

interchange

VOLUME 26, NUMBER 12 / DECEMBER 2013



Linda Post Bushkofsky has served as executive director since 2002. (Photo by Elizabeth McBride)

Executive director to serve a fourth term

THE CHURCHWIDE EXECUTIVE BOARD OF WOMEN OF THE ELCA met October 19–20, 2013, at the Crowne Plaza Chicago O’Hare, in Rosemont, Ill., adopting a budget for FY2014, filling three business committees for the Ninth Triennial Convention and extending a fourth term to the executive director, among other things.

Executive director review

Fulfilling its constitutional mandate, the board received and acted on the recommendation of the executive director review committee that conducted the annual review of the organization’s executive director. The board extended an offer of a fourth four-year term to the executive director, Linda Post Bushkofsky, that would extend from 2014–2018. Bushkofsky is the fourth installed executive director of the organization and has served as executive director since 2002.

Ninth Triennial Convention

The Ninth Triennial Convention of Women of the ELCA will be held in Charlotte, N.C. July 22–24, 2014. The board approved a policy against electioneering. Consistent with the churchwide constitution, the board elected a nominations committee for the convention, and approved the president’s recommendations for the committee on reference and counsel and the memorials committee.

The board also adopted a proposed agenda for the convention. The

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Women of the ELCA Interchange is a monthly publication of the women's organization of the Evangelical Lutheran Church in America. The purpose of *Interchange* is to equip and empower Women of the ELCA participants with the information and resources necessary to carry out the organization's mission. *Interchange* is distributed free of charge to the congregational, synodical and churchwide leadership of Women of the ELCA, and to Women of the ELCA cluster and conference coordinators and newsletter editors.

Linda Post Bushkofsky, *executive director*
Union Design, *layout/design*
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Editorial Office

Women of the ELCA
8765 W. Higgins Rd.
Chicago, IL 60631-4101
Phone: 773-380-2730 or
800-638-3522, ext. 2730
Women.ELCA@elca.org
womenoftheelca.org
facebook.com/womenoftheELCA
twitter.com/womenoftheELCA

Subscriptions

Individual subscriptions are available for \$8 per year or \$15 for two years, and \$20 for three years. Please call Augsburg Fortress, Publishers, 800-328-4648.

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Women of the ELCA 
interchange

A STEWARDSHIP DEVOTION

Preparing to give

by *Emma Crossen*

Reflection

Growing up, I felt bad for my grandparents, aunts and uncles on my dad's side of the family. At Christmas, they each drew *one* name and received gifts from the *one* person who drew their name. Thankfully, the kids got gifts from everyone! I didn't understand why the adults let this happen. Didn't they want more packages to open on Christmas morning?

Twenty years later, I get it. That's why I'm glad my family set a spending cap on gifts, this year and last year. I like the structure. This way, I don't need to decide how much to spend or for whom to shop. I don't worry about how much they're spending on me. Instead, I focus on the gift and the recipient. What would she enjoy? What do I want to share with him? Is there a book or a restaurant or a game that has brought me joy or new perspective this year that I can give to them?

The limit helps me focus on why I'm giving gifts in the first place. For me, it's about anticipation and preparation during Advent. It's about stepping into the year ahead with joy, gratitude and new life, and taking time to reflect on what I have to share, all rooted in God's abundant giving to us.

The limit also helps me remember that I shouldn't put all my gift-giving thought and energy into one holiday. Rather, the preparation of Advent and gift giving of Christmas can be practice for the rest of the year. How can I give to my loved ones year-round? How can I be more attentive to their needs throughout the year and more eager to share when I find something they would enjoy?

How can I put the same thought and deliberation into my charitable giving, to give with joy and gratitude and focus on the needs of the organization, whether it is my congregation, Women of the ELCA or another organization?

Discussion

How do you give gifts at Christmas? How does this influence the way you give year-round?

Prayer

God of Advent, as we prepare to receive Jesus born into the world, prepare us for the holy work of giving and receiving in our families, our congregations, and our communities. Amen.



Emma Crossen is director for stewardship and development.

