

Resolution

Subject: Laurel Ridge 60th Anniversary Capital Campaign Extension
From: Vision and Mission Committee

WHEREAS, the 2018 Synod of the Moravian Church in America Southern Province approved Resolution #8 for a \$1.5 million 60th Anniversary Capital Campaign for Laurel Ridge, mandating the subscription phase of the campaign be completed prior to the next Synod, the Board shall present a complete report to the Synod of 2022 on the success of the capital campaign and other 60th Anniversary celebration efforts; and

WHEREAS, the Laurel Ridge Board received authorization from the Provincial Elder's Conference to begin the Campaign in a letter dated October 14, 2020; and

WHEREAS, due to the extended and unforeseen nature of the Covid-19 pandemic, the 60th Anniversary Celebration was delayed one year; and

WHEREAS, due to the extended and unforeseen nature of the Covid-19 pandemic, congregations, agencies and ministries of the Province were closed to in-person gathering; and

WHEREAS, due to the extended and unforeseen nature of the Covid-19 pandemic essentially limiting the subscription phase of the campaign to electronic means or outdoor gatherings until the Fall of 2021; and

WHEREAS, in a letter dated October 14, 2020, the Provincial Elder's Conference acknowledged the Laurel Ridge Board may ask at a later date for a one-year extension to the campaign, but had not yet determined whether such an extension could be approved by the PEC or would need to be approved by the 2022 Synod.¹ The PEC subsequently determined it would not make the decision to extend the campaign and that the Laurel Ridge Board should seek approval of the 2022 Synod for the extension; therefore be it

RESOLVED, that the Laurel Ridge Board may continue the solicitation phase² of the 60th Anniversary Capital Campaign until May 31, 2023; and

RESOLVED, that a full written report will be delivered to the PEC, Provincial Support Services Board, electronically to each congregation and posted on the Laurel Ridge website on the successes of the campaign.

¹Some of the multiple reasons for the delay in starting the solicitation phase:

1. This was a first Capital Campaign for the current director, and he thought the campaign could begin as soon as Synod approved the resolution. PEC needed to provide final approval before beginning.
2. The final feasibility study from MMFA was completed Feb. 2019 at which time they declined participating in a formal/contracted manner as their priorities and business had shifted away from "capital" type projects.
3. After interviewing several fundraising firms, the board chose NOT to spend the estimated \$150,000 each of the firms quoted to steer/guide the campaign.
4. After reviewing the MMFA Feasibility study, and with the successes of LR financially over that time, the board and staff decided on an internal (staff & board) led campaign, along with requesting an adjustment the %'s approved by Synod to the PEC in June 2020.
5. July 27, 2020 the Laurel Ridge Board received notice that the PEC approved the changes to the percentages for the campaign, and a reminder that we still needed to provide the PEC with more documentation before proceeding with the campaign.
6. August 2020, we provided all the requested items for PEC to approve moving forward with the campaign and also noted the potential to possibly need/request an extension for the campaign from the PEC during the intersynodal period.
7. October 14, 2020, we received permission to move forward with the BCCC, and the PEC would need to investigate whether they had the authority to provide an extension and would "make that determination prior to the end of 2020.

²The Laurel Ridge Board would like to extend the amount of time where we can ask for support for the BCCC (Building Community Capital Campaign).

Approved by the Finance Committee.