



Sacred Heart Catholic Church

502 2nd Ave SE
Aberdeen, South Dakota 57401
Telephone (605) 225-7065
sacredheartaberndeen.net

Vision Sunday #1

When Chuck Fletcher was hired as the Minnesota Wild General Manager in 2009 I remember seeing a clip of the press conference in which he said something along these lines: ‘from this moment on the sole goal of the Minnesota Wild franchise is to win the Stanley Cup.’ That clip has stayed with me (despite having a poor memory) for 10 years now because I remember thinking how odd it was that he had to emphasize that goal – how it might not have been a goal for the franchise previously. But the life of an organization can be like that – over time and in the midst of an endless number of tasks it can lose the reason for its being, its *raison d’être* as the French expression goes.

In Fr. James Mallon’s book, *Divine Renovation* (I have 10 free copies to the first 10 who ask for it), Fr. Mallon uses an analogy in which he likens the Church to a bus. The Church, in her very core, in her very essence, is meant to be missionary – to proclaim the good news of Jesus Christ to the nations. The bus exists to move – to bring people to a destination. Evangelization is the Church’s deepest identity and mission, as expressed by Pope St. Paul VI in his 1975 landmark document, *Evangelii Nuntiandi* (“Evangelization in the Modern World”). However, as Fr. Mallon points out, so many Churches are stuck in a maintenance mindset – the bus has been parked in the lot for a long time now and in some ways has lost its missionary identity. If we are to start the bus back up again and rev the engine, people deserve to know where the bus is headed. Only then can they decide if they want to get on, get off, or stay aboard.

Today at all the masses we officially unveiled Sacred Heart Catholic Church’s vision statement:

Inviting Everyone to Passionately Live the Gospel

A vision statement is a picture of the future that inspires us. It is not so much a description of the parish as it is today, as much as it declares what it seeks to be. In short, it’s the sign on the bus. The vision statement for Sacred Heart Catholic Church is the fruit of a great hope that we can recover the missionary identity of the Church once again. It was developed as a result of a consultative and collaborative effort between our pastor and parish council members.

So what does this vision statement mean and why should you care? Once a month for the next 6 months Sacred Heart will be further unpacking and illuminating the vision statement on what we are coining ‘Vision Sundays’ (or Saturdays for you 5pm mass goers). We hope to help everyone understand it, personally embrace it, and make it their own. As the USCCB document *Co-workers in the Vineyard* points out, communion is the starting point for mission, which in turn seeks as its fruit, communion. Together we all make up Sacred Heart Catholic Church, and from that communion and unity of vision will we go on mission together. We’re hanging a big sign on the side of the bus for all of Aberdeen to see - Sacred Heart Catholic Church: Inviting Everyone to Passionately Live the Gospel.

Sacred Heart of Jesus, have mercy on us!
Mary, star of the New Evangelization, pray for us!

- Thomas Eskro
Director of Evangelization
and Discipleship



**Inviting Everyone
to Passionately Live the Gospel**