

SACRED PLACES

THE MAGAZINE OF PARTNERS FOR SACRED PLACES • SPRING 2007

Restoring a Chicago Landmark: A Quinn Chapel Success Story



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About Partners

Partners for Sacred Places is the only national, non-sectarian, nonprofit organization dedicated to the sound stewardship and active community use of America's older religious properties. Founded in 1989 by religious, historic preservation and philanthropic leaders, Partners provides assistance to the people who care for sacred places and promotes a greater understanding of how these places sustain communities.

PARTNERS' PROGRAMS AND SERVICES INCLUDE:

- ❖ **Training.** *New Dollars/New Partners for Your Sacred Place* is an intensive program that gives congregations with older buildings the skills and resources to broaden their base of support.
- ❖ **Workshops and Conferences.** Partners' staff speaks on a variety of topics at national and regional conferences throughout the country.
- ❖ **Publications.** Some of Partners' books include:
 - *Your Sacred Place Is a Community Asset: A Tool Kit to Attract New Resources and Partners*
 - *The Complete Guide to Capital Campaigns for Historic Churches and Synagogues*
- ❖ **Information Clearinghouse.** This web-based resource provides information related to the care and use of older sacred places.
(www.sacredplaces.org/information_clearinghouse.html)
- ❖ **Advocacy Initiatives.** Partners works with civic leaders, funders and policymakers, urging them to adopt policies and practices that provide new resources to older religious properties.

COVER PHOTO: THE REVEREND JAMES MOODY (FAR RIGHT) LEADS THE QUINN CHAPEL AFRICAN METHODIST EPISCOPAL CHURCH CONGREGATION ON A WALKATHON TO KICK OFF THE FUNDRAISING EFFORTS. PHOTO COURTESY OF THE QUINN CHAPEL AME CHURCH

from the Executive Director



You have to be there. You have to be present for the last training day in a *New Dollars/New Partners* project to fully appreciate the high energy, bold thinking and confident goal-setting that is shown by each participating congregation. Those that had lost confidence and hope over the sustainability of their buildings experience renewal and a new focus from *New Dollars*. After almost a full year of hard work, congregations demonstrate an enthusiasm and excitement that is palpable. Over the following months, most move ahead with new community partnerships and community-wide capital fundraising, which would have been difficult for them to imagine only a year or two earlier!

Naturally, we ask ourselves how Partners can sustain and uphold this level of energy after *New Dollars* is over. There are simple things we can do, such as maintaining our listserv for each *New Dollars* class, enabling congregations, sponsors, and Partners to stay in communication. We have also instituted a fifth wrap-up session that gives congregations another opportunity to meet and compare notes a few months after the last formal training day.

What else can we do to develop a more permanent stream of services to older sacred places? In Pennsylvania and Texas, Partners has supplemented *New Dollars* with a wide range of services, including grants for capital projects. In other parts of the nation, some *New Dollars* sponsors are so committed to this work and possess such good leadership, that we see an opportunity to encourage long-term outreach. This was the case recently in Minneapolis, where we have worked with the Synod of the Evangelical Lutheran Church in America to offer *New Dollars* to ten congregations. The synod staff, lead by Bishop Craig Johnson and David Wangaard, bishop's associate, provided a high level of support to participating churches, and both clergy and lay leaders showed a strong commitment to improving property stewardship and connecting with their communities in new ways.

As *New Dollars* neared its end in Minneapolis, Partners conferred with the synod about the possibility of getting civic leaders interested in a longer-term approach. Serendipitously, Robert Lilligren, a respected Minneapolis leader and vice president of city council, expressed his concern about the future of historic churches, and asked if Bishop Johnson would convene city leaders to discuss ways to organize a response. Representatives of city council and the mayor's office gathered, along with staff from the city planning and economic development department, in the synod's offices. Partners made a presentation on how the public sector is playing a larger role in preserving sacred places across the nation, and a discussion followed regarding how the city could help. The bishop pledged to call together his denominational counterparts to affirm the universality of this issue, and Councilman Lilligren offered to meet with the bishop to plan follow-up.

In a parallel development, The Richard H. Driehaus Foundation in Chicago is helping Partners explore the feasibility of a new program that would serve sacred places there. Serious interest is also bubbling up in Michigan and upper New England. The potential result of all this ferment: a second wave of local programs and regional offices for Partners. (The first wave in the 1980s and 1990s generated several programs still operating in New York, New Mexico, Cleveland, Boston, Pittsburgh and Denver).

It looks like *New Dollars* is providing some of the energy necessary to propel this second wave. As I was saying, you have to be there.

A. Robert Jaeger, Executive Director



Quinn Chapel African Methodist Episcopal Church

New Dollars/New Partners Success Story

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COURTESY OF THE QUINN CHAPEL AME CHURCH

Roof restoration work at Quinn Chapel AME Church in Chicago.

Quinn Chapel African Methodist Episcopal Church stands on Wabash Avenue in Chicago, bridging the past and the future. "This isn't only African-American history, we are a significant piece of *American* history," explains The Reverend James Moody. Pastor Moody's church is an 1891 Romanesque and Victorian Gothic building, partially designed by an African-American architect and commissioned by an African-American congregation. Since then, it has played a critical role in the city's history. Frederick Douglass, Susan B. Anthony, Booker T. Washington, and Martin Luther King, Jr. are among the legends who have spoken from its pulpit. Quinn was not only a stop on the Underground Railroad, but also instituted a distribution center within the Underground Railroad, gathering food, money and clothing for the men, women and children on their journey north. This historic church has begun an ambitious fundraising campaign to restore its facilities.

