

## **Editor/Publisher's Report to the CMPS Board of Directors**

March 23, 2012

### **General Remarks**

Now a little more than midway in a five-year term, I continue to be energized and sometimes daunted with the task of managing the Mennonite Church Canada's denominational biweekly publication, the *Canadian Mennonite*. By this time I have a far greater grasp of how diverse our audience is and sometimes that reality is overwhelming. Most of the time it is a challenge that invigorates and inspires me; other times it seems a little like one reader describes: "herding cats." It is obvious that the honeymoon is over for the new publisher; in many cases the gloves have come off when readers are angry or disenchanted with either my editorials and/or the viewpoints of one or more of our columnists. I have taken extra steps to engage my adversaries in conversation by picking up the phone and talking with them, most of these conversations (not all) resulting in coming to amicable terms if not full agreement. For the most part, however, I have had strong affirmation from many readers—an oft-quoted phrase being, "I am now, for the first time in a number of years, again reading the *Canadian Mennonite*." When asked why, several readers have said: "I stopped reading because it always seemed as if 'we' were just patting ourselves on the back. Now I am engaged with the many questions and issues discussed." There is another side to this, however, as noted in some of your directors' reports—something I am anxious to discuss in that segment of our discussion. I am especially puzzled by the observation that our content is lacking in "spirituality;" it's all about "issues." This dichotomy between "spirituality" and "issues" intrigues me and one I would like to hear more about.

### **Speaking Engagements**

In the latter part of 2011, I have been invited to speak in three different churches in the K-W area—addressing the 50s +(-) group at Waterloo North MC the end of April, then two Sundays addressing a large adult SS class at Rockway MC, Kitchener, and two weeks later another large SS class at Steinman MC, New Hamburg. These were good interchanges where I essentially talked specifically how we go about putting CM together, my vision and goals and entertained questions regarding their concerns. In all three instances, I use the short PowerPoint presentation I used at Assembly in July, as part of my talks. At Steinman they were mostly interested in my lifelong journalistic experience and how I apply that to my work at CM. Tobi has approached Dave Balzar, chair of the communications department at CMU, to get me in as guest lecturer there on one or two of my trips to Winnipeg each year and to build a relationship for placement of their students for staff positions over time. I have also been in conversation with him regarding doing readership surveys as a class project for class credit, giving us handles on who our readers are, demographically, and what they want from CM that they are not now getting.

### **Young Voices**

In June, we added this 4-page segment to our publication, employing Emily Loewen, originally from Langley, B.C., as the editor. Finishing her master's degree in journalism at Ryerson University, Toronto, she was first hired as a summer intern and then continued on in that role and continues to be the lead editor. Late in the year, we shifted the responsibility for Rachel Bergen, our national correspondent located in Winnipeg, from her duties as reporter there to assisting Emily as co-editor of Young Voices, focusing on increasing our presence on Facebook and travelling to the western provinces recruiting writers and in general being an ambassador for this new addition. Rachel's trip to Saskatchewan in February, 2012, was very productive—meeting with Anna Rehan and 20 young adults at Nutana Park Mennonite Church, speaking in Rosthern Junior College to some 90 youth and meeting in Saskatoon with Miriam Ullah (MCC Sask) as well as Pauline Steinman and Teresa Warkentin from Wildwood Mennonite. The latter will keep an eye out for potential writers, photographers and videographers. Moving back home to Chilliwack, B.C. in April, Rachel plans to do the same kind of recruiting in B.C. and Alberta this year. Emily will try and do some recruiting, as she has time, in eastern Ontario, focusing on recruiting students as writers at Conrad Grebel University

College. We are getting good feedback with this addition and are beginning to turn “young” eyes to the magazine via Facebook and engaging writers and bloggers in print and online.

### **Publishing Partners**

We have taken a sizeable financial “hit” in funding from our main partner, MC Canada, who announced late in 2010 that, due to a shortfall in their funding, they would have to cut back their funding to CM by 13 percent, or \$21,103 less. This could not take effect, however, until the year 2012 because all of the six partners would have to meet and agree to the cut as stated in the Partnership Agreement. That meeting, called by the CM chair at Assembly this summer, did take place and the cutback is now a part of our 2012 budget. This will contribute to a proposed deficit budget for 2012 (see further notation in Finances below). We are implementing Tobi’s suggestion that we include the number of subscribers and the retail value of the subscriptions when we send out the invoices in 2012, giving all of the partners specifics as to “value” rather than to assume they make that tie-in. We are also showing MC Canada the usual billing on their invoice, with the reduced amount as the discounted rate. I had to engage in some extra public relations with MCEC staff following the Assembly meeting, having breakfast with David Martin, executive minister, and Ester Newfeldt, operations minister, to hear them out on their seeing “limited value” in CM for their ministry voiced at that meeting. I came away with positive feelings and things have settled down. And they have since hired a “fundraiser” with a euphemistic title of “church engagement minister,” Brent Charette, to help turn things around, so I think targeting us as “the problem” has substantially diminished. All of the rest of the area churches have kindly approved of their askings which I didn’t increase for 2012 due to the financial struggle most of them are having. As Tobi will report, we are approaching the renewal of our five-year Partnership Agreement (in 2013), so it is important to keep good relations with all of the partners. I am committed to that.

### **Immigration Progress**

It’s been a long, drawn out process to get permanent “landed immigrant” status as a US citizen working in Canada, but we are hopeful it is finally drawing to a positive close. Right now I am still here under a two-year work permit which expires on April 30, 2012, but my attorney, Tom Jutzi, of Waterloo, is working diligently to connect the dots between two applications now pending with Immigration—my landed immigration app which was submitted Dec. 16, 2011, already and a back-up work permit extension app. (fully anticipating the landed immigration app will take at least a year) that was submitted Jan. 13, 2012. We just heard two weeks ago that the landed immigration app got a “positive” response, meaning, says Jutzi, that he will provide documents from the “work permit” app that I can use at the border until the permanent app. comes through. There is a long, agonizing story here, which I won’t take this space to recount!

### **Editorial**

We continue to focus on issues facing our congregations and engaging writers with expertise in different areas. Our regional correspondents were asked in a day-long writing/reporting seminar at Assembly-time in Waterloo this summer to each give three ideas for major features from their perspective “on the ground.” I keep my ear to the ground, from conversations while attending the area church AGMs, to hear the conversations at the local level. It is only in this way that we can address the necessary issues to be highlighted in our publication. As for news coverage, our data base for 2011 reveals that of the 945 stories, 303 were Ontario based, 224 – Manitoba, 99 from British Columbia, 76 – United States, 60 from Saskatchewan, 52 from Alberta, 52 strictly Canada, 8 from Canada/Quebec. Others covered events in 28 countries around the world, including Europe, the United Kingdom and Newfoundland and Labrador in Canada. Our letters box is always full and overflowing, with several backed up in the cue each edition, the top ten issues discussed, in this order: human sexuality, politics, the work of Mennonite Central Committee, the Winnipeg Jets logo, homosexuality, hockey, elections/Canada, Troy Watson (our postmodern columnist), Mennonite Church Canada and Israel/Palestine. In our readership survey, conducted early in 2011, some 47 percent said they turned

to the editorial first, followed by feature articles (16 percent) and letters to the editor (15 percent). Nearly 59 percent read every issue “cover to cover”, while another 40 percent read items of interest. Our online readership is still quite weak, with three-quarters of those surveyed saying they never visit our website for news updates; 20 percent saying they visit it “occasionally.” A goal for 2012 and beyond is to increase our online readership with more cross-referencing in the print edition and more videography that provides more visual impact in a changing media environment.

### **Circulation**

With our total Every Home Plan circulation now under 14,000, I have some concern about the steady, but slow decline, over the past eight years, due mostly to external factors—cancellations due to “no longer attending church” and “deceased.” In checking the records, I note that in 2004, the publication had a few more than 16,000 subscribers. With a small number of churches closing, the aging nature of our readership and some non-renewals (with no reason given), it is difficult to get a handle on this issue. There does not seem to be any widespread discontent with the publication as such—a total of 10 persons saying they “object to or disagree with the content” over the past two years—2011 and 2012. Young Voices is putting an effort into reminding university students away from home, or those singles living away from home, to subscribe to their own copy. We are aware of congregations not having all members/attendees as subscribers and are working on house ads to remind them of this. Part of the issue is to get church secretaries/administrators to keep current with the goals of the Every Home Plan and have everyone listed in their congregation. Linda Matties, board representative from BC, made a special effort in her congregation, Emmanuel Mennonite, to close this gap. I encourage others of you to do the same.

### **Canada Periodical Fund**

In September, after waiting anxiously for three months, we finally received notice that we would get a CPF grant of \$152,957—an amount exceeding all previous annual grants. It would come to us in two instalments over the 2011-2012 years, \$120,836 paid on Sept. 23, 2011 and another--\$32,121 received Jan. 18, 2012. Since we count on this in our annual budgeting, we had to use savings to carry us from June, 2011 until we got the money in September and now will have to carefully project how we will spend it within a calendar year (June to June) in our upcoming year. While we are very grateful for this financial assistance from the government, it makes it difficult to budget when we don't know, from year to year, if and when, the grant money will be issued. Our application for a 2012-2013 grant has been submitted since November of 2011.

### **Finances**

As the audited financial statement for 2011 indicates, we ended the year with slight deficit (\$1,167)--an income of \$662,324 and expenses of \$663,491. On the income side, the good news is that every category of income held its own, with individual donations of \$80,371 exceeding those of 2010 by \$2,649. On the expense side, an increase of more than \$11,000 for regional correspondents reflects the investment made in adding Emily Loewen as the editor of Young Voices. A somewhat smaller increase in head office salaries and in news services helped contribute to the slight deficit. Expenses were less in staff travel and in professional services. We are anticipating a larger deficit in 2012, due, as mentioned, to the 13 percent decrease in funding from MC Canada. We are again counting on a CPF grant on the income side, but without written assurance, and will be spending as much or more in Young Voices. Other income and expense levels remain pretty much in line. In terms of *Canadian Mennonite's* own fundraising, we again did two direct mail campaigns to previous donors in 2011 as well as at our annual banquet. Please see the fund-raising report for more details.

### **Facilities and Equipment**

We have updated all of the cameras for the regional correspondents, equipping them with Canon Rebel TR3s that have video capability for taking and including video clips with their reporting. This was

expensed from our Capital Fund rather than taking it from general expenses. Also at the end of the year, we updated our rather antiquated office phone system that now uses VOIP, reducing considerably the long-distance and toll-free fees.

### **MCC Funding Proposal**

When learning, early in 2011 we would be facing a decrease in MC Canada funding, I approached Rick Cober Bauman, director of Mennonite Central Committee Ontario, about MCC Canada becoming a publishing partner with substantial advertising (one full-colour page ad each of the 24 editions at a discounted rate of \$1,000 per insertion). All provincial MCC offices and the national office could use this space to promote anything they wanted—from relief sales to volunteer recruitment to raising funds for disaster areas. He promised to take it to his colleagues and to the national office and see if they would want to make this purchase. I just received word from Rick that the proposal was turned down.

### **CM video promotional**

Late in 2011, we hired Christopher Taylor, son of board member Doreen Martens, to do two versions of a promotional video that could be used by staff and board in gatherings around the country. He produced both a longer, 10-minute version and a shorter 90-second version that could be used easily at area church annual gatherings when they introduce Canadian Mennonite as one of their many partners. It has been used in this capacity in Manitoba and at special luncheons in Manitoba and British Columbia so far. It was done at an approximate cost of \$5,000 and is recommended as this year's Special Project. It will be edited and upgraded during 2012 to include more representation from the western provinces.

