



Rebuild, Restore, and Sustain...

The Shambhala Meditation Center of Milwaukee's Dual Campaign for 2018

Frequently Asked Questions

Why is my gift important?

Quite literally, funds are needed to keep the roof over our heads. Your donation will help to repair the building where we gather together to study, practice, and celebrate. It will also restore our upstairs shrine room.

Your gift is also about more than the building.

As a valued member of our Shambhala community, your support speaks to the value you place on the teachings and your connection to our community of practitioners.

How does the uncertain situation with international leadership affect this campaign?

At some point in its history, almost every organization experiences periods of uncertainty in its leadership that can be painful in the short term, but result in productive long-term change. Shambhala International has weathered changes in its governance structure and leadership in the past. A group of dedicated leaders are taking responsibility for moving ahead.

It is the response of members like you that defines the resiliency of our local organization and its ability to serve its larger purpose while these changes are taking place. Now, more than ever, your continued engagement and financial support sends a message of confidence in our local community and ensures its continuation.

What repairs are needed to the building and when will they be done?

The Building Committee obtained a structural assessment of the building and worked with a consultant who helped us to obtain estimates. To-date, it appears that we need to completely replace the roof. Leakage has damaged portions of the roof and the ceiling in the upper shrine room. A large section of the exterior wall on the south-side of the building has also been damaged and needs to be repaired and sealed. The shrine room floor will need to be replaced as well.

We need to complete the exterior work before winter.

How much will it cost?

We are still comparing various bids for some of the work, but the total cost runs to approximately \$100,000.

How are we paying for it? Why not just take out a loan?

A mortgage refinance or equity line of credit are being pursued and will help us to cover some expenses.

However, we do not know if we can fund the entire project this way, and we want to avoid taking on more debt than necessary. The more income we have tied up in interest and debt repayment, the fewer financial resources we will have to support the Center and its programs.

Raising funds from members gives a strong sense of ownership and sends a positive message to lenders about our capacity to pay off any loans we do take out.

How much are we trying to raise for the building? What is my role?

Everyone will be asked to contribute to the campaign to **Repair and Restore** the building.

With your help, we think it is feasible to raise **\$50,000** for the building campaign. We are asking everyone to make a stretch gift, but what that looks like will be different for each person depending on their financial situation.

We are beginning the campaign by approaching leaders in our local Shambhala community to raise lead gifts that will help us kick off the campaign and inspire additional giving. We are seeking several major gifts of \$10,000 or more.

What is a dual campaign? Why are we doing it and how will it work?

In addition to raising one-time gifts for the building repair and restoration, we are taking steps to ensure the sustainability of the community in the long-term through the **Membership Pledge Drive** for monthly giving.

The rationale:

Monthly giving is the most stable source of operating income and easiest way for members to support the Center. Almost half of our members make a monthly pledge of approximately \$40. Most of these pledges have not increased over the last few years. That means we have the potential to increase our monthly operating income, which pays for things like our mortgage and utilities.

The \$25/25% plan:

- We are asking members who aren't already making a monthly pledge payment to begin doing so. If 20 members start new pledges of \$25 a month that will increase our annual operating income by \$6,000 a year.
- If you are already making monthly pledge payments, please consider increasing your pledge by 25%. For a monthly pledge of \$40, that is an increase of \$10 per month.

How can my contribution make a difference?

The actual costs of repairs may vary from the final bids. However, to give you an idea of how important your contribution is, here are some examples of how your gift to the *Rebuild and Restore Building Campaign* may contribute to this project:

- \$20,000 for a new roofing membrane
- \$10,000 to paint the new stucco
- \$5,000 to replace the upper shrine room floor
- \$3,000 for electrical work

100% of your contribution to the *Rebuild and Restore Building Campaign* will go toward the building restoration.

Your monthly *Sustain Membership Pledge* payments are handled separately. They are subject to unified giving policies and support operations of the Center.

When does the campaign start? When do you need me to make a decision?

We are seeking lead gifts now for the *Rebuild and Restore Building Campaign* to enable the work to move forward and help us to raise additional donations and loans.

At our Harvest of Peace kick-off event on September 23, we will announce our lead gifts and kick off the campaign for the general membership. We will be doing something different this year, by making an effort to reach out to each member. The focus is on building relationships as well as inviting broader participation in the support of the Center.

If I can't make a gift in one lump sum, is there some way I can spread it out?

Of course. Gary will work with you to time the payment that works for you. While it is important for us to receive as many payments as possible now when the funds are needed, your pledge of \$10,000 or more can be paid off in installments over a period of two to three years.

How will my gift be acknowledged? What if I want to remain anonymous?

Major gifts provide impetus and inspiration to a campaign. Your gift will be publicly acknowledged at our kickoff event and in other communications, but in a way that is comfortable to you, either as an anonymous gift or with your name attached.

You will, of course, receive a written acknowledgement of all gift and pledge payments, which are tax deductible.

Are there other ways I can help in addition to making a gift?

Definitely. We will be conducting one-on-one meetings with as many members as possible in the two weeks after the Harvest of Peace Celebration. If you would like to be a team captain or help with visits, contact Jennifer Evans, the Campaign Chair at evans_jennifer@sbcglobal.net.