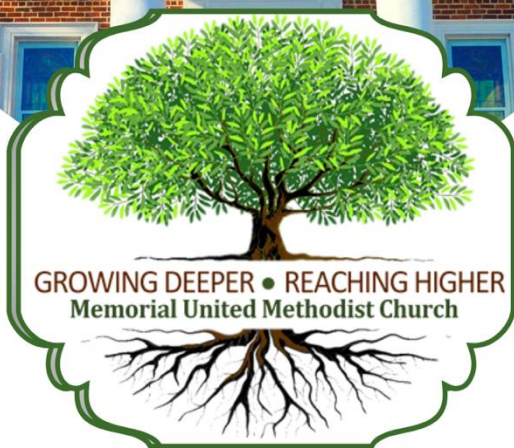


MEMORIAL UNITED METHODIST CHURCH



CAPITAL CAMPAIGN 2021



Memorial
UNITED METHODIST CHURCH

DETAILS AND INFORMATION

A Message from the Campaign

Co-Chairpersons:

**Vicki
Harnage
Whittemore**



Blessings to you and your family!

I hope things are such in your life, during this unprecedented time of pandemic, that you can quote the chorus of Spafford's hymn: "It Is Well with My Soul." As one of the chairpersons of our Growing Deeper, Reaching Higher Campaign, I have had the pleasure of working with more than thirty members of the congregation and staff. Through the Zoom calls and in-person meetings, I am constantly reminded that even in this time of social distancing, Memorial continues to touch lives here in the community and across the world.

With participation from all of us in this campaign, Memorial will continue to attract, excite, and equip people on their faith journey. The success of our previous campaigns has positioned us well to achieve our \$1.5 million goal for this campaign. This effort allows us to demonstrate congregational care and good financial stewardship by retiring debt, improving the playground features for our youngest disciples, and transforming the worship area in Maxwell Hall.

As you read this booklet, prayerfully consider your role in this Growing Deeper and Reaching Higher Campaign by joining us in praying, "God, what do You want to do through me?"

Together we will succeed,
Vicki Harnage Whittemore



Brothers and Sisters in Christ,

Thank you for being an important part of our spiritual family here at Memorial. For more than 40 years I have called Memorial my church home. The world has changed in many ways over those years. We have seen enormous progress in some areas and staggering setbacks in others, but one constant has been the love that we feel for each other and the compassion with which we reach out to others here in Fernandina Beach and around the world. Our church family has grown, and that growth has necessitated additions, expansions, updates, and repairs. Praise God that our church is almost 200 years old and stronger than ever!

As you read through this booklet, consider what role you will play in helping Memorial enter our 3rd century so that we can continue to be God's hands and feet for generations to come. Please join me in praying, "God, what would you like to do through me?"

God loves you, and so do I.
Chris Twiggs



and
Chris Twiggs





***The “Growing Deeper,
Reaching Higher”
Campaign has Three Main Goals:***

- 1. Debt Elimination**
- 2. Maxwell Hall Renovations**
- 3. A New Playground**



“a grace-filled family”

1. Debt Elimination:



Six years ago, when we started the renovations to our campus including our Sanctuary building, parsonage, workshop, and bus shelter, we could never have imagined the many different ways in which God has been using the work that we completed.



By paying off the debt we will free up our operating budget to continue to support and grow the ministries which use that space as well as those which leave our doors and participate in what God is doing in our community.



Work Completed in Sanctuary Building:

- The increases in technology enabled us to provide our worship online during the pandemic improving the worship experience for the hundreds who join us each week. This will continue beyond the end of the pandemic.
- The multipurpose room has been a perfect flexible space for large and small groups as well as everyone from children running around at VBS, youth hanging out on the beanbags, and M&M potluck dinners
- The catering kitchen has allowed greater hospitality in the multipurpose room.
- The new and renovated classrooms allow groups to meet with a variety of learning styles
- Installation of a hearing assistance system to improve the worship experience for our hard-of-hearing community
- Improved accessibility to all three floors removes the barriers and allows all persons to utilize this space.
- Commercial sized elevator which allows families to access all three floors.