Executive director to serve a fourth term

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Rev. Susan Gamelin, of Jamestown, N.C., will preach and preside at the opening worship of the convention, scheduled for 9:00 a.m. on Tuesday, July 22, 2014. Plenary business sessions begin at 10:30 a.m. that same day and continue through Thursday morning, July 24. The Rev. Elizabeth Eaton, presiding bishop of the Evangelical Lutheran Church in America, is scheduled to address the convention on Thursday morning.

Additional information regarding the convention is available at womenoftheelca.org.

Financial matters

The executive board approved a budget for FY2014 that reflects a decrease in expected offerings and Thankofferings. The budget anticipates total revenue and support of \$2,881,000, with regular offerings of \$500,000 and Thankofferings of \$825,000. “Despite the creative, engaging and energetic stewardship and development efforts led by staff and spearheaded by the churchwide executive board, income continues to decline,” noted Linda Post Bushkofsky, executive director. “In adopting the FY2014 budget, the board made difficult choices that will result in reduced programmatic and communication opportunities for the coming year.”

The board also approved a proposed budget for FY2015, to be sent to the Ninth Triennial Convention for its consideration, which reflects a similar decrease. “Unless significant changes occur on the revenue side, we will likely face some sort of staffing cuts in 2015,” Bushkofsky noted. A reduction in staffing occurred in 2003 (from 30 to 21) and again in 2009 (from 21 to 13).

The board adopted a policy encouraging all synodical women’s organizations and congregational units to spend down their monetary reserves in 2013 in a way that reflects the interdependent relationships between the units, the synodical organizations and the churchwide women’s organization. The policy further encourages all to make similar decisions annually.

Staff reported that more than 600 women have already registered for the Ninth Triennial Gathering, scheduled for July 24–27, 2014. Discounted registration is available through January 6, 2014, at welcatg.org.

Other matters

The board learned that the 25th Anniversary Appeal has generated over \$140,000, as of mid-September, with half of the giving earmarked for the ELCA Malaria Campaign.

Staff reported that more than 600 women have already registered for the Ninth Triennial Gathering, scheduled for July 24–27, 2014. Discounted registration is available through January 6, 2014, at welcatg.org.

Three members were elected to the executive committee of the board. Those elected were Gwendolyn King, of Philadelphia, Penn., Deborah Banks-Williams, of Chicago, Ill., and Jody Smiley, of Blacksburg, Va. They will serve until the close of the Ninth Triennial Convention. They join the four officers of the organization to comprise the executive committee. The officers are Jennifer Michael, president, of Dubuque, Iowa; JoAnn Fuchs, vice president, of West Columbia, Texas; Jackie Wilson, secretary, of Hot Springs, Ark.; and Ely Smith, treasurer, of Fircrest, Wash.

In ongoing matters, the board heard reports from the president, treasurer, executive director and staff and standing committees; engaged in stewardship education and racial justice advocacy education; received reports from advisors; and reviewed board members’ participation in the 2013 conventions of synodical women’s organizations.

The board’s next meeting is April 25–26, 2014.

Your offerings at work

The pie graphs and financial figures in this article show how your offerings were used in fiscal year 2012 to carry out the ministries of the churchwide women’s organization. These are signs of stewardship. Together, as Women of the ELCA, we continue to use our God-given gifts to provide for the mission and ministries that have been entrusted to our care. The fiscal year runs from February 1 to January 31.

