

## 2024 Annual Report from the Esperanza Lutheran Stewardship Team

The stewardship team would like to take this opportunity to thank the Esperanza community for their generous response to the 2023 stewardship appeal in support of the 2024 Esperanza Mission Plan!

- Esperanza, along with many other congregations in the Grand Canyon Synod, partnered with Gronlund Sayther Brunkow (GSB) Charitable Fundraising consulting group for training, professional one-on-one reviews, and access to streamlined graphic design and printing services. The stewardship team began the process of attending the GSB classes, crafting the messages, and preparing the literature in the summer of 2023 and launched the campaign in October, which concluded the week before Thanksgiving.
- Our theme was “Change my heart, O God!”—inspired by the hymn written by Eddie Espinosa. A number of Esperanza members shared their personal experiences and joys of giving time, talent, and treasure during the Sunday services.
- We attempted to raise the level of specificity in our 2023 appeal by detailing components of three categories in which new funds would be concentrated:
  - Ensuring Our Future,
  - Ensuring Our Excellence, and
  - Strengthening Our Service.
- Our goal was to raise the number of pledges from 56 to 61, which we thought was an audacious goal. We are more than pleased to share that we exceeded that goal by receiving 65 pledges!
  - 48 of these pledges were from persons or families that also pledged in 2023.
  - 17 were new pledges!
- The total pledged amount was \$299,590, which enabled us to create a solid and balanced Mission Plan for 2024. Again—thanks to everyone for your generous response!
- This year we also decided to split the “time and talent” appeal from the “treasure” appeal, so we held a separate drive in January for congregants to indicate their interest in various service areas. The responses were distributed to the teams responsible for each of the areas, and the respondents were contacted to follow-up on their interests. We also would like to thank the People of Hope for their generous response to this appeal!

--The 2023 Stewardship Team: Pr. Sarah Stadler, Linda Dickson, Chuck Yount