The oldest African-American congregation (c. 1844) in the City of Chicago recently turned to Partners for Sacred Places for assistance in raising the money to save the church. In 2006, Partners joined with Landmarks Illinois to offer the *New Dollars/New Partners for Your Sacred Place* training to an inter-faith group of congregations in Chicago (see list on next page), just as Pastor Moody was learning about *New Dollars/New Partners* from two other sources. He quickly signed on.

Moody explains that *New Dollars/New Partners* interested him because it stresses two important principles. The first is being able to articulate a religious building's value to the community. "It is important as a pastor to tell folks it's more than the building, it's the services we provide. It's important not only to people we're trying to get money from, but other organizations. The accountants appreciate that as well." Using

Partners' public value software, Moody learned his congregation contributed over half a million dollars of value to the ministries it housed.

The second value of the program is in helping a congregation understand how to successfully broaden and deepen its funding. "New Dollars/New Partners is about being able to 'make the ask,'" Moody shares, "and at the beginning a \$7.5 million dollar project, that's important."

Moody found the training excellent and relevant to his church's needs for building maintenance and assessment and for organizing restoration efforts. Additionally, he enjoyed the learning environment; a setting which involves congregations from other faith traditions, and provides all attendees with opportunities to share from their experiences. "The training helped us to develop our relationship with them. You start to realize not only do you have old buildings in common, you find out you have other interests."

Moody drew upon the influence of the other congregations in the months that followed. When Quinn Chapel needed a new boiler, trustees visited the church's *New Dollars/New Partners* counterparts at First Congregational Baptist Church in Chicago, who had recently purchased a new boiler. Additionally, Reverend Moody and his wife, who also attended the *New Dollars/New Partners* training, attended services at KAM Isaiah Israel's Yom Kippur service. "We met with the rabbi, had a tour, and spent time with those we trained with. These are the things that come out of this program. The relationships."

Before the *New Dollars/New Partners* training, Quinn Chapel had begun fundraising efforts, and while successful, the congregation desired to bring its endeavors to the next level. "We had received over \$130,000 in grants, but to get the big bucks and play on that kind of playing field, you need the skills that come out of the New Dollars/New Partners program. You get a better understanding of how to do things when we're talking about half a million or \$700,000.

"In the training, we did an exercise where I had to meet the 'mayor' of Chicago, and talk to him about Quinn Chapel. It was great, because that [later] happened. Now, you talk about preparation! Now I'm working with [Mayor Richard Daley] on the preservation front."

Moody is now engaged in efforts with the Mayor's Office of Chicago to establish a fund for the preservation and restoration of historic houses of worship. After a massive fire destroyed the historic Pilgrim Baptist Church in 2006, the mayor's office approached Quinn Chapel to develop a prevention and response strategy to protect the city's historic religious buildings. The office conducted a meeting with representation from over 200 churches and synagogues, sharing how they can work with city resources. Mayor Daley's office described how the planning department can explain the codes and help congregations define requirements for restoring old buildings, and how the libraries can archive the building and congregation histories. "The *New Dollars/New Partners* training made us more prepared to say 'Here's what we want, and how we want to do it.'"

Quinn Chapel's congregation is enthusiastic about the *New Dollars/New Partners* program as well. "We're in stage one of a five-stage restoration process. We're at 90% completion of the roof, rafters, beams, and dormer windows, but we were caught by the cold weather, so we need to manage people's expectations. We still have the sanctuary to restore. People are happy, it's

encouraging, and the giving has reflected that." In fiscal year 2006, Quinn's congregation of 250 gave \$570,000. According to Reverend Moody, \$130,000 of that \$575,000 came from grants and gifts, including significant donations from the JPMorgan Chase Foundation, Landmarks Illinois, the Richard H. Driehaus Foundation, the Retirement Research Foundation, and the Chicago Community Trust. This leaves the remaining \$440,000 as congregational donations. He measures congregational response since *New Dollars/New Partners* through increased per capita giving and service attendance, and through anecdotal evidence.

Reverend Moody sees short-term and some long-range changes to his fundraising efforts, the building, congregation, and community as a result of the *New Dollars/New Partners* training. "I see us landing some big fish, playing on a bigger ball field... I see us moving the congregation back into the sanctuary. I see a boost in the numbers of the congregation. Long term, I see it not only completed, but the area around us taking on new residents because we're seeing a growth in the area. I see this building becoming an anchor, creating a bridge between what is coming and what is here already."

Landmarks Illinois Links with Partners for Sacred Places

Landmarks Illinois reconnected with Partners when the organization wanted to provide better support for congregations in the Chicago area. Landmarks was already involved with Quinn Chapel when it decided to sponsor *New Dollars/New Partners for Your Sacred Place* for 10 Chicago area congregations. Landmarks helped Quinn Chapel amend its existing National Historic Landmark nomination, provided the congregation with a \$25,000 grant for the first phase of its restoration, then suggested Quinn attend a *New Dollars/New Partners* training. Landmarks' Fund and Easement Coordinator Suzanne Germann explains that the program "helped us create new relationships with the congregations throughout Chicago—not only with the 10 who took part in the *New Dollars/New Partners* program, but it gave us an awareness of the congregations, and them an awareness of (Landmarks Illinois)."

