

**SUPPORT MINISTRY FOR PUBLICATION, COMMUNICATION AND ARCHIVES TO
THE URCSA CAPE SYNODICAL COMMISSION ZOOM MEETING**

ON 14-15 JULY 2021

Dear chairperson and members

1. Sadness

2020 was a very difficult year for the SMCPA .

We lost Rev Freddy Ayford (mender),
Nicky Smith (Social media team member and
Brendan Ficks (Social media team member)

They will surely be missed. May their souls rest in peace.

The SC take note with sadness

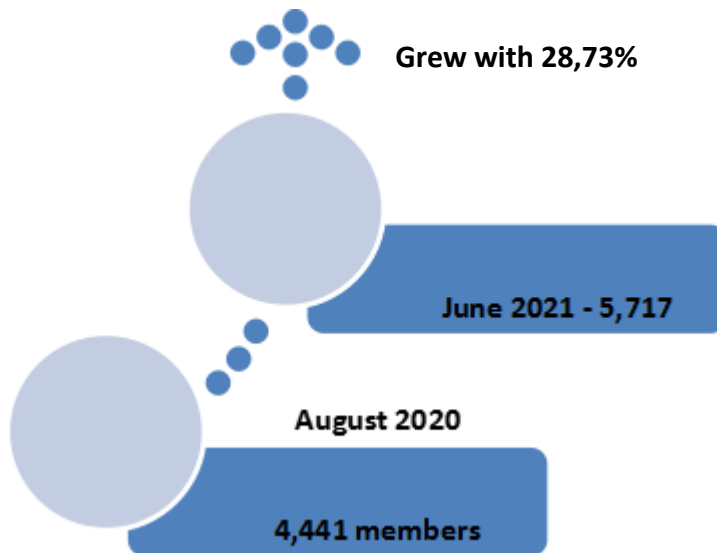
2. Newsletter / Social media Team

Due to the Lockdown and shutdown of churches, the funding of Synodical offerings came in very poorly at the URCSA head office.

Payments for the Newsletter team relied on of the Synodical offerings. The Publication commission will have further discussions for the way forward.

We still have our face book page monthly newsletter.

3. Increase in Membership (Likes)



The URCSA Cape Facebook has shown an increase of 28,73% during this period as it grew from 4,441 to 5,717.

4. Banners Posted

Please note the following:

#MyChurchMyHeritage

This month we celebrate our church as an integral and precious part of our heritage. Please join us in celebrating the heritage of our church by sending us photos of your church building, pulpit, organ, old hymn books, or anything else you regard as part of our proud heritage.

Psalm 16:6 "The boundary lines have fallen for me in pleasant places; surely I have a delightful inheritance."

16 Days of Activism
against gender based violence

25 November - 5 December 2020

URCSA Cape



Merry Christmas to all


Matthew:1:23 Look, the virgin shall conceive and bear a son, and they shall call him Emmanuel - God with us.



HAPPY NEW YEAR 2021


قدی عس قنس
 הבוט הנש
 С НОВЫМ ГОДОМ
 Gelukkig Nieuwjaar
 新年好
 おめでとう
 Bonne Année
 Feliz Año Nuevo
 Buon Anno
 Frohes Neues Jahr!
 Szczęśliwego Nowego Roku!
 Feliz Ano Novo

1 Chronicles 4:10
 Jabez cried out to the God of Israel, "Oh, that you would bless me and enlarge my territory! Let your hand be with me, and keep me from harm so that I will be free from pain." And God granted his request.



Jesus is Love

John 15:13
 Greater love has no man than this, That a man lay down his life for his friends.



Youth Month

1 Timothy 4:12.
 "Let no one despise your youth, but be an example to the believers in word, in conduct, in love, in spirit, in faith, in purity."

5 LUS Bookshop

Trading / sales for the LUS Bookshop were slower than previous years due to the Lockdowns.

