

# The Case For Outreach As A Key Component In The Capital Campaign

Focus on Mission  
Don Pryor  
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Good Morning.

Outreach is a key part of our DNA at Third. It is at the heart of who we are as a congregation witnessing to the larger community. Given this reality, is there any doubt that our capital campaign should—indeed must—contain a significant commitment for outreach? Having this component makes a strong and tangible statement about our theological commitment to the common good, and about what our priorities are and will continue to be.

Jim Chisholm spoke eloquently last week of our history, and how those who preceded us left us with wonderful traditions, facilities and programs from which we all benefit, and which we must now preserve and expand for the future. We must create our own legacy, building on the past while planting new seeds to nurture and prepare the way for those who follow us. And so it is with our OUTREACH.

We have for years been on the cutting edge of initiatives that have helped improve conditions for God's people who needed advocates and tangible help in Rochester and beyond. We have advocated change; supported existing programs with our dollars, time and talents; envisioned and established new programs to meet emerging needs; and used our facilities to support an ever-expanding range of programs and groups that benefit from our space and hospitality.

But we must not rest on our laurels and, of course, we are not. Indeed, there are many ways the proposed facility enhancements will strengthen our outreach impact, both in our own programs (such as our hunger ministries) and given the use of our building by RAIHN and numerous external organizations.

But equally important, just as we envision the capital campaign strengthening our own infrastructure, we also have the opportunity to similarly contribute to infrastructure improvements in several underserved communities to which we have already committed ourselves programmatically. We have selected four initiatives—two local, one national and one international—through which our capital dollars will have substantially more impact than would be possible through our normal volunteer and financial commitments alone. Such support can play a significant role in church, economic and community growth and development in these places. Presbytery requires an outreach component to any capital campaign, but we would be doing this anyway, and our proposals far exceed what Presbytery requires. This is our opportunity to build for the future by making one-time investments that will have significant long-term impact, well after our capital dollars have accomplished their specific mission.

More specifically, these are the four proposed capital campaign outreach initiatives:

- ❖ A capital investment to strengthen the New Life Presbyterian Church, and community and economic development efforts in the surrounding Upper Monroe neighborhood;

- ❖ Partnering with Habitat for Humanity to build several new homes to help stabilize a high-risk neighborhood near PAETEC Park and School 17 in the city;
- ❖ Strengthening and expanding our commitment to rebuilding hope and neighborhoods in post-Katrina New Orleans; and
- ❖ Capital contributions to support our recently-formed parish and college partnerships in Kenya, which will be especially important in contributing to stability in areas adjacent to the recent upheavals in that country.

To learn more about these initiatives, I invite you to read the campaign newsletter on outreach which should arrive in your homes this week. And please join us next Saturday morning, from 9:30 to 10:30, for an outreach forum, where more details about these proposals will be presented, and you will have the opportunity to raise any questions you may have. A continental breakfast will be served. Please join us Saturday morning at 9:30. Thank you very much.