Investing in Historic Sacred Places

- Introduce Partners for Sacred Places & the National Fund
- What are we learning: Data from the report, *Philadelphia’s Historic Sacred Places*
- Two National Fund Success Stories
- What are we learning: Data from over 600 letters of intent and applications
- Partners’ work in PA
- Q&A
Partners for Sacred Places

- Working at the intersection of heritage, faith, and community
- Dedicated to supporting America’s historic houses of worship and strengthening the communities that they serve
- A one-stop shop for:
  - Programs & Training
  - Consulting Services
  - Research & Public Policy
  - Publications & Resources
The Public Value of Historic Sacred Places
Sacred Places at Risk Findings

Who Uses Your Building?
Congregation Members vs. Non-Members
1998

Members
19%

Non-Members
81%
93% of congregations open their doors to the community.

Congregations host 76% of their community-service programs in their own buildings.

The annual subsidy provided by congregations to the community is over $140,000 per year.

The average congregation provides 5,300 hours of volunteer support each year to its programs.
The Economic Halo Effect of Historic Sacred Places

Average Annual Economic Halo Value per Congregation

$1,707,249

- $679,511 education (40%)
- $549,073 direct spending (32%)
- $478,665 catalytic (28%)
- $100,296 invisible safety net (6%)
- $375,944 magnet effect (22%)

Note: Invisible safety net: 5.9%, recreation space: 0.1% ($2,425)
National Fund for Sacred Places
A Collaboration:

NATIONAL FUND FOR SACRED PLACES

A program of Partners for Sacred Places in collaboration with the National Trust for Historic Preservation
In Sum:

$10 Million over 4 years to 50+ congregations

- Lilly Endowment
The National Fund Provides:

1) **Training**, capacity-building and consulting to leverage new money and catalyze broader community support to ensure that grant-funded projects are successfully planned and implemented; and

2) **Grants** for the planning and execution of urgent capital projects at historic sacred places that are valued for their cultural importance as well as their role in providing human services, strengthening communities, and revitalizing neighborhoods.
1: Training
2: Planning Grants

Up to $5,000 for:

• architectural planning
• professional campaign costs
• marketing expertise

From Survey to Scope

by Shari Goldberg

The benefits of a conditions survey have been realized numerous times in the past. It’s an objective assessment of the building, it provides a way to understand the building’s most pressing problems, and, as cost estimates are usually included, it can be used to set fundraising goals. It’s a document that any congregation would be glad to have in its possession.

Still, a conditions survey must be interpreted—and both the congregation and its architect—before repairs can be undertaken. The survey document outlines suggestions, goals, and methods for building repair and renovation. Yet, it does not include plans and specifications, which detail the materials, techniques, and drawings to be used for each repair. Without these details, a contractor won’t be able to interpret the architect’s suggested work. In addition, while the conditions survey may label the most urgent of the repair projects, it does not specify in exactly what order to do them, nor does it set out a fundraising plan.

After the survey has been completed, most architects (or building contractors or engineers, depending on who has been hired to perform the survey) will advise the congregation about sequencing repairs according to the funds available and capital campaign plans. These meetings or conversations are usually included in the original conditions survey contract. To obtain plans and specifications, however, congregations must hire an architect with an additional contract. These post-survey, pre-construction procedures require significant commitments of resources to be documenting. By designing phases, the congregation will be able to develop a long-term plan that incorporates each project.

Survey recommendations are usually prioritized, which provides a basis for planning. “We designate each recommended repair a first, second, or third priority,” explained John Bean, president of Bean Associates Architects of Rochester, NY. “First priority items threaten life safety or require immediate mobilization. Second priority items are desirable but necessary, and third priority recommendations are optional upgrades or changes for consideration. Congregations usually make a package of some items from each.” The “package” or phase of work, is made up of a few different projects that will be completed at once or over a period of time.

The architect who completed the conditions survey will often assist the congregation in designing work phases. When Sauder, of Walter Sauder Architect in Morristown, NJ, includes several meetings in a typical conditions survey contract. “We like to have the religious board, the building committee, and the congregation present,” he said. “We discuss what’s urgent. Then the building committee usually comes back to us with specific high-priority items that they’d like to do.”

