

ITEM H.202
FOR INFORMATION

Subject: 2nd Quarter 2014 Mission Interpretation and Funds Development

Background:

Since late 2008 when the Funds Development ministry was established at the Presbyterian Mission Agency, our standards of how and why we do funds development have been aligned with ministry. We have operated with the philosophy, “fund raising is, first and foremost, a form of ministry. It is a way of announcing our vision and inviting other people into our mission.” (Henri Nouwen)

We began our funds development ministry with a focus on Presbyterian World Mission for the sending and support of mission co-workers. This was born out of the Mission Initiative Joining Hearts and Hands campaign which had a goal of increasing the number of mission workers sent into international service. At the end of the campaign in 2008, the 218th General Assembly recommended that the General Assembly Council (now the Presbyterian Mission Agency) create a full-time and ongoing funds development department.

We developed a fund raising plan and hired funds developers who began service in the fall of 2009. The plan was to roll out a funds development strategy with the goal to raise funds for the sending and support of mission co-workers. After seeing the results of this focused funds development effort we would begin fund raising for other ministry areas.

Since then much time was invested in reviewing the Mission Work Plan to identify ministries and programs of highest alignment with the Presbyterian Mission Agency’s directional goals, whose continued funding and sustainability was at risk. In addition to ongoing fund raising efforts in World Mission and Special Offerings, we would invest in fund raising strategies for the identified ministries: Office of Public Witness, Presbyterian Ministry at the UN, Racial Ethnic Leader Development, Racial Ethnic and New Immigrant Worshipping Communities, Company of New Pastors, Young Adult Volunteers, 1001 Worshipping Communities, and Interfaith.

Investment Strategies and Expected Results

We understand that fund raising efforts require an investment of resources. We also understand that realizing a return on the investment will take time, and much ground work needs to be done in building relationships while getting the word out about the impact of each of the ministries. The Funds development ministry work includes both. Following the industry standard for return on fund raising investment, we are projecting that the first year of fund raising efforts bring very little in the way of positive cash to the investment. Our 2015-2016 budgets reflect that we will recover the funds invested. Conservatively, we project that 2017 will be our first year showing a positive cash to mission, raising two-three times what the expenses are.

These projections have also been applied to the new investment we are making in Special Offerings to arrive at our goal to raise \$20 million by the year 2020.

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Beginning Efforts:

January, 2014

Public Witness and Advocacy: Mission Engagement Advisor: Rosemary Mitchell, Philadelphia, PA
Sara Lisherness, Director, Compassion Peace and Justice
J. Herbert Nelson, Director, Office of Public Witness
Mark Koenig, Coordinator, Presbyterian Ministry at the UN

We have been reaching out to mid-councils, congregations and individuals since January, with some early wins as our numbers through June 30, 2014 show results of \$38,634 raised. This is over 3 times the same amount raised in 2013 for the same time period.

April, 2014

1001 New Worshipping Communities: Mission Engagement Advisor: Jon Moore,
Eric Hoey, Director, Evangelism and Church Growth
Phil Lotspeich, Coordinator, Church Growth
Vera White, Associate, 1001 New Worshipping Communities

Work has been focused on building the plan for successful interpretation while identifying the constituencies that will be most likely to become engaged financially. Since this ministry is one of the newest ministries of the Presbyterian Mission Agency – embraced by the 220th General Assembly (2012), and is one which is rapidly growing through very creative means, we are being very creative in possible funding approaches.

May, 2014

Company of New Pastors: Funds Development Mission Associate: Karen Russell
Chip Hardwick, Director, Theology, Worship and Education
Charles Wiley, Associate Director, Theology and Worship
Karen Russell, Manager, Company of New Pastors

We have approached this effort in a creative way and have divided the duties of the manager to include fund raising duties as well. This will create a seamless approach to the work of the program as the same person who is building the program will also build the funding streams for the program's sustainability. As the plan is being developed opportunities include new collaborations and spheres of influence, especially those concerning new seminary partners and presbytery projects. A renewed campaign to reconnect alums to the program will enhance awareness of the program. A church relations campaign would raise awareness of this program in areas to-date untouched by the ministry so that future potential candidates may come to seminary/divinity school expecting to participate.

September, 2014

**Racial Ethnic Leadership and
New immigrant Worshipping Communities:** Mission Engagement Advisor: Lydia Bailey Brown
Rhashell Hunter, Director, Racial Ethnic and Women's Ministries
Vince Patton, Manager, Racial Ethnic Leader Development
Sterling Morse, Coordinator, Cross Cultural Ministries
Sam Atiemo, Associate for African Emerging Ministries
Hector Rodriguez, Mission Associate for Hispanic Latino Congregational Support

We have just engaged Lydia Bailey Brown in the fund raising effort for these two initiatives. Lydia will work this fall to engage with the ministry leaders to effectively share the goals and impact of these two initiatives while identifying those who will choose to become further engaged in the ministries.

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September, 2014

Young Adult Volunteers: Mission Engagement Advisor: Vacant Mission Consultant: James Vande Berg
Hunter Farrell, Director, World Mission
Richard Williams, Coordinator, Young Adult Volunteers

In 2012 the Presbyterian Mission Agency set an ambitious goal to triple the size of the young Adult Volunteer program within four years, or by 2016. This year ninety YAVs have been sent into service, twenty more than last year. We are on our way to meeting this ambitious goal. We engaged Jim Vande Berg on a part-time basis to begin developing the outreach plan for the YAV program. In partnership with the YAV office, our work has identified probable congregations and individuals who have stated an interest in supporting this ministry. Between January and June of 2013, \$15,400 was raised for general program support. This year in the same time period we have raised \$27,234. We are currently searching for a full time funds development manager who will manage the funds development efforts while working with two recent YAV alum who will engage in funds development efforts. We are hopeful these positions will be filled by the end of September .

First Quarter, 2015

Interfaith

Chip Hardwick, Director, Theology, Worship and Education
Christine Hong, Associate for theology, Interfaith Relations
This work will be rolled out in the first quarter of 2015.