

A Capital Campaign: How and Why?

Together, we are ready to embark on a *defining* moment for this congregation. We are going to build an addition to our church home, one that will provide us with a larger, more aesthetically pleasing and spiritually nourishing worship space. One that will give us more classroom space for our burgeoning Sunday School. One that will provide more visibility for us within the larger community.

This congregation has only had two other moments in its history equal to this one:

- ❖ In 1951 when a small number of families at Church of Our Father (now First Unitarian Universalist Church of Detroit), with the blessing of the parent church, established a congregation that would meet closer to their Northwest Detroit homes, and
- ❖ Ten years later when the men and women of that congregation committed themselves to the task of building this church home.

We are about to ask members and friends, past and present, to donate funds that will enable us all to fulfill the dream long shared by Northwesters: to build “the rest of the building” envisioned by the congregation back in 1962.

You are part of that dream. And soon the dream will become reality. All it takes is money.

Seriously, a capital campaign is an investment in the future. As opposed to our regular operating budget, capital funds finance concrete (pun intended), permanent structures.

Members and friends of Northwest UU – past and present – will each be asked to make a significant gift to our capital fund drive. *For many of us, this may be the largest charitable commitment of our lifetimes.* These donations can be contributed immediately or over a period of up to three years.

There is yet another way in which this capital campaign is different from others. The name of every donor will be permanently displayed at the church in an alphabetical listing (unless, of course, someone chooses to remain anonymous.)

Our growing congregation (more than 10 percent growth each year for the past two years!) has already shown incredible spirit and enthusiasm for this project. We are excited to be moving beyond fixing and renovating our current structure to building our legacy, a church home that will provide a special place for Sunday services, ceremonies of union, marriages, chalice lighting services, baby dedications, and memorial services. It is in this new space that we will share our joys and lighten our sorrows.

This is our window of opportunity to build a legacy – a legacy honoring the vision of our founding members, while creating a space for all those who have joined us since 1951 and the many generations yet to come.

Our Goals

A larger, worship space with the aesthetic appeal of a dedicated space, and the flexibility to use it for other activities, like our service auction or large meetings

Additional classroom/rental space

A configuration that works well for the daycare center

A building that uses “green” building design guidelines

What We’ve Already Achieved

Created a master plan

Divided one classroom into two rooms, creating a conference room

Built an accessible restroom and plumbed for a second

Built a new storage room

Updated office space for DRE and secretary

Building Our Legacy

Timeline

June 18, 2004

First meeting of Capital Campaign Committee

August 2, 2004

Design committee met with an architect about revisions to the Master Plan

September 8, 2004

Revised Master Plan completed

September 19, 2004

Congregational Meeting:
Present preliminary design

October 23, 2004

Capital Campaign Kickoff Event

January 16, 2005

Congregational Meeting: Formal presentation of final design; vote to authorize total amount to be spent

May 30, 2005

Formal Ground Breaking

Many thanks to those who have already volunteered their services to help with our Capital Campaign.

John Amberger	Jim Gobeski
Nancy Beckett	Paul Janus
Tim Beckett	Shanon Kirkland-Morgan
Ralph Bruechert	Diana Kohler
Ted Danielson	Beata Lamparski
Chris Doozan	Colleen McInerny
Bud Felton	Mary Lynn Treppa
David Fry	Doug Whitehouse
Lisa Fry	Jane Williams

We know there are many more people who are excited about this project and ready to get involved. If you are one, please contact Nancy Beckett at 313-532-2272.

Ways to Give

Most people choose to pay their commitments to a capital campaign with cash or checks. For some, other options provide a greater tax advantage. Those options are briefly explained below.

STOCKS:

The law currently allows donors to transfer ownership of stock to the congregation and claim the appreciated value (current market price) of the stock as the value of their gift. The donor avoids paying taxes that would be due if the stock were sold and the proceeds given to the congregation. Because the church is a non-profit organization, it is exempt from those taxes.

LIFE INSURANCE:

Pledge payments can be made by donating gifts of Universal Life or Whole Life insurance policies with a cash value. When the policy is donated to the congregation, it will be sold back to the company for its current cash value. The donor benefits by receiving a tax deduction for the cash value of the policy in the year during which ownership was transferred.

PROPERTY:

Gifts of real or other property may be very valuable to the congregation and can be a good way for an individual to make a significant gift. However, offers of such gifts must be carefully considered by the Board to determine if acceptance is in the best interests of the congregation.

Real property includes homes or condominiums, vacant lots, timeshare vacation homes. Other property includes items such as antique cars, works of art, jewelry, coin or stamp collections.

All gifts of property with a valuation of more than \$500 must, by law, be accompanied by an appraisal (of the resale value of the item) by an individual or firm qualified to appraise the type of gift being offered. The donor's tax deduction is based on the estimated resale value of the item.

CAUTION TO THE DONOR:

When making a large contribution to a capital campaign, it is always advisable for an individual to involve his/her tax advisor in determining the best way to make the gift.