EMBRACING OUR FUTURE
2021-2023 Capital Campaign
First Unitarian Universalist Church of Richmond

Frequently Asked Questions

What is the purpose of First UU’s Capital Campaign?
The Embracing Our Future Capital Campaign, approved by First UU members in Fall 2019, is a special fundraising effort aimed at addressing urgent as well as longer-term needs. A successful campaign will enable us to:

- Undertake a complete roof replacement with related energy-efficient remediations, including solar panels, which will set us on the pathway toward reducing our carbon footprint.
- Retire the loan we secured a decade ago to realize our goals from the Honoring Our Roots-Realizing Our Dreams campaign of 2011, thus alleviating the strain on our annual operating budget and providing a debt-free church for future generations of Richmond UUs.
- Support human resource expenses related to attracting the best staff for First UU.
- Establish a capital reserve for unforeseen building expenses.

With the greater financial freedom this Capital Campaign will bring, First UU will move closer to our dream of a truly green building and will be able to offer more programming, attract and retain talented staff, and realize our congregational vision more fully for many years to come.

What is the Campaign goal and time frame?
The Embracing Our Future campaign goal adopted by the congregation is $2.0 million. The more we raise, the more we can address all of our critical campaign projects. Capital gifts are pledged in Fall 2021 and may be fulfilled now through December 2023.

I have limited resources and am worried I cannot support both the annual pledge drive and the capital campaign. How should I plan to allocate my gifts between the two?
Your Annual Pledge is the primary financial commitment to support ongoing operations, programs, and activities at First UU. If finances also allow for a Capital Campaign gift, you might consider a pledge that is 1, 2, or 3 times your annual pledge level. As you think about a capital gift, please also consider that the church has not had a general capital solicitation since our building campaign more than ten years ago. Now is the moment when we are all asked to put our beloved church at the top of our charitable priorities.

The Capital Campaign goal sounds ambitious. Are we confident we can raise this amount?
Have confidence! Several First UU members have already made early gifts to the campaign, and the costs of managing the campaign are running well below budget. We can make it – if we all step forward together in support of First UU. We have a goal of 100% participation in the campaign! That includes people of all ages and all income levels, no matter the amount of pledging. We’re all in this together!
I am uncertain about First UU’s future leadership. Are there changes coming?
The Board notes that as we look a few years into the future, we are indeed likely to have ministerial transitions. It’s imperative
that our chance to recruit a top-notch pool of candidates is encouraged by our financial picture. Our annual operating budget is
solid, but we are carrying a nearly million-dollar promissory note and we have a plan for a major overhaul of our roof and energy
systems. Showing candidates that we have pledges in hand to cover these expenses likely will make a huge difference in whom
we can attract.

May I allocate my campaign gift for a specific purpose?
The best and most useful gift will be an unrestricted gift. First UU is best served when it has the ability to follow agreed-upon
priorities and can count on the generosity and trust of everyone for the campaign.

What kinds of gifts may be made to the campaign?
If you have a financial advisor or accountant, we recommend you talk with them for legal and tax-relevant questions. People often
draw from their financial assets and investments as opposed to earned income to make capital campaign gifts. Capital campaign
gifts can be made as:

- Check, credit, or debit card payments
  (one-time or recurring payments)
- Workplace matching gifts
- Gifts of stock
- Qualified charitable distributions from IRAs
  (for those 70½ or older)
- Distributions from Charitable Lead Trusts
- Donor Advised Funds

Gift commitments to the Capital Campaign may be fulfilled now through December 2023. You may pay the same amount every
time or pay variable amounts that work best for you. Under special circumstances and with Board concurrence only, gifts of
property may be considered if they are easily transformed into cash gifts and do not involve financial management on the part
of First UU.

How will I know how much has been raised and if we have raised enough money?
We will be posting regular announcements about how much has been raised and the percentage of the congregation that has
contributed to the campaign. You can check out campaign news by clicking on the Embracing our Future logo on First UU’s
website at RichmondUU.org.

Are there other ways to financially support our church?
The Capital Campaign has prompted renewed attention on the value of making future gifts to First UU through one’s estate planning. Although a planned gift cannot be considered a campaign
gift, it does offer future financial support. This could involve making a gift to First UU in your will, or naming the church as a “designated beneficiary” of all or a portion of a life insurance
policy, retirement account, or charitable gift account. A charitable gift annuity, which pays a lifetime income to an individual then pays the remainder to the church upon one’s passing, can
be established through the UUA. For more information on including First UU in your estate planning, please contact Joe Kent at jfkent2@gmail.com