

SHALLOWFORD PRESBYTERIAN CHURCH



**RIPPLE  
EFFECTS**  
CAPITAL CAMPAIGN

*Out of the believer's heart shall flow rivers of living water. —John 7:38*



Dear Shallowford Community,

I am excited to announce the beginning of our 2024 Capital Campaign, ***Ripple Effects: Growing Home in Grace***. Through this campaign, we honor the people whose faith shaped ours and whose generosity provided a foundation for Shallowford's ministries. Together, we build upon their legacies by creating new ripple effects at Shallowford that will continue for generations to come. With God's help, this campaign will position Shallowford for the next decade of impactful ministry: sharing God's grace one ripple at a time.

Leading up to this official launch, our Projects Team worked faithfully behind the scenes to evaluate the current and upcoming needs of Shallowford's ministries and campus. Over 100 Shallowford members attended listening sessions about the campaign projects this summer, and we heard from you that you are most passionate about **improving accessibility on Shallowford's campus**, so that members of all mobility levels can worship together.

Shaped by your input, this Capital Campaign is focused on the four key areas of **accessibility, infrastructure, technology, and worship**. Each one will help strengthen Shallowford's ability to answer God's call to take our faith, nurtured here in these walls and through this community, out into the world. You will read more about the specific projects in the pages that follow.

Through the coming weeks, we will ask you to consider **two gifts**: one to Shallowford's 2025 annual budget, and one to the Ripple Effects Capital Campaign. Before you do, **I invite you to pray every day**. Pray with me for Shallowford's ministries, members, volunteers, neighbors, and mission partners. Pray for God's grace to fill this church in tangible ways, and for our congregation to follow God's lead through this campaign. This is a time full of hope and possibilities. Thank you for being an important part of this church family!

In Christ,

Rev. Anna George Traynham

**Shallowford  
Presbyterian Church**  
2375 Shallowford Road  
Atlanta, GA 30345  
404.321.1844  
shallowford.org

# Background

In 1958, the Atlanta Presbytery received a gift of land on Shallowford Road. In the sixty-six years since then, Shallowford Presbyterian Church has grown into a healthy, thriving, multigenerational congregation committed to inviting all people to a faithful way of life in Christ and in community. We do that through worship, music, education, fellowship, and mission, and each of those ministry areas is supported by our beautiful campus.

Shallowford has a strong history of capital campaigns, and with each opportunity, we find ourselves planning for the future of God’s ministries on Shallowford Road. Through

the collective generosity of previous campaigns, we enjoy beautiful light through our sanctuary and chapel windows, the welcoming spirit of our atrium, the church and staff offices, and much more. Today, we are a highly engaged, generous, and healthy congregation because of you – the people who have supported our congregation over the years. Through a recent generous gift, our mortgage is paid off, and the organ is well-funded for its lifetime. Thanks be to God!

Now, we look to focus our capital efforts on our campus to set the church up for the next decade of healthy growth.

## Shallowford Session:

Pamela Blass  
Kay Bryant  
Gary Budd  
Jim Crawford  
Michael Hoffer

Morgan Hutchinson  
Brent Iredale  
Toby Isaac  
Mike Johnson  
Lizzie Jury

Billy Kendall  
Andrew Lyles  
Dick Pope  
Diane Prucino  
Carter Robb

Kate Robinson  
Meg Rosselot  
Carolyn Shaffer  
Madelyn Small  
Dianne Smith

Joe Smith-Purcell  
Davis Stewart  
Prue Swerlick  
Erin Thornton  
Trent Vigar

## Projects Team:

Jay Turney, *Chair*  
Pamela Blass  
Billy Kendall  
Karen Kent  
Dave Mogge  
Bruce Morris  
David Rosselot  
Michael Thomas

## Campaign Steering Committee:

Jay Turney, *Co-Chair for Projects*  
Rob Pope, *Co-Chair for Campaign*  
Genny Tuggey, *Lead Gift Chair*  
Laura Bishop, *Information Chair*  
John Groover, *Inspiration Chair*  
Rob Schoonover, *Response Chair*  
Nancy Phillimore, *Finance support*  
Margaret & Matt Evans, *Special Events Co-Chairs*  
Prue Swerlick, *Clerk of Session, ex officio*

## Annual Stewardship Committee:

Michael Hoffer, *Chair*  
Brent Iredale  
Massimo Mariano  
Jerrri Russell  
Dell Schenck  
Carolyn Shaffer

## CAMPAIGN PRAYER

Holy God,

When you formed the sun, moon, and stars,  
ripples of **light** spread across the world.

