



## Selwyn Avenue Presbyterian Church's 75th Anniversary Fund Frequently Asked Questions

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### 1. Why are we conducting this campaign for the 75th Anniversary Fund?

The Session approved the campaign after reviewing the results of our Strategic Planning Committee in order to better align our facilities and staff with the current needs and ministries of our vibrant church community. The Strategic Planning Committee spent the past 18 months evaluating, interviewing, discussing with our pastors, reviewing situations of similar-sized churches, and thinking through the future needs of our church.

### 2. How much money are we trying to raise for the 75th Anniversary Fund?

We hope to raise \$1.85 million over the three years of the 75th Anniversary Fund. This amount is based on the output determined by the Capital Feasibility Study conducted by Hewett Consulting, interviews and surveys of many members, like-sized amounts for campaigns of similar churches, and initial quotes for the priority items.

### 3. What are the initiatives that we are funding?

Based on the strategic planning work, congregational input, and Session discernment, the following items are included in the 75th Anniversary Fund: renovation of the Chapel and entry area, facility revitalization, acquisition of additional contiguous property, mission tithe, debt retirement, and investment in staff & communications.

Estimates per project are below:

- *Chapel/Front Entry Renovation:* Install flexible pew seating and technology upgrades in the Chapel while retaining worship integrity. The front entrance, Spire Hall, and front office wing will be redesigned to provide a warm and expansive Welcome Center with better accessibility, space for hospitality and fellowship, and more functional office and

programming spaces. Approach to the church will be enhanced with landscaping that functions both to activate the front lawn for fellowship and to complement the entry procession. (\$400,000)

- *Land Acquisition:* Acquire additional property for future growth and expanded ministry. Given the continued growth of the church's immediate neighborhood and escalating property values, it seems not only wise but also strategic to secure contiguous property whenever possible. (\$450,000)
- *Facility Revitalization:* Comprehensively update the facilities including, but not limited to, renovating restrooms, replacing existing roofs, upgrading HVAC systems, replacing worn carpet, painting interiors and exteriors, repairing the Spire, updating technology in the Fellowship Hall, repairing pews in the Sanctuary, and adding new furnishings where necessary. (\$362,000)
- *Mission Tithe:* Fund specific local mission projects that fall into our Mission Group's Hunger, Homelessness, and Children focus. (\$185,000; 10% of Fund)
- *Debt Retirement:* Retire the mortgage loan balance on the Bates House. (\$205,000)
- *Investment in Staff & Communications Platform:* Increase the youth ministry position to a full-time equivalent, add a part-time communications director, and continue to invest in our expanded personnel. The Session approved using a portion of the Anniversary Funds for selective personnel costs to augment the operating budget if necessary. Funding also includes implementing a communications platform for an improved website, social

media, membership communication, and financial management. The Fund would underwrite the first three years of this initiative, after which time these costs would be borne by the expanded annual ministry budget. (\$195,000)

- *Campaign Administration Costs:* (\$53,000)

#### **4. How will the building repairs and improvements enhance the church's ministry?**

Our current church facilities and leaders are unable to accommodate our present congregational needs and the range of activities for which our space is used. These needs and activities will continue to grow over time. Acquiring additional land, improving our existing space, retiring debt, expanding our support staff, and tithing 10% of this fund to Selwyn's missions will facilitate and support our church's future ministry objectives. Just as we benefit from the gifts made by those who came before us at Selwyn, the gifts we make through this 75th Anniversary Fund will benefit not only our current members but future generations.

#### **5. How will the Chapel be impacted by the facility revitalization? Will the Chapel retain its historic feel?**

The effort to revitalize our facility is centered around our ability to protect and maintain the integrity of our Chapel. Our generational roots are represented by the Chapel. Prayer services, funerals, and many other worship services have been held here. The Chapel rests on the original footprint of the white chapel that was constructed so many years ago.

With great concern, the Session and Planning Team have committed to maintaining the Chapel as a sacred space that will embody "who we are" for years to come. This means we will maintain the Chapel's aesthetic and purpose by highlighting its stained glass window, protecting the original millwork, and replacing the floors as needed.

One concern for some members involves the pews. Our hope is to replace the older pews with

moveable traditional wooden pews or pew chairs. The renewal of our pew seating will allow us to use the Chapel in many different contexts without compromising the original intent of the space.

