Participants in New Dollars/New Partners training program at the New Old South Church in Boston
"It reads like a good mystery.."

The story of Lafayette College’s “Alcuin and Charlemagne” Tiffany window reads like a good mystery, replete with its alleged destruction in a fire, its discovery on campus in storage, and concluding with painstaking restoration to its original splendor.

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These past several months have been exceptionally busy for Partners, but also extraordinarily productive — chock full of milestones for anyone who cares about historic sacred places!

If you’ve been reading the newspaper, watching television or listening to the radio, you’re bound to have heard that the National Trust for Historic Preservation named urban houses of worship to this year’s listing of America’s 11 Most Endangered Historic Places. Partners had a hand in this listing — submitting the nomination and helping to identify the six “poster children” across the country.

Now, we’re going to make hay. Partners and the Trust are embarking on a new collaboration to sustain the high public profile the list is generating and translate this attention into a pragmatic strategy to mobilize resources.

The enormous need of older sacred places is clearly overwhelming available resources. “Triage” is a scary word — it implies we can’t save them all — but we may have to practice triage given the level of disrepair among so many properties. “Managed” triage gives us the chance to establish criteria to guide the sound investment of new resources. We can start by saving sacred places of great cultural significance, and those with strong leadership committed to practicing good stewardship, and with a vision for using historic buildings and other congregational assets to benefit the larger community.

In many neighborhoods, the stakes are high and the impact of losing sacred places greatly underestimated. How do we help potential supporters see both the returns from wise investment in sacred places, as well as the consequences of inaction?

Right now, we have more questions than answers. How can we shape a long-term strategy for capital investment in sacred places? Will a national pool of capital funds appeal to donors or is a series of local or regional approaches likely to be more persuasive to potential supporters?

Partners is already hard at work equipping congregations with new capacity to tell their stories of heritage and community service through our New Dollars/New Partners Training Program. At the same time, if we can help public and private sector leaders recognize and support the value of sacred places, then the telling of these stories will find a ready and welcoming audience. That’s our biggest challenge.

Diane Cohen and Bob Jaeger

Quinn Chapel African Methodist Episcopal Church, Chicago, IL, nominated to the 2003 “11 Most Endangered Historic Places” List of the National Trust for Historic Preservation

Photo courtesy of the City of Chicago
On May 29, 2003, the Associated Press reported that “the most endangered historic place in America is actually a group of places. Urban houses of worship top the National Trust for Historic Preservation’s annual list of America’s Eleven Most Endangered Historic Places.”

The “Urban Houses of Worship” listing, nominated and promoted by Partners in close collaboration with the Trust, is the culmination of much work to publicize the plight faced by countless sacred places in America’s cities. The list was announced at the National Press Club in Washington, D.C., followed by a press event at Mount Bethel Baptist Church in Washington, with remarks by the Trust and Partners.

Mount Bethel is one of six “poster children” the listing names, each exemplifying the severity and universality of the crisis facing urban sacred places. The additional five sacred places represent cities across the nation:

- Acts of the Apostles Church in Jesus Christ, Philadelphia
- Beth Hamedrash Hagadol Synagogue, New York City
- First United Methodist Church, Seattle
- Quinn Chapel A.M.E. Church, Chicago
- St. Joseph’s Roman Catholic Church (Redemptorist), Denver

A white paper by Partners on the challenges faced by urban sacred places is part of the press kit issued by the Trust (and posted on Partners’ web site). The paper talks about a series of compelling research findings from Partners’ recent study of 10 sacred places in an impoverished section of North Philadelphia (a project funded by the Claneil Foundation, Preservation Pennsylvania and the Center for Research on Religion and an Urban Civil Society, among others). Key among these findings are:

1. On average, congregations face repairs in the range of $1 million to $2 million, greatly exceeding their own fundraising capacity.
2. All of the buildings have substandard or dangerous electrical systems, and most have significant structural problems.
3. These inner-city sacred places, like many others, are not sustainable in the absence of the strategic infusion of significant capital funds.

