



UNITARIAN  
UNIVERSALIST  
ASSOCIATION OF  
CONGREGATIONS

# Annual Program Fund QUARTERLY

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## Celebrating the Commitment of Congregations!

At the close of the Unitarian Universalist Association's fiscal year 2009, contributions to the Annual Program Fund made by your congregation, alongside those of more than one thousand others, totaled \$6,863,537 in essential operating income. A portion of these funds are used to directly benefit your District through grants that are based on congregational giving within each District.

Your congregation's impressive level of generosity ensures that core programming and services offered by the UUA continue to be available, expanded, and refined so each of us may grow in the depth and breadth of our liberal religious faith movement.

Despite the economic uncertainty that many of our 1047 member congregations faced over the past year, 696 came through as Honor (Fair Share) Congregations and 121 are recognized as Merit Congregations, having increased their giving by 20% or more since fiscal year 2008.

For affirming your congregation's connection to its larger Unitarian Universalist faith, for recognizing your common bond with congregations throughout the country and around the world, and for the financial support of the Association's work, we sincerely offer our profound appreciation.

To learn more about the Annual Program Fund, congregational contributions made during fiscal year 2009, and how this generosity continues to support the work of our Unitarian Universalist Association of Congregations, please visit: <http://www.uua.org/giving/annualprogram/>

## Calling Out for Bold Generosity

by Laurel Amabile, Director, Annual Program Fund

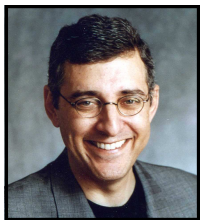
It is time to break through our ambivalence and anxieties about money and teach boldly about generous financial giving so that our congregations can prosper. Unitarian Universalism is a vital religion with the potential to transform the world and its people and worthy of our greatest generosity. There are simply needs too great for us to stand at the sidelines and not make more of a difference in the world.

For Unitarian Universalism to be a strong, worthy and transformational religion it must have the full attention, time, commitment, and energy of its people. And, it takes money, ample money enough to fund our expansive vision of freedom, equality, and justice for all. This vision cannot be sustained - locally or nationally - if it is underfunded.

Too many congregation leaders are put in the position of having to juggle budgets and wrangle the financial resources that are present in their congregations, but not forthcoming. The funding challenge has been exacerbated by the economic recession, which has heightened anxieties and suppressed giving. Suppressed giving can understandably lead to a focus on budget cutting and dousing of financial fires rather than on the generative and energizing ministries of social justice outreach, deepening UU identity, and spiritual growth.

When there is suppressed giving in congregations, it is tempting for congregations to cut funding support for our Association and its Districts. These are the entities that provide the professional support, programs, and resources to congregations and their leaders. We need to change our culture of financial giving to one that consistently demonstrates gratitude and bold generosity on the part of every Unitarian Universalist.

Continued on page 3



*From the Acting General Chair:*  
**Jim Sanders**

## Work To Do - Together

By way of introduction, I have been a member of the Annual Program Fund Committee since 2004, proudly serving our congregations in the Metropolitan New York District. I am honored to serve you, this year, as the Acting Chair of the energizing and talented APF Committee. A Committee made up of a representative from each of our 19 districts, the UUA Board, Liberal Religious Educators Association and the District Presidents Association, we work year-round with each district and congregation to foster APF support in each of your congregation's budgets as well as being a resource for healthy stewardship conversations.

This Quarterly APF Newsletter highlights one of our wonderful volunteer APF Committee members each issue. Take the time to read about and celebrate their work. (All previous issues are available at: <http://www.uua.org/giving/annualprogram/51886.shtml>)

Back to myself, for a moment. As an active UU in my home church, UU Church at Washington Crossing, Titusville, New Jersey I have been involved in many aspects of our shared ministry for the past 20 years and appreciate the efforts of so many loving and caring individuals who work tirelessly for the common good.

Working "in the trenches" of our churches and fellowships, our members and friends have shared with deep passion and energy the varied initiatives that our Association and movement have tackled over those same 20 years. We have also continued to be generous supporters of our work, supporting the works of all our congregations in association through our support of the Annual Program Fund.

Today, with the shared experience of the past 2 years of economic roller coaster rides, I have noticed that the value that our members place on our home churches, our districts and our Association runs deep and when asked to do so,

they continue to step forward and give from a place of abundance.

The Annual Program Fund ended the past fiscal year (June 30, 2009) very close to goal. It is the hard work of your District's APF Representative, working alongside your District Staff Team that is reflected in this success.

