

A call to justice and mercy

“What does the Lord require of you but to do justice, love kindness and walk humbly with your God.”

- Micah 6:8

A Call to Justice and Mercy (ACTJAM) is for anyone who is curious or frustrated about racism and what to do about it.

As a church community we're in this together. ACTJAM:

- Is for everyone at Bethel of all ages.
- Is part education (phase 1) and part action (phase 2).
- Is built around powerful books, movies and music which are springboards into discussion with friends, in families and in small groups. (Education phase)
- Explores how people of color have been harmed by racism and how white people have been hurt in other ways, drawing us together to work for change. (Action phase)
- Is a spiritual journey following the example of Jesus to remove the barriers that separate us, heal the hurt and restore God's community.

Education phase

The education phase of ACTJAM began last year and continues in

2021. It includes educating with books, movies and music. To get started, everyone was invited to read the same book (Big Reads), watch the same movie (Big Watches) and listen to the same music (Big Sings.) The Bigs provides a common language to have conversations. Each quarter there is a new Big Read, Big Watch and Big Sing as we explore the many facets of racism. Quarterly topics of focus have included: history of racism; racism and housing; and racism and health.

Discussion groups are the second part of the education phase. Deeper learning happens when we talk about a book or movie with someone else, when we combine our impressions and questions that leave us feeling perplexed, uneasy or unresolved and address them together.

Our destination

ACTJAM is a call from God. We're called as church not because racism is a social or political issue, but because racism separates us.

Our job as church is to bring about God's kingdom on earth. Jesus shows us the way and he's made us his body to get the job done. During his ministry Jesus removed barriers between the “in” people and the “out” – lepers, widows, children, tax collectors, sinners. He made the last first. He healed those who had been broken by

separation. He restored the community.

We're to do likewise. That's our call and our job as church because it takes all of us. We're in this together as members of Christ's body and He is with us.

A grant from the Bethel Endowment Foundation is helping cover the cost of this unique educational experience.

This year, the Bethel Endowment Foundation will grant more than \$695,000 to projects that will create growth, inspiration and special memories for many. While nearