

January 6, 2012

TO: St. Martha's family

FROM: Stewardship Committee

THANK YOU VERY MUCH

We would like to thank all who participated in the Stewardship campaign for the 2012 year. The final pledge total was **\$164,046** or 86% of the goal of \$190,850. These numbers don't tell the true story. The goal is a "pie in the Sky - if we could do everything it would be nice" number which is unrealistic in this economic time and with the uncertain environment at St. Martha's this past year.

The table on the back of this page, showing the results of the last three stewardship campaigns, is a much better way to look at this year's results. The number of people who increased their pledge (**54**) is much greater than the (**38**) and (**43**) of the past two years. At the same time the number of new pledges (**15**) was up versus the prior years. On the other hand, those who decreased their pledge (**16**) was more than the previous years (**12**) and (**13**). We believe this is a direct result of the economic environment. Like the rest of the country or even the world, there are people in our parish who are hurting financially. We can only hope this economy soon turns around. Further, the total number of those who financially pledged (**96**) and the average pledge amount (**\$1,709**) were increased over the other years.

All in all, this was a very successful campaign! Our church may have turned the corner on the trend of declining pledges. Also, St. Martha's Outreach financial effort may increase by nearly 35% over the past year's funding level. Increasing our Outreach support was a primary goal of this year's campaign. The "Little Church with the Big Heart" will be able to continue its great works in the coming year.

Again thanks, the people of St. Martha's have demonstrated this is a great place to be a part of!

THREE YEAR COMPARISON

<u>PLEDGE</u>	<u>CURRENT CAMPAIGN</u>	<u>2011</u>	<u>2010</u>
<u>INCREASED</u>	<u>54</u>	<u>38</u>	<u>43</u>
<u>SAME</u>	32	37	39
<u>DECREASE</u>	16	11	10
<u>TOTAL</u>	102	86	92
<u>NEW</u>	<u>15</u>	<u>12</u>	<u>13</u>
<u>TOTAL DOLLARS</u>	<u>\$164,046</u>	<u>\$161,934</u>	<u>\$176,472</u>
<u>GOAL</u>	<u>\$190,850</u>	<u>\$181,000</u>	<u>\$175,000</u>
<u>% of GOAL</u>	<u>86%</u>	<u>89.5%</u>	<u>100.8%</u>
<u>AVERAGE PLEDGE</u>	<u>\$1,709</u>	<u>\$1,652</u>	<u>\$1,681</u>
<u>PLEDGE INCREASE</u>	<u>\$57</u>	<u>-\$29</u>	_____
<u>% PLEDGE INCREASE</u>	<u>3.5%</u>	<u>-1.7%</u>	_____

2012 STEWARDSHIP CAMPAIGN

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GOAL	\$190,850	\$181,000	\$175,000
% of GOAL	86%	89.5%	100.8%
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PLEDGE INCREASE	\$57	-\$29	-----
% PLEDGE INCREASE	3.5%	-1.7%	-----

THOSE WHO RESPONDED

INCREASED	54	38	43
SAME	32	37	39
DECREASE	16	11	10
TOTAL	102	86	92
NEW	15	12	13