

New Dollars/New Partners for your Sacred Place

Information Session & Orientation
April 10, 2015



New Dollars / New Partners for Your Sacred Place

A training program to help congregations develop resources for their historic buildings as assets for congregational life and outreach

- New Dollars serves congregations of all faiths with older and historic buildings
- 3 training modules over several months -- with technical assistance and practical guides -- for clergy and lay teams representing 8 to 12 congregations



Welcome & Introductions

Partners for Sacred Places



- Working at the intersection of heritage, faith, and community
- Dedicated to supporting America's historic houses of worship and strengthening the communities that they serve
- A congregation's one-stop shop for:
 - *Programs & Training*
 - *Consulting Services*
 - *Research & Public Policy*
 - *Publications & Resources*

Our Origins



1987

Leaders from the faith, philanthropy, and preservation communities convene to discuss the crisis facing American houses of worship

1989

Partners is founded and, with seed funding from the Lilly Endowment and J.M. Kaplan Fund begins to:

- Network with Congregations & Judicatories
- Create a clearinghouse of resources
- Develop best practices for building maintenance

Partners' Growth



In the past 36 years, Partners has grown into:

A national organization with headquarters in Philadelphia and staff across 6 states

A thought-leader for research and public policy related to historic houses of worship

A trainer to more than 1,000 community-serving congregations and more than 4,000 faith and lay leaders

A bridge-builder and space broker between congregations and their communities

A partner to more than 100,000 sacred places across the country



What Partners Does



Consulting Services

- Feasibility, Readiness, Discovery Studies
- Capital Campaign Services
- Community Engagement Services
- Congregational Halo Studies

Programs and Training

- Arts and Sacred Spaces
- New Dollars / New Partners*
- Adaptive Reuse & Space Sharing
- Nordic and Appalachia Projects



Research & Policy

- Economic Halo Effect of Sacred Places* (2016)
- Halo study of Rural Churches (2019-2020)

Publications and Resources

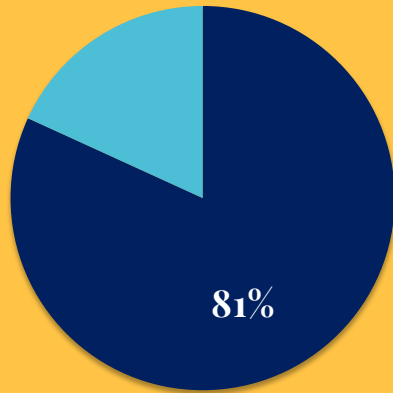
- Transitioning Older and Historic Sacred Places*
- Public Value Tool
- Sacred Places at Risk*



**What is the value
of a sacred place?**

Sacred Places at Risk

Beneficiaries of Community Programs: Congregation Members vs. Non-Members



■ Non-Members ■ Members

- Partners and the University of Pennsylvania commission investigate the role of historic houses of worship in community development.
- For every congregation member served, more than four individuals from *outside* the congregation benefit from service programs supported by house of worship
- More than 75% of congregations use their buildings to meet basic human needs through food and clothing programs
- The average congregation provides more than 5,000 hours of volunteer support to its community

Economic Halo Effect of Sacred PlacesSM

Partners undertook a national study of the economic impact of sacred places, with the University of Pennsylvania.

Average Annual Economic Halo Value per Congregation

\$ 1,707,249

\$679,511
education (40%)

\$549,073
direct spending (32%)



\$478,665
catalytic (28%)

\$100,296
invisible safety net (6%)
\$375,944
magnet effect (22%)

Note: Invisible safety net: 5.9%, recreation space: 0.1% (\$2,425)

Beneficiaries of Community Programs; Members vs. Non-Members



13%
Congregation **members**

87%
Non-member beneficiaries
of community programs

The study included:

- Local spending
- Local hiring
- Building maintenance costs
- Visitor spending

- Activities that promote community economic development
- Impact on individuals' lives
- Values inherent to older religious properties (recreation and green spaces)



New Dollars / New Partners
for your Sacred Place

Articulating Civic Value & Broadening Support for Sacred Places

- Individual congregations can **tell their own stories of public value** and invite the larger community to help them take care of and make the most of their buildings
- Partners developed the *New Dollars/New Partners* training program to help churches and synagogues make a case for their value and **develop new sources of support**.
- To date, the *New Dollars/New Partners* program has been offered **in about 100 cities** and states, usually in partnership with preservation organizations like the Georgia Trust, or with denominational offices.

