Beyond the Grant Distribution: Catalytic Impacts in Southwest Florida

October 11, 2019
Introductions

Anne Vickers, Canon for Finance and Administration
The Ven. Dr. Kathleen Moore, Archdeacon

Panelists:

- Olatha Leggett - St. James House of Prayer, Tampa
- Michelle Schombs - Good Shepherd, Dunedin
- Coleman Knott - St. Wilfred, Sarasota
- The Rev. Jon Roberts – Calvary, Indian Rocks Beach
- The Rev. Alex Andujar – St. Vincent, St. Petersburg
Episcopal Charities Grants

About the Episcopal Charities Fund

St. Edmund the Martyr Arcadia Food Pantry

The Episcopal Charities Fund of Southwest Florida exists for the purpose of funding parish-based outreach and special needs ministries through a competitive grant program that is open to all churches within the Diocese of Southwest Florida.

The Episcopal Charities Fund grants are funded from several sources:

- A percentage of interest income from the endowment;
- A tithe from the annual Bishop's Appeal;
- Donations to the Episcopal Charities Fund for specific ministries or designated projects; and

BISHOP'S APPEAL

2019
Cornerstone Kids Afterschool Program
St. James House of Prayer, Tampa
Surveying the Meadow-Senior Adult Ministry
Good Shepherd, Dunedin
Growth Grants for Evangelism

Call Me!

Your enthusiasm for proclaiming the good news at Calvary Episcopal Church is inspiring to your peers in our diocesan community. Your energy in implementing this initiative will be contagious. And the example that you provide will enhance the evangelism and growth efforts of our diocese.

For this reason, we ask that you communicate with us in 6 months’ time to share details of how this initiative has impacted your congregation. Please format this communication however best fits your vestry style and situation, and direct to the Office of the CFO at svickers@episcopalswfl.org.

May God bless your ministry in the coming year, and for generations to come.

Faithfully,

The Rt. Rev. Barney T. Smith
Executive Summary

September 2018

Calvary has a terrific opportunity to "Reach the Community," by becoming more visible to the town of Indian Rocks Beach, FL, and Pinellas County at large with a plan that will utilize the newest digital technology and mobile marketing.

Our mission proclaims we are, "To know Christ and to make Him known," however in this 21st century, we, like most churches, are unfortunately using 20th century tools along with 20th century language that barely catches the attention of this culture. The increasing pressure upon the congregation to grow in order to continue sustainability and apply good practices of stewardship is growing because of our inadequate and dated messaging, and worsened by the overall lack of interest in Christian education. Most churches, like Calvary, struggle to repair a leaking roof or replace a broken AC, or to afford full-time clergy and part-time support. Signage becomes increasingly important as it enhances the message and promotes education in a day and age when rapid information exchange is demanded.

The solution is seen with many corporate entities who are investing in digital billboards, using more vibrant, moving and digital images on all platforms, and most specifically curbside appeal. They are modifying their physical space following the trends of public interests. Case in hand are businesses that are moving away from old logos and using simpler brands. They are placing more emphasis into renovating their presentations to the public with digital signs, giving more options with cleaner looks. They are using the power of illuminated signage with digital displays to create a more vibrant aesthetic and cleaner optic for people to read. People are invited and encouraged with these options and loyalty that turn into relationships are built. Calvary intends to follow a similar design in order to experience growth in attendance and membership.

Calvary proposes the following to the Diocese, to join us and support this initiative.

1. Updated new Digital Marquee Board
2. Building of New Beach Community Food Pantry Van

The current marquee is antiquated, rusting and broken. The lettering continues to be changed with various messages but with very little effect. The number of visitors who park in our three lots are mainly coming for the convenience of beach parking. With an updated marquee, they could learn for more with multiple messaging that invites them not only to attend, but ways they can support our church.

Calvary is requesting $4,500.