### **Website and Social Networking**

Dan Johnson, our graphic designer and webmaster, tells me “for the past year, we've averaged 17,670 visits per month, broken down further to 601 visits per day. Just to be clear, those are total visits and do not represent unique visitors.” Emily and Rachel continue to give us a strong presence on Facebook and the hits are increasing weekly for the website. I have done and continue to add a number of photo galleries that profile new and newly-ordained pastors with MCEC, an MCC Learning Tour to Israel/Palestine and new staff at MC Canada. I serve as editor of the website and include pertinent global news from Ecumenical News International, a news service to which we subscribe, include sermons and book reviews for which we don't have space in print and generally post timely news that suffer and news lag with our restriction of biweekly print publication.

*--Dick Benner, Editor and Publisher*

**Canadian Mennonite Publishing Service**  
**Full Board Meetings**  
**Friday and Saturday, March 15 & 16, 2013, beginning at 9:00 am**  
**Lethbridge Mennonite Church**  
**Lethbridge, Alberta**

**Present:** Tobi Thiessen (Chair), Dick Benner (Editor/Publisher), Carl DeGurse (Vice-Chair), Roger Epp, Les Klassen Hamm, (treasurer), Marianne Harder, Ed Janzen (Secretary), Doreen Martens, Linda Matties, Jim Moyer, Joon Park, Tim Reimer.

**Regrets:** Al Friesen

1. Tobi thanked Jim and the church for the hosting and welcomed everyone to the meeting.

<p>2. <b>Opening Devotional:</b> Ryan Dueck, pastor of Lethbridge Mennonite Church, read texts from the lectionary: Ps. 26 and Isaiah 43, and reflected on how to live in a post-Christendom society. Church is very different now, parallel in some way to Israel's experience in the exile: lost homes, lost structures, disorientation, etc. We have two choices: prayer to restore our fortunes, or say with Isaiah we want to see the new that God is saying and doing. The church can do things at the margin that it cannot do at the centre. We can keep the good things we had and also go forward with confidence. The Canadian Mennonite has an important role in telling the stories that help us remember the good we had and pointing the way forward to new ways in the wilderness.</p>
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3. **Agenda review:** Tobi led us through the schedule for the day and some of the flexibility we may need to have. .
4. **Recap of Actions from Previous Board Meetings:** Ed reviewed the previous minutes and the major decisions taken. In response to a question Dick advised that his work permit is till 2015 and that he has applied for landed immigrant status over a year ago. With 10,000 applicants for such status, it is uncertain when this may come through. Acceptance of minutes: M:Les/S:Linda/C.
5. **Motion** to approve actions of previous executive board meetings. M:Linda/S:Tim/C.
6. **Chairperson's Report** In general, things are good, including the finances. Tobi mentioned the policies regarding travel, privacy, and professional development. It is several years since these **policies** have been reviewed, and **we need to review them periodically**.
7. **Introductions [at this point Carl joined the meeting]** Each person introduced her/himself and mentioned one exciting thing s/he was doing.
8. **Editor's Report**
  1. Themes The major themes this year were on biblical interpretation. The letter box is always full; over 90% of the letters submitted are published, but some need to be edited. There were suggestions that we should clarify our stance on how we select letters and that we encourage feedback, including critical letters. Young Voices is drawing new readers, and we are getting many voluntary submissions. The electronic responses to Young Voices need careful editing.

2. Staff Ross Muir has had his sabbatical and took a course at Conrad Grebel. He also did a study of a young man who went to war (WW II) and its effects on both the man himself and the Church. This is being prepared for possible publication.
3. Finances They look good at the moment, but our dependence on the Canada Periodical Fund is unsettling. Circulation decreased by 255, due mainly to readers passing away and moving elsewhere. There is a steady decline, parallel to the membership of MC Canada; other periodicals are declining even faster.
4. CRA Letter This has been the most stressful part of the year, including a threat from a reader to ask Mennonite Church Canada to stop CM funding and a legal threat. Dick presented the details leading up to the threats. Approaches for a remedy have been made, but meaningful responses have not been received. Dick sees this in a larger context of a group that does not agree with the approach of Canadian Mennonite journalism of reflecting the narrative and viewpoints that represent the total constituency and not just a segment of it. With the decreasing donations to MC Canada there are increasing pressures for MC Canada to cut back funding, which has been done. The increasing pressures are from a particular segment that is becoming quite aggressive in trying to determine the direction CM should take. Discussion ensued on the course we should take and to what extent Dick is simply the lightning rod for the discontent that is out there. MC Canada has been asking for data on the support which CM has in the constituency, and one suggestion was to conduct a formal survey. Another suggestion was to ask MC Canada to communicate with a board member rather than the Editor and for them to feed back to the Board the voices of the constituency.

#### **8.6 Request for a Vote of Confidence and a Stress Leave**

In light of all these pressures, Dick feels he needs the backing of the Board and a rest, which would include a one-month leave of absence and attendance at a 4-day retreat.

#### **The Board then held an in-camera session, after which Dick re-joined the Board.**

The Board had passed a motion as follows and gave Dick a chance to read and reflect on it:

**Motion:** We continue to have full confidence in your journalistic approach, in editorial direction, in development of staff, in editorials, and in the features chosen for the magazine, and to lead the magazine in the future.

We recognize the stress involved in recent situations and support fully the request for a month's leave.

In coming to this decision we appreciate your acknowledgement of mistakes made under pressure and accept your apology. We want to work with you in future to strengthen relationships with our covenant partnerships and shoulder some of the burden you have borne.

Response from and with Dick Dick expressed appreciation for the motion.

Dick's plan for coverage was for Ross to manage the overall operation and to ask Board members, Carl and Doreen, to write the editorials, which they agreed to do.

Salary will continue from the regular account. The cost of the retreat will be a normal business expense.

Leave will be from April 1 to 30.

In helping to bear the burden, Dick will feel free, at his discretion, to call on Board members from the provinces to help make contacts with complainants.

## **9. Reports from Meetings with Publishing Partnerships**

MC Canada Dick has begun to distinguish MC Canada material by putting on their logo but has not yet implemented the other suggestions they made. He uses bylines for their writers and will look at other suggestions they had and be in dialogue about making the distinctions for their material.

B.C. B.C. has the lowest percentage of subscribers relative to membership (13%); much of this is historical. Some discussion ensued on how to motivate correspondents. The Board asked Dick if he could extend performance reviews to correspondents as well.

