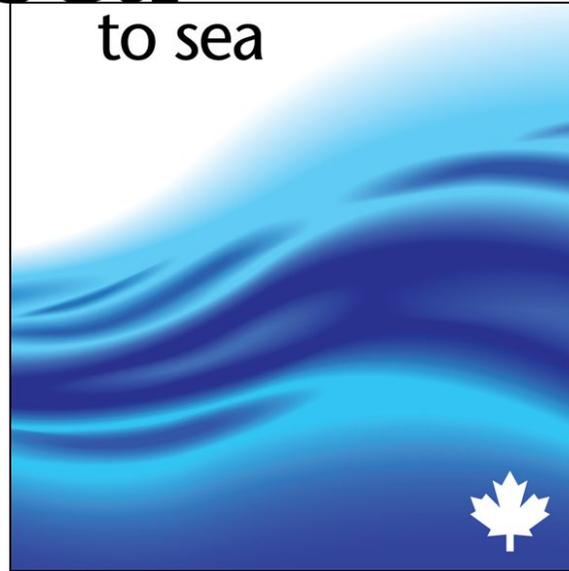# SEA TO SEA RESOURCE TOOL
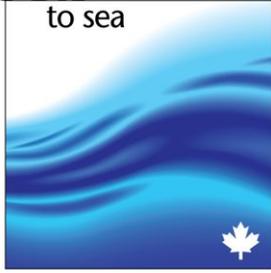
Determining the Least Reached and Most Receptive Peoples in Canada for Missional Impact

The Christian and Missionary Alliance in Canada

SEA TO SEA RESOURCE TOOL FOR DETERMINING LEAST REACHED AND MOST RECEPTIVE PEOPLES IN CANADA FOR MISSIONAL IMPACT

INTRODUCTION

As you seek ways to be a **"Multiplicative, Transformational Church"**, one of the things your church is encouraged to consider is "Who are the least reached and most receptive people in my community or other communities in Canada that we might consider for impact as part of the expression of our missional heart?"

That question is a challenging one, and you may wonder what the easy and quick solution to answering it is. The reality is, there simply is no easy and quick way to discern the answer without research, discussions, and a reasonable amount of effort. The larger the area you are considering, the more persons it may involve on your discernment team. However, this tool will help you define the essentials of the process and the information you will need to determine where it is, and whom, Christ would have you consider in partnering with Him and perhaps others to extend His kingdom from Sea to Sea.

The following information is a summary which you can use to gather information and consider options which will fit your church.

WHAT SOURCES OF INFORMATION ARE AVAILABLE?

There is simply no replacement for good old fashioned community research using a variety of tools such as personal conversations, surveys, demographic studies, and the information provided by your own denomination or other organizations. Here are a few:

1. **Stats Canada** – Most organizations base their information on government census data, and therefore spending time reviewing the information and following the links on the Stats Canada website can yield helpful, though limited and somewhat broad stroking facts for your research. Be sure to use the most recent census. Go to www.statcan.ca. Information on main areas where immigrants settle, main immigration groupings, general information on various cities and visible minority groups within them, projected growth among cities and cultural origins can be found by spending an hour or two on this site. See Appendix A attached to this document for a sample of such information gathered from the 2006 Census.

2. **Outreach Canada** can provide Community Profiles for a fee, largely based on Stats Canada information. They also offer a tool called Community Research Guide which is more general than our own tool offered here, but can be used supplementally. Go to www.outreach.ca.
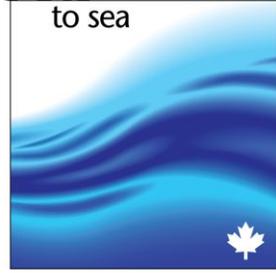
3. **Dynamic Church Planting International** (DCPI) sells an inexpensive tool called New Site Selection which aids planters in doing a demographic and spiritual climate study of an area, which could potentially be used as a supplement to the information here.

4. Another supplementary tool which could be considered can be downloaded at www.churchplantingvillage.net. This pdf form summary discusses key elements in discerning the makeup of your community and defining focus group.

5. **A variety of community or regional sources** of information can yield potentially helpful information, such as:

   - Denominational offices – where do their works exist?

