

# Incumbent's Annual Statistical Return

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QUICK GUIDE

2025

This is the quick guide for the Incumbent's Annual Statistical Return.

## Key Dates

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Parish Portal - early Feb



Due Date - Mar 15

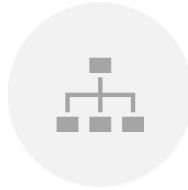
The portal opens each year in early February to accept returns and the deadline is March 15.

## Purpose

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Statistical analyses



Decision-making



Lay Member eligibility  
and contact information

The Incumbent's Annual Statistical Return data are used for a variety of statistical analyses, some of these categories are established by the National Church and used throughout Canada.

They are used when making decisions concerning the allocation of resources and informs us how many Lay Members of Synod each congregation is entitled to elect.

## Virtual Counting Working Group

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Consistent method of counting

Continue to report in-person attendance

**New option** to report the following:

- Zoom attendance (counting heads)
- YouTube attendance (using analytics)
- Online attendance using other platforms



A Working Group was established last year to find a consistent method of counting attendance at online worship in addition to our current practice of counting attendance at in-person worship.

Parishes will continue to report in-person attendance on parochial returns as we have before.

Parishes will also be given the option to report on the parochial online attendance:

1. Zoom attendance, counted as the number of heads visible on the Zoom screens
2. YouTube attendance, counted as an hour of watching the worship service on YouTube being the equivalent of one person attending the worship service. These hours are counted in YouTube analytics, and a video will be provided to assist parishes in finding those hours.
3. The online attendance in a parish whose online worship is not on Zoom or YouTube. A parish whose online worship is not on Zoom or YouTube may indicate on the parochial return the platform it uses and the attendance numbers of online worshippers who stay for all or most of the worship service.

Before you start, make sure to have

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Parish Vestry Book



YouTube Analytics

Before you start, make sure to have your Parish Vestry book or documents you used to calculate your statistics, and if you are opting to provide your virtual attendance, you'll need your YouTube analytics or equivalent.

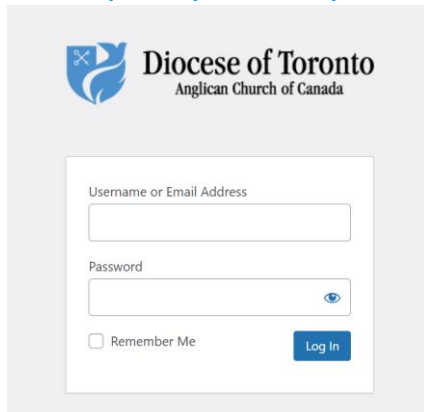


To complete the Incumbent's Return online, visit the Diocesan website.



Scroll down to the bottom and click on “Parish Portal”

<http://parishportal.toronto.anglican.ca>



The screenshot shows the login interface for the Diocese of Toronto. At the top left is the logo of the Diocese of Toronto, Anglican Church of Canada. Below the logo is a login form with the following elements:

- A label "Username or Email Address" above a text input field.
- A label "Password" above a password input field with a visibility toggle icon (an eye).
- A checkbox labeled "Remember Me" to the left of a blue "Log In" button.

Need help with your Username or Password, contact:

Ajith Philip  
[apilip@toronto.anglican.ca](mailto:apilip@toronto.anglican.ca)  
647-578-9722

You will need to enter your email address and password.

If you need help logging in, contact Ajith Philip.



