

## Leveraging our Power for Good – Reference Materials

### What is a Fair Share?

FUUSA depends on the contributions of its members (now 379) and friends for almost all of its operating budget. As in previous guidelines, the Fair Share Giving Guide provides a framework for determining a pledge amount that recognizes differences in discretionary income. In addition, it takes account of a congregant's self-determined level of commitment by adding five fair share giving levels based on one's self assessment as a: "Visionary", "Steward", "Benefactor", "Supporter" or "Affiliate".

This expanded framework reminds each of us that membership involves a significant financial commitment, challenges us to reflect on what FUUSA means to us, and helps us establish a fair and equitable basis for determining an appropriate pledge amount. The Guide is intended to enhance our already strong culture of generosity by encouraging each of us to "raise the bar." As you select your personal level of financial commitment this year, please remember FUUSA depends on your support. Please, be as generous as you can, so that we can continue to be a beacon for everyone in this community.

| Fair Share Giving Guide |  |                          |             |            |            |
|-------------------------|--|--------------------------|-------------|------------|------------|
|                         |  | Personal Income Estimate |             |            |            |
|                         |  | Under \$40K              | \$40- \$79K | \$80- 119K | \$120K +   |
| Commitment Level        |  |                          |             |            |            |
| <b>Visionary</b>        | FUUSA is of utmost importance to me/us. I/we want to ensure that FUUSA remains a vibrant voice for liberal religion in the capital region. | 2.5% or more             | 3% or more  | 4% or more | 5% or more |
| <b>Steward</b>          | FUUSA plays a critical role in my/our life. I/we are committed to ensuring that FUUSA remains a beacon open to all.                        | 2.0%                     | 2.5%        | 3.0%       | 4.0%       |
| <b>Benefactor</b>       | FUUSA is a central part of my/our life. I/we are committed to supporting its mission and programs  | 1.5%                     | 2.0%        | 2.5%       | 3.0%       |
| <b>Supporter</b>        | FUUSA is a significant part of my/our life. I/we are committed to supporting its mission and programs                                      | 1.0%                     | 1.5%        | 2.0%       | 2.5%       |
| <b>Affiliate</b>        | I/we are associated with FUUSA and support its mission and programs.   | 0.5%                     | 1.0%        | 1.5%       | 2.0%       |

### What it takes to make our goal

As a guide to where our pledge income comes from, the table below shows how many pledges were received this past year by weekly and annual amounts. You will notice that a relatively small number of pledge units account for a disproportionately large percent of the total pledged. 52% of our total pledge income came from just 15% of our 269 pledge units. Pledge units include adult members only.

*OVER*

Our actual cost of operation, for the portion of our budget supported by pledges, works out to be about \$1057 PER MEMBER. Of course this means for a two member households the cost would be twice that on average. This total is actually slightly less than last year on a per member basis. We are deeply grateful to all our supported and especially those members who stretch their ability to give above the average.

| Number & Percent of FY 2009-2010 Pledges by Amount Pledged |                    |                        |              |                      |
|--|--------------------|------------------------|--------------|----------------------|
| Pledge Amount  |                    | Number of Pledge Units | Percent of   |                      |
| Weekly   | Annual             |                        | Pledge Units | Total Amount Pledged |
| >\$125   | \$6,501 - \$12,500 | 4                      | 1%           | 10%                  |
| \$100 - \$125  | \$5,200 - \$6,500  | 9                      | 3%           | 14%                  |
| \$90 - \$99  | \$4,680 - \$5,199  | 3                      | 1%           | 4%                   |
| \$80 - \$89  | \$4,160 - \$4,679  | 7                      | 3%           | 8%                   |
| \$70 - \$79  | \$3,640 - \$4,159  | 4                      | 1%           | 4%                   |
| \$60 - \$69  | \$3,120 - \$3,639  | 2                      | 1%           | 2%                   |
| \$50 - \$59  | \$2,600 - \$3,119  | 13                     | 5%           | 10%                  |
| \$40 - \$49  | \$2,080 - \$2,599  | 12                     | 4%           | 8%                   |
| \$30 - \$39  | \$1,560 - \$2,079  | 12                     | 4%           | 6%                   |
| \$20 - \$29  | \$1,440 - \$1,559  | 11                     | 4%           | 5%                   |
| \$10 - \$19  | \$520 - \$1,439    | 81                     | 30%          | 21%                  |
| \$5 - \$9  | \$260 - \$519      | 55                     | 20%          | 6%                   |
| <\$5   | <\$259             | 56                     | 21%          | 2%                   |
|  |                    | 269                    | 100.00%      | 100.00%              |

FUUSA's power for good could certainly benefit from a broader base. Again, we ask that you seriously consider leveraging that part of your income you devote to doing good by investing it with your fellow FUUSAns to promote our mission as a liberal religious community.