

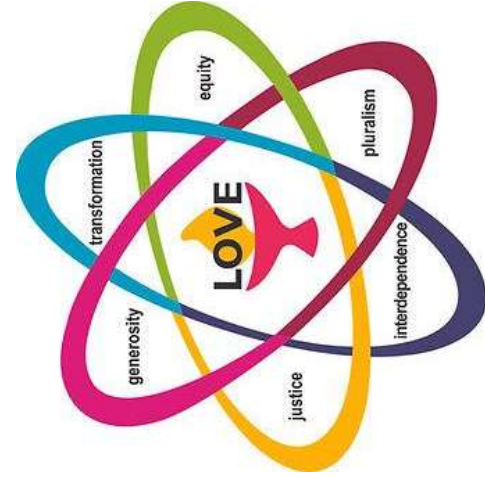
# What is the Pledge Campaign?

Our annual pledge campaign, running October to December, is FirstU's primary source of funding and shapes our 2027 financial plan. Your pledge for 2027 ensures we can continue offering vibrant worship – both in person and online – with engaging Religious Exploration and uplifting music. Your pledge enables inspiring Adult Education such as our Journey Groups and meaningful social justice actions, such as our Ajashki Program, Food Cupboard, refugee sponsorship and environmental awareness initiatives.



Reverend Lara Cowtan

The title of this year's campaign, **Strengthening Our Ties**, is meant to capture the current spirit of the congregation, as we look forward to learning and growing with Rev. Lara Cowtan, and with each other. Together, we're building a more compassionate, inclusive world.



## Why do we give?

The FirstU community shows its generosity in many ways: with its time, compassion, ideas, and spirit. We also need to follow through with financial generosity to allow FirstU to achieve its goals: liberal religious exploration, working toward reconciliation, social justice, and building a caring community.

**With your pledge, we invite you to make Generosity, with its interdependent spirit of gratitude and hope, an active part of our shared values together.**

## Who should give?

Members with financial means should support FirstU, but you don't have to be a member to pledge or donate, and you don't have to pledge or donate to become a member. FirstU is a community, and we all benefit from financial stability.

## When and how do I give?

For your own budgeting, you may prefer regular monthly donations. We encourage this as it helps with maintaining FirstU's budget too!

Regular monthly donations can be made via Pre-Authorized Automatic Debit, by Credit Card or monthly post-dated cheques dated in 2027.

Alternatively, we also accept donations through e-transfers, identified envelopes at Sunday services, and publicly traded shares.

### When to donate...

However you choose to financially support FirstU, *cheques to fulfill your 2027 Pledge must be dated in 2027.*

We encourage donations at any time, and all donations are receipted in the year in which they are received.

## Contact Us

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Learn more about our Annual Pledge Campaign, find Guidelines on Giving, and make your Pledge online:  
[firstunitarianottawa.ca/annualgiving](http://firstunitarianottawa.ca/annualgiving)

## How much should I give?

If you're able, please pledge or donate – whether you're a member or not. Membership doesn't require financial support, and giving doesn't require membership. Our community thrives on sharing and financial stability.

### You might consider where you fit on a continuum:

**Supporter:** “FirstU is a helpful part of my life. It supports my spiritual growth.”

**Sustainer:** “My main community is FirstU.” I am committed to sustaining its valuable programs and ministries.”

**Visionary:** “FirstU is uniquely important to me. I am committed to its present and future growth.”

### Your Support Matters

We invite you to explore our suggested pledge table based on your personal or household income, as appropriate. Every contribution strengthens our shared mission and helps sustain the programs and people that make FirstU thrive. Donations are tax-deductible. We understand that not everyone can give financially – your presence in our community is deeply valued either way.

## How to Pledge

You'll find a Pledge Form in your mailed package and on the website, available to download or complete online. The Pledge page explains all pledge and contribution options.  
[firstunitarianottawa.ca/annualgiving](http://firstunitarianottawa.ca/annualgiving)



# Strengthening Our Ties: Annual Pledge Campaign 2027



| Suggested Monthly Pledge, by Annual Income |                |                |                |  |
|--------------------------------------------|----------------|----------------|----------------|--|
| Annual Income                              | Supporter (1%) | Sustainer (3%) | Visionary (5%) |  |
| \$24K                                      | \$20/month     | \$60/month     | \$100/month    |  |
| \$60K                                      | \$50           | \$150          | \$250          |  |
| \$90K                                      | \$75           | \$225          | \$375          |  |
| \$120K                                     | \$100          | \$300          | \$500          |  |
| \$150K                                     | \$125          | \$375          | \$625          |  |
| \$180K+                                    | \$150+         | \$450+         | \$750+         |  |