The “Urban Places of Worship” listing has been covered by a host of articles and stories in media outlets across the nation, including CSPAN, National Public Radio, the Washington Post, the Chicago Sun-Times, USA Today, Seattle Times, Rocky Mountain News, Orlando Sentinel, and Philadelphia Inquirer. The History Channel also broadcast a special, one-hour program on the 11 Endangered list, featuring a brief interview with Partners and a look at two of the “poster child” congregations. Stay tuned as Partners continues to work with the Trust on new strategies to meet the challenges faced by America’s historic sacred places.
The announcement on May 27 at Boston’s Old North Church by Department of the Interior Secretary Gayle Norton marked the first positive policy change in over 20 years for the awarding of federal preservation grants to historic religious properties. Beginning with a $317,000 grant to Old North for restoration of its 200-plus-year old windows, Secretary Norton opened the doors for nationally significant historic religious properties to seek funding from the Save America’s Treasures program.

For Partners and the National Trust for Historic Preservation, this change is a milestone and has been years in the making. The prohibition of federal funding assistance for historic religious properties in active use as houses of worship dates back to the Carter Administration. A 1993 amendment to the National Historic Preservation Act removing this prohibition was supported by Partners and the Trust, signed into law, but never put into practice. The policy change announced in May reverses a 1995 opinion by the Office of Legal Counsel that sustained this ban.

In spring 2001 — as the national dialogue about faith-based organizations as community service providers was heating up — Partners turned to the Trust’s Law Department to revisit the issue of federal-level preservation funding for religious properties. The Trust, in turn, consulted with its pro bono counsel — the Washington, DC office of Wilmer, Cutler & Pickering — and the firm agreed to take on this project.

The resulting legal analysis persuasively argued that preservation grants to preserve historic religious properties are fully consistent with the Establishment Clause of the First Amendment and with the National Historic Preservation Act section that specifies historic preservation assistance to religious properties listed on the National Register of Historic Places.

Credit for the expert legal research and analysis goes to the Wilmer, Cutler & Pickering team, and to the Trust’s outstanding Law Department, specifically Paul Edmondson, Vice President and General Counsel, and Autumn Rierson, Assistant General Counsel. Thanks also to the White House Office for Faith-Based and Community Initiatives for its role in shepherding this policy change through the process.

Partners and the Trust are continuing to advocate for preservation funding from other government agencies, using this victory as a model for broadening other federal and state-level programs that have previously banned active houses of worship from receiving capital grants.

If you are interested in a summary of the Wilmer, Cutler & Pickering memorandum, send an email request to: partners@sacredplaces.org
New Dollars/New Partners training goes national

The word is spreading about the New Dollars/New Partners training program. Local denominational offices and community and preservation organizations across the country are responding with great enthusiasm to the year-long training program that is giving congregations a range of skills and resources to help them develop new sources of funding and community partnerships to benefit both buildings and programs. Sarah Peveler, Partners’ Director of Training, says: “It’s been exciting to watch denominational staff at recruitment meetings begin making lists of prospective participants on the spot!”

On June 17, Partners traveled to Boston to present the program’s first module, “Making the Case for Your Sacred Place,” working with nine congregations brought together by local sponsor Historic Boston Incorporated. The daylong session, held at historic New Old South Church, was led by Co-Director Diane Cohen, Sarah Peveler, and architect Jean Carroon of Boston’s Goody, Clancey & Associates. Said one participant: “We learned to focus on what is of value to funders, the value of a multi-layered history, and the importance of telling the church’s story.”

New Dollars/New Partners training will expand its reach in the fall as new programs begin in:

- Cincinnati, where the Cincinnati Preservation Association has engaged local denomination offices, an endowed congregation, and an individual donor to offer the training to up to 12 of the 17 congregations that attended the May 21st orientation held at the Verdin Company (a Partners’ Professional Alliance member) housed in the former St. Paul’s Church.

- Pittsburgh, where Partners’ Board member Phil Hallen, in his role as chairman of the Pittsburgh History & Landmarks Foundation, has taken a leadership role in securing foundation funding for New Dollars in his home town and encouraging PHLF to sponsor the training.

- Presbyteries in Greater Atlanta and a Mid-Atlantic collaboration (Baltimore, National Capital and New Castle) are identifying congregations that can benefit from the training, moving toward fall orientations and the launching of Module 1 in late 2003 or early 2004.

Meanwhile, in Philadelphia, the first of two groups of congregations participating in the program reached the half-way point, completing Module 2: “Discovering your Partners” with guest presenter Henry Moore, Co-Director of the Asset-Based Community Development Institute’s Training Group.