Architects from Sauder’s firm then work to develop a schedule, setting out several phases with anticipated dates of completion.
3: Individualized Technical Assistance
Capital Grants may be used for the restoration, rehabilitation, stabilization, and preservation of designated historic sites and structures, including bricks-and-mortar construction and associated management of construction and design services.
Matching Requirement

• All matching funds must be new money raised after Oct. 1, 2017
• Match:
  1:1 for $50K-$100K grant
  2:1 for $100K-$250K grant
• Capital Grant Schedule:
  50% after 25% of match pledged or received
  50% after all match raised & project complete
3 Funding Cycles To Date
4 PA Projects

- Christ Church (Philadelphia)
- Wesley AME Zion Church (Philadelphia)
- Nueva Vida Norristown New Live Mennonite Church (Norristown, PA)
- Broad Street Ministry (Philadelphia, PA)
What we are learning:

Philadelphia’s Historic Sacred Places
Philadelphia’s Historic Sacred Places

• A report from the Pew Charitable Trusts (2017)
• Research by Penn Praxis and Partners
• 839 historic sacred places surveyed in 2015-16
Philadelphia’s Historic Sacred Places

- 83% remained in religious use
- 10% adapted for other uses
- 5% vacant
- From 2011-15 at least 23 demolished (likely 10 or more additional since then)
- 79% had no form of historical designation
Philadelphia’s Historic Sacred Places

45% house congregations other than the ones that built the structure

“Transferring a building from one congregation to another is a positive outcome… [But] if an old building was becoming too expensive for a congregation to handle, the new occupants may soon come to the same conclusion.”
What we are learning:
National Fund for Sacred Places
National Fund for Sacred Places

• Over 600 Letters of Intent received to date, from nearly all fifty states

• Over 80 detailed full applications received to date
National Fund for Sacred Places

Distribution of Average Weekly Attendance

Number of Applicants

Average Weekly Attendance

- 0-25
- 25-50
- 50-75
- 75-100
- 100-150
- 150-200
- 200-300
- 300-400
- 400-500
- 500-600
- 600-700
- 700-800
- 800-900
- 900-1000
- 1000-2000
- 2000-3000
- 3000-4000
- Above 4000
“Funding from the National Fund... helped us leverage new funders. The grant from the National Fund was like a good housekeeping ‘seal of approval.’”

Barbara Hogue
Christ Church Preservation Trust
2016-17 Participant
National Fund for Sacred Places
Partners’ Work in Pennsylvania (and beyond)
Building the Congregation’s Capacity to Maximize the Building

• **New Dollars/New Partners for Your Historic Sacred Place**
  – Holistic, comprehensive, capacity-building training for clergy and faith leaders

• **Shared-space training**
  – Develops capacity for initiating and managing shared-space partnerships
New Dollars/New Partners

Four Full-Day Training Modules:

- Making the Case for Your Sacred Place
- New Community Partnerships
- A Capital Campaign Primer
- Tapping Community Funding Resources
Community Asset Mapping and Advisory Committee

• Using the Asset-Based Community Development Model
• An exciting and dynamic event that gather input and ideas from key stakeholders, institutions, and community leaders
• Leads to new initiatives, programming, partnerships, and resources
Design Charrettes and Space Planning

- Brings together architects, designers, and planners
- Input from congregation and community (via asset mapping)
- Identify ways that the congregation’s historic building can accommodate new and expanded space-use
- Can focus vision and energy on eventual capital campaign project
Raising Capital Funds

• Several tools are essential for successful planning and implementation of community-wide capital campaigns:
  – Feasibility studies
  – Discovery Studies
  – Capital Campaigns
Capital Campaign Consulting Services

Partners can help with both internal and community-based (external) campaigns

Beginning with prospect research and continuing campaign evaluation, including:

• Case Statement Development
• Volunteer Training
• Donor Identification
• Donor Strategy
• Media Strategy
THANK YOU!

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