

BETHEL
ENDOWMENT
FOUNDATION

Foundation Life newsletter

www.bethel-madison.org

Bethel Lutheran Church Endowment Foundation

Spring / Summer 2019

Dear Bethel Endowment Foundation Members,

I am writing to thank you for the amazing gift that you have given me each year supporting my seminary education. I cannot even begin to express my gratitude for the love and support you have shown me.

I am about to graduate and enter my first call as a pastor in the ELCA. None of this would be possible without people such as you all. Thank you for being the witnesses to Christ that you are!

Your impact in my life will continue to shape and form my ministry wherever I go. You will touch the lives of all those I minister and work with in my time as a minister. Thanks be to God for all things and especially for humble servants such as you! Thank you!

God's Peace,

Derek, Rebecca and Theo Rosenstiel

Seminary graduate thanks Foundation

Derek Rosenstiel is a graduating student at Wartburg Theological Seminary. He has been called to the Northwestern Iowa Synod. Derek is a recipient of the Bethel Endowment Foundation's Cephias Johnson Seminary Scholarship. This gift makes the cost of attending seminary more affordable for recipients (including Bethel and non-Bethel members from Dane County).



Community Picnic kicks off summer

Live music, wagon rides, a petting zoo, large inflatables, great food. This is just a glimpse of the annual Community Picnic at Bethel Horizons on June 2. This popular event serves several purposes:

- It gives members an opportunity to grow in love for each other, which leads to a greater sense of belonging within the Bethel community.
- Held at Bethel Horizons, it bridges two arms of ministry within the Bethel family.
- It increases Bethel's visibility within the greater Madison area.

Grants from the Bethel Endowment Foundation help cover the cost of fellowship-building activities.



Seeking new faces



Bethel has a lot to offer people of different ages, backgrounds and cultures.

“We are really trying to advertise Bethel to new families in the Madison area along with current residents and students,” explained Christal Swigart, Director of Communications. “Once we get people in the doors of Bethel, they stay.”

Several efforts are underway this year to do just that.

Website

Oftentimes when people are searching for a new church today, they don’t stop in. Instead they start with the website. It must be fresh, clean and inviting. We are working with a local company to launch a new website by the end of summer. This revamped tool will have a new look and new navigation. It will be easier to find information.

The goal of the website is to help grow Bethel. It will highlight each

ministry in an effort to encourage people to join Bethel and participate in all it has to offer.

Advertising/branding

It is critical to keep Bethel in front of families and students in the greater Madison area. Advertising throughout the year through various channels will help achieve this goal.

Online efforts include Facebook and Instagram ads as well as *Isthmus* ads. Plans also include some display ads that will “follow” visitors. For example, if someone visits our site, bethel-madison.org, and then goes to another site, our ads will “follow” them and appear along the side of the latest website they are viewing.

Print vehicles include a new neighbors postcard mailing and newspaper ads. We also will run radio ads for our education forum and discussion series, Caring for Creation. Various banners and signs will be developed to hang outside of the building during Christmas and Easter,

as well as other directional signage around Bethel.

Funding from the Bethel Endowment Foundation helps cover the cost of advertising efforts.

2019 Bethel Foundation grants

Development Director	\$ 59,200
Vacation Bible Camp	\$ 35,400
Interim Director of Administration	\$ 30,000
Advertising and branding	\$ 18,800
Website redesign	\$ 14,200
Sunday School training and curriculum	\$ 12,000
Bethel Intern Program	\$ 10,000
Computer hardware and software updates	\$ 6,577
Women’s retreat	\$ 5,000
Bethel community picnic	\$ 2,000
Rally Day 2019	\$ 705

Gifts and memorials create opportunities

Thank you for your generous gifts that enable the Bethel Endowment Foundation to contribute to many special programs.

Bethel Lutheran Church has established memorials for each deceased member since 1964. You may add

to one of these, start a special fund or offer general contributions.

Memorials were established for the following Bethel members between October 1, 2018, and March 31, 2019:

Evelyn M. Anderson
Lillian Anderson

Elizabeth Becker
Gordon Becker
Elvira Benter
Ronald Caldwell
Gladys Chapman
Joyce Dewey
Eugene Gangstad
Lucille Hamre
Sister Ruth Harper
Roy “Ted” Holm
Elizabeth Kiesling

Harry Lindberg
Randy Skram
Susan Stegmann
Steiner Stondall
Barbara Weaver
Louise Ann Whittaker

(cont’d. on page 6)

Giving through the ages

I came to have in my office possession, a copy of Bethel’s annual report from 90 years ago – 1928. It’s an interesting snapshot of history and serves as comparison material for where we are now.