While times remain tough – ask yourselves, as church leadership:

- What do we see as our strengths as a faith movement?
- Where do our priorities lie?

Our new President, Peter Morales speaks to our need for growth, not just numeric, but growth in diversity as well. What will the impact be on our church's mission and what funding will we need to support this work?

The Annual Program Fund Committee's challenge to you, will be how to maintain and grow our faith without giving up critical ground. We can all work smarter with the resources we have, but we cannot lose the passion that we, as individuals, place on our work together. The answers will not come from "out there," they will come from "in here – in our hearts and minds."

Let us continue to work from our strengths.

Work together.

Work for our community.

In faith and service,

Jim Sanders, General Chair  
 APF Committee



**- Help grow diversity in Unitarian Universalism! -**

Association Sunday will be held on October 4, 2009

Learn more and sign up today at:

[www.uua.org/giving/associationsunday/](http://www.uua.org/giving/associationsunday/)

## Calling Out... - Laurel Amabile

Continued from page 1

The Annual Program Fund is the primary source of UUA funding, offering each congregation the opportunity to demonstrate generosity and active support of Unitarian Universalism. The requested APF contribution this fiscal year is \$56 for each active member of a congregation, which the majority of congregations fully fund in their annual operating budgets. In early June, every congregation received form for pledging its anticipated 2009-2010 contributions to the Annual Program Fund. If your congregation has not yet send in a pledge, now is the time to do so. For more specific information about your congregation's APF giving, contact Scott Robbins, Assistant Director, APF, [srobbins@uua.org](mailto:srobbins@uua.org) or your District APF Representative, found on page 8.

If you have questions about the Annual Program Fund or stewardship strategies and resources for congregations, you can learn more online at: <http://www.uua.org/giving/apf> or contact Laurel Amabile, Director, APF, [Lamabile@uua.org](mailto:Lamabile@uua.org).

## Generosity as a Spiritual Path: Third Unitarian Church of Chicago

Great music has been central to the worship life of Third Unitarian Church on the Westside of Chicago, due both to the congregation's love of music and the generosity of its members. In the 1950s, Third Unitarian Church was given a 1912 Steinway piano that added rich tones and beauty to services for nearly five decades. Despite extraordinary care and maintenance of the Steinway, the keys and internal mechanisms gradually began to suffer. Facing repair costs of up to \$15,000, the Music Director, Donald Neale, and church leaders knew something had to be done.

After some amount of consideration, the decision was made to sell the beloved Steinway and to invest in a new Estonia piano. With the proceeds from the Steinway, a major gift from a member, and additional fundraising, the Estonia was purchased. Now the bright, clear tones of the new Estonia ring through the sanctuary of Third Unitarian Church, thanks to the generosity of the congregation.



Third Unitarian's new Estonia Piano

Third Unitarian Church is set in an urban environment where the needs of the surrounding population and properties are many. According to the Reverend Brian Covell, minister of the church since 2003, one nearby derelict property was purchased and torn down. The property has been enhanced and creates an aesthetic buffer that church neighbors appreciate.

Always looking for ways to serve the local community, the church houses a Headstart center in the lower level of the church. Rev. Covell hopes that someday the church will be able to add on a new program wing to its building, perhaps with Green construction features, and additional parking will be needed as the church grows. To envision design plans for their facilities in the future, the church participated in the Sacred Spaces program for one year.

Reverend Covell is proud of the Third Unitarian Church's involvement in the wider Unitarian Universalist Association. He reports that Third Unitarian is a "robust supporter" of the Central Midwest District's activities. The church also participated in the 2007 Association Sunday. The congregation of 113 members gave generously, contributing over \$900 to this UUA initiative.

Third Unitarian Church is stretching to meet the challenges of the economic downturn, with pledges increased by over 20% so far in this year's annual campaign. Despite a drop in endowment income, congregation leaders are hopeful that the income goal will be reached.

