



Building Our Future

capital campaign for ELPC



ELPC Mission Statement

As a diverse community of believers, we strive to follow God—the Creator who calls us, Jesus who teaches us, and the Spirit who empowers us. We show God’s unconditional love by providing refuge for spiritual growth, ardently pursuing justice, and extending Christ’s radical hospitality to all.



Our Church’s Strategic Directives

Engagement, Participation, and Contribution by All of Us

Welcomed, loved, fortified and taught, we embrace a wide diversity of opportunities to work and serve.

How then is God’s love made visible? By grace, we faithfully give our time, talents, riches, and persistent hopes.

Spiritual Development and Our Shared Spiritual Life

Ever open to yearning spirits and questioning minds, we celebrate the journey and spiritual development of people of all ages who seek God’s presence.

How then is God glorified? By participating together in varied opportunities for worship, prayer, study, and reflection.

Community Outreach: Ministry Outside the Cathedral Walls

Through dynamic and respectful relationships, we work to nurture, strengthen, inspire and blaze trails for our East Liberty community and the world.

Why then do we do this? Because God’s world is large and people’s needs go beyond the church doors.

The Cathedral as a Place for Praise and Nurture

ELPC aspires to provide a place that is easy to use for the new person as well as those who are familiar, for young and old alike, those with disabilities and those made shy by its grandeur.

What then do we hope? That our doors will be open as a safe and welcoming place where God’s Spirit is felt and Christ’s light shines throughout the neighborhood and the world.

A Letter from Pastor Randy

Dear ELPC members and friends,

You are all well aware of the dramatic, positive changes that have come to the East Liberty region. After years of neglect and decline, the storefronts and sidewalks are once again bustling with renewed activity. It has been a vivid reminder to me of what a central role our church plays in our immediate neighborhood.

When East End Cooperative Ministry moved the men's shelter, food bank, and soup kitchen to their new location behind Home Depot, our church leadership began prayerfully discerning what new initiatives God was setting before us. Over the past several years, a long process of strategic planning, identifying ministry goals (radical hospitality, spiritual growth for all ages, social justice, and mission service here and around the world), and architectural re-imagining took place. Consistently, we asked the question: How can this beautiful building be renovated so that it can be safely, energy-efficiently, and flexibly used for generations to come?

Thanks to many hours of planning, prayer, and due diligence, the Session has inaugurated our renovation project's capital campaign. Its theme is:

BUILDING OUR FUTURE

The estimated cost of our renovation work comes to \$6 million, which we hope to raise from both congregational and community resources. We are in the midst of securing pledges and gifts from the church, hoping to secure \$2.25 million in congregation support. Given our history of commitment and generosity, we are confident about reaching this goal.

The information in this brochure is designed to help guide you in your own process of discernment about financial gifts and participating in this capital campaign. As we approach our church's 200th anniversary (2019), my prayer is that you will join this generation of ELPC members and friends in doing what you can to support our present and future ministry goals—as we, with God's help, “build our future” together!

In Christ's love,



Randy Bush



MEET OUR CAMPAIGN CO-CHAIRS

Lora Bethea

I've been an ELPC member for 25 years. Children's program opportunities brought me into this building, but the people and caring ministries have kept me here. Over the years, I've served as an elder and trustee, as well as a member of the Hope Academy Steering Committee, Membership and Growth, Christian Education, Youth and Young Adult, Journey Planning, Officer Nominating, and Pastor Nominating Committees.

My favorite part of ELPC is the unwavering support our church community consistently offers to those who have a need. This is why I am humbly serving as a co-chair of the Capital Campaign Committee. This campaign is critical, not only for us, but for future generations as well. If we are to successfully reach out to our neighbors near and far, then we have to create spaces that are more accessible and welcoming for people to come inside our building. We must expand areas for our congregation, community, and city to be able to worship, study, pray, serve, and creatively express their gifts in order for us to be true to our own mission.



