

A Campaign to Fund an Urgent Need
to Plant New Churches in the
Desert Southwest Conference
of the
United Methodist Church



Walking Forward in the Footsteps of
Disciples who have Planted New Churches

OUR VISION:

We believe God's vision for us is a transformed world through Jesus Christ.

OUR MISSION:

*Thus, our Mission is to Make Disciples of Jesus Christ, to be
One with Christ,
One with Each Other, and
One in Ministry to All the World.*

HISTORY:

By June of 2006, it had been 8 years since the Desert Southwest Conference (DSC) of the United Methodist Church had updated its Strategic Direction. As we looked back over the 8 years prior, we saw evidence of God's enormous faithfulness. With funds generated from a successful "Bold in Christ" fundraising campaign, we planted new congregations of faith. We restored and renewed our camping facilities. Struggling congregations were revitalized. However, we know that our work as Christians is never done. God has so much more for us to accomplish. With belief that God is transforming the world and calls us to an unconditional Commitment of Faith, we are called to a full engagement in social holiness, to intentional development and deployment of spiritual leaders, and to planting new congregations of faith throughout our territory.

From July to September 2005, a Strategic Direction Team gathered to define a process of ongoing planning, action, and review of the future ministry of the DSC. Step One in this process involved soliciting and analyzing data and evaluative input from Covenant Council Ministry Team Leaders, and District Superintendents, and our Resident Bishop. The purpose of this step was to determine:

1. What was the most significant achievement of the DSC in the last 5 years, and
2. What is the most important activity for the DSC to pursue in the next 4 years?

From September to November 2005, the Strategic Direction Team began a Visioning Process and worked to develop and affirm a Mission Statement for the DSC. During this time frame, 10 drafts of a Strategic Direction, which involved a focus on 3 priority areas and 3 powerful strategies for each, were presented to the Covenant Council or its representatives. The Strategic Direction Team established a "Listening Period" from December 2005 to February 2006 in order to seek feedback from churches, districts, agencies and other committees of the DSC. The final draft of the Strategic Direction was adopted by the Covenant Council in May 2006. The new Strategic Direction is called "A Commitment of Faith."

"A Commitment of Faith" was unanimously adopted at Annual Conference in June 2006. The Strategic Direction is deliberately focused on the mission to "Make Disciples of Jesus Christ." The Strategic Direction identified three priorities through which our members, our churches, and the DSC can successfully live into our mission of making new disciples of Jesus Christ. Each priority has an associated set of measurable objectives by which progress towards living into our mission can be assessed.

The priorities of our Strategic Direction are to develop and encourage an ongoing culture of:

1. Social Holiness: We will work toward eliminating poverty in our communities by supporting every church to lift 1 family out of poverty so that they may come to live in the abundance of God's grace. Each church and the DSC as well will take at least one decisive social justice action in each of the following areas:

- a. Education
- b. Border Concerns, and
- c. Children & Youth at Risk

Scripture: Matthew 25:40

"... Truly I tell you, just as you did it to one of the least of these who are members of my family, you did it to me."

2. Leadership Development: Annually, we will work to inspire, identify, recruit, develop, and deploy 120 laypersons for leadership, at least 30 of whom will be ethnic persons and/or youth and/or young adults. In addition, all clergy will complete at least one leadership development program relevant to their ministry, setting and individual need.

Scripture: Matthew 4:19

"And he said to them, 'follow me, and I will make you fish for people'."

3. Planting New Churches and Communities of Faith: Annually, plant at least 4 new churches, one of which is an ethnic church, and to assist every church and campus ministry to initiate a new community of faith each year. We will build and maintain a pool of trained new church planters. We will create a "Planting New Churches Endowment Fund," the earnings from which will enable us to fund our urgent needs to Make New Disciples of Jesus Christ.

Scripture: Matthew 28:19a

"Go therefore and make disciples of all nations . . ."

The Strategic Direction Team and the process they used to develop the current version of the Strategic Direction confirm the DSC's desire to start new communities of faith and new congregations.