New Dollars / New Partners History & Recent Trainings

- 2003—Pilot Project in Philadelphia
- 2004—New Dollars/New Partners Goes National
- Cincinnati Preservation Association
- Historic Boston Incorporated
- Pittsburgh History & Landmarks Foundation
- Presbytery of Greater Atlanta
- Presbyteries of Baltimore, National Capital, and New Castle
- Vermont Conference, United Church of Christ
- Episcopal Dioceses of Nevada and Northern California
- Roman Catholic Archdiocese of Chicago
- Lutheran Synod of New England
- Episcopal Diocese of Easton (Maryland)
- Indiana (through the multi-year Sacred Places Indiana program)
- Northeast Regional Cohort
- Berks County Community Foundation

New Dollars / New Partners is for Congregations that...



- Have an older building. Most sacred places we serve are over 50 years old.
- Have capital needs beyond the congregation's financial capability
- Want to deepen community connections
- Want to use the building more effectively

What Congregations will learn...

- How to make an effective case for their building as a community asset (history, architecture, programs that they offer)
- How to calculate the dollar value the subsidy you provide to outreach programs
- How to discover and cultivate new community partners
- How to maximize internal funding support and tap new external resources

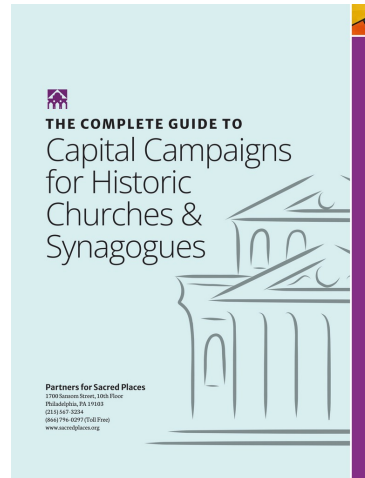
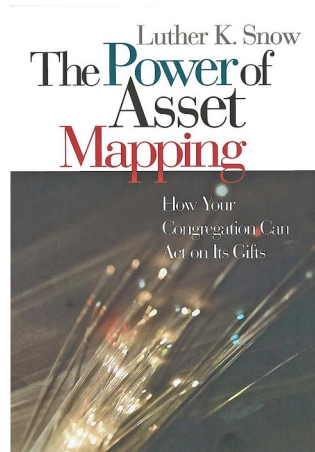
What
congregations
walk away
with...



**Partners
expert staff
help you:**

- Make the Case for Your Sacred Place
- Tap into new Community Partnerships
- Uncover Community Sources of Funding