# Page 2

Yellow boxes represent mandatory information

Congregation Population		In-Person	+	Zoom	+	YouTube	+	Others	=	Total	
		↓		↓		↓		↓		↓	
*include Adults & Children											
Total Members*		Yellow box		Blue box		Blue box		Blue box		Grey box	A1
Average Sunday Attendance*		Yellow box		Blue box		Blue box		Blue box		Grey box	A4
<small>(Calculate the Average Sunday Attendance by counting the people who attended all services on Sunday morning throughout the year, excluding weddings and funerals, and divide that total by the total number of Sundays, usually 52.)</small>											
Average Weekly Attendance*		Yellow box		Blue box		Blue box		Blue box		Grey box	A5
<small>(Calculate the Average Weekly Attendance by counting the people who attended all services other than Sunday morning services throughout the year, excluding weddings and funerals, and divide that total by 52.)</small>											
Regular Givers		Envelopes	+	Pre-Authorized Givers (PAG/PAR/EFT)	=					Grey box	A3
		Yellow box		Yellow box							
Congregation Attendance		In-Person	+	Zoom	+	YouTube	+	Others	=	Total	
		↓		↓		↓		↓		↓	
Easter Celebration		Yellow box		Blue box		Blue box		Blue box		Grey box	A1
<small>(include all Easter Sunday and Easter Vigil celebrations)</small>											
Pentecost		Yellow box		Blue box		Blue box		Blue box		Grey box	A4
Second Sunday of September		Yellow box		Blue box		Blue box		Blue box		Grey box	A5
Christmas		Yellow box		Blue box		Blue box		Blue box		Grey box	A3
<small>Include all Christmas Eve and Christmas Day Services</small>											

New this year is a colour coded system. Yellow boxes represent mandatory information and data for in person attendance.

# Page 2

Blue boxes represent optional information

Congregation Population		In-Person	+	Zoom	+	YouTube	+	Others	=	Total	
		↓		↓		↓		↓		↓	
*include Adults & Children											
Total Members*		[Yellow Box]		[Blue Box]		[Blue Box]		[Blue Box]		[Grey Box]	A1
Average Sunday Attendance*		[Yellow Box]		[Blue Box]		[Blue Box]		[Blue Box]		[Grey Box]	A4
<small>(Calculate the Average Sunday Attendance by counting the people who attended all services on Sunday morning throughout the year, excluding weddings and funerals, and divide that total by the total number of Sundays, usually 52.)</small>											
Average Weekly Attendance*		[Yellow Box]		[Blue Box]		[Blue Box]		[Blue Box]		[Grey Box]	A5
<small>(Calculate the Average Weekly Attendance by counting the people who attended all services other than Sunday morning services throughout the year, excluding weddings and funerals, and divide that total by 52.)</small>											
Regular Givers		Envelopes		+	Pre-Authorized Givers (PAG/PAR/EFT)		=			[Grey Box]	A3
		[Yellow Box]		[Yellow Box]							
Congregation Attendance		In-Person	+	Zoom	+	YouTube	+	Others	=	Total	
		↓		↓		↓		↓		↓	
Easter Celebration		[Yellow Box]		[Blue Box]		[Blue Box]		[Blue Box]		[Grey Box]	A1
<small>(include all Easter Sunday and Easter Vigil celebrations)</small>											
Pentecost		[Yellow Box]		[Blue Box]		[Blue Box]		[Blue Box]		[Grey Box]	A4
Second Sunday of September		[Yellow Box]		[Blue Box]		[Blue Box]		[Blue Box]		[Grey Box]	A5
Christmas		[Yellow Box]		[Blue Box]		[Blue Box]		[Blue Box]		[Grey Box]	A3
<small>Include all Christmas Eve and Christmas Day Services</small>											

Blue boxes represent option online attendance.

