

“Building on The Best”

Capital Campaign

2019 - 2021



HOLY CROSS LUTHERAN CHURCH
HERNDON, VA

Transforming the world and ourselves together in community, fellowship, and faith.

Rev. Dr. Martin Eldred
Pastor

Deb Reilly
HCLC Council President

“Building on the Best”

Our Campaign Prayer

*Holy Spirit, move among us, move in us, and
move through us in the years to come.*

*Inspire us to build on the best:
what is beautiful, good and true in our life together.
Remind us that we are the building blocks of your church,
called to connect others to Jesus.*

*Empower us to share the gifts you have given us,
dedicating our treasure and time
to the work of building your kingdom.*

*In Jesus name,
Amen.*

Our Mission Statement

Holy Cross Lutheran Church is a people of God, called by the Holy Spirit, committed to live with God, our Father and His Son, Jesus Christ our Lord. We are a united family dedicated to reaching out and providing opportunity through worship, witness, education, and service. Come grow with us in faith, love, and commitment to God our Father and in loving service to all people.



Connections: “Joined Together and Grows”

So then you are no longer strangers and aliens, but you are citizens with the saints and also members of the household of God, built upon the foundation of the apostles and prophets, with Christ Jesus himself as the cornerstone. In him the whole structure is joined together and grows into a holy temple in the Lord; in whom you also are built together spiritually into a dwelling-place for God.

Ephesians 2:19-22

Pastor's Message

Dear members and friends of Holy Cross,

Our Mission Statement reminds us that, “Holy Cross Lutheran is a *people* of God.” That’s what a church is: God’s people - living, loving, and working together in Jesus’ name. We are a household of faith firmly established and built up, not merely on our own, but with Jesus Christ as our cornerstone and with the faith and teaching of those who came before us as our foundation. “You are no longer strangers,” the book of Ephesians proclaims, but members of God’s family; a community of faith.

As we journey together in this faith, we are committed to continue to build our house of faith with a goal of reaching out to 48 new people over the course of three years – sharing the good news of God’s unconditional love through Jesus Christ, and inviting them to become part of God’s family. No longer strangers, we invite new friends into our community, just as we have been welcomed in Jesus’ love.

To help empower our mission and ministry together, we also have an ambitious goal of raising \$200,000. Some of these funds will allow us to build upon our presence and outreach in our local community. Another portion of our money will connect us to the larger church, as we join the Metropolitan Washington DC Synod’s “New Connections”. The largest portion of our goal is to refresh and renew our facility in order to enhance our mission and outreach to all God’s people. The first part of the capital campaign has gone extremely well. We have nearly reached our pledge goal. Now is the time to finish the task and complete our goal as we look forward to growing our community of grace.

I am pretty new here, but I have already been caught up in the spirit of Holy Cross, one that is alive and life-giving! I look forward to our journey together as we “build on the best” with joy and thanksgiving for all we have been given.



Yours in Christ,
Rev. Dr. Martin Eldred

Our Goal: \$200,000

- “Building on the Best”, we plan to extend and revitalize Holy Cross
- We aspire to grow our congregation: welcome 48 new members over the next three years
- We aspire to attract families and youth, and strengthen relationships among our members
- We aspire to enhance our commitment to serve the larger family of God

Our commitments, prayer and funds will be apportioned as follows:

\$35,000 - Building On Our Evangelical Mission:

- Strengthen community connections, through awareness: Herndon Festival, Sterlingfest
- Foster fun-filled community activities, to spread our message, such as ‘Beer & Carols’ events
- Support Community Youth by Partnership with Herndon Middle School & The Neighborhood Resource Center
- Create Service Opportunities for children & youth, in worship and the community

\$14,000 - Building the Broader Church:

- Join with congregations of the Metropolitan Washington DC Synod, Evangelical Lutheran Church in America, so that others may know the fullness of life in Jesus Christ
- Contribute to the Synod New Connections campaign, applying resources for developing, training, coaching, with the goal of 3000 new members over three years
- Apply New Connections ideas and resources to build connections with 48 new people / members at Holy Cross



\$151,000 – Building on our Facilities:

- Update our facilities to be welcoming and inviting for families and community members
- Renovate the antiquated restrooms adjacent to the Fellowship Hall
- Replace the roof in the administrative wing
- Install new flooring in the Fellowship Hall
- Upgrade Technology for the offices, Fellowship Hall and classroom spaces



Giving Opportunities

In order to reach our Capital Campaign goal, gifts of all sizes are needed, from the largest leadership gifts, to the precious coins from our children. We need many gifts to fulfill our dream of upgrading our ministry facilities, and more effectively reaching out into our community.