When you spoke through the voices of the prophets,  
ripples of **hope** ignited in weary souls.

When you came to us through our savior, Jesus Christ,  
ripples of **grace** washed over our lives.

When you call to us by the voice of your Spirit,  
ripples of **peace** take root in our hearts,  
and you challenge us to share them.

Recognizing our call, prioritizing our faith, and believing in your church,  
we aim to be your faithful disciples at **Shallowford Presbyterian**.

We pray that this capital campaign will have ripple effects beyond measure:  
sharing your **light, hope, grace, and peace** with the world.

Amen.

# 2025 Annual Budget Goal Summary

A modest \$1,000 per week increase for worship, discipleship of youth, and keeping up with inflation

Note: The rest of this campaign booklet will share about the Ripple Effects Capital Campaign. This section is about the **2025 Annual Budget** to support Shallowford's ongoing ministries.

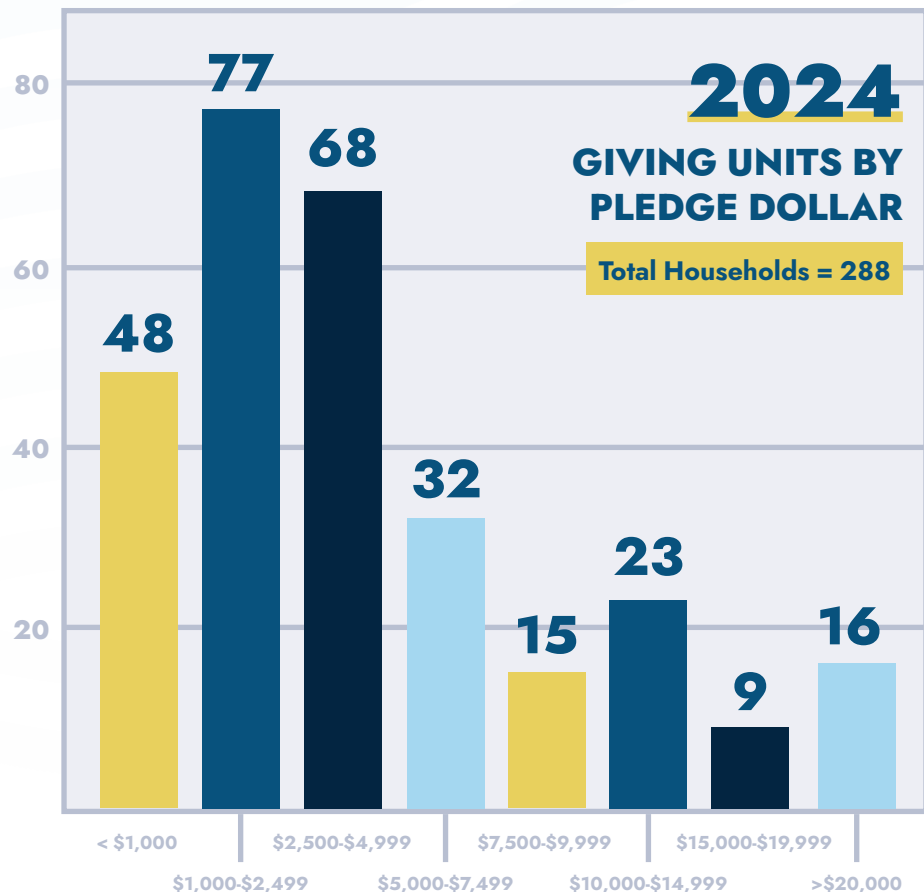
The past year was a very significant one for God's ministries at Shallowford. We welcomed our new Associate Pastor and Director of Music Ministries, held our first congregational retreat in 5 years, launched new ministries of congregational care, and nurtured community and faith through Sunday school and small groups for all ages. Our food pantry continues to grow, and we were able to give more to our nonprofit mission partners than ever before in Shallowford's history. In 2025, we will build on that momentum and on the momentum of the Ripple Effects Capital Campaign as God's ministries here grow and thrive.