Partners provided Resources

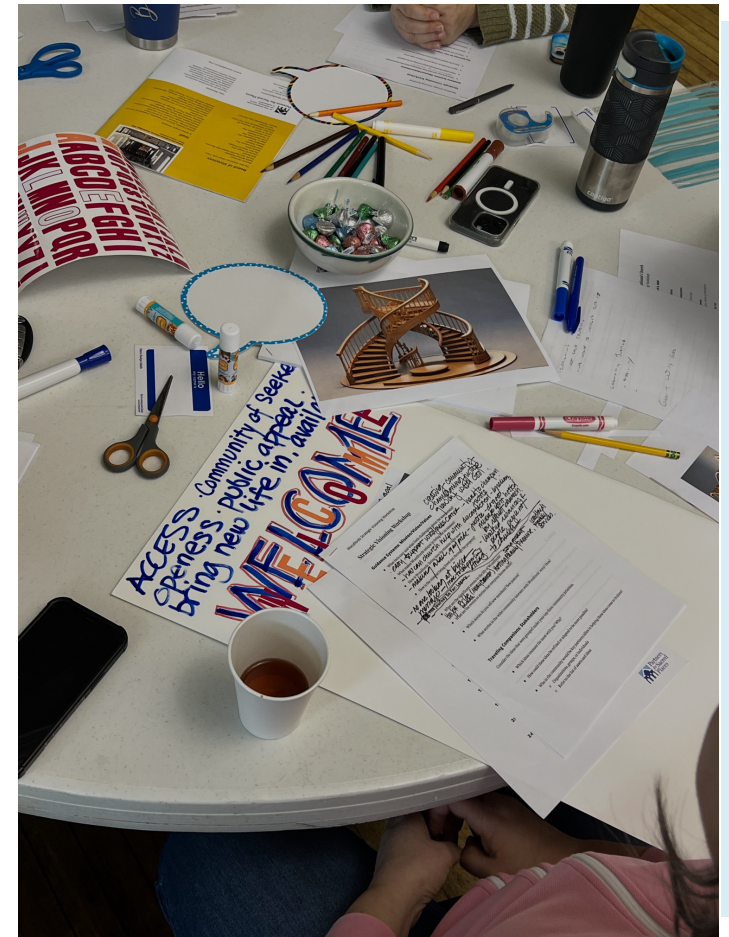


- Capital Campaign Guide for Historic Churches & Synagogues
- The Power of Asset Mapping
- Managing Repair & Restoration Projects

Making the Case

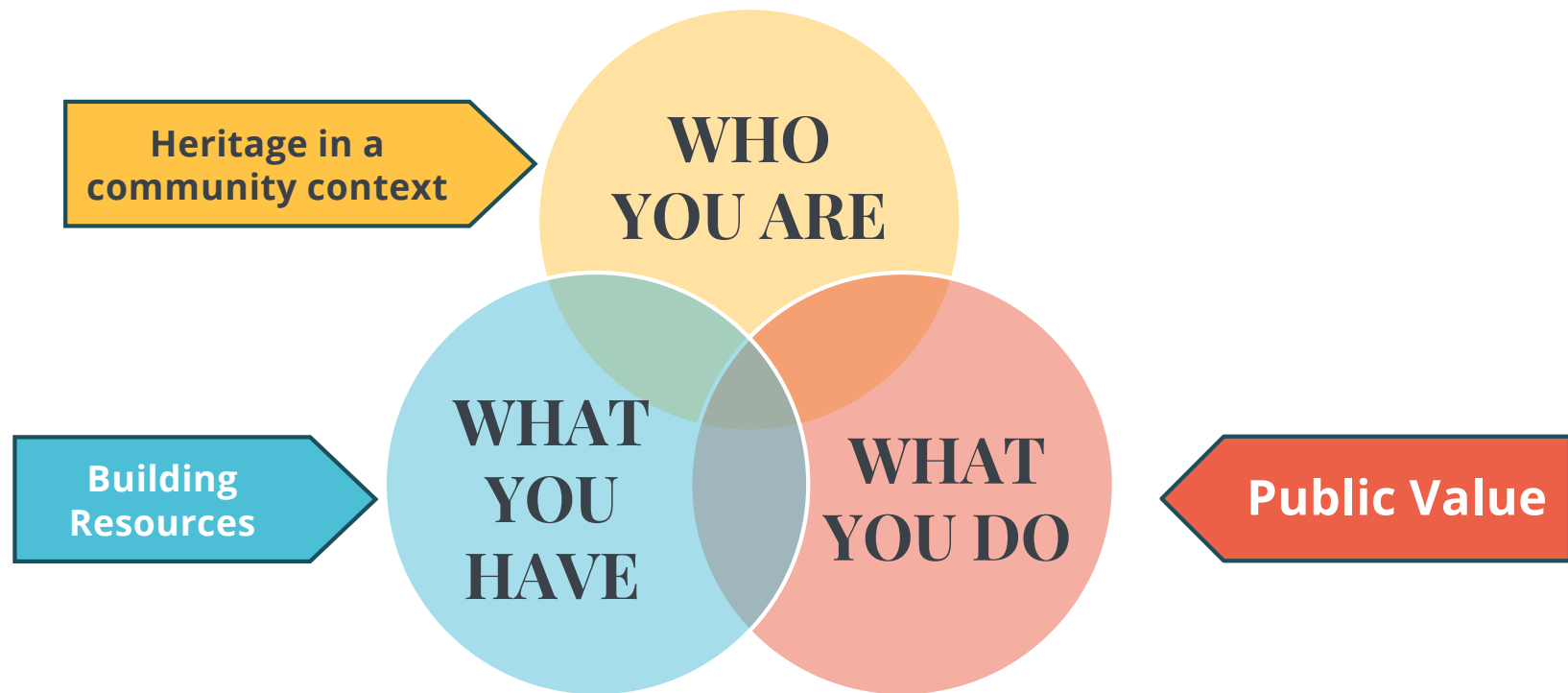
In this session, congregations will learn how to:

- Gather the threads of your story
- Research potential audiences and partners
- Craft compelling and targeted messages for new support



Making the Case:

Develop the case for new community support by identifying:



New Community Partnerships



In this session, congregations will learn how to collaborate with your community to identify your:

- Assets
- Values
- Prospective new space use partners
- Prospective new sources of funding

Capital Campaigns & Internal Fundraising



Learn from an experienced capital campaign consultant how to:

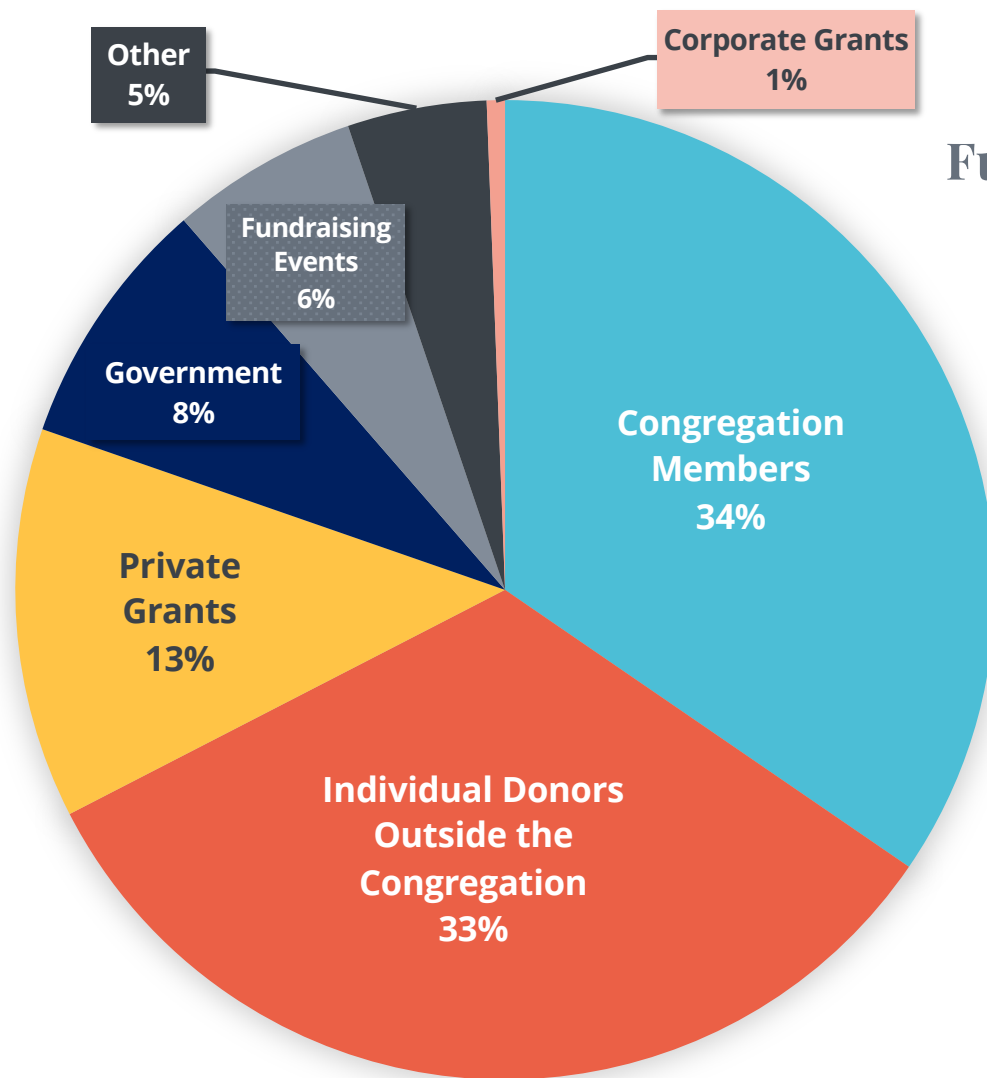
- Make the most of membership fundraising
- Develop effective capital campaign structure and timetable
- Build a foundation for a community-wide campaign