- Fire safety system protects our historic property Handicap accessible restrooms along with other renovated and new restrooms on all floors
- Extensive work was completed on the Sanctuary exterior that will protect both the exterior brickwork and stained-glass windows that will safeguard the building for the future.
- Choir room and choir loft expanded to provide more flexibility for worship experiences

Maxwell Hall Renovations:

Maxwell Hall requires improvement to equip it appropriately for 21st century ministry. Since the beginning of 2018 (and pre-COVID19) our 9:30AM worship service was consistently growing month on month. Undertaking the necessary work in Maxwell Hall now will open the building up to create an accessible space to welcome new guests and enjoy fellowship together, while also adding some much-needed space for classes to meet in. The worship area in Maxwell Hall will also be updated and improved. This is needed work on the worship space for our fastest growing service. The renovations for Maxwell Hall include:

- Permanent stage to replace the temporary risers will create an improved environment for worship.
- Improved lighting on stage and throughout Maxwell Hall.
- Updated technology with cameras and video screens will improve visibility and create ability for live-streaming worship.

Imagine Maxwell Hall as a welcoming worship space.





Rendering of a renovated Maxwell Hall.

- Creation of a welcome center will create a space to provide greater hospitality and welcome to our guests.
- More space at the entrance will relieve congestion and allow opportunities for more community building.
- Additional classroom and meeting spaces, both in the renovations on the porch and new entry way, will allow for groups of different sizes to meet.
- New insulation, ceiling tiles, and a fire safety system will be installed to better protect the building.
- Refreshed interior paint and carpeting will create a more pleasing experience for worship and other gatherings.





3. A New Playground:

One of the most frequently used spaces on our campus is our children's playground. Each day, our children in Lamb Early Education Center learn and grow by playing there. When our regular Wednesday night and Sunday morning programs are running fully, the playground is also used by the children of our Children's Ministries. The playground is a place where young imaginations are engaged and playful joy is experienced. It's also the place on campus where our children get to make as much noise as they want to as they play! All this considered, our playground is one of the most important places on campus and as such it must be a place that is both as safe and as welcoming as we can make it.

Currently, our playground is showing signs of its age. The existing equipment has served us well over the years but has become weathered and in need of frequent repair. The time to replace our play equipment with sturdy, quality pieces is now.



Rendering of what our new playground could look like.



More examples of the new equipment we could provide our children.

The ground surface of our playground is currently covered with layers of old, chopped up tires. They are dirty, constantly pushed over from the playground on to our lawn and the cars parked there. The time has come to replace the grounding of the playground with a surface that is safe, clean, and durable.

Providing a new safe and clean playground will ensure that we have a space for all children coming to Memorial in which they can play, build friendship with one another, and grow as young disciples of Jesus Christ. It will also be a highly visible sign to young families that their children matter here and will be cared for well. A playground renovation would include:

- New ground covering to replace the tire mulch so that children can play in a cleaner and safer environment.
- Creation of two distinct play areas for different age levels
- Reflects the quality and reputation of the Lamb Early Childhood Education within the community
- Brand new age-appropriate play equipment for the over 100 children who use the space.
- Creates a message to our first-time visitors as well as the community that we value our children.

A look at our Previous Capital Campaigns

Growing in Grace Capital Campaign (2015-2017) – (Final Received: Jan 2018)

<u>Commitment</u>	<u>Received-Pledge & non-Pledge</u>	<u>% Received</u>
\$2,300,000	\$2,607,767	113%

Forward Faithfully Capital Campaign (2018-2020) – (Received Through December 2020)

<u>Commitment</u>	<u>Received-Pledge & non-Pledge</u>	<u>% Received</u>
\$1,249,166	\$1,298,339	104%

Construction/Renovation Costs from Forward, Faithfully

Phase 1: Actual Costs

Maxwell Hall Roof, Parsonage Renovation, and Sanctuary Exterior Renovation	\$1,160,854
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Phase 2: Actual Costs

Bus Parking /Workshop	\$54,000
Sanctuary Building Interior Renovation	\$2,926,793

Phases 1 & 2: Total Actual Costs \$4,141,647

Growing Deeper, Reaching Higher

Phase 3: Projected Costs (as of October 2020)

Playground Renovation

<i>2-5yr old Playground Equipment</i>	\$43,798
<i>5-12yr old Playground Equipment</i>	\$49,933
<i>XGrass Surfacing install (including excavation of current surface)</i>	\$69,904
<i>Freight</i>	<u>\$11,288</u>

