

## 2019 Mission Endowment Fund Recipient – Emanuel Lutheran Church - Dallas

***In 2019, the Mission Endowment Fund granted \$80,000 to 29 ministries. This is one of the ministries.***

### Emanuel Lutheran Church – Dallas: Neighborhood and Community Outreach



With the 2019 Mission Endowment Fund Grant, Emanuel has focused on training leaders and developing intentional strategies to be invested in the surrounding neighborhood and community. Emanuel really has “no immediate neighbors” except for many who are homeless who sleep on the church doorsteps and are served with a Food Pantry and Homeless breakfasts each week. Pastor Cindy Carroll says: There are challenges just because of how the neighborhood is “hardwired,” but there are also unexpected things happening.

Bring your family and friends

as we journey with Jesus during Holy Week and Easter



Emanuel Lutheran Church, 4311 San Jacinto Street, Dallas, Texas

Because the property in our “back yard” (facing Ross Street) was sold to a developer, we expect in the next few years to have 250 apartments constructed which means we WILL have new neighbors next door. For that

reason, our marketing/communications work is essential. The apartments across the street (facing San Jacinto Street) are now vacant and abandoned and boarded up with no sign of any rehabilitation any time soon; the lot across the church on Peak Street is vacant. But our story will be one of neighborhood gentrification. Taking action steps to tell our story with the help of this Mission Endowment Grant is how we are keeping the story of God’s presence in the neighborhood. For that we are grateful.

**IGLESIA LUTERANA EMANUEL**

Si usted está buscando una comunidad compasiva para un bienestar, usted la encontrará en Emanuel. Te invitamos a comenzar tu semana descubriendo el amor y la alegría de Jesús en uno de nuestros servicios de adoración.

**Misa en Septiembre a Mayo**  
Servicio en Inglés - 10:00 a.m.  
Escuela dominical - 11:00 a.m.  
Misa En Español - 12:15 a.m.

**Misa en Junio a agosto**  
Servicio en Inglés - 10:00 a.m.  
Convivio - 11:00 a.m.  
Misa En Español - 11:30 a.m.

La Santa Comunión disponible todos los domingos, 10:30 a.m. servicios bilingües los domingos especiales del año. Todos son bienvenidos.

**Misa y Escuela Dominical— para todas las edades. Primera comunión, Confirmación, grupo de Jóvenes Adultos al Alcance comunitario, celebración de quinceañeras y del Día de los Muertos, Bodas y bautizos**

4311 San Jacinto St. Dallas, TX 75204  
214-824-8613 | emanueldallas.org  
EmanuelDallas | Elcaemanuel

Somos una congregación de la Iglesia Evangélica Luterana en América (ELCA)

La Iglesia Luterana Emanuel es una pequeña congregación centenaria cerca del centro de Dallas— única en nuestra longevidad y diversidad. Apoyamos a los ministros en inglés y español y la misa está en ambos idiomas. Ven a ser parte de nuestro alcance en el vecindario.

Dispensa de alimentos, desayuno para los desamparados, Carnaval de regreso a la escuela y regalos de Navidad para nuestra comunidad.

En la Esquina de Peak y San Jacinto

**HISTORIC EMANUEL LUTHERAN CHURCH**

If you're looking for caring community, you will find it at Emanuel. You're invited to start your week by discovering the love and joy of Jesus at one of our worship services.

**Worship | September-May**  
English Service - 10:00 a.m.  
Sunday School - 11:00 a.m.  
Misa En Español - 12:15 a.m.

**Worship | June - August**  
English Service - 10:00 a.m.  
Fellowship - 11:00 a.m.  
Misa En Español - 11:30 a.m.

Holy Communion served every Sunday, 10:30 a.m. Bilingual worship on special Sundays of the year. All are welcome.

**Worship | Sunday School—all ages | Baptism | First Communion**  
Confirmation | Young Adults | Community Outreach  
Quinceañera's | Day of the Dead | Weddings

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We are a congregation of the Evangelical Lutheran Church in America (ELCA)

Emanuel Lutheran is a small, century-old congregation near downtown Dallas— unique in our longevty and diversity. We support English and Spanish ministries and worship is in both languages. Come be a part of our neighborhood outreach.

Food Pantry, Homeless breakfast, Back to School Carnival and Angel Tree gift giving.