Tapping Community Funding Sources

By using your case, you'll be prepared to tap new donors across the community, such as:

- Former members and families historically associated with your congregation and/or building
- Local and regional foundations
- Supporters of your community outreach programs
- People interested in historic buildings





Funding Sources for Case Studies

- Congregation Members
- Individual Donors
- Private Grants
- Government
- Fundraising Events
- Other
- Corporate Grants

Does New Dollars/New Partners work?

Program Evaluations have shown that New Dollars:

- Increased motivation among leadership team to make better use of sacred places
- Improved knowledge of how to make best use of sacred spaces
- Increased knowledge of fundraising techniques
- Increased understanding of the sacred place's mission among congregation as a whole

Long-Term Benefits for Participating Congregations:

- 66% made significant progress in developing new or deeper community partnerships
- 25% made progress in developing new financial resources

New Dollars/New Partners in Action

Quinn Chapel AME

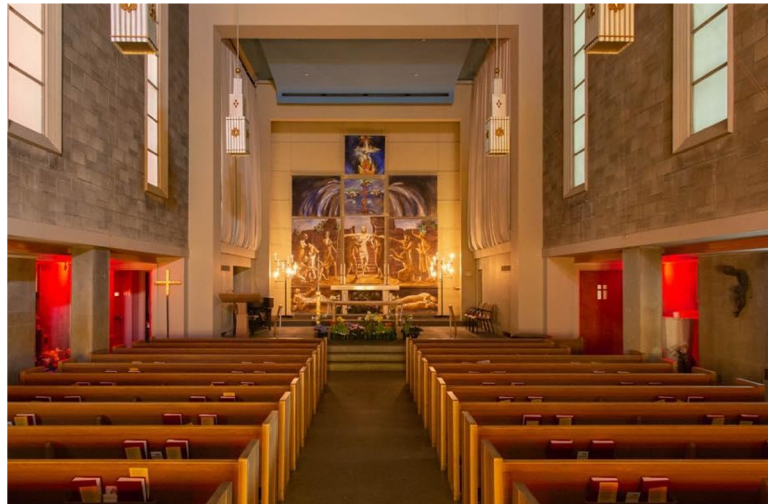
Chicago, IL



New Dollars/New Partners in Action

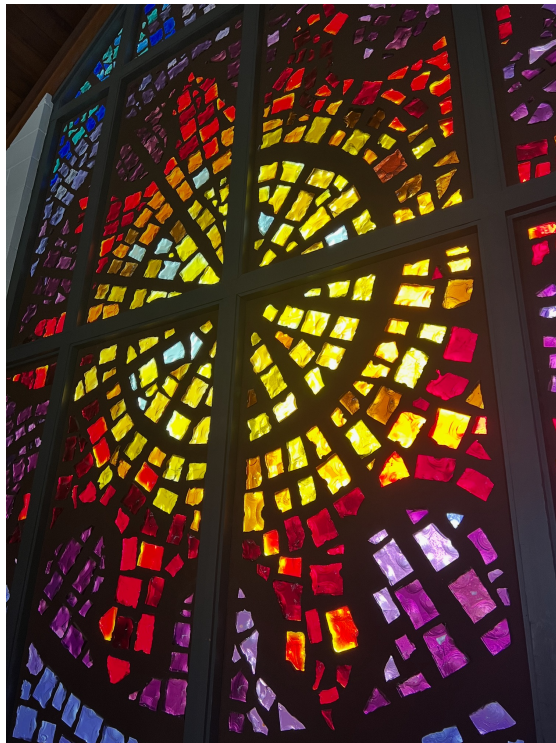
**University
Lutheran Church**

Cambridge, MA



New Dollars/New Partners in Action

St. Paul's Episcopal
Columbus, IN



Is your congregation ready for New Dollars/New Partners?

To make the most of the training, we *highly* recommend:

A team of THREE congregational leaders

- Senior clergyperson or faith leader (priest, rabbi or pastor)
- Lay leaders with energy and passion for the project

A commitment to attend all THREE training sessions

- Two (2) training sessions will be offered virtually (approximately 90 – 120 minutes each)
- One (1) training session will be offered in Philadelphia (approximately 7 hours)

That the congregation is ready for a THREE-month process of discovery and action

Remember that...

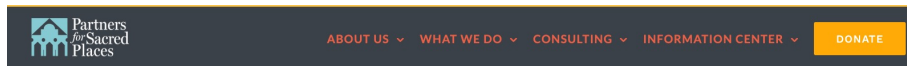
Successful Congregations in this program have:



- A vision for their mission and their buildings as tools to carry that mission out
- Energy to bring their vision to life
- Openness to learning new ways to raise capital funds
- Interest in learning more about how to share your space with the community

Registration & Costs

Registration



