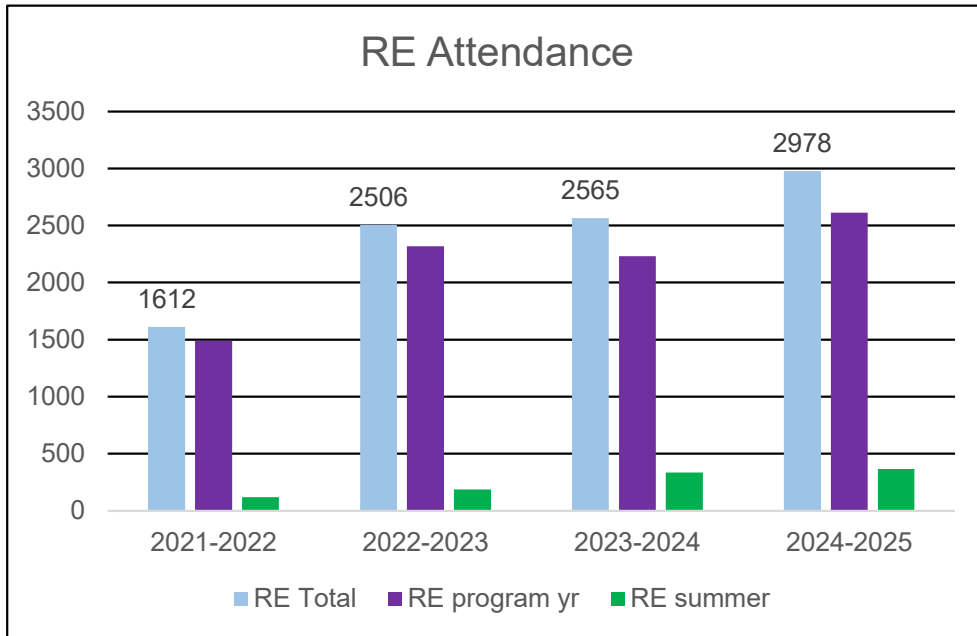
Average Worship Attendance



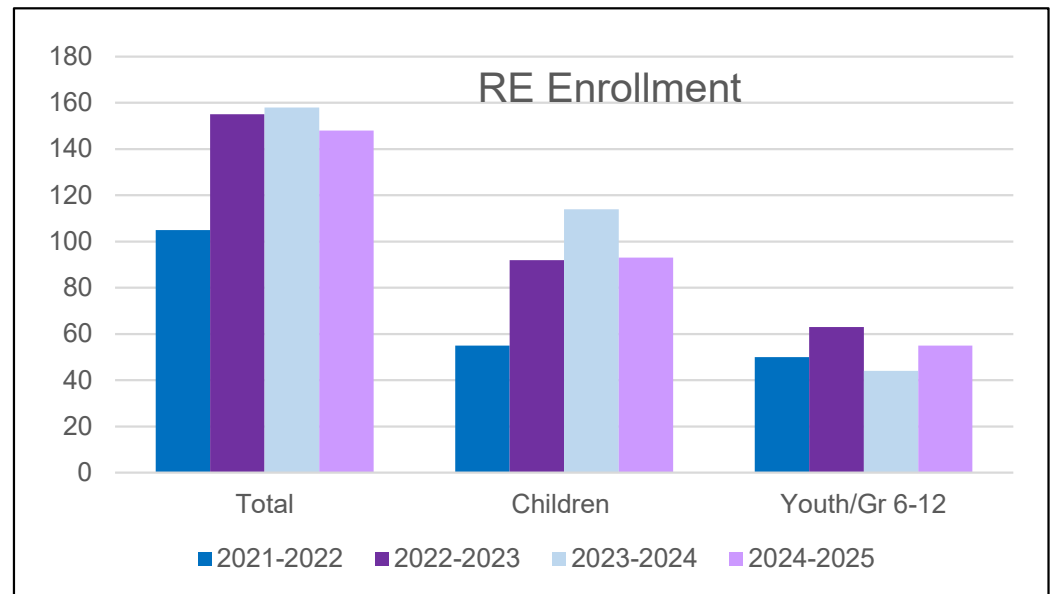
Worship Attendance - with 1 week virtual numbers



