

# St. John's UU Church Capital Campaign 2022

## Frequently-Asked Questions

June 4, 2022

**1. *Why are St. John's members asked to approve a capital campaign now?***

We're approving a campaign right now because we need to raise funds for work on our sanctuary facade. In April 2022 the congregation voted to begin work on the sanctuary facade restoration. This work has been needed for quite some time. We voted at that time to take out a loan to pay for the work in advance of an anticipated capital campaign later this year. The anticipated cost for facade restoration is \$375,000. The Board and Treasurer are in the process of applying for a bank loan to serve as a bridge until the capital campaign funds are available. Planning is underway by our architects and general contractor in order to begin the work on the sanctuary facade restoration later this summer. The capital campaign can begin once the congregation votes in support of doing so. But the campaign is not just for the facade.

**2. *Is the capital campaign intended to just raise money for the sanctuary facade restoration?***

No, we hope to raise more than just what is needed to do this long-postponed restoration of the sanctuary exterior. Discussion about improvements to our facility began in 2017 and led to the creation of a Master Plan by the congregation in June 2019. We have explored many ways we could make the St. John's building and grounds more welcoming and supportive of our community. Coming out of the worst of COVID, we began work again, asking our architect to create an updated Master Plan - one that offers a number of options for possible facility improvements with updated 2022 cost estimates and an updated assessment of St. John's financial resources. The capital campaign will be raising money for the sanctuary restoration AND other improvements that the congregation decides to make.

**3. *What are the design options for the St. John's facilities in addition to the sanctuary restoration work?***

A number of design options for exciting improvements at 320 Resor Avenue have been mapped out by our architect. You can see the design options [here](#). We also have some deferred maintenance issues such as HVAC that we know will eventually need to be addressed. Similar to dining with an a' la carte menu, we have many things we could choose to do to improve our building and grounds, and we will need to identify which things are most important to us. Each of the design options has an approximate price tag. It's not likely that we can raise enough money to do it all, so we'll have to make some tough choices about which design options will best serve the congregation, taking into account what we can afford.

Identifying priorities will be important; we hope you will join in the process! There will be a survey distributed soon to gather your feedback.

**4. *How much money can St. John's raise with a capital campaign? Is this going to be a "\$2 million capital campaign"?***

The Board has contracted with a UU capital campaign specialist to help guide our campaign. Our consultant, Rachel Maxwell, says that UU congregational capital campaigns can typically raise three to five times their annual pledge total (our annual pledge total is approximately \$260,000). The actual amount raised is determined by two factors: the congregation's enthusiasm for the potential facility improvement projects and the generosity of members and friends. Taking all this into account, the Board and Master Planning Team feel that a hopeful but pragmatic target goal for the campaign would be \$1.1 million. Remember: whether we reach that goal will be up to each one of us and all of us together!

**5. *We already have possible design options but what's the schedule for the capital campaign to raise the money?***

Once approved by the congregation, the capital campaign will have several phases. Our consultant will guide us in the process. This summer she will conduct a "financial feasibility study" that involves interviewing a sample of St. John's households about their knowledge and feelings about the campaign and their anticipated giving level for the project. The formal kick-off of the campaign is planned for September and by November we will have a solid projection of how much money St. John's members and friends have committed to restore our amazing mid-century sanctuary AND improve the spaces within our building and grounds to better support and foster our community.

**6. *Once we know how much everyone will contribute to the capital campaign, who will decide which design options and/or repairs we will do (beyond the sanctuary facade restoration)?***

It is our congregation, our building, and our future we are creating. It will be the decision of the congregation as to what will best address our needs and desires for improved facilities. Knowing how much we are able to raise will enable the congregation to return to the design options later this year and identify which ones we can afford and want to pursue. As a congregation, we will vote to approve the final selection of plans. Then the architects will begin detailed work on the specific design options we have chosen; we will hopefully reach this phase of the architectural planning process in early 2023.

**7. *Isn't this a difficult time to do a capital campaign given the impact of COVID and the recent challenges for the financial markets?***

Timing the market is never really possible and we can't know what the future will bring. And yes, COVID has brought many complexities to our lives. It has also brought us new members - families looking for the liberal faith tradition that Unitarian Universalism at St. John's provides! What we DO know is that we MUST fix our sanctuary facade as it will

only deteriorate further (and cost more) if we don't address this long-postponed issue. The Board and the Master Planning Team believe in St. John's and the ability of our members and friends to invest in our congregation. We hope you will join us in being inspired for what we can achieve together. If not now, when? If not us, who?

#### **8. *How can I learn more?***

- **Watch the weekly E-news for updates!**
- **Review the Master Plan Design Options:**
- [https://stjohnsuu.org/PDFs/22-05-22 St.John UUC Presentation%2Bbudgets.pdf](https://stjohnsuu.org/PDFs/22-05-22%20St.John%20UUC%20Presentation%2Bbudgets.pdf)
- **Read the Master Planning Team update in the St. John's Annual Report:** [https://stjohnsuu.org/PDFs/St.Johns\\_UU\\_Annual\\_Report\\_2021-22C.pdf](https://stjohnsuu.org/PDFs/St.Johns_UU_Annual_Report_2021-22C.pdf)
- **Attend one of the upcoming Zoom discussions with the Master Planning Team:**
  - **Sunday June 12 @ 9:00 a.m.**  
<https://tinyurl.com/StJohnsPlanningZoom6-12-2022>
  - **Monday June 13 @ 7:00 p.m.**  
<https://tinyurl.com/StJohnsPlanningZoom6-13-2022>