For more information about how a local judicatory office or organization can sponsor New Dollars/New Partners training in its community, visit Partners’ website at www.sacredplaces.org or contact Sarah Peveler, Director of Training, by phone at (215) 567-3234 extension 14, or by email at speveler@sacredplaces.org. A grant from the William Penn Foundation is making the Philadelphia training possible. Support from The Richard A. Driehaus and Henry Luce Foundations, along with a new grant from the Lilly Endowment (see sidebar) is taking New Dollars/New Partners national.
Before Your Capital Campaign—
A Feasibility Study

by Richard E. MacIntyre, CFRE, President of MacIntyre Associates, Inc.

Undertaking a feasibility study is often a critical early step in planning a capital campaign. Following the initial stages of a building conditions survey and preliminary plans for restoration and fundraising, a feasibility study gives members of a congregation an overview of the capital campaign project while soliciting their input. In doing so, a study helps to identify components likely to have the strongest appeal among donors while fostering interest and commitment for a project.

A study can also significantly reduce the risk of failure. It is much more advantageous to uncover issues that should be dealt with before the launch of a capital campaign rather than in the midst of it.

Why is it useful?

A comprehensive feasibility study will help you decide whether, when, and how you should begin your capital campaign. The study is most useful when a congregation intends to conduct a large capital campaign (usually for at least $250,000) and anticipates that every member of the congregation, and possibly individuals or entities outside of the congregation, be solicited for donations. The study will help identify:

Positive and negative feedback

• Reactions and responses to your efforts. It will assess how your members feel about your congregation, the plans you propose, and the timing of the capital campaign.
• Weak spots in your case statement, possible competing causes or priorities, opinions about your programs, and perceptions about the congregation’s strengths and weaknesses.

Donor leads

• Possible sources of the largest gifts — who congregation members anticipate might contribute, and in some cases, direct reactions from prospective donors.

Financial Goals

• A measured and justifiable minimum campaign goal and a breakdown of anticipated gifts from high level donors.

Potential leaders

• Clues about who might be campaign leaders and whether you have sufficient numbers of volunteers and donors available to make your campaign a success.

How is it Conducted?

A feasibility study in a congregation usually includes 30 to 40 personal confidential interviews with a representative sampling of key leaders in the congregation. Many studies focus solely on congregation members; others seek broader input from potential supporters, including former members, descendants of congregation members, philanthropists, denominational leaders, civic leaders, preservationists, and others. These interviews seek diverse reactions, opinions, and suggestions. They are not solicitations, nor do they recruit leaders, but they do ask people to what extent they would consider supporting or volunteering for a campaign.

A feasibility study is based upon statistical results and quantitative responses, not just the impressions and opinions of those conducting the study. By comparing responses with standards from other studies, a good study can provide extremely helpful analyses of the various comments and opinions.

Who conducts it?

A useful study must encourage candid responses from your members, as well as those beyond the congregation. Straightforward responses are much more likely if a study is conducted by an impartial third-party fundraising firm or consultant. The firm or consultant should be committed to providing a valid, objective study.

Some congregations possess the internal capacity to manage most components of a campaign on their own. Even in these cases, an objective feasibility study will provide an important roadmap to help strengthen the case structure and implementation of a campaign.

How Much does it Cost?

A feasibility study generally costs between $10,000 and $20,000 depending upon the scope and complexity of the study. Congregations probably receive more for the dollar on a feasibility study than any other phase of campaign management and implementation.

In closing, a feasibility study is one of the best investments a congregation can make in preparing for a capital campaign. By providing critical information on how a campaign should be structured and promoted, and in garnering support early on, a study goes a long way toward ensuring a successful effort.
The National Trust for Historic Preservation’s annual conference will be held this year in Denver from September 30 to October 5. The theme is “New Frontiers in Preservation” and the conference features more than 100 educational and field sessions, some geared towards the stewardship of religious sites, including “Faith in the Community,” “Protecting Native American Sacred Sites,” and a meeting sponsored by Partners for Sacred Places. For more information visit www.nthp.org.

The Restoration & Renovation Exhibition and Conference will take place in Chicago, Sept. 18-20 at the Navy Pier. This Exhibition/Conference features 50 seminars and 120 exhibits that focus on the restoration, maintenance, and renovation of historic buildings, including churches (see “Partners for Sacred Places and Restore Media” below). For more information go to www.restorationandrenovation.com or call (800) 982-6247.

