



GENEROSITY GUIDE


In accordance with UUSD Bylaws, Section 7.4, 1) g), “The BOT shall manage the sharing of any sensitive financial data.”


Every financial commitment is valued. It takes all gifts to enable UUSD to thrive.


Each of us will have our unique circumstances to consider in making a pledge. This Generosity Guide is a tool to help you translate your pledge into real dollars.

 **RED** contributors come from households that have a source of steady income—a job that pays well, a good pension, or income-producing assets. You are fortunate to have discretionary income. If so, your household is red. A red pledge may be **\$5,000 or more**.

 **MAGENTA** is similar to red but a little bluer. Magenta means you and perhaps others in your household have a reasonably high income. You may be magenta, rather than red, if you have kids in college, high medical bills, or other obligations that reduce your discretionary spending. A magenta pledge may be **\$3,000-\$5,000**.

 **PURPLE** comes in many shades. Purple may be retired and living on a fixed income. Purple may have income that varies from year to year. Purple may be helping other members of the family or be a single-income family. A purple pledge may be **\$1,000-\$3,000**.

 **BLUE** does not have a lot of money to spare. Blue may be paying off loans or living on a very modest income. Blue is beautiful and a valued part of our UUSD community. Blue pledges may be **\$300-\$1,000**.

 **LIGHT BLUE** is in a different situation financially and may need to pledge **less than \$300 annually**. Light Blue is a valued part of our Beloved Community.

FROM OUR MINISTER

Dear UUSDers,

As we continue celebrating UUSD’s 25+ years, I keep thinking about how—in congregational terms—25 years is a long time *and* ... just the beginning. Here is the long and short of it.

UUSD is on a strong trajectory; we are blessed by regional demographics and this community’s “good bones” and big heart. But the realities of our relatively short congregational history are that it can feel like we’re constantly playing catch up. We need more staff support in multiple areas, and we are trying to address that, bit-by-bit, with each year.

Your continued support is essential for our becoming a steady beacon for progressive faith in Sussex County and beyond. Thank you for all that you do in all its many forms!

Rev. Heather Rion Starr



FROM OUR BOARD PRESIDENT

Friends,

Our next fiscal year (FY25) is shaping up to be a challenging one here at UUSD. Your pledge is an investment in the future of this liberal, progressive community and helps to support the following programs: spiritual leadership from our full-time minister, an inspirational music program, support and staff for our ministries and committees, mortgage and insurance payments, utilities, building and ground maintenance, and dues to the UUA, to name a few.

The pledge campaign amounts to roughly 88% of our annual income. For this year’s campaign to be a success, I urge everyone to give as you are able. The future of our congregation is bright. Your annual pledge is the material form of expressing love for all that is UUSD.

Paul Barnette



Unitarian Universalists of Southern Delaware

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*Deep Roots
New Growth*



2024/2025

Pledge Campaign

**UNITARIAN
UNIVERSALISTS
OF SOUTHERN DELAWARE**

*A Welcoming and Progressive
Spiritual Community*

UUSSD.ORG



UUSD ANNUAL PLEDGE CAMPAIGN DEEP ROOTS – NEW GROWTH

DEEP ROOTS – NEW GROWTH

Originating in the deep roots of our faith, UUSD is flourishing with new growth. More than 25 years of growth in January 2024: UUSD stands strong!

GROWTH ACHIEVED: 2023 HIGHLIGHTS

- ♥ Wildflower Pollinator garden
- ♥ Memorial garden with chalice sculpture
- ♥ Children's playground
- ♥ New Children's Faith Exploration Director
- ♥ Eighteen Covenant and Affinity Groups
- ♥ Pastoral Care here for support
- ♥ Fun community events
- ♥ Website—56,000+ page views
- ♥ Google Workspace up and running
- ♥ UU University—building leadership skills
- ♥ Successful fundraising events
- ♥ Searching for the Future Task Force—setting multi-year priorities
- ♥ Improved security systems
- ♥ Generous donations to community groups—Share the Plate donations over \$8,400
- ♥ Strong, responsible financial management



GROWING INTO OUR FUTURE: 2024-2025 HIGHLIGHTS

FY25 will be a critical year for UUSD as we strive to extend our vision and keep up with the needs of our growing congregation:

- Additional staff/contract help to support facilities, communications, and volunteer coordination
- Electronic roadside message board to replace our current, old marquee
- Required refinancing of UUSD's mortgage which will inevitably be at a higher interest rate
- Paid childcare (especially nursery care)
- Maintain our recently expanded staff and operating costs.

INVEST IN UUSD

**What do I want
to give?**

**Does my gift honor
my values?**

OUR SPIRITUAL HOME

Investing in what we value brings it all home. Giving to support what matters personally connects us with our deepest values. Fulfilling our dreams here at UUSD brings our values to life.

DEEP ROOTS – NEW GROWTH

Responsible Giving Is a Spiritual Practice

UUSD's Growth Depends on All of Us.

Please Take a Few Moments to Examine
Your Own Giving.

Find a Level of Pledging that You Feel Is Generous
and Honors Your Relationship with UUSD.

It is Crucial that We All Pledge if We Can.

HOW TO PLEDGE

1. Complete an online form (available on the website at uusd.org), which will be delivered automatically to the Treasurer.
2. Print and complete a paper form, scan/photo it, and submit it via email to pledge@uusd.org (which will auto-forward to the Treasurer).
3. Print and complete a paper form and mail it to UUSD, marking the envelope: "Attn: UUSD Treasurer—Private."

Note: You can begin paying on your FY25 pledge beginning July 1, 2024.

UUSD PLEDGE TEAM

In case of questions, contact the FY25 Pledge Campaign Team Members:

Bobbe Baggio (Chair)
Rev. Heather Rion Starr
Kent Sprunger
Linda Lewis
Lisa Drottar