

paring confidence in God's grace. This is our moment to look toward the future of this church and boldly respond to the needs of the world with a living,

# Always being made New.

THE CAMPAIGN FOR THE ELCA

2014 REPORT



**Evangelical Lutheran Church in America**  
God's work. Our hands.



April 2015

Dear brothers and sisters,

We are one year into this new journey as members of the ELCA, and already your generosity to *The Campaign for the ELCA* is giving us so much to celebrate and be thankful for. All involved with the administration of the campaign give thanks to you – our individual donors, congregations, synods and volunteers – for your amazing response to God's call to do more, together.

Your gifts and support are already making a difference throughout our church. The ELCA Malaria Campaign is at 93 percent of its \$15 million goal, which we are on track to meet and exceed this year. Gifts to ELCA World Hunger are allowing program growth in sustainable development, health, situations of migration, and work among marginalized communities through our global companion churches. There is now nearly \$46 million in the ELCA Fund for Leaders combined endowments, indicating the 2015-2016 academic year's scholarships will reach even more students than previous years. We couldn't have done all of this without your support!



This year, we are focused on our congregations with ELCA New Congregations, Renewing Congregations and Disability Ministries. Through these priorities, we are raising awareness and funds to not only grow in our life of word and sacraments but to be spiritually renewed, together.

Together, we have and can do more. On behalf of all who will benefit from your generous gifts, I thank you for your continued support.

In Christ,

A handwritten signature in black ink that reads "Rev. Ron T. Glusenkamp". The signature is fluid and cursive, with a long, sweeping underline.

**Pastor Ron Glusenkamp**

Director, *The Campaign for the ELCA*





Dear members of the ELCA,

We are privileged to respond to the call to serve as leaders for *The Campaign for the ELCA*. We care deeply about our church. We believe in the power of faith to enable all of us to be God's light in this world.

The campaign offers a God-given opportunity for all of us in this church to deepen and expand the mission and ministries to which we are committed. We are a church of abundance, using our hearts and hands to do God's work. This campaign gives us all the opportunity to expand this church's vision, and to reach out locally and globally in dynamic new ways that will make a difference not only today, but well into the future.

Sincerely,

**Loren and MaryAnn Anderson**

Steering Committee Chairs, *The Campaign for the ELCA*





ALWAYS BEING MADE NEW: THE CAMPAIGN FOR THE ELCA

## In February 2014, we embarked on a courageous and unprecedented journey as members of the Evangelical Lutheran Church in America (ELCA).

Through *Always Being Made New: The Campaign for the ELCA*, we committed ourselves to investing in the future of this church, deepening relationships and expanding ministries that serve our neighbors and communities in the United States and around the world. We made the promise to do more, together.





**“In the first year of our first-ever comprehensive campaign, we achieved more than 23 percent of our goal. We are actually slightly ahead of our goal. This points to the abundance of God, the generosity of our people and the hard work of our campaign staff. I am excited and encouraged.”**

**- ELIZABETH A. EATON**

Presiding Bishop,  
Evangelical Lutheran Church in America



Now, with the first year of *The Campaign for the ELCA* complete,  
**we are off to a strong start to achieving all that we set out to accomplish.**



*Participants of the International Leaders - Women 2014 seminar visiting the statue of Martin Luther's wife, Katharina von Bora, in Wittenberg, Germany.*

In addition to **placing 21 percent more young adults** this year than last, Young Adults in Global Mission launched a new country program in Rwanda and will begin the Cambodia program in August. **Twenty new-start ministries were approved** to start already this year with a **goal of 50 additional new-start ministries** for the remainder of 2015. The ELCA Malaria Campaign is nearing its financial **goal of \$15 million**, and the first class of International Leaders—Women will be starting at **six ELCA colleges, universities and seminaries** this fall, in addition to many more exciting things. We couldn't have done all of this without your support!



## Campaign Steering Committee Members

*Special thanks to our Campaign Steering Committee for their leadership.*

**LOREN AND MARYANN ANDERSON**

Mount Olivet Lutheran Church  
Minneapolis, Minn.

**SARAH BOWERS**

Redeemer Lutheran Church  
Columbia, S.C.

**KENT DAUTEN**

Lutheran Church of the Ascension  
Northfield, Ill.

**THE REV. ELIZABETH EKDALE**

St. Mark's Lutheran Church  
San Francisco, Calif.

**TIM KRUMM**

Zion Lutheran Church  
Iowa City, Iowa

**BISHOP BRIAN MAAS**

Nebraska Synod

**CHRISTINE MUMMERT**

St. Peter's Evangelical Lutheran Church  
Neffsville, Pa.

**JENNY PETERSON**

Gloria Dei Lutheran Church  
St. Paul, Minn.