Your gifts to the **2025 Annual Budget** will support ongoing ministries of worship and music, discipleship, congregational care, hospitality & operations, and mission. As you consider your pledge to the Ripple Effects Capital Campaign, we ask that you do so without decreasing your annual pledge to support Shallowford ministries. In addition to continuing our

current ministries, we are asking you to help us fund these new priorities:

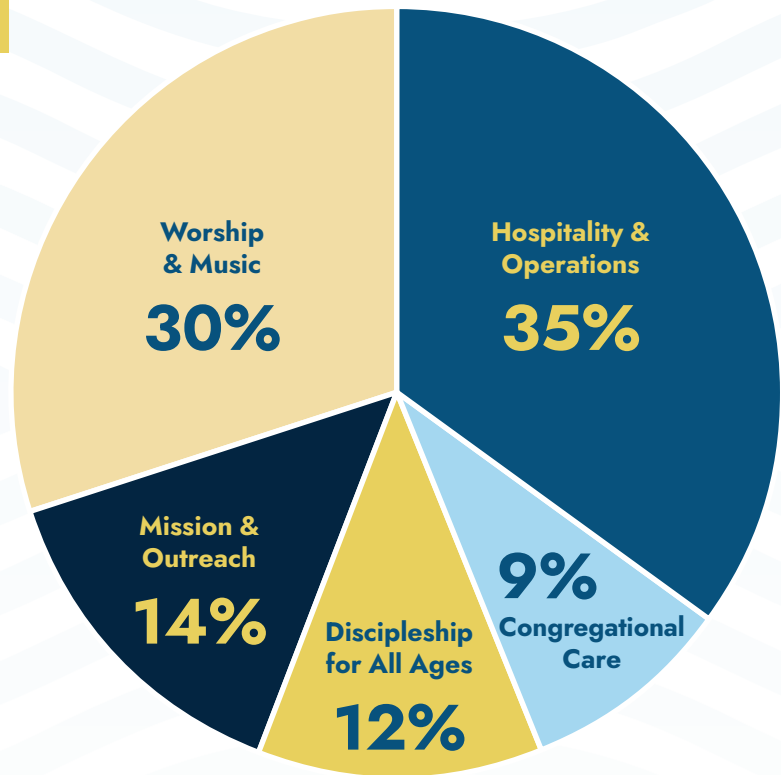
- ▶ Increased funding for guest musicians to support our wonderful choirs: \$16,000/year
- ▶ New discipleship opportunities for children and youth: \$10,000
- ▶ Increased operations costs to support all of Shallowford's ministries: \$20,000

In order to fund those priorities and keep Shallowford's ministries strong, we are seeking a modest **annual budget** increase of **\$1000 per week**. In addition to considering your capital campaign pledge, we hope you will consider what part your pledge to the **2025 Annual Budget** can play in that increase. By sharing your God-given gifts with this family of faith, you can help others to experience the life-changing good news of God's grace shared in community.



# 2024 Annual Budget: \$1,853,600

(94% from Member Pledges = \$1,737,600)



## HOSPITALITY & OPERATIONS

35%

► In addition to the capital projects funded by the Ripple Effects campaign, Shallowford's annual budget provides for routine maintenance and improvements. This portion of the budget ensures that Shallowford is a welcoming place for members, visitors, and the community groups who meet on Shallowford's campus.

## MISSION & OUTREACH

14%

God calls the church to be Christ's hands and feet in the world. At Shallowford, we do that through thriving mission partnerships, an onsite food pantry, outreach to the community, and mission trips for our youth. In 2024, our mission budget exceeded \$100,000 for the first time in Shallowford's history, thanks to your generosity!

