



Philanthropy

The United Church of Canada

Issue 3, January 2012



Letter from David Armour

*I am about to do a new thing;
now it springs forth, do you not perceive it?
I will make a way in the wilderness
and rivers in the desert. (Isaiah 43:19)*

Dear Friends:

Welcome to 2012! With the Christmas celebration still energizing our spirits, we come to you with lots of news of “new things.”

How well God knows us. The passage from Isaiah reveals God’s complete understanding of the human condition. Can’t you just hear God saying to us, “I’m doing something new—can’t you see that? I am working to help you and providing you with what you need!”

We know that God has a plan for the United Church, and we are working to see that plan realized. Our role is to ensure that all the resources necessary to continue the work of the United Church are at the ready.

The Philanthropy Unit presented a new comprehensive plan for revenue generation at the November meeting of the General Council Executive. The plan is focused on supporting congregational stewardship. We are concentrating on strong partnerships with our pastoral charges.

The Mission and Service Fund is tracking well and, with everyone’s continued generosity, is now projected to attain 97 percent of last year’s total, despite global financial turmoil and a multitude of emergencies to which you generously responded. We are humbled by your ongoing support of the life-changing work happening in our midst. Your continued support of the M&S Fund will ensure that the United Church remains a strong presence, both in the world and here at home in Canada.

We are excited about the new things that God is doing in our church, in our neighbourhoods, and in our world. We are not alone. We live in God’s world, and we are moving forward into God’s vision for the future.

*Thank you for your continued stewardship and
financial support of our United Church.*

Donate by PAR

PAR stands for Pre-Authorized Remittance. It is a formal way of saying automatic withdrawal. Many of us pay our bills directly from our bank accounts through direct automatic withdrawal. PAR is an automatic withdrawal that supports your church.

The PAR program is provided as a service to congregations and donors. Congregations enjoy regular cash flow that enables mission and ministry. Donors have the convenience of giving from home and the assurance of knowing that they have supported their church even in their own absence. Participants can also use the service to support Mission and Service.

The program has been incredibly successful. On average, PAR donors give 50 percent more than non-PAR donors. The program has 43,000 members committed to congregational giving. PAR is expected to continue growing, and we hope that every congregation will sign up and participate.

Spread the word. The PAR program is just one way our national office seeks to serve and support local congregations.

Contact 1-800-465-3771 or
par@united-church.ca





THE UNITED CHURCH OF CANADA FOUNDATION FONDATION DE L'ÉGLISE UNIE DU CANADA

Foundation Can Provide Financial Management

Did you know that the United Church Foundation can help your congregation manage your minister's housing costs?

Many churches have sold their manses and instead now provide a housing allowance to their ministers. If your congregation has taken this step or is thinking about it, you should know that your manse fund can be invested with The United Church of Canada Foundation. As your manse fund grows, it could facilitate not only a housing allowance for your minister, but also other future congregational ministries.

The chart below shows the returns that a fund at The United Church of Canada Foundation could provide.

| If in 2006 the principal was | As of Sep. 31, 2011, the investment would be |
|------------------------------|--|
| \$ 50,000.00 | \$ 61,535.50 |
| \$ 100,000.00 | \$ 123,070.99 |
| \$ 250,000.00 | \$ 307,677.48 |

Please contact the Foundation (toll-free) at 1-866-340-8223 or e-mail fdn@united-church.ca if you would like to transfer your current investment holdings to The United Church of Canada Foundation.

Mission and Service Endowment Fund

We all live with the understanding that God's plan for us is good, but that the infinite future is known only to God. In response to the unending nature of God's time, The United Church of Canada Foundation has set up an endowment fund to support the Mission and Service Fund.

An endowment fund is much like the few fish at the Sea of Galilee that Jesus turned into enough to feed a multitude. The church receives what is offered today and turns it into abundance for years to come. The Mission and Service Endowment Fund was created this year and has already grown to \$393,000!

How does this work? Your gift is added to the endowment fund, which is carefully invested. Every year, the Mission and Service Fund will receive 3.5 percent of the investment proceeds. It is our hope that eventually the endowment will grow to the point that it will support more of the church's mission.

You can be a part of the future of the United Church! A gift to the Mission and Service Endowment Fund—no matter what the amount—is a gift to the church forever. Your gift will help share the blessings of God's abundance in ways that we can't even imagine.



Seeds of Hope Grants

- provide innovative *seniors' ministry*
- focus on *children and youth*
- address *environmental and social justice* issues
- look at *new ways to provide ministry* and support during transition periods
- facilitate experiencing *faith and spirituality*
- promote and recognize *excellence* in scholarship, academics, and enlightening lectures

Please visit www.unitedchurchfoundation.ca/grantinformation for more details, the application form, a guidebook, and a list of funds providing grants in Spring 2012.

The Joint Grants Committee
of The United Church
of Canada and The
United Church of Canada
Foundation is accepting
Seeds of Hope grant
applications until 5 p.m.,
Friday, April 13.

