



# Alternative Giving Market

## DEBBIE ADAMS SHARES THE HISTORY AND LAST YEAR'S SUCCESS

The definition for an Alternative Giving opportunity on the PC-USA Presbyterian Mission web page states: *An opportunity for people to support nonprofit, cause based work with ministries that support clean water, agriculture, or relief and assistance projects, and when doing so, honor friends and family.*

Alternative gifts are signs of our gratitude for God's grace that move us to join with ministries of love and justice, reconciliation and peace. These gifts support ministries that feed the hungry, comfort the broken-hearted, and reach out into our community to share our faith with young and old.

I love history and learning how events, people, or places developed over time. When our family joined Shallowford in 1995, the Benevolence Market (precursor to Alternative giving) was already in place, the vision of members Suzanne Ginn and supporters. In those days, representatives for the supported missions, and sometimes an actual mission representative, would gather at Shallowford for one or two Sundays in December to share first-hand their work in our neighborhood. One on one discussions occurred, pamphlets shared and surely a table or two offered candy to lure you over. Those "mission Sundays" were very powerful.

Over time, with so many members working outside of the home and raising families, the large-scale market place adapted and became an information hub in the atrium outside of the Great Hall. Church volunteers welcomed questions and engaged in conversations about Shallowford's many mission partners. Members continued to give and receive their Alternative Gifting cards to send to friends and family. Because my extended family has more adults than children, this has become my preferred gift giving alternative.

In 2020, Nancy Anderson handed the reigns for Alternative Giving to me, who, in turn, took them from Martha Rosselot in 2016. As we all have experienced, 2020 brought COVID-19 and big challenges. Our talented staff (in particular, Catherine Foster, Rebecca Porter, and Sara Hinton) quickly came together and, using their talents, made the

[www.shallowford.org](http://www.shallowford.org)

## WHY DO SHALLOWFORD MEMBERS MAKE ALTERNATIVE GIFTS?

**TIMELESSNESS** - impact goes beyond the season or year. The families and communities that receive our gifts might benefit for a lifetime.

**UNIVERSALLY APPRECIATED** - engage in intentional gift giving with no concern about "will my gift be used or liked."

**LESS STUFF ON HOLIDAYS** - friends and family focus on the true meaning of Christmas.

**LEGACY** - start a family tradition of alternative gift giving knowing recipients will appreciate the good works done in their name.

**COMMUNITY** - provide an opportunity to connect others with Shallowford's mission partners.

## Mission Ministry (contd.)

online year-round giving opportunity a reality as part of “Shallowford 365.”

As a mission team member, I cannot thank them enough for helping to get the message out with the quick development on our new online alternative giving webpage.

The effects of this pandemic on our ten mission partners has been devastating. With the leadership of Shallowford’s Mission Committee, we brainstormed the idea of offering Shallowford matching funds. **Members came through with alternative giving totaling \$43,256.** This giving, plus a one-time “matching gift” from the church capped at \$25,000, were made possible by the generosity and faithfulness of our church community who maintained their financial commitment during a tough year. That faithfulness, coupled with our forgivable Paycheck Protection Program loan and our fast-acting finance committee made the matching gift possible.

It truly takes a community to make things happen and I am grateful for my SPC family!



**Alternative Giving**

A GIVING OPPORTUNITY - ADVENT 2016

## PAY IT FORWARD

Many of you have asked how you can continue to support Shallowford's mission partners after the seasonal Alternative Giving Market ends each December. **We invite you to visit our new webpage and consider making a gift today!**

**GIVE ONLINE**

## Browse Logos to Donate



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Ministry



Presbyterian  
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NETworks  
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Ministries



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LaAmistad



Habitat for  
Humanity



Shallowford Food  
Pantry



Decatur  
Cooperative  
Ministry