Damon Bethea

I've been an ELPC member for 12 years. Pastor Heather Schoenewolf invited me to a Morning Glory (now Journey) service and I fell in love with ELPC. It was the first church I ever attended where I saw diversity of all kinds and active community engagement from the actual to the practical.

Since I gained membership, I've served on the Christian Education; Journey Planning; Mission Board; Signage Task Force; Spiritual Life; Worship, Music and the Arts; and Youth and Young Adult Committees.

I am co-leading this campaign because ELPC is a special place to me. It's where I met my wife, where I continue to grow spiritually and emotionally, and where I see God's love in action. I want to see these and other things continue with future generations.



Elaine Bellin



I became an ELPC member 13 years ago. Phyllis (Coontz) and I were drawn here because of ELPC's strong message of Christian faith and the sincere work our church does in the community. Both of our sons—ages 13 and 10—were baptized at ELPC, and there wasn't a better feeling for us!

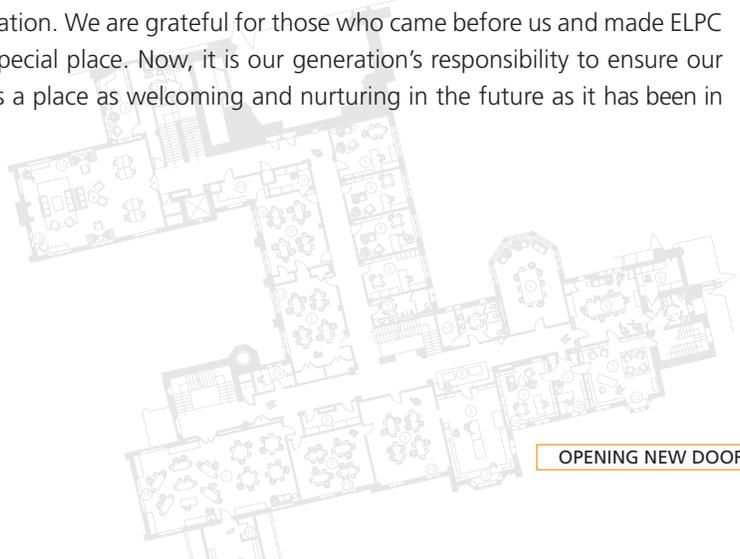
During my time at ELPC, I've been involved with various activities and committees. Years ago, when my sons were infants, I started helping in the Nursery. Then, I worked with children during Extended Session. Over the last five years, I've been active on Session, as well as the Finance and Stewardship Committees. Now, I am honored to co-chair the Capital Campaign Committee with the DeWitts and Betheas, and all the folks who have been active with this process from the beginning.

Mark & Barbara DeWitt



We found our church home at ELPC, in part, because the church fostered our spiritual development in many ways. Since we became ELPC members in 2008, we have engaged in various areas of church life. Mark has served on Session, as well as the Centennial Fund and Poverty Committees. Barbara has been on the board of Deacons for six years—serving as moderator for five years—and as a volunteer for Vacation Church School, the Black and White Reunion, and other events. Both of us also were active on the Planning Committee for the Good Samaritan worship service for six years.

We are strong supporters of the Strategic Vision that was developed at ELPC several years ago. This campaign is a natural outgrowth of the idea of living into Christ's radical hospitality and providing a refuge for the spiritual growth of our congregation. We are grateful for those who came before us and made ELPC such a special place. Now, it is our generation's responsibility to ensure our church is a place as welcoming and nurturing in the future as it has been in the past.