Saskatchewan The leadership was very affirmative. Dick had a luncheon with the leadership after the meeting and addressed the questions they had. There was a question about how columnists were chosen, and discussion ensued about the variety of columnists we have.

Manitoba Financial constraints will limit their contribution in the future, but they expressed appreciation for the work of CM.

MCEC There was a request for CM to be “disorienting” to pave the way for fresh perspectives, that is, to be more provocative (see the MCEC report). They are taking seriously the need to adapt to the post-Christendom movement from the institutional model, although this is hard to interpret. Dick has this conversation every month with the correspondent; it was suggested that the Executive Minister also be invited to such a meeting. They felt strongly CM should be “of the church.”

Doreen’s article, “Monologue to multilogue,” was discussed: to ask writers to write on a specific issue and ask for different perspectives and questions on the same issue to educate and to foster dialogue. Dick read out the articles coming up that could be sent to leaders to comment on.

## **10. Discussion Items**

a. Using CM Staff to help regions generate their “free” supplements MCEC has already scheduled their free material. Dick will be proactive with this by working with regional correspondents, paying them to help regions promote the use of free space. He will also remunerate layout and design staff to help the process. Possible topics are their AGMs, relief sales, and other special events; they do need to plan in advance.

b. Content/layout suggestions regarding MCEC requests to distinguish the voice of the church (see above “Monologue to multilogue”)

c. Changes to the Publishing Partner Covenant

Tobi is asking for any substantive changes to be submitted to her to compile and recirculate the covenant.

Joon raised questions about the circulation among “ethnic” churches and about the number of writers there are from these churches. Attempts have been made to engage these churches, but obviously we need to do more. This may be the opportunity for new multi-ethnic columnists. Joon suggested that we might have one column in a different language in each issue, with different writers and languages being featured.

Meeting concluded at 5:40 for supper.

**Saturday, March 16, 2013**

**11. Opening** Tobi used the *lectio divina* approach of read, reflect, and pray using Rom. 12:9-18. She read the passage three times and then several people reflected on what the verses meant to them and what things it brought to mind. After that, Tobi led in prayer.

**12. Financial Reports** Les introduced the reports and mentioned the introduction of the new Canadian Accounting Standards for Not-for-Profit Organizations which are now applied. Dick mentioned some of the significant changes: drop in advertising income, and the large increase in the Canada Periodical Fund Grant. Over the years the grant has gone up from \$99,000 to \$180,000, but the basis for this is not known; they appear to distinguish between newspapers and magazines. The funding allows us to introduce special projects, hire staff, and improve our services, but the money cannot be saved for future use.

Restricted Fund Balances

- a. Budget: has a balance of \$207,441
- b. Stabilization Fund: requires 3 months of operating expenses – may need to adjust this slightly.
- c. Professional Development Fund: \$83,673
- d. Capital Fund: \$8,805

Overall the fund balances are healthy, a total of \$534,267. In addition we have an endowment fund of \$14,577. Suggestions were made that we mention this endowment fund in the publication so people are aware and can donate to this fund. At present we can use only interest from this fund; we should review the terms of our agreement and it was **suggested we invite Mennonite Foundation Canada to the meeting next year to discuss this**. We need to remain agile with our various sources of funding to ensure a healthy future.

**Motion That we accept the financial statements as presented. M/S/C.**

**Motion That we appoint BDO as auditors for 2013/14. M/S/C.**

**We will look at the possibility of changing the amount of the Stabilization Fund.**

Some discussion was held on the possibility of changing format and paper type. Dick will investigate the possibility of a glossier cover. A suggestion was made to have a group of under-30s conduct a brainstorming session.

### **13. Special Project: Workshops with Publishing Partners**

The idea was to help partners develop story ideas and help them improve their own capacity to write stories for CM. Readers are looking for interpretation and analysis. Dick feels the best approach is to strengthen the ability of the correspondents who are close to the scene and increase their time and remuneration. The Special Project part would be to bring them together for a two-day seminar to increase their skills.

Questions were raised about remaining agile and avoiding permanent expenses. Dick may go to two-year contracts with correspondents to resolve this.

The original idea was to hear from our Partners and listen to their ideas. The challenge is how to make this work. The first step is to improve the capacity of our correspondents and then have them probe the Partners for issues and develop them. The second step is to send someone like Will Braun or Emily Loewen, together with correspondents, to the Partners to listen to them to generate ideas for articles. Some of the writing could be passed on to correspondents for development; this would also be a mentoring role.

The professional development seminar will cost about \$6,000 and the tour will likely be about \$10,000. Moved that these amounts be approved for this Special Project. M/S/C

### **Next Year**

1. We need to reorganize the Executive
2. Hosting province for next year is Manitoba. Carl and Al will make the arrangements.

### **LUNCH WITH PASTORS and CHURCH LEADERS**

Guests: Ernie Engbrecht, Moderator of MC Alberta, Ryan Dueck, pastor at Lethbridge, Harold Preston Schilk, pastor at Springridge Mennonite in Pincher Creek.

After introductions Tobi and Dick gave a brief overview of the Canadian Mennonite purpose and operation and asked the guests to respond.

Harold Preston Schilk: The publication is valued and he often uses it to have discussions in Sunday School and church. It addresses the broad range of constituency from right to left. He appreciated the nurturing value and affirmative material and the attempt to improve our spiritual walk and commonality as Mennonites. Good balance.

Ryan Dueck: The magazine is more politically engaged than other magazines he reads, dynamic, intellectual, and does not promote personal piety to the exclusion of other points of view. The perception is that it uncritically embraces "leftist" ideology such as the new pipeline and the Idle No More Movement. On the CRA issue both sides were presented.

Articles are well-read and valuable and he feels that that CM pokes, prods and stimulates.

Ernie Engbrecht: CM needs to stress its independence from MC Canada since most readers don't know it is independent. Engaging youth is an issue in the province as is engaging the Asian community, who tend to be more conservative.