Partners is pleased to announce a collaborative partnership with Restore Media, LLC, producer of the semiannual Restoration & Renovation Exhibition and Conference and publisher of Traditional Building, Period Homes, and Old House Journal. Through this alliance, Partners and Restore Media hope to be able to deliver more educational opportunities to those responsible for the care and maintenance of sacred places.

Areas of collaboration include Traditional Building, where Partners will contribute to the annual religious buildings issue, and the Restoration & Renovation Exhibition and Conference, where Partners will act as an advisor on sessions focusing on the restoration of historic religious properties. At this fall’s conference in Chicago, Partners will sponsor the session “Restoring Sacred Space: Developing Restoration Plans for Houses of Worship,” led by Neal Vogel of Restoric, LLC. This session, geared towards congregation administrators, building and other committee members, will provide a comprehensive overview of the restoration steps for sacred spaces as well as useful pointers to architects, engineers and other professionals serving this special niche in the restoration market.
A religious property inventory is a collection of documents and materials to be used as reference by those responsible for the care and maintenance of the property. It includes information on buildings, contents (furnishings, stained glass, sacred objects), burial grounds and monuments, and documents (birth, death and marriage registers, drawings and meeting minutes). By providing important physical documentation, the inventory enables a property committee to plan for building maintenance and restoration; obtain adequate insurance; assemble important historic documents and information for use in a significant anniversary or capital campaign; and perhaps most importantly, pass critical information on to next year’s building committee members.

How to Start

A religious property inventory does not have to be done overnight — congregations can plan for the planning of it. It might take five summers to prepare an inventory. It might involve investing in a digital camera and finding a summer intern to assist with the documentation process and organization. Or, it could become a youth group project as part of their community service. It is always good to involve younger people, as they may eventually be responsible for the good stewardship of these properties. Much of the information may already be on site, but the big question is where!

What are the Components of a Religious Property Inventory?

Buildings

The place of worship and other congregational buildings such as parsonages, fellowship or parish halls need to be documented for future repairs and maintenance planning.

- **Plans:** The most important items are plans of the buildings, often in storage if they are still in the congregation’s possession. These plans may be in the form of original blueprints for construction of the building or in drawings made later, perhaps in connection with a major building renovation. These documents are valuable to architects for planning restoration work. The cost of preparing new measured drawings is expensive, so preserving existing plans, especially those that record work completed over the life of the building, is very useful. A list of drawings with a brief description of their contents and dates should be prepared, and the plans themselves can be placed in storage tubes and kept in a dry location. Plans will also prove to be a useful reference for property committee meetings.

- **Elevations:** These are photographic views of a building’s exterior facade and interior spaces. These photos can be taken by congregation members and used as a monitoring device to observe changes that occur, such as a moving wall or staining from water damage. Photographs should be updated every year (retaken from the same locations) and be keyed to building plans (if they exist).
• **Materials:** A list of all materials — including roof coverings, stones, mortars, metals and woods — used in the construction for each of the congregation’s buildings should be created. This list can also note any changes, such as the installation of a new roof.

• **History:** Summarizing history is especially important if the building is listed, or may be eligible for listing, on the National or State Registers of Historic Places or designated a local landmark (contact the local historic preservation commission or State Historic Preservation Office for more information on this process). The significance for the listing or designation criteria — why the building is considered important — should be clearly outlined, as it will be useful if changes to the structure are planned. A chronology of construction is also useful in understanding the history and evolution of a building and helps identify repeated problems such as leaking and water damage between two structures that were built at different times.

• **Deed Restrictions and Easements:** Identify all easements or restrictions that may have come with grants or gifts to the congregation. It is important that these items are clearly outlined so future committees can avoid construction or repairs that might conflict with a façade easement, deed or donor specified restriction.

**Burial Grounds/Cemeteries**

Many sacred places have historically significant burial grounds. Ideally, these grounds should be documented in a landscape site plan, analogous to a building plan and executed by a landscape architect. In many cases, such plans do not exist, but can be created by contracting with a landscape architect or by obtaining volunteer services of such a firm or from students in a university landscape design program. Minimally, congregation members, summer students or a youth group can photograph burial stones and memorial landscaping. Repairs to burial stones and monuments should be done under the supervision of a gravestone conservator.

