

ITEM H.106 FOR ACTION

<i>FOR PRESBYTERIAN MISSION AGENCY EXECUTIVE DIRECTOR'S OFFICE USE ONLY</i>			
A. Finance		E. Corporate Property, Legal, Finance	J. Board Nominating & Governance Subcommittee
B. Justice		F. PC(USA), A Corporation	P. Plenary
C. Leadership		G. Audit	
D. Worshiping Communities	X	H. Executive Committee	

Subject: Special Offerings

Recommendation:

- I. The Special Offerings Advisory Task Force recommends that the Executive Committee propose for approval by the Presbyterian Mission Agency Board, the following recommendations:**

That the Presbyterian Mission Agency continue developing innovative strategies for promoting the Special Offerings throughout the church, with an investment focus on the initiation of relationship-based strategies to aid in long-term, organic growth of the offerings, in order to meet the churchwide goal of \$20 million by 2020, including the following:

- a. The development of a robust ambassador program aimed at the recruitment, training, and support of at least one Special Offerings advocate in each presbytery. Innovative recruitment and training programs should include incentivized opportunities to experience the impact of Special Offerings and covenant relationships outlining specific roles of ambassadors.**
- b. The creation of a similar ambassador program for seminarians, structured with tuition/debt assistance and/or mission experiences consisting of covenanting to undertake specific promotional activities on behalf of the offerings.**
- c. The creation of an annual volunteer leadership team, with broad representation for each offering that includes members of advisory groups and committees as well as presbytery ambassadors, in order to promote and interpret each offering throughout the church. Special Offerings staff will create specific objectives and provide fundraising training.**

- II. The Special Offerings Advisory Task Force recommends that the Executive Committee propose for approval by the Presbyterian Mission Agency Board the attached report with recommendations to the 221st General Assembly (2014).**

Final Responses to referrals

1. *Alternate Resolution to 2012 Referral: Item 10-14. Special Offerings. Recommendation 4. The 220th General Assembly (2012) Recommends That the Existing Special Offerings Task Force Report to the 221st General Assembly (2014) on the Effect of New Fundraising Techniques, to Work Collaboratively with Funding Recipients, Update Progress on the \$20 million by 2020 Goal, and Recommend Additional Strategies—From the 220th General Assembly (2012) (Minutes, 2012, Part I, pp. 61, 76, 830–31 of the CD; p. 229 of the printed copy).*

Response: This referral is answered by Item XX-XX, the Report of the Special Offerings Advisory Task Force.

Item

Report of the Special Offerings Advisory Task Force

The Presbyterian Mission Agency Board recommends that the 221st General Assembly (2014):

1. **Continue its commitment to the churchwide goal of \$20 million by 2020, by affirming:**
 - a) **The implementation and use of new, creative, and innovative fundraising strategies to reach our \$20 million by 2020 goal, including the new Presbyterian Giving Catalog**
 - b) **The work of the Presbyterian Mission Agency in fostering missional collaboration among and within program areas and advisory committees, particularly the ministries supported by One Great Hour of Sharing**
 - c) **The Presbyterian Mission Agency’s work in conducting a program evaluation process that measures critical success factors and assesses whether programs supported by the offerings are accountable for achieving goals and intended outcomes.**
 - d) **The work done by the Presbyterian Mission Agency to clarify the role of One Great Hour of Sharing ministry advisory committees.**
 - e) **The great potential of the Special Offerings as a way of expressing our collective witness to the love of Jesus Christ. We celebrate the history and connectedness of Special Offerings and recognize that the offerings represent God’s call to be present to the world as a connectional church in the name of Christ with the power of the Holy Spirit.**
2. **Encourage every congregation to increase its participation in Special Offerings by receiving one additional offering and increasing Special Offerings giving by 10% in each year, as part of our shared commitment to achieving the churchwide goal of \$20 million by 2020.**
3. **Enact or maintain the following structural arrangements with respect to each of the offerings:**
 - a) **One Great Hour of Sharing: Affirm the current purpose and distribution of the offering. Additionally, we encourage new and continuing collaboration between recipient ministries.**
 - b) **Peacemaking Offering**
 1. **Direct the transition to a Peace and Global Witness Offering during the season leading up to World Communion Sunday. The Peace and Global Witness Offering will be**
 - a. **promoted to the entire Church, beginning with the 2014 offering, and**
 - b. **distributed for peace and global witness ministries as follows: 50% to the Presbyterian Mission Agency, 25% to presbyteries and 25% to congregations.**