Total Playground Renovation: \$174,923

Maxwell Hall Project

<i>Parker Contracting</i>	\$292,477
<i>New Doors for Lobby Entrance</i>	\$10,000
<i>“Digital Clay” Maxwell Hall Renderings</i>	\$1,200
<i>Bender & Modlin (Fire Suppression)</i>	\$69,000
<i>Fire Suppression – Tap Water Source & Fire Alarm Tie-In</i>	\$12,500
<i>AV Upgrades</i>	\$35,000
<i>IT Allocation</i>	\$7,500
<i>Kitchen Remodel</i>	<u>\$61,000</u>

Total Maxwell Hall Project: \$488,677

Remaining Church Debt
(as of 1/31/2021)

Total Remaining Debt: \$768,284

Grand Total:

Playground \$174,923

Maxwell Hall \$488,677

Remaining Debt \$768,284

Total Projected Costs: \$1,431,884

Growing Deeper, Reaching Higher

Total Campaign Goal: \$1,500,000.00



Frequently Asked Questions

How will funds from this campaign be utilized?

- Eliminate the debt.
- Renovation Maxwell Hall
- Renovate the playground.

What is the priority of the projects?

Each of these three projects is important for our growth and hospitality to visitors and members alike. While some members of our church may have different preferences, our leadership is committed to completing them all.

Why do we need to renovate Maxwell Hall?

Maxwell Hall was not originally designed as a place for worship, but now it houses our largest single service. The planned renovations will have a positive impact on the worship experience and on our hospitality with new guests. The space's ability to host large gatherings and meals throughout the week will not change. This project was a part of the 2012 master plan for campus improvements.

Why do we need to renovate the playground?

Our playground is used twice a week by our children's ministry and daily by the students at our Lamb Early Education Center ministry. Our current playground equipment is showing signs of wear and the tire mulch is breaking down leaving residue on the students and carpeting. An updated playground creates an important impression for our community and to the families who visit our church for the first time: that children are loved and valued at Memorial.

When will work begin on these projects?

The plan is to begin renovations of Maxwell Hall this summer after the conclusion of Vacation Bible School. At present, we do not have a projected start date for the playground.

How could the United Methodist Church's denominational issues impact the campaign?

While the United Methodist General Conference has been postponed again, uncertainty surrounding our denominational future and the proposed plans for separation in the United Methodist Church remain. However, at Memorial, we are certain and clear in our vision to be a "vital growing church" that "develops deeply rooted disciples of Jesus Christ." While things may change in our denomination, our work in Fernandina Beach and Nassau County will not change. Your support of this campaign will allow our church's mission to continue and grow.

What if we raise less than \$1.5 million?

We are confident that our congregation has the capacity to help meet the needs of all three projects. If needed, any amount not raised to complete the projects will be funded by a manageable loan with the Foundation and paid through the operational budget.

"Lord, what do you want to do through me?"

Frequently Asked Questions

What about a designated space for youth?

The Strategic Plan was clear that youth and children are not just the future of our church, but they are the heart of our church today. An important goal of that plan was that we find a place on our campus which could be designated for our youth. After hiring Justin Rimondi as our full-time youth director, we have been in conversation with him about which areas of our campus would most effectively support his ministry style, our current youth culture, and future growth of our program. In looking at the renovated Maxwell Hall plans, he felt that the welcome area of Maxwell Hall would be an effective place for youth meals and small group activity as well as providing access to Maxwell Hall's flexible space for large group games and worship. While these spaces cannot be youth exclusive, our Trustees have agreed they ought to be prioritized for our youth in both scheduling and aesthetic.

What is the information on our loan?

Our Loan is held by the Florida United Methodist Foundation which is associated with our denomination and only supports churches and Methodist related organizations. This relationship with the Foundation provides greater stability, support, and flexibility for our loan. The current balance of the loan, as of January 31st, 2021, was \$768,284, at an interest rate of 4%.

Why are we doing a capital campaign during a pandemic?

Getting our debt paid off and making these renovations will put Memorial in the best shape to continue growing as we move forward. Currently there are no funds in the operational budget to apply towards the loan. This campaign has been part of the plan to address both the debt and the campus projects. While COVID19 has caused a lot of uncertainty in our national economy and has changed our worship and ministries, the debt that we have, and the facility needs have not changed. It is important to remember that the pledges to the campaign can be paid over a three-year period and most experts agree that as vaccines become prevalent and new treatments get approved, the pandemic's impact will continue to lessen.