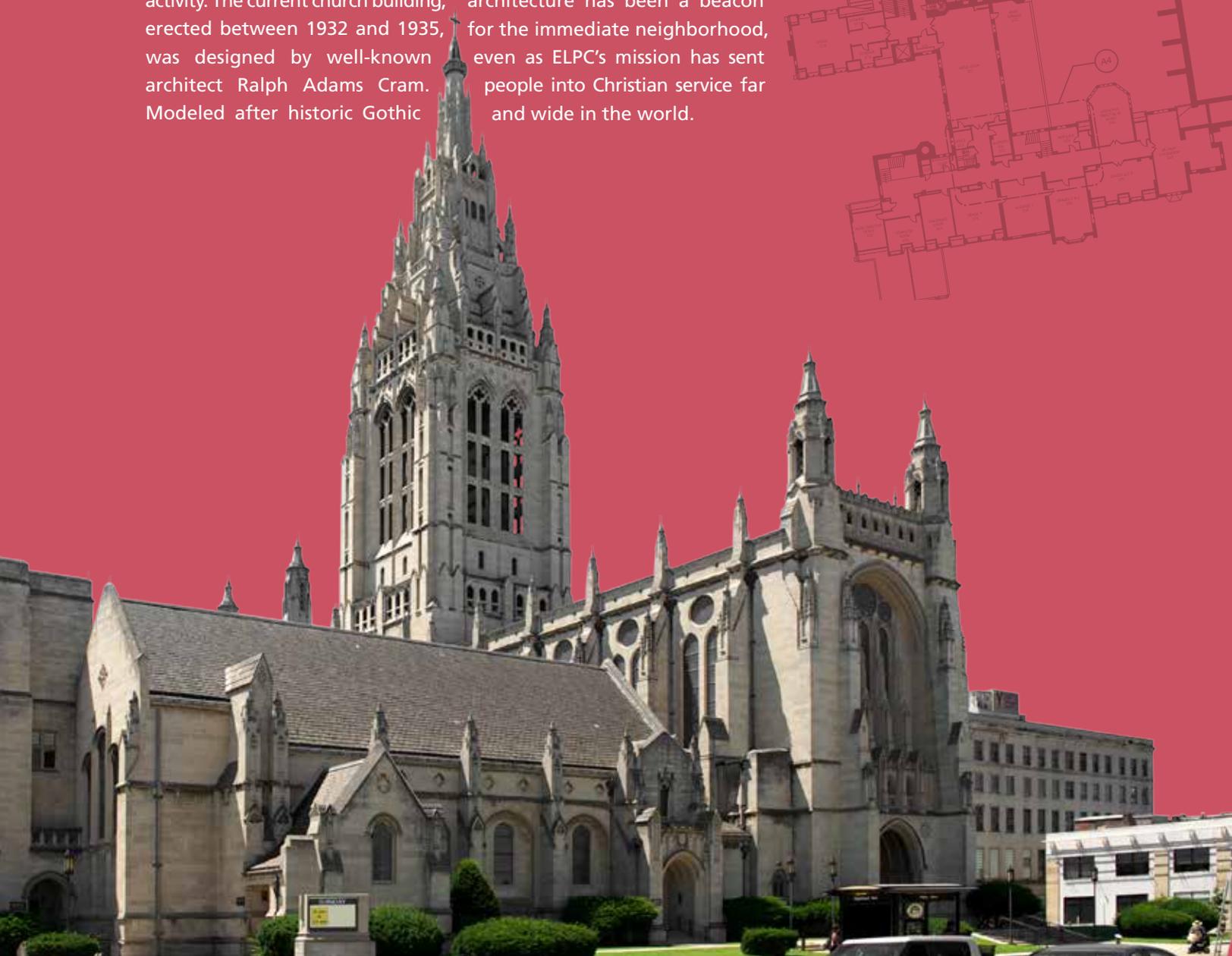
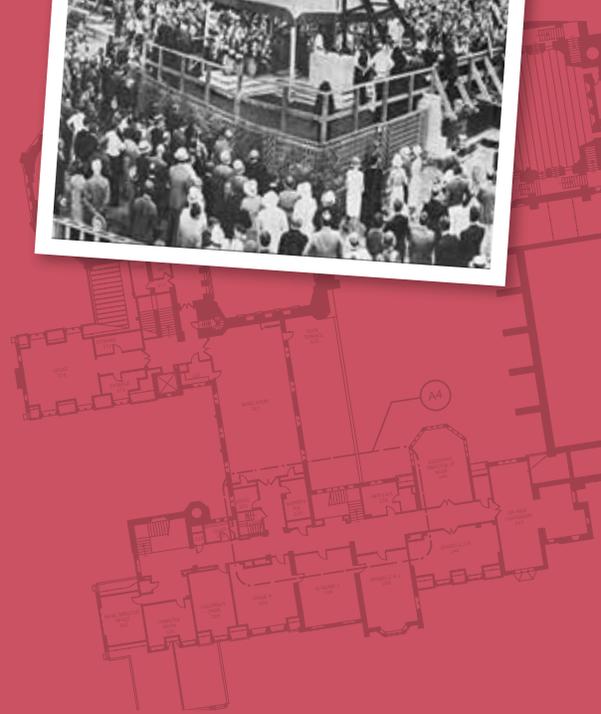
EAST LIBERTY PRESBYTERIAN CHURCH HISTORY

