

SHAPING A NEW GENERATION - TOGETHER - Campaign Wrap-up, 07/01/2011

Thank you to all the members who made a financial commitment for the coming year and especially to those 48% who increased their pledges. After a vigorous campaign with a healthy dose of fun at the cottage lunches, the final results are in. Despite being under the budget pledge total of \$595,000 by \$42,500, the church will still be able to sustain major programs and staff. Some line items in the budget will inevitably have to be reduced in order to account for the shortfall.

Although we did not reach our goal in this year's campaign, the average commitment increased 6.5% to \$2,046, and the church remains on firm financial ground. These pledge increases are critically important as generous members pass away or retire from high paying jobs that previously enabled them to give more.

Treasurer Steve Cohen notes, "One of the big reasons for the shortfall is that so much of our income in past years comes from a relatively small number of large donors. 40 pledge families have accounted for 50% of the Church income for the past several years.

When a couple of these large donors significantly reduce their pledge, it has a big impact on the overall results of the campaign." To continue to prosper as a congregation, the rest of us need to pick up the slack – more about that in the next few months.

A second major reason for the shortfall was we received 22 fewer pledges than last year; the team hopes that many of those who did not renew will return in the fall and renew their interest and commitment.

Bill Hardham, Finance Council Chair, thanks the large and talented Stewardship Team who worked hard on behalf of the church.