This Strategic Direction is consistent with our past. The campaign name, "Forward in Their Footsteps" attempts to remind us all that our call from the beginning of the Church is to make new disciples of Jesus Christ. Peter and Paul were two of the best early church planters. Paul regarded Lois as a very righteous woman of faith. Eunice was among the earliest of Christian believers. Susanna Wesley, a strong, intelligent, spiritually mature woman and mother of John and Charles Wesley provided her sons with the spiritual base they used to start new churches. John Wesley was a master at using the small group method for sharing the ministry of Christ.

Our Annual Conference was created by vote at Jurisdictional Conference in 1984. Our first official meeting was in January 1985. The DSC's Mission Statement was presented and ratified at the June 1985 Annual Conference. The first and most important priority of the DSC's Mission Statement was to Plant New Churches. The DSC was created by dividing Arizona and Southern Nevada from the old Pacific Southwest Conference. Since the formal division in 1985, Laity and Clergy together have started well over 25 new congregations.

Those who were deeply committed to this work and who have carried the torch for starting new churches include pastors such as Rev. Don Cooke, Rev. Al Wilson, who in his career started thirteen congregations, Rev. Herb Osmond, Rev. Jerry Blankenship, and Rev. Doug Harrell to name a few.

Among the laity, we have been blessed by the ministry and leadership of Susie Charlton, who as Conference Lay Leader was passionate about planting new churches. Andrew and Irene Madsen established an endowment fund in September of 1990 with a gift of \$75,000. The fund continues to generate earnings, which are used to purchase new furniture for new church starts. Sue Kruse took out a life insurance policy in 1989. She lost her battle with cancer in 1995, but at her request, the proceeds from a \$250,000 life insurance policy created The Sue Kruse Endowment Fund. The Fund lives on today; the earnings from the Sue Kruse Endowment Fund are designated to support new congregational development. We have been blessed by the generosity of the Sossaman, Dobson, and recently the Hogenes families who have donated property on which to plant new churches. Many, many others have been generous with their time, talents, and gifts. We choose to walk forward in the footsteps of the disciples who have planted new churches. We choose to make new disciples of Jesus Christ.

The following are some of our recent accomplishments.

- The Desert Southwest Conference (DSC) has a rich history of success in planting well over 25 new churches since 1986. Currently there are another 9 fellowships in various stages of growth.
- The DSC invested over \$3 million in new church plants in the last 6 years.
- The DSC has developed several successful models for planting new churches, including: 1) The Parent, or Mother / Daughter Church Model, and 2) The Parachute Drop Church Model.
- The DSC is now exploring additional models such as: 1) The Satellite Model, and 2) The Church Within a Church Model.
- The DSC has successfully planted new churches to reach ethnic communities: Filipino, Hispanic, African-American, Native-American, Korean, and Tongan.
- The Bishop, the four District Superintendents, and the Director of Connectional Ministries together have over 30 years of experience in Congregational Development.
- There is passionate and experienced leadership in the DSC for this work. Their passion and experience is strengthened by Bishop Carcaño's vision of starting four new congregations per year.



DIRECTIONS FORWARD:

The Executive Team, Appointive Cabinet, and New Faith Committee of the DSC's Covenant Council recommend starting at least 16 new churches beyond the 4 that are planned for 2007. Sites for planting new churches are strategically chosen based on high demographic growth where the church is not present. This work, however, is fluid and can change in dramatic ways as we move forward. At this point in time, we believe the sites listed below will begin to address the most pressing needs of our Conference in the coming years, but please understand the fluidity of these projections.

2007

1. Peoria/Lake Pleasant
(West District)
2. Las Naciones Hispanic/Latino
at University UMC
(North District)
3. Maricopa
(East District)
4. Sierra Vista Hispanic
(South District)



2008

5. Litchfield Park/Avondale
(West District)
6. Bullhead City/Laughlin
(North District)
7. Rita Ranch, Southeast Tucson
(South District)
8. Glendale First UMC Hispanic
Ministry (West District)
9. Mesa Hispanic (East District)

2009

- 10. Golden Valley (North District)**
- 11. West Las Vegas Filipino (North District)**
- 12. Buckeye/Goodyear (West District)**
- 13. Laveen (West District)**
- 14. Southwest Tucson (South District)**
- 15. Benson Partnership (South District)**
- 16. Desert Ridge (East District)**



2010

- 17. South Las Vegas (North District)**
- 18. San Luis (West District)**
- 19. Verrado (West District)**
- 20. Las Vegas Hispanic (North District)**

URGENT & CONTINUING NEEDS:

Until now, the DSC has attempted to fund new church start activities via income from the “Bold in Christ” campaign and through the apportioned budget. Even with this financial commitment over the past several years, there is not enough money to meet the need. Today the Desert Southwest is the fastest growing, most dramatically changing region in the country. For the past decade and longer, the population of the state of Arizona and the community of Las Vegas in southern Nevada continue to be among the fastest growing areas in the nation. All studies indicate that this growth will continue into the next several decades.