Stewardship & Philanthropy

Comprehensive Plan to Support Congregational Stewardship

The United Church of Canada is very pleased to be adopting a holistic revenue generation vision that emphasizes the support of congregational stewardship.

Philanthropy Unit staff have an objective of maximizing all donated revenue to the United Church by increasing active engagement in stewardship as a vital part of the faith journey. We will be developing and providing resources, training, and tools that will support congregations in their stewardship work.

The Philanthropy Unit will implement five strategies to achieve this goal:

- Simplify and clarify the call to action for congregations and the denomination.
- Maximize annual giving to the church.

- Maximize legacy and major gifts to the church.
- Maximize emergency giving for church partners.
- Explore opportunities for the public to support the work of the church.

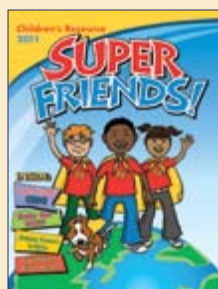
Our renewed vision of stewardship has energized us. Staff feel called to be in the churches with people, working as a team across Canada.

Your national office staff can help you and your congregation with all aspects of stewardship, from discerning your congregational mission to asking folks in the pews to consider their annual offering. We are here to help you. We have online resources and printed materials, as well as regional staff in place ready to serve. Contact the Philanthropy Unit at 1-800-465-3771 or e-mail steward@united-church.ca.

Come on, Superfriends!

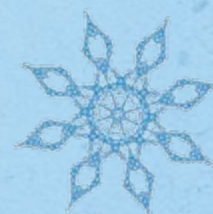
Whenever there is a disaster or an emergency in the world, United Church people respond generously to appeals for financial help. This fall, *Superfriends!* magazine, a new World Relief and Development resource on disaster response for children and their parents, is available from UCRD.

Superfriends! explains how the church is a friend to others in an emergency and over the long term. The magazine also helps parents talk to children about emergencies and offers suggestions for helping children cope with media coverage of disasters. Order *Superfriends!* for your church children from UCRD, www.UCRDstore.ca or 1-800-288-7365. Product code: CH10766. No charge except shipping and handling.



Legacy Giving

Doug Flanders, Director of Major and Planned Gifts, has been working diligently with the team to launch new legacy giving materials. This is important information. Legacy giving—remembering a church through bequests in a will—is a long-standing tradition for United Church folk. And there are now many ways to make the most of your estate gift to the church. Keep an eye out for upcoming news on the Legacy Giving Program, designed as a turnkey resource for congregations and stewardship teams.



Website:
ucc-resources.ca

One of the United Church's great strengths is our members' willingness to share—and isn't sharing really what stewardship is all about? One of our ministers, Richard Bott, has created a website for just this purpose: www.ucc-resources.ca, which he describes as a clearinghouse for congregations of The United Church of Canada. This is a fabulous site, with all sorts of resources and ideas generated by and for United Church congregations, which are free for anyone to use.

About Mission and Service

Understanding Our Mission and Service

The United Church answers God's call in many ways. There is much that we do as a national church family. Many ministries, both in Canada and abroad, count on our national church to provide the necessities of life, but how we do so, is often hard to explain.

A great communication tool can be downloaded from our website at www.united-church.ca/files/funding/msfund/at-a-glance.pdf. *Mission and Service at a Glance* illustrates clearly how we use our donations to further God's work in the world.



Every member of the United Church should have a clear understanding of our mission, so please share this document widely. Copies of *Mission and Service at a Glance* were sent to all congregations in the fall. Some print copies are still available and while supplies last, you may request one by e-mailing steward@united-church.ca.

Mission and Service 2012

Every year, congregations are asked to make a pledge to the church. The United Church supports all individual congregations by providing \$4.4 million in grant funding to the regional Conference offices. In addition, in 2011 the United Church supported local congregations with \$4.6 million in grants—for a total of \$9 million for Canadian congregational support. Our national support dollars are essential to maintaining pulpits across the country. We are truly living out stewardship in Canada!



Please encourage your community to make a pledge to the Mission and Service of the United Church. The pledge form can be found on our website, or you can email steward@united-church.ca.

Extra Measures



Extra Measures is a funding program for mission. Every year, the United Church commits to fund critical outreach in the world. Should you, or your congregation, feel passionately about a component of our mission, you are encouraged to take that component on as an Extra Measures project. This means that, in addition to the regular M&S commitment, your faith community will raise funds for a specific mission.

The Extra Measures program can be a personal experience, as your congregation connects in both physical and spiritual ways with a specific need or community. It creates energy and awakens a passion to serve. For more information, please visit www.united-church.ca/getinvolved/global/extra-measures.

Four Stones



At the General Council Office of the United Church, four keystones are embedded in the wood above our reception desk (which is staffed by Sheila James—the woman who knows everybody!). The stones were gifts from four congregations in England and Scotland: two Presbyterian, one Methodist, and one Congregationalist, honouring our heritage of joining together to form one united body in Christ. They were sent to help steward this uniquely Canadian United Church into the future by providing us with a symbol of the solid spiritual rocks that are our foundation.

