



St. Julian of Norwich
EPISCOPAL CHURCH

*Still other seed fell on good soil.
It came up and yielded a crop,
a hundred times more than was sown.*
Luke 8:8



GOOD SOIL
LUKE 8:8

OFFERING OUR PRAYERS
PREPARING OUR HEARTS
PLANTING OUR SEEDS

TAKING THE NEXT STEPS TO OUR FUTURE HOME

Inside-Find out more about St. Julian's Good Soil Annual and Capital Campaign. This joint annual and capital campaign seeks to raise funds to support both our 2018 operating budget and raise capital funds required to begin to "prepare and piece of land" for a permanent campus for our church.

www.stjuliansaustin.org

LETTER FROM THE VICAR

Dear St. Julian’s Community:

As we have been slowly unrolling the vision and purpose for our Good Soil Annual Stewardship and Capital Campaign, which this publication intends to share more details, I have been reflecting more deeply on a spiritual level about the question of purpose. On one level, we could say Good Soil’s purpose is to place St. Julian’s on sound financial footing even now, as we raise funds for our 2018 budget and work together in the year to come to grow into a community that can support and build our future campus. On another level, we could say Good Soil’s purpose is to “prepare the soil” by raising the capital funds, over 3 years, to complete all the pre-construction projects on a piece of land that are required before a future building campaign can begin. Of course, both of these are true. However, when I push myself further and let the idea of “purpose” really rumble around in my soul, I come to the conclusion that Good Soil’s purpose is something deeper, something perhaps even greater. That purpose, in my own discernment, is about St. Julian’s becoming the very spiritual heart of the larger community in which God has placed us. For Good Soil is a matter of the heart, forming us individually and collectively, into Good Soil from which God’s redemptive love flows in transformative ways into the lives of all those entrusted to our care and beyond. Good Soil may take the form of a community making significant and sacrificial financial commitments to support our shared vision for the future, but our purpose for Good Soil is nothing less than being and becoming our very selves Good Soil, out of which God’s love-filled fruit producing work is nurtured and even thrives. I look forward to playing in the soil together and discovering there the God of love, in our very midst.

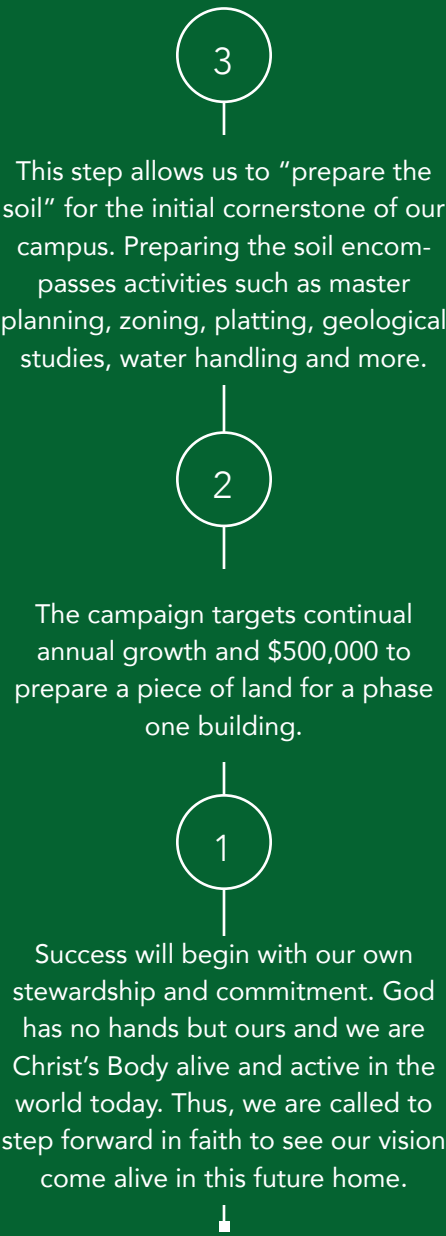
Thank you for reading on. It is a blessing beyond words to be on this journey together.