There is *tremendous population growth* within the boundaries of the Desert Southwest Conference. Facts derived from demographic research follow:

- New, previously undeveloped cities are springing up outside major cities.
- The top five fastest growing cities (over 100,000 population) from 2002-2005 are within the boundaries of the Desert Southwest Conference.
- Today, it is estimated that there are 4.9 million more people within Conference boundaries than when the conference started in January 1985.
- From 1990 to 2000, two cities, Phoenix and Las Vegas, grew in population by over 1.7 million people (Phoenix Metropolitan: 1,013,000; Las Vegas Metropolitan: 710,500). Growth in these two cities has continued on a 3.5% per year rate for the last two decades.
- Smaller communities (10,000+ populations) within the bounds of the Annual Conference are experiencing growth ranging from 10% to 30% per year.
- Clark County, Nevada in particular (Las Vegas, North Las Vegas, and Henderson) stands out as a place of need. The population growth is so rapid in this area that recent estimates suggest a population increase of almost 500,000 since the 2000 census.
- Rapid population growth creates real urgency to get churches started for two important reasons:
 1. Most of the new residents moving into our communities are self-identified as being unchurched, and
 2. Land costs in these areas where population growth is the greatest and where we need to be building new churches are increasing exponentially.

**The DSC’s Apportioned Budget is stretched as far as it can go.
There will be no more funds for planting new churches in the DSC’s
Apportioned Budget after July 1, 2008.**

The need for new funds is urgent! The time is now!

Christ commands us to “go and make disciples” (Matthew 28:9-20).

Lyle Schaller, author of more than 60 books and well known authority on congregational life has said:

“The most important single argument for making ***new church development*** a high priority is because it ***is the most effective means of reaching unchurched persons***. Numerous studies have shown that 60 to 80 percent of the new adult members of a new congregation are persons who were not actively involved in the life of any worshipping congregation immediately prior to joining the new mission. By contrast, most long established churches draw the majority of their new adult members from persons who transfer in from other congregations. New Christians as well as young adults . . . are found in disproportionately larger numbers in new missions than in older congregations.” (***Lyle Schaller, “Why Start New Churches?” the Circuit Rider; United Methodist Publishing House***)

The current apportionment system and annual budgeting process of the DSC cannot keep pace with the congregational development needs after July 1, 2008. We urgently need additional funds for the important work of planting new churches in order to Make New Disciples of Jesus Christ.

- Research from the General Board of Global Ministry (GBGM) shows that currently there are 13 United Methodist churches for 1,500,000 people in the Las Vegas metropolitan area. This translates into one church for every 115,385 people, whereas in the rest of the country, there is a United Methodist church for every 7,500 people. According to the GBGM report this is the most under-churched area in all of United Methodism.
- While the Desert Southwest Conference continues to be aggressive in planting new churches, it is unable to keep up with the pace of population growth. There is a real need for both new church planters (personnel) and for the resources to fund these new church starts in their start-up phase.
- While we continue to identify, recruit and train clergy who can plant new churches, our pool of new church start planters in the DSC is dwindling. There is great need to be training a generation of future church planters.
- The need to plant new churches in the DSC is so great and so widely recognized around the country that the North Georgia Conference partnered with us in 2006 to plant a new congregation in Las Vegas, NV.
- Many of our existing congregations are not strategically located to serve the thousands of new residents. Establishing new congregations in this context is being faithful to our mission to bring the gospel to people wherever they are.

PLAN OF ACTION:

The Goal is \$15,000,000.

We need your prayerful support for the success of our campaign.

We need your financial support for the success of our campaign.

We cannot reach our goal and objectives without your prayers!

We cannot reach our goal and objectives without your pledge!