East Liberty Presbyterian Church, also known as the Cathedral of Hope, has a rich history dating back to 1819 when the first church building was constructed at the corner of Penn and Highland Avenues. Nearly 200 years later, ELPC's congregation continues to actively engage the community and serve as a key asset in the redevelopment of East Liberty and the East End.

ELPC always has been a landmark in the community and hub of activity. The current church building, erected between 1932 and 1935, was designed by well-known architect Ralph Adams Cram. Modeled after historic Gothic

cathedrals, it occupies one city block and cost approximately \$4 million to construct. The church building was funded with gifts from Richard Beatty Mellon and his wife, Jennie King Mellon, as a memorial to their mothers. Mr. Mellon laid the cornerstone on June 19, 1932. He died suddenly on December 1, 1933, but construction continued as his family carried the work to its conclusion.

The beauty of our church's architecture has been a beacon for the immediate neighborhood, even as ELPC's mission has sent people into Christian service far and wide in the world.



ELPC is a diverse community of believers committed to a four-fold ministry of worship, education, spiritual growth, and mission. They reflect the racial, economic, age, gender, and sexual orientation diversity of greater Pittsburgh.

In recent decades, our church has progressively expanded services to an ever-broader community as we seek to live out our mission. Our building has become a center of activity not only for worship, but also for education, economic opportunity, fellowship, and

working together for justice and peace.

We are pleased and excited to meet the challenge of accommodating such a full agenda of activities in our church building.



OPPORTUNITY FOR IMPROVEMENTS

As our Church building celebrates 80 years of age, ELPC leadership and the congregation realize it is time to consider the safety and comfort of all who enter our doors, bring our building up to code, and become more energy efficient. We also have the opportunity to rethink how we use our space in order to maximize its usage for the many ministries and programs we offer.

In addition, East Liberty has been rapidly changing, so it is time we plan for our future.

ELPC leadership has been thoughtfully and prayerfully discerning the needs of our church building since 2010. Session and the Renovations Committee have listened to the many suggestions received from the congregation and have been diligent in their research and recommendations.

Building Our Future Campaign Goal

Congregational/Individual:
\$2,250,000

Foundations and Community Partners:
\$3,750,000

Overall Campaign Goal:
\$6,000,000

Guiding Principles for the Renovations

■ Spirit of Gothic Architecture

Respect and value the Gothic qualities of beauty, light, and openness.

■ Small Interventions

Meet our strategic directives with minimal changes to the original building.

■ Long Life / Loose Fit

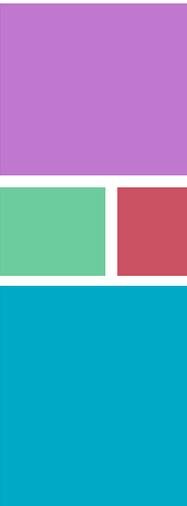
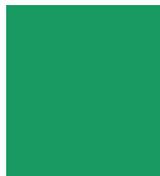
Create flexible spaces for programs, worship, and staffing needs.