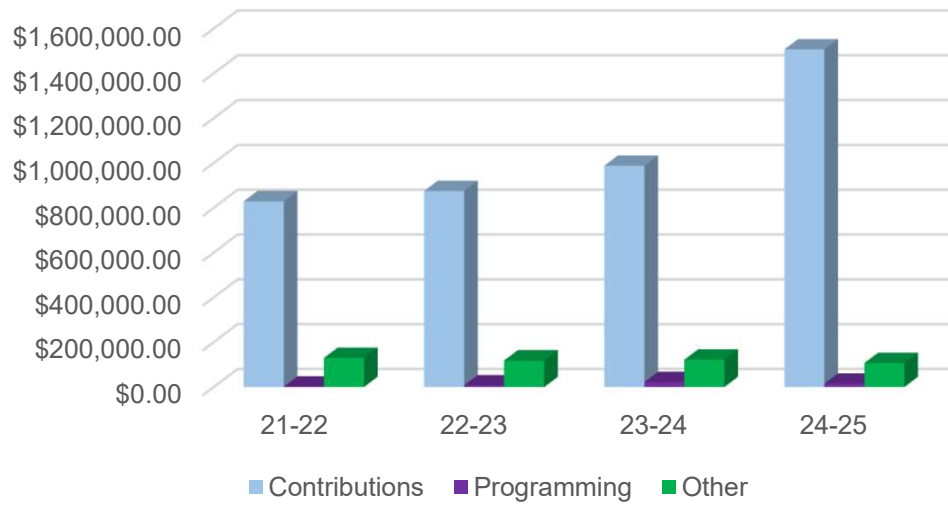
Our multiplatform worship service allows for delayed viewing. We find that viewership after one week is greater than pre-Covid attendance, suggesting that a number of people are now accessing ERUUF even if they cannot make it on Sunday morning.



RE attendance and enrollment has continued to grow since coming out of the pandemic, particularly for our summer programming. However, both remain at about 75% of prepandemic levels (enrollment of 148 this year compared to 208 in 2019-20). As in previous years, there was a significant drop in attendance during the year as we got into spring.



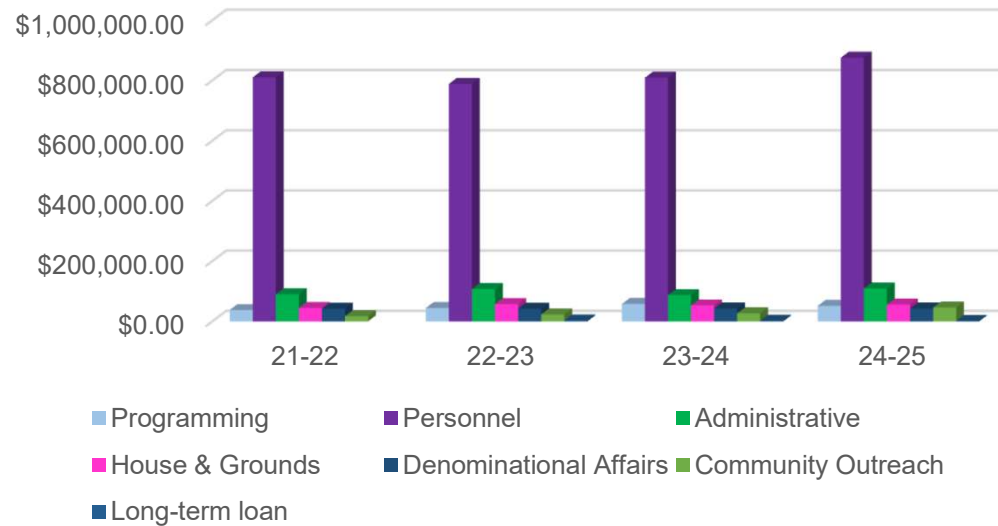
Income Breakdown



For detailed explanation of finances, see [year end report](#).