Last, there are plans to open the back wall to allow light and visibility into the Chapel from the main entrance. If the Chapel is to serve as the hub of our community life, we hope our members and visitors will be welcomed by the beauty of the space and the stained glass window upon entering our church.

#### **6. Why does the 75th Anniversary Fund include a mission tithe?**

The Session's earliest plans for the campaign included a mission tithe that would "extend the love of Christ for people in need." This is typical in a campaign of this nature. In the same way that we as individuals are called to give a portion of our treasure back to God, the church seeks to give a portion of its receipts to the needs that exist outside of its walls. The mission tithe is an act of obedience and joyful giving to the work of God's kingdom.

As a community, the church is called to care. The church is called both to "love one another" within the church community and to "love our neighbor (someone outside our community) as ourselves." A mission tithe is included in the Anniversary Fund as an expression of our care for our neighbor and of our commitment to the kingdom of God beyond our church walls.

#### **7. How will the mission tithe be used?**

Selwyn's Mission Committee supports three areas of focus: hunger, homelessness, and children in need. The mission tithe will be used to strengthen and enhance our existing work in these or related areas. The Mission Committee has begun a process of discernment that will consider its work with existing partners. Ministries such as Room in the Inn, Habitat for Humanity, Stop Hunger Now, Montclair Elementary, and Freedom School, which fall within these focus areas, are long-time missions

of the church and will be considered during the discernment process. At the conclusion of this process, the Mission Committee will make a recommendation to the Session. Approval by the Session will be required.

**8. Why are funds being raised allocated to Personnel & Communications? Aren't those typically operating expenses?**

It is hoped that annual pledges to the operating budget will cover all of the funds needed to staff our church's ministry and program positions. With that said, nonprofit organizations frequently use one-time funding to initiate funding important, selective personnel positions. The Session approved using Anniversary Funds for selective personnel costs to augment the operating budget if necessary. The following positions would be funded for a period of time: half-time youth director (to expand from Erin Mills' 20-hour position); half-time communications director; and continuing to invest in our expanded personnel. The intent is to make the Anniversary Fund a catalyst and to eventually roll these salaries into the operating budget.

**9. Why are we retiring debt given the current (and very low) interest rate environment?**

Our current loan of approximately \$205,000 matures in early January 2017, so we need to urgently address this. We will need to secure a loan to fund our various projects while collections are being received. The plan is to secure a three-year loan that would include paying off the current debt. The loan will be structured to provide a long-term payment plan if there is any remaining balance at the end of three years. This is in keeping with the congregation's low priority on retiring existing debt given the current low interest rate environment.

**10. What happens if we don't raise the needed amount?**

We will confirm the target plan based on the results of the Anniversary Fund Commitment Day pledges. If we don't raise all of the money needed, we will reduce the scope of the project. Financials and

commitments will be closely monitored and managed throughout the fund timeline and regularly communicated to the congregation.

**11. What are the priorities? In what order will we be completing the items?**

All of the items are important; however, we recognize that this is a faith-based campaign and will need to be continually managed. We are committed to the Mission Tithe (10%). Further details and any adjustments to the scope of the projects will be communicated to the congregation regularly.

**12. When will work begin?**

Work will be staged, and timelines are still being defined. Certain areas like the Chapel and Front Entry will first require engaging an architect; interviews are in process. Various renovation items can be addressed earlier in the process while others, such as painting and carpeting, are best addressed after the renovations. Further details on timing will be forthcoming as the planning continues.

**13. Why have we engaged a consultant to work on this campaign?**

Our church has retained John Hewett of Hewett Consulting, a professional firm serving churches and other nonprofits nationwide, to assist our church with this campaign. The Session concluded that this project is too important and complex to attempt without professional, experienced help. A professional consultant can significantly increase pledges (well beyond the fixed fee charged) as well as structure the campaign. John has led numerous successful campaigns including Myers Park Baptist Church's campaign that funded their Cornwell Center.

**14. How much will this campaign cost?**

By the time all expenses are paid, we expect the campaign to cost less than 4% of the total amount pledged, which includes consulting costs and all campaign costs.

**15. Why do I need to make a pledge? Can't I just make contributions over the next three years when I can afford them?**

In the same way that we each need to know what our family's income will be relative to its expenses, our church needs to know what its income will be in order to carry out its essential ministries as well as plan for the future. (Imagine planning to replace your home's roof without knowing whether you will be employed next month.)