## Rambam's Ladder - Julie Salamon

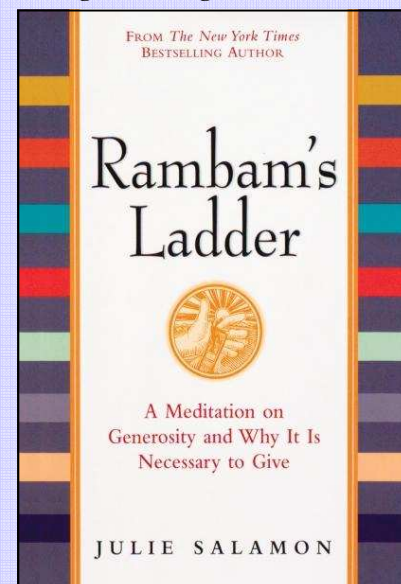
A Review by Rev. Bob Thayer, Ballou Channing District APF Representative

Rambam's Ladder (from the Jewish philosopher, Maimonides' familiar name) lays out the steps up which a person may climb on the ladder of stewardship and generosity. Whatever one's institution is, or whomever one is being asked to give to, one can determine which step one is standing on, and how that step may determine how one will contribute. Salamon fills in which great insight how one climbs: the external influences, the inner motivational signs, the life conditions one is going through, all of which may get the person to climb one step higher.

Everyone is probably starting out on the lowest or second lowest step, which amounts to giving a wee bit when asked, or giving reluctantly. But that is a step we all have stood on, so it is a start. Climbing higher is not a given for each of us. Often we go through a setback that allows our compassion to widen, or we have a run of good luck or success, and we begin to give joyfully. Higher up, we look to see if there is a need even before we are asked outright. And that certainly comes from one's own spiritual insight.

I for one, apply this finely written and vividly illustrated volume to encourage Unitarian Universalists to take some higher steps on the ladder of generosity, and to search deeper, and go within one's whole being, and to then take off one's shoes, for the ground on which one is standing is holy ground, to use a Judaic metaphor.

Salamon's more striking illustrations come from her daily living in the streets and settlement houses of New York City. And that is somewhat different from our usual stewardship paradigm in congregations, but she opens up a deep down refreshing well of power.



## Kriss Gang: APF Representative in the Heartland District



When Kriss was still in elementary school, his father ended his search for a religious home at the steps of a 150 year old Universalist Church in North Olmsted, Ohio, a congregation that was once an integral part of the underground railroad. Coming of age with 12 other young UUs, some Sundays the youth nearly outnumbered the adults at the services.

Since those early days, Unitarian Universalism has always been an integral part of Kriss' life, no matter where he has lived. Kriss has served on boards for 100 member and 700 member UU congregations. He was active in one of the first-ever citywide advertising and marketing campaigns promoting Minneapolis and St. Paul Congregations in the early 1990s, even managing to buy [www.unitarian.org](http://www.unitarian.org) where the Twin Cities website was hosted.

In recent years, Kriss has held several positions within Miami Valley Unitarian Universalist Fellowship in Dayton, Ohio. He has recently served for 3 years as the congregation's President, one year as a Board Trustee and is finishing his first year as chair of the Nominating Committee.

Kriss' depth of experience, knowledge, and enthusiasm has not been limited to his congregation or to the Association. This past year, Kriss was asked to speak about UUism in a Western Religions class at a local university. He is very active in his community as well, providing coordination and communications expertise within a wide range of organizations engaged in service, outreach, education and politics.

Somehow Kriss also finds the time to serve the Annual Program Fund Committee as the Heartland District Representative for the Annual Program Fund, promoting the value, services and benefits provided by the UUA: a role that he considers to be one of the most rewarding to date. We offer our sincere thanks for Kriss' energy, enthusiasm, and guidance, showing us the true meaning of service.

## A Story of Two Congregation Presidents

### Stewardship Leaders of the UU Church of Minnetonka and the All Souls UU Congregation of New London

In challenging economic times, bold action must be taken and tough choices made. For a number of our UU congregations this year, income has not kept up with budgeted expenses. Many of our congregation leaders have been managing financial crises in which difficult decisions have resulted in cuts in funding for staffing, programs, and contributions to their district and association. Despite the significant challenges we are facing, ongoing stewardship efforts and good financial leadership are required. This is the story of two congregation presidents who have stepped out in front to articulate the importance of effective stewardship and contributing to support our Unitarian Universalist Association.

The UU Church of Minnetonka in Wayzata, Minnesota has been growing with its new settled minister, Reverend Kent Hemmen Saleska. They hope to resume their plan to build a larger building as part of their vision for the future. The church had an unbroken record of Fair Share giving to the Annual Program Fund and the Prairie Star District for over two decades...until this year. In recent years, the church had begun to leave APF contributions and district dues out of the budget in order to present a balanced budget, and scramble at the last minute in a stressful process of fulfilling these commitments.