A breakdown of how the money will be used follows:

- **The first \$532,000** of undesignated funds contributed will be dedicated to paying the expenses associated with conducting a major, conference-wide, fundraising campaign. These funds include both the campaign expenses and the consulting fee payable to our Campaign Counsel, the Desert Southwest United Methodist Foundation. These expenses amount to 3.5% of the total goal. This is just one of the benefits hiring professional counsel that is “part of the family.”



- **The second \$500,000** of undesignated funds contributed will fund an academic Chair for the Faculty of Health Sciences at Africa University in Zimbabwe, Africa. This is an expression of our commitment to mission, our continued support for our United Methodist Church-related university, and our concern for the HIV/AIDS crisis in Africa. The Chair of the Faculty of Health Sciences will play a critical and direct role in saving thousands of lives by educating both nurses and public health workers.

Registered nurses and public health workers are on the front lines of providing critical care and medicine for those suffering from HIV/AIDS and malaria. They are on the front lines of providing for those who have been orphaned by these diseases. Nurses and public health workers educated at Africa University are the front line educators on all health issues. HIV/AIDS and malaria are two of the leading causes of death in Africa. By making this commitment to fund the Chair for the Faculty of Health Sciences at Africa University, we are stepping out in faith. We will be in ministry beyond ourselves.



Africa University opened in March 1992 as the first private, international university in Zimbabwe. The pioneer group of 40 students came from a dozen African countries to pursue degrees in Agriculture and Natural Resources (B.Sc.), or Theology (B.D., M.T.S.). Today well over 1,000 students attend this unique university with additional degree programs offered in Education (BA-Ed., B.Sc.-Ed., B.Sc.-Agric.-Ed.), Humanities and Social Sciences (B.A., B.A. Hon.), Health Sciences (Nursing and Public Health), Management and Administration (MBA), and Peace, Leadership and Governance.

Africa University is a United Methodist Church-related project and is nurtured and funded by church members from all over the world. It is a consequence of the growth of United Methodism on the African continent and has its foundations in the history and legacy of the church.



- **The next \$5,000,000** of undesignated funds contributed will be split on a 50/50 basis. Half of these funds (\$2,500,000) will be used to fund the immediate financial needs of the churches started in 2007, and the churches that are planned to start in 2008. Distributions of these funds will begin on July 1, 2008. The other half of these funds (\$2,500,000) will be used to create the "Planting New Churches Endowment Fund." A portion of the earnings from this Fund will be available for distribution on July 1, 2009.
- **The next \$9,000,000** of undesignated funds contributed will be deposited into the "Planting New Churches Endowment Fund" to ensure our ability to fund congregational development well into the future.
- With an Endowment Fund of \$11.5 million and an 8.5% rate of return on investments, the DSC will be able to spend almost \$1 million per year, every year on new church starts for the foreseeable future. This amount is more than 4 times the amount currently available in the 2007 Apportioned Budget of the DSC, and it is more than 3 times the amount currently proposed for the 2008 Apportioned Budget. The anticipated earnings from the "Planting New Churches Endowment Fund" will enable the DSC to Make New Disciples of Jesus Christ.
- Creating an Endowment Fund designated for planting new churches will also "free up" funds currently committed to new church starts in the DSC Budget. These "freed up" funds can then be committed to many other ministries of the DSC, such as developing an ongoing culture of Social Holiness, and/or developing an ongoing culture of Leadership Development.

ORGANIZATION:

Experience:

Having completed the successful, conference-wide, “Bold in Christ” capital campaign between 1999 and 2003, the DSC is well experienced to conduct another campaign. Some facts about the results of the Bold in Christ Campaign follow:

- The Goal was \$9,400,750. Major Donors pledged and paid \$4.4 million of the total goal.
- As of 12/31/06, \$8.2 million was collected resulting in an 87% collection rate.
- From “Bold in Christ” income, over \$675,000 was spent on **Congregation Revitalization** efforts for 20 congregations, and support for the Sidewalk Sunday School Program. One of the successes in the revitalization effort involved Lakeview UMC in Sun City, AZ. When a church is struggling with loss of membership and income the immediate answer is that the church needs to be revitalized. On the other hand, it can be hard to explain or determine exactly what revitalization is. When Rev. Roland Brammeier was appointed to Lakeview UMC, the congregation was struggling. Its membership that once boasted 1,800 members had dropped to 900 members. With revitalization funds from the “Bold in Christ” campaign, a new and strong leadership team and the transformation of a congregation in the throes of decline into a congregation excited about greeting and welcoming first time visitors, Lakeview UMC has added 300 new members. The leadership team has positioned the church as “The Community,” and “The Extended Family” for all of its members. Lakeview UMC has truly become a shining example of what revitalization can mean to the churches of the Desert Southwest Conference.
- From “Bold in Christ” income, over \$2,725,000 was spent for support of **Outdoor Retreat Ministries**. Three new retreat centers were built, and a new well was drilled in order to provide a more reliable source of water at the Mingus Mountain facility. One retreat center and a manager’s residence were built at the Potosi Pines facility. A new maintenance building and other building upgrades were completed at the Pine Canyon facility.
- From “Bold in Christ” income, over \$3,325,000 was spent to **Plant New Churches**. Some of these new church starts have become fully chartered churches. Others are financially self-sufficient.
- An additional \$939,000 from the “Bold in Christ” income is either committed or allocated for support of the three aforementioned priorities.

Structure:

The Desert Southwest United Methodist Foundation (DSUMF) worked “behind the scenes” with professional counsel in the “Bold in Christ” Campaign. DSUMF will be retained as lead counsel for the “Forward in Their Footsteps” Campaign. As counsel, DSUMF will be responsible for designing, directing and maintaining all phases of the campaign.

The Bishop’s Program Cabinet will take on the role and responsibilities of the Steering Committee for the “Forward in Their Footsteps” Campaign. This Committee will assume the day-to-day decision-making responsibilities associated with campaign administration. Day-to-day decisions that need to be made by the Steering Committee will be presented by counsel.

The DSC Covenant Council will take on the role and responsibilities of the Campaign Committee for the campaign. This body will assume all policy-making responsibilities associated with the campaign.

Phases, Timetable & Goal Ranges:

The “Forward in Their Footsteps” Campaign will be conducted in three phases:

| <u>PHASE</u> | <u>TIME FRAME</u> | <u>RANGE OF GOALS</u> |
|--|------------------------------|-----------------------|
| 1. Bishop’s Major Gifts | October ‘06 – December ‘07 | \$5 to \$8 Million |
| 2. Every Congregation, Every Member | July ‘07 – May ‘08 | \$5 to \$8 Million |
| 3. G.R.E.A.T. Program | September ‘08 – December ‘08 | \$5 to \$8 Million |

NAMING OPPORTUNITIES:

There will be two naming opportunities in this campaign:

1. The endowed Chair of the Faculty of Health Sciences at Africa University will become known as the “**Desert Southwest Conference Chair of the Faculty of Health Sciences at Africa University funded by (Donor’s Name)**” with a pledge of \$500,000. This pledge should include a down payment of 10%, and minimum annual contributions of \$90,000 for 5 years. Gifts of securities to fund this position at Africa University can be electronically transferred on an annual basis at the donor’s convenience.
2. The endowment fund that will generate earnings to plant new churches will become known as the “**(Donor’s Name) Planting New Churches Endowment Fund**” with a pledge of \$2.5 million. This pledge should include a down payment of 10%, and minimum annual contributions of \$450,000 for 5 years. Gifts of securities to fund this Endowment Fund can be electronically transferred at the donor’s convenience.

METHODS OF GIVING:

Certainly the income tax deductions achieved by donating to the “Forward in Their Footsteps” Campaign should not motivate one to give; deductions are not the starting point. The desire to plant new churches in order to Make New Disciples of Jesus Christ is the starting point. To be “One with Christ, One with Each Other, and One in Ministry to All the World,” and transforming the world through Jesus Christ is the ultimate ending point.

See our Vision. Participate in our Mission. Support the Vision and Mission with your outright gifts of:

1. Cash, 2. Securities, 3. Property, and 4. Life Insurance.

Campaign Counsel will also assist all those interested in contributing through deferred gifts such as:

1. Charitable Gift Annuities, 2. Charitable Trusts, 3. Bequests

Deferred gifts, however, will not be credited towards the \$15,000,000 goal until they are realized.