

Executive Summary of the Feasibility Study Report for the Light the Way Campaign

St. Charles Episcopal Church, prepared by the Episcopal Church Foundation

After a period of discernment, and the thoughtful, prayerful and careful evaluation of needs, parishioners of St. Charles Episcopal Church in St. Charles, IL, were surveyed through a Feasibility Study conducted by the Episcopal Church Foundation (ECF) in September of 2019.

The purpose of the Study was to determine the willingness of the parish to support a proposed capital campaign to raise up to \$335,000 from members of the congregation for debt reduction and building renovations and improvements.

All members of the parish were invited to participate in the Feasibility Study and 52% responded to the survey via personal interviews, led by Jim Buggy, ECF consultant, and by direct mail and electronic surveys. Based on experience, this response rate is an excellent representative involvement from the parish community, lending credibility to Study findings.

Responses indicate 91% of the respondents support a capital campaign. In addition, 80% of the respondents expressed a willingness to make a financial contribution with another 16% simply not sure at this time. 18% indicated a willingness to consider a volunteer role in a campaign.

By using the ranges of estimated gifts that respondents indicated, and applying a formula which considers as yet unidentified gifts, as well as other relevant factors noted in the responses, ECF recommends that St. Charles has a strong probability of raising \$275,000 in a capital campaign.

There are two major factors that contribute to the identification of a lower goal amount:

1. Only two major gifts to the campaign were indicated. 2. 91% of the respondents either felt the proposed goal was too high, or they didn't have an idea as to what the goal should be.

There are several positive indicators for proceeding, as the Feasibility Study indicates; an awareness of the needs, willingness by many to give, identified leadership, and a willingness at this early stage to volunteer.

It must be noted that the lower amount indicated in the Feasibility Study does not appear to be an indicator of lack of support, but rather a concern that there is not adequate financial capacity to support a larger goal.

If a realistic goal is used, there is great potential for a successful capital campaign. While the amount recommended is lower than the proposed Study goal, there appears to be great support for this initiative. Based on the results of the Study, St. Charles' leadership will need to determine what projects are feasible, considering the amount of funding that can be raised in the parish. Utilizing the results of the project priorities section can provide insight and guidance as to the level of support for each project.