

WHAT

IF?

ANNUAL  
GIVING  
CAMPAIGN

**2022**

**WHAT IF...?** is not just about stewardship. It is an invitation to imagine new ways that our Roof Digging Church can be a blessing if we humble ourselves and pray, seek God first, and be crazy generous.

SCAN ME



**CURIOUS FOR MORE?**

Wherever you see this symbol, simply open your smartphone camera and hover over it.





In 1986, we had a \$0 budget. In 2021, our budget was \$1.625M.

**Woodlake grew** from 200 in weekly worship in 1986 to 900 in 2020.

**Woodlake UMC** aspires to make the love of Jesus accessible to more & more people by being the light of His love in our community and world.



## Welcome to **WOODLAKE UMC.** A Roof-Digging Church.

We aspire to make the love of Jesus accessible to all who seek Him, even if it means digging a hole in the roof. A Roof Digging Church doesn't accept the status quo. We are called to ask "What If...?" and find new and creative ways to bring people to Jesus, even if it is difficult or unconventional.

**For the last 35 years, Woodlake UMC has been making disciples for the transformation of the world.** Through our many ministries and missions, our congregation has been a blessing to the immediate community, the Greater Richmond area, and the world. We've welcomed thousands of new members. We've baptized and confirmed over 1,000 adult, youth and children. We've served tens of thousands of meals. We've sent dozens of mission teams to Appalachia, the Gulf Coast (Hurricane Katrina), Haiti, Sierra Leone, Guatemala, Cuba, etc. We even paid the salaries of all of the United Methodist pastors in Cuba for a year!

And we are just getting started. What If... we humble ourselves and pray, seek God first, and be crazy generous? Imagine what we can do together as a congregation over the next 35 years and beyond!

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### **The Original Roof Digging Story**

**Mark 2:1-12 NIV**

*Jesus Forgives and Heals a Paralyzed Man*





## We are Roof-Diggers. Woodlake UMC is a **VIBRANT** church community.

As the 3rd-largest Methodist church in the VA Conference, we have missions, programs, ministries and worship services which actively involve hundreds of Woodlake UMC people and reach thousands in our community and around the world for Jesus. The statistics on the next few pages give an idea of the scope of our reach. Even in the face of COVID-19, the worst pandemic in a century, we continue to thrive because God is with us!



**In 2019 we benchmarked Woodlake UMC with 11 large VA churches...**

### WHERE WE ARE

- We are 3rd in weekly worship attendance.
- We are the 2nd-most indebted (\$2.4M) church in the study.
- We are 11 out of 12 churches in total giving per average weekly worship attendee.

**What if we had a larger budget?  
Where could we invest those funds?**

### WHERE WE COULD BE

- More programs and small groups for adults and youth
- More missions and outreach in Chesterfield County/RVA
- Staffed appropriately for a church our size

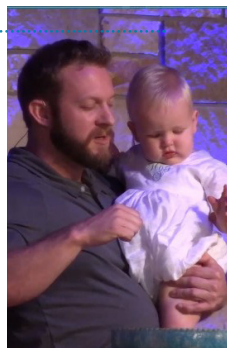




# What if... our finances were stronger? What more **COULD WE ACCOMPLISH** as a congregation?

Throughout 2021, God inspired us to find new ways to be in ministry with creative uses of technology and outdoor spaces. For example, instead of traditional Vacation Bible School which is normally indoors during the day, we offered Camp Woodlake which was an outdoor, evening version of VBS. We offered curbside communion, presented 3rd-grade Bibles outdoors, and utilized the stage in our parking lot for multiple services and events.