In April, Steve Sundby, President, shared a newsletter message to the congregation after attending the Prairie Star District Annual Meeting with over 300 other UUs from seven states. His first such event, Steve found it energizing – and it gave him a sense of excitement about being a part of a larger UU community. Steve writes, “For months now, I’ve sat at the UU Presidents’ dinners [a Twin Cities monthly gathering] and somewhat smugly thought, ‘I’m glad we don’t have the budget struggles they do.’ But it is because we are living a lie. The other congregations put their UUA and Prairie Star fair share dues in their budget.” He went on to further challenge the congregation’s thinking:

*It is simply not fair for us to be expressing our opinions, and benefiting from these groups, while not being a truthful, paying member who demonstrates our commitment and support of those groups by paying our full share. By not paying, we are actually living off of others. Paying dues is not just an obligation; it demonstrates support of what we believe in and reflects who UUCM is in our mission, goals, and vision.*

Steve and the other members of the UUCM Board took bold action. They put together a budget that included the full contributions to the UUA and Prairie Star District and challenged the congregation to step up to the challenge of funding their programs, mission, and vision. After two informational sessions to address specific questions and concerns about the budget, the budget was presented for approval at the church’s Annual Meeting in May. The congregation members did their part to sustain the church’s vision, and the vote of those in attendance was unanimous in support of the proposed budget!



Steve Sundby

Phil Lund, who serves as the Lifespan Program Consultant in the Prairie Star District, comments, “This story shows the importance of connecting congregational leaders with their peers in other congregations, as well as the importance of sending leadership to district and associational functions.”

Jan Larson is the President of the All Souls UU Congregation in New London, Connecticut. All Souls has been a loyal fair share contributor to UUA’s Annual Program Fund for all but three of the last 25 years. The congregation has been growing in membership and recently purchased an additional building. The indicators are present for continued growth, health and financial vitality. However, the downturn in the economy has had its impact on the congregation’s members, causing a shortfall in income this year. All Souls’ leaders hope to raise \$18,000 to offset the shortfall over the coming months and make the goal of funding their Fair Share commitment to the UUA and Clara Barton District.

Jan gained renewed energy after her participation in a stewardship workshop offered at the Clara Barton District’s Annual Meeting in April. She began using the resources immediately in her stewardship efforts and imagined the possibilities for an effective campaign to raise awareness and the much needed funds. Jan wanted the campaign to be fun and energizing, with a message that resonates with many of the active congregants. Dori Abel, Fundraising Coordinator, works alongside to coordinate the details of the program.

The sum of the per member contributions requested by the UUA (\$56) and the Clara Barton District (\$22) is \$78. That’s it—\$78! There will be direct asks to 78 leaders and members for \$78 each in additional contributions. “78 X 78 Clubs” will be formed to engage the congregation in the fundraising effort as well as the fun. The first 78 people to sign up to contribute will form the “Class of ’78,” to be recognized in September with a back to school theme, and with activities relevant to a time that many will enjoy revisiting. By January, the congregation will encounter the “Blizzard of ’78,” which was a storm in New England that those who experienced it will *never* forget!

**Commitment + Creativity + Energy promises bring success!**

Watch for more on this story as the *78 Campaign* unfolds at All Souls UU Congregation in New London.

## New from the UUA Bookstore: The Giving & Generosity Set

This set is a collection of three titles containing useful information and inspirational messages on the stewardship of congregations is now available from the UUA Bookstore. A \$52.00 value for only \$45.00!

The Abundance of Our Faith - Terry Sweetser and Susan Milnor, Eds.

A collection of award-winning sermons about the importance of stewardship in our Unitarian Universalist congregations. Each sermon has an introduction by the editors and has a set of questions for personal reflection and group discussion. This is a wonderful resources for year-round stewardship education and small group discussion.

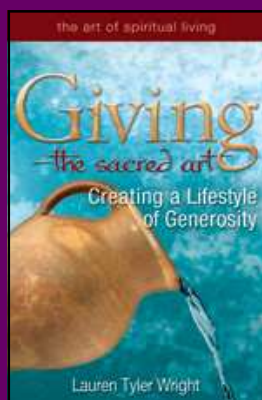
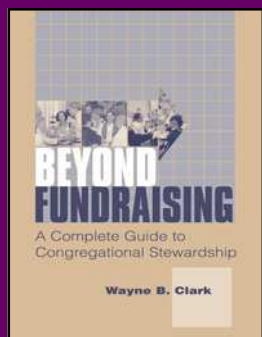
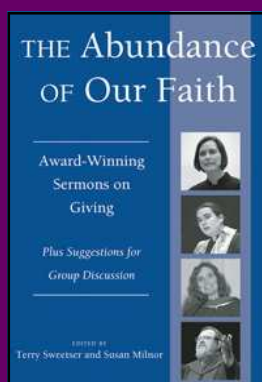
Beyond Fundraising: A Complete Guide to Congregational Stewardship - Wayne Clark

This is a guide that covers all the basics for congregational stewardship, with helpful information for finance committees, treasurers, ministers, and stewardship teams.