Home » What We Do » Training » New Dollars, New Partners

New Dollars / New Partners **Registration Now Open for Fall 2025**



NEW DOLLARS/NEW PARTNERS is a training program to provide resources to help congregations manage and make the most of their buildings, form new relationships in their communities, and

Cost

\$2,000 per congregation (up to 4 clergy and laypersons can participate) plus a \$100 non-refundable registration fee.

What's Included in the Cost

1. Participation for up to 4 members of a congregation in two, 2-hour virtual sessions, and one full-day training session in Philadelphia (virtual participation is not possible during the in-person session)
2. Training materials for all participants, including recording of the virtual sessions
3. Access to Partners' *Public Value Tool* — a website congregations can use to calculate the economic and community impact of their programs
4. Breakfast and Lunch during the in-person training in Philadelphia

What's Not Included in the Cost

1. Hotel accommodations and travel for the in-person session in Philadelphia
2. Any additional meals

Outcomes

By the end of this training, your congregation will create:

1. A case statement to tell your story and reach a wide

Costs

\$2000 per congregation

- Plus a \$100 non-refundable registration fee
- For a team of up to 3 people
- Note: Members of Lake Institute get \$100 off!

Price includes:

- Two 2-hour virtual sessions
- One full-day training session in Philadelphia
- Training materials & recordings of all virtual sessions
- Access to the Public Value Tool
- Breakfast & lunch at in-person training

Other Logistics

Costs not included

Hotel

- Two hotels close to the training site with reasonable rates will be sent to you
- Congregations are responsible for hotel costs.

Meals:

- Any meals outside of the designated training day
 - E.g. Dinner the evening before or after the training



Dates

- August 1, 2025 – Registration Deadline
- September 13, 2025 – 12:00 pm – 2:00 pm ET*, 1st virtual session
- October 18, 2025 – 12:00 pm – 2:00 pm ET*, 2nd virtual session
- November 8, 2025 – 9:00 am – 4:00 pm ET, in-person session in Philadelphia, PA

* Please hold these times for virtual sessions.

Q&A

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Thanks!



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