

# Newsletter

## Campaign Priorities:

**I. Retire the debt on the Family Life Center \$3.1 Million**

**II. Renovate the J. Alfred Smith, Sr. Training Academy \$1.3 Million**

**III. Create the Endowment for Community Service \$600,000**

**Total: \$5 Million**

## Five Steps to Making a Pledge:

**Step 1: Pray about giving back to a giving God and review the Campaign Goals, Pledge Levels, Naming Opportunities & Easy Payment Options.**

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**Don't wait until your birth month. Join us. Pledge your support Today!**

## Pastor J. Alfred Smith Jr. Embraces Capital Campaign



The construction of the Family Life Center (FLC) in 1999 was one of the highlights of my sixteen years as co-pastor of Allen Temple Baptist Church. God answered our prayers and we witnessed our vision of a 64,000 sq. ft. family resource center turn into a

reality. As I answer God's call and enthusiastically take on the role of Senior Pastor, I am grateful to see that the FLC has become a vital part of the East Oakland Community and that it is home to an impressive array of safety net services that are improving the lives of children and families.

I fully embrace the goals of the Family Life Center Campus Capital Campaign and issue a Call to Action to all members of our congregation and extended community of supporters.

If you have not done so already, please join me in making a three-year pledge or one-time gift to ensure that this facility is available to serve the community in perpetuity.

We are seeking 100% participation from a unified church. We realize that these are tough times but it is in times like this that we know the Lord will bless us for reaching out to help others who may be less fortunate than ourselves.

## Critical Services for East Oakland Families

The Family Life Center Campus is home to critical services and supports that nearly 10,000 people depend on each year.

It is the only resource center in East Oakland that is open to the public seven days per week from 7:00 am to 11:00 pm.

On any given evening, as one walks through the halls

of the Family Life Center, the sounds of piano, drum and violin lessons are mixed with the voices of men participating in anger management classes, youth grappling with math and English in after school tutorial sessions, and cheers from spectators at a basketball game or musical production taking place in the gymnasium.

The library is filled with literature, reference material and computers for job seekers to improve their resumes or gain access to information on employment opportunities. Low-income seniors and families come to the FLC to receive much-needed food and clothing, and attend an annual health fair to receive health, vision and dental exams and referrals.

This edition of the Campaign Newsletter is sponsored by:

**SAAD & SHAW**  
 Our mission ► Your success

**COMPREHENSIVE FUND DEVELOPMENT SERVICES**  
 Campaign Research ► Planning ► Design ► Implementation

**Mel and Pearl Shaw**  
 (510) 834-4310  
 www.saadandshaw.com

To sponsor future editions of the Campaign Newsletter, contact us via email at [capitalcampaign@allen-temple.org](mailto:capitalcampaign@allen-temple.org)

## State of the Campaign

*By Sister Constance Walker and Deacon Willis T. White, Jr.*



This volunteer-led effort was spearheaded by the anointed Dr. J. Alfred Smith, Sr., and is of central importance to the church's efforts to ensure that the Family Life Center Campus continues to operate as a living testimony to his prophetic message, vision and major accomplishments.

The internal phase of the FLCC Campaign commenced in August of 2008. All agreed that it was important to demonstrate Allen Temple's internal

commitment prior to seeking support from foundations, corporations and other external funders.

We are pleased to report a major milestone in our Campaign. In the first six months, we raised 30% of our internal goal -- nearly \$800,000 in pledges and gifts from 265 donors. We accomplished this feat in the midst of a downturn in the economy and a leadership transition.

As we go forward, our goal is to attract 1000 donors, including major donors as well as mid-range contributors at \$1,800 or \$3,000 over three years.

As co-chairs, we will shift our attention to the external phase of the campaign. Deacon Gerald Jones and Sister Lisa Clinton have generously agreed to lead the internal campaign in 2009.

With God's grace, we will continue to report fabulous results!

### ANNOUNCEMENTS

The winner of the Tribe of Simeon Raffle - \$100 Gift Certificate to Scott's Restaurant - will be announced on Sunday, March 1, 2009.