Racism is a major concern in Alberta relating to the large aboriginal population, and hence there is concern that the Truth and Reconciliation Commission is a potential liability if members get involved in it.

Diversity: Some felt that churches do not embrace diversity and that it creates tension. This manifests itself in housing and in hiring. Others felt that diversity is tolerated

Younger Readers: Ernie felt that Alberta has lost many young people in the struggles of the past years. Ryan mentioned that there is an overwhelming volume of material to read these days, and that most younger readers will likely read material if it is forwarded to them through Facebook or like media by a trusted friend. He personally likes Troy Watson and forwards this type of material.

Coverage in S. Alberta: The feeling was that the magazine was covering the issues here and that Donita will pick up on major concerns.

Potential Stories: Large reserve located in S. Alberta and the large number of Mexican Mennonites who come here for seasonal work.

#### **14. Proposed Budget for 2013**

Dick commented on the individual items and some of the changes, none of which are major. The government fiscal year is different from our fiscal year, so the CPF grant is split over two of our years and consequently shows up high in 2012. Salaries reflect the 1.2% cost of living increase. Six thousand dollars were added for the special project, so the deficit is increased to \$35,092 and the actual deficit is \$26,092.

1. **Motion** that the COLA of 1.2% be approved. M: Les/S:Linda/C.
2. **Motion** that the budget as amended be approved. M: Les/S:Carl /C.

#### Transfers

- a. Stabilization Fund: Transfer \$11,440 from General Fund to meet policy.
- b. Capital Fund: Transfer \$10,000 for furnace replacement. The current amount in the fund can cover the anticipated cost of \$1000 for computers.

**Motion:** That the above amounts be approved. M:Roger/S:Les/C.

#### **15. Motion Regarding Capital Fund Expenditures: That Dick be approved to spend up \$1500 from the Capital Fund without prior approval from the Board.** M:Tobi/S:Doreen/C.

**Mission Statement:** Currently the statement reads: To educate, inspire, inform and foster dialogue on issues facing Mennonite Church Canada....”

MC Canada prefers us to change “MC Canada” to “Mennonites in Canada.”

**Motion: That we change the mission statement from “MC Canada” to “Mennonites in Canada.”**

Amendment: to change the word “regular” to “independent.” M:Joon/S:Tim/C.

Tobi will advise Mennonite Church Canada of these changes.

#### **16. Nominations Committee:** Linda reported

Of the terms ending in 2013, Ed and Joon are not renewing, but the others will continue. Joon will be taking an appointment as a member of Formation Council and MC Canada will look for an alternative for him and Ed.

**Motion (Carl presiding):** That Tobi be appointed for another term M:Linda/S:Roger/C.

The meeting adjourned at 2:30.

Recorded by Ed Janzen, Secretary

**CMPS Full Board Meeting**  
**Following the CMPS Annual Meeting**

Saturday, March 16, 2013

At 2:30 pm

1. Election of Executive Committee

Linda reported that current members were willing to continue in their offices except that Jim wished to step down from his position. Tim will come on to the Executive to replace Jim. Les is willing to accept the Secretary position.

Members:

Chair:	Tobi Thiessen
Vice-Chair	Carl DeGurse
Treasurer	Les Klassen Hamm
Secretary	Les Klassen Hamm
Member at Large	Tim Reimer

2. Appointment of Nominations Committee

Linda Matties will continue on Nominations.

3. Issues or Recommendations from the CMPS Executive

(See item 5 of the Board meetings above.)

4. Other items raised None were raised.

5. Dates and Location for This Year's Executive Meetings

Normally there is an Executive meeting in June and one in October. These will be set with the Committee for their convenience.

6. Annual General Meeting

The AGM is scheduled for Manitoba. Carl and Al will arrange the location and the hosting.

The meeting adjourned at 2:45.

Recorded by Ed Janzen, Secretary

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**CANADIAN MENNONITE PUBLISHING SERVICE**

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**Financial Statements  
December 31, 2011**

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## CANADIAN MENNONITE PUBLISHING SERVICE

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### Independent Auditor's Report

**To: The Members of the Board of Directors of Canadian Mennonite Publishing Service:**

We have audited the accompanying financial statements of Canadian Mennonite Publishing Service, which comprise the statement of financial position as at December 31, 2011, the statements of revenue and expenses and changes in fund balances, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

#### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### Basis for Qualified Opinion

In common with many charitable organizations, the organization derives revenue from donations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of donation revenue was limited to the amounts recorded in the records of the organization. We were unable to determine whether any adjustments might be necessary to revenue, surplus, current assets or fund balances.

#### Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of the organization as at December 31, 2011 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

*BDO Canada LLP*

Chartered Accountants, Licensed Public Accountants

Waterloo, Ontario

March 12, 2012

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**CANADIAN MENNONITE PUBLISHING SERVICE**