Peace and Warm Friendship,
Miles+

The Rev. Miles R. Brandon, II
Vicar, St. Julian of Norwich Episcopal Church
512.694.7121
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www.stjuliansaustin.org

Growing in Relationship, Loving all Well, Seeking Intimacy with Christ

PATH TO A NEW HOME



LETTER FROM CAMPAIGN CHAIRS

Dear Friends in Christ:

As we said in our previous mailer – we are, and remain excited about the prospects that the Good Soil Campaign offers to our community both in the annual drive and the capital drive. We hope that this brochure offers a deeper insight into our progress, plans and status, and that it helps answer any and all of your questions about our future together. Of course, if you have further questions, please ask any of us and we will do our best to give you the information you need.

It remains a thrilling time for St. Julian’s even though we knew our first capital campaign would be a challenge. We are already making progress toward reaching our goals. We commit to keeping everyone informed of our progress as we go forward. The campaign kicks off its major effort October 22nd resulting in an in-gathering and celebration on November 19th. There are many activities and opportunities for prayer throughout the program, and we hope you participate.

We ask that you keep Good Soil in your prayers daily - using the prayer, “Lord what do You want to do through me, today?”. In doing so, we believe you will be able to discern exactly what sacrifice you can make remembering that we are not asking for an equal share from all but an equal sacrifice – knowing that this is different for everyone. As we said before, when we approach this season of giving based on prayer, gratitude, faith and generosity we will be successful as a parish.

This leadership has already blessed us in many ways and we thank all of you for that.

Yours in Christ;
Jayson Lang
Annual Stewardship Chair
jlang@wm.com

Jack and Patty Ely
Capital Campaign Co-Chairs
jlely@msn.com



OUR CORE VALUES



SACRAMENTAL WORSHIP

St. Julian's offers beautiful worship rooted in the Episcopal tradition that is both ancient and future in practice.



OPENNESS TO THE SPIRIT

We encourage openness to the Holy Spirit to guide us as we grow in our relationships with God and one another.



SERVICE TO OTHERS

We receive, accept, share and return God's love and blessings to all who are entrusted to our care both within and outside of our community.



MUTUAL RESPECT AND TRUST

We are a community that demonstrates trust and respect for one another by a willingness to share honestly, listen, be vulnerable and negotiate difference with love and grace.



HOSPITALITY

All who God entrusts to our care feel welcomed and valued because we value difference and diversity as an opportunity to learn more about God and ourselves.



MULTI-GENERATIONAL COMMUNITY

We value and seek to serve in our ministry ALL people, adults, youth and children, by offering both age appropriate worship and programs and opportunities to learn and grow as a community of the whole.



St. Julian of Norwich EPISCOPAL CHURCH

LIVING INTO CORE VALUES

2018 ANNUAL STEWARDSHIP CAMPAIGN

St. Julian's annual stewardship offering allows the community to live into its core values in many ways. With over 18 ministries, these core values guide how the time, talent and treasure for them is fulfilled throughout the year.

Some examples include:



» Holy Communion, Contemplative Prayer, Flower Ministry, Music Ministry and Altar Guild (SACRAMENTAL WORSHIP)

» Seminary level adult Christian Education, Youth and Children's ministries (OPENNESS TO SPIRIT)

» Meals on Wheels, Food Collections, Navajoland Pilgrimage, Community of Hope, Wellness Ministry, Spiritual Direction and Professional Counseling (SERVICE TO OTHERS)



» Women's and Men's Ministries, The Daring Way™, annual Retreats for all ages and Lenten Storytelling Program (MUTUAL TRUST AND RESPECT)

» Evangelism, Greeter Ministry, Newcomer Luncheons, Sunday Coffee Ministry, Community Meals and Community Gatherings like our Easter Celebration in the Park (HOSPITALITY)



» Dream Catchers Adult Fellowship, Children's Chapel, Journey to Adulthood Youth Program, and Vacation Bible School (MULTI-GENERATIONAL)

In 2017, the St. Julian operating budget was \$300,000, with \$60,000 of this total budget coming from diocesan support. As we move to becoming a financially independent parish, it is anticipated that this support will be reduced in 2018 to \$30,000. In 2017, the annual stewardship campaign resulted in pledged dollars totaling \$232,000. Given the expected change in diocesan support, the 2018 annual stewardship campaign will need to exceed that of 2017 by at least 16%, or a total raise of \$262,000, in order to maintain ministries and staff salaries at their current levels.

