

# 2021 Annual Budget Campaign Committee Report

## Building our Vision: #roadto2050

Submitted by Beth Hospadaruk

1<sup>st</sup> Unitarian Universalist Congregation of Ann Arbor's 2021 Annual Budget Campaign (ABC) drive titled "Building Our Vision: #RoadTo2050" ran during the months of October-December, 2020. The committee consisted of Beth Hospadaruk, chair and Ed Lynn supported by The Stewardship Team, Senior Staff, Mike Halerz, Kari Gottfried, Rick Witten and the Board of Trustees. An initial goal of \$1.1million was set.

A letter of inspiration, encouragement and information was sent out in September to kick off the campaign. This year's theme "Building our Vision: #roadto2050" was a focus on our Vision 20/50 work and looking to our future. 2020 was a once in a lifetime year with the Coronavirus (Covid 19) attacking the world. Our in-person gatherings were brought to a halt in March and all in person activities cancelled, including our Annual Goods and Service Auction. However, the social justice work of our congregation continued as well as the planning and work towards the goals of our year long Vision project.

A pledge form was included in the mailing. Website updates with the ability to pledge online was done. Reminder e-mails and notices in the monthly newsletter, weekly bulletin and social media took place in October and November. Ed Lynn sent email reminders in late November and throughout December to encourage those who had not pledged yet and a decision was made NOT to use BoT for phone reminders given the extraordinary times.

This year, due to our virtual only connection and communication, several videos were made to share during the campaign. The initial video, produced by Rick Witten, highlighted 5 of our social justice programs. Programs featured were The Farm Project organized through our Mindful Eating Team with Colleen Crawley, The Immigration Action Coalition with Cesilie Cordovilla, Habitat for Humanity with Mike Muha, UUCiv's with Carrie Hatcher Kay and Alpha House with Sandy Eyl.

During each service in October, a different member of the congregation gave a "testimonial" describing what this congregation means to them and why pledging is so important. Those giving testimonials were:

Geneve Thomas-Parker, YRUU-radical welcome  
Kathy McLean- co chair of our Challenging Racism group  
Jeannine LaPrad- co-chair of our Climate action group  
Beth Hospadaruk- Chair of the ABC.

Thank you notes were written by Beth Hospadaruk and the Board of Trustees.

We received **354 pledges for a total of \$975,966**. 24 of these were new pledges.

A heartfelt and deep appreciation for all who support UAAA financially goes out to all who helped to insure the ongoing presence of our liberal faith and work here in Ann Arbor.