

**gift** **GROWING  
IN FAITH  
TOGETHER**



**FREQUENTLY ASKED QUESTIONS FOR CLERGY,  
LAY LEADERS AND CAMPAIGN VOLUNTEERS**

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**The Anglican Diocese of Ottawa**

**1. Why is the diocese embarking on a financial initiative now?**

The strategic planning process, which began in 2005 and culminated in a 5-year strategic plan which concludes in 2012, identified critical areas of support for parishes and ministries across the diocese. Financial support granted to ministries in the first 3 years of the plan was largely funded from the Second Century Fund. This “seed” money funded priority ministries, but will be depleted in 2012. Long term funding for these strategic priorities must be raised today.

**2. How will parishioners be contacted during the *Growing in Faith Together* Campaign?**

Each household in every congregation in the diocese will be presented with the needs and objectives of the broader diocesan case and their parish case through personal visits, open forums, pulpit announcements, mailings, brochures and a campaign DVD.

**3. How were campaign goals allocated for my parish?**

Parish goals were established at slightly more than one times the reported 2009 and 2010 average for the calendar year’s parish offertory collection. The calculation method is outlined below.

- A. Divide the fiscal year 2009 offertory income of a parish by the overall fiscal year 2009 offertory income of the Diocese from the 2009 statistical return to obtain the pro rata share or percentage the parish represents of the total Diocesan assessed income and multiply by the capital campaign goal and allowance.
- B. Divide the fiscal year 2010 offertory income of a parish by the overall fiscal year 2010 offertory income of the Diocese from the completed statistical returns to obtain the pro rata share or percentage the parish represents of the total Diocesan assessed income for 2010 and multiply by the capital campaign goal and allowance.
- C.  $A + B$  divided by 2 = Total Goal (C)
- D. C is then rounded up to the nearest \$1,000, which is the parish's diocesan standard goal.

#### **4. What is the Campaign Allowance?**

A buffer of 20% has been added to the campaign goal and distributed proportionately to all parishes. This ensures that the \$12,000,000 goal is achieved despite the hardships that some parishes will experience. Other parishes may not be able to participate fully because of campaigns that they have undertaken or have recently embarked upon.

#### **5. Is this goal an assessment?**

No. A parish's overall goal is a good faith "target" and is **NOT** an assessment.

#### **6. When will our parish be asked to join the campaign?**

The three specific time periods for parish participation are as follows:

1. May 2011: A pilot stage for those parishes with urgent financial needs requiring immediate funding.
2. January - June 2012.
3. August – December 2012.

#### **7. How will the *Growing in Faith Together* Campaign affect parish operating income?**

Similar campaigns in many parishes have actually enhanced offertory levels and parish stewardship.

In the short term, offertory giving should remain constant or perhaps increase and hopefully boost operating budgets. Throughout the *Growing in Faith Together* Campaign, parishioners will be asked to make pledges above and beyond their regular offertory giving. Parishioners are asked to consider a greater sacrifice and commitment to their church.

#### **8. What is the 50/50 split?**

The diocese is aware that each parish has its own projects, ministry outreach and service programs that need funding. Therefore, 50 cents of every dollar raised will remain with each parish up to the parish's campaign goal. As an added incentive, the parish will receive every dollar raised above and beyond its goal.

#### **9. Will a parish still receive its portion of the 50% they raise if the parish does not make goal?**

**Yes.** Every financial initiative needs a goal to provide alignment and encouragement.

**10. When will parishes begin to receive their 50% share?**

The parish will receive its first distribution of 50% of pledges collected every month for as long as pledges and cash gifts are received. Additional disbursements will be made monthly until the end of the campaign or until pledges are fulfilled by all parishioners in the parish.

**11. What is the financial benefit for a parish when they exceed their goal?**

There is an incentive if you exceed your goal. Your parish will receive 100% of the monies collected over their goal.

**12. Who receives the pledges?**

The Diocese will collect the pledges and other cash gifts. The Office of Stewardship and Development will process pledges, gifts and payment reminders over the designated pledge period of five years. The campaign parish will receive weekly reports during the active campaigning time period and quarterly reports thereafter. Pledge information will be made available to and held in confidence by the Parish Corporation.

**13. Cheques are made payable to whom?**

Cheques should be made payable to the *Growing in Faith Together* Campaign, or "GIFT". Pledge envelopes will be mailed to parishioners and made available at the parish and in their individual box of envelopes. Individuals can mail or deliver their pledges and cheques to the parish, and they will be forwarded to the Synod Office. Finally, the diocesan website donation page permits parishioners to make payments using pre-authorized payments, credit cards or cheques.

