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## Report of the Development Services Unit

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### Organization

The Church Council elects the trustees of the Endowment Fund of the Evangelical Lutheran Church in America (ELCA), who also serve as advisors to the Development Services (DS) unit and the Foundation of the Evangelical Lutheran Church in America. The Endowment Fund of the Evangelical Lutheran Church in America is a separately incorporated Minnesota nonprofit corporation that serves as trustee of the Endowment Fund Pooled Trust. As administrator of the Endowment Fund Pooled Trust, the Foundation provides investment management services for endowment funds owned by the ELCA as well as funds held for others (congregations, synods, and ELCA-affiliated organizations and institutions.) The responsibilities of the Foundation of the ELCA are detailed in continuing resolution 17.41.A05., printed in Section X of this volume.

In September 2007, Pr. Donald M. Hallberg retired after serving as president and executive director for ten years. Ms. Cynthia J. Halverson was elected to serve as president of the Foundation and appointed executive director of the Development Services unit.. The current Board of Trustees and advisors are the following:

Mr. Erick N. Anderson, Salina, Kan. (2011)\*  
Pr. Marlene Whiterabbit Helgemo, Minneapolis, Minn. (2009)\*  
Ms. Ann Sponberg Peterson, *chair*, Decorah, Iowa (2011)\*  
Ms. Kathleen M. Rehl, Land O'Lakes, Fla. (2014)  
Mr. Fred B. Renwick, New York, N.Y. (2011)  
Mr. John H. Saeger, Lancaster, Pa. (2013)  
Ms. Phyllis S. Youngdahl, Austin, Tex. (2009)\*  
Mr. George (Skip) E. Zubrod, Salem, Va. (2009)

#### **Advisors**

Ms. Cynthia J. Halverson, *president*\*  
Ms. Christina L. Jackson-Skelton, *treasurer of the ELCA*  
Bp. William E. Rindy, Eastern North Dakota Synod  
Mr. David D. Swartling, *secretary of the ELCA*

\*Executive Committee

### Statement of Purpose

The Development Services (DS) unit and the Foundation of the ELCA exist to strengthen the financial capacities of this church's churchwide ministries, congregations, synods, agencies, and institutions, helping them to fulfill their mission and ministry by encouraging and facilitating lifelong stewardship through current and planned giving; offering financial education, resources, and support services; and providing investment management services for congregational and institutional endowments. The constitutional description of this unit appears in 17.40 and 17.41.B05., printed in Section X of this volume.

### Report of Work 2007–2009

DS oversees and directs resource development efforts to encourage, receive, and shepherd gifts from the people of God for ELCA funding priorities through annual, major, and deferred giving. During the past biennium, members of this church contributed more than \$43,250,007 toward the World Hunger Appeal. Gifts for international and domestic disaster relief during the biennium totaled \$6,109,519.

A total of \$14,283,413 was given in support of missionary sponsorship that aided this church in support of 270 missionaries and many development projects around the world. The gifts of \$2,395,783 from ELCA members to the annual Vision for Mission appeal and to the Chilstrom Vision for Mission endowment provided additional support to all the ministries of this church. These are only some of the generous gifts in support of ministry that ELCA members offer over and above their regular mission support through congregational offerings.

The Fund for Leaders in Mission, established by the Churchwide Assembly in 1997, continues to provide significant support for students preparing for rostered ministries at the eight ELCA seminaries. Gifts to the Fund for Leaders in Mission in this biennium totaled \$4,681,831. The Fund endowment balance was \$14,572,516 at the end of 2008. The first scholarships were awarded in 2000, and to date, 408 future church leaders have benefitted from this generous support. Twenty-six synods have now entered into partnership with the Fund for Leaders in Mission and have established named synodical endowments.

In October 2009, a new "ELCA Good Gifts" catalog will be distributed. In the last biennium, this gift-giving resource raised more than \$3,674,153 for a wide range of this church's ministries. Members are urged to review the print version of this new giving catalog or to go to "ELCA Good Gifts" online at [www.elca.org/giving](http://www.elca.org/giving), and then to encourage others to use this resource to give gifts that make a difference both domestically and internationally.

In 2008, DS and the Foundation conducted a feasibility study to test the capacity and readiness of the ELCA to conduct a comprehensive fundraising initiative in conjunction with the 25th anniversary of this church in 2012. The study was completed in February 2009. The Church Council recommended that the ELCA move forward in the immediate future with capacity building for future fundraising, and directed that a campaign readiness report and campaign recommendation be brought to the 2011 Churchwide Assembly.

The Foundation provides a national comprehensive planned-giving program that exists to sustain and enlarge ministries of this church. Presently the ELCA is served by 24 regional gift

planners and three churchwide staff members, who are available to assist individuals in their gift planning. These professionals work with individuals and congregations and provide educational seminars on wills, estates, and gift planning in congregations and other ministry expressions of the ELCA. The Foundation offers the opportunity for individuals to make major cash and deferred gifts to any of the identified ELCA ministries. Significant emphasis is placed on remembering the ministries of this church in wills and by other means, such as charitable gift annuities, charitable trusts, donor-advised funds, gifting of stock, life insurance policies, and the use of qualified retirement plans as gift vehicles. Foundation gift planners also work with congregations in the establishment of congregational mission endowment funds, using guidelines recommended by the Foundation.

As of December 31, 2008, the ELCA's gift annuity pool had approximately 5,180 active annuities with associated segregated assets totaling approximately \$109 million. Fixed-income instruments constitute approximately 96 percent of the pool's investments and are invested primarily through the Board of Pensions. Equity investments are made in equity mutual funds through Thrivent Investment Management.

The Foundation administers 410 active charitable-remainder trusts and a limited number of pooled-income funds with investments totaling approximately \$61 million as of December 31, 2008. Wachovia/Wells Fargo and Thrivent serve as investment managers for 74 percent and 14 percent of the total investments, respectively.

As of December 31, 2008, the Endowment Fund Pooled Trust held 1,704 accounts totaling \$261.2 million. These numbers represents a net increase of 138 accounts, but a net decrease of approximately 25 percent in market value from December 31, 2007. Of total Pooled Trust net assets, \$107 million benefits the churchwide ministries of the ELCA. The Endowment Fund of the ELCA provides professional investment management through the ELCA Board of Pensions and good stewardship for congregational mission endowment funds. Detailed suggested guidelines for a congregational mission endowment fund are available through the Foundation offices or at [www.elca.org/foundation](http://www.elca.org/foundation).

Cynthia J. Halverson, *president and executive*