

# 2016-17 Annual Operating Fund Pledge Campaign Committee Report

Submitted by Stephanie Surfus

The **5 to Thrive** campaign generated **376 pledges for a total of \$901,280**, or 98% of our goal of \$920,000 for the 2017 Operating Budget. This represents an increase over last year's campaign results. Given the transition we, as a community, are experiencing, the campaign was definitely a success! The **5 to Thrive** campaign sought to highlight the mission and purpose of our faith community.

This is the second consecutive year in which there was no second ask. And even though there were 14 fewer pledge units than the previous year, total pledges increased from \$895,133 last year and the average pledge increased by about \$100 to \$2,397.

The median pledge (half above, half below) remained at \$1,500. In a normal distribution, the average and median would be the same. The effect of this skewed distribution can be seen in the table below. The top 30 pledge units (\$6,000 and above), or 4.3% of the total pledge units, pledged about 30% of the total money pledged.

Thank you to Reverend Lindasusan, Reverend Doug Wadkins, Dr. Glen Thomas Rideout, Ed Lynn, and all the others who supported the campaign in so many ways. A special thank you to those members of our community who generously shared personal stories about the many ways in which our faith community holds its members in love and covenant.

The **5 to Thrive** campaign will continue through 2018. We will build on our theme of mission and purpose and provide opportunities to demonstrate stewardship of our UUAA community and the world around us.

Pledge Amounts ( <sup>'000</sup> )	Pledge Units				Total Pledge Amounts		
	Number	Cum	%	Cum	\$	%	Cum %
≥ \$10	9	9	2.4%	2.4%	123,740	13.7%	13.7%
\$8 to \$9.9	5	14	1.3%	3.6%	42,500	4.7%	18.4%
\$6 to \$7.9	16	30	4.3%	7.7%	103,200	11.5%	29.9%
\$4.80 to \$5.9	22	52	5.9%	13.3%	112,300	12.5%	42.4%
\$3.6 to \$4.8	41	93	10.9%	23.8%	163,560	18.1%	60.5%
\$2.4 to \$3.59	49	142	13.0%	36.4%	135,646	15.1%	75.6%
\$1.2 to \$2.39	89	231	23.7%	59.2%	139,917	15.5%	91.1%
\$0.6 to \$1.19	72	303	19.1%	77.7%	58,247	6.5%	97.5%
< \$600	73	376	19.4%	100%	22,170	2.5%	100%
Total	376		100%		901,280	100%	
				Average Pledge	2,397		