# Page 2

Grey boxes are totals

Congregation Population						In-Person	+	Zoom	+	YouTube	+	Others	=	Total	
*include Adults & Children						↓			↓			↓		↓	
Total Members*						[Yellow]		[Blue]		[Blue]		[Blue]		[Grey]	A1
Average Sunday Attendance*						[Yellow]		[Blue]		[Blue]		[Blue]		[Grey]	A4
(Calculate the Average Sunday Attendance by counting the people who attended all services on Sunday morning throughout the year, excluding weddings and funerals, and divide that total by the total number of Sundays, usually 52.)															
Average Weekly Attendance*						[Yellow]		[Blue]		[Blue]		[Blue]		[Grey]	A5
(Calculate the Average Weekly Attendance by counting the people who attended all services other than Sunday morning services throughout the year, excluding weddings and funerals, and divide that total by 52.)															
Regular Givers						Envelopes		+	Pre-Authorized Givers (PAG/PAR/EFT)		=			[Grey]	A3
Congregation Attendance						In-Person	+	Zoom	+	YouTube	+	Others	=	Total	
Easter Celebration						↓		↓		↓		↓		↓	
(include all Easter Sunday and Easter Vigil celebrations)						[Yellow]		[Blue]		[Blue]		[Blue]		[Grey]	A1
Pentecost						[Yellow]		[Blue]		[Blue]		[Blue]		[Grey]	A4
Second Sunday of September						[Yellow]		[Blue]		[Blue]		[Blue]		[Grey]	A5
Christmas						[Yellow]		[Blue]		[Blue]		[Blue]		[Grey]	A3
Include all Christmas Eve and Christmas Day Services															

And grey boxes are totals.

## Zoom Attendance

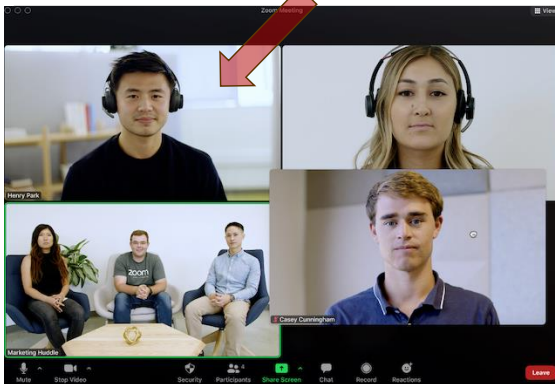


Counted as  
the number of  
heads visible  
on the Zoom  
screens

Zoom attendance, counted as the number of heads visible on the Zoom screens.