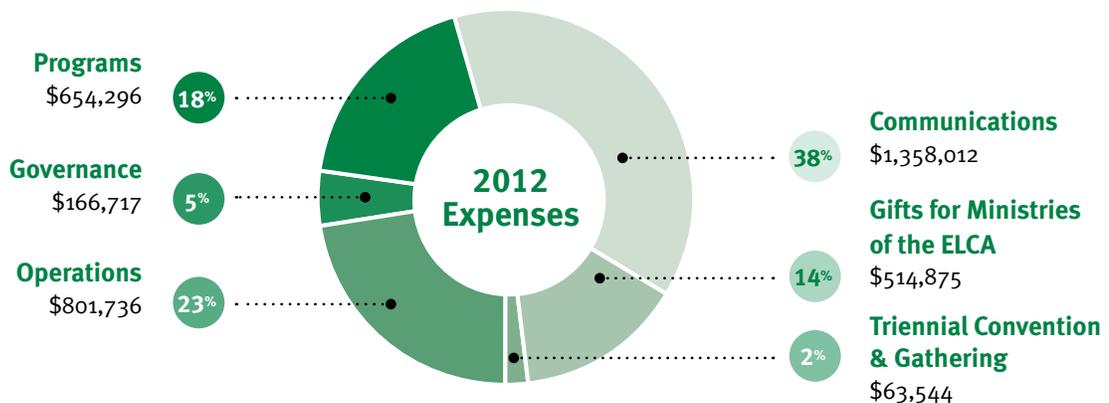
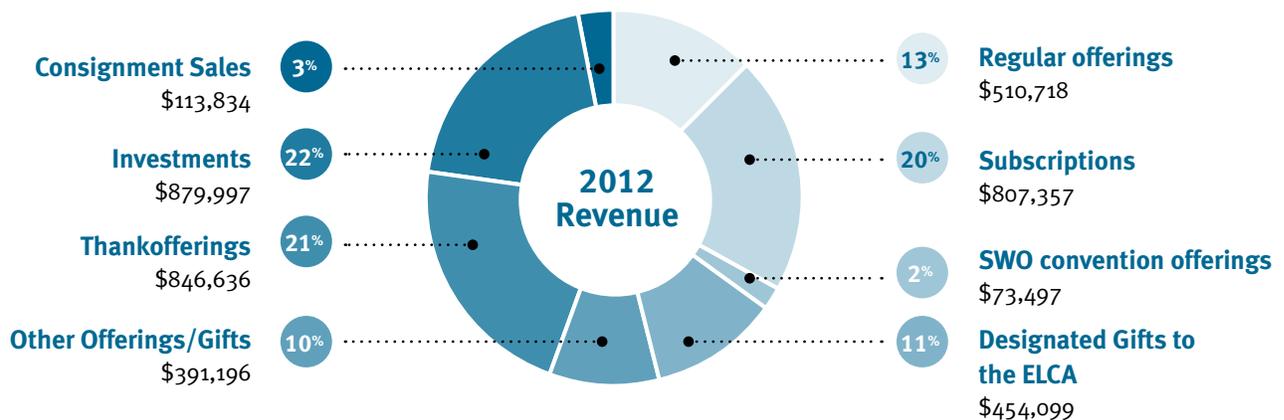
Expenses for fiscal year 2012 are organized into six categories.

PROGRAMS (\$654,296) includes advocacy, anti-racism initiatives, cross-cultural immersion, global education, stewardship education, intergenerational programs, discipleship work and our extensive collection of program resources available at no cost to individuals, congregations and women’s groups throughout the

church. The programs figure also accounts for grants to organizations, scholarships, and the health initiative, Raising Up Healthy Women and Girls. This figure includes the salaries and benefits of staff that carry out this work.

COMMUNICATIONS (\$1,358,012) includes *Gather* magazine, *Interchange*, *Bold Connections*, *Daily Grace* and *Café* e-zine, and the costs of editing, designing, printing and distributing these publications. Communications also includes outreach through the organization’s website, *womenoftheelca.org*, and social media outreach to thousands daily through Facebook, Twitter and Pinterest. This figure includes the salaries and benefits of staff that carry out this work.

OPERATIONS (\$801,736) includes organizational development, financial management, information



*Donation totals are accurate as of September 23, 2013.

Your offerings at work

continued

technology and equipment. This figure includes the salaries and benefits of staff carrying out operations and governance work. **GOVERNANCE** (\$166,717) includes the meetings, travel and convention outreach of the executive board which is made up of volunteers. It also includes training for synodical treasurers and the annual conference of synodical presidents.

TRIENNIAL CONVENTION AND GATHERING (\$63,544) includes early preparation and outreach for the Ninth Triennial Convention and Gathering to take place July 22-24, 2014 (convention) and July 24-27, 2014 (gathering). By constitutional mandate, the convention occurs every three years and is paid for by the churchwide organization. The triennial gathering is self-supporting.