**TANISHA PITRE**

Community Lutheran Church  
Los Angeles, Calif.

**BOB AND BECKY SHAW**

Faith Lutheran Church  
Clive, Iowa

**STEVE AND STEPH SMITH**

Bethlehem Lutheran Church  
Minneapolis, Minn.

**DUANE SANDER**

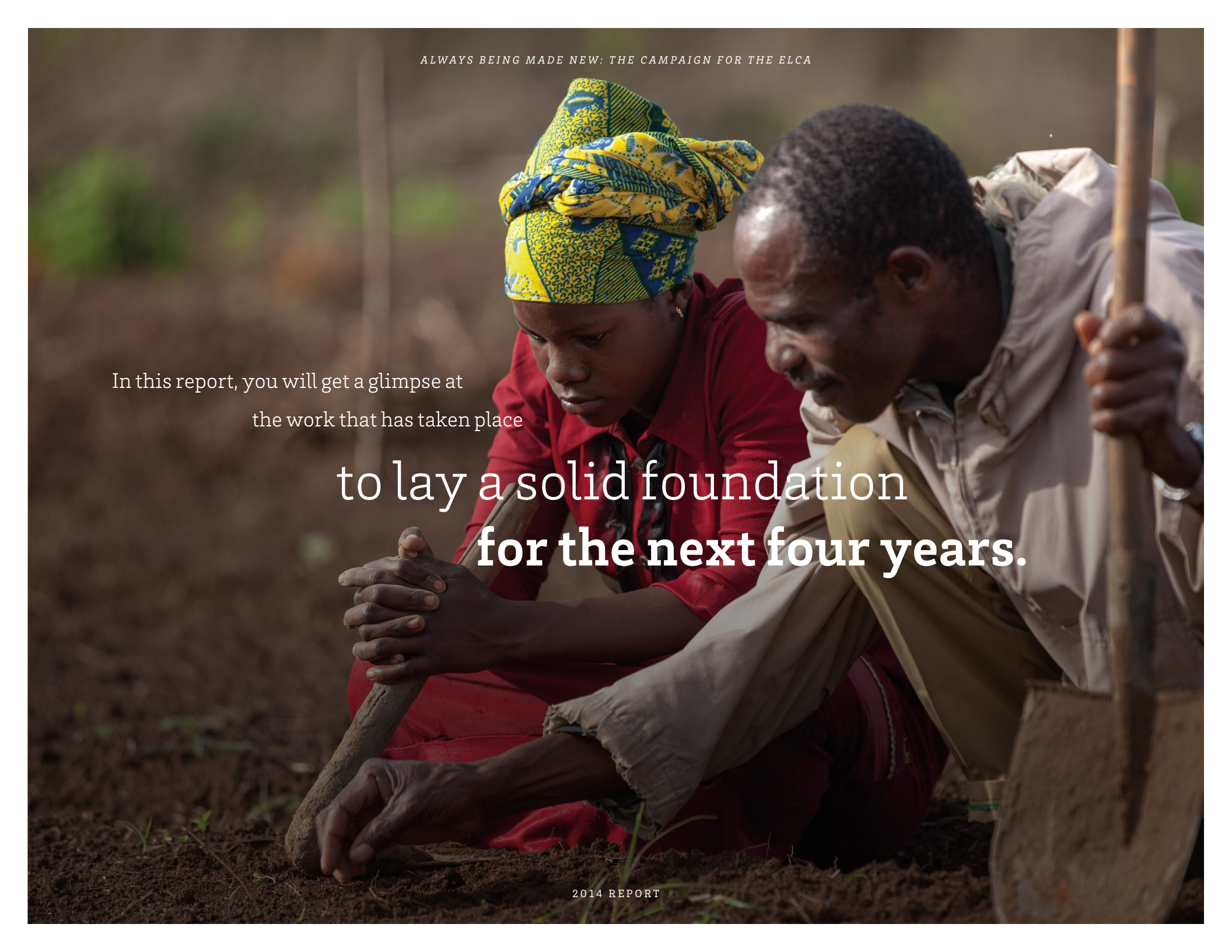
First Lutheran Church  
Brookings, S.D.

**RICK TORGERSON**

Normandale Lutheran Church  
Edina, Minn.

*Thank you*





ALWAYS BEING MADE NEW: THE CAMPAIGN FOR THE ELCA

In this report, you will get a glimpse at  
the work that has taken place

to lay a solid foundation  
**for the next four years.**

2014 REPORT



# *Together*, we can do more.

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The church owes a great deal of thanks to generous donors, lay and clergy leaders, and the volunteers of the Campaign Steering Committee and the Bishop's Advisory Council who are stepping forward to extend the impact of the campaign.