### COMING SOON:

▪ "Boys to Men" Concert  
1:00 pm, - 3:00 pm,  
Sunday, March 22, 2009

▪ Leadership Workshop  
9:00 am - noon, Saturday,  
April 25, 2009

### Naming Opportunities

Naming opportunities are an ideal way to honor a family member, associate, community leader, loved one or fellow congregant. Talk with your tribal leader to learn more.

For Example:

- Name a window with a gift of \$3,000
- Name a locker room with \$10,000
- Name the library with \$25,000
- Name the kitchen for \$75,000

## 12 Tribes of Israel - Profile and Contact Information

*Deacon Yolonda Greenwell-Reese and Deacon Charles Peterson-Co-Captains*

The 12 Tribes of Israel are the heart and soul of our Internal Campaign. Everyone is assigned to a Tribe by their birth month.

Tribe leaders meet monthly to discuss outreach strategies, and the Tribe of the month staffs the

### Campaign Information

**Table** each Sunday following the 8:00 am and 11:00 am services.

12-Tribes of Israel			
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<b>Simeon (Feb.)</b>	Dolores Lyles Tonia Pugh Lois Woods	<b>Naphtali (Aug.)</b>	Elizabeth Wallace
<b>Levi (Mar.)</b>	Cornell Harvell William Morse	<b>Gad (Sept.)</b>	Katie Holmes Alvin McLean
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<b>Issachar (May)</b>	Bennie Banks Donald James Verna Johnson	<b>Joseph (Nov.)</b>	Brenda Douglas Harold Orr
<b>Zebulun (Jun.)</b>	Betty Gadling Ruth Wallace	<b>Benjamin (Dec.)</b>	Sharon Burns Joyce Cooper

## How to Get Involved! How To Donate!

This is our campaign. Together we have committed to paying off the mortgage on the Family Life Center Building. Soon we will be asking others from outside the church to join us. Be a part of changing history here at Allen Temple and across East Oakland. Campaign volunteers meet monthly. Help plan special events.

Learn how to help others make their gifts. There's a lot for us to accomplish.

To learn more about how to make your own gift or pledge, contact your tribal leader for information. We are set up to make giving easy and to recognize your gift to our future.

Please see our **Temporary Donor Wall** in the church lobby for a complete listing of all donors.

**For More Information Contact:**

**Co-Chair Constance Walker:**  
(510) 205-5668

**Co-Chair Willis T. White, Jr.:**  
(415) 596-6910

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## Pastor J. Alfred Smith Jr. Encourages 100%



God shows us his goodness and mercy every day of our lives. And, there is simply no way we can give back what God gave to us when he sacrificed his son so that we can have ever lasting life. However, it is our Christian duty to try.

On Saturday, April 25, 2009, I participated in a leadership workshop for the Capital Campaign and learned that over the past eight months, 364 members of the Allen Temple Family have generously contributed more than \$920,000 in pledges and one-time gifts to the Capital Campaign.

I am grateful and humbled by this tremendous sacrifice particularly during the current economic downturn. Yet, I pray for God to move within the hearts and minds of our members and friends

who have not contributed.

In the spirit of unity, I call upon you to step out on faith and make a stretch commitment to the Capital Campaign. I am convinced that when we give our all in a total church-wide effort, nothing can stop us from experiencing the sweet, sweet taste of victory when we burn the mortgage on the Family Life Center.

We did it before when we paid off the loan on the church sanctuary. We will do it again!

To God be the Glory!

## State of the Campaign

*By Sister Constance Walker and Deacon Willis T. White, Jr.*

The Capital Campaign is on the move. While we remain in the quiet phase of the campaign until we secure more than 50% of our total goal, we are working with the leaders of Allen Temple Ministries and Affiliated Nonprofits to re-introduce Allen Temple's Community Wellness Strategy to a cross-section of foundations and corporations via briefings

and tours.

The first briefing was held on April 9, 2009 and since that date, we have received \$60,000 in grants from the San Francisco Foundation: \$30,000 to the Allen Temple Health and Social Services Ministry to support their safety net services and \$30,000 in core support to the church toward the cost of

hiring a Director of Development.