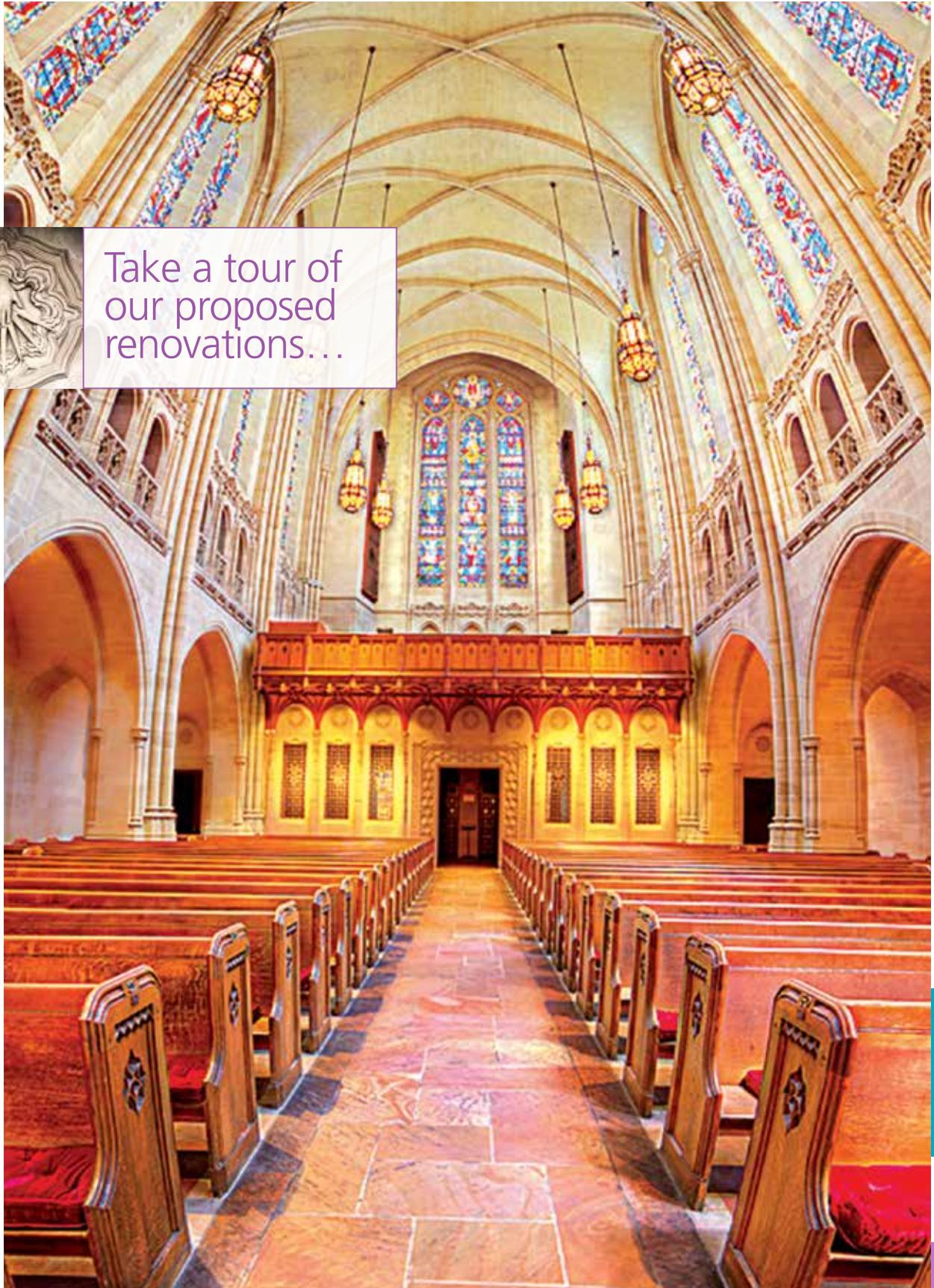
■ Sustainability

Use modern technology to upgrade mechanical, electrical, heating, and ventilation, and water usage systems, while also bringing the building up to code, making it green, and improving safety for all.

