



EMBRACING OUR FUTURE
A Capital Campaign

First Unitarian Universalist Church, Richmond, VA
2021-2023



EMBRACING OUR FUTURE

A Campaign for

FIRST UNITARIAN UNIVERSALIST CHURCH



Seeing that the church building and finances needed attention, the Board proposed a Capital Campaign.



In 2019, the congregation voted to approve a Capital Campaign for up to \$2 million.



In 2020, the Board appointed a steering committee to formulate a plan to raise necessary funds.

The Church is MORE THAN the Building.

We are:

-Young and elder, children and parents, and participants of all variations

-We, she, he, they

-A rainbow of races, ages, genders, and preferences

-Generous, compassionate, and visionary

-Workers for others, ourselves, AND the community

-Members and friends in more than 400 households who come together to enjoy each other, worship, and service

-Ready to implement more UU action for the future common good.

OUR MISSION

First Unitarian Universalist Church

GROW

- We Grow in search of Wisdom.

CARE

- We Care in support of Community.

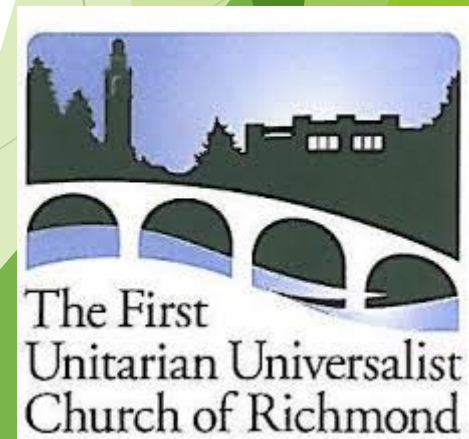
ACT

- We Act in service of Justice.

Our Congregational Covenant



- ▶ WE the members of First Unitarian Universalist Church of Richmond, in support of our community, promise to:
- ▶ Celebrate our differences
- ▶ Honor the UU principles
- ▶ Be Accountable for our words and actions
- ▶ Listen with openness and compassion
- ▶ Invite and welcome all
- ▶ Commit our time, talent and financial resources
- ▶ Expect the best of each other and ourselves.



Embracing Our Past and Present at First Unitarian Universalist Church

- ❖ Offered Sanctuary over 32 months to a young mother wishing to remain in the US due to family here and risks associated with returning to her native Honduras.
- ❖ Introduced "The Pledge to End Racism" to the congregation and expanded its impact through 12- hour "Living the Pledge" workshops, and ongoing accountability groups in Richmond and around the country.
- ❖ Demonstrated for Virginia legislation on **Marriage Equality**.
- ❖ Participated in **CARITAS** providing for homeless individuals.
- ❖ Provides internships for ministerial candidates working toward UU ordination as a **Teaching Congregation**.
- ❖ Includes LGBTQIA+ and all-inclusive diversity in all aspects of Church functions, as a **Welcoming Congregation**.
- ❖ Participates in **Richmond Involved to Strengthen our Communities (RISC)**.

Embracing More of Our Past and Present at First Unitarian Universalist Church

- ❖ Regularly offers Zoom worship, You Tube and Podcast sermons.
- ❖ Maintains community presence in matters of Social Justice.
- ❖ Partners with Cardinal Elementary School (formerly Greene ES) teachers, students and parents to help meet educational and social needs.
- ❖ Distributes our Sunday collections with community non-profit organizations through “Share the Plate.”
- ❖ Provides opportunities to sing, play, and listen to Music of many genres.
- ❖ Offers a variety of Small Group Ministries.
- ❖ In 1943, stated opposition to school segregation and approval of church integration
- ❖ Has a 190+ year history in Richmond, first established in 1830.

Why a Capital Campaign now?