Making a pledge to our church allows us to maintain our spiritual home. Pledging is also an act of faith in which we promise God, ourselves, and our congregation that worshipping God and seeking to carry out God's work in the world is worth our financial support and sacrifice. Practically and spiritually, pledging our "first fruits" will have powerful effects both on our lives and on the life of our church.

**16. How long is the campaign, and how can I make my pledge?**

The term of the campaign is three years (2016-2019). Pledges will be received in worship on November 20, Commitment Sunday. You can pay in whatever way is most convenient for you and on whatever schedule works best. Some members will pay monthly, others quarterly, others annually, and some may choose to make a one-time gift. Ideally, it would be helpful for the campaign to collect the money as early as possible.

**17. Would it be helpful to make the gift of my pledge early?**

Yes, any early gifts or pledges will assist our financial planning.

**18. If I don't feel I can pledge cash, may I contribute a gift of other assets?**

Yes. In addition to cash, you can also donate stock or other types of assets. Please contact the church if you desire to make such a donation. Donating long-term appreciated securities directly to charity, rather than selling the assets and donating the cash

proceeds, is one of the best and easiest ways to give more. By taking advantage of the applicable tax incentives, you can significantly increase the amount of funds available for giving. See your accountant for more information.

**19. Will someone call me, visit me, or contact me about the campaign?**

Yes, you will hear about the campaign from a variety of sources. There are three Vision Awareness Gatherings on October 23 at 11:30 a.m., October 25 at 5:30 p.m., and October 28 at 6:30 p.m. where we will discuss the particulars of the campaign and more fully describe the projects that it will help fund. If you are unable to attend one of these gatherings, we will be happy to visit or speak with you separately. Additionally, there will be periodic updates to the congregation as planning continues.

**20. What happens if I am unable to fulfill my pledge?**

Pledging is an estimate of giving. Sometimes situations prevent someone from giving his or her full pledge, while other events may allow someone to increase a pledge. You can modify your pledge at any time. Just let the church know of your adjustment.

**21. Are my campaign contributions tax deductible?**

Yes, all gifts to the campaign are tax deductible to the full extent allowed by law. Please consult your tax professional for specific advice.

**22. Is this gift in addition to my gift to the stewardship or annual fund?**

Yes, this is an over-and-above pledge and does not alter your pledge to the annual stewardship of the church. The pledge you will make during the stewardship campaign is for our annual operating budget. Your pledge and gifts for this 75th Anniversary Fund will support the projects described above.

**23. How do I know my giving will be confidential?  
Who will see my pledge?**

Only the church's Financial Office will know the amount you have pledged, the same as with all of our confidential giving records.

**24. Can estate planning or benefactor-type giving play a role in this process? What about life insurance proceeds?**

Yes! Although we are encouraged to give over the next three years, a well-crafted estate plan that includes the church can extend our giving beyond our days.

**25. Will the church's 75th Anniversary Fund be audited? How do we know that the money will be used for the purposes outlined in the 75th Anniversary Fund materials?**

Yes, similar to the church's annual operating budget, all expenditures are reviewed by the Church Accountant and the Church Treasurer or other members of the Finance Committee.