   - Pastors – from your own or other denominations can help you determine the spiritual climate, where needs are being addressed or not, who is being missed.

   - Local agencies such as police, social agencies, real estate agents, business owners, government representatives' offices, municipal offices, libraries, school boards, chambers of commerce can all serve as sources of potential information.

GATHERING THE INFORMATION

As mentioned, information can be gathered through a variety of sources such as personal research, conversations, or surveys. Following are a few helpful considerations:

1. **Determine your method(s)** – what sources or means of gathering information will you use? What can be done by yourself or best be done by a team? Who might be effective on that team?

2. **Determine your target area** – will you look at your city? province? Canada?

3. **Determine a timeline for information gathering**

4. **Determine what tools you will use** – photography? surveys? telephone? community interviews? websites? Will your survey use a "Yes-No", scale rating (i.e. 1-5), or open ended question format? Will the interviews be structured, unstructured, or focus group oriented? What kind of representative sampling will you seek?

5. **Pray** – for God's Spirit to bless all aspects of the information gathering.
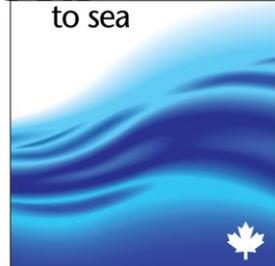
USING THE INFORMATION

Once you have gathered all the information you feel will be useful to your discernment process, consider questions such as the following:

1. Where are others working? not working? where are the "gaps"?

2. Where do we see evidences of God at work? Does more need to be done?

3. What needs have we discovered or confirmed?

4. Are there potential target groups that seem to be least reached or under reached? (i.e. university/college, high-rises, workplaces, ethnic or linguistic groupings, Geographic areas, socio-economic segments, etc.?)

5. What might be some of the potential barriers to building bridges with them?

6. What might be some of the ways we could build bridges with them? (i.e. felt needs)

7. What are the strengths and passions within our church?

8. Has God already laid a group on our heart or the hearts of others in our church?

9. With whom could we potentially partner in this? (i.e. your District? other districts? organizations? other Alliance churches? other area churches?)

10. Pray for God's Spirit to guide you in your considerations.

11. When you select a need or people grouping for your focus, consider what steps may be needed (ie. service projects, bible studies, socio-economic efforts, building relationships, special programs, group specific services, church plant) and approach potential partners.

12. Remember, it is local churches, partnering wherever possible with others, but owning the effort, responsibility and opportunity that reaps results and will grow God's kingdom throughout Canada and the world.

See Appendices B, C and D to this document for samples of interview or survey tools and a demographic summary that could be used in gathering information and discerning a focus for your church.

- According to census 95.9% of visible minority pop. live in a census metro area, primarily Vancouver (17.3%), Toronto (42.9%), Montreal(11.6%). 60% live in Vancouver or Toronto.

- Newer immigration groups added per '06 were Montserratan (Caribbean), Chadian, Gabonese, Gambian, Zambian.

- Majority (60.5%) of pop. over age 15 reported being 3rd gen Canadian.

- 24% of those first gen Canadians were East and SE Asian. 13.8% were S. Asian [15% Chinese, 10% E. Indian, 4.7% Filipino, 1.9% Vietnamese]. European background first gen were 34.3% [Italian 6%, German 5.8%, Polish 3.5%, Portugese 3.2%]. British Isle background represented 14.2% of first gen Canadians over 15.

- First Nations ancestry represented 5.4% of pop. in '06.

- "Visible minority" defined as non-Caucasian, or women, or Aboriginals, or people w/disabilities.

- 3 metro areas with largest Aboriginal pop. were Winnipeg (11.1%), Saskatoon (10.4%), Thunder Bay (9.8%).

- Per '06 census S. Asians became largest visible minority group, surpassing Chinese.

- Median age of visible minority pop. was 33.

- Fast growing visible minority pop. in Quebec was Arabs (16.7%) and Latins (13.7%), most born outside Canada. In Montreal, 16.5% of total pop. are visible min., and Arabs (100,000) represent 2.8% of the city's total pop. (and 37.2% of all Arabs in Canada).