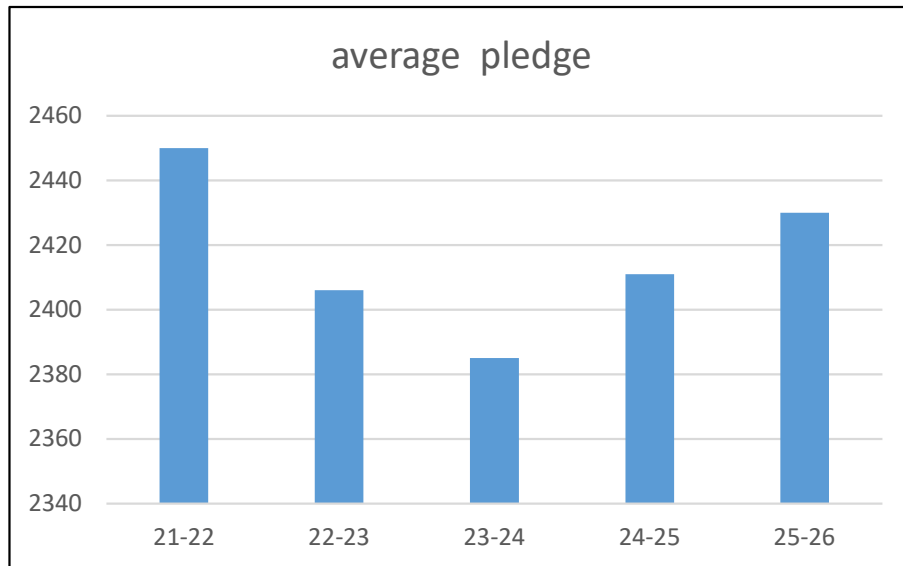
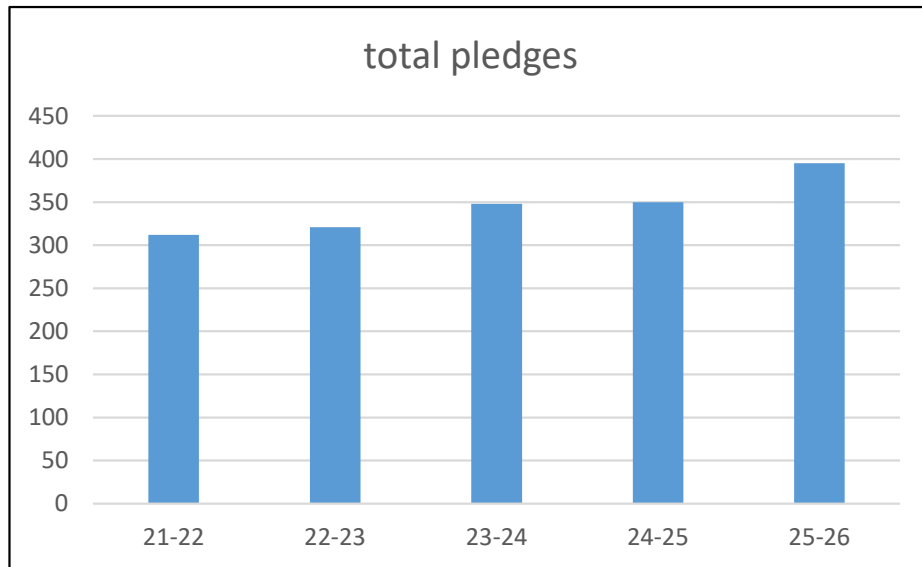
NEED TO activate link after the Aug. board meeting and report is posted

Expense Breakdown



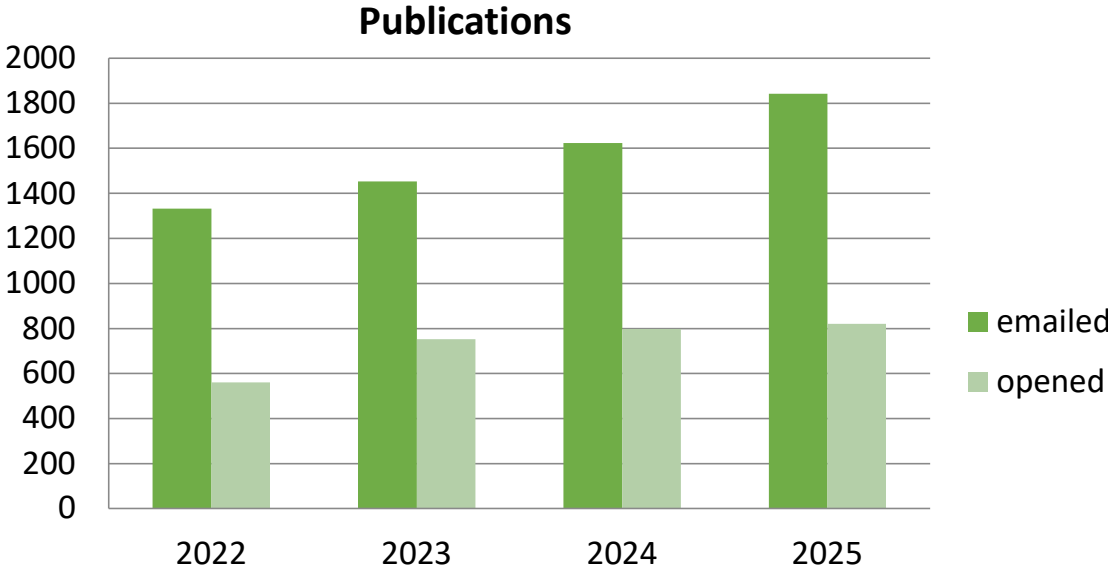
Reserve Funds	Balance as of June 2025 (\$K)
Campus Needs Funds (restricted for facilities maintenance)	\$99.3
Strategic Initiatives Fund	\$209.4
Other Reserves (Min. Discretionary, Youth Scholarship, Sabbatical, Refugee Support, Urban Ministries, etc.)	<u>\$ 32.1</u>
Total	\$340.8
Special Campaign 2025 (\$846,650 pledged)	\$526,662