GIFTS FOR MINISTRIES OF THE ELCA (\$514,875) includes donations that go entirely to support other ELCA ministries, such as World Hunger, Disaster Response and Missionary Sponsorship. This figure includes designated gifts made *through* Women of the ELCA and passed on in full to the designated ministry. By making these gifts through the women's organization, we show the impact of women's giving on the ministries of the church. It also includes funds that Women of the ELCA transfers to Global Mission from endowments that were established years ago for particular purposes.

Revenue for fiscal year 2012 is organized into eight categories.

More than 70% of all contributed support for Women of the ELCA comes from Regular Offerings and Thankofferings. Regular offerings are collected in congregational units. A portion is kept for local ministry, a portion is sent to the synodical organization and the synodical organization sends a portion to the churchwide organization. In this way, regular offerings support every expression of Women of the ELCA. In FY2012, the portion of **REGULAR OFFERINGS** that came to the churchwide organization was \$510,718. **THANKOFFERINGS TOTALING \$846,636** came directly from units and individuals to support the work of the churchwide organization.

INVESTMENTS (\$879,997) includes the interest earned on undesignated endowments and endowments for grants, scholarships and Katie's Fund, and the change in market value of these investments. **OTHER OFFERINGS/GIFTS** (\$391,196) includes special offerings such as gifts to Katie's Fund and the 25th Anniversary Appeal, conference/cluster event offerings and planned gifts such as estates and trusts that included Women of the ELCA as a beneficiary.

SWO CONVENTION OFFERINGS TO CHURCHWIDE (\$73,497) increased by \$6,546 between 2011 and 2012. Since 1990, it has been the recommendation of the churchwide executive board that conferences, clusters and synodical organizations send at least 50% of convention and event offerings to the churchwide women's organization. **CONSIGNMENT SALES** (\$113,834) includes revenue from the sale of Women of the ELCA identity items and products. **DESIGNATED GIFTS TO THE ELCA** (\$454,099) includes gifts designated for ELCA ministries. (See "Gifts for Ministries of the ELCA" above.)

For the first time in 25 years, subscription revenue and production costs for *Gather* magazine were incorporated into the annual churchwide budget and year-end statement for fiscal year 2012. On the revenue side, this appears as **SUBSCRIPTIONS** (\$807,357). On the expense side, the production costs of *Gather* are part of the **COMMUNICATIONS** category.

These facts and figures display careful and faithful stewardship of the offerings that are entrusted to the churchwide organization of Women of the ELCA. From triennial conventions, monthly Bible studies, and national advocacy, to discipleship resources, anti-racism initiatives, and leadership development, together we do so much more than we could ever do apart.

For more information on how to give and promote stewardship in your women's group, see the 2013–2014 Stewardship Guide, *Your Offerings at Work*. The guide was sent with the September issue of *Interchange* and includes a new Thankoffering service. You can also find the guide and other stewardship resources at womenoftheelca.org.

WOMEN OF THE ELCA

Statements Of Financial Position

JANUARY 31, 2013 AND 2012

ASSETS	2013	2012
Current assets		
Cash and cash equivalents	\$56,457	\$57,088
Other current assets	190,449	186,813
Total current assets	246,906	243,901
Investments		
Beneficial interest in ELCA endowments	5,983,662	5,686,012
Beneficial interest in irrevocable, split-interest agreements, held by ELCA	297,963	274,278
Beneficial interest in perpetual trusts	469,647	465,365
	373,955	340,488
	7,125,227	6,766,143
Total assets	\$7,372,133	\$7,010,044
LIABILITIES AND NET ASSETS		
Current liabilities		
Due to Evangelical Lutheran Church in America	237,268	364,817
Accounts payable and accrued liabilities	155,342	183,770
	362,610	548,587
Net assets		
General unrestricted debt	(1,166,255)	(1,483,468)
Designated	3,225,785	3,311,804
Total unrestricted	2,059,530	1,828,336
Temporarily restricted	1,796,577	1,570,905
Permanently restricted	3,123,416	3,062,216
Total net assets	6,979,523	6,461,457
Total liabilities and net assets	\$7,372,133	\$7,010,044

