



TOWARD 2035

A HOPE-FILLED STRATEGY FOR A BOLDER FUTURE

*"Therefore, since we have such a hope,
we are very bold." — 2 Corinthians 3:12*

*"I am about to do a new thing; now it springs forth;
do you not perceive it?" — Isaiah 43:19*

OUR CALL: DEEP SPIRITUALITY, BOLD DISCIPLESHIP, DARING JUSTICE



WHOLE CHURCH STRATEGIC DIRECTION FOR 2035

In The United Church of Canada, inspired, resilient and diverse contextual communities of disciples seek to continue the story of Jesus by embodying Christ's presence in the world. The church is present and deeply connected coast to coast to coast in rural and urban settings, and in ecumenical and global relationships. Guided by hope-filled, adaptive and effective ministry leaders, the denomination is increasingly multigenerational, multiracial, and intercultural.

2026-2028 PLAN STRATEGIC MEASURES

More
Communities
of Faith (COFs)
are inspired
and resilient.

COFs have
increased
capacity to
welcome children,
youth, and young
families.

The
church
is more
racially
diverse.

The
denomination
demonstrates
greater
connection.

The church
is living the
Call, working
together,
supporting
COF's ministry
and witness.

STRATEGIC OBJECTIVES

EMBOLDEN JUSTICE

United Church COFs have deepened their commitment and capacity for change-making social justice in their context. Congregations and their diverse neighbours build stronger relationships and are mutually transformed. More COFs are advocating for denominational justice initiatives, making progress on Indigenous rights, racial equity, 2S and LGBTQIA+ rights, and climate action.

KEY MEASURES

- More COFs have justice as core priority
- More people are accessing the church's justice information
- The denomination's advocacy reach is greater

INITIATIVES

- Climate Justice
- Racial Equity and Becoming Intercultural
- 2S and LGBTQIA+ Rights
- Grassroots and Emerging Action



INVIGORATE LEADERSHIP

Leadership is highly valued. Leaders, lay and ordered, are grounded in a deep sense of Call. The church has strengthened policies and programs toward diverse leaders offering hope-filled, adaptive, and effective leadership. Ordered ministers are supported in their varied ministries. Lay person's vocations, in and out of the church, are affirmed.

KEY MEASURES

- More leaders living the Call
- More diverse identities in paid ministry leadership
- More candidates with adaptive, resilient and transformational leadership
- Increased satisfaction of ministry personnel with supports of wider church

INITIATIVES

- Leadership Development
- Support to Ministry Personnel
- Vocational Discernment
- Theological Education and Formation
- Children, Youth and Young Adult (First Third) Ministry
- Co-operative Ministries



STRENGTHEN INVITATION

The number of United Church communities of disciples that are inspired, resilient, sharing faith and building community with their neighbours has increased. The church reflects the make-up of Canada. Ministry thrives in diverse ways, in rural and urban communities, coast-to-coast-to-coast. Toward 2035 has been embraced as a hope-filled strategy towards the future, rooted in the Call and Vision.

KEY MEASURES

- More COFs report net growth
- More COFs are working toward being intercultural
- There is an increased number of migrant and francophone emerging communities
- More COFs have developed culture of invitation
- Greater positive awareness in the public of The United Church of Canada
- Increased reach of all kinds of media

INITIATIVES

- Renewal of Existing Communities
- Creation of New Communities
- Denominational Outreach
- Engagement in Toward 2035
- National Property Support



FOUNDATIONS

Foundational to the strategic plan is the ongoing work of relationship building, mutual radical accompaniment—both Canadian and global—and shared services, at both regional and national levels.

EQUITY COMMITMENTS

To Right Relations with Indigenous Peoples.
To Becoming a Church that is: Anti-Racist;
Intercultural; Affirming; Open, Accessible
and Barrier-Free; and Functionally Bilingual.
To Live Principles of Partnership.

INDIGENOUS PATHWAYS

The Indigenous Church determines its own pathways for existing and emerging Indigenous ministry and justice. We strive to walk together.

All measures have more specific baselines and goals. Initiatives are advanced through implementation teams of General and Regional Council staff. This is a summary document. For a more detailed plan, contact: planning@united-church.ca. Pour une version en français: planning@united-church.ca