The ten congregations that attended the 2006 Greater Chicago *New Dollars/New Partners* training are:

- ❖ Episcopal Church of the Epiphany
- ❖ First Baptist Congregational Church (United Church of Christ)
- ❖ First Presbyterian Church
- ❖ Grace Episcopal Church, Oak Park
- ❖ Holy Trinity Orthodox Cathedral (Orthodox Church in America)
- ❖ K.A.M. Isaiah Israel Congregation (Union for Reform Judaism)
- ❖ Peoples Church of Chicago (United Church of Christ/Unitarian Universalist)
- ❖ Quinn Chapel African Methodist Episcopal Church
- ❖ Riverside Presbyterian Church, Riverside
- ❖ Third Unitarian Church

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Texas Regional Office Update

Every day I discover new ways that things are falling into place for the Texas Regional Office of Partners for Sacred Places. Just when I expect the excitement to subside, the pace quickens again with new opportunities.

—James Nader, Advisory Board Chair, Texas Regional Office

When the Texas Regional Office opened last October, it signaled the beginning of a multi-faceted effort to expand the reach of Partners for Sacred Places. Starting in Fort Worth, where the organization’s mission is understood and embraced by community leadership, Partners for Sacred Places is already hard at work. The second class of *New Dollars/New Partners for Your Sacred Place* training is now forming with diverse congregations from three neighborhoods targeted by the City of Fort Worth for revitalization. As

more community stakeholders become aware of the exceptional resources that Partners for Sacred Places offers congregations with historic properties, the news travels, and fast! Conversations are currently taking place in other Texas cities, including Dallas, Houston, Abilene, and Galveston, exploring opportunities for collaboration of partners.

But not all results are immediate. While meeting the challenges of the present, the Texas Regional Office is also preparing for the future. The office is developing the Western Religious Heritage Initiative to work with the preservation and religious communities to document historic religious properties, and work long-term to encourage Texans to appreciate, embrace, preserve and support them. This heritage initiative idea is under creative consideration for 2009 by a stellar group of preservationists, architects, academics, historians, and church leaders. The Texas Historical Commission hosted the first meeting in Austin on January 24, facilitated by Partners for Sacred Places’ staff members. Visualizing the potential impact of a Western Religious Heritage Initiative connecting preservation and knowledge resources—both sacred and secular—was an exhilarating experience. To structure the discussion, the group drafted a work plan and set the next meeting for May 23 at the Episcopal Theological Seminary of the Southwest, Austin.

As the range of activity grows, so does the staff. Ruth Ann Rugg, a Fort Worth native and career museum professional, recently joined the staff as Director of the Texas Regional Office. Rugg brings to the position 25 years of experience as a non-profit administrator and interpretation and narrative specialist. Her duties will complement the work of the chair of the advisory board, James Nader, a Fort Worth architect and United Methodist layman. With continuing support from the national office, the team in Texas is now positioned to further the Partners for Sacred Places goals for regional programming and fundraising.

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New Staff Members

Partners is pleased to announce the following additions to our staff:

Monica L. Davis, Director of Communications. Ms. Davis had five years of television news experience as an assignment editor then producer before spending one year as a promotions and recruitment VISTA with Big Brothers Big Sisters through AmeriCorps. Following this, she served as the Community Relations Specialist with AmeriCorps*National Civilian Community Corps for four years, overseeing media relations, recruitment, and community relations for the Northeast Region of the United States.

William J. D. Jordan, Director of Development, Philadelphia Fund. Will, a Philadelphia native, has been the Director of Planned and Major Gifts at Philabundance and Arcadia University as well as the Director of Development at the World Affairs Council. He has served on numerous charitable and civic boards, including the Historical Society of Pennsylvania, the Center City Resident's Association and the Vestry of the church of the Holy Trinity Rittenhouse Square.

Ruth Ann Rugg, Director, Texas Regional Office supports the Texas Regional Office through fundraising and communications, training support, grant administration and program development. Ms. Rugg is a Fort Worth native with 25 years of experience with non-profit administration and communications, including positions as the director of interpretation at Museumscapes in Richardson, acting executive director and director of interpretation at the Sixth Floor Museum at Dealey Plaza in Dallas, and the program communications manager and public relations manager at the Amon Carter Museum in Fort Worth. Ms. Rugg currently serves on the council for the Texas Association of Museums.

Thank you

Many thanks to the following architects who have donated their time to *New Dollars/New Partners for Your Sacred Place* Module I training in the past three months:

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In Memoriam

Partners regrets to announce the passing of Henry Moore (1949-2007), an advocate for sacred places and neighborhoods in Savannah, GA and throughout the nation. Henry left his position of 17 years as the Assistant City Planner of Savannah to begin his own consulting firm in 1998, specializing in asset-based community development (a tool to assist individuals and community groups refocus on their available assets and discover existing resources for revitalization). He taught congregations and community organizations how to identify and organize resident leaders, sustain leadership development, and strengthen community pride. Henry worked with Partners to develop *New Dollars/New Partners for Your Sacred Place*, was a trainer in Partners' Philadelphia pilot project and in the Greater Atlanta Presbytery *New Dollars/New Partners* training, and mentored several Partners staff members.

Henry Moore was 58.



SARAH PEVELER

Henry Moore field training at First Presbyterian Church in Germantown, Philadelphia, 2003

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The Philadelphia Regional Fund

The Philadelphia Regional Fund is enjoying a season of expansion. In February 2007, the Fund awarded two grants through a partnership with the Pennsylvania Historic and Museum Commission's (PHMC) Keystone Grant Program. One recipient is the Merion Meeting Religious Society of Friends in Montgomery County, which received a \$95,000 grant to repair its roof trusses. Secondly, the Fund awarded a \$75,000 grant to Historic St. Peter's Church Preservation Corporation in Philadelphia to restore the tower (see "2007 Partnership Grant Recipient" table). Additionally, nine Philadelphia area congregations that have completed the *New Dollars/New Partners for Your Sacred Place* training are now receiving their 2007 grant applications.

