



## The Annual Appeal of the Anglican Diocese of Ottawa

### Today 4 Tomorrow FAQ

**Why an annual appeal?** An annual appeal takes place every year and seeks support for priorities identified in an annual case for support. Since the initiatives it supports can be adjusted and changed from year-to-year, an annual appeal has great potential to be nimble and responsive to emerging priorities. Because it happens annually, this kind of appeal has potential to effect change now and over the long term.

**Why is the appeal called Today 4 Tomorrow?** The appeal is about investing in the lives of people and by doing so making a difference now and for the future. As an annual appeal, it will have an effect on both current and future generations – giving it great potential for multi-generational impact over a long period of time.

**What is the meaning behind the logo?** The logo is a wordmark representing Today 4 Tomorrow with a symbol made up of three colours: orange (represents optimism, hope and harvest), purple (represents human dignity) and blue (represents safety, serenity and stability). It is also made up of four shapes. The square is a safe container encompassing human needs. The bread, which looks like an arrow with a rounded base, is a symbol of transition. It also symbolizes that we are the body of Christ doing God's work in the world. The circle divided into four sections with the cross is a symbol of our faith in God and of eternity.

**Why is Today 4 Tomorrow a good opportunity for our diocesan parishes and local communities?** Many initiatives and programs in the case for support have the capacity to benefit parishes and local communities through leadership opportunities, educational opportunities, internships, community engagement beyond the urban core, and curates to name a few. For example, our case now supports a Refugee Office to work directly with parishes to facilitate sponsorships. It also supports the start up of initiatives similar to our Community Ministries to serve vulnerable people in local communities beyond the city of Ottawa through our parishes and partnerships within those communities.

**What is the timing for the appeal annually? What is the timing this year?** Every year, Today 4 Tomorrow will take place between Lent and Easter. This year, the direct mail appeal to individuals will be sent in March, and Today 4 Tomorrow inserts and envelopes will be included in the April and May issues of Crosstalk. The Today 4 Tomorrow Sundays in 2017 are March 19 and 26, April 2, 23 and 30 and May 7. Parishes are encouraged to choose one of these Sundays to focus on and promote Today 4 Tomorrow by having a guest speaker and showing the appeal video. Printed communications are available for display throughout all of the appeal Sundays.

**What is the financial goal?** The goal is \$560,000 (\$60,000 for expenses) to support seven mission and ministry initiatives and programs that have emerged from two priorities identified through Embracing God's Future, our diocesan roadmap. The two priorities are Engaging the World and Life-Long Formation.

**How much does the appeal cost?** \$60,000, or 12% of the appeal goal has been budgeted for expenses. This percentage is within industry standards for fundraising appeals.

**What are the expectations of parishes?** The appeal is to individuals and households through direct mail and inserts in *Crosstalk*. Parish participation is entirely voluntary. We are asking parishes to consider supporting Today 4 Tomorrow by choosing an appeal Sunday to highlight the appeal through a guest speaker and through the communications materials provided including a video. It is also hoped that the appeal materials will be on display and available during the Appeal in Lent and Easter.

**When are the Today 4 Tomorrow Sundays in 2017?**

Sunday, March 19

Sunday, March 26

Sunday, April 2

Sunday, April 23

Sunday, April 30

Sunday, May 7

June 4 (Pentecost) is wrap up Sunday (a time to say Thanks).

**What are the Today 4 Tomorrow resources that will be available for parishes?**

The resources are as follows: speakers bureau, social media, website, video, and parish package (poster, bulletin inserts, brochures, return envelopes and bulletin covers)

**How do I book a speaker?** You may book a speaker through our Speakers Bureau at jane-scanlon@ottawa.anglican.ca.

**Who will be asked to contribute to the appeal?** Individuals and households in the Diocese of Ottawa will be asked to support Today 4 Tomorrow primarily through direct mail and inserts in *Crosstalk*.

**Is it possible to make a designated gift?** Designated giving is an option; however, we strongly encourage you to support the appeal overall to ensure that the goals for each initiative and program in the case for support are met.

**Is it possible to make a pledge rather than an annual gift?** Options for giving to the appeal are flexible and open including the ability to set up a multi-year pledge and online recurring donations ([www.today4tomorrow.ca](http://www.today4tomorrow.ca)).

**How much should I give?** It is up to each individual to decide how much to give to Today 4 Tomorrow, and all gifts will be received and receipted gratefully.

**What about other campaigns and appeals including parish financial stewardship and campaigns?** We encourage you to continue to make your own charitable giving decisions and to support the charities and causes of your choice including your parish's financial stewardship and campaigns. Parish stewardship resources are available at [www.ottawa.anglican.ca](http://www.ottawa.anglican.ca).

**How do I make my gift?** Today 4 Tomorrow welcomes gifts by cash, cheque, Visa, MasterCard, Pre-Authorized Giving, Online Giving and Gifts of Stock. You may make cheques payable to Today 4 Tomorrow and mail c/o Stewardship Development Office, 71 Bronson Ave., Ottawa, Ontario, K1R 6G6. To set up pre-authorized and recurring donations, or an online donation, go to [www.today4tomorrow.ca](http://www.today4tomorrow.ca). For a gift of stock, you may download the Today 4 Tomorrow securities form at [www.today4tomorrow.ca](http://www.today4tomorrow.ca). To make a gift now, please call 613-232-7124, extension 225

**Who is responsible for administering the appeal including thank you letters and tax receipts?** The Stewardship Development Office is responsible for administering the appeal including thank you letters and tax receipts. For questions about processing of donations and tax receipts, please call Rachael Pollesel at 613-232-7124, ext. 239, or e-mail [rachael-pollesel@ottawa.anglican.ca](mailto:rachael-pollesel@ottawa.anglican.ca)

**How will funds be allocated if the appeal comes in under or over goal?** Taking annual appeal best practices into consideration, policies are being developed to be approved by Diocesan Council in March 2017. The diocesan Executive Staff will be responsible for decisions about distribution of funds.

**How will you tell us how the money was spent?** Today 4 Tomorrow reports, updates and stories will appear in Crosstalk, on our website and through social media.

**Will parishes continue to receive appeals from community ministries?** Yes. Outside of the timeline for Today 4 Tomorrow, the individual community ministries will continue to ask parishes for support. The Community Ministries of Ottawa Choosing Hope Changing Lives appeal will be rolled into the Today 4 Tomorrow annual appeal.

**Is there an end point to the appeal?** The appeal will continue to run from year-to-year as long as it is successful.

**For more information:**

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