ERUUF maintains several funds that are reserved for special uses, including campus maintenance, growth and budget supplementation initiatives, and minister discretionary aid funds. This year also included a highly successful special campaign to replenish the first two of these special funds.

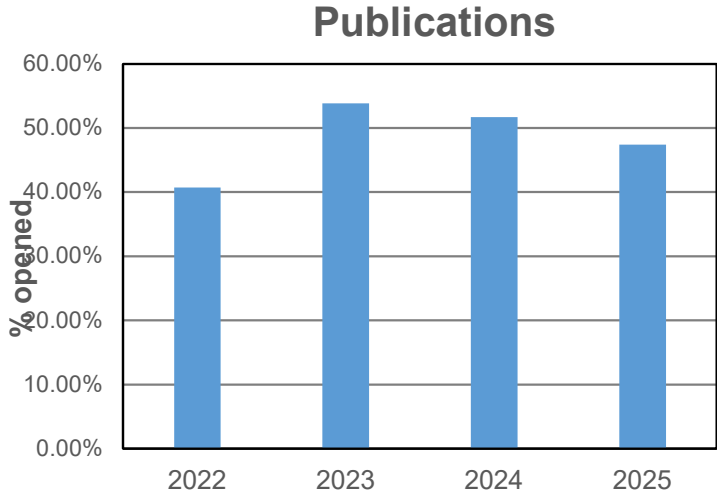


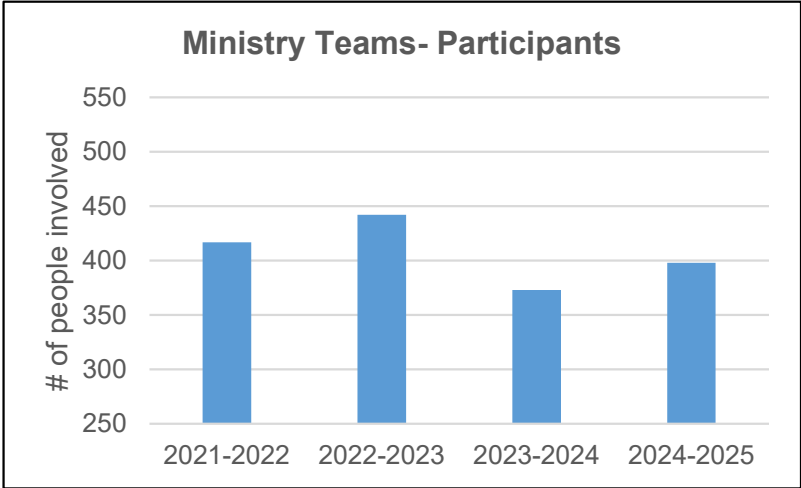
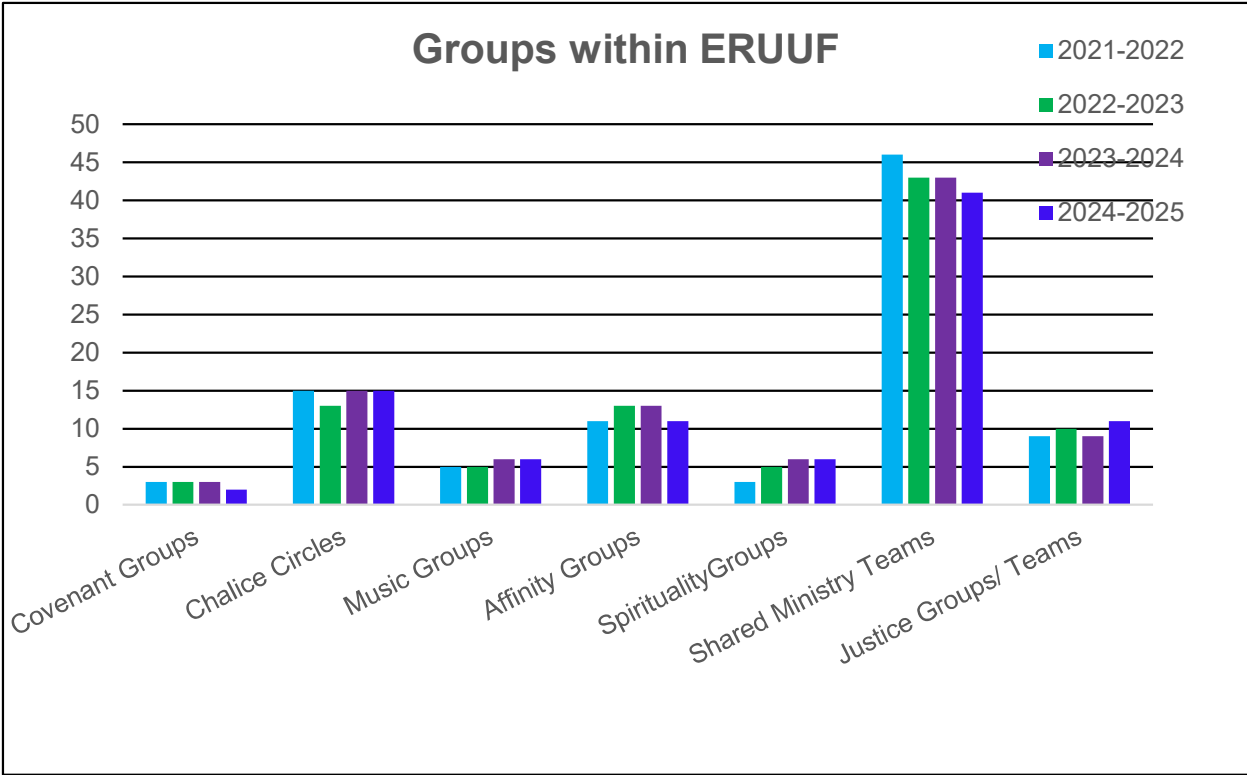
The number of pledging households for 2024-2025 remained constant, while the average pledge increased. Furthermore, the number of sustainers, those who pay their pledge systematically monthly, grew from 57% last year to 70%, ensuring financial stability for ERUUF. Pledges for the upcoming 2025-2026 year continued this growth trend, resulting in the best pledge drive ever.

Enews open rate



Enews remains an important means of communicating with members and the public, as indicated by the increased number of folks that have signed up to receive it each week. We could still improve the number of folks that actually read it, as our open rate is now under 50% once again.