■ Other Building Types / Paradigms

Be mindful of the diverse ways in which the building is used as a center for worship, prayer, musical concerts, public events, education, meetings, exercise classes, and many other activities.





Take a tour of our proposed renovations...



Tour Stop 1: Welcoming & Access



View from Whitfield Avenue



View from Highland Avenue

Includes glass doors at three external entrances: Whitfield Avenue, Penn Avenue, and Highland Avenue. Provides two additional Americans with Disabilities Act (ADA) access ramps and new exterior lighting.

Tour Stop 2: First Floor Hospitality & Fellowship Space

View from Sanctuary doors looking toward Highland entrance



View from Highland entrance

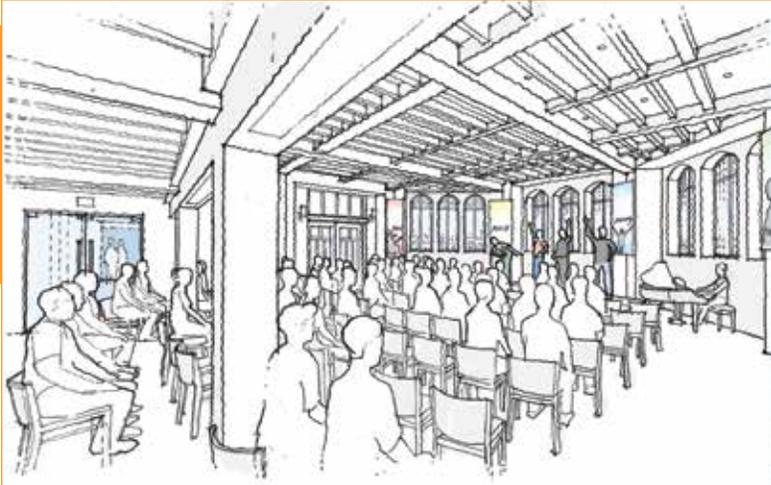
Includes the creation of three new community meeting spaces, updated restrooms, and Nursery.

Tour Stop 3: First Floor Chapel



Includes flexible seating and a labyrinth floor in the Chapel, as well as HVAC and AV system upgrades to the Sanctuary and Chapel.