*Thank you for your support!*



## CAMPAIGN PROGRESS



**\$44,749,000**

amount of current gifts  
to the campaign



**\$10,820,000**

planned gifts\*  
for campaign priorities



**\$3,489,000**

amount of outstanding  
multi-year commitments



**62%**

percentage of congregations that  
gave to a campaign ministry



**23%**

campaign total raised  
in the first year



**\$201.77**

the average individual gift  
amount (under \$10,000)



Number of gifts to campaign priorities increased **11%** between 2013 and 2014.

In addition, there was a **67%** increase in six-figure or more gifts.

*\*While planned gifts for the campaign priorities are not included in the \$198 million goal, they are critical to the future sustainability of these ministries.*



ALWAYS BEING MADE NEW: THE CAMPAIGN FOR THE ELCA

## CAMPAIGN GIFTS IN ACTION

2014 REPORT



## YOUNG ADULTS IN GLOBAL MISSION LIVE, LEARN AND SERVE IN RWANDA

Last August, a new Young Adults in Global Mission program in Rwanda launched with six young adults from across our church. In addition to working closely with the congregational and social ministries of the Lutheran Church of Rwanda, the young adults are working in a wide variety of placements, including community organizing, vocational training, women's economic development work and much more. They are also participating in the daily work and life of the Rwandan people, which has subsistence agriculture at its base.

One volunteer, Sarah Brock, described her experience: "When I stepped off the plane six months ago, I felt upside down. I pictured my friends and family back in America standing on the opposite side of the planet. During the first few months, it was exciting and exhausting to be in this new position, viewing the world from a different vantage point. I would end each day amazed by all that I was experiencing but utterly exhausted by all the new things I had to wrap my mind around. But at some point, midst all the adventure, everything became normal. The normalcy means I've made friends, that my house feels like home, and that this culture is leaving its mark on me. I'm learning how to speak, eat, walk, sing, and dance like a Rwandan."







ALWAYS BEING MADE NEW: THE CAMPAIGN FOR THE ELCA

## ELCA MALARIA CAMPAIGN NEARS \$14 MILLION MARK

Making up nearly \$14 million of the current campaign gifts is support for the ELCA Malaria Campaign. Initiated by the 2011 ELCA Churchwide Assembly, the ELCA Malaria Campaign supports programs that provide mosquito nets, insecticides, medication, health care, education and more to 13 African countries.

Together, we already have made an impact. Through the ELCA Malaria Campaign, more than 2 million community members have been educated, nearly 50,000 insecticide-treated bed nets have been distributed, more than 10,000 people have been trained in malaria prevention and treatment, more than 32,000 expectant mothers have received preventive malaria treatment during pregnancy and in malaria-stricken areas, there are 45 million fewer infections per year. By joining global efforts to fight malaria, the ELCA Malaria Campaign has been a part of slashing the death rate in half in Africa since 2000.





## 20 NEW-START MINISTRIES ALREADY APPROVED IN 2015

Each year, the ELCA initiates approximately 55–60 new-start ministries across the United States and the Caribbean through the work of 65 synod mission tables made up of local leaders, directors for evangelical mission and bishops. These new-start ministries are focused on reaching out in areas experiencing rapid population growth, connecting to changing communities and engaging diverse socio-economic groups, ethnic and multicultural communities, as well as emerging young populations.

Currently, there are 352 ministries under development with 56 percent among ethnic or multicultural communities and 27 percent among people of the working class and still experiencing poverty. With the support of campaign gifts to ELCA New Congregations, 20 new-starts were approved in the first quarter of 2015, with the anticipation of 50 more this year. This number represents an increase of nearly 17 percent from 2014. Together, with our hands, we are doing God's work of restoring and reconciling communities in God's name.







## THE CAMPAIGN FOR THE ELCA

*Always Being Made New: The Campaign for the ELCA* is our moment to look toward the future of this church and boldly respond to the needs of the world with a living, daring confidence in God's grace. This five-year, \$198 million campaign will help our church grow our communities of faith, form new leaders, welcome our neighbors, overcome malaria, confront hunger and poverty, accompany our global churches and so much more. Together, we can achieve things on a scale and scope we could never do otherwise. Thank you for your support.

For more information as you plan your involvement in  
*Always Being Made New: The Campaign for the ELCA*,  
please contact us at 800-638-3522, ext. 2612,  
or email us at [campaignforELCA@elca.org](mailto:campaignforELCA@elca.org).



**Evangelical Lutheran Church in America**  
God's work. Our hands.

8765 West Higgins Road • Chicago, IL 60631-4101  
800-638-3522 • [ELCA.org](http://ELCA.org)  
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