**14. What happens if our parish is planning a larger campaign and the funds generated by this campaign are insufficient?**

Some parishes have identified major capital projects whose needs exceed the funds that can be raised with the GIFT campaign. Campaign policies are in place for these situations. Contact the campaign office or Jane Scanlon at the Office of Stewardship and Development for more information.

**15. How much will it cost to conduct the *Growing in Faith Together* Campaign?**

The diocese expects the campaign to cost approximately 10% of the established campaign goal, and has developed a budget based on this percentage. This budget includes consulting fees, communications, design, campaign materials, administration and supplies. The cost percentage

will naturally decrease as the diocese exceeds the \$12 million goal. The diocese is funding all campaign expenses from their portion of the monies raised so that parishes will have the full benefit of the funds raised in the campaign.

**16. Is there a specific amount that parishioners will be asked to pledge?**

No. Each parishioner or family situation varies widely and we ask that each make a sacrificial and proportional gift according to their own ability. This is an individual and private decision to be made by donors after prayerful consideration.

**17. Why are pledges encouraged, instead of one-time donations?**

Pledges provide parishioners with the opportunity to make a more significant gift to the mission of the Church. It is easier to make a significant contribution, over and above regular offerings, by making a pledge to be fulfilled during a period of time rather than all at once. Please note that pledges are not legally binding but rather a statement of intention.

**18. Will any of these funds be used for items other than the designated elements found in the Case for Support?**

Absolutely NOT! The funds raised for the *Growing in Faith Together* Campaign will be used exclusively for the 15 listed Case elements and for the needs your parish determines in its case. The diocese has both a legal and a moral obligation to restrict these funds to the 15 stated elements.

**19. What is the diocesan strategy for struggling parishes?**

A number of strategies are being developed to help parishes. The PGRC is working with parishes, on many levels, to help them develop strategies for the challenges they are facing and to provide some support for planning for the future. Currently, our Diocesan Council is thinking through the development of a real estate strategy for the sale of diocesan assets, which could be implemented in the future. Over the long term, funding from the sale of these assets could result in increased resources for the mission and ministry requirements. Our Parish Ministry Development Committee and Congregational Development Sub-committee are evaluating, promoting and implementing programs and resources for parishes such as Natural Church Development and Back to Church Sunday.

**20. How were the campaign case items determined?**

The case is informed by the vision, mission and strategic plan of the diocese. Input was provided through the campaign planning feasibility, which involved consultation with many parishioners throughout the diocese.

**21. Can a donor designate their gift to a particular element of the Case for Support?**

**Yes.** Donors can specify a special interest on their pledge card. Please keep in mind, however, that if a donor restricts or designates their gift to a particular case item, it will be credited toward the parish campaign goal, but will not qualify for the 50/50 Parish share split. Legally, designated gifts must go in their entirety to the designated case item.

**22. How will major donors be contacted and how will their gifts be handled?**

Most major gifts, gifts of \$25,000 or \$5,000 per year for 5 years, will be raised by the parishes in their own campaign. However, a small number of major donors known to the diocese and others who self identified a major gift in the planning study phase will be contacted by a small group of dedicated Major Donor Committee members. This committee will work closely with the parish and the incumbent to ensure that this donor is treated, as others are treated, with respect and confidence. Parish leadership will inform the major gifts committee member charged with the solicitation and similarly, the committee member will keep the parish leadership abreast of the donor progress. The parish will receive credit for the gift in their parish campaign and receive their share in accordance with the donors wishes and the 50 / 50 split.

**23. Will money in the diocesan Case for Support for parish-based ministry initiatives be available for current under-funded ministry programs in our parish?**

**Yes.** The diocese recognizes that many good initiatives currently at work in parishes are experiencing chronic financial shortfalls. A growing need in parishes to fund new initiatives also exists.

**24. Is \$12 million enough to handle all the needs our Diocese has?**

**No.** This campaign will begin to address the most pressing needs of the diocese and our parishes, but it cannot cover every need. It is an exciting opportunity for our Diocese to begin to move forward and to become grounded in sound financial development practices which will enable us to meet our requirements on an ongoing basis, over the long term.

**25. Whom can we contact to obtain more Campaign Information?**

We have set up a GIFT office and additional information is available from any one of your GIFT leaders. Please contact Ms. Jane Scanlon, Diocesan Stewardship Officer at 71 Bronson Ave., Ottawa, ON K1R 6G6 or call her at 613- 232-7124 ext. 225 for more information.