- ▶ People in our congregation are hungry to participate in matters of social justice, to make the world a better place. We have a depth of spirit, caring, and generosity among us that enlivens our presence in the Richmond community.
- ▶ Our future will include greater electronic distribution of sermons and other services and increasing care about the environment. We will fully embrace the needs of our community, not only doing the work of racial justice where it's most needed but using our resources to support the greatest possibilities for our metro area.
- ▶ As a leader or partner, we must act together to live into our truest and highest values. It's as important to do as much as we can to build Beloved Community as it is to study and learn what that may look like.
- ▶ By fully funding the ***EMBRACING OUR FUTURE*** campaign, we can engage in strengthening our building, being more environmentally conscious, and paying down our debts, enabling us to use operating funds to expand the implementation of our programs and activities.



Are we ready for a campaign?

- ▶ It has been a decade since our last Capital Campaign, “*Honoring Our Roots, Realizing Our Dreams.*” The work we accomplished then has enabled significant improvements to our church home: accessibility through an elevator and updated bathrooms, a commercial kitchen, and more appropriately arranged offices, classrooms and meeting spaces. This work enabled First UU to offer Sanctuary, as well as programs and events for many in our church and community.
- ▶ Our time of separation and isolation has certainly allowed each of us to consider what activities and relationships are most important. Clearly most of First UU congregants still value highly their relationships with the church community. It has also been a time of careful management of finances, allowing many of us the generosity desired for **EMBRACING OUR FUTURE**. In fact, some generous unrestricted gifts have already been received toward this campaign.

Priorities for *EMBRACING OUR FUTURE*



- ❑ Eliminate debt \$1,075,000
- ❑ Replace roofs 280,000
- ❑ Establish Capital Replacement Reserve 120,000
- ❑ Support Robust Human Resources 155,000

Can we do this?

- ▶ Yes!
- ▶ Recently First UU Church has grown in numbers and generosity. Everyone realizes that we are the supporters of our own church and understands the importance of giving generously to the Annual Stewardship Campaign. This Capital Campaign asks us to do more, as we are able, over a three-year period.

Common questions are:

- ▶ Q: I'm on a fixed income. May I give a small amount each month for a year or two?
- ▶ A: Yes, we will be grateful for gifts of any amount. Please consider an automatic bank withdrawal.
- ▶ Q: I could possibly give a gift of stocks. How do I do that?
- ▶ A: Thank you! We have a brokerage account to receive stock transfers.
- ▶ Q: May I make a payment over multiple months or years?
- ▶ A: Yes, we expect most people will pay their campaign pledge through 2023.



TIMELINE

- ▶ Spring 2021 - Financial Feasibility Study: representative sample of 50+ households will be interviewed to gauge overall financial readiness of the congregation followed by case statement revisions, as necessary.
- ▶ June 2021 Proposed Early Gift phase
- ▶ Summer 2021 - Training of Steering Committee and others as canvassers; early gift phase canvassing
- ▶ Fall 2021 - **EMBRACING OUR FUTURE** Campaign Kick-Off Event
- ▶ Fall-Winter 2021 -- Public phase of campaign, active canvassing
- ▶ 2021-2023 - Pledge fulfillment; Celebration Event recognizing improvements to the building, mortgage debt reduction, cash reserve, and a more robust program team and slate of activities.



What can you do?

We talk of being radically welcoming;

how about being radically generous?

- ▶ Engage with other members and friends about the campaign and how our whole community will be improved, while reflecting on and appreciating your role in this Beloved Community.
- ▶ Think deeply about the importance of First UU to yourselves, your family, children, grandchildren and the entire Richmond population.
- ▶ Commit to your annual stewardship gift toward daily operating expenses.
- ▶ Consider your unrestricted capital campaign contribution and whether it will come from savings, investments, or retirement funds.
- ▶ Donate a multiple of your annual gift, such as times .5, 1, 2, or 3 each year for three years.
- ▶ Thank you for your kind consideration of a gift of personal significance to **EMBRACING OUR FUTURE**, First UU's Capital Campaign!



The First
Unitarian Universalist
Church of Richmond

First Unitarian Universalist Church

1000 Blanton Avenue, Richmond, VA 23221

804-355-0777 richmondUU.org

Zoom service every Sunday at 10 AM

Rev. Jeanne Pupke, Senior Minister

Rev. Sherman Logan, Executive Minister