The Fund continues to build strong ties to other non-profit organizations in the region, to provide grantees and *New Dollars/New Partners* graduates with additional services and information. For example, the Nonprofit Finance Fund is currently working with Fund recipients through its Nonprofit Business Analysis program. The Fund is also increasing technical assistance to congregations by hosting workshops to complement the *New Dollars/New Partners* training. Atkin Olshin Lawson-Bell architect Shawn Evans joined Partners to present "Creating a Master Plan" recently, and Partners is offering "How to Form a 501(c)(3) Nonprofit" this spring with Philadelphia VIP, a nonprofit program of the Philadelphia Bar Association.

This successful spring is laying the groundwork for an exciting 2007. Partners is looking forward to another banner year of grant awards. For the latest on Fund grant projects, see the tables at the right.

2006 Partnership Grant Recipients – from the Philadelphia Regional Fund and the Pennsylvania Historic and Museum Commission's Keystone Grant Program

RECIPIENT	NEIGHBORHOOD	GRANT AMOUNT	PROJECT	STATUS
Calvary United Methodist Church, Center for Culture and Community	University City, Philadelphia	\$100,000	Repairing exterior masonry walls and interior scagliolia columns	Project Completed
Christ Church Preservation Trust	Old City, Philadelphia	\$100,000	Water curtain sprinkler system for steeple	Project Completed
Richard Allen Museum of Mother Bethel AME	Society Hill, Philadelphia	\$100,000	Repair exterior features	Project Underway
Old St. Joseph's Historic Preservation Corporation	Old City, Philadelphia	\$100,000	Point exterior masonry walls of the church and rectory	Project Completed
Shiloh Baptist Church	Southwest Center City, Philadelphia	\$100,000	Repair slate roof, other exterior work	Project Underway

2006 Philadelphia Regional Fund Grant Recipients

RECIPIENT	NEIGHBORHOOD	GRANT AMOUNT	PROJECT	STATUS
Chestnut Hill Baptist	Chestnut Hill, Philadelphia	\$25,000	Repairs to windows and foundation	Advanced Planning Phase
Church of St. Andrew & St. Monica	West Powelton Village, Philadelphia	\$100,000	Upgrading electrical and fire safety systems	Advanced Planning Phase
Church of the Holy Trinity	West Chester, Pennsylvania	\$25,000	Repair structural issues with exterior masonry walls	Advanced Planning Phase
Emanuel Evangelical Lutheran	Queen Village, Philadelphia	\$75,000	New roof	Advanced Planning Phase
Episcopal Church of the Trinity	Coatesville, Pennsylvania	\$37,500	Increase handicap accessibility, roof repairs	Advanced Planning Phase
First African Baptist	Southwest Center City, Philadelphia	\$75,000	Repairing structural issues in exterior walls	Advanced Planning Phase
Holy Trinity Romanian Orthodox	Northern Liberties, Philadelphia	\$75,000	Interior restoration	Project Underway
Overbrook Presbyterian	Overbrook Farms, Philadelphia	\$50,000	Repairing slate roof	Advanced Planning Phase
Polite Temple Baptist	Germantown, Philadelphia	\$37,500	Repairing exterior stucco and foundation	Advanced Planning Phase
St. Francis de Sales	University City/Spruce Hill, Philadelphia	\$100,000	Repairing dome and ancillary roof, structural study	Project Underway
St. John's Episcopal	Norristown, Pennsylvania	\$50,000	Repairing water leak and stucco	Advanced Planning Phase
St. Mary's Episcopal, Hamilton Village	University City, Philadelphia	\$100,000	Restoring the bell tower and exterior masonry	Advanced Planning Phase

2007 Partnership Grant Recipients - from the Philadelphia Regional Fund and the Pennsylvania Historic and Museum Commission's Keystone Grant Program

RECIPIENT	NEIGHBORHOOD	GRANT AMOUNT	PROJECT	STATUS
Merion Meeting, Religious Society of Friends	Merion Station, Pennsylvania	\$95,980	Repairing trusses	Advanced Planning Phase
Historic St. Peter's Church Preservation Group	Society Hill, Philadelphia	\$75,000	Repairing tower	Advanced Planning Phase

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Authored by 1:1:6 Senior Project Manager, Lorraine Schnabel

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Old St. Joseph's Church

Philadelphia Regional Fund Success Story

MILNER + CARR CONSERVATION, LLC



A view from Willings Alley toward the courtyard and Old St. Joseph's Church.

The Philadelphia Regional Fund awarded a \$100,000 grant to Old St. Joseph's Historic Preservation Corporation to conserve the historic brick walls of the church and rectory, as part of a successful \$1.6 million capital campaign completed in late 2006.

A Historic Structure

Nestled among the brick townhouses and narrow cobblestone streets of Philadelphia's Society Hill neighborhood sits the oldest Catholic church in the city, Old St. Joseph's.

In the early years, parishioners of St. Joseph's met in a small house chapel. Eventually, the congregation expanded to need a second, larger church in 1757, and consecrated the present structure in 1839. The church stands among three other historic components on the property: the 1789 clergy house, the 1851 college (the predecessor to today's 7,700-student St. Joseph's University in West Philadelphia), and the central courtyard.

