

Frequently Asked Questions

St. Luke Serbian Orthodox Church - Capital Campaign



PROPOSED RENDERING

St. Luke Serbian Orthodox Church
Srpska Pravoslavna Crkva Sv. Luka

DVA
architects
ARCHITECTURE • PLANNING • INTERIORS
400 PROFESSIONAL DRIVE, SUITE 200, GAITHERSBURG, MD 20878
PH: (301) 796-8900 FAX: (301) 796-8928 WWW.DVA-ARCHITECTS.COM

1. What are the growth trends in the community that indicate a need for a newer, larger facility?

Since its founding in 1961, the community of St. Luke Serbian Orthodox Church has grown considerably. From the house on 16th Street in Washington, DC purchased in 1974, we continue to build through our faith to meet the growing needs of our community. After several years, it became clear that the parish had outgrown the church on 16th Street and needed a larger worship space, a larger social hall, and more outside space. Therefore, after several years of sifting through many potential properties, we purchased our 2.67 acre property on River Road in Potomac, MD in the summer of 2001.

2. What are the benefits to our community from the project?

Since early 2002, our parish leadership has been engaged in extensive pre-construction work with the goal of developing our property. After numerous committee meetings including several with parishioners, the parish settled on a plan which achieves the following:

1. Maintains the upper 2 floors of the building as a rectory and office space.
2. Completely renovates and expands the lower level (doubles the footprint) to include space for a chapel (180 person capacity), social hall (159 person capacity), and new kitchen.
3. Renovates our grounds to include new parking & driveways, lighting, landscaping, and a new stormwater management system.

In October of 2010, we received our building permit.

3. Why have we chosen to stay on River Road?

While going through the pre-construction and permitting process during the past 10 years, the parish leadership has continually investigated every option which was presented to it for re-locating elsewhere. Given our 2 chief driving factors, namely geographic location and cost, the considered opinion is that developing our current property is the best option for the parish. It gives us a new, usable facility in a desired location, for relatively low cost. Furthermore, at this point it would be better to move forward with the project and develop it rather than sell it as is because we would lose the funds which have been invested in the pre-construction process; it would be better to develop the property and then sell it in the future than to sell it now.

4. How is the Campaign organized?

The parish has engaged Father Anthony Scott of Stewardship Advocates to assist us in conducting our Capital Campaign. Fr. Anthony is an Orthodox priest whose special ministry is to help Orthodox parishes with their capital projects; he has worked in well over 100 Orthodox parishes and is professionally trained in the world of philanthropy and fund raising. A Capital Campaign Committee has been organized which will work with Father Anthony in the planning and execution of the Campaign. Our Capital Campaign Committee consists of Mark Rasevic (Chair), Fr. Aleksa Micich, Fr. Anthony Scott (Consultant), Peter Bizic, III, Colleen Bizic, Sigi Beck-Hodjera, Zoran Bucalo, Predrag Djokic, Desa Elwell, Vesna Grujicic, Nancy Mondich, Predrag Pajic, Andrej Rasevic, Phil Smith, Olivera Stojanovich, Joyce Visnick, Milan Visnick, & Natalie Visnick.

5. What are the goals of the Capital Campaign? What is the plan to raise money?

The estimated goal of the Capital Campaign is \$1,250,000. Consistent with the professional approach utilized successfully by churches, major universities & other institutions, the campaign will be conducted in the following three phases:

Phase one is the **organizational** phase, which includes a planning study, with the purpose of providing factual information to aid in analyzing the proposed fundraising project. The planning study will provide information regarding financial support from the parish, perceptions, image, obstacles, opportunities, and other relevant factors. From this study, a plan will emerge to guide our community based on factual and professional fundraising information.

Phase two is the **quiet** phase in which the Capital Campaign Committee works quietly in the quest for major gifts, which will set new standards in giving, create credibility and optimism for the project and inspire others to give generously.

Phase three is the **public** phase during which time the entire parish of St. Luke Serbian Orthodox Church including all organizations, families and individuals are invited and respectfully encouraged to participate in this campaign thereby being afforded the opportunity to share in this important project.