The budget was \$8,625 and was supported by 368 families, with a listing of contributions from each. Many of us remember when that practice was standard procedure! Not too surprisingly, the lead donor was H Steensland – but it didn’t denote Halle, as the patriarch of our historic home in our parking lot had passed away in 1910, so it may have been one of his sons Halbert or Henry.

Restated in today’s value, curiously enough, that gift is within dollars of what the average household gift in support of Bethel’s budget of \$1,940,000 in 2018 – supported by 862 families.

2019 Bethel Foundation grants

Cooling Tower Replacement	\$ 48,500
Exterior Panels along Johnson Street	\$ 29,171
Pentecost Vestibule	\$ 16,875
Energy efficiency and condition investigation	\$ 14,520
Screening Wall at Cooling Tower	\$ 6,616
Homeless Ministry support services	\$ 5,855
Staff ACS training	\$ 2,540

A century from now, what shall our church annual report reflect about what is supported with member contributions? The church in 1928 was at the corner of Butler and Hamilton, but they also had bought property at the corner of Wisconsin and Gorham on which to build a new facility – at nearly the eve of the great depression. That fund drive had a separate and much larger goal than did the annual budget, and presumably went on for some years.

It wasn’t until the mid 1960s when our Endowment Foundation came into being, thoughtfully established as another source of reliable funding especially for above and beyond ministry endeavors – as well as ongoing capital needs of the church. Records show that at about this same time, the Sanctuary was expanded in size to accommodate the growth at our present new site.

This year, we celebrate the 55th anniversary of Bethel’s unique asset that has grown steadfastly over the decades from faithful giving (mostly via bequest gifts), well-informed investment management (the whole time at zero cost to us) and thoughtful stewardship. Since the first grant awards were given away, the total support offered from the Foundation has tallied approximately \$12.5 million.



Alice Mowbray

Much like with our own household budgets, a glimpse into the heart of our church is through the summary of treasure spending. A well kept fully functional place of worship, study and fellowship is obviously high on the list, as is our devotion to youth and mission opportunities. Bethel Horizons is helped to thrive with the steady attention of our Foundation, and seminarians from all around Dane County are heading into ordained ministry with significantly less debt to manage.

Read through the listings of grants in this issue given for the current year, and you will gain an appreciation for the range of touch from these funds held in perpetuity, to be able to assist in the growth and reach of Bethel for the next 90 years. Then as a fellow Bethelite, join me in thanking God for the abundance in our lives.

Alice Mowbray
Director of Development

Bethel Horizons: 50 years of harmony and happiness

Established in 1969, Bethel Horizons celebrates its 50th anniversary this year. For five decades, children and adults have spent time at Bethel Horizons exploring this unique environment that fosters relationships with nature, ourselves, others and God. Projects are often underway at the 548-acre camp to ensure it continues to meet the needs of campers and visitors. Funding from the Bethel Endowment Foundation helps support these efforts:

- Purchased and painted a used school bus that is used to transport campers during summer programs and for field trips.
- Hosted national speaker and educator, Michael Brandwein, for Easter at Horizons, where he offered a parenting workshop. More than 50 people attended.
- Ordered new pottery wheels to meet the needs of the growing Adamah program.
- Installed new carpet and blinds in the Barn Retreat Center, as well as cedar trim in bedrooms and new bathroom lights and mirrors. See photo below.
- Purchased resources to enhance the experience for participants at summer camp and retreats, including a new slip-and-slide.
- Purchased new frames, mattresses and bedding for the Prairie Center and Barn Retreat Center. See photo below.
- Supporting 50th anniversary activities, including the kick-off event in June.
- Supporting Horizons' accounting position.

Additional projects include updating signage, installing a new roof at the Prairie Center and building a shed for the Adamah Kiln.



