



## 2022 Annual Report to Congregations

The last few months of 2022 have been a time of transition for RALM, and yet even in this brief time we have accomplished some good things that better position our ministry for the future.

- We have relocated the RALM offices to a space more accessible and welcoming to our partners, donors and volunteers. **Please note our new address: 2715 S. Mulford Rd., Rockford, IL 61109**
- We have implemented a weekly newsletter to keep all our stakeholders informed of what's happening at RALM, provide some devotionals and "spiritual sustenance" and be able to ask for volunteers and help in a timely fashion. This weekly communication is also available for churches wishing to make announcements to the wider community.
- We successfully re-launched our popular Trivia Night event, hosting about 150 people for fellowship, fun and to reconnect with our community of Lutherans as we emerge from a pandemic.
- We implemented a "boosted" social media campaign inviting people to celebrate Christmas Eve and Christmas Day worship opportunities that reached over 2000 people on Facebook and Instagram.
- All of the above while still managing to sell about 800lbs of Korv in our annual sale! This sale is important, not just as a fundraiser, but because it gives us a chance to connect with and honor our Lutheran history and heritage here in Rockford.

Our Cabinet (how we refer to our "Board") and our new director, Bob Black, have set some ambitious goals for 2023:

- Work closely with the Northern Illinois Synod (and with YOU) to develop and implement outreach activities specifically targeting people of color and the LGBT+ community. Our churches need to **grow** and RALM can have a role in giving you the tools to do that!
- Implement MORE fellowship opportunities (similar to Trivia Night) for our community to gather. These are also wonderful opportunities for people to do some personal outreach while still avoiding the dreaded "asking my friends to church" conversation.
- Begin research and groundwork in creating an after-school care program that our member churches could copy, giving them a new way to connect with the families and children in their neighborhoods, while filling a big need for parents.
- Form closer ties with our member churches and make sure that we have a "key contact" at each church, maintaining a relationship with those individuals and making sure they are always aware of what RALM is up to.
- Create some Lutheran "branding". I am proud of being Lutheran and what we do in the community (and in the WORLD) and I want people to know it. Creating that sense in our church community is a worthwhile goal. Look for more branded merchandise and identity gear in the near future. Let's emblazon "Here We Stand" on our heads, across our chests and in our hearts!
- Enhance and expand the successful programs we already have, namely Becca's Closet and Laundry Love. The wider community knows and loves these ministries and that is success we can build on for other RALM activities.