How long will we be out of Maxwell Hall during renovations?

The current estimate to renovate Maxwell Hall is four months. Alternate plans will be determined once more information is known.

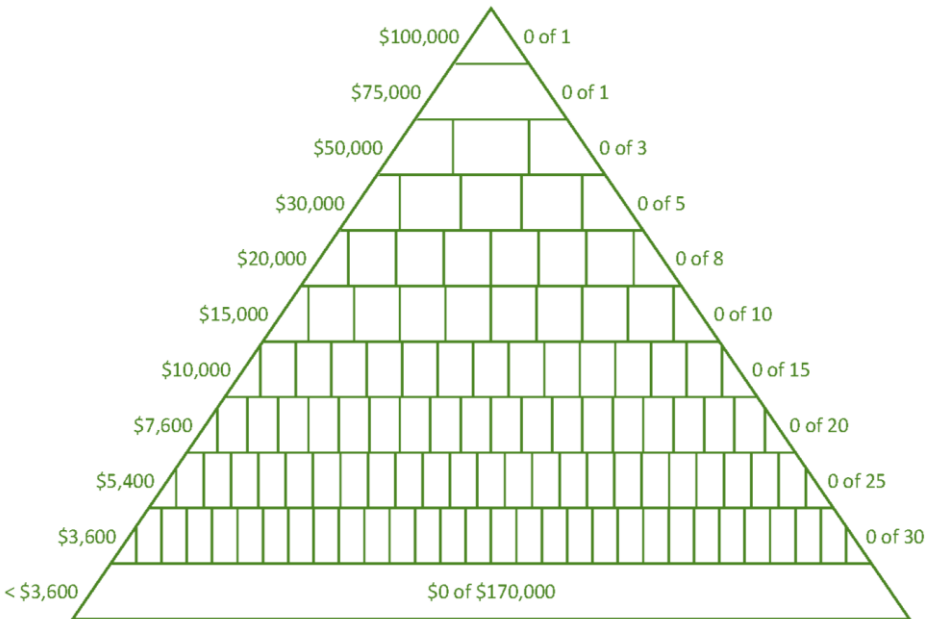
“Lord, what do you want to do through me?”



Equal Sacrifice, Not Equal Giving

This giving pyramid is a visual representation to show the importance of each and every gift to the capital campaign. Equal giving is never the goal at our church, but rather to come together as a church family - each sacrificing to achieve our vision. There is a role in this capital funding campaign for every member of the church and each contribution enables our success.

Campaign Goal \$1,500,000



**Have you considered what gift you can give to
“Growing Deeper, Reaching Higher” to help us
reach our goals? Lift our Capital Campaign up to
God in your prayers and ask:
*“Lord, what do you want to do through me?”***

Creative Giving Strategies

There are many creative ways to give to the capital campaign from eliminating items from a weekly budget, to giving stocks and other assets, to deferring purchases.

Here is a look at one family’s commitment to giving a gift to the capital campaign by eliminating things from their budget. Remember, it is an equal sacrifice, not equal giving.

Savings Activity	Savings Per Week	Savings Per Year	Savings Per Three Years
Eliminate a family meal out	\$30.00	\$1,560.00	\$4,680.00
Reduce Christmas budget		500.00	1,500.00
Reduce vacation budget		250.00	750.00
Delay car purchase for six months			3,000.00
Eliminate three date nights		170.00	510.00
Eliminate two cups of coffee	10.00	520.00	1,560.00
	Three Year Total:		\$12,000.00
"In addition, we will continue to support the annual budget & the mission programs."			

Other Giving Strategies

Cash Flow Gifts: Smaller gifts add up! By giving smaller amounts at higher frequencies--weekly, semi-monthly, or monthly--large gifts can be reached in smaller steps. Using electronic funds transfers can be beneficial when making these gifts.

Diverted Funds Gifts: Freeing up funds that are currently going to other areas of spending allows a person to increase giving to God’s work. Diverting funds from entertainment, dining out, dues, subscriptions, gifts, allowances, or transportation offers lifestyle adjustments that impact one’s giving.