## Zoom Attendance

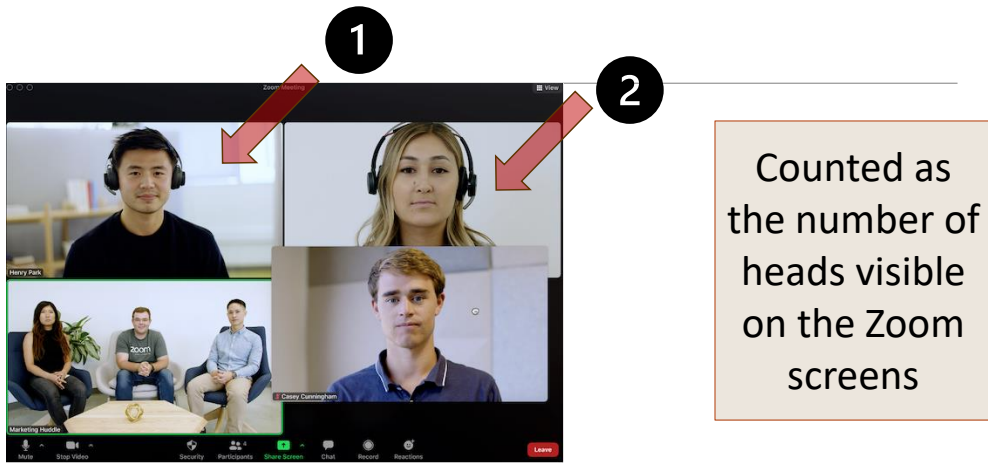
1



Counted as  
the number of  
heads visible  
on the Zoom  
screens

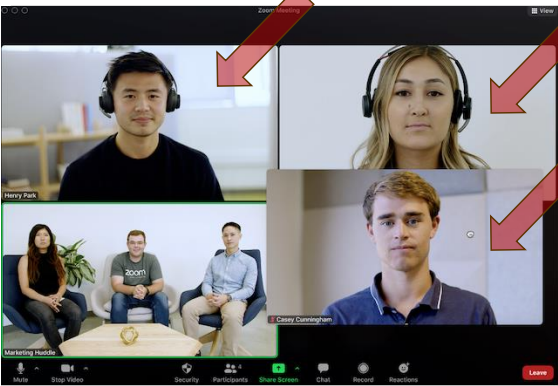
On this demonstration call, we have 1

# Zoom Attendance



2

# Zoom Attendance



The image shows a Zoom meeting interface with three participants visible. Red arrows point from numbered circles to specific participants: circle 1 points to a man in the top-left window, circle 2 points to a woman in the top-right window, and circle 3 points to a man in the bottom-right window. A bottom-left window shows a group of three people. The Zoom control bar is visible at the bottom of the meeting window.

Counted as the number of heads visible on the Zoom screens

3

# Zoom Attendance


The image shows a Zoom meeting window with four video thumbnails. Red arrows point from numbered circles to specific elements: 1 points to the top-left corner of the window; 2 points to the top-right corner; 3 points to the bottom-right corner of the main video area; and 4 points to the bottom-left corner of the Zoom control bar. A text box on the right contains the text: "Counted as the number of heads visible on the Zoom screens".

Counted as the number of heads visible on the Zoom screens

4



# Zoom Attendance

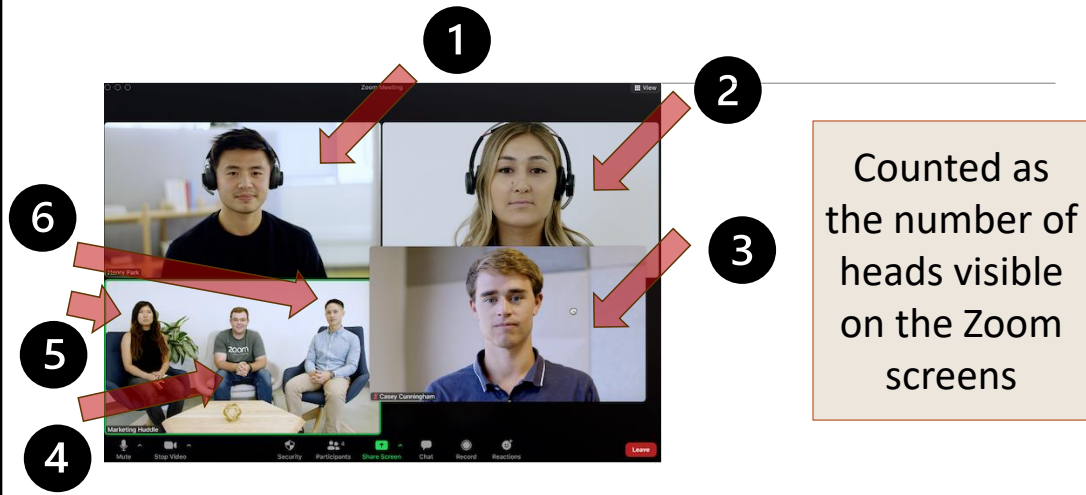


The image shows a Zoom meeting interface with four video thumbnails. Red arrows point from numbered circles to specific elements: 1 points to the top bar, 2 to the top-right corner of the top-right thumbnail, 3 to the top-right corner of the bottom-right thumbnail, 4 to the bottom toolbar, and 5 to the bottom-left corner of the bottom-left thumbnail.

Counted as the number of heads visible on the Zoom screens

5

# Zoom Attendance




and 6

Counted as an hour of watching the worship service on YouTube being the equivalent of one person attending the worship service

## YouTube Attendance



1 hour = 1 

YouTube watch time, also known as audience retention, is all about how long viewers stick around to watch your videos.