2. **Direct the Presbyterian Mission Agency to designate gifts from established Peacemaking Offering donors for current peacemaking efforts through 2016 and designate gifts from new donors to collaborative efforts in the area of peace and global witness. Beyond 2016, the Offering will be devoted to ministries of peace and global witness.**
- c) **Pentecost Offering**
 1. **Affirm the current purpose and distribution (60% for the Presbyterian Mission Agency and 40% for congregations) of the offering.,**
 2. **Encourage congregations to empower youth and young adults to lead the promotion of this offering on Pentecost Sunday and the season following, with a goal of increasing support for ministries with children, youth, and young adults throughout the church.**
- d) **Christmas Joy Offering**
 1. **Affirm the current purpose and distribution (50% for the Assistance Program of the Board of Pensions and 50% for Presbyterian Mission Agency ministries in racial-ethnic education) of the offering.**
 2. **Recommend that an Advisory Committee on the Allocation of Racial-Ethnic Leadership Funds from the Christmas Joy Offering be established by the Presbyterian Mission Agency Board, reporting back to the PMAB by the end of 2015, to examine the implications of how the church can best**
 - a. **be true to its commitment to the Historically Presbyterian Racial-Ethnic Institutions with whom it has covenanted**
 - b. **ensure adequate provisions for an effective program of racial-ethnic leadership development for the future racial-ethnic leadership needs of the church.**
 3. **Until the task force responds, direct the Presbyterian Mission Agency to**
 - a. **continue its relationships with already recognized and qualified historically racial-ethnic Presbyterian schools and colleges and distribute funds at no more than the current percentage levels, and**
 - b. **allocate funds formerly committed to now ineligible institutions to other Presbyterian Mission Agency racial-ethnic leadership development opportunities.**
4. **Recommend that the next Special Offerings Review Task Force**
 - a. **review progress toward attaining the \$20 million by 2020 goal;**
 - b. **align offering recipients with the strategic objectives of the Presbyterian Mission Agency;**
 - c. **examine the timing and programmatic emphases within each offering based on theological soundness, the liturgical calendar, and fundraising strategy; and**
 - d. **evaluate progress on the aforementioned recommendations.**

Rationale

This is a direct response to a referral from the 220th General Assembly (2012): *Alternate Resolution to 2012 Referral: Item 10-14. Special Offerings. Recommendation 4. The 220th General Assembly (2012) Recommends That the Existing Special Offerings Task Force Report to the 221st General Assembly (2014) on the Effect of New Fundraising Techniques, to Work Collaboratively with Funding Recipients, Update Progress on the \$20 million by*

2020 Goal, and Recommend Additional Strategies—From the 220th General Assembly (2012) (Minutes, 2012, Part I, pp. 61, 76, 830–31 of the CD; p. 229 of the printed copy).

Item 1. Since reunion, Special Offerings have raised over half a billion dollars for the Presbyterian Church (U.S.A.)’s collective witness to Jesus Christ around the globe. The ministries supported by gifts to Special Offerings are some of the most beloved ministries of our denomination. Despite the success of the offerings, and their place of significance in our denomination, gifts to Special Offerings have declined drastically in the last decade. The Special Offerings Advisory Task Force applauds the work being done by the Presbyterian Mission Agency to slow and stop this decline. With the continuance of their work, we believe the goal of \$20 million in annual gifts to Special Offerings by 2020 remains very attainable. The innovative new fundraising strategies (including the Presbyterian Giving Catalog), the sense of collaboration among ministries supported by One Great Hour of Sharing, and the development of a comprehensive program evaluation process are just some of the ways the Presbyterian Mission Agency is fostering a climate for Special Offerings growth.

Item 2. As we strive to reach our goal of \$20 million in annual gifts to Special Offerings by 2020, the Special Offerings Advisory Task Force believes it is important to challenge every congregation to be part of the vision. If each PC(USA) congregation committed to taking one additional offering or increasing current gifts by just 10%, we would attain the goal of \$20 million in annual receipts as early as 2017—greatly magnifying the impact of our ministries around the globe.

Item 3a. The Special Offerings Advisory Task Force, impressed with the culture of collaboration among One Great Hour of Sharing ministries, including new collaborative projects in response to the typhoon in the Philippines, recommends no changes to the purposes supported or the distributions of the One Great Hour of Sharing Offering at this time.

Item 3b. The Peacemaking Offering, as currently structured, has played an important role in fostering cultures of peace around the world. While the offering has maintained a very loyal support network, participation in the offering has remained stagnant over much of the last two decades, with about 20% of PC(USA) congregations contributing around \$2 million annually. Inspired by conversations with leadership and staff in both the Peacemaking Program and World Mission ministry area, we believe an offering focused on collaborative efforts of peacemaking and global witness, especially in reconciliation in cultures of violence, more accurately reflects the needs of the denomination—and the world—at this time. Restructuring the offering as the Peace and Global Witness Offering will allow greater collaboration at the cross-section of justice and evangelism and empower congregations and mid-councils to use their portions of the offering in ways consistent with the current trends for mission engagement at those levels. The Special Offerings Advisory Task Force further believes structuring the offering in this way has the potential to double (or more) the total proceeds of the offering within the next five years: in confidence that the greater missional impact fostered by the change would stir renewed interest in the offering, and congregations not yet participating in the offering would be inspired to reconsider. Research done by the former SOATF supports this change. Finally, we believe current peacemaking efforts will always be able to be funded within this new structure and recommend current efforts in peacemaking be funded at current levels (if offering receipts allow) for at least the next three years. As is true with all offerings, any specific designations and restrictions will be honored.