**26. Over the past five to 10 years, how has the church grown in terms of households who**

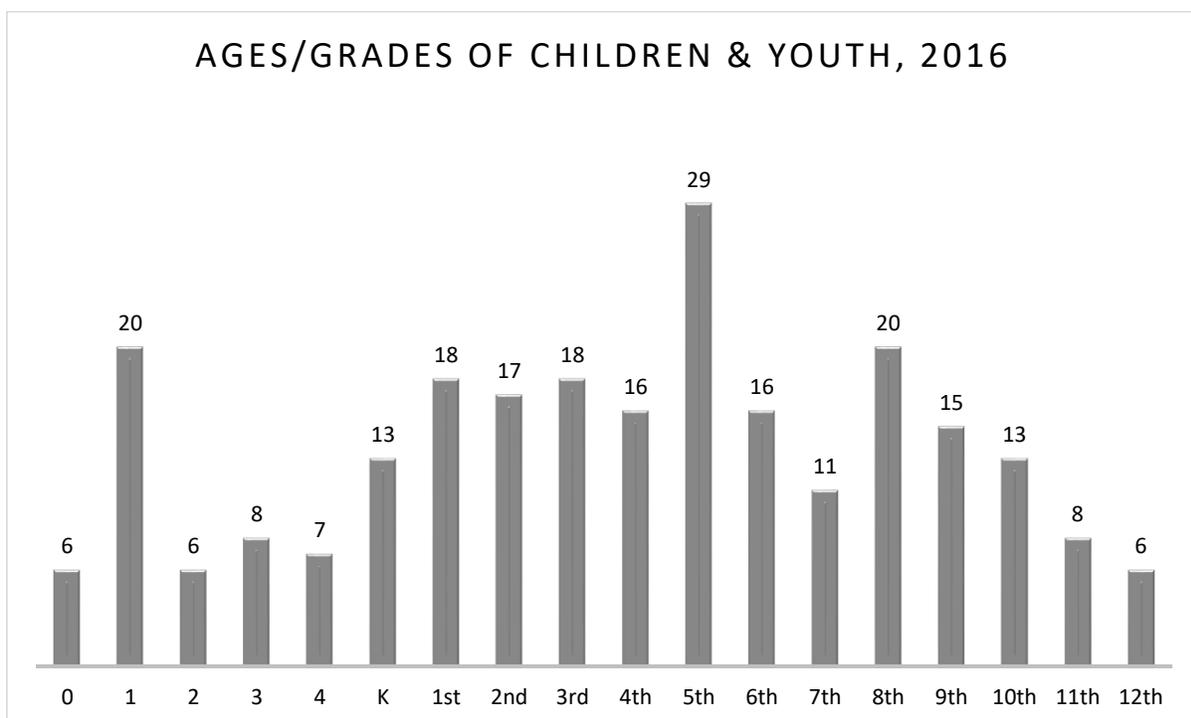
**pledge, number of confirmed members, and number of new members?**

Selwyn Avenue Presbyterian Church is an intergenerational community of over 730 people. While nearly 250 of those are under the age of 18, we also host 100 children every weekday in our 5-Star Child Development Center. With about 500 confirmed members and 210 households, new members join our congregation at a rate of at least 20% each year.

While personnel needs have increased, they reflect the growing numbers of children and youth in our congregation. Our programming and personnel budgets mirror the growth of our congregation. Households with families rely on quality programming and staffing at a time in their lives when they are increasingly stretched for time.

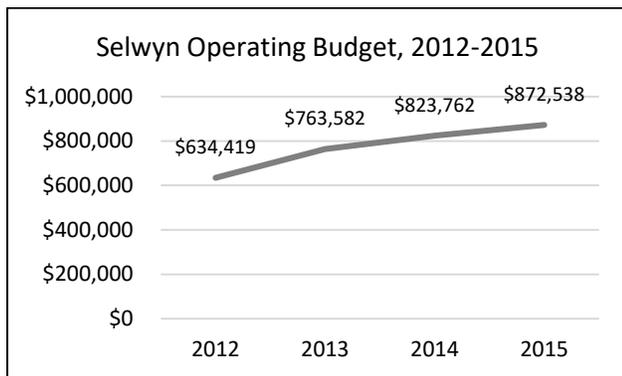
A high number of our members are committed to supporting the programming and mission of the church through annual pledging and giving. The levels and age ranges of those who give are diverse.

We do rely on a few large pledges and must pay attention to maintaining our stewardship across all



of the generations and economic ranges as we move into the future. As our church continues to be healthy and growing, our goals require every member to participate. We have 210 giving units, and 74% of our members pledge annually to our operating budget. Forty-seven households do not contribute to the annual operating budget. Members over the age of 61 contribute 43% of total contributions.

Selwyn Avenue’s operating budget has increased substantially every year since the recession:



**27. After giving to the fund, will there be sufficient capacity for all of the young people in our church as they grow older?**

Renewing our space allows us to maximize the use of our current footprint. We will gain two larger classrooms during the 9:30 a.m. Sunday School hour. Welcoming and accessible classroom space on Sunday mornings is completely maxed out. Even today our youth crowd into the smaller rooms of the Bates House or pour onto the front lawn on Sunday mornings, and the anticipated growth in our youth program as the larger number of current elementary school children age up will further strain our resources. These changes will also allow our growing youth group two spaces for programming on Sunday evenings. Our current footprint is limited in gathering spaces for groups larger than 12-15 people.

Currently, we staff a half-time position for a youth program that is bursting at its seams. If we hope to maintain a vibrant youth program, we must staff the program. While an additional 20 hours of

staffing will not fully accommodate these numbers, it will allow staff to cultivate and equip lay leadership to engage our youth with energy and joy. If you look at the demographics of our children by grade, you will see that the middle school youth program will grow by almost 50% in two years, and the senior high program will grow by 40%.