**Statement of Revenue and Expenses and Changes in Fund Balances  
Year Ended December 31, 2011**

	General Fund		Stabilization Fund		Professional Development Fund		Capital Fund		Total		
	Budget	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
<b>Revenue</b>											
Every Home Plan Individual & group subscriptions	\$ 296,077	\$ 301,651	\$ 298,945	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 301,651	\$ 298,945
Advertising and supplements	15,000	13,481	14,417	-	-	-	-	-	-	13,481	14,417
Grants (Note 11)	145,000	137,895	147,148	-	-	-	-	-	-	137,895	147,148
Donations - Individual	99,000	121,625	113,197	-	-	-	-	-	-	121,625	113,197
Donations - Publishing Partners	80,000	80,371	77,722	-	-	-	-	-	-	80,371	77,722
Interest and exchange	300	1,769	240	-	-	-	-	-	-	1,769	240
Unrealized (loss) gain on investments (Note 5)	4,600	1,588	1,649	2,053	1,810	1,085	1,056	208	207	4,934	4,722
Other	-	1,314	3,606	(716)	637	-	-	-	-	(716)	637
	3,600	1,314	3,606	-	-	-	-	-	-	1,314	3,606
	643,577	659,694	656,924	1,337	2,447	1,085	1,056	208	207	662,324	660,634
<b>Expenses (Page 9)</b>	654,897	663,491	650,876	-	-	-	-	-	-	663,491	650,876
<b>(Deficit) surplus for the year</b>	(11,320)	(3,797)	6,048	1,337	2,447	1,085	1,056	208	207	(1,167)	9,758
<b>Fund balances, beginning of year</b>	232,514	232,514	225,675	161,387	158,468	91,673	91,673	19,100	19,100	504,674	494,916
Transfer from (to) Professional Development Fund (Note 3)	221,194	228,717	231,723	162,724	160,915	92,758	92,729	19,308	19,307	503,507	504,674
Transfer (to) from Stabilization Fund (Note 3)	-	9,085	1,056	-	-	(9,085)	(1,056)	-	-	-	-
Transfer from (to) Capital Fund (Note 3)	(3,000)	(2,947)	(472)	2,947	472	-	-	-	-	-	-
	-	6,803	207	-	-	-	-	(6,803)	(207)	-	-
	(3,000)	12,941	791	2,947	472	(9,085)	(1,056)	(6,803)	(207)	-	-
<b>Fund balances, end of year</b>	\$ 218,194	\$ 241,658	\$ 232,514	\$ 165,671	\$ 161,387	\$ 83,673	\$ 91,673	\$ 12,505	\$ 19,100	\$ 503,507	\$ 504,674

See notes to financial statements

**CANADIAN MENNONITE PUBLISHING SERVICE**

**Statement of Financial Position  
December 31, 2011**

	General Fund		Stabilization Fund		Professional Development Fund		Capital Fund		Total	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
<b>ASSETS</b>										
Current Assets										
Bank (Note 4)	\$ 178,423	\$ 175,466	\$ 163,470	\$ 158,227	\$ 84,752	\$ 92,723	\$ 12,712	\$ 19,307	\$ 439,357	\$ 445,723
Investments (Note 5)	-	-	6,114	6,830	-	-	-	-	6,114	6,830
Accounts receivable	13,990	11,992	-	-	-	-	-	-	13,990	11,992
Prepaid expenses	2,251	1,625	-	-	-	-	-	-	2,251	1,625
	194,664	189,083	169,584	165,057	84,752	92,723	12,712	19,307	461,712	466,170
<b>Capital Assets (Note 6)</b>	127,437	126,005	-	-	-	-	-	-	127,437	126,005
	<u>\$ 322,101</u>	<u>\$ 315,088</u>	<u>\$ 169,584</u>	<u>\$ 165,057</u>	<u>\$ 84,752</u>	<u>\$ 92,723</u>	<u>\$ 12,712</u>	<u>\$ 19,307</u>	<u>\$ 589,149</u>	<u>\$ 592,175</u>
<b>LIABILITIES</b>										
Current Liabilities										
Accounts payable and accrued liabilities	\$ 9,467	\$ 8,369	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,467	\$ 8,369
Deferred contributions (Note 7)	48,960	49,749	-	-	-	-	-	-	48,960	49,749
Deferred revenue	27,215	29,383	-	-	-	-	-	-	27,215	29,383
Interfund payables (receivables) (Note 8)	(5,199)	(4,927)	3,913	3,670	1,079	1,050	207	207	-	-
	80,443	82,574	3,913	3,670	1,079	1,050	207	207	36,682	37,752
	241,658	232,514	165,671	161,387	83,673	91,673	12,505	19,100	503,507	504,674
	<u>\$ 322,101</u>	<u>\$ 315,088</u>	<u>\$ 169,584</u>	<u>\$ 165,057</u>	<u>\$ 84,752</u>	<u>\$ 92,723</u>	<u>\$ 12,712</u>	<u>\$ 19,307</u>	<u>\$ 589,149</u>	<u>\$ 592,175</u>
<b>FUND BALANCES</b>										
Fund balance comprised of:										
Internally restricted (Note 2)	\$ 127,437	\$ 126,005	\$ 165,671	\$ 161,387	\$ 83,673	\$ 91,673	\$ 12,505	\$ 19,100	\$ 389,286	\$ 398,165
Unrestricted	114,221	106,509	-	-	-	-	-	-	114,221	106,509
	<u>\$ 241,658</u>	<u>\$ 232,514</u>	<u>\$ 165,671</u>	<u>\$ 161,387</u>	<u>\$ 83,673</u>	<u>\$ 91,673</u>	<u>\$ 12,505</u>	<u>\$ 19,100</u>	<u>\$ 503,507</u>	<u>\$ 504,674</u>

APPROVED BY THE BOARD OF DIRECTORS

\_\_\_\_\_  
Director

\_\_\_\_\_  
Director

See notes to financial statements

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**CANADIAN MENNONITE PUBLISHING SERVICE**

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**Statement of Cash Flows**  
**Year Ended December 31, 2011**

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	2011	2010
<b>Operating Activities</b>		
(Deficit) Surplus for the year	\$ (1,167)	\$ 9,758
Items not involving cash		
Amortization	8,865	8,699
Unrealized gain on portfolio investment	<u>716</u>	<u>(637)</u>
	8,414	17,820
Changes in non-cash working capital items		
Accounts receivable	(1,998)	(3,858)
Prepaid expenses	(626)	2,104
Accounts payable	1,098	700
Deferred contributions	(789)	49,749
Deferred revenue	<u>(2,168)</u>	<u>(2,350)</u>
	<u>3,931</u>	<u>64,165</u>
<b>Investing activities</b>		
Purchase of capital assets	(10,297)	(1,180)
Purchase of term deposits	-	500,351
Redemption of term deposits	<u>-</u>	<u>(500,351)</u>
	<u>(10,297)</u>	<u>(1,180)</u>
<b>Net (decrease) increase in cash</b>	(6,366)	62,985
<b>Cash, beginning of year</b>	<u>445,723</u>	<u>382,738</u>
<b>Cash, end of year</b>	<u>\$ 439,357</u>	<u>\$ 445,723</u>

See notes to financial statements

## CANADIAN MENNONITE PUBLISHING SERVICE

### Notes to the Financial Statements December 31, 2011

#### 1. Purpose of the Organization

Canadian Mennonite Publishing Service is incorporated under the laws of Canada as a non-profit Organization and is a registered charity under the Income Tax Act. It publishes the bi-weekly periodical "Canadian Mennonite" for the Mennonite community in Canada.