Tour Stop 4: Ground Floor Assembly, Education, & Gathering Space



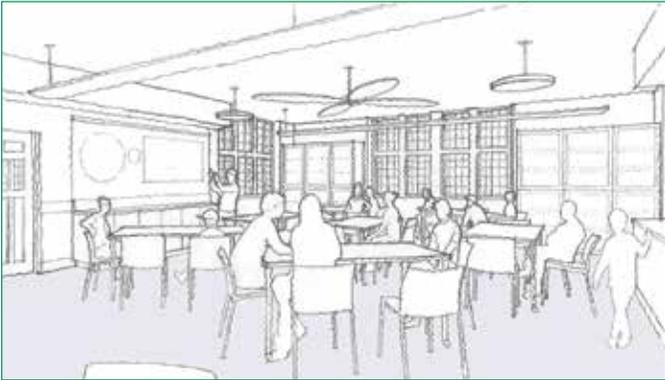
Renovated Small Dining Room



WhitField Lobby

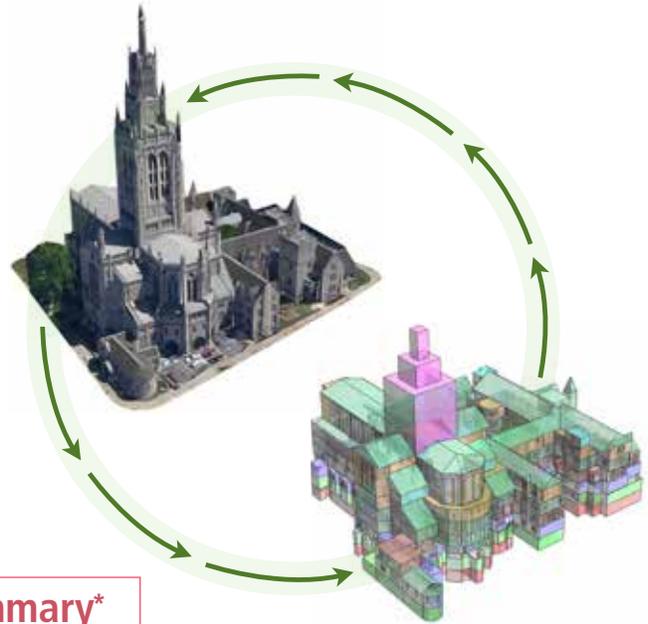
Includes improvements to movement/dance areas, classrooms, practice rooms, gym, and hospitality areas. Provides a new entry and interior gathering area, expansion of worship and meeting space, AV system upgrades, and renovations to offices, storage, restrooms, and kitchen areas.

Tour Stop 5: Second Floor Education & Support



Renovated Room 234

Includes new welcoming/waiting area with upholstered seating, plus renovations to the formal parlor, classrooms, staff offices, kitchenette, mechanical room, and ADA-compliant restroom.



Building Energy Conservation Summary*

Energy Conservation Measures	Estimated Construction Cost	Estimated Energy Savings/Year
HVAC <i>(Controls, insulation, boiler upgrades)</i>	\$ 1,220,000	\$ 130,000 – \$ 140,000/year
Lighting and plugload <i>(LED, occupancy sensors)</i>	\$ 87,000	\$ 8,000 – \$ 10,000/year

*included in capital budget summary

\$1,000,000

savings over the next 20 years
with planned improvements

\$46,000/year

Improved heating and cooling
schedules, ventilation, and overall
thermal comfort

\$700 Minimum
estimated water
savings/year

Current
Energy Rating

75

Possible
Energy Rating

50
(lower is better)

Whole-building projected to consume

30%
less energy/year

HOPE ACADEMY OF MUSIC AND THE ARTS

HOPE ACADEMY OF MUSIC AND THE ARTS



Engaged & Inspired

ELPC's arts education outreach program is where young artists are known, valued, engaged, and inspired.

For 15 years, Hope Academy of Music and the Arts has offered a safe place where young people of diverse racial, ethnic, cultural, socioeconomic, religious, and linguistic backgrounds, can further their personal and artistic growth through the study and performance of theater, dance, and music. It has become a trusted and respected cultural hub where children, youth, families, teachers, and artists come to tell their stories, build artistic skills, and engage with each other in creative and transformative ways. It is another important way that ELPC contributes to our community's positive growth and cultural vibrancy.

Hope Academy positively impacts the lives of over 350 children and their families each year, giving students the opportunity to discover hidden skills

and talents, and build self-esteem in a supportive, caring environment. The community problem we address is the lack of opportunity for young people to participate in the arts due to limited resources in their families and cutbacks in arts programming in the schools. The strength and uniqueness of our programming is derived from the partnerships we have developed with some of the city's finest artists and cultural organizations.

Pittsburgh Ballet Theatre (PBT), one of our longest running and most successful partnerships, offered its first ballet class at ELPC in 1993. Since then, under Hope Academy's umbrella, the program has expanded to a sequential and progressive offering of five classes per week, for children as young as three years old. The proposed addition of a dance studio with a sprung floor, ballet barres, and mirrors would not only enable twice as many young people to participate in the PBT dance

program at Hope Academy, but also would provide a safer dance floor, resulting in fewer injuries.

Most of the students who participate in the PBT dance program at Hope Academy would not be able to afford to take dance classes at PBT, or anywhere else for that matter. This holds true for our theater and music classes, too. Hope Academy not only offers low-cost classes, but also reserves half of the spots for low-income and/or minority students, and provides scholarships for any accepted students who demonstrate financial need. Scholarships for private lessons, and the Suzuki Violin program, are dependent on donations (last year over 25 percent of our private lesson students received scholarships).