A Legacy of Outreach

Over the past two and a half centuries, St. Joseph's established a number of wide-reaching charities and services. To serve the city's poor and immigrant population, St. Joseph's founded St. Joseph's Hospital in 1849 and the Philadelphia St. Vincent De Paul Society in 1851. Additionally, the Jesuits founded a liberal arts college on the property in 1851, which soon outgrew the Willings Alley location and eventually moved its current 65-acre campus in 1929. In the past two decades, the Carewalk and Outreach Center for the Homeless, the Committee for the Children of Gesu School in North Philadelphia, and the Michael Taylor Fund for Victims of AIDS programs were established. Today, the charitable work of St. Joseph's continues: nearly 20% of its yearly budget is dedicated to the care of the poor, sick and otherwise disadvantaged. And, as a nationally significant historic house of worship, the building is open to visitors.

The building is well preserved, due to the dedication of the congregation to protect its corner of historic Philadelphia. The congregation's passion for stewardship was formalized in 1992 with the creation of the Old St. Joseph's Historic Preservation Corporation (HPC). HPC is a 501(c)(3) nonprofit organization dedicated to promoting public understanding of the significance of Old St. Joseph's in shaping America's religious, intellectual, civic and cultural history since its founding in 1733.

Old Saint Joseph's Meets Partners for Sacred Places

Bobbie Burke is a parishioner, founding member of HPC, and a trained architectural historian. Burke explains that HPC's early fundraisers were small-scale events like house parties and outreach to parishioners. "There was a realization by the parishioners that the historical structures were significant to the community and the region in their history, and the kind of maintenance and preservation needed would outstrip the resources of the individual parishioners."

The first restoration project undertaken was the renovation of the sacristy and the first floor, because Burke says, "those are things people first see when they walk in off the street." HPC worked to repair and renovate high-visibility areas for several years, but with no long-range plans.

Enter Partners for Sacred Places. Old St. Joseph's connected with Partners shortly after its founding in 1989. The relationship was a two-way street from the beginning. Eventually, Partners influenced HPC's fundraising initiatives, and HPC's success creating a nonprofit for stewardship purposes was documented by Partners and shared with other congregations.

In 2000, HPC board members realized that years of deferred maintenance necessitated a facilities management plan, and hired architectural firm DPK&A to evaluate structural and mechanical systems. The result was a comprehensive facilities report, with some alarming news: the wooden roof trusses and ceiling of the 1839 church were in danger of collapsing. Although the board had not been prepared for this crisis, "some of the members of the board felt like getting this report was the best thing we ever did," says Burke.

Crisis as a Catalyst

The congregation closed the church and moved its services in 2001 due to the failing trusses and roof. HPC hired Keast and Hood Engineering to design new steel trusses to be installed in the attic. During the ten months of restoration work, HPC provided stayed in constant touch with the congregation via a weekly column for the Sunday bulletin. Drawing on the minutes of the 1838-39 building committee, each column gave parishioners information about the history of the church. The empty sanctuary made it easy to apply for an emergency grant from Preservation Pennsylvania to preserve the stained glass above the altar. This relatively inexpensive project was highly visible and buoyed spirits. Burke recalls, "We had a liturgical celebration for the rededication, and displays in the church of the 'before' and 'after' with photographs of the truss repairs. It was a very festive return, almost simultaneous with the parish's decision to have a capital campaign."

Overall, the work was divided into two phases. Phase I included the emergency roof truss repair and replacement, a total cost of \$1.5 million. Phase 2 consisted of painting and refurbishing the church, a new parish kitchen, and repairing the parish hall over the course of a year. For Phase 2, a capital campaign goal was set at \$1.6 million. HPC hired a fundraising consultant, Federico & Cummings, who created a feasibility study, funded by the Raskob Foundation, and set up teams of parishioners to approach others about giving towards the restoration.

Burke believes that this capital campaign was a galvanizing moment for the congregation. "The parishioners became stakeholders... this was a transforming experience for them." During this time, the neighborhood had also been designated a historic district, and St. Joseph's was listed as a significant building.

Father Mark Horak, Old St. Joe's pastor, says that the biggest accomplishment of HPC is the \$3 million that has been spent on urgently needed repairs, all from fundraising and grants. If the parish had been compelled to borrow money, he says, it could have compromised its outreach programs. When asked why he believes it's been so successful in receiving support from its parishioners, he answers, "We've worked very hard in making people feel like this is their parish. And when people feel that this is something that belongs to them as part of their family life, they support it, as they do their families."

Conservators John Carr and John Milner climb scaffolding on the South Tower of Old St. Joseph's Church.



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Long-Range Vision

"When we did our capital campaign, it was a spontaneous thing because of the emergency truss repair. It knocked everybody for a loop," Burke explains. "The parish came through and it was a successful campaign. Now HPC must prepare a long-range plan for interpretation and preservation of the site."

Partners for Sacred Places and the Keystone Grant Program of the Pennsylvania Historic Museum Commission awarded a grant to Old St. Joseph's in 2005. The exterior masonry of the church and rectory, comprised of 18th century handmade brick, was in need of serious repair. In order to meet the conditions of the new grant to restore the historic masonry, HPC readjusted its fundraising vision to include more outside sources, and was able to hire John Milner + John Carr, Conservators to conserve the exterior.

To complement its grant-making, Partners provided two peer-learning training sessions in which seasoned congregations share fundraising practices with less-experienced congregations. Partners invited HPC and similar nonprofits connected to other historic congregations. "Those meetings were godsend to us, because we were feeling a little bit alone," says Burke, "Receiving this grant, being counseled by Partners, connecting with other 501(c)(3)s and benefiting from the financial analysis from the Nonprofit Finance Fund (NFF) are tangible benefits of our contact with Partners." The nonprofit business financial analysis identifies the strengths and weakness of a nonprofit's financial plan, which the NFF uses to project the organization's growth and sustainability.