**Archival and Legal Documents**

A list of benefactors of the church and all restrictions on their gifts should be created. Property Committee meeting minutes and accounts records need to be organized and included. Other important documents include old photographs of the building(s), contracts for previous construction, maps and deeds. These should all be archived carefully to insure that they do not deteriorate in storage. Scanning some documents and placing them on CDs is an option for reducing paper storage and saving space.

**The Contents**

One efficient way of cataloging important building contents is to take digital photographs of each item with a yardstick or ruler in the photograph, with written notes on the side describing the materials, the acquisition history and a close-up photograph of a label or hallmark identifying its origin. Decorative furnishings should be included — altars, pulpits, tabernacles, baptismal fonts, bimahs and wall paintings. Stained glass windows, often the most valuable pieces of art in a sacred place, should be carefully photographed and measured. Other content items can include bells, organs, and textiles. A list of building contents should be submitted to the insurance company to ensure a congregation has proper coverage for its valuable items.

Annabelle Radcliffe-Trenner is a principal with Historic Building Architects, LLC, a firm specializing in older religious properties.

www.sacredplaces.org

Partners’ website offers a wide range of useful information, from publications and training opportunities to links to professionals who can help you with your sacred place. Publications found on the site and available for downloading include *Open the Doors, See All the People: A Guide to Serving Families in Sacred Places*, and Partners’ landmark study, *Sacred Places at Risk*. 
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- University Chapel, Princeton University, NJ
- Packer Chapel, Lehigh University, PA
- First Presbyterian Church, Walnut Street, PA
- Christ Church, Georgetown, Washington, DC
- Trinity Episcopal, Princeton, NJ

(Pictured)

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Partners for Sacred Places is the only national, non-sectarian, non-profit organization dedicated to the sound stewardship and active community use of America’s older religious properties. Founded by a national task force of 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. In 1997, Partners published Sacred Places at Risk, a landmark study which documented for the first time the pattern and intensity of community service programs housed in aging buildings. These findings have since shaped much of Partners’ outreach and advocacy work. Partners’ programs include:

New Dollars/New Partners for Your Sacred Place is a groundbreaking new training program that gives congregations with older buildings a range of skills and resources to help them broaden their base of support for sacred places and the programs they house. Training sessions over the course of 12 to 16 months guide congregations on how to determine “public value,” assess building conditions, interpret congregational history, develop new partnerships, and articulate a case for capital support to prospective partners and funders in the larger community.

Your Sacred Place Is a Community Asset: A Tool Kit to Attract New Resources and Partners is a set of workbooks, case studies, historic timelines, audio and videotapes, and a web-based program. This resource can be used by congregations to more effectively tell their stories of community service and to identify new partners and resources to sustain programs and care for aging buildings. The Tool Kit an integral component of the New Dollars/New Partners for Your Sacred Place training program.

Serving Families in Sacred Places is a program that guides and encourages congregations in the use of their older properties to house services benefiting children and families. This program builds on the successful publication and dissemination of Partners’ highly regarded booklet, Open the Doors, See All the People: A Guide to Serving Families in Sacred Places. Open the Doors is being used as the primary text for a series of workshops and training presentations in Atlanta and the San Francisco Bay Area.

The Information Clearinghouse, a unique national resource that provides critical information on a broad range of topics related to the care and use of older sacred places. It currently houses over 8,000 books, articles, reports, brochures, case study examples, and video and audio tapes in 250 different subject categories. An online version is available on Partners’ website at www.sacredplaces.org/information_clearinghouse.html

Partners’ Advocacy Initiatives take the message of Sacred Places at Risk to civic leaders, funders and policymakers urging government, philanthropy and religion to adopt policies and practices that provide new resources to older religious properties. Examples of Partners’ advocacy work include “Ten Sacred Places to Save,” a national list that spotlights historic houses of worship with capital repair needs beyond the means of their congregations, endangering both buildings and the vital communities they house, and the “Public Policy Forum” at the 2002 Sacred Trusts Conference, which brought together national leaders to seek ways to generate increased funding for sacred places from the public and private sectors.
Welcome to the first issue of Sacred Places!

Full of useful news and practical information, this quarterly publication replaces our former newsletter, Update. For membership benefits, including a subscription to this publication, see p. 15.

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