Low points of sales – **Books / CD's and DVD's became redundant**

High points of sales – **URCSA ministers / members writing material became a popular during the year of 2020.**

The Bookshop will also provide more clothing material which was basically **80%** of sales last year.

The Covid 19 pandemic is really pushing businesses to look into various new directions to keep their business afloat.

Currently the Bookshop is busy with new suppliers for URCSA ministers “ togas (robes) / Stools / bodywarmers / fleece jackets (**good quality and affordability**)

Internet / social media does play a vital role in our daily society – **On line format for purchasing of URCSA administration and clothing items**

There will be a new division in the Bookshop which will be arranged into a **boutique side** with all the clothing wear of the URCSA.

There is **now debit/ swipe facility** now available at the Bookshop which is also safer and convenient during this COVID 19 pandemic times.

The Bookshop is now open Saturdays (**public will be notify on FACEBOOK**) and our new lunch time is **12h00 am** till **12h30 pm**

As from **July 2021** the Bookshop will do marketing road trips with all the necessary **advertising pamphlets and clothing material (with the COVID protocol in place)**

The Bookshop is also making use of courier services (**Courier guy**) due to the poor service of the Post Office.

The Publication Commission is also looking on cutting of expenses to have a positive turnaround in the forthcoming years / COVID 19 pandemic time frame.

We hope and pray for a fruit full outcome for our new business direction !!

6 Audit Statement

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 MARCH 2021

2021	2020
R	R
Sales	
558,023	733,018
Cost of sales	
434,459	454,636
GROSS PROFIT	
123,564	278,382
Other income	
70,057	109,315
INCOME	
193,621	387,697
Operating expenses	
(503,725)	(583,723)
NET LOSS FOR THE YEAR	
<u>(310,103)</u>	<u>(196,026)</u>

The SMCPA is in the process to appoint an consultant to help us with a turn a rond strategy .
The lost for 2020/2021 is to great a burden to carry.

7 New Products

- **Cape Synod Church order 2018**

8 URCSA CAPE NEWS HUD

The SMCPA is currently in conversation with Simply Konnect in running a pilot project with to develop a app. The Simply Konnect App allows churches to develop , retain en engage with their own database. The News Hud will complement the URCSA Cape News Hub that is sent out once a month.

- a) Compile selected “news: under one roof platform;
- b) Church Councils are also encouraged to invest more time , money and staff into alternative mediums and platforms to retain and engage with their own members . WhatsApp and Facebook as well as YouTube are limited to reach “ the whole contrition” .

10 POPI (POPIA) ACT

Protection of Personal information Act.

Ministers and Church Councils should be aware of the rules of digital engagement (Popi Act) with their social network (like Emails , Whatsapp ect.)

Essentially the purpose of the Protection of Personal information Act (POPIA) is to protect people from harm by protecting their personal information . To stop their money being stolen and generally to protect their privacy , which is a fundamental human right.

To achieve this , the Protection of Personal information Act sets conditions for when its is lawful for someone to process someone else’s personal information .

11 Recommendation

URCSA Cape has done well during the COVID-19 period but has great potential to do even better. We therefore would like to recommend the following:

- More congregations should be encouraged to submit content
- Ministers should promote URCSA Cape Social Platforms on their local WhatsApp groups and encourage them to like and follow URCSA Cape
- Congregations should submit more creative content and not just sermons

- Ministers should take note of tips provided for the recording of video to constantly improve the quality of their videos.
- Ministers should be data sensitive and not record lengthy videos
- More isiXhosa content is desperately needed
- There is room for weekly videos to be posted by experts regarding COVID-19
- Talk Shows are popular format on Social Media platforms and should be explored by ministers and ministries

12 Word of Thanks

The Commission prays God's richest blessings upon the SC meeting.

Rev's Lysander L Prins; Xolani Swelindawo; Francis Samson and Alistaire de Klerk; Srs. Nosisi Konjwayo (Elder) and Elizabeth Lappers (Elder) and Br Charles Cowan.