"I can't tell you how important Partners has been to us," Burke shares. "They explained the necessity of having 5-10 year plans, and the necessity for doing long-range programs. We've always felt that Partners was right there with us, all the time with everything we needed to do."



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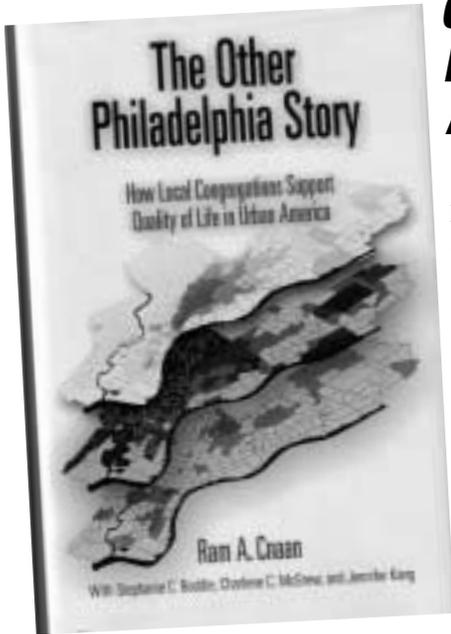
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Book Review:

**The Other Philadelphia Story:
How Local Congregations Support
Quality of
Life in Urban
America**



Those familiar with Partners for Sacred Places' work over the past decade will recognize Ram Cnaan as the principal researcher for Partners' seminal study, *Sacred Places at Risk: New Evidence on How Endangered Older Churches and Synagogues Serve Communities (SPAR)*. This work

documented in a groundbreaking way how congregations serve their communities.

Cnaan, Professor and Associate Dean for Research at the University of Pennsylvania's School of Social Policy and Practice, used that research as a basis for *The Newer Deal: Social Work and Religion in Partnership* in 1999. He now brings an even more in-depth look to the role of urban houses of worship serving their neighborhoods in his latest book, *The Other Philadelphia Story: How Local Congregations Support Quality of Life in Urban America* based on a study of nearly 1,400 congregations in Philadelphia. By contrast, his initial work with SPAR looked at 113 congregations in six cities across the country.

This new study affirms much of the earlier research. For example, Cnaan finds that 90% of Philadelphia's congregations offer at least one social service, and 41% of those congregations offer services to feed the hungry. In perhaps his most eye-opening statistic, he conservatively calculates the total value of the community services provided by Philadelphia's congregations to the ministries amounts to more than \$250 million annually!

While Cnaan highlights the many services congregations provide and the value of these services to the community, he also emphasizes the burden of social responsibility must be shared by all sectors. Cnaan pushes further to provide policy recommendations for government at both the local and federal levels.

Available for purchase online through the University of Pennsylvania Press (www.upenn.edu/pennpress), *The Other Philadelphia Story* is a must-read for congregations in older religious buildings, local governments, and philanthropists benefiting from these services.



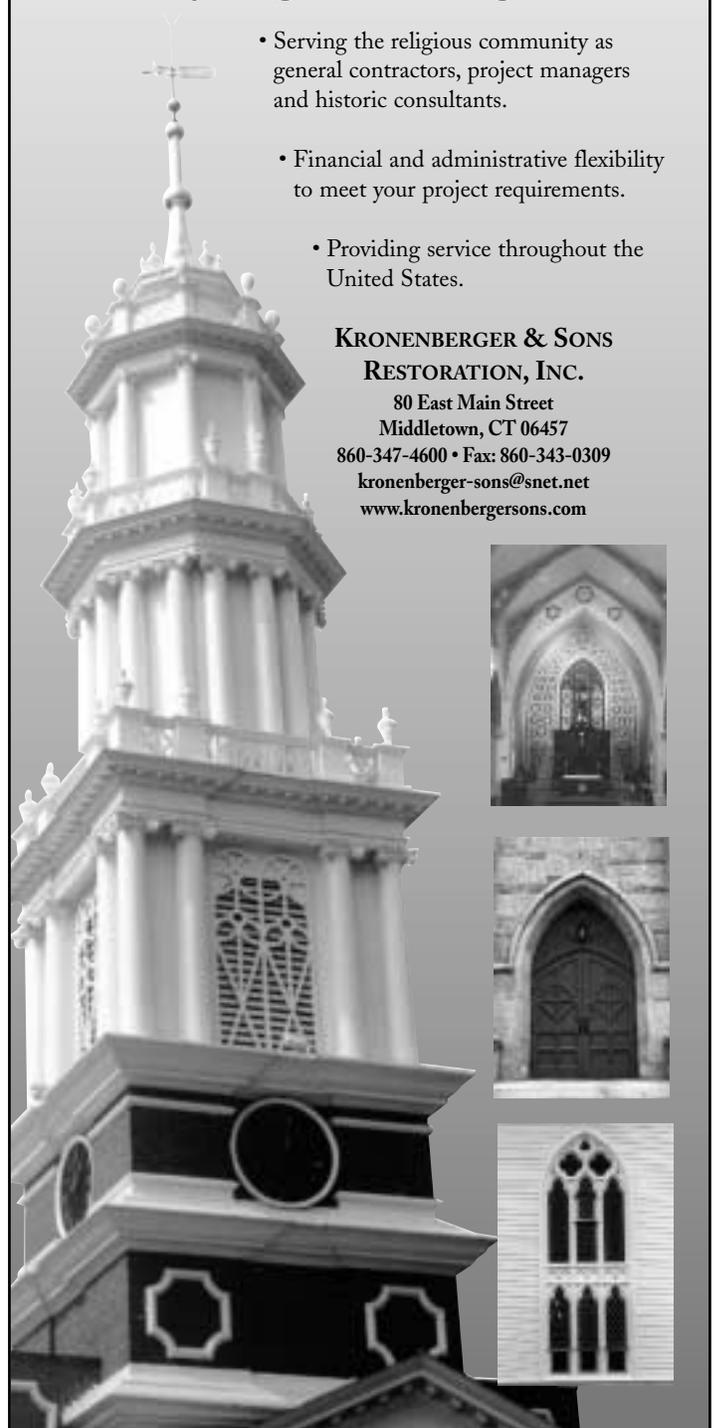
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George C. Ruotolo, Jr., CFRE, Chairman and CEO of Ruotolo Associates Inc. Mr. Ruotolo serves as Chairman of Giving Institute: Leading Consultants to Non-Profits, and on the board of Giving USA Foundation and AFP International Foundation.