**9 Baptisms**  
at Woodlake UMC in 2021



**Camp Woodlake (Outdoor VBS)**  
90+ participants  
80+ volunteers



**538 Weekly**  
Worship  
Attendance  
#1 in  
Richmond  
District UMC\*

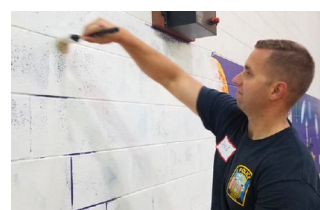


**Adult Ministry**  
with 260  
weekly  
participants\*

**60 Volunteers**  
Served in Roof Digging  
Week 2021



**Children & Youth Ministry**  
with 150+ weekly  
participants



**Congregational Outreach**  
1000+ phone calls  
and house visits to  
congregants since  
COVID-19



**81 Mission Participants**  
at Woodlake UMC in 2021



\*prior to COVID-19

# We are Innovators.

Woodlake UMC is on track to implement the five innovations from **NEXT LEVEL INNOVATIONS** (NLI) that the congregation voted to adopt in October 2019.



A special thanks to the many dedicated volunteers, led by Bob Goebel, who worked on these innovations over a 20-month period. We owe a huge debt of gratitude to Bob and the Wii team!

## Focus

Further refined the church's strategy & goals. Selected Belmont and LC Bird High School as focal point of local serve ministries.

## FOCUS

## Worship Excellence

Launched new, distinct Sunday Worship services (Modern 9:30am, Traditional 11am) and improved Worship Hospitality.

## WORSHIP EXCELLENCE

## Healthy Staff Culture

Implemented HR process improvements, updated position descriptions, and benchmarked salaries.

## HEALTHY STAFF CULTURE

## Cultivate Generosity

Improved financial reporting to congregation, developed a planned giving strategy and launched Stewardship Committee.

## CULTIVATE GENEROSITY

## Discipleship Pathway

Created new Discipleship Pathway, "We Believe" statements and rolled out Adult Discipleship "Grow Night."

## DISCIPLESHIP PATHWAY



SCAN ME





## There are three primary benefits to consolidating to a single fund



### FLEXIBILITY

A combined fund gives the church flexibility to allocate funds to the highest priority needs in a given month.



### SIMPLICITY

A combined fund simplifies giving for those who give to both Operating and Building Funds.



### TRANSPARENCY

Consolidating our operating needs and mortgage into a single fund (similar to a household budget) provides more transparency to the true cost of operating our church.

Please note an important **CHANGE** for 2022... We are consolidating from 2 funds in 2021 to a single fund in 2022.

### 2021 GIVING CAMPAIGN

2021 Combined Estimated Giving (2 Funds) - \$1.915M

**Operating Fund**  
(2021 Budget - \$1.625M)

**Building Fund**  
(2021 Estimate - \$0.29M)



**2022 Annual Fund**  
(2022 Target = \$2.070M)

### 2022 GIVING CAMPAIGN

2022 Annual Fund covers all operating needs  
+ pays the mortgage

SCAN ME



### WHAT WE NEED FROM YOU.

We build our budget based on commitment cards received and therefore cannot complete an accurate budget without your card. **Please complete a Commitment Card for 2022. You can find the card included with this packet or you can complete one online by visiting [WOODLAKEUMC.ORG/GIVE](https://WOODLAKEUMC.ORG/GIVE) OR SCANNING THIS QR CODE.**



## ADULT MINISTRY

Many groups have returned to in-person or hybrid meetings,

A number of new classes were introduced in 2021, including Emotionally Healthy Spirituality and Spiritual Gifts.

New groups continue to be launched, including Fridays by the Firepit which welcomed nineteen people to experience small group ministry in a socially distant way.

Women's ministry got creative and hosted Sugar Plum Celebration in December 2020 which connected 75 women digitally and physically. A similar event is planned for 2021.

Adult Discipleship "Grow Night" launched on Tuesdays with multiple new classes and monthly fellowship dinner.



## CHILDREN & YOUTH MINISTRY

Despite many challenges related to COVID-19, participation in our youth ministries remain at pre-pandemic levels.

Sunday children's programming relaunched with the return to in-person worship service.

We made opportunities to connect in new ways outdoors:

- > Camp Woodlake (outdoor VBS)
- > HSM Outdoor Movie Night
- > 3rd-Grade Bibles Presentation Outside



## SERVE MINISTRY

Supported Mission and Outreach Ministries with investments in staff, facilities, and technology.

Provided direct grant funding and marketing support for key partners like Belmont and CIS (Communities in Schools) Schools.