2019 Bethel Foundation grants

Bethel Horizons' total	\$ 157,436
Prairie Center & Bar Retreat Center Bedding	\$ 30,725
Prairie Center Roof Solar	\$ 15,602
Scholarships	\$ 15,000
Adamah Pottery Wheels	\$ 10,272
Horizons 50th Anniversary	\$ 10,000
Horizons Accountant	\$ 10,000
Horizons Bus	\$ 10,000
Summer Program Resources	\$ 8,685
Barn Retreat Center Carpet and Blinds	\$ 8,392
Camperships	\$ 8,200
Adamah Kiln Shed	\$ 7,809
Micheal Brandwein Family/Summer Staff Retreat	\$ 7,600
Farmhouse Roof	\$ 4,400
Horizons Updated Signage	\$ 3,498
Barn fireplace	\$ 2,753
Bob Westervelt Honorary Camperships	\$ 4,500



TLC for BLC in 2019

Hundreds of people pass through Bethel every week – to gather, to visit, to worship, to learn. As a thriving hub of activity, it’s important to maintain this 88,000-square-foot space.

Grants from the Bethel Endowment Foundation are helping cover the cost of several projects this year that will help ensure Bethel is comfortable, practical, pleasant and energy efficient.

Cooling tower

A new cooling tower was installed to replace aging equipment installed in the 1990s. The new tower has a life expectancy of 30 years, compared to the old tower’s 20 years. It also will more efficiently use water and power. Additionally, the wall around the

tower was replaced. The old wall was damaged by the drift of discharge from the cooling tower.

Energy-efficiency investigation

An on-site energy-efficiency and condition investigation is underway. The purpose is to identify systems that could be upgraded or replaced to improve energy efficiency in the building. The process consists of three inter-related steps:

- Pinpointing no-cost and low-cost actions to retro-commission the building. Rather than replacing equipment, this method corrects design or operation issues to gain immediate efficiencies.
- Conducting an energy audit of Bethel’s use of natural gas, electricity and water.



- Evaluating facility condition to determine how systems are operating and gauge their life expectancy.

Pentecost vestibule

Plans are in place for a vestibule at the exterior door of the Pentecost Room. A secondary barrier from this room to the outside will result in energy savings and increased comfort in the room during extreme outdoor temperatures.

Bethel Foundation grants

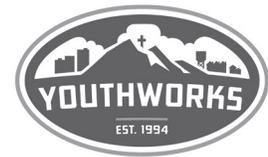
Mid-year total 2018	\$ 99,036
Sanctuary lighting	\$ 37,500
Prairie Center roof partial	\$ 18,355
Transition Exps.	\$ 12,431
Heat exchanger	\$ 7,416
Masonry repair	\$ 7,410
Music office move	\$ 5,564
Road trip to Horizons	\$ 5,000
Solar atty. fee Horizons	\$ 3,500
Alzheimer Choir	\$ 1,200
Rally Sunday	\$ 660

Virginia, here we come

A group of Bethel youth and adults is getting ready for a powerful experience this summer. They are traveling to Eastern Shore, Virginia, for a week-long mission trip beginning June 23.

Participants will serve at a local food bank, visit nursing home residents and spend time with adults who have disabilities. Projects will range from painting and cleaning to Bible lessons and games with children. There also will be time for daily devotions, evening worship and enjoying the community’s beauty.

“We are supporting Bethel’s ministry by providing an incredibly important

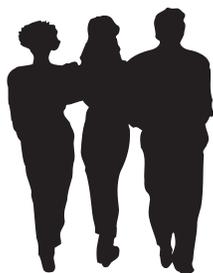


and unique experience for high school youth to be awakened to the movement of the Holy Spirit in their lives,” Pastor John Swanson said. “The youth who attend will bring their experience back to our congregation to share the ways in which they have grown and seen God at work.”

For this trip, Bethel is partnering with YouthWorks, an organization that provides Christ-centered mission trips for teens and adults. Funding from the Bethel Endowment Foundation makes faith-building experiences like this possible for more people.

Staff development

Support and training for staff is essential to ensure they grow personally and professionally and continue to meet the needs of Bethel. Retreats and training sessions strengthen staff relationships, which thereby strengthen Bethel's ministries.



A half-day staff retreat was held in May for long-range planning. Another staff retreat will be scheduled later this year with new Lead Pastor Mike Brown who joins Bethel in late May. Time off site together allows for greater imagination as well as coordination of the multi-layered ministries at Bethel.

Additionally, a two-day training was held in April with a trainer from ACS who came to Bethel to teach staff how to use our database management software to its full potential.

Grants from the Bethel Endowment Foundation support professional development efforts that enrich the lives of staff and the congregation.