In 2017, 76% of all active households, or 64 households, made pledges to our annual stewardship campaign. There are currently 92 active households in the St. Julian's community, totaling just under 300 adults and children. In order to achieve the same level of participation in 2018 (about 75% of households), 70 pledges are needed.

However, this year's campaign has a goal to increase the participation to 81% or 75 households. We believe, this will allow us to absorb the \$30,000 decrease in funding from the Diocese of Texas and meet the increasing demands of our growing parish.

ST. JULIAN'S GROWTH - AT A GLANCE

St. Julian's began its journey in the Fall of 2008 when the Rev. Miles Brandon accepted Bishop Don Wimberly's call to plant a new Episcopal Church, from the ground up, in a growing part of far Northwest Austin (the Avery Ranch/Brushy Creek area). Miles gathered together a Plant Team of a dozen people to pray and plan weekly for the formation of this new church community in February of 2009.

In June of 2009, the first public and weekly worship service for St. Julian's was held in the cafeteria of Henry Middle School. Participants in the new church plant would meet Miles every Sunday afternoon at the school to unload our trailer and setup church in the school, what we loving called "church in a box".



CHURCH IN A BOX

FIRST SERVICE
JUNE 28, 2009

Henry Middle School

CHRISTMAS 2009
75 PEOPLE
(1 service)



NO MORE TRAILER

FIRST SERVICE
ASH WEDNESDAY
FEBRUARY 17, 2010

Church of the Savior

CHRISTMAS 2010
84 PEOPLE
(1 service)



A HOME OF OUR OWN

FIRST SERVICE
SEPTEMBER 2, 2012

St. Julian of Norwich
Episcopal Church

CHRISTMAS 2012
131 PEOPLE
(2 services)

CHRISTMAS 2016
294 PEOPLE
(3 services)

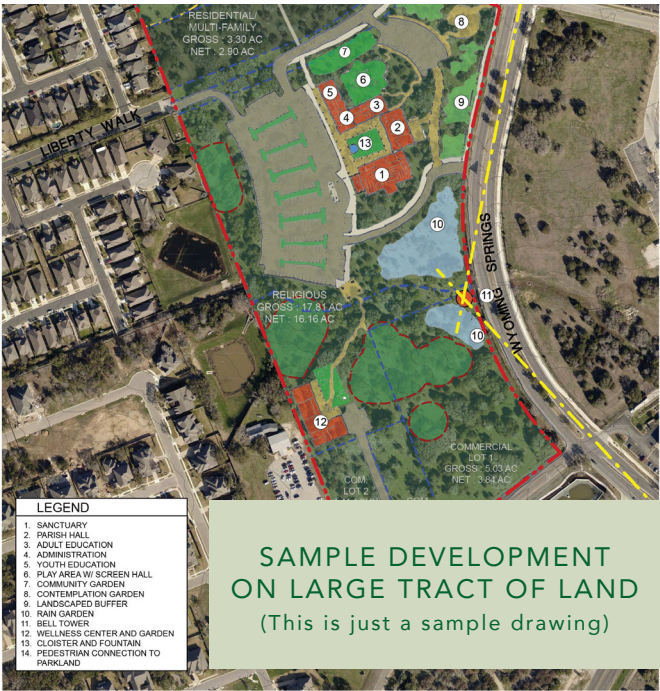
ANNUAL STEWARDSHIP CAMPAIGNS IN OUR CURRENT HOME

FALL 2012 - \$81,000
FALL 2013 - \$138,000
FALL 2014 - \$182,000
FALL 2015 - \$209,000
FALL 2016 - \$232,000



GOOD SOIL CAPITAL CAMPAIGN

In addition to funding our 2018 budget, the Good Soil Campaign is also a capital campaign that seeks to raise \$500,000 for the purpose of preparing a piece of raw land for a future phase one building project. Before a first cornerstone can be laid, there are many pre-construction projects (listed below) that must be completed. All dollars pledged to the Capital Campaign will go to fund these projects (these gifts can be made over 3 years). The land for our future home is being generously purchased by the Episcopal Diocese of Texas. As we speak, the diocese is looking for this piece of land in our current area/location. However, St. Julian's is responsible for developing that parcel of land and funding all subsequent building projects. Thus, the Good Soil Campaign is the place where we begin the journey to our permanent home, a campus that will provide a firm foundation to realize the vision that is laid out in our core values and our vision document called, "Signposts for the Journey". Read more about our "Signposts" at www.stjuliansaustin.org.