Our primary mission and outreach within our local area is our resident Beach Community Food Pantry, serving on average, 400 people/month along with several annual events that serve the poor (Pinellas County Sheriff's Holiday Meals, Thanksgiving, Turkey gifts, etc.). Through a recent crowdfunding initiative with Razoo, some of our resourceful, non-Church member volunteers of the Pantry, raised $15,000. The Vestry is being very thoughtful about appropriate messaging as this van becomes a real asset for the Church and the Diocese as it will be used for mobile marketing to direct the public to our location, branding with a professional detail, that includes not only its affiliation with the Church, but also with the Diocese, is most important to us.

Calvary is requesting $1,500.

This Executive Summary is presented to the Diocese of Southwest Florida in response to the recent invitation by the Bishop and Staff to investigate new and creative initiatives for Church growth at the recent Clearwater Deansary Convocation. With our high season of visitors expected by December, and lasting through April, this appeal is being made in order to "Reach the Community" with the hope of approval and disbursing by the end of November so that we can implement before Christmas.

Summary submitted by:
The Rev. Jon Roberts, Rector
Mr. Mike Alford, Sr., Warden
Mr. Jim Heintz, Jr., Warden
Mrs. Jane Small, Finance Committee Chair
Ms. Renee Lee, Connections Chair
Calvary

New HDU Roadside signage
Not part of Evangelism Grant

New Parking Donation Dropbox
Old Marquee in backdrop
Not part of Evangelism grant

New Parking Donation Dropbox
NEW Marquee in backdrop
This is part of the Evangelism grant
$3,500

New NEC Digital Displays
Displays donated by Extreme Signs
Mounting/software/hardware is part of the Evangelism grant
Estimated installation
December 2019
$1,000
New Food Pantry Wrap
This is part of the Evangelism grant
$1,500
Executive Summary
St. Vincent’s Episcopal Church Open Campus Project

The Problem/Opportunity

St. Vincent’s has been experiencing growth in our parish community. The fastest growth is among ages 0 to 17. According to MissionInsight, in 2021 there will be approximately 15,168 children ages 0 to 4, 26,962 ages 5 to 13, and 10,489 ages 14 to 17 living within the 33710 zip code. This represents approximately 20% of the population in our zip code. As our current parish population ages, we are faced with the dual opportunity of continuing to serve retirees while simultaneously welcoming growing families. The problem is our current facility is not suited to meet the needs of growing families.

Cost of Project Phase 1 - Quarter 1, 2019 (Spring)

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Excavation of play area with drainage and grading</td>
<td>$1,000</td>
</tr>
<tr>
<td>Age appropriate playground equipment</td>
<td>$4,000</td>
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<tr>
<td>Fencing and Shrubbery</td>
<td>$4,000</td>
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<tr>
<td>Outdoor seating</td>
<td>$1,500</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$10,500</strong></td>
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The last two years, St. Vincent’s Episcopal Church, St. Petersburg has been hard at work identifying how best to reach the members of our local community. Being a neighborhood church gives us a wonderful opportunity to engage with the constant foot traffic we receive past our doors. From what we’ve seen, everyone from young parents to retirees love spending time on our benches and on
Apportionment Rebate Grants

| $175k | $171k | $111k | $150k | $210k | $185k | $156k | $150k | $150k | $1.5 Million |

Vestry/Bishop’s Committee Response 2016 “Mission & Ministry Dividend”

Church Name, City: St. Andrew’s, Tampa

We have discussed this message with our leadership, considered our eligibility and the suggested options, and report that our dividend will be used to:

50% for various outreach programs, to include Cornerstone Kids at St. Jane’s House of Prayer in Tampa.

50% to support our growing youth choir.
## Diocesan Grant Sources Overview

<table>
<thead>
<tr>
<th><strong>Episcopal Charities</strong> for congregation-based outreach</th>
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<tbody>
<tr>
<td>Work with the deacons</td>
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<td>$38,000+ annually</td>
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<table>
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<tr>
<th><strong>Bishop’s Growth Grants for Evangelism</strong></th>
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<tbody>
<tr>
<td>Think it through;</td>
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<tr>
<td>Call the Bishop</td>
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<td>$75,000 annually</td>
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<tr>
<th><strong>Apportionment Rebate Grants</strong></th>
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<tbody>
<tr>
<td>Proof of diocesan community</td>
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<tr>
<td>$150,000 annually</td>
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Questions