WOMEN OF THE ELCA
Statements Of Activities
JANUARY 31, 2013

	Unrestricted	Designated	Temporarily Restricted	Permanently Restricted	Total
CONTRIBUTED SUPPORT AND REVENUE:					
Contributed support					
Regular offerings	\$510,718	\$-	\$-	\$-	\$510,718
SWO convention offerings	73,497	-	-	-	73,497
Thankofferings	846,636	-	-	-	846,636
Bequests and trusts	84,580	-	-	1,670	86,250
Other offerings and gifts	89,460	1,924	113,209	35,536	240,129
In-kind revenue	64,817	-	-	-	64,817
Net assets released from restrictions	321,452	50,124	-371,576	-	-
Total contributed support	1,991,160	52,048	-258,367	37,206	1,822,047
Revenue					
Registrations and subscriptions	794,657	12,700	-	-	807,357
Miscellaneous revenue	111,955	581	1,120	178	113,834
Income distributed from the ELCA Endowment					
Fund Pooled Trust	83,384	71,832	94,144	-	249,360
Unrealized gain on investments	-	196,283	250,876	-	447,159
Interest and other	14,673	-	-	-	14,673
Change in present value of beneficial interest in ELCA endowments	-	-	-	23,685	23,685
Change in present value of beneficial interest in irrevocable, split interest agreements held by ELCA	-	-	144,901	-33,336	111,565
Change in value of beneficial interest in perpetual trusts	-	-	-	33,467	33,467
Total revenue	1,004,669	281,396	491,041	23,994	1,801,100
Total contributed support and revenue	2,995,829	333,444	232,674	61,200	3,623,147
Program expenses					
Programs	568,539	85,757	-	-	654,296
Communications	1,357,987	25	-	-	1,358,012
Gifts for ministries of the ELCA	60,776	-	-	-	60,776
Triennial convention	-	63,544	-	-	63,544
General and administrative expenses					
Office of the executive director	421,811	-	-	-	421,811
Operations	369,907	10,018	-	-	379,925
Governance	166,717	-	-	-	166,717
Total expenses	2,945,737	159,344	-	-	3,105,081
Excess of income over expenses	50,092	174,100	232,674	61,200	518,066
Transfer between funds	260,119	-260,119	-	-	-
Increase (decrease) in accumulated loss on endowment balances	7,002	-	-7,002	-	-
Changes in net assets	317,213	-86,019	225,672	61,200	518,066
Net assets at beginning of year	-1,483,468	3,311,804	1,570,905	3,062,216	6,461,457
Net assets at end of year	(\$1,166,255)	\$3,225,785	\$1,796,577	\$3,123,416	\$6,979,523

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8765 West Higgins Road, Chicago, IL 60634-4101

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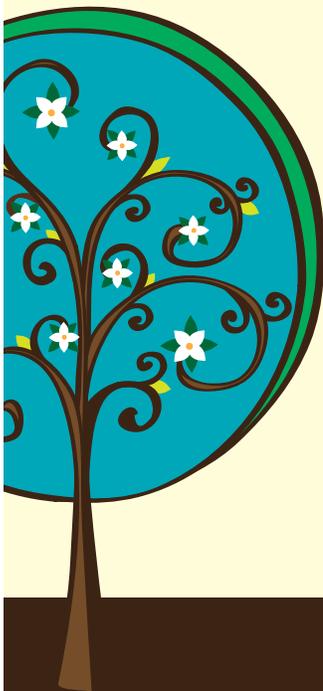
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December 2013

Please route to:

- Women of the ELCA leaders
- pastor(s)
- other church leaders

Please copy and share with the women in your congregation!



**She found her bold.
Now it's your turn.**

Boldness comes in many forms. Some boldness is firm and quiet. Some is bright and loud. Find your bold, live it out and celebrate it with women of many generations.

THE REV. ELIZABETH EATON, *presiding bishop of the Evangelical Lutheran Church in America*, joins you at the Ninth Triennial Gathering to celebrate your bold and to encourage you to live as a disciple of Jesus.



Ninth Triennial Gathering
July 24-27, 2014 Charlotte, North Carolina



of many generations

Discounted registration available through January 6, 2014

For more information visit welcatg.org or call 1-800-638-3522 ext. 2730 #welcatg