Understanding Planned Giving Practices and Opportunities

"Planned Giving: The integration of sound personal, financial, and estate planning concepts with the individual donor's plans for lifetime or testamentary giving.—Powell Dean, Peggy and Jones, Susanna A., *The Complete Guide to Capital Campaign for Historic Churches and Synagogues*. Philadelphia: Partners for Sacred Places (1991), p. 186.

Planned giving in congregations can be an important vehicle for donations, especially when creating or building an endowment that will provide income in perpetuity to meet the needs of your congregation. Specific planned giving instruments, such as appreciated stock and IRA gifts, should be included as ways of giving during a capital campaign. Other planned gifts may not meet the more urgent needs of the capital campaign, such as gifts that will be transferred to the congregation only after the donor has died.

8 Most Common Questions about Planned Giving

Who should address the congregation about planned giving?

There are general pre-printed materials available to use to introduce a planned giving program—please see the web addresses below for more information. Most denominational or judicatory offices also have planned giving information and other related resources. A member or friend of your congregation who is a lawyer or financial planner specializing in estate planning may be willing to present the options that are available or recommend someone who can make a presentation to the congregation. A solid planned giving program should continue beyond a campaign, and can be started at any time.

What types of gifts are considered planned gifts?

Planned gifts include any philanthropic gift that is made with a consideration given to the tax consequence. They would include:

- Revocable bequests—bequest can be changed by the donor at any time.
- Irrevocable bequests—gift becomes a legal commitment and cannot be changed or taken back.
- Charitable remainder trust—donor receives income for his/her life, and balance is remitted to the congregation upon the donor's death or the death of a surviving heir.
- LEAD trust—ability for a congregation to use a portion of the return on the LEAD investment for a specific number of years, the balance with any growth is then given back to the donor's heirs.
- Gifts of appreciated securities—publicly traded stock that has increased in price since the donor originally purchased the stock. Stock is transferred directly to the congregation—the donor is able to write off the market value on taxes, thus not paying capital gains taxes.
- Life insurance—either an existing or new policy where the congregation is named as a beneficiary.
- IRA gifts—any congregation member over the age of 59.5 can withdraw funds from his/her IRA without penalty and then donate to the congregation—thus creating a possible tax benefit. Additionally, the CARE Act of 2006 makes it possible for a person 70.5 years of age to make a contribution of up to \$100,000 directly from his/her IRA to the congregation, without triggering a tax event, through the end of 2007. There is no need to report it as income or deduct it as a charitable contribution.
- Gifts of property—both real and other, for example art, jewelry, antiques, real estate, etc.

In all situations, it is advised that a donor consult his/her own legal and tax advisors before making a planned gift in order to maximize the tax benefits. For more information, consult www.givinginstitute.org, www.pgtoday.com, or www.ncpg.org.

What is the most common type of planned gift?

The most common gift is a revocable bequest. A bequest can be made by indication of an actual dollar amount, a specific asset, or as a percentage of an estate.

How do the congregation member's estate and the congregation benefit when a congregation is named as a benefactor in a will?

The amount of the contribution is deducted from the congregation member's estate, thus possibly lowering estate taxes. The congregation will receive the bequest once the estate is settled. Unless the bequest is restricted, the giver may decide to designate the gift to a specific program or to be used as general operating income.

What type of assets can be left to a congregation?

One may bequest or give outright anything that has an existing or appraised value. This may include stock, a collection of stamps, coins, an automobile, jewelry, art, real estate, etc. If the value of the item is deemed to be greater than \$5,000, a qualified appraisal is necessary. In most cases, the property is then sold at market value.

Can a member place restrictions on a gift that is left in a will?

Yes, the same restrictions can be put on gifts made through a will as on gifts made through life gifts/pledges. The only question is: will the congregation accept the bequest with the restrictions you have placed? If a member is concerned about this, it is recommended that he/she speak with appropriate leadership within the congregation so that the gift provides the intended benefits.

What does a member need to do once a decision is made to leave a bequest?

The member does not have to do anything. However, to assist the congregation with their planning, it is recommended that a member inform the congregation of the intentions. The congregation member's family should also know of these plans to prevent challenges in the future.

He/she may provide the congregation with a letter of intent or a copy of the codicil that outlines the bequest for its files. Sharing a member's intent with the congregational leadership may inspire others to consider including a bequest in their will.

