

FY17 CURRENT FISCAL YEAR ANNUAL PROGRAM FUND

The funding of our Association through APF and GIFT is playing out in a larger environment of institutional upheaval. 4th quarter statements to congregations went out later than usual because of the larger institutional changes; we did not want the initial communication received from congregations to be the statements requesting payment. Statements have since gone out, and we DO expect an uptick in income as a result. Here are some of the factors we believe are leading to the drop in income:

- **Lower amount asked overall (-\$160,000)**
- **Number of congregations who have reduced their pledging substantially**

Some Details:

- 511 congregations have paid less YTD
 - Congregations who have paid **LESS** in FY17 than by this date in FY16, the total difference in PTD with this group is **-\$900,797**
 - 358 congregations who have paid **MORE** YTD in FY17 vs FY16, total difference PTD in this group is **+\$418,507**
 - Gap between these two groups is **- \$482,290**
- 167 congregations who were not Honor last year have pledged LESS in FY17 then in FY16
- 25 congregations that were honor in 2016 have returned pledges that will not be honor in FY17. The total difference here is **\$-72,000**
- 11 congregations who have pledged at least \$5K less than what their **total contribution was** for last year. These 11 congregations account for a loss of income of **\$115K**
 - Columbia, MD (pledged 2K this year, contributed \$27K last year)
 - All Souls DC (pledged 26K this year, contributed \$45K last year)
 - Lawrence, KS (pledged 0 this year, contributed \$12K)
 - Eugene, OR (pledged 8K, last year contributed \$17K)
 - Santa Monica, CA (pledged \$8500, last year contributed \$17K)
 - Traverse City, MI (pledged 1K, last year contributed \$9300)
 - West Shore Cleveland, OH (\$22,6K this year, contributed \$30K last year)
 - Columbia, SC (4600 this year, \$11,600 last year)
 - Milwaukee, WI (pledged 10,600 this year, contributed \$17,500 last year)

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Ongoing work on improving performance:

- Monthly calls with regional leads, during which we identify
 - Congregations who are pledging differently this year as compared to last year
 - Congregations who are contributing differently this year as compared to last year
 - Learn about congregational issues that may affect giving
 - Collaboratively decide who best to follow up/intervene
- Direct outreach to every congregation who sends a payment who hasn't pledged, asking them to pledge.
 - Our goal this year is to get 700 pledges in (last year we had 621) ; we are currently at 666 pledges
- Ongoing communication with Focus 50 congregations (those congregations for whom the difference between what is asked and what is given is the greatest).
- Ongoing communication with Leadership Congregations (the 50 most generous Honor congregations in our Association)
- Stewardship and Development representation and presentations at District/Regional Assemblies
 - Pacific Northwest District (PWR)
 - Central East Region
 - Southern Region
 - New England Region
 - MidAmerica
 - Pacific Central District (PWR)