Sale of Assets: Sale of major assets, such as a house, car, land, or business provides available income for giving.

Unique Skills Income: Some people have marketable hobbies or skills that enable them to give from those new profits.

Delayed Expenditures: Postponing major expenditures such as automobiles, home projects, or trips provides substantial giving opportunities.

Income Producing Assets: Interest income, payments from rental properties, or income from other assets provide a source for increased giving.

Freedom from Debt: Looking ahead to the next three years, you may discover that debt obligations will be fulfilled. This frees up revenue for additional giving.

Charitable Giving Resources: Reviewing all charitable donations in light of their impact on the kingdom of God affords a potential resource for significant giving.

Savings and Annuities: Savings for special projects, retirement, or a “rainy day” may offer a resource for increased giving. We often realize that a portion of our savings may safely be given to the work of God’s Kingdom through our church.

Corporate Gifts: Business owners may be able to provide gifts-in-kind that may result in a stronger gift to the church and tax benefits to the donor.

Special Tax-free IRA Gifts

For those **aged 70½ and older**, it is possible to make tax-favorable charitable gifts from IRA accounts. A total of up to \$100,000 per year can be transferred directly from IRAs to one or more qualified charities, such as our church, free from federal income tax. There may also be state income tax savings. For those 72 and older **or** those who have begun taking their Required Minimum Distribution (RMD), donations given in this way count toward their RMD for the year of the gift. To donate from an IRA, it is important to **make the donation directly from the IRA to the church**. For those with check writing privileges on their accounts, this may be the most efficient way to make gifts directly from an IRA. Contact the church office or your tax advisor for more information.

Gifts other than cash:

What assets could I give? Appreciated assets held more than one year, such as publicly traded stocks, mutual funds, bonds, real estate, collectables, and other readily marketable property often provide tax advantages. Personal property such as automobiles, jewelry, and other items may also be given. There may be no capital gains tax benefits to these gifts, but the financial and spiritual benefits can be tremendous.

Why contribute gifts other than cash? The tax code is very generous toward this form of giving. Giving the asset directly to the church allows the church to sell the asset, thereby eliminating potential capital gains taxes to the donor. This also results in a larger gift to the church.

How does the tax benefit work? Itemized deduction: the donor is allowed to include 100% of the market value of many of these assets as charitable contributions for tax purposes, if held more than one year. Because of its tax-exempt status, the church will receive the full market value, less transaction costs, at the time of sale without paying capital gains taxes.

What if I sell first then give the cash?

You may be subject to capital gains taxes thereby reducing the after-tax proceeds from the sale. See the chart at right.

	Sell First	Give to Church
Market Value	20,000	20,000
Cost Basis	-10,000	-10,000
Gain	10,000	10,000
Tax (assuming 25%)	2,500	0
Church receives	17,500	20,000

How do I give assets, such as stocks, bonds, and mutual funds to the church? Asset Transfer Options include: Contact the church office. We will provide you with the transfer instructions or contact your broker and request the transfer. You will be provided with stock powers or transfer papers to complete the transfer. In many cases your denominational foundation can handle asset transfers at no cost. When you have completed the transfer, please notify Monica Pomeroy in the church office at 904-261-5769.

"Growing Deeper, Reaching Higher"

Devotional- Week One

"Growing in Grace"

Day 1: 1 Corinthians 13: 11

What are the ways in which your faith has grown since you were younger?

Day 2: 2 Timothy 1:5

Who are the people who had the greatest impact on your faith?

Day 3: Proverbs 11:24-25

How do you see a connection between faith and generosity in your life?

Day 4: 2 Peter 1:5-8

Which of the supports of our Faith that Peter mentions would you consider the strongest for you? Which are weaker?

Day 5: 1 Thessalonians 5:23

What are the areas of your life where God is working in particular now? What is a next step for you?

MISSION:

Memorial United Methodist Church is a grace-filled family of Jesus followers who welcome all people to experience the love and grace of God through Worship, Study, Community, and Mission.

"Growing Deeper, Reaching Higher"

Devotional- Week Two

"Deeper Discipleship"

Day 1: Leviticus 19:2

How does God's holiness affect our expectations of our own spiritual growth?

Day 2: John 15: 5-11

As we grow in our faith, what does it mean for you to abide in Jesus?