As stated above, the Episcopal Diocese of Texas is committed to securing land where St. Julian's vision for a permanent campus can become a reality. It has already placed an offer in excess of \$6 million dollars on one piece of land. Unfortunately, the offer was not accepted. However, we trust that the diocese will find the God-given, perfect piece of land for our future home; just as our current God-given space was found at the right time for us to move.

Once a piece of land is purchased, it is up to St. Julian's to build the actual campus that will allow us to live more deeply into our core values. The first step toward that goal is to prepare the land for a phase one building project. This preparation requires many things, including pre-construction projects and tasks that must be addressed before the first cornerstone is ever laid. Some examples of this work include items such as: master planning, construction drawings, platting, geological surveys, permitting, water detention or water retention, land clearing, utilities, work with municipal and county authorities, and many other items still being determined as work continues with architects, engineers, and other experts in the field.

This Good Soil effort is essential for arriving at a campus that fits St. Julian's mission and vision in the most efficient time possible. Any delay in progress in the early stages will be magnified by a longer time-line in getting onto our future campus. It is crucial that resources are set aside now in order to be ready to proceed at the earliest opportunity. It is a goal of the Good Soil Campaign to be financially ready when the time comes to begin land preparation.

This Good Soil Capital Campaign is just the first and will be followed in 3 years by a second capital campaign that, coupled with the sale of our current facility and a reasonable amount of new debt, will allow us to mount a significant phase one building program in about 4 years time.

The success of this first Good Soil Annual and Capital Campaign must be grounded in gratitude, revealed in prayer and lived in faith. The Good Soil Campaign is asking not for an equal share but for an equal sacrifice by each and all in our St. Julian's family.

St. Julian's Core Values realized through a fully developed campus:

- SACRAMENTAL WORSHIP:**
A worship space that is both traditional and innovative, is open and inviting and can serve multiple uses.
- OPENNESS TO SPIRIT:**
An open campus design that provides indoor and outdoor space for prayer, worship, study and play.
- SERVICE TO OTHERS:**
A Spirituality and Wellness Center that provides space for counseling, twelve step meetings, retreats and workshops.
- MUTUAL TRUST AND RESPECT:**
Contemporary office space that supports a collaborative staff, planning for mutual ministry, and pastoral counseling.
- HOSPITALITY:**
A Parish Hall with commercial kitchen that provides space for large and small gatherings.
- MULTI-GENERATIONAL COMMUNITY:**
An innovative/technologically rich Education Building with age appropriate learning spaces for adults, youth and children.