# YouTube Attendance

1. Log into You Tube


2. Select your profile picture




1. Select YouTube Studio


 Anglican Diocese of Toronto  
@anglicandioto  
[View your channel](#)

 Google Account

 Switch account >

 Sign out

 YouTube Studio

 Purchases and memberships

Log into your YouTube account.


# YouTube Attendance


1. Log into You Tube


2. Select your profile picture




1. Select YouTube Studio


 Anglican Diocese of Toronto  
@anglicandioto  
[View your channel](#)

 Google Account

 Switch account >

 Sign out

 YouTube Studio

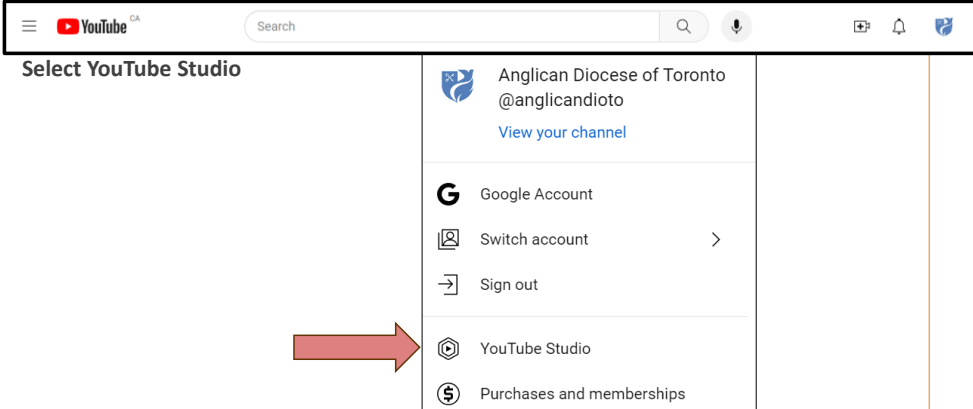
 Purchases and memberships

On the far right select your profile picture

# YouTube Attendance

1. Log into You Tube
2. Select your profile picture

3. **Select YouTube Studio**



The screenshot shows the YouTube interface. At the top, there is a search bar and navigation icons. Below the search bar, the user's profile information is displayed: a profile picture of the Anglican Diocese of Toronto, the name "Anglican Diocese of Toronto", the handle "@anglicandioto", and a link to "View your channel". Below this, there is a "Google Account" section with options for "Switch account" and "Sign out". At the bottom of the menu, there is a "YouTube Studio" option with a camera icon, and a "Purchases and memberships" option with a dollar sign icon. A red arrow points to the "YouTube Studio" option.

To access your watch time data, navigate to your YouTube Studio dashboard.

# YouTube Attendance

The screenshot displays the YouTube Studio interface for a channel named 'Anglican Diocese of Toronto'. The top navigation bar includes the YouTube Studio logo, a search bar, and a 'CREATE' button. The left sidebar contains a menu with options: Dashboard (highlighted), Content, Analytics (indicated by a red arrow), Comments, Settings, and Send feedback. The main content area is titled 'Channel dashboard' and features several widgets: 'Latest video performance' with a video thumbnail and engagement metrics; 'New achievement' showing a subscriber milestone; 'Channel analytics' with a bar chart for 'Current subscribers' (+40 in last 28 days) and a table for 'Ranking by views' (Views and Impressions click-through rate); and 'News' with a 'WATCH NOW' link for the 'Creator Roundup'. A 'Summary' section for 'Last 28 days' is also visible at the bottom.

and select the Analytics tab from the left sidebar. From there, you can view your channel's watch time in hours, including trends over different periods. A view is only counted if the video is watched for at least 30 seconds.