According to the study of hundreds of successful capital campaigns, there are certain internal dynamics that ensure success. Professional guidelines indicate that in order to be successful, we will need the following:

*\$1.25 Million Capital Campaign Gift Chart

GIFT AMOUNT	NUMBER	SUB-TOTAL	CUMULATIVE TOTAL
250,000	1	250,000	250,000
100,000	2	200,000	450,000
50,000	5	250,000	700,000

25,000	8	200,000	900,000
15,000	10	150,000	1,050,000
10,000	12	120,000	1,170,000
Under 10,000	Many	80,000	1,250,000

6. What is the schedule of the Building Project & current status of the Capital Campaign?

1. Completed
 - a. Plans Complete and Building Permit Issued
2. In Process
 - a. Conduct Capital Campaign
 - i. Planning & Organizational Phase – Completed
 - ii. Fund Raising – Currently Ongoing
3. Next Phase

Construction scheduled to start in Fall 2011 or Spring 2012

7. Can we as a community raise \$1,250,000 over 5 years?

The findings of the Campaign Planning Study revealed that we had the capacity for a successful major campaign, but our willingness was untested and that we have to learn to give sacrificially. As of June 30, 2011, over \$350,000 has been pledged by 18 families.

8. What is the plan for the continued operation of the parish during construction?

While construction is going on, the upper 2 floors of the building including Father's living space and parish office will remain open and usable. There will be a brief period of a few days when water & electric power are cut off to install new water supply, a new sewer line, and new electric supply; this will be the only time when the building will be unusable.

Also, while construction is going on, Divine Liturgy and other services will continue to be held at other off-site locations.

9. How much will the project cost?

Estimated Costs:

Refinance current mortgage	\$475,000
Construction budget (hard cost)	\$1,450,000
<u>Contingency (5%)</u>	<u>\$72,500</u>
Total	\$1,997,500

10. What is the financial plan for the project?

Present and Future Annual Costs Affecting the Project

Current mortgage payment	\$57,600
Future payment on \$2MM mortgage @ 6.5%	\$162,048
Projected surplus at end of 2016	\$831,082

Income	2011	2012	2013	2014	2015	2016
General Fund	\$ 201,000	\$ 201,000	\$ 201,000	\$ 201,000	\$ 201,000	\$ 201,000
Building/Mortgage Fund	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Capital Campaign	\$ 60,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 190,000
	\$ 311,000	\$ 501,000	\$ 501,000	\$ 501,000	\$ 501,000	\$ 441,000
Expenses						
General Fund Expenses	\$ 180,867	\$ 190,867	\$ 189,867	\$ 189,867	\$ 189,867	\$ 189,867
Building/Mortgage Expenses	\$ 64,500	\$ 81,024	\$ 162,048	\$ 162,048	\$ 162,048	\$ 162,048
	\$ 245,367	\$ 271,891	\$ 351,915	\$ 351,915	\$ 351,915	\$ 351,915
Net	\$ 65,633	\$ 229,109	\$ 149,085	\$ 149,085	\$ 149,085	\$ 89,085

11. What is the calendar for construction?

Our current plan is to refinance our current mortgage (which matures August 20, 2011) and secure a new loan which will assume the debt on our existing mortgage and provide funding for the new construction project. Construction is planned to start Fall 2011 or Spring 2012.

12. What opportunities are there for community input?

Parishioners can provide input and get information at the monthly Information Sessions (held on the 3rd Sunday of every month). Information is also distributed through regular mail and the parish e-mail list.

13. How do I make my pledge?

See Father Aleksa (fathermicich@svluka.org), Mark Rasevic (president@svluka.org), or any other member of the Capital Campaign Committee. We are asking parishioners to pledge an amount which they will be willing to contribute annually for 5 years, starting with this calendar year 2011; pledges can be fulfilled through a variety of ways and through as many payments as needed.

*Every single gift will be important and our beloved church will receive each and every gift with deep gratitude.
The Lord alone knows the quality and generosity of each gift.*