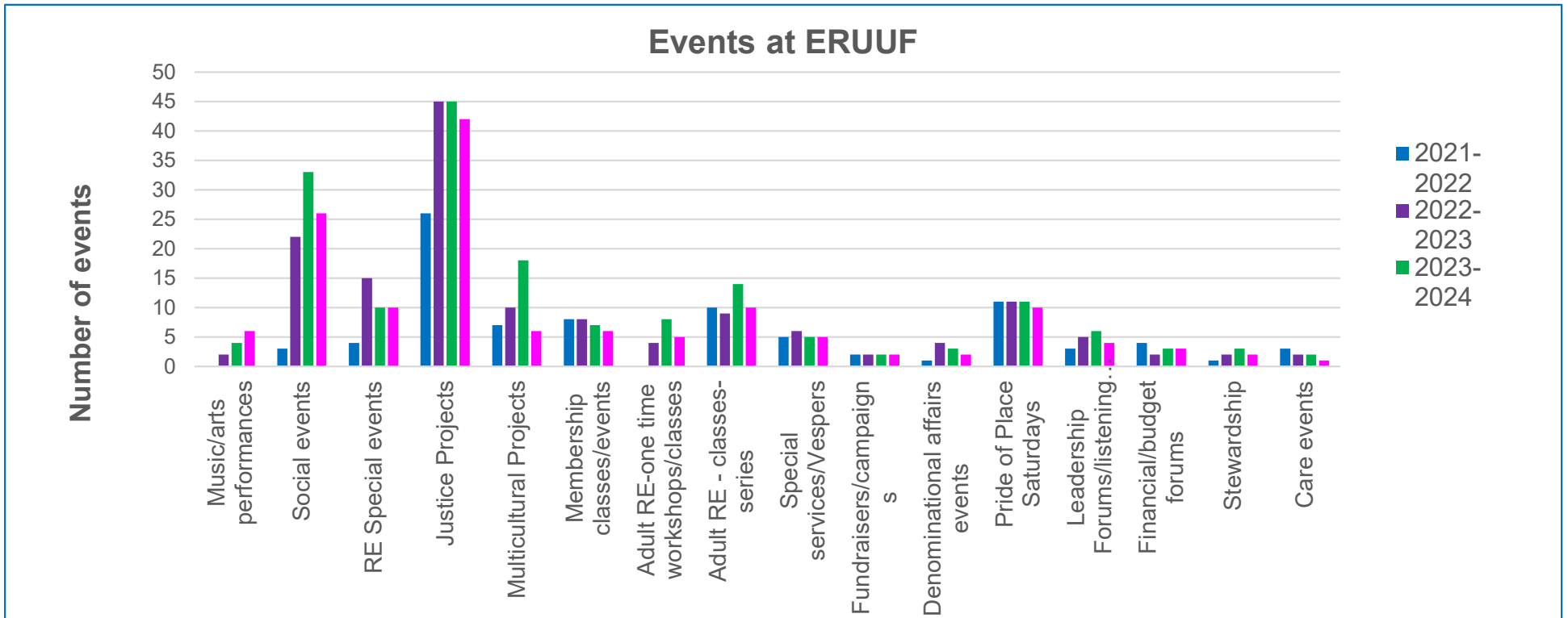




The number of groups at ERUUF remains fairly constant. One note, justice action teams have grown under the leadership of Kaleb Graves, our new Justice Coordinator. We have lost a few ministry teams that do the work of running programs and facilities at ERUUF, but the increase in volunteers suggests that the teams are replenishing the loss of participants seen last year.

ministry teams	2021-2022	2022-2023	2023-2024	2024-2025
Adult Program Team	3	7	3	4
Coordinating Team	4	4	4	4
Leadership Development Team	4	4	4	4
Library	1	1	1	1
Office volunteers	2	1	0	0
art gallery	7	6	6	6
Building and Grounds Cmte	8	9	1	1
Pride of Place	24	21	21	20
mowers	2	0	1	0
card writers	6	8	12	12
care ministries team	1	1	1	4
flower delivery team	3	4	5	5
meals team	14	16	17	17
pastoral associates	24	21	22	22
prayer team	10	12	13	13
ride team	9	10	15	16
Clickers	26	26	?	6
Denominational Affairs Team		5	4	4
stewardship Steering team	10	8	7	5
annual pledge drive team	31	26	27	25
Legacy Giving Team	5	4	5	3
Raffle/fundraising team	5	0	0	0
flower team	5	4	4	4
music committee	4	7	7	8
sound booth	4	3	7	8
worship associates	6	16	11	11
greeters	37	39	10	11
coffee	0	21	21	23

	2021-2022	2022-2023	2023-2024	2024-2025
board of trustees	10	10	10	10
Theory of Change Committee		4	4	4
Committee on Evaluation of Ministry		5	5	4
Board Finance Advisory Cmte	4	4	4	4
Governance Committee			4	5
nominating committee	7	8	7	7
Healthy Congregation Committee	3	3	3	3
Generosity Sunday Committee	6	6	7	12
Membership Team	7	8	7	7
Inquirer facilitators	4	8	5	10
visitor hosts	19	19	16	19
multicultural steering team	14	13	10	10
Dismantling Racism (Change Team)	7	0	0	0
RE teachers	33	48	47	54
RE Ministry Team	4	4	4	4
café eruuf team	1	1	1	1
CGCC Steering Team	2	10	7	7
Article II Task Force		4	done	
RE Development Team	3	3	3	0
RE Transition Team	6	done		
Ministry Transition				
Communications Team	5	done		
Ministerial Search Team	7	done		
Theory of Change Team	3	done		
2500 Hours of Love Task Force	5	done		
2500 Hours of Love Implementation Team	12	done		
Financial Planning Team				5
Connections Fair Team				14
Montgomery Pilgimage team				7
	417	442	373	398



So many events happen at ERUUF that it is hard to keep track of them all. In particular, this year has shown an increase in music events, but overall, a slight decrease in many other types of events compared to the previous year, which was exceptionally active. The variety and scope of events at ERUUF continues to reflect engagement with many aspects of building Beloved Community.