In July 1997, the Organization adopted revised by-laws which expand the definition of membership to include not only individuals who contribute the minimum membership fee, but also church bodies (referred to as the "publishing partners") that purchase subscriptions for their members. The revised by-laws further provide for representation of these church bodies on the Canadian Mennonite Publishing Service Board and at the Canadian Mennonite Publishing Service's annual meeting.

#### 2. Significant Accounting Policies

##### Consistent GAAP

The accounting policies of the Organization are in accordance with Canadian generally accepted accounting principles applied on a basis consistent with that of the preceding year. Outlined below are those policies considered particularly significant.

##### Fund Accounting

Canadian Mennonite Publishing Service follows the restricted fund method of accounting for fund contributions. The General Fund accounts for the Organization's publishing and administrative activities.

The Stabilization Fund was established to protect the Organization from operating fluctuations that may occur from time to time. The goal is to accumulate, from surpluses, an amount equal to 25% of annual expenses in the fund for this purpose. Revenue earned by the assets of this fund are to be transferred to the General Fund.

The Professional Development Fund was established to provide a fixed amount out of the annual expenditure budget for the salaries of the individuals replacing a staff member on professional development leave. Revenue earned by the assets of this fund are to be transferred to the General Fund.

The Capital Fund was established to fund future equipment purchases. Revenue earned by the assets of this fund are to be transferred to the General Fund.

#### 2. Significant Accounting Policies (cont'd)

##### Revenue Recognition

Deferred subscription revenue results from advance payments for subscriptions received from subscribers and is recognized on a straight line basis over the term of the subscription as issues are released. Periodical advertising revenue is recorded upon release of the periodical to subscribers. Amounts are recorded as revenue of the General Fund.

Restricted donations related to general operations are recognized as revenue of the General Fund in the year in which the related expenses are incurred. All other restricted donations are recognized as revenue of the appropriate restricted fund.

Unrestricted donations are recognized as revenue of the General Fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Investment income earned on the assets of the Stabilization, Professional Development and Capital Funds is recognized as revenue of the General Fund when it is earned. Other investment income is recognized as revenue of the General Fund when earned.

Grant revenue is received annually from the Canadian Periodical Fund, under the Aid to Publishers component. Monies which are received are to be spent on eligible expenditures. Unexpended amounts received in the year are deferred until the year in which the related expenses are incurred.

Advertising revenue is recognized when the publication is released that contains the customer's advertisement. All payments received prior to the release are considered deferred until that date.

##### Capital Assets

Capital assets are carried at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

Computer equipment	3 years	straight-line method
Computer software	3 years	straight-line method
Office equipment	5 years	straight-line method
Building	25 years	straight-line method

##### Contributed Materials and Services

Contributed materials and services which are used in the normal course of the Organization's operations and would otherwise have been purchased are recorded at their fair value at the date of contribution if fair value can be reasonably estimated.

**CANADIAN MENNONITE PUBLISHING SERVICE**

**Notes to the Financial Statements  
December 31, 2011**

**2. Significant Accounting Policies (cont'd)**

Use of Estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting periods. Actual results could differ from management's best estimates as additional information becomes available in the future.

New Accounting Pronouncement

Recent accounting pronouncements that have been issued but are not yet effective, and have a potential implication for the Organization, are as follows:

Accounting Standards for Not-for-Profit Organizations

The Accounting Standards Board has recently approved generally accepted accounting principles (GAAP) for Not-for-Profit Organizations. Not-for-Profit Organizations will have the choice of adopting either International Financial Reporting Standards (IFRS) or GAAP for Not-for-Profit Organizations for year ends beginning on or after January 1, 2012. For organizations choosing to adopt GAAP for Not-for-Profit Organizations they would be allowed to early adopt for years ending on or after December 31, 2010. Until GAAP for Not-for-Profit Organizations is adopted, Not-for-Profit Organizations will continue to follow the current Canadian Institute of Chartered Accountants Handbook - Accounting.

**3. Interfund Transfers**

During the year, the Board of Directors authorized transfers of \$5,000 from the General Fund to the Stabilization Fund, \$8,000 from the Professional Development Fund to the General Fund and \$6,595 from the Capital Fund to the General Fund.

Investment income earned in the Stabilization Fund of \$2,053, Professional Development Fund of \$1,085 and Capital Fund of \$208 were transferred to the General Fund.

**4. Bank**

The Organization's bank accounts are held at one credit union. The bank accounts earn nominal interest.

**5. Investments**

Stabilization Fund

Meritas Jantzi Social Index Fund	2011	2010
At market value (cost - \$6,772)	<u>6,114</u>	<u>6,830</u>

Cumulative unrealized (losses) gains included in the fund balance of the Stabilization Fund is (\$658) (2010 - \$58).

**6. Capital Assets**

	2011		2010
	Cost	Accumulated Amortization	Net Book Value
Computer equipment	\$ 18,594	\$ 15,816	\$ 2,778
Computer software	2,557	2,557	-
Office equipment	18,586	11,408	7,178
Building	166,771	67,820	98,951
Land	18,530	-	18,530
	<u>\$ 225,038</u>	<u>\$ 97,601</u>	<u>\$ 127,437</u>
			<u>\$ 126,005</u>

**7. Deferred Contributions**

Deferred contributions represent unspent externally restricted grants. Changes in the deferred contributions balance are as follows:

Balance, beginning of year	2011	2010
Add amounts recorded in the year	\$ 49,479	\$ -
Less amounts amortized to revenue in the year	120,836	138,765
Balance, end of year	<u>\$ (71,357)</u>	<u>(189,265)</u>
	<u>\$ 48,690</u>	<u>\$ 49,479</u>

**8. Interfund Payables (Receivables)**

The interfund balances are interest free and have no fixed terms of repayment.