2019 Bethel Foundation grants

Bethel Horizons	
Executive Director	\$ 40,587
Bethel Student Ministries -	
2018 summer youth mission trip	\$ 30,190
Bethel Student Ministries -	
discipleship development and pragmatic expenses	\$ 10,020
Staff retreat	\$ 1,000
Seminarian Support	\$ 18,000
Admin. & Publicity	\$ 52,000
Contingency reserve	\$ 19,000

Memorials

(cont'd. from page 2)

The following bequest was made to the Foundation between October 1, 2018, and March 31, 2019:

Kay Ramberg Estate

The following individuals contributed general gifts to the Foundation between October 1, 2018, and March 31, 2019, by these individuals:

Mike Borkenhagen
Terry Boyd
Bob & Mary Brennan
Donna Clasen
Dave Coe
Tom & Jill Derr
Karol Dillie
Beverly Haugen
Robyn Kitson
Bill & Alice Mowbray
Tara & Gau Rai
Zoe Zander

Gifts, honorary gifts and memorial contributions were made to the Foundation from October 1, 2018, to March 31, 2019, by these individuals:

In memory of Evelyn Anderson by her family, David Blado, Joneen Blado, Laurie & David Dies, Dorothy Dyreson, Lyle Gruen, Steven & Donna Knutson, Jacqui & John Shanda, Suzanne Teubert, Donna Ulteig

In memory of Joan Arneson by Alice & Bill Mowbray

In memory of my mother, Ellie Bauer by Joan Bruce

In memory of my friends, Liz & Gordon Becker by Jane Evans

In memory of Gordon Becker by James & Maria Ranney

In memory of Elvira Benter by Anne Buchanan, Lois Thies

In memory of Charleene Breuscher by Reta Harring
In memory of Allan Bringe by Bradley & Barbara Armstrong, Peder & Jeanne Moren

In memory of Harvey & Charleene Bruescher by Len Van Ess

In memory of Ronald Caldwell by Donald & Donna Bonack, Marjorie Bublitz, Nancy Caldwell, Mary Lou Callin, Robert & Marilyn Cleveland, Barbara Gerlach, Lucille Haack, Robert Hagenow, Robert & Judy Hughes, Lois Loff, Thomas & Kristine Manke, David & Shirley Qualle, Dorothy & Howard Richards, Richard & Virgene Vathauer, First Citizens State Bank

In memory of Bill Clerkin by Paul Aspinwall & Bonnie Bruce, Nancy Berg, Mary Lou & Phil Dzick, Joseph Gallina, Keith & Andrea Kelling, John Neupert, Kenneth Roberts, Ellen Ryan, Judith Skogen, Peter & Phyllis Sprecher, Linda Tigert, Paul Wertsch

Puerto Rico: 19th anniversary

In February, 14 people from Bethel, traveled to Puerto Rico for an annual trip that continues to touch many lives. This was the 19th mission trip to our sister congregation in Dorado, Puerto Rico. Bethel participants helped finish a parking lot wall at the church that will provide privacy and security for the congregation. They also repaired the roof of a home (of a 79-year-old woman) that was damaged by Hurricane Maria.

Funding from the Bethel Endowment Foundation helps strengthen ties with Puerto Rico and supports other international outreach efforts.



2019 Bethel Foundation grants

Sanctuary parament consultant	\$ 16,000
Bethel Series Teaching Mission to Arusha, Tanzania	\$ 10,000
Lutheran Campus Center Peer Ministry Intern Program	\$ 8,000
Resettlement Ministry	\$ 8,000
Road trip to Horizons	\$ 5,000
Puerto Rico Mission Trip	\$ 2,000

In memory of my parents, Vernon N. & Shirley J. Dodson by Martha Dodson

In memory of Stanley & Violet Hagen, my father and mother by Gene Hagen, Sr.

In memory of Lucille Hamre by Gil & Valerie Hamre, Dwight & Bonnie Ziegler

In memory of my Aunt Lucille Kranvig Hamre by Patricia Hembel

In memory of my aunt, Lucille Hamre who died on Dec. 27, 2018 at the age of 97 by Nancy Olson

In memory of Sister Ruth Harper by Linda Hansen, Karl Peterson

In memory of Roy Holm by Judi & Thomas Griffin

In memory of Harold & Stuart Johnson by April & Brian Meiller

In memory of Wayne & Dolores Meiller by April & Brian Meiller

In memory of Kay Ramberg by Bradley & Barbara Armstrong, Norv & Carolyn Bernhardt, Dorie Underfofler

