

# 2020 Annual Budget Campaign Committee Report

## Roots and Wings

Submitted by Beth Hospadaruk

1<sup>st</sup> Unitarian Universalist Congregation of Ann Arbor's 2020 Annual Budget Campaign (ABC) drive titled "Roots and Wings" ran during the month of October, 2019. The committee consisted of Beth Hospadaruk, chair, Sam Lewis, Dee Dishon, Laura Johnstone and Ed Lynn supported by Rev. Lindasusan Ulrich, the Board of Trustees and members of the Sunderland Society. Many staff also supported the campaign through various clerical responsibilities.

A letter of inspiration, encouragement and information was sent out in September to kick off the month. This year's theme was a focus on our excellent SGD program, our ability to "Raise the Next Generation". An excerpt from our newsletter reminder: "**Roots and Wings** Think about building a foundation at UUAA where we can offer a taproot to keep us rooted in what is important here and in the world – at a time when a hurting world desperately needs us and the ability to be lifted up to places we have yet to imagine.....your pledge allows us to continue to build strong ministries within the congregation, programs like our SGD program, Chalice Singers, Well Being Education, and Chalice Circles. It allows us to expand our work in the wider world like our programs for Black Lives Matter, Habitat for Humanity, Climate Action, Mindful Eating, Immigration Action and Alpha House and so much more."

A pledge form was included in the mailing. Website updates with the ability to pledge online was done. Reminder e-mails and notices in the monthly newsletter and weekly bulletin took place in October and November. A pledge table was located inside the front door staffed by committee members to answer questions, receive pledges and make personal connections with people. Approximately 100 follow up calls from the Board of Trustees took place during December when the campaign ended on 12/31/19.

During each service in October, a different member of the congregation gave a "testimonial" describing what this congregation means to them and why pledging is so important. Those giving testimonials were Jim and Sherry McCargar, Lara Brown and John Wakeman, John Kasab and Lisa Henn, and Arthur Verhoogt and Henrike Florusbosch. Beth Hospadaruk gave a testimonial and words of encouragement to "make your pledge" in November. A giving tree was painted on the office window and as pledges were made, names were put on a leaf or a wing and added to the tree. Thank you notes were written by Beth Hospadaruk and Dee Dishon.

We received **404 pledges for a total of \$988,266.31**. 73 of these were new pledges.

With increased operating costs, including a large increase in medical costs, the BoT, Sr. Minister and Stewardship committee agreed that we needed to go back to the congregation and hold a 2<sup>nd</sup> ask campaign titled "Stone Soup" in an attempt to raise an additional \$110,000. This was announced on January 12, 2020. Margie Teall headed up a team of folks to put on a soup luncheon on January 19 and the campaign ran through the month. The Stone Soup campaign raised **\$94,847** from 151 pledge units, raising our overall 2020 pledge income to **\$1,083,113.31**

A heartfelt and deep appreciation for all who support UUAA financially goes out to all who helped to insure the ongoing presence of our liberal faith and work here in Ann Arbor.