

A MESSAGE FROM THE RECTOR

Dear Friends,

One year ago, in my annual stewardship sermon, I reflected on what it would mean to light our iconic tower. This dream was rooted in a desire to see Bethesda as a light of the gospel in this community and beyond.

Thanks to the generosity of a parish family, this dream will become a reality in 2024. And as stunningly beautiful as it will surely be, lighting the tower also serves as a metaphor for all that Bethesda both is and aspires to be. To act as a light in the darkness, to offer grace and compassion to a broken and hurting world, to inspire us all to love and serve the Lord.

As we move boldly into the future at Bethesda-by-the-Sea, I invite you to join me and your fellow parishioners on an exciting journey. Amid renewed vitality, ever-deepening faith, and a new vision for Bethesda, now is the time to invest generously in our beloved community, helping us to realize our full potential as light-bearers.

To be clear, we're seeking to increase our budget by 15% this year. This investment in ministry will lead to future growth in areas of spirituality, children and youth, evangelism, communications, and engagement.

As you think and pray about your financial commitment to Bethesda in 2024, I encourage your generosity and look forward to walking alongside each and every one of you. Let's grow in our relationship with Jesus, have some fun, and marvel at what a blessing Bethesda is in our lives.

In Christ,



The Rev. Tim Schenck



FREQUENTLY ASKED QUESTIONS

ABOUT PLEDGING AT BETHESDA

What is a "pledge?"

A pledge is a commitment to give a certain amount of money throughout the year to help this community sustain and grow.

Why does my pledge mean so much to Bethesda?

Bethesda depends almost exclusively on pledges and donations (70%) to fund and fulfill our mission. Your pledge to Bethesda says, "I am part of this community, and I want to show that this parish and its values are important to me."

How do I decide how much to pledge to Bethesda?

Your giving is as personal as your prayer life, and only you can know what is right for you at this stage of your journey. The important thing is to make a heartfelt commitment. You'll find that as Bethesda grows, you are growing too.

How do I pledge?

We ask you to tell us about your pledge by completing a pledge card or pledging online at bbts.org/giving/. Weekly offering envelopes are made available soon after pledges are received.

What if my circumstances change?

Life is often unpredictable. You may increase or decrease your pledge at any time by contacting the parish office.



Scan this QR code to
make your pledge online



Lighting the Way

Bethesda's 2024 Annual Campaign



"May your Word be a lantern to my
feet and a light upon my path."

Psalms 119:105



LIVING INTO THE VISION

The tower lighting serves as tangible evidence that we are living into a time of transformation at Bethesda. The foundation of our shared vision is built on two pillars:

BETHESDA AS A SPIRITUAL OASIS

Seeing our entire campus as a place where parishioners and visitors are drawn on Sundays and throughout the week for inspiration and transformation.

BETHESDA AS A BEACON OF HOPE

Offering grace and compassion to a broken, hurting, and divided world.

We are seeking to develop this vision in several ways, including:

- Strengthening the newly formed Bethesda Center for Spirituality
- Renewing our emphasis on outreach ministries
- Growing our ministry with children, families, and youth
- Reimagining the Bethesda Bookshop
- Offering the Alpha Course, an innovative program that invites attendees to learn about Jesus and the Christian faith
- Continuing to introduce new and welcoming campus signage

SUPPORTING THE VISION

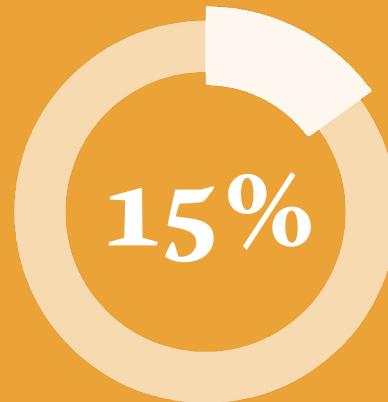
INTRODUCING THE 15% PLAN

As a parish, we stand at a crossroads. We cannot fully live into our exciting vision for Bethesda, without increasing our collective annual giving. With increased costs, more people at church, a staffing plan to support the vision, and catching up with deferred maintenance, we must increase our budget by 15%, or \$500,000.

The good news is that we can absolutely do this, with your help!

TARGET GOAL: \$3 million
(last year's goal: \$2.5 million)

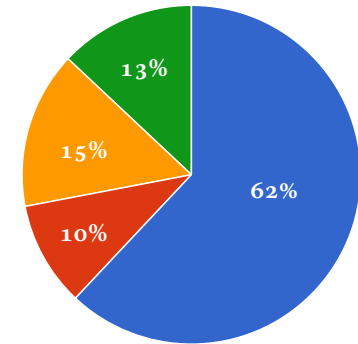
Target Number of Pledges: 400
(last year's total: 345)



**We invite you to Increase
your pledge by 15%**

BY THE NUMBERS

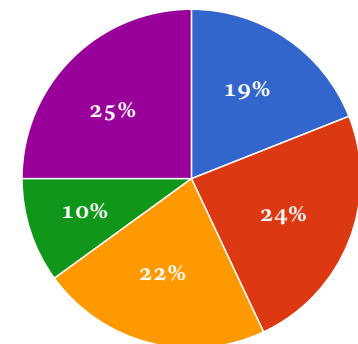
CHURCH REVENUE



- Pledges
- Gifts & Events
- Church Mouse
- Endowment Draw

Our moderate endowment is helpful, but nearly 70% of our annual revenue comes from pledges and gifts

CHURCH EXPENSES



- Worship & Music
- Buildings & Grounds
- Outreach & Diocesan Support
- Education & Hospitality
- Administration & Communication