

# MCC TORONTO PLEDGE CAMPAIGN 2011

## *“Tearing Down Walls, Building Up Hope”*

### Why Pledging is Important to

#### MCC Toronto and our Global Community

We are called to “shared responsibility” as good stewards and to take an active role in our church, our community, and our world. Your pledge plays a very important role in fulfilling our vision of spirituality, community, social justice for all.

Making a Pledge to MCC Toronto enables the Board of Directors to plan and effectively allocate our resources. You may participate as a Pledger in one of two ways: as a *Sustainer* or as a *Recurrent Giver*.

#### What is a Pledge?

Your pledge is an indication of how much you plan to give the church on a regular basis. You may change or cancel your pledge at any time. Your on-going Pledge pertains to your regular giving and does not reflect special offerings such as the Roy Thomson Hall Christmas Eve service.

We strongly encourage you to become a *Sustainer*. A *Sustainer* makes their pledge through automatic deductions from their credit card or bank account. There are multiple advantages for both you and the church to becoming a *Sustainer*.

If you pledge as a *Recurrent Giver*, you may fulfill your annual pledge through weekly offerings during the service. Giving statements will be mailed to you quarterly so you may track your donations.

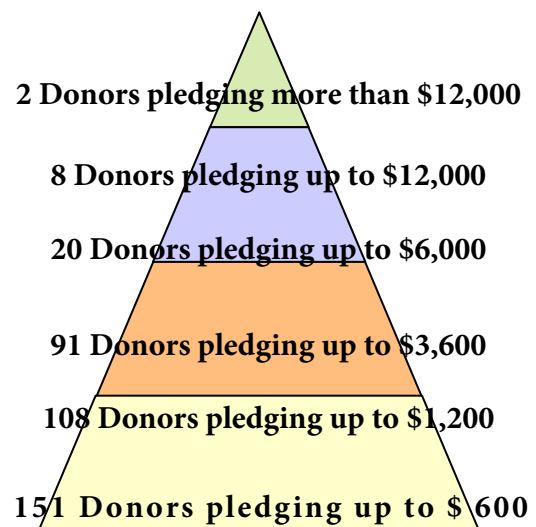
#### ADVANTAGES OF BECOMING A SUSTAINER:

- ✓ Your Board of Directors is better able to determine the budget needs of the church.
- ✓ Your Pledge is easily fulfilled, even if you are unable to attend a service.
- ✓ You are assured an accounting for every dollar you contribute saving taxes and book keeping!
- ✓ Collect Air Miles and points!

### What Are the Goals of This Campaign?

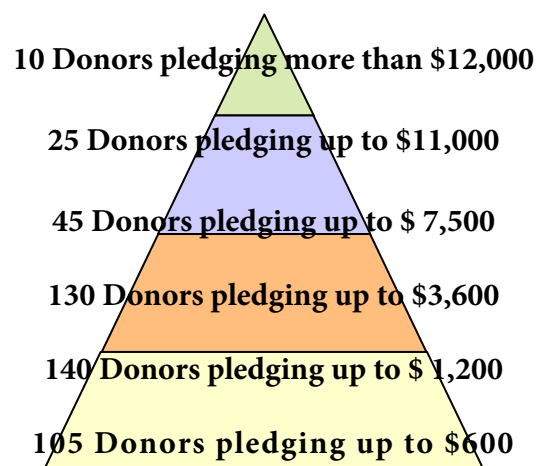
Currently, 380 people have pledged their financial support to MCC Toronto. Our goal is to encourage those of you with existing pledges to increase your giving where possible and to inspire another 75 people to make a pledge.

### CURRENT PLEDGE COMMITMENTS



### GOALS for 2011 PLEDGES

(Current plus 75 New Pledges)



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### **‘The Discipleship of Giving’ –**

#### **How much should I give?**

A secure spiritual home is particularly important in challenging times. Please consider how MCC Toronto enriches your life as well as the life of thousands of others.

The Bible suggests we tithe 10% of our income: (Numbers 18:25-26) However, we recognize that a number of you contribute to a variety of charities. Our suggestion is that you use the chart on the back of the Pledge card to determine your current level of giving, and then, this year move towards giving 5% to the church, and 5% to other charities. Another point to consider: we all give as we are able and as we are inspired. However, it costs roughly \$35 per person per week to cover the core costs of providing our services and programs if we had 100% participation.

#### **How Can I Give?**

*Sustainers* pledges can be made via credit card, post-dated cheque, or automatic withdrawal. Other options include publicly traded securities, such as stocks, bonds and mutual funds. (Given Canada Revenue Agency's regulations concerning capital gains, there may be advantages to making this type of donation—check with your tax advisor who may also advise you on the tax advantages of *Legacy Giving* – including your church home in your will.) Your broker can call us for further information.

The simplest way to donate securities is to ask your broker to complete the transaction via CanadaHelps.org, a secure donation portal:  
(<http://www.canadahelps.org/CharityProfilePage.aspx?CharityID=s40403>)

If you choose to make your Pledge as a *Recurrent Giver*, your Pledge may be fulfilled during your weekly attendance by placing it in the offering basket in an envelope with your full name and address, so we can ensure you receive a tax receipt.

Credit toward the fulfillment of your Pledge pertains only to regular offerings not special offerings such as Pride, Christmas Eve Offertory or any other special fundraising event.

#### **Will I Get a Tax Receipt?**

MCC Toronto is a registered charity (charitable registration number: 13035 3469 RR 0001). As such, we are able to issue tax receipts for the gifts we receive. By claiming your tax credits, you may reduce your income tax.

For more information, please consult the Canada Revenue Agency's "Giving to Charity" Web site at [www.cra.gc.ca/donors](http://www.cra.gc.ca/donors).

#### **Good Stewardship of Your Offerings**

Your Pledge makes a significant difference in MCC Toronto's ability to deliver excellent Stewardship of your financial gifts. Complete details regarding MCC Toronto's revenues and expenses can be found in our annual financial reports, which are externally audited and made available at the Information Centre.

#### **Corporate Matching Funds**

Ask your employer about matching your pledge.

*Thank you for considering this opportunity to make a Pledge of support to your spiritual home.*

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## **GOALS FOR 2011**

**30 New Volunteers**

**75 New First Time Pledges**

**50% of Current Sustainers  
Increasing Their Pledge**

**\$66,000 of new &  
increased pledges**

*Your prayerful gifts of time, talent and  
treasure make the difference you long to see.*