We are also conducting a mini-campaign to encourage church auxiliaries to identify naming opportunities and secure new pledges and contributions. The goal for the mini-campaign is to raise \$500,000 by October, 2009. We will provide regular updates on this important endeavor.

This edition of the Campaign Newsletter is sponsored by:



**Alvin McLean Jr., Ph.D**  
 Chair of the Board  
[www.chcsservices.com](http://www.chcsservices.com)

## Campaign Highlights and Events

By Deacon Ronald Cole and Deacon Denise Smith



**\$100,000 Check Presentation**  
Lisa Clinton, Pastor Emeritus J. Alfred Smith, Sr., Deacon Gerald Jones, Connie Walker & Senior Pastor, J. Alfred Smith Jr.

### TRIBE OF ISSACHAR The Fifth Son of Jacob and his wife Leah.

And Leah said, "God has given me my hire, because I have given my maiden to my husband." She called his name Issachar. God gives us our hire every day. Will you giveback to a giving God?

### THE REASONS WHY WE PLEDGE

**P = PRIVILEGE** of giving back to a giving God

**L = LOVE** of God, His people, His church and His Community

**E = ENDURING LEGACY** - Family LIFE CENTER

**D = DUE DILIGENCE** - Faithful to the cause

**G = GRATITUDE** - Bountiful Blessings

**E = EMPATHY** - Awareness of the condition of others

You are as welcome as the flowers are in May

**MAKE YOUR PLEDGE TODAY!**

Verna Johnson - Donald James & Bennie Bank

**Mother's Day Brunch:**  
Sunday, May 10, 2009, Family Life Center, 1-3:00 pm:

Sponsored by the Capital Campaign and the Men of Allen Temple, this event features a delicious feast prepared by Deacon Michael Lathan.

Seating is limited to the first 300 to register. May 3, is the last opportunity to pick up your free ticket from the Capital Campaign Table in the FLC Lobby! Please support this event, great food,

pledge tables and a good time. Don't miss the fabulous hat fashion show, special awards and a raffle.

**Campaign makes principal payments on the Family Life Center (FLC) Loan :**  
During the March Executive Committee meeting the decision was made to save the church money by making periodic principal payments on the loan. The first payment of \$100,000 was announced in April and

a second payment of \$50,000 will be made in May.

### Praise Report from the Tribe of Judah (April):

Hats off to Eugene Mosley, Olen Grant, Vickia Brinkley and Mary Amos for raising more than \$40,000 in pledges/gifts during the month of April as a result of their innovative outreach strategies and warm hospitality. Congratulations to the Easter Egg Hunt winners:

Sylvia Thomas - \$100 Cash  
Burnierose Wilson - Dinner for 2

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Tonia Pugh

Lois Woods

William Morse

Olen Grant

Eugene Mosley

Donald James

Verna Johnson

Betty Gadling

Ruth Wallace

**Dan (Jul.)** Reggie Jones

**Naphtali (Aug.)** Elizabeth Wallace

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## Yr. 1 Progress Report - 7/31/09

Received \$1,000,521 in pledges and gifts.

Collected \$285,019 in cash gifts and pledge payments.

Made \$250,000 in principal payments on the FLC Loan.

31 pledges ranging from \$1,000 to \$25,000 - Paid in Full.

Class Rooms #5 & #9, Deaconess, Ministers, Music Dept., Ushers and Women's Mission Society pledged \$169,000 for specific naming opportunities.

Pledges totaling \$150,000 from other auxiliaries are pending.

## From Zero to \$1 Million in One Year – Praise God!



Rev. Dr. J. Alfred Smith, Jr.

Celebrating this major milestone in the life of the 3-yr. Capital Campaign is one of my proudest moments as Senior Pastor of the Allen Temple Baptist Church. It is a privilege to offer prayers and gratitude to the dedicated and energetic volunteers who personally

solicited gifts and consistently worked to spread awareness about the Capital Campaign's goals and activities. We must also pay homage to Pastor Emeritus, Rev. Dr. J. Alfred Smith, Sr., who launched the Capital Campaign under his leadership.