Giving - the Sacred Art - Lauren Tyler Wright

Practical tips and inspiring thoughts for living a life of abundance and spirit-filled generosity. Giving as worship, giving as stewardship, giving as charity, and giving as justice are several of the subjects treated in this book.

Please visit <http://www.uuabookstore.org/productdetails.cfm?SKU=7425> for more information on this offer.



### *The Questions We Should Ask*

Our churches, congregations, and fellowships support, guide, and inspire us in humankind's greatest quest: that of searching for the fundamental and profound meaning of our lives. We are truly fortunate to live in a time and place where this pursuit can be undertaken freely. Free from political prohibition, free from ostracism, free from material restriction, we can engage with spiritual leaders and investigate philosophies which can guide us in our most important inquiry.

Though we benefit from the legal, social and material freedoms, the religious organizations established to help guide us in our journeys toward understanding could do so much more if we supported them financially to the extent that they support us. According to Christian Smith, Michael O. Emerson, and Patricia Snell, authors of *Passing the Plate\**, encourage us to ask:

- Why is giving not higher among religious people when they have the financial resources and capacity to give at higher levels?
- Why is giving not higher when religious people receive explicit faith teachings and implicit messages to do so?
- Why is giving not higher when religious organizations could achieve the goals that their members profess they desire, particularly when those goals are consistent with the core religious values?

In response, the authors suggest five conditions that could inspire people to give money more generously to their congregation. Reflect on these and see if they might be applied during your congregation's stewardship campaign!

- Unambiguously expecting and collectively honoring the generosity of individuals;
- Confidently teaching the instructions of their faith tradition regarding generous financial giving;
- Strongly encouraging members of the religious community to make theologically-informed and principled decisions about and commitments to generous giving;
- Providing multiple, structured and routine means by which people could follow through with their gift; and
- The establishment of better procedures, systems, and practices of transparency, communication and accountability in order to increase trust about how contributions are used.

\*Oxford University Press, © 2008

# Contact Us!

We love to hear from our congregations!

Please feel welcome to contact us with any questions or concerns that we might address for you.



Unitarian Universalist Association of Congregations  
Annual Program Fund  
Stewardship and Development  
25 Beacon Street  
Boston, MA 02108



**Laurel Amabile**  
Director  
Annual Program Fund  
lamabile@uua.org



**Scott Robbins**  
Assistant Director  
Annual Program Fund  
srobbins@uua.org

Phone: (617) 948-6512

Fax: (617) 725-4979

Email: [apf@uua.org](mailto:apf@uua.org)

<http://www.uua.org/giving/annualprogram/>

## Annual Program Fund Committee

General Chair	Jim Sanders
Ballou Channing	Rev. Bob Thayer
Central Midwest	Neil Lichtman
Clara Barton	Open Position
Florida	Bertha Perez
Heartland	Kriss Gang
Joseph Priestley	Rev. Tricia Hart
Mass Bay	Jim Staton
Metro New York	Tom Howard
Mid-South	Don Hawkins
Mountain Desert	Stan Kidder
Northern NE	Angela Matthews
Ohio Meadville	Gerry Blomgren
Pacific Central	Rita Butterfield
Pacific Northwest	Jim Mason
Pacific Southwest	John Morehouse
Prairie Star	Emily Smith
Southwest	Open Position
St. Lawrence	Suzanne McNamara
Thomas Jefferson	Linda Nelson
Board Liaison	Charlie King
Dist. Pres. Liaison	Dick Jacke
LREDA Liaison	Susan Freudenthal

To contact any of these outstanding volunteers, please call the Annual Program Fund office at (617) 948-6512.

## Giving to the Annual Program Fund

When sending your contributions to the Annual Program Fund, please be sure to:

1. Make all checks payable to "UUA Annual Program Fund"
2. Note your congregation's ID number on the check
3. Include any statement stubs with the payment
4. Send your contributions directly to our banking lockbox at:  
UUA Annual Program Fund  
P.O. Box 843153  
Boston, MA 02284-3153
5. To minimize paperwork, please ensure that checks for other UU entities and programs are not sent to this address.
6. Accept our thanks for all that you do to support Unitarian Universalism!