## DISCIPLESHIP FOR ALL AGES

12%

► A disciple is a student, and we are called to be lifelong students of Jesus. Through our small groups and Sunday school classes, Shallowford community members have a chance to form deep relationships and grow their faith through learning. In 2024, we called a new Associate Pastor for Youth and Mission, and we look forward to continuing to build upon our strong history of youth ministry.

Personnel expenses are allocated among the ministries above, to illustrate Shallowford's true investment in each area.

**2025 Operating Budget Goal: \$1,905,600**

## CONGREGATIONAL CARE

9%

► At Shallowford, we seek to take care of each other. Through pastoral visitation, funerals, and grief support, we can make sure that every member is supported in their spiritual health. In 2024, we were thrilled to revamp our ministries of home communion and grief support, and there is more growth to come in 2025.

## WORSHIP & MUSIC

30%

► Through engaging preaching, excellent music, and creative liturgy, Shallowford creates a space for the community to experience God's presence and sing God's praise. In 2024, we called a new Director of Music Ministries, and we look forward to building on the momentum of our choirs in the coming year.

# Capital Campaign Plan Summary

The goal of the **Ripple Effects Capital Campaign** is to position Shallowford for the next decade of impactful ministry by addressing large, one-time projects on the campus. The campaign will focus on (1) accessibility, (2) infrastructure, (3) worship, and (4) technology. Through the projects outlined below, we will improve our campus so that Shallowford can effectively serve God and our mission, while ensuring that Shallowford's annual operating budget can support the ministries of the church without being impacted by large capital expenditures.

Through a generous bequest, our mortgage is paid off. Because of that gift, this campaign does not need to focus on debt relief. We will not take on long-term debt through this campaign. A construction loan may be needed to help with upfront project costs depending on the timing of pledged gifts, but such a loan would be paid off immediately as gifts are realized.

The financial goal of the campaign is \$3,000,000. All funds we receive in excess of this goal will benefit nonprofits that align with Shallowford's mission through the **Mission Forward Fund**

## Proposed Projects

**TOTAL PROJECTS: \$3,000,000**

### ACCESSIBILITY PROJECTS: \$1,000,000

➤ We are a church on a hill! While we love our beautiful property, it can be challenging for people with mobility issues to navigate the campus. Through these accessibility-focused projects, we aim to make it easier for people of all ages and mobility levels to gather at Shallowford.

- ▶ Create a NEW accessible pathway from the main parking lot to the sanctuary.
- ▶ Add auto-open doors at accessible entrances.
- ▶ Upgrade Sanctuary, Chapel, Great Hall, and Heritage Hall audio systems to improve overall sound and include accessibility for people with hearing aids.
- ▶ Establish clear, visitor-friendly interior and exterior signage to help people find accessible parking and entrances.
- ▶ Upgrade the Education Building elevator to be more welcoming and reliable.

### WORSHIP PROJECTS: \$500,000

➤ Worship is the heart of our faith. When we sing, pray, and read scripture together, we are in community with God and with one another. Through these projects, we will enhance our opportunities to worship God with gladness.

- ▶ Replace or repair the sanctuary pews.
- ▶ Upgrade the sanctuary lighting.
- ▶ Purchase new robes for the Chancel Choir.
- ▶ Commission a new baptismal font for the Chapel.
- ▶ Purchase additional banners and paraments for the Sanctuary and Chapel.

### INFRASTRUCTURE PROJECTS: \$1,200,000

➤ Through this effort, we will help ensure an ongoing annual operating budget unencumbered by future capital expenditures. We will show those who enter our space that we value what God has given us, and our care for our building will reflect our care for each other.

- ▶ Renovate the Education Building restrooms, along with the men's restroom near the sanctuary.
- ▶ Replace and/or repair roofs across the campus.
- ▶ Update key mechanical systems (i.e. boiler and HVAC units).
- ▶ Refresh spaces across our campus with new paint, carpet, and exterior pressure washing.
- ▶ Add keycard and/or keypad entry to our exterior doors to increase both ease of access for members and campus security.
- ▶ Regrade and sod the Ball Field.
- ▶ Install solar panels on Shallowford's roof(s) and improve energy efficiency wherever possible.