If a member doesn't have a lot of money, why should one consider making a bequest to the congregation?

We all see the headlines when a large bequest is made. However, consider this: if a member already supports your congregation with \$500 a year, a gift of \$10,000 in a will provides that same support in perpetuity (assuming a 5% return on investment and no use of the principal).

Ruotolo Associates Inc. is a working partner with non-profit organizations, providing them with high quality consulting for fundraising, stewardship, public relations and related management services through individualized creative strategies and solutions.
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Partners Proudly Announces the Formation of The Thomas Phelan Legacy Society

Partners was deeply moved to learn recently that founding Board member Rev.

Thomas Phelan had left a generous bequest of \$35,000 to Partners for Sacred Places. Tom's passionate leadership and dedication guided us through our first decade and now with his thoughtful bequest he is creating a bright future for Partners. In honor of his spirit and vision, we are establishing The Thomas Phelan Legacy Society for those supporters who wish to remember Partners in their estate planning.

Planned giving provides an opportunity for people to meet their own charitable and financial planning goals while providing Partners with a more secure future. We would be happy to talk with you about the possibilities available in our planned giving program. For more information, please contact Rana McNamara at (215) 567-3234, ext. 15 or at rmcnamara@sacredplaces.org.

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Throughout the Rambusch family's nearly 110-year history in business, its philosophy has remained the same. "The client is actually the project... the building, the object, the ethereal idea," states Edwin Rambusch, partner and co-owner of The Rambusch Company and Rambusch Lighting. Rambusch believes the house of worship is an enormously complicated architectural space, and "it is an environment filled with energy, emotion and mystery."

Danish immigrant and painter Frode Rambusch founded the company in New York City in 1898. Throughout the company's history, the firm has designed and/or executed work in more than 9,000 religious buildings, including more than 100 cathedrals.

Twin brothers Edwin and Martin Rambusch now own and manage the family company, and father Viggo Rambusch is the honorary chairman of the board and senior project manager.

The business, according to Edwin, endeavors to create a beautiful solution based on the parameters of a project, including the budget, the location, the size, and the limitations. Congregations must first understand the professional scope of a project before approaching a designer. A lighting project, for example, is more than designing and installing a fixture, it involves wiring and code approval. Edwin explains, "Lighting is a product. It can be supportive of an environment, or if it's not done carefully, it can destroy an environment."

In general, Rambusch believes that lighting is critical to the richness of worship, and that ecologically-friendly renovation can feature proper lighting with less light. "You can build a better building with less materials with good design. It's more expensive, but if you install more efficient, better-controlled lighting fixtures, you need fewer fixtures and thus use less energy. The products may cost more, but if you are using 20% less lighting, you are more efficient... If one is careful with the resources, we can work with successful technology."

Engineer Robert Boling, P.E., who has contracted with Rambusch, noted that when a lower efficiency light fixture is used for a given lighting level, additional light fixtures are needed. This can upset the heating and air conditioning system performance, and may even change code calculations. Rambusch says, "Shepherding resources is a critical decision; don't jump into something without discussing the negatives and the positives."

Additionally, incandescent lighting is not needed outside of the sanctuary. Ecologically friendly lightbulbs can be used in areas like classrooms and restrooms, where extra lighting is not needed to compensate for the bulb's glare.

Whether working on a grand project like the interior of a cathedral, or a smaller project like a stair rail, the same method is used to achieve and define a successful project. "A successful job is a solution that incorporates the environment or the feel of the environment. The successful project is when you do not know what is old and what is new, because they've blended."

A Rambusch employee silver-soldering in one of the family-owned company's five studios.

Preparing to Meet the Designer

Rambusch believes that design and creativity is just a portion of a successful job. Managing the job, meeting the budget and the timeframe, and finding a creative solution that meets the client's parameters are also important. Edwin Rambusch, partner and co-owner, suggests that when a congregation meets with a designer, it should think beyond the beautiful sketch, and ask for references on those who have worked with him/her. As consumers, congregations have the opportunity to ask these questions.

Rambusch adds that the hardest part is drafting an honest definition of the true goal or scope of a project. Have the building committee meet to establish the goals and desires of a renovation. Outline the limitations, such as space or budget. "The initial statement, 'I'd like this, I have this much to spend, I have this much time' can be more difficult than you think. Getting more than one person to agree on that has always been a challenge, and has been for the past 100 years."



Rambusch employees installing a stained glass window.

The Rambusch Company is a member of Partners' Professional Alliance. For more information on this membership resource for design professionals, please see page 18, or contact Rana Gidumal McNamara at rmcnamara@sacredplaces.org or 215/567-3234 ext. 15, or visit Partners' website: www.sacredplaces.org/professionals.html.



A Rambusch associated artist restores a mural in a Biddeford, Maine church under the direction and close supervision of The Rambusch Company.

BECOME A MEMBER OF THE PROFESSIONAL ALLIANCE

Membership in the Professional Alliance is a wonderful way for firms specializing in the restoration of historic religious properties to increase their visibility among a national audience of clergy, congregational leaders and preservationists. Membership benefits include:

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- Discounts on select publications, workshops, conferences and events
- Free subscription to *Sacred Places*, Partners' newsletter

Join the nearly 100 firms across the nation listed here who take advantage of this unique marketing and promotional opportunity. For additional information on the Professional Alliance, please contact Rana Gidumal McNamara at 215/567-3234, ext. 15, or at rmcnamara@sacredplaces.org, or visit www.sacredplaces.org/professionals.html.

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