

How to decide?

How much you give is of course a personal decision, based on your resources, the priority of UUCPA within your other giving plans, and so on. Here are some models for making giving decisions.

1. Give more than zero

We the members of UUCPA have defined “Membership” as requiring a “contribution of record” each year. A contribution of record is any non-zero donation submitted to the church office with your name on it. As a practical matter, we ask all members to pledge at least one dollar, even if you’ll give only one cent.

People who do not wish the obligation to donate money are welcome as “Friends” of UUCPA. It turns out that some friends do choose to donate, and to make annual pledges. If that is what you wish to do, we welcome that.

2. Give more than a fair price

Compare what you get from UUCPA to what you get from a movie, or a good night out. Now compare how much you give to UUCPA for that service, or class, or fellowship. Do you support UUCPA at least as well as you support theatres and restaurants? But don’t stop there. Because the church gives freely to all, those of us who donate must donate more than the “fair price”, to provide for the others.

3. Give a social justice tithe

Part of our work at UUCPA is to live our lives according to our own values. Does your use of money reflect your values, as in a donation to a cause that enacts your values in the world, or is it independent of your values, as in, say, a new pair of shoes? Set yourself a target of giving a social justice tithe.

A social justice tithe means giving at least 10% of your income to some combination of the UUCPA operating pledge, building fund, other charities, and political groups that enact your values.

We invite all **Social Justice Tithers** to note this on their Membership Renewal letter, so that we can celebrate your generosity.

Suggested Share Giving Guide

“Fair” Gross Income	Helping Gift			Supporting Gift			Sustaining Gift			Social Justice Tithe			
	%	Annual Amount	Monthly Amount	%	Annual Amount	Monthly Amount	%	Annual Amount	Monthly Amount	%	Annual Amount	Monthly Amount	
\$10,000	1.0	\$ 108	\$ 9	1.5	\$ 156	\$ 13	2.0	\$ 204	\$ 17	10	\$ 1,008	\$ 84	
20,000	1.5	300	25	2.0	408	34	2.5	504	42	10	2,004	167	
30,000	2.0	600	50	2.5	756	63	3.0	900	75	10	3,000	250	
40,000	2.25	900	75	2.75	1,104	92	3.25	1,308	109	10	4,008	334	
50,000	2.5	1,260	105	3.0	1,500	125	3.5	1,752	146	10	5,004	417	
75,000	3.0	2,256	188	3.5	2,628	219	4.0	3,000	250	10	7,500	625	
100,000	3.5	3,504	292	4.0	4,008	334	4.5	4,500	375	10	10,008	834	
125,000	4.0	5,004	417	4.5	5,628	469	5.0	6,252	521	10	12,504	1,042	
150,000	4.5	6,756	563	5.0	7,500	625	5.5	8,256	688	10	15,000	1,250	
		<i>(to UUCPA)</i>			<i>(to UUCPA)</i>			<i>(to UUCPA)</i>				<i>(to UUCPA and others)</i>	

(Source: “Fundraising with a Vision”, Edward B. Landreth, UUA 1997)

4. Give a Sustaining or Supporting Gift

The work of generosity is relative to your resources. A small gift may be generous if you have little income. A large gift may be nothing if you are wealthy. The UUA has defined “Suggested Share” giving levels (see table above). Look up your income and target level on this table, and see how much that comes to.

We invite all **Supporting** and **Sustaining** givers to note this on their Membership Renewal letter, so that we can celebrate your generosity.

5. Be a Leadership Giver for UUCPA

UUCPA has generous members, and large (and expensive) ambitions. On the back of the brochure is an **ambitious gift profile** that represents meeting all of UUCPA’s forecast needs for our coming year, with no deficit. Find a gift level on that table that is a stretch for you, that will help you feel good about supporting UUCPA as it does its good work in the world.

6. Give to enact your values

Give generously. Give without being limited by what others do. Give enough that you feel it. Give in a way that your money can go out into the world and enact your values. Give in a way that brings joy and satisfaction to your heart, and makes generosity a part of your spiritual path.

The UUA Fair Measure of Gross Income

We have a diverse congregation, everyone from Silicon Valley millionaires to families paying for children and elderly parents to retirees on fixed incomes. Here’s a fair way of figuring your gross income, so that you can set yourself giving goals relative to your income.

Start with Adjusted Gross Income (Line 31 of IRS Form 1040) _____

Add: Preference Income _____

- Tax-exempt pensions and annuities _____
- Tax-free income _____
- Depreciation on rental property _____
- Other _____

Total Additions _____

Deduct:

- Non-reimbursed major medical exp. _____
- Care of parent(s) _____
- Costs of higher education _____
- Costs of child care _____

Total Deductions _____

Total Income for determining goals _____

(Source: “Fundraising with a Vision”, Landreth, UUA)

Thank you for your generosity!

The Unitarian Universalist Church of Palo Alto exists to provide community, help finding spiritual paths, and support in living our values. It is a gift given freely, to anyone wishing to receive it.

A group of people take responsibility for seeing that this beacon of liberal religious values continues to glow. Thank you for joining us in supporting UUCPA with your treasure, as well as your time and talent.

- How much should I give?
- And how should I decide?

These are good questions to ask. This brochure gives an overview of:

- different models for deciding how much to give
- yardsticks for giving relative to income
- yardsticks for giving relative to UUCPA's needs

Questions?

If you would like more information, please contact the UUCPA office at

+1-650-494-0541 or
<office@uucpa.org>.

Either they can answer your question, or they can refer you to someone who can. The Ministers, the Membership Renewal committee, and the Board of Trustees are also happy to answer your questions.

(Last revised February 19, 2002.)

An Ambitious Gift Profile

This table reflects the kind of gifts we would need to give in order to meet the payroll we already have, to put on the programs we already do, all without a deficit. In other words, it is relative to UUCPA's present needs.

You can use this table in two ways:

1. Think where in the church's donor base you want to be, for instance in the solid middle, or leading at the top. Look up the amount matching that level.
2. Think of the amount you would like to donate. Look up where in the pledging profile that puts you.

How is this different from our giving in 2001-02? It represents all 137 members who pledged nothing starting to pledge something; new members pledging for the first time; many people substantially increasing their pledges; and raising the ceiling on our top "leadership" pledges.

It takes all kinds of gifts, large and small, to achieve this kind of ambitious donor profile. But we are capable of it. A 2001 congregational survey showed that we have a median income of approximately \$100,000 per household. Across 400+ members, that's a lot of resources. Between us, we have the means.

Donation Range	Number of People	Value
Over \$6,000	3	\$20,500
\$4,000-\$6,000	6	\$31,000
\$3,000-\$4,000	8	\$27,000
\$2,500-\$3,000	18	\$49,500
\$2,000-\$2,500	25	\$56,250
\$1,500-\$2,000	50	\$87,500
\$1,000-\$1,500	25	\$31,250
\$750-\$1,000	32	\$28,000
\$500-\$750	30	\$18,750
\$250-\$500	79	\$29,625
\$1-\$250	131	\$16,440
\$0	0	0
Total	407	\$406,216

How Much Should I Give?

And How Should I Decide?

A UUCPA Pledging Guide



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