Day 3: Colossians 2:6-7

What are the ways in which you are building on your faith right now?

Day 4: Mark 12:29-30

How are you loving God with your heart? Soul? Mind? Strength?

Day 5: Deuteronomy 8: 11-17

For what in your life are you taking God's credit?

VISION:

*The vision of Memorial United Methodist Church is that we are a vital, growing church reaching into our community to **develop deeply rooted disciples of Jesus Christ** for the transformation of the world.*

"Growing Deeper, Reaching Higher"

Devotional- Week Three

"Reaching Beyond Ourselves."

Day 1: Acts 1:8

Where is God calling you to be a witness? Where is God calling Memorial?

Day 2: 1 Chronicles 16:23-34

How does worship expand our view beyond our own perspective to see the expansiveness of God?

Day 3: Deuteronomy 24: 17-18

How do the experiences in our church community motivate our works of compassion and justice?

Day 4: Matthew 25: 31-40

How have you seen Jesus in the faces of those who need food, care, welcome, clothing, or visitation?

Day 5: Isaiah 55: 1-5

How does financial stewardship a form of witness to others?

MISSION:

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"Growing Deeper, Reaching Higher"

Devotional- Week Four

"Higher Calling"

Day 1: Genesis 12:1-3

How can your obedience be a means by which God can bless those around you?

Day 2: Acts 2: 43-47

In this passage we see what happens when God is priority in the lives of a church community. What are the ways in which we can better adjust our own priorities in more God centered ways?

Day 3: 2 Corinthians 8:1-7

What ministry is so important to you that you would beg God for the opportunity to be a part of it?

Day 4: Romans 12:2

How has God been renewing your mind away from this world and towards God's will?

Day 5: 1 Timothy 4:11-15

What kind of example do you set for those around you who can see your speech, conduct, and engagement with your faith?

VISION:

*The vision of Memorial United Methodist Church is that we are **a vital, growing church reaching into our community** to develop deeply rooted disciples of Jesus Christ for the transformation of the world.*



**A Message from
the Senior Pastor
Rev. Dr. Mark
“Charlie” Charles**

Dear Grace-filled Family,

When I was appointed to Memorial in 2018, I was so very proud to be coming to one of the oldest churches in the Florida Conference. Knowing that our church was continuing to thrive after almost 200 years of dedicated witness and service on Amelia Island was both exciting and encouraging for me. I knew I was coming to a church with a long legacy of faithfulness to God.



In the years before my arrival, Memorial had successfully navigated the excellent restoration of our historic sanctuary building. I knew that there was a remaining debt burden from that project and I also found out that the sanctuary renovation was only one part of a larger vision for the renovation and renewal of all our campus buildings.

In other words, I knew from day one that the time would come for the campaign we are now embarking on would come. That time is now.

As we look ahead into the third century of faithful Christian witness at Memorial United Methodist Church, we have an exciting opportunity to partner with God and play our part in the ongoing legacy of this grace-filled family.

My hope is not only that we reach our targets in terms of numbers, but more importantly that we all experience this time as a call to deeper discipleship. We are invited to each pray this simple prayer: God, what would you like to do through me?

My experience has taught me that when I pray a prayer like this, with a willingness to say yes to God's leading, I have always been invited to take a step of faith that has deepened my walk with God. I am praying that this will be your experience, too, in these weeks, months, and years ahead.

I am truly blessed to be on this journey with you and I am eager to see what it is that God will do through us as we pray and respond to God's call.

Blessings,



Pastor Charlie

"Lord, What do You Want to do Through Me?"



"a grace-filled family"

Dates to Remember:



**For questions about the
information in
this booklet,
please contact:
Senior Pastor Mark
“Charlie” Charles at the
church office
at 904-261-5769
or email
pastorcharlie@mumconline.com**

April 18th
*Launch of “Growing Deeper,
Reaching Higher”*

April 20th
*Devotional and Worship
“Growing in Grace”*

April 25th
*Devotional and Worship
“Deeper Discipleship”*

May 2nd
*Devotional and Worship
“Reaching Beyond Ourselves”*

May 9th
*Devotional and Worship
“Higher Calling”*

May 16th
Commitment Sunday

May 23rd
First Fruits Offering

June 13th
Announcement Sunday



“a grace-filled family”