- In Ontario S. Asians were 28.9% of visible minority groups, 21% were Chinese. In Toronto, visible min. are 42.9% of total pop. and 94% are in Toronto proper, Mississauga, Brampton, Markham, Richmond Hill, Vaughan. Of Toronto's total pop. 13.5% are S. Asians (representing 54.2% of all S. Asians in Canada), 72.3% of those were foreign born and over 30% immigrated to Canada between '01-'06. 9.6% of Toronto's total pop. are Chinese (representing 22.4% of Toronto's visible min. pop.) and 74.7% of those were foreign born, with 1/5 immigrating to Canada between '01-'06. 6.9% of Toronto's total pop. are blacks and over half of them were foreign born, most came from Jamaica, Trinidad/Tobago, Ghana.

- In Prairie provinces 11.2% were visible min. Populations. In Winnipeg, 5.4% of total pop. is Filipino (largest visible min. group in Winnipeg, except Aboriginals?), 2/3 of them foreign born. In Calgary, 22.2% belong to visible min. group, 2/3 of them foreign born. Biggest group in Calgary are Chinese (6.2% of total pop.), 5.4% of total pop. are S.Asian with 2/3 of them foreign born (mostly in India or Pakistan).

- In BC 24.8% were, most of them (86.8%) being in Vancouver area (3% in Abbotsford and Victoria each). 40.4% of BC visible min. pop. are Chinese (10% of total BC pop.) and 63.6% of those came to Canada since the 90's. 6.4% of total pop. are S. Asians and 60% of those came between '01-'06. 16.3% of Abbotsford pop. is S. Asian out of total of 22.8% visible min. pop. In Vancouver, 41.7% of total pop. were visible min. group, with 70% of them

(*Continued*)

foreign born and 2/3 of them immigrating to Canada '91-'06. 18.2% of Vancouver total pop. is Chinese (43.6% of Richmond, 30% of Greater Van., Burnaby, City of Van.) and ¾ foreign born. 9.9% of Vancouver pop. is S. Asian with more than half living in Surrey (27.5% of Surrey pop.), over a third foreign born (Fiji, India, Pakistan). 3.8% of Vancouver total pop. is Filipino, and 1-2% each are Korean, SE Asian, West Asian, Japanese, Latin American. (Vancouver summary: pop. is 18.2% Chinese, 9.9% S. Asian, 3.8% Filipino, 6-10% the others mentioned, representing well over 1/3. Over another 1/3 are British Isles ancestry with most of them Canadian born).

- In Yukon, ¼ are Aboriginal, 51.1% of total pop. has British Isle background.

- NW Territory Aboriginals the biggest pop., 1/3 of pop. has British Isles background.

- Stats Canada also projects S. Asians will continue being the largest visible minority group between now and 2031, growing to perhaps 3.2-4.1 million. Chinese will perhaps grow to 2.4-3.0 million. Also project by 2031 non-Christian religion adherents will grow from 8% to 14% of Canada's pop. and Christian adherents will decrease from 75% to 65%. Those claiming no religion will rise from 17% to 21%. Islam will continue to experience growth.

1. How long have you lived in the community?

2. What do you see as the most appealing things about the community?

3. What would you say are some of the needs of this community? Are churches meeting some of those needs? Who and how?

4. How would you say churches could do a better job of helping this community?

5. What kind of personal hopes or desires do you have for this community?
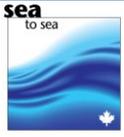
1. How long have you lived in the community?

2. How would you describe the community spiritually? Who is most reached? Least reached? What kind of persons or church would it take to reach them?

3. Which churches/denominations/groups are the primary influencers spiritually here?

4. Do you see strong evidence of the occult or spiritual resistance here? Where and how?

5. What would you say are the needs represented in the community and how are they, are they not, being addressed by churches or others in the community?

6. Where do you see real evidence of God at work in the community?

1. Who lives here (ie. population, age, ethnicity, religion)?

2. How has that changed or how is it projected to change?

3. What churches exist, where, and how are they reaching the community?

4. What characterizes the community identity?

5. Household income levels and percentage of population?

6. Single versus married percentage of population?

7. Needs represented? Who is reaching those needs and how well?

8. Other significant findings?