Coordinated multiple events on behalf of key partners to build awareness and feed thousands of hungry people in our community.

Served hundreds of meals to faculty and staff at local elementary schools.

Our ministries thrive due to your generosity. We are **MAKING DISCIPLES** for Jesus and **MEETING** the needs of our congregation and community.

## CARE MINISTRY

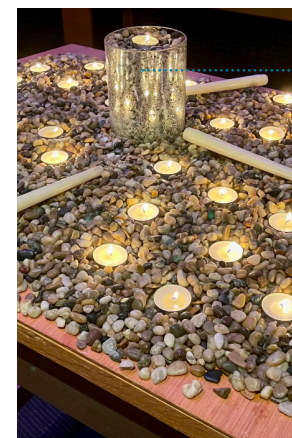
Made phone calls and delivered boxes to over 1,000 homes since March 2020.

Resumed in-person Stephen Ministry leaders and care receiver meetings.

Sent flowers and gifts to a record number of individuals facing life challenges.

Conducted pastor meetings in-person, via phone and virtual technology.

Hosted multiple weddings and funerals (some virtual due to COVID-19).





# WHAT GIFTS CAN I GIVE?

## EXTRAVAGANT GIVER:

Give beyond the tithe.

## TITHER:

Begin to tithe (10% of income).

## GROWING GIVER:

Increase the percentage of income.

## INTENTIONAL GIVER:

Plan the specific percentage of your income you give.

## FIRST TIME GIVER:

Begin to Give.

What if... we give  
**GENEROUSLY** to the  
church?

### 2022 Annual Fund

If everyone who gave last year increased their combined 2021 giving to Operating and Building by 1% of gross annual income and everyone else gave only \$30/week, we would meet the full financial needs of the church.

Last Year's giving  
to the Operating  
Fund was

\$

Last Year's giving  
to the Building  
Fund was

\$

My annual  
pledge to the  
2022 Annual  
Fund will be

\$



### MEET JOHN AND JANE DOE.

Gross Household Income of \$100,000.

- 2021 commitment to Operating was 4% (\$4,000) and Building was 1% (\$1,000) of pre-tax income.
- Total 2022 commitment of 6% (\$6,000) is 1% (\$1,000) more than combined 2021 giving of 5% (\$5,000) of pre-tax income.

### DID YOU KNOW?

- If you gave in 2021 to Operating only or to Operating plus Building, please consider increasing your combined 2022 commitment by 1% of your gross annual income (ex. from 5% to 6%).
- If you did not give last year, please consider committing \$1,560 (only \$30/week) in 2022.

SCAN ME



Not sure  
what you  
gave last  
year?  
We can  
help.

## 2021 BUDGET AT A GLANCE

### 2021 Operating Budget \$1.625M

Included worship, programs, missions, outreach, staff, facilities, and administration.

Only 80% of assessed apportionments were budgeted for 2020.

### 2021 Expected Loan Payments - \$0.29M

Funds utilized to pay principal and interest on \$2.6M loan balance.

Minimum annual payment is \$342,000, but we would like to pay down faster.

### 2021 Operating Budget + Loan Payments - \$1.915M



What if we achieved our **2022 ANNUAL FUND** of \$2,070,000? What might we be able to achieve?

## WHERE WE WANT TO GO WITH THE 2022 ANNUAL FUND

**Worship Excellence:** More music and videos, higher quality production, expanded online ministry.

**Discipleship Path:** New curriculum and programs for adults, youth and children.

**Healthy Staff Culture:** Cost of living increases for staff, hiring needed staff.

**Financial Health:** Pay apportionments\* (allows for the hiring of more pastors).

**Outreach and Hospitality:** Radical weekend hospitality, more community support/involvement.

### Pay our mortgage

- Ensures that we are able to meet contractual obligations.
- Reduces total interest payments of life of the loan.
- Accelerates our capacity to reach more people by improving and expanding existing facilities.

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\*Apportionments are the share each local church pays their conference to support international, national and regional missions. Each church is assessed annually based on the size of their budget.





**WOODLAKE UMC**

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