# YouTube Attendance

YouTube Studio

Search across your channel

CREATE

## Channel analytics

ADVANCED MODE

Dec 8, 2023 – Jan 4, 2024  
Last 28 days

Your channel  
Anglican Diocese of Toronto

- Dashboard
- Content
- Analytics**
- Comments
- Settings
- Send feedback

### Overview

Your channel got [redacted] views in the last 28 days

Views [redacted] more than usual

Watch time (hours) [redacted] more than usual

Subscribers [redacted] more than usual

Sun, Dec 31, 2023  
281

Views - Last 48 hours

Realtime  
Updating live

Subscribers  
SEE LIVE COUNT

Views - Last 48 hours

Top content

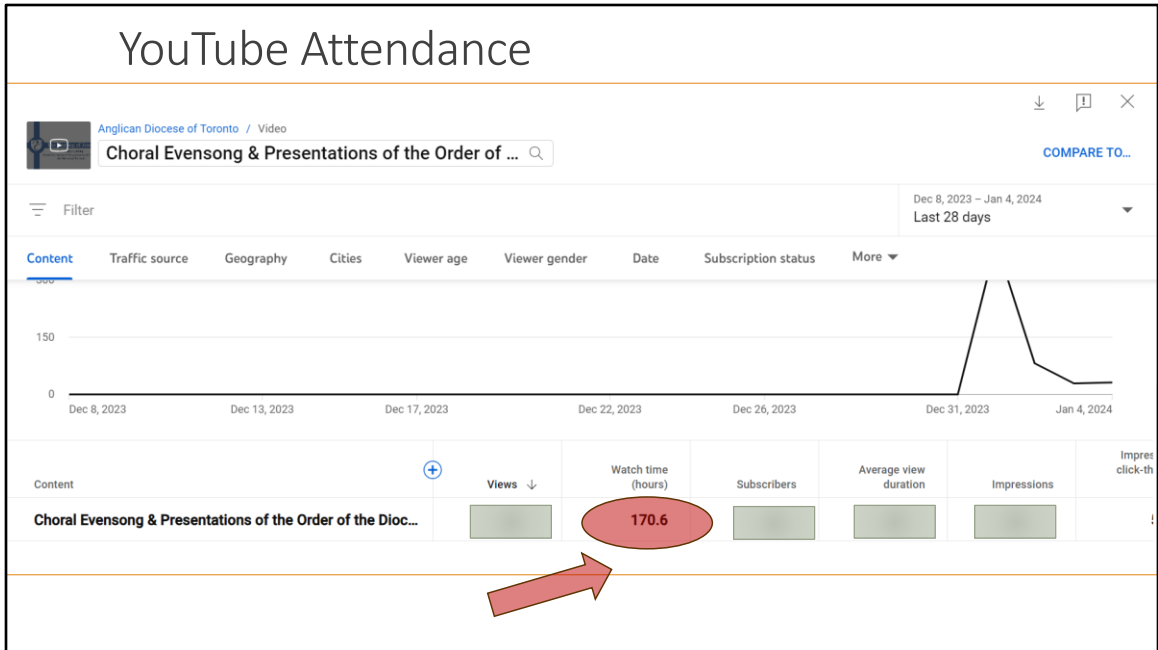
Views

This will take you to your Channel analytics

Scroll to the bottom of the page



# YouTube Attendance



To see your “watch time” hours.

For the purposes of our virtual counting, one hour of watching the worship service on YouTube is the equivalent of one person attending the worship service.

**Congregation Records**

Baptisms	Adult	<input type="text"/>	B1a	Children	<input type="text"/>	B1b	Total	<input type="text"/>	B1
Confirmations	Adult	<input type="text"/>	B2a	Youth	<input type="text"/>	B2b	Total	<input type="text"/>	B2
Received from Other Episcopal Communion, e.g. Roman Catholic, Orthodox, etc.									B3
Marriages									B4
Funerals									B5

Does your congregation have a cemetery? Yes  H1a No  H1b  
 Does your congregation have a columbaria? Yes  H2a No  H2b

**Christian Education, Formation & Discipleship**

Did you start any **new** programs online during the past year? Yes  ### No  ###

List all programs or groups:

	In- ↓	+	Virtual ↓	=	Total ↓	
<b>Sunday School/Children's Ministry</b> [ages 1 to 11] How many children participate in Sunday School/Children's Ministry?	# <input type="text"/>		# <input type="text"/>		<input type="text" value="0"/>	C1
<b>Youth Ministry</b> [ages 12 to 18] How many youth are participating in an organized program?	# <input type="text"/>		# <input type="text"/>		<input type="text" value="0"/>	D1a
<b>Young Adult Ministry</b> [ages 18 to 30] How many young adults are participating in a faith development program?	# <input type="text"/>		# <input type="text"/>		<input type="text" value="0"/>	D1c
<b>Adults</b> [ages 30+] How many <b>groups</b> are focussed on faith development?	# <input type="text"/>		# <input type="text"/>		<input type="text" value="0"/>	E1c
How many <b>adults</b> are participating in a faith development program?	# <input type="text"/>		# <input type="text"/>		<input type="text" value="0"/>	E1b

List all programs or groups that are Missional/Fresh expression:

Same idea for counting applied under the Christian education, formation and discipleship in terms of counting those who participated in person and those who participated virtually.

**Screening in Faith** - Report results as of December 31, 2023.

The College of Bishops and Synod Council confirm that compliance with the *Responsible Ministry: Screening in Faith Policy* is a non-negotiable aspect of parish ministry. It is the responsibility of the Incumbent and Churchwardens (or the Administrator under Canon 24 or the Board of Management under Canon 25) to ensure that your congregation or Diocesan Mission is in full compliance with this policy.

- 1. Are all ministry activities of the congregation listed and assessed for risk (high/medium/low)? 1. Yes  No
- 2. Have all individuals in medium and high risk positions attended Sexual Misconduct Policy training at the beginning of the ministry and every three years thereafter? 2. Yes  No
- 3. Have all individuals in a high risk position completed a Police Record Check, using the Diocesan approved process, at the beginning of their ministry and every three years thereafter? 3. Yes  No
- 4. Is the congregation, to the best of your knowledge, fully compliant with the standards and procedures of the *Responsible Ministry: Screening in Faith Policy*? 4. Yes  No

**Certification**

I hereby certify that in **2023** there was an Average Weekly Attendance (AWA) of  which allow this Vestry or Designated Ministry to elect  Members of Synod.

Signature of Incumbent or Priest-in-Charge:   
Date  Name (Please Print)

There are no changes to the Screening in Faith section at the top of page 3 or the remainder of the return. I did want to highlight that it is the responsibility of the Incumbent and Churchwardens to be in full compliances with the Screening in Faith policy.



## Additional Resources

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Incumbent's Annual Statistical Return Handbook

An Excel workbook version (with four worksheets) of the Incumbent's Annual Statistical Return for use as a reference or working draft

Additional resources are available should you need them. Visit the [Annual Return](#) page on our website for more information.

## What happens next

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The data will be imported or entered in the Diocesan database



The statistical data you provide will be counted and reported to the National Office



Information provided will be shared with departments and ministries



Lay Member eligibility will be confirmed



Screening in Faith compliance will be verified



If there are any questions, a staff member will reach out to you for more information

The data will be imported or entered in the Diocesan database and the statistical data you provide will be counted in the Diocesan Statical Return reported to the National Office, information provided will be shared with applicable departments and ministries, Lay Member eligibility will be confirmed, Screening in Faith compliance will be verified.

## Questions

**AJITH PHILIP**

Synod and Administrative Assistant

647-578-9722

[aphilip@toronto.anglican.ca](mailto:aphilip@toronto.anglican.ca)

**CANON LAURA WALTON, ODT**

Secretary of Synod

705-351-2033

[lwalton@toronto.anglican.ca](mailto:lwalton@toronto.anglican.ca)

If you have any questions while preparing your return, please reach out to Ajith Philip or myself, Laura Walton.