

2016 Annual Operating Fund Pledge Campaign Committee Report

Submitted by Ginny Preuss and Cathy Olsen

Stewardship Drive

Submitted by Ed Lynn, Interim Administrator

We received **390 pledges for a total of \$895,133**, or 98% of our goal of \$915,000 for the 2016 Operating Budget.

Following our 150 year anniversary celebrations, we chose a campaign theme of Building a Sustainable future for 2016. We began 2015 with a serious budget shortfall, which was primarily overcome through the generosity of the Congregation, and several staff changes due to personal and professional reasons. This created an opportunity to re-imagine who we are and how we are structured. Rather than continuing to rely on growth to make us sustainable, we used these challenges and personnel transitions to restructure ourselves as a long-term sustainable congregation within our present resources.

In October of 2016, a draft break-even budget was created and shared with the congregation at the start of our operating campaign. This budget included a pledge goal of \$915,000. We had a successful campaign, achieving 98% of our goal. **This enabled the final budget to be submitted to the board and approved in January of this year.**

A special thanks to Ed Lynn, Hannah Hotchkiss, Debby Casamatta, and all the others who supported the campaign in many ways.

| Pledge Amounts ('000) | Pledge Units | | | | Total Pledge Amounts | | |
|-----------------------------|--------------|-----|-----------------------|-------|----------------------|-------------|-------|
| | Number | Cum | % | Cum | \$ | % | Cum % |
| ≥ \$10 | 9 | 9 | 2.3% | 2.3% | 115,200 | 12.9% | 12.9% |
| \$8 to \$9.9 | 4 | 13 | 1.0% | 3.3% | 34,000 | 3.8% | 16.7% |
| \$6 to \$7.9 | 20 | 33 | 5.1% | 8.5% | 134,100 | 15.0% | 31.6% |
| \$4.80 to \$5.9 | 17 | 50 | 4.4% | 12.8% | 86,644 | 9.7% | 41.3% |
| \$3.6 to \$4.8 | 37 | 87 | 9.5% | 22.3% | 147,720 | 16.5% | 57.8% |
| \$2.4 to \$3.59 | 48 | 135 | 12.3% | 34.6% | 132,166 | 14.8% | 72.6% |
| \$1.2 to \$2.39 | 97 | 232 | 24.9% | 59.5% | 155,660 | 17.4% | 90.0% |
| \$0.6 to \$1.19 | 73 | 305 | 18.7% | 78.2% | 60,368 | 6.7% | 96.7% |
| < \$600 | 85 | 390 | 21.8% | 100% | 29,275 | 3.3% | 100% |
| Total | 390 | | 100% | | 895,133 | 100% | |
| | | | Average Pledge | | 2,295 | | |

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Building a Sustainable future

Although successful as a whole, there are some aspects of our pledge distribution that deserve a closer look. As you can see in the table above, the distribution of pledges is skewed. The average pledge is \$2,295, but the median pledge is \$1,500. In a normal distribution, these should be about equal.

Wayne Clark, the former director of Congregational Stewardship Services for the UUA, posits a healthy distribution of financial giving, and then what is usually found in UU congregations.

| Pledge Amounts | Healthy | UU Standard | UUA-2016 |
|-----------------------|---------|-------------|-----------------|
| First 25% (largest) | 10% | 5% | 6% |
| Second 25% | 15% | 10% | 11% |
| Third 25% | 35% | 25% | 20% |
| Fourth 25% (smallest) | 40% | 60% | 63% |

In a healthy distribution, 25% of pledge money is raised from the top 10% of pledges, the next 25% of money from the next 15% of pledges, etc. Similar to recent years past, UUA aligns fairly well with the UU Standard, but not with the ideal. Clark characterizes this in this way: "With this distribution, the congregation is more vulnerable. If just a few top contributors stop giving, the consequences to the congregation's fundraising efforts are severe". In our case, if the top 13 pledge units (just 3.3% of the total pledge units) stopped giving, there would be a hole in our budget of about \$149,200, or 16.7% of our total pledge dollars. Another way to look at this is that 17-18% of our pledge units provide 50% of our total pledge dollars.

With UUA pledge distribution close to the UU standard, but below the ideal, we have a good start to building a sustainable future with room to improve moving forward.