



## **2020 FaithWorks Parish Campaign Manual**

**Dear FaithWorks Parish Coordinator:**

Welcome to FaithWorks, the annual appeal of the Anglican Diocese of Toronto! It is our annual shared mission to feed, shelter, nurture and befriend people in need. Together, we help improve the lives of over 20,000 people every year who face difficult challenges.

At the heart of the FaithWorks Campaign are the parishes who are committed to building communities of compassion and hope. Thank you for being a FaithWorks Parish! Because of you the FaithWorks ministry partners can reach out in loving service offering help and hope to people in need.

FaithWorks focuses its support in the following four areas:

- Caring for people who are homeless and ex-prisoners
- Caring for newcomers and refugees
- Caring for at-risk women, children and youth
- Caring for Indigenous Peoples and people who are HIV/AIDS impacted

FaithWorks is excited to introduce newly designed campaign materials based on Micah 6:8: ***“What does the Lord require of you but to do justice, and to love kindness, and to walk humbly with your God.”*** Over the next three years, FaithWorks will focus on each section of this scripture passage, helping us to focus on the different ways that we can help to manifest his kingdom on earth.

This year’s campaign is a very special effort as a generous donor has offered a \$100,000 matching challenge grant for all new and increased donations. That means for every dollar raised by your parish over last year’s amount, FaithWorks received an extra dollar. Parishes are encouraged to make a special effort this year. Host a special event, set a goal, promote the campaign widely – do something a little different to make a huge difference.

FaithWorks will continue to help sustain local outreach ministry through the 15% parish retainer. Each parish is encouraged to retain up to 15% of what it raises through FaithWorks each year to support outreach projects at the local parish level. In addition, 5% of undesignated contributions are distributed each year in the form of Area Ministry Grants.

Please call or email if there is anything we can do to support your parish in planning your FaithWorks Campaign. You can reach us at 416-363-6021 ext. 244 or toll-free 1-800-668-8932 ext. 244; or by email to [faithworks@toronto.anglican.ca](mailto:faithworks@toronto.anglican.ca).

Blessings to you and all those in your parish who contribute your many gifts of time, talent and treasure, to help those who need us most.

Sincerely yours,

Peter Misiaszek, CFRE  
Director of Stewardship Development

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## Tips for a Successful Parish Campaign

### Setting Your Campaign Goal

Setting a goal for your parish FaithWorks campaign helps to ensure that the parish is working together with a common vision for the impact that they wish to have on the lives of people in need. We recommend setting a goal of raising at least 3% of your previous year's offertory. Doing so will help us achieve our overall target of \$1,500,000 in 2020.

### Printed Materials

Brochures, pledge forms, bulletin covers, posters, and postcards help to promote FaithWorks in your parish. FaithWorks parish materials are distributed early in the year, usually just before Lent. When the materials arrive, put up the posters and ensure that FaithWorks materials are distributed to everyone in the parish.

Please ensure that our materials are used effectively. We encourage you to do an active campaign whereby every member of your parish is invited to participate.

### Speakers Bureau

Would you like to know how your dollars are making a difference? Contact the FaithWorks Speakers Bureau to request a speaker from one of our FaithWorks Ministry Partners. A gifted, motivated speaker can put a human face on the work you are helping to support, and this can have a significant impact on giving. Parishes that arranged a speaker through the Speakers' Bureau have experienced, on average, increases of 20% or more over the previous year. To learn more, please contact Julie Poore at [fwspeakersbureau@toronto.anglican.ca](mailto:fwspeakersbureau@toronto.anglican.ca).

### Offertory Envelopes

Parishes that encourage monthly donations to FaithWorks consistently rank among the highest in proportional giving. This is because it is easier for most of us to give a small amount each month than to write a big cheque once a year. Even a modest contribution of just \$5 a month adds up to \$60 a year!

FaithWorks pays the cost of printing and inserting FaithWorks envelopes (one per month) in the offertory boxed sets ordered from your regular envelope provider. An order form can be downloaded from our website, [www.faithworks.ca](http://www.faithworks.ca).

## Parish Engagement Throughout the year

Keep parishioners informed by providing short updates in your parish bulletin, such as last year's parish results, progress on this year's campaign, upcoming events, etc. Don't forget to mention that by retaining 15% of the funds you raise, FaithWorks is helping to support your parish's own outreach ministry. Check the website ([www.faithworks.ca](http://www.faithworks.ca)) for profiles of FaithWorks ministries and stories of some of the people who have been helped through the generosity of people like you.

Beginning in 2020, parishes will receive bi-weekly updates on campaign progress, ministry partner updates and stories about how people are being impacted by your generosity. Please make use of this information in bulletins, announcements and on your website.

## Reporting and Remitting Donations

### Please remit donations on a quarterly basis.

Submitting your donations throughout the year will make it possible for the FaithWorks Allocations Committee to make better informed grant-making decisions and will help to ensure that recipient ministries receive funds on a timely basis.

### Parish Campaign Report

The FaithWorks 2020 Parish Campaign Report should be submitted at the same time you send your quarterly remittances. This form helps to ensure that you receive full credit for the money you have raised and that designated contributions reach their intended ministry. The Parish Campaign Reporting Form also can be downloaded from [www.faithworks.ca](http://www.faithworks.ca) (as an excel workbook or a PDF version that can be printed out and filled in).

### IMPORTANT, PLEASE NOTE:

For contributions to be credited to your parish for FaithWorks 2020, **we must receive your final Campaign Report no later than January 15, 2021.** Any outstanding funds can be remitted, along with a copy of your final report, up until January 22, 2021. **Funds received after that date will be recorded as 2021 income.**

### Remittances by cheque

Remittance cheques should be made out to the "Diocese of Toronto – FaithWorks" and mailed or delivered to Diocese of Toronto Stewardship Development Office, 135 Adelaide St. E., Toronto, ON M5C 1L8. This remittance cheque should include any money that is donated to the Primate's World Relief and Development Fund (PWRDF). They should not be included in a separate cheque made out to PWRDF.