In February of 2008, Allen Temple made a commitment to engage in a professionally designed and spiritually guided process leading to the elimination of the debt on the Family Life Center. After our leaders were organized and trained by Capital Campaign Consultants, Mel and Pearl Shaw, the *Twelve Tribes of*

*Israel* began raising money in August of 2008.

I want to personally thank all Allen Temple members and friends who sacrificed and pledged over \$1 million to the Capital Campaign in the midst of a recession. Your faithful pledge payments, allowed us to pay an extra \$250,000 toward the principal of our loan resulting in interest savings and bringing us closer to our goal of becoming a debt-free church.

As we continue our internal campaign and start reaching out to our external partners, we do so with the comfort in knowing that *all things are possible through Christ who strengthens us.*

## We Never Could Have Made it Without YOU!

By Sister Constance Walker and Deacon Willis T. White, Jr.

Launched in prayer, guided by faith and sustained by hard work, the Capital Campaign experienced a stellar first year. Rather than risk leaving someone out by giving special recognition to praiseworthy individuals, we choose to recognize the GOD in this and continue to praise and trust him. Proverbs 3: 5-6 As Co-Chairs, we serve at

the pleasure of the Senior Pastor and remain committed to stay the course throughout the 3-year life of the Capital Campaign. We are especially grateful to the Senior Pastor and Pastor Emeritus for their financial support and leadership. Thanks also to the generous and hardworking Capital Campaign Executive Committee and all Tribe

Leaders for their service and dedication. But most of all we express our sincere gratitude to the 420 donors who have generously contributed to the Capital Campaign and to **those who are soon to join us.**

Stay tuned for our next steps including a special appeal to athletes, entertainers, lawyers, doctors and other Bay Area-based special interest groups.

This edition of the Capital Campaign Newsletter is sponsored by Wells Fargo Home Mortgage:

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Karen White

Reverse Mortgage Consultant

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[karen.l.white@wellsfargo.com](mailto:karen.l.white@wellsfargo.com)

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## Capital Campaign...A Year in Review



**In Recognition of the 90<sup>th</sup> Church Anniversary Celebration on Sunday, October 18, 2009,**

**Please Make Your Sacrificial Gift Today!**

**Adults -\$90 (\$1 for each year)**

**Youth (12-18) - \$19.00**

**Children (11 & under) -\$9.00**

*If it is your desire to give more, please know that your generous gift would be very much appreciated.*

*All proceeds will help retire the church debt.*

*Ask an Usher for a Special Anniversary Envelope and Make Your Check Payable to: Allen Temple/90<sup>th</sup> Anniversary.*

**Special Thanks to our Funders and Sponsors!**

**San Francisco Foundation**

**United Way Bay Area**

**Oakland Marriott City Center**

**Comprehensive Home & Companion Services**

**One California Bank**

**Alta Alliance Bank**

**C.P. Bannon Mortuary**

**Mechanics Bank**

### Summary of First year accomplishments:

- Obtained Church Approval for the Capital Campaign & Operating Budget
- Selected Mel and Pearl Shaw as Campaign Counsel
- Developed Organizational Structure
- Developed Logo and Collateral Material
- Approved 12 Tribes of Israel Structure
- Conducted 4 Workshops & Training Sessions
- Conducted Monthly Executive Committee and Tribe Meetings
- Provided Weekly Inserts for God's Weekly Mission
- Provided Monthly Financial Reports/ Updates to the Church
- Produced Leadership Handbook and 3-Year Plan
- Developed/Updated Temporary Donor Wall & Pledge Distribution by Tribe
- Developed Campaign Brochure
- Helped to Organize a Funder's Briefing
- Resulting in \$60,000 in Grants.
- Produced 5 Internal Campaign Events:
  - Male Chorus
  - Boys to Men
  - Four Sopranos
  - Mother's Day
  - Father's Day
- Produced 1 External Campaign Event -Trilogy 2009
- Produced 3 Capital Campaign Newsletters
- Raised over \$1 million in Pledges and Gifts
- Made \$250,000 in Principal Payments on the FLC Loan

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