### TECHNOLOGY PROJECTS: \$300,000

➤ Sunday School and small groups are among the key ways that we learn and grow in our faith together. By upgrading the technology available in our classrooms and meeting rooms, we will expand our ability to meet people where they are as they engage in Christian Education and fellowship at Shallowford.

- ▶ Add smart screens in Sunday School classrooms and meeting rooms to support Zoom conferencing, video presentations, slideshows, and more.
- ▶ Upgrade live-streaming capabilities and quality in the Sanctuary.

# The Ripple Effects Campaign Goal \$3,000,000

We invite you to prayerfully consider how God is calling you to respond to the **Ripple Effects Capital Campaign** to help Shallowford serve God and our mission through the next decade of healthy growth. Your gifts will support (1) accessibility, (2) infrastructure, (3) worship, and (4) technology for all of the ministries touched by Shallowford, and you will help us grow our home in grace. By God's grace, the ministries of this church will have ripple effects beyond measure.

## WHAT IT WILL TAKE TO ACHIEVE OUR GOAL

To fully attain our goal of \$3,000,000 the following gifts in the quantities listed will need to be received by Shallowford community members:

NUMBER OF GIFTS	VALUE OF GIFT	RUNNING TOTAL
1	\$600,000	\$600,000
1	\$250,000	\$850,000
1	\$125,000	\$975,000
3	\$90,000	\$1,245,000
4	\$50,000	\$1,445,000
7	\$36,000	\$1,697,000
12	\$24,000	\$1,985,000
16	\$18,000	\$2,273,000
20	\$12,000	\$2,513,000
22	\$9,000	\$2,711,000
26	\$6,000	\$2,867,000
22	\$3,600	\$2,946,200
20	\$1,800	\$2,982,200
12	\$1,095	\$2,995,340
8	\$600	\$3,000,140

## CALCULATING YOUR GIFT

Over time, gifts of all sizes make a significant difference. Should you wish to make a three-year pledge, the following may be helpful in calculating your gift to the **Ripple Effects Capital Campaign**:

AMOUNT PER WEEK	AMOUNT PER MONTH	AMOUNT PER YEAR	3-YEAR AMOUNT
\$801.28	\$3,472.22	\$41,666.67	\$125,000.00
\$576.92	\$2,500.00	\$30,000.00	\$90,000.00
\$320.51	\$1,388.89	\$16,666.67	\$50,000.00
\$230.77	\$1,000.00	\$12,000.00	\$36,000.00
\$153.85	\$666.67	\$8,000.00	\$24,000.00
\$115.38	\$500.00	\$6,000.00	\$18,000.00
\$76.92	\$333.33	\$4,000.00	\$12,000.00
\$57.69	\$250.00	\$3,000.00	\$9,000.00
\$38.46	\$166.67	\$2,000.00	\$6,000.00
\$23.08	\$100.00	\$1,200.00	\$3,600.00
\$11.54	\$50.00	\$600.00	\$1,800.00
\$7.02	\$30.42	\$365.00	\$1,095.00
\$3.85	\$16.67	\$200.00	\$600.00

Contributions to the **Ripple Effects Capital Campaign** may be made as one-year gifts, three-year pledge gifts, or in other time frames that work best for you. You may continue to make your Annual Gift to the **2025 Annual Budget** during 2024 or 2025 on a weekly, monthly, or annual basis.