## **Donations by Visa, MasterCard or American Express**

Send donor cards for payments by credit card directly to the Stewardship Development Office. Remember to include these payments on your quarterly FaithWorks Campaign Report. Our Office will produce tax receipts and credit these donations to your parish.

## **Multiple Contributions**

Have you considered encouraging your parishioners to contribute to FaithWorks throughout the year? Parishes that encourage multiple contributions experience significantly higher donations than those parishes not using this simple system. This is because most of us give only what we can afford at the time of the appeal. But even a modest contribution, multiplied on a weekly, monthly or even quarterly basis quickly adds up.

## **Parish Retainer**

Your parish is entitled to retain 15% of undesignated contributions raised through your FaithWorks Campaign. Please note that the parish should not calculate a retainer on funds submitted directly to one of our ministry partners in response to an urgent appeal (such as disaster response or relief).

# **FaithWorks Ministry Partners**

## **FaithWorks Focus Areas**

FaithWorks focuses its support for ministry partners within four areas:

### **1. Caring for people who are homeless and ex-prisoners**

Our ministry partners work to improve the well-being of people who are homeless, under-housed and are ex-prisoners. They help people and families rebuild their lives and as well as help minimize the risk of re-offending.

Ministry Partners:

All Saints Church Community Centre  
The Bridge Prison Ministry  
One City Peterborough  
Orillia Christian Ministries  
In from the Cold

### **2. Caring newcomers and refugees**

Our ministry partners provide resettlement support that help new Canadians and refugees overcome language and cultural barriers that can make a fresh start in a new country feel overwhelming.

Ministry Partners:

Anglican United Refugee Alliance (AURA)  
Flemingdon Park Ministry

**3. Caring for at-risk, women, children and youth**

Our ministry partners provide transitional housing and recovery support to women, youth and children seeking to break the cycle of abuse and poverty. They also offer mentoring and support to help young moms and youth develop relationships based on love, respect, and dignity.

Ministry Partners:

Couchiching Jubilee House  
Downsview Youth Covenant  
North House  
Samaritan House  
The Dam

**4. Caring for Indigenous Peoples and people who are HIV/AIDS impacted**

Our ministry partners address the social and economic crisis in indigenous communities to ensure a better future for Indigenous Peoples. They also provide programs and services for people living with HIV/AIDS as well as adults and children who are HIV-impacted.

Ministry Partners:

Giving with Grace  
Philip Aziz Centre  
PWRDF  
Toronto Urban Native Ministry

**Ministry Partners Listed by Area Served**

Trent-Durham

Anglican United Refugee Alliance (AURA)  
North House  
One City Peterborough

York-Credit Valley

AURA  
The Bridge Prison Ministry  
The Dam  
Downsview Youth Covenant

York-Scarborough

AURA  
All Saints Church – Community Centre  
Flemingdon Park Ministry  
Philip Aziz Centre  
Toronto Urban Native Ministry

York-Simcoe

AURA  
Couchiching Jubilee House  
Inn from the Cold  
Orillia Christian Ministries  
Samaritan House Community Ministries

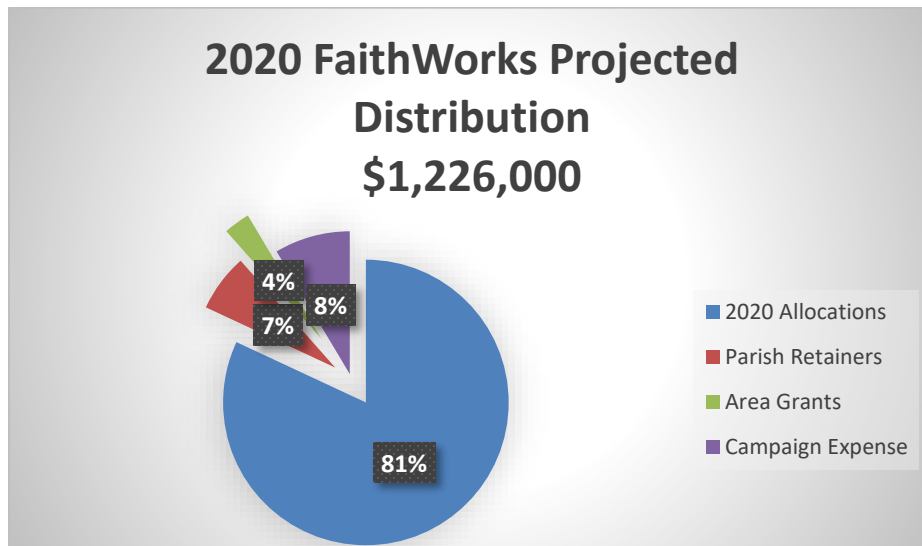
International Relief and Development and Support for Ministry in Canada's North

Giving with Grace  
Primate's World Relief and Development Fund

### How Will My Gift Be Used?

FaithWorks provides essential operating support to its Ministry Partners Links to the websites of each of these ministries can be found on our website: [www.faithworks.ca](http://www.faithworks.ca).

The chart below illustrates the distribution of funds raised from individuals, parishes, corporations, foundations and trust income in 2019.





## Need more information?

For more information about FaithWorks, please contact:

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Website: [www.faithworks.ca](http://www.faithworks.ca)

For information regarding the FaithWorks Speakers Bureau contact:

**Julie Poore**

Volunteer Coordinator  
FaithWorks Speakers Bureau

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