Corner of Peak and San Jacinto

We are developing two aspects:

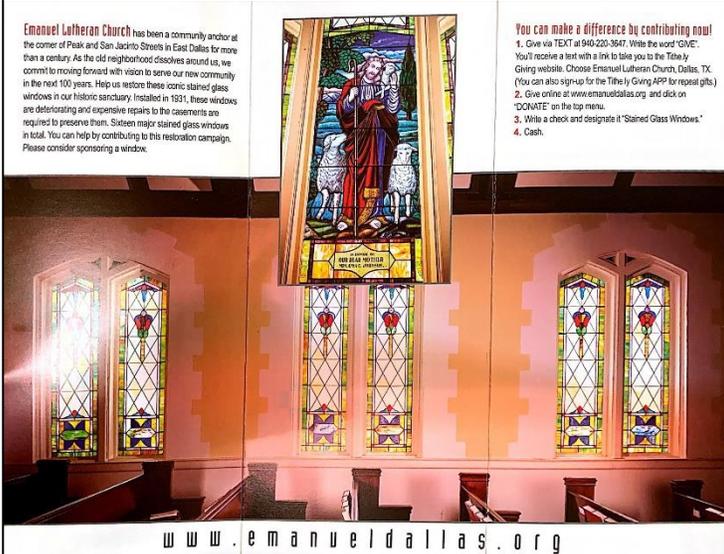
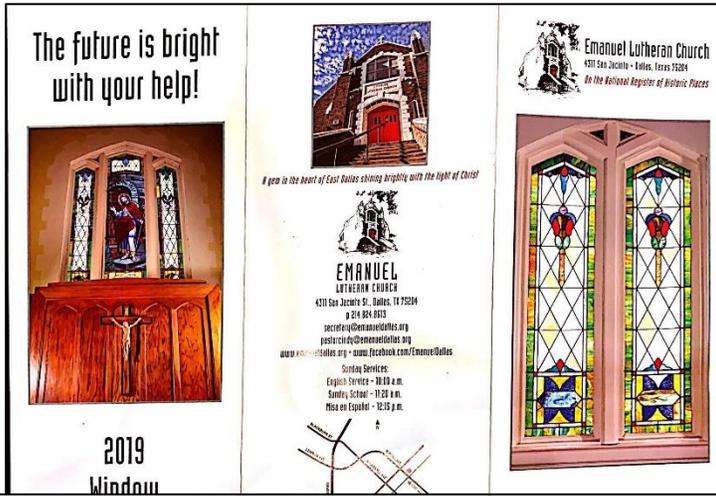
- 1.) Leadership Development for Neighborhood and Community Outreach
- 2.) Action steps taken by leaders and members to foster neighborhood and community connections and awareness about the ministry of Emanuel Lutheran Church.

Action steps include implementing a marketing/communication plan. The gift from MEF

has given us “mission freedom” so that we have been able to move forward – even if it isn’t as fast as we’d like it to happen. A challenge has been the difficulty of finding the professional people to help with things like the website and social media. However, brochures, advertising, and events are much easier for us to move forward. To help further with expenses, we’ve been able to receive some ‘in-kind’ gifts that have helped us cover costs that the grant isn’t able to cover.

Here are some of Emanuel's actions steps this year:

- **During Lent 2019, we held 6 sessions with Grace United Methodist Church at Bryan Street Tavern focusing on the theme: "Who is My Neighbor."** Grace United Methodist Church is a couple of blocks from Emanuel and we have now partnered with them to talk about outreach in the



neighborhood. Among other joint events, Emanuel was invited to participate in Grace's VBS in Summer 2019 – with the theme, "Who is My Neighbor." This new connection with Grace United Methodist and E. Dallas Christian Church is a huge break-through for Emanuel Lutheran Church. These churches have resources and are willing to share and partner with us so that we can do much more outreach ministry.

- **Emanuel now has an Outreach Marketing Plan.** This is new in 2019. We also have a Connecting Team (started in 2018) which is more focused on spiritual connections. We needed both in order to discern how God is calling us to share our faith story with the community and to be inviting to those who don't know about Christ and Emanuel Lutheran Church. Some Outreach Marketing action steps so far include: Creation of a postcard inviting people to worship at Emanuel during Holy Week and Easter, preliminary work for brochures, website, Facebook, hiring two different professional photographers to get pictures that have the right pixel quality and resolution for telling Emanuel's story, and the creation of a professional brochure about Emanuel's stained glass windows, allowing us to develop a new language about Emanuel -- a sacred place of worship which is made possible through our historic sanctuary and windows that "let the Sunshine in."

- **Other advertising goals include** being featured/advertising in the Lakewood Advocate magazine, outdoor signage showing seasonal and special ministries at Emanuel, an additional flyer about the congregation and connecting with our neighbor business owners, developers, non-profits, and others.

Our program's scope is a challenge because it takes committed leadership and staff to keep it moving. We've had to face different obstacles and uncertainties which have meant "keeping the faith." The MEF Grant that Emanuel received has given us the boost to move forward – making our dreams for mission communication and outreach a reality. For that we are grateful.