Item 3c. The Special Offerings Advisory Task Force encourages the Pentecost Offering to be taken on Pentecost Sunday and during the season after Pentecost, celebrating the many ministries with children, youth, and young adults that happen during this season, such as vacation Bible school, youth mission trips, Presbyterian Youth Triennium, and summer camps.

PRESBYTERIAN MISSION AGENCY BOARD

February 5-7, 2014

Funds Development

Item H.106

Item 3d. We affirm the current purposes and distributions of the Christmas Joy Offering: half to racial-ethnic education and half to the Assistance Program of the Board of Pensions. We believe clarifications are needed in the current interpretation of the portion designated for racial-ethnic education. Recognizing that a changing world demands a new look at best practices for spending these mission dollars. Many of the schools that have historically received benefits from the offering are no longer in operation, no longer accredited, or no longer focus on the development of future leaders of the Presbyterian Church (U.S.A.) as one of their core mission objectives. Therefore, we believe the allocation of these dollars fund new efforts at creating leaders for the church. As an example, most of the 1,001 new worshipping communities being developed have some sort of racial-ethnic makeup, making education for church leaders in that context a critical mission need of the Presbyterian Mission Agency. We believe schools that are fully qualified and accredited and currently receiving CJO funds should continue to receive offering funds at percentage levels equal to their current funding. As new dollars become available through increased offering receipts or attrition of existing schools, they should be spent on racial-ethnic leadership development efforts that are congruent with the critical needs of developing racial-ethnic leadership within and for our church.

Item 4. The Special Offerings Advisory Task Force, through its research and work over the past two years, recommends that the next iteration of the Special Offerings Task Force review these issues in an effort to ensure that Special Offerings remain a vehicle capable of funding the critical missional needs of the church and that effective progress is being made toward our \$20 million by 2020 goal.

Financial Implications Cover Sheet for Reports to the General Assembly

Name of Agency Submitting Report: **Presbyterian Mission Agency Program: Funds Development**
Date: **January 9, 2014**

Contact Person: **Sam Locke**
Telephone#: 502-569-5414

This RGA cover sheet must be submitted with each Report to the General Assembly. Even if the report does not contain financial implications, the cover sheet must be attached stating that there are no financial implications. Any report received without the financial implications sheet will be returned. **If you have any questions about the form, please contact the Financial Implications Team: Chris Nicholas at 502-569-5411 for per capita, and Andrea McNicol at 502-569-5555 or Denise Hampton at 502-569-5575 for mission budget related financial implications.**

Name of Report: Report of the Special Offerings Advisory Task Force

1. Does this report include recommendations that have financial implications? YES
2. If YES: (Attach extra sheets, if necessary)
 - a. Identify the area of the reports which have financial implications.

Reccomendation D-2, the creation of a task force to determine allocations for Christmas Joy Offering receipts designated to racial/ethnic education.
 - b. Define the components of the financial implications (basis for computation only).
(For new committees/taskforces- please limit as far as possible to two face to face meetings, plus two virtual meetings & conference calls – from GA to next GA)

2 Face-to-face meetings plus conference calls
 - c. Identify the proposed source of funding, and the year it will impact (2014/ 2015/2016):
 - (1) Per Capita: OGA____ Presbyterian Mission Agency X____
 - (2) Presbyterian Mission Agency:
 - (a) Unrestricted or **Restricted** (Circle one)
 - (b) Restricted Source _____ Christmas Joy Offering Receipts
3. If there are financial implications, are these being absorbed in the current year budget? NO

If YES, what is the source of funding: _____
4. Have these financial implications received approval from the following sources?

_____ OGA/Presbyterian Mission Agency (Circle one)

PRESBYTERIAN MISSION AGENCY BOARD

February 5-7, 2014

Funds Development

Item H.106

_____ Presbyterian Mission Agency Program: (Theology, Worship & Education, Evangelism & Church Growth, Compassion, Peace & Justice, World Mission, Racial Ethnic & Women's Ministry/PW, **Communications & Funds Development**) (Circle one)

_____ Other Entities (BOP, Foundation, PILP, PPC, CFD, SS) (Circle one)

_____ Advisory/Advocacy Committees (ACSWP, ACEIR, ACREC, ACWC, Other _____)

5. If the action proposed in report involves another ministry area to do something, has this been discussed with the areas concerned? YES