Please prayerfully consider how your family is called to respond to this opportunity, given your own financial blessings.

Our programs require gifts of all kinds – financial, talent, time, and creativity. Regardless of your ability to give, all are welcomed and valued at Holy Cross.

The Campaign's commitment period is 3 years (156 weeks). A pledge of support is not a legally binding contract, but a statement of intent.

Creative Giving

Check with your financial advisor about the tax advantages of charitable giving.

- ♦ Cash-if you itemize tax deductions, donations can be claimed
- ♦ Stocks, Bonds and Mutual Fund Shares
- ♦ Donating appreciated securities is one of the easiest ways to support Holy Cross's mission while you take advantage of significant tax savings (You may claim full fair market value of the securities as a charitable deduction on your personal tax return. Because you are donating, rather than selling the securities, you do not report or pay capital gains tax on their appreciation, maximizing your gift while minimizing your taxes.)
- ♦ Life Insurance
- ♦ IRA
- ♦ Sale of Property
- ♦ Life Insurance

Examples of Gifts for Success

1 gift of \$40,000 8 gifts of \$5,000

2 gifts of \$20,000 10 gifts of \$3,000

4 gifts of \$10,000 Many gifts of \$1,000 or less



Imagine...



At least 48 new active members, generously contributing their gifts in support of Holy Cross' ministries.

A thriving youth & children's ministry, leading our congregation in celebration.

Strengthened bonds to the middle school community, through an after-school Homework Helpers program with Herndon Middle School and the Neighborhood Resource Center, where students receive help with homework and a nutritious snack in the afternoon.

Support of the larger churches New Connections campaign to respond faithfully to Christ's calling to make disciples, and extend ministry to a wandering and hurting world.

A clean, inviting Fellowship Hall and supporting facilities, to be a desirable community destination, including upgraded flooring, renovated restrooms, and upgraded technology to support education and programs.

... And see how far we've come

*Replaced the roof on the Administration Wing
(Winter 2019)*

*Sent several lay leaders & staff to ELCA training
(Winter & Spring 2019)*

Welcomed 5 new members (Spring 2019)

*Provided fun activities for kids at Herndon's Easter
Egg Hunt (Spring 2019) and Herndon Festival
(Summer 2019)*

*Supported summer food pantry program at Herndon
Middle School (Summer 2019)*

*Grew our Vacation Bible School to 17 children
(Summer 2019)*

Re-established a youth program (Fall 2019)

*Established sponsorship for Herndon Middle School
PTA (Fall 2019)*

Began branding & website work (Fall 2019)

*Began preparation for fellowship hall flooring re-
placement (Fall 2019)*

Began planning for restroom renovations (Fall



Fellowship In Action



A Message from HCLC Council President

Dear Holy Cross Family and Friends,

I am truly delighted and blessed to serve as the Chair of our Capital Campaign. We are in the midst of a three-year project to expand and revitalize our evangelistic mission so that we may continue to Build on the Best of Holy Cross, within our faith family and our community. I look forward to this campaign as an opportunity to get better acquainted with the members of this congregation and see all that God can do through us. Having just welcomed our new Pastor, we stand poised to embrace the future. Our gifts are many! I thank the members of the Capital Campaign Committee (Joe Baggett, Sam Carter, Michael Faulkner, Roy Geiger, Ned Johnson, Joe Makowski and Dennis Pattison) for all their hard work. And I thank all of you for your generosity and support. God's peace be with you.

Deb Reilly, HCLC Council President



Holy Cross Lutheran Church
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Herndon VA 20170
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www.holycrosslutheranchurch.net



Worship Schedule

Traditional Service : Sundays, 8:30 AM & 11:00 AM
Sunday School : Sundays, 9:50 AM



Evangelical Lutheran Church in America;
God's work. Our hands.