Additional staffing will allow youth personnel to spend equal time on middle and high school youth programs and to lead our entire congregation in comprehensive support and engagement of our youth. Additional youth staffing will support youth mission trips during the summer, will create the potential to engage a youth program intern, will equip and support lay leadership, and will enhance collaboration with the program staff. This will help all of our youth and their families.

**28. How will the fund contribute to the CDC facilities?**

Updates and improvements to the Child Development Center are incorporated into the Anniversary Fund budget for items such as ceiling and flooring repairs and some classroom updates. The scope and scale of the updates will depend on what is achieved through the fundraising campaign.

**29. Will CDC families contribute to the improvement in the church’s facilities?**

Child Development Center families who are non-church members will be introduced to the Anniversary Fund and invited to participate. We will not seek a pledge commitment from these families but will rather extend an invitation to make a donation toward the Anniversary Fund in honor of Selwyn Avenue Presbyterian Church and its mission to provide quality childcare.

**30. How will the architect and the contractors for the work be selected?**

Members of the church who are architects, members of the Session, and Pastor Lori Raible are interviewing three architectural firms in October. Contractors will be selected in a similar manner.

**31. Who will be in charge of overseeing renovations in accordance with the plans for Facility Revitalization?**

The Planning Committee and the Property and Grounds Committee, parts of the Session, will directly oversee the projects and report regularly to the Session. Regular updates will be communicated to the congregation.

**32. How is the Anniversary Fund contributing to improving the parking situation?**

The Planning Committee has been working on various ways to increase parking with our existing facilities. Additionally, we are working on other options to address parking through the Anniversary Fund. As the Planning Committee works through further details in the coming months, we will provide further updates.

**33. How has Selwyn raised funds in the past and for what purposes?**

Selwyn Avenue Presbyterian Church began with a small group and an organizing pastor in 1941. A worship service was held in the Queens College Chapel in November, and in January of 1942, the congregation was chartered by the Mecklenburg Presbytery with 42 members. By the end of that year, a white frame building was constructed on the foundation of the present Chapel. Soon after the Great Depression and World War II, and in the midst of the Korean War, more than 300 members raised today’s equivalent of \$1.25 million. The sanctuary was completed in 1955. Subsequent designated offerings retired this debt.

Additional special funds campaigns include:

- 1965: Bowman Building
- 1980s: Scout Hut
- 1988: Columbarium and garden
- 1990s: Refurbishment of the Bowman Building and Fellowship Hall with additional bathrooms (approximately \$400,000)

- 2005: New kitchen, enhanced chancel area, and rebuilt pipe organ, addition of the Bates House property, and expanded and updated playgrounds and parking areas (approximately \$850,000)

All that we now enjoy is our inheritance from previous generations of generous stewards. By investing in our heritage, we continue the stewardship of this church in a manner that was begun many years ago by people of vision and spirit. It is our privilege and joy to extend this process of Christian life for our children and future members.

**34. How much will members be asked to give on average during the 75th Anniversary Fund? How should I determine the amount of my pledge?**

The following table outlines the pledges needed for a congregation and campaign of our size.

<b>Three-Year Pledge Levels</b>			
# of Gifts at Level	Gift Level	Total at Level	Cumulative Total
2	\$100,000	\$200,000	\$200,000
3	\$75,000	\$225,000	\$425,000
5	\$50,000	\$250,000	\$675,000
10	\$25,000	\$250,000	\$925,000
20 Gifts = \$925,000, or 51% of the total			
20	\$15,000	\$300,000	\$1,225,000
30	\$10,000	\$300,000	\$1,525,000
50 Gifts - \$600,000 or 33% of the total			
40	\$5,000	\$200,000	\$1,725,000
20	\$3,000	\$60,000	\$1,785,000
10	\$1,500	\$15,000	\$1,800,000
70 Gifts - \$275,000 or 16% of the total			
<b>TOTAL: 140 Gifts = \$1,800,000</b>			

**35. Who are the leaders of the Campaign?**

Our campaign directors are Grant and Ashley Armistead, Hunter and Catherine Miller, and Bill and Peggy St. George. Additionally, many members are playing key leadership roles in support of the campaign. This is definitely a TEAM effort!