FREQUENTLY ASKED QUESTIONS

- » **Should I dedicate part of my annual giving from the Stewardship Campaign to the Good Soil Campaign?**
Our Good Soil Campaign encompasses both our Annual Stewardship Campaign for 2018 and our goal of raising an additional \$500,000 (over 3 years) to begin pre-construction on land that the diocese is currently seeking for our campus. No, your contribution to the Annual Stewardship Campaign should not be affected at all by your pledge to the Capital Campaign. It is important that everyone at St. Julian's begins their own giving with the Annual Stewardship Campaign, such that, we are able meet our commitments in regard to supporting our staff and growing our ministries in the year to come. Gifts to the Capital Campaign are sacrificial gifts above and beyond what we each contribute each year to support our on-going life together. Separate pledge cards for the Annual Stewardship Campaign and the Capital Campaign will be provided. Both are important, but your pledge to the Capital part of the Good Soil Campaign should be determined by what you are able to give over and above your annual pledge to the Annual Stewardship Campaign.
- » **How much will the land cost that the Diocese is buying?**
Undeveloped land in the area sells for about \$5.00 per square foot (or about \$200,000 per acre). 10-15 acres of land, or \$2-3 million, is required for the work St. Julian's wants to do. The diocese has shown a willingness to purchase an even larger parcel of land and to act as a developer to subdivide the land to offset the base cost for St. Julian's piece of property. This is a generous gift by the diocese to make a future home for our church possible. It is a tremendous blessing that we are raising money to build and not buy land with this first Capital Campaign.
- » **How certain are we of a land deal brokered by the diocese?**
The diocese has already offered over \$6 million for one parcel of land. Though that land deal did not close, this certainly establishes the diocese's firm commitment to purchasing us land for a permanent campus.
- » **With a new piece of property how far will St. Julian's have to move?**
All pieces of land currently under consideration are within 2 miles of St. Julian's current location and are as easily accessible. Land for sale in this vicinity is very limited, making it difficult to say with certainty how far the move will be.
- » **If I pledge now and run into financial problems in the future will I be held rigidly to my commitment?**
Changing circumstances are understood and it is not the tradition of St. Julian's to hold people to commitments when circumstances change dramatically. The campaign will work with you to adjust as things change. Change also includes the ability to increase one's pledge after an initial commitment is made. We hope and pray that people will find the ability to contribute even more as we move through this 3 year campaign and will certainly work with individuals if the opposite is needed.
- » **Will another campaign follow?**
Certainly, as St. Julian's grows and as this campaign nears its conclusion, there will be a follow-up campaign. The Good Soil Campaign only includes dollars for pre-construction expenses and does not include the capital funds that will be required to build out future buildings and a campus that will fully allow St. Julian's vision to flourish.
- » **I want to give but I'm not sure where the money will come from. Can you please help me find my way?**
Everyone has to address this challenge as they discern their commitment to the Good Soil Campaign. To help, a creative strategies in giving section is included in the brochure, and also with the commitment cards to provide insights into ways to create room for sacrificial giving. You may also contact Miles (mbrandon@stjuliansaustin.org) or Jack (jlely@msn.com) to confidentially discuss your concerns.
- » **Can I give gifts-in-kind to the Good Soil Campaign?**
Yes. Refer to the creative strategies in giving section of the brochure for additional details. You may also contact Jack (jlely@msn.com) for further assistance with gifts-in-kind.

LORD,
WHAT
DO YOU
WANT
TO DO
THROUGH
ME
TODAY?



MARK YOUR CALENDAR

OCTOBER 22

Gratitude Sunday*

OCTOBER 29

Ministry Sunday*

NOVEMBER 5

Prayer Sunday*

NOVEMBER 12

Generosity and
Sacrifice Sunday*

NOVEMBER 19

Commitment Sunday*
Celebration Event

JANUARY 28

First Seeds Sunday*
Parish Meeting

*These themes will be explored
during worship time at our
9:00 a.m. and 11:30 a.m. services.



SAVE THE DATE

CELEBRATION EVENT

Sunday, November 19th

1:30 p.m. - 4:00 p.m.

If you do not receive an invite via email by
Wednesday, October 25th,
please email dawnmarruchella@yahoo.com

RSVP by Tuesday, November 15th



A Look at One Family's Commitment to Increased Giving

Activity	Week	Year	3 Years
Increase Weekly Giving	\$100.00	\$5,200.00	\$15,600.00
Eliminate family meal out	\$50.00	\$2,600.00	\$7,800.00
Eliminate 1 Starbucks per week	5.00	260.00	780.00
Reduce Christmas budget		250.00	750.00
Reduce Vacation budget		250.00	750.00
Delay TV purchase for 3 years			\$1,000.00
Eliminate 2 "date nights"		120.00	360.00
Eliminate an iTunes Movie Rental/week	3.50	182.00	546.00
Child 1's commitment	1.00	52.00	156.00
Child 2's commitment	.50	26.00	78.00
Gift from Savings			<u>\$2,180.00</u>
THREE YEAR TOTAL:			\$30,000.00

In addition, we will continue to support the annual budget and the mission programs.