## Various Ways To Make a Gift

Most people think about writing a check to make a gift or using their credit card. However, here are three strategies that may be far better than writing a check:

- ▶ If you own appreciated stock, mutual funds, or other capital assets, you can gift these assets to Shallowford and avoid the capital gains tax while possibly getting a tax deduction for the fair market value if you itemize your charitable gifts. This double tax savings makes this an attractive way to make a gift.
- ▶ Making a regular monthly gift from your checking account can allow you to make a more significant gift than you ever thought possible. A gift of \$30 per month (\$1 per day) comes to a total gift of \$1,080 over a three-year period. A gift of \$100 per month is \$3,600.
- ▶ If you are over age 70½ and have a traditional IRA, you are eligible to contribute directly from your IRA to a qualified charity, such as Shallowford, through a Qualified Charitable Distribution (QCD). The benefits of a QCD include:
  - » avoiding income taxes on the distribution,
  - » making a tax-free gift to Shallowford with taxable dollars (the maximum allowed per year is \$105,000),
  - » and satisfying your required minimum distribution (as of 2023, this is required after age 73).

*NOTE: If you have another type of qualified retirement account and are over 70.5, you can roll it over to an IRA and then use this gifting method. Everyone's situation is different. This campaign succeeds when you recognize you're empowered by God's gifts. Please pray about and discern how God is calling you to be involved.*

# Commonly Asked Questions

**Q: What am I being asked to do for the Ripple Effects Capital Campaign?**

**A:** We are asking that you fill out a pledge card with a financial commitment, and return it to the church by October 27.

**Q: How long does the campaign gift period last?**

**A:** The Ripple Effects Capital Campaign gift period will last three years, from January of 2025 until December 2027. However, if you feel you can make a larger gift by extending the time, you are welcome to do so.

**Q: Is it possible to just make gifts to the Capital Campaign and/or 2025 Budget without making a specific commitment?**

**A:** Yes, but written responses, while never legally binding, give us an indication of what we can expect and permit us to plan for the future. Please fill out a pledge card indicating how you will respond even if you do not make a commitment.

**Q: Will I be asked to give a specific amount?**

**A:** You will be asked to prayerfully consider an amount based on the gift chart to reach our goal. If every gift on the chart is fulfilled, we will exceed our goal.

**Q: Why are we being asked to give to the annual ministry as well as the campaign at the same time?**

**A:** The **Ripple Effects Capital Campaign** is our response to caring for our facilities and positioning us for the future of ministry and healthy growth. The ongoing ministries of Shallowford are all funded through the generosity of our members on an annual basis through our annual stewardship appeal and regular giving. Through the **2025 Annual Budget**, we will continue to fund our thriving ministries for children, youth, families, and adults, including mission, worship, and pastoral care. **The Capital Campaign Projects listed in this Ripple Effects Capital Campaign are above and beyond our regular and ongoing ministry and annual giving.** There will be a place on the pledge card for you to list each pledge separately.

**Q: Do all gifts to the campaign have to be cash?**

**A:** No. Gifts of property, appreciated stock, required minimum distributions from an IRA, mutual funds, cash value from insurance policies or policy loan proceeds, certificates of deposit (CDs), bonds, and annuities are just some of the ways we can give. For those who qualify, giving via a Required IRA Distribution may be the best way to contribute. All of these gifts may be subject to restrictions and limitations and each giver's circumstances are unique, so it is wise to consult your financial advisor or accountant.

*Note: Contact the Finance Coordinator at the church office to make non-cash gifts. Important! Do not sell the asset yourself or you will be unable to avoid capital gains tax. If you are trying to capture a capital loss, you may want to sell the asset yourself. Please consult your tax advisor on the best approach for your own circumstances.*

**Q: What is the advantage of giving appreciated stocks or property?**

**A:** You can avoid capital gains taxes and possibly also receive a tax deduction in the amount of the appreciated value.

**Q: How do I make a gift of appreciated stock?**

**A:** Have your broker transfer shares from your account to the church. The church's broker will sell the stock and you will receive gift credit for the average market value on the day it is transferred. Contact Finance Coordinator Magalie Nemorin at the church office for transfer information.

**Q: How can I include Shallowford in my charitable estate plan?**

**A:** You can leave a lasting legacy by including Shallowford in your charitable estate plan. Some options include a simple designation in your will or a trust. The simplest way is to list Shallowford as the full or partial beneficiary on your IRA. If you would like more information about how to include Shallowford in your charitable estate plan, please contact church administrator Sandra Ward.



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