In memory of Laureen Thorstad by Catherine Buege, Ellen Burleigh, Arlen & Judy Christenson, Thomas & Phyllis Fass, Lyle Gruen, Edward & Constance Hellegers, Carol & Lyle

Hird, Bill & Julie Johnson, David & Jan Kinnaird, Ray & Helen Kruse, George & Sherry Lang, Dean & Ruth Mahlum, Michael & Cynthia McKenna, Alice & Bill Mowbray, Norman & Darlene Olson, Marian Osterberg, Gregory & Mary Jo Palmer, Karl Peterson, Ken & Sharon Poniewaz, Gary & Karen Scammell, Eugene & Barbara Schramka, Paul & Diane Sergenian, JoAnn Six, Peter & Phyllis Sprecher Jr., Fran Starkweather, Suzanne Teubert, Carolyn White, Mary Wiedenbeck, Michael & Daniel Wilcox, Katherine Woytych

In memory of June Waalen by SVA Certified Public Accountants, S.C.

In memory of Barbara Weaver by Paul Aspinwall & Bonita Bruce, Dorothy Dyreson, Phil & Mary Lou Dzick, Donna Fox, Judi & Tom Griffin, Rebecca Jorgensen, Julie Koch, Jack & Sue Marking, Art & Betty Masshardt, Alice & Bill Mowbray, Ione Paulson, Karl Peterson, Wayne & Susan Raether, Carol Ross, Lou & Jean Unverzagt

Gifts, honorary gifts and memorial contributions were made to the Foundation's XYZ Fund from October 1, 2018, to March 31, 2019, by:

In memory of Sister Ruth Harper by Beverly Stephen



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LUTHERAN CHURCH

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Just what kind of market is it?

I recently saw a stock market themed cartoon – the Frank and Ernest caption read, *A Bull market is charging ahead. A Bear market will eat you alive. We're in a Kangaroo market – it just keeps hopping up and down.* And so we are. But your Bethel Investment Committee is committed to guidelines and strategies for the long haul. Value vs. growth stocks, a laddered bond holding going out seven years and cash on hand that's earning its keep. Year-to-date through April has more than made up for the downturn of December 2018, and the Endowment Foundation outpaced the benchmark of 11.83% by 1.46. That's significant and reflects the steady stewardship view of this seasoned committee. The breakdown of holdings was: 68% stocks, 25% bonds, 7% cash. The committee's May meeting was optimistic, but then the reality of the week set in, and kangaroos came back into the picture. Good or bad, the committee meets only once monthly and practices laudable stewardship in their professional help given cheerfully to their church. Over the past 10 years, the average annual gain posted has been 9.45% – nearly exactly what the benchmark was for that time period. When you see committee members, offer a high five. This unique asset of Bethel is richly blessed by God, and exists solely to further His work in our church and in the world.

Welcome new trustee, Sue Ullsvik

At the April annual meeting, the Bethel Endowment Foundation Board voted to add longtime Bethel member Sue Ullsvik to the open position of trustee at large. She will be a part of the New Projects committee and comes to this board with a great balance of Bethel involvement as well as her professional life expertise from many years working with Oakwood Lutheran Homes Foundation as Director. Sue just completed several terms on Bethel's Media Ministry board, is an active member of Inspiration women's circle and has volunteered in our food pantry. She's been married to Tom, a lifelong Bethel member - for 53 years. We're honored she accepted the invitation to serve her church in this manner.

Bethel Endowment Foundation Trustees

President Walter Dewey	Registered Agent Arlen Christenson*
Vice President Barbara Armstrong* <i>New Projects Co-Chair</i>	Members Jill Derr* <i>New Projects Co-Chair</i>
Secretary Kathy Pielage*	Joseph Murphy Sue Ullsvik*
Treasurer Abbie Wallhaus	Laura Vogel* Fred Zimmermann*
Assistant Treasurer John Stoneman	Ex Officio Members Mike Brown <i>Lead Pastor</i>
Council President Dirk von Below	Alice Mowbray <i>Director of Development</i>
Immediate Past Council President Tom Pierce	Wendy Schultz <i>Recording Secretary</i>

* Denotes member of the New Projects Committee

Investment Committee

Walter Dewey, Chair	
Justin Fletchall	Joseph Murphy
Bruce Fox	John Stoneman
Walter Meanwell	Bruce Westervelt

Editor: Alice Mowbray, Bethel Lutheran Church, 257-3577, ext. 222
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