



The Council for Health &
Human Service Ministries

United Church of Christ

2019 CHHSM 81ST ANNUAL GATHERING

TOGETHER WE CREATE A JUST, CARING AND
COMPASSIONATE WORLD

Nancy Beard, CFRE



What is UCHS?

United Church Homes and Services (UCHS) is a Christian ministry committed to providing vibrant living, diverse programs of outreach and compassionate services.

UCHS Foundation solicits, safeguard and disburses funds in support of the charitable work and ministry of UCHS with special emphasis on financial assistance for current and future residents and staff.

Have You Run Out of Reasons For Why You Aren't Securing Charitable Gifts The Will Transform Your Organization?

- Fundraising is a form of ministry
- How to build a successful fund development process

Are you thinking?

- Fundraising is a necessary --but unpleasant activity to support spiritual things?
- We hired someone to do that job.
- I am not going to twist arms.
- People don't like to be asked for money.
- We will ask Jane Doe—she should give to us.

The *Henri J. M. Nouwen*
Spirituality
Series

A Spirituality of Fundraising

Henri J. M. Nouwen



John S. Mogygab, *Series Editor*



Who was Henri Nouwen?

What Does Transformational Giving Mean to You?

- Transformational giving philosophy has the power to transform both the giver and the recipient.
- Transformational giving focuses not on the recipient's bottom line, but on the giver themselves.
- Transformational giving offers more than the typical transactional donation; it provides a powerful tool to enable great giving that transforms the giver's heart.
- Transformational giving also transforms the hearts of the receiving ministry when they understand they are called to steward and care for the donor, not just ask them to give.

Ultimately, this philosophy seeks to create a partnership that, impacts the entire organization/community.

Why is Henri Nouwen important to raising charitable gifts?

Rev. Brad Thie referenced *A Spirituality of Fundraising* by Henry Nouwen

“We are offering people a theological gift that cannot be received by giving to our children. Our children cannot help us store treasures in heaven with the money we leave behind. We need to give others the opportunity to give back to the organization that has given to them.”

Beautiful Words to Get You Started

“Fundraising is a very rich and beautiful activity. It is a confident, joyful, and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God’s Kingdom.”

Who is on your fund development team?



Creating the Annual Development Plan

- Financial Goal
- Action Goal
- Components of the Annual Campaign
 - Mailings, special events, tributes, monthly
- Grant Writing
- Capital Campaign
- Planned Giving

Why do you need the money?

- Do you understand the need?
- How will funds provide impact?
- Do you have written case(s) for support?
- Are you looking to the future?
- What have you accomplished with charitable funds in the last five years?

Culture of Philanthropy

A culture of philanthropy is a set of organizational values and practices that support and nurture development within a non-profit organization. It's an important part of building cohesion and teamwork within an organization and it's imperative that every individual understands how they contribute to the culture.

Planned or Legacy Giving –UCHS Results

Legacy Society Statistics	
Total Members in 2012	113
Total Members in 2018	279
Total Legacy Giving	\$ 15,353,447
Highest Gift	\$ 5,700,000
Lowest Gift	\$ 276
Average Planned Gift	\$ 74,000
Average Annual Gift	\$ 215

Can you believe?

- Fundraising is proclaiming what we believe in such a way that we offer an opportunity for others to participate with us in our mission and vision.
- Asking for money is giving people an opportunity to put their resources at the disposal of the kingdom.
- Fundraising is a call to conversation?
- I am confident and joyful in my role—asking without apology.

Contact Information

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