The proposed renovations would have a significant and measurable impact, allowing Hope Academy to increase its overall capacity, turn away fewer young people who are interested in the arts, and provide a safer environment for them to discover and develop their God-given gifts and talents.



Congregational (Individual) Goal: \$2,250,000

The **Building Our Future campaign** seeks your gift over a five-year pledge period. In order to be successful, we need maximum participation from our members and friends. Please know that every pledge is valued. Gifts can be received in a variety of forms, with an emphasis on those that can be used immediately. All gifts are tax deductible to the fullest extent allowed by the law.

Table of Congregational (Individual) Gifts

# of Gifts	Gift Level	Cumulative
1	\$150,000	\$150,000
1	\$125,000	\$275,000
4	\$100,000	\$675,000
2	\$75,000	\$825,000
5	\$50,000	\$1,075,000
15	\$25,000	\$1,450,000
22	\$15,000	\$1,780,000
30	\$6,000	\$1,960,000
43	\$3,000	\$2,089,000
Many	Less Than \$3,000	\$2,250,000

Congregational Total	\$2,250,000
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\$2,250,000
 From ELPC's Congregation
 All Gifts are Valued



Pledging

Recognizing individual circumstances, there are many ways to fulfill your charitable pledge to our campaign:

- Commitments are requested as a gift over the five-year pledge period.
- While standardized amounts and payable schedules are offered, the ultimate determination of both total individual payments and frequency of payments are at your discretion.
- Please return initial pledge forms to the church in a sealed envelope marked "Building Our Future."
The forms can be mailed to the church, placed in the Building Our Future mail folder in the front office, or dropped in the collection plate.

Methods of Giving

Cash Gifts

This is the most common method of completing a financial pledge. Your gift to the Building Our Future campaign at ELPC is tax deductible and may be paid over a period of up to five years.

Electronic Funds Transfer (EFT)

EFT allows you to have your recurring pledge payment withdrawn directly from your bank account. The schedule of payments can be adjusted as desired.

Gifts of Securities

A gift of securities is one way to make a significant contribution at a reduced cost to you.

Bequests

A charitable bequest is simply a provision in your will to leave a gift to the "Building Our Future" Campaign. Charitable bequests are fully deductible from your estate and can significantly reduce the estate taxes on the balance of your estate. Your bequests may be specified as a gift of cash or securities, or other property. You also may consider a residuary bequest, which is a gift of all or a portion of your estate after other conditions are met. To be included in the campaign, bequest intentions must be irrevocable and the donor must be at least 70 years of age.

Other Methods

Contact ELPC to explore other methods of making a gift. Options include:

- Life insurance
 - Absolute Assignment
 - Co-beneficiary
- Charitable Remainder Annuity Trusts and Unitrusts
- Charitable Lead Trusts
- Publicly Traded Mutual Funds

Consult with your tax advisor on the tax treatment of all gifts, as it may vary from individual to individual.



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Capital Campaign Prayer

Gracious God, in Christ Jesus you came and dwelt among us—
You, who first fashioned all things;
You, who know us completely and offers us assurance, peace and hope;
You, whose daily guidance is our strength and comfort.

We thank you for the church universal and for the congregation of East Liberty Presbyterian Church—
For times of worship and reflection;
For gatherings, lessons, and prayers;
For a welcome extended to all people and a gospel large enough to touch every heart.

Though no building can contain your glory or capture the wonders of your love, we give you thanks for the house of worship entrusted to our care and for the congregation that meets within its walls. As we make plans for renovations and improvements, may your Holy Spirit bless our efforts. Let us honor the legacy of those who have gone before us, walk humbly with those beside us, and faithfully prepare a place for generations yet to come—that by our work today we may truly build for the future.

Through Christ, in the unity of the Holy Spirit, all glory and honor are yours, Creator God, now and forever. Amen.



 **East Liberty
Presbyterian Church**
THE CATHEDRAL OF HOPE

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