## CANADIAN MENNONITE PUBLISHING SERVICE

### Notes to the Financial Statements December 31, 2011

#### 9. Endowment Funds

Contributions made for endowment purposes are forwarded to the Mennonite Foundation of Canada ("Foundation") which acts as trustee on behalf of the Organization for these funds. Under the terms of an agreement dated January 21, 1991, all donations to the Endowment Fund belong to the Foundation. Only interest earned is forwarded to the Organization for use in the operations of the periodical. The balance on deposit in the fund at December 31, 2011 was \$14,377 (2010 - \$14,132) and interest earned during the year amounted to \$431 (2010 - \$425).

#### 10. Financial Instruments

The Organization's financial instruments consist of cash, investments, accounts receivable and accounts payable and accrued liabilities.

It is management's opinion that the organization is not exposed to significant interest, currency or credit risks arising from its financial instruments.

All transactions related to financial instruments are recorded on a trade-date basis. The fair values of financial instruments are determined using published price quotations, where applicable. Transaction costs relating to all financial instruments are expensed as incurred.

The organization classifies its financial instruments into one of the following categories based on the purpose for which the asset was acquired. The organization's accounting policy for each category is as follows:

##### Held-for-trading

This category is comprised of cash and investments. They are carried on the balance sheet at fair value with changes in fair value recognized in the Statement of Operations.

##### Loans and receivables

This category includes accounts receivable. They are initially recognized at fair value and subsequently carried at amortized cost, using the effective interest rate method, less any provision for impairment.

##### Other financial liabilities

Other financial liabilities includes accounts payable and accrued liabilities and mortgages payable. These liabilities are initially recognized at fair value and subsequently carried at amortized cost using the effective interest rate method.

#### 10. Financial Instruments (cont'd)

##### Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. Unless otherwise noted, it is management's opinion that the Organization is not exposed to significant credit risk.

##### Currency Risk

Currency risk is the risk to the Organization's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. Unless otherwise noted, it is management's opinion that the Organization is not exposed to significant currency risk.

##### Interest Rate Risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rate. Unless otherwise noted, it is management's opinion that the Organization is not exposed to significant interest rate risk.

#### 11 Government Assistance

The Organization receives funding from government ministries. During the year, the Organization received \$120,836 as a grant under the Canadian Periodical Fund. Of this amount, \$71,876 was recognized as revenue in the year. In addition, the Organization received a \$3,000 government grant to offset the cost of a summer intern.

#### 12. Capital Risk Management

The Organization's objectives when managing capital are to safeguard the Organization's ability to continue as a going concern. Capital is defined by the Organization as all general and internally restricted fund.

The General Fund's objective is to provide working capital for the Organization's operating expenses. Deposits and withdrawals to this fund are administered by management and are authorized by Board passage of the annual operating budget. Any material variations from budgeted income or expenditures are to be reported to the Board of Directors promptly, and at least three times per year as part of regular financial reporting to the Board.

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**CANADIAN MENNONITE PUBLISHING SERVICE**

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**Notes to the Financial Statements  
December 31, 2011**

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**12. Capital Risk Management (cont'd)**

The Stabilization Fund's objective is to ensure that, should there be an operational shortfall reducing expected cash flow, the Organization can continue to operate for at least three months. This requires a minimum valuation of 25% of current annual expenses. At December 31, 2011, the Organization was not in compliance with the required minimum fund balance of \$165,873.

The Professional Development Fund's objective is to cover the costs of providing eligible staff with their defined professional development leave benefit. The Board determines what adequate levels of funding in this fund are on the basis of cost-projection forecasts prepared by management as part of the annual budget. At December 31, 2011, the Organization was in compliance with the required minimum fund balance of \$83,673.

The Capital Fund's objective is to provide funding for large capital asset purchases or repairs of existing capital assets. The Board determines what adequate levels of funding in this fund are on the basis of cost-projection forecasts prepared by management as part of the annual budget. At December 31, 2011, the Organization was in compliance with the required minimum fund balance of \$12,505.

The Organization's investment policy is to invest all funds in cash instruments such as bank accounts and term deposits. Any exceptions to this policy must be made through specific board motion.

The Organization is not subject to externally imposed capital requirements and the Organization's overall strategy with respect to capital risk management remains unchanged from the year ended December 31, 2010.

CANADIAN MENNONITE PUBLISHING SERVICE

Schedule of Expenses  
Year Ended December 31, 2011

	General Fund		Stabilization Fund		Professional Development Fund		Capital Fund		Total			
	Budget	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	
	\$	175,000	\$	171,616	\$	175,330	\$	171,616	\$	175,330	\$	175,330
Postage		192,847		190,170		183,554		190,170		183,554		183,554
Head office - salaries		95,000		96,954		93,371		96,954		93,371		93,371
Printing and production		72,170		80,203		69,143		80,203		69,143		69,143
Regional correspondents		21,403		23,493		22,756		23,493		22,756		22,756
Head office - benefits		16,414		17,598		18,503		17,598		18,503		18,503
Advertising representative		7,953		8,865		8,699		8,865		8,699		8,699
Amortization		12,500		14,620		12,310		14,620		12,310		12,310
News service		10,500		10,788		10,388		10,788		10,388		10,388
Facility costs		8,200		6,415		8,938		6,415		8,938		8,938
Professional fees		5,500		6,976		9,063		6,976		9,063		9,063
Staff		7,900		8,569		8,410		8,569		8,410		8,410
Board		5,200		4,870		5,189		4,870		5,189		5,189
Fundraising		7,900		7,313		7,892		7,313		7,892		7,892
Office		4,200		4,150		4,184		4,150		4,184		4,184
Telephone		1,710		1,575		1,710		1,575		1,710		1,710
Insurance		2,500		4,896		2,415		4,896		2,415		2,415
Equipment maintenance		5,500		4,420		6,534		4,420		6,534		6,534
Special projects		2,500		-		2,487		-		2,487		2,487
Promotion												
	\$	654,897	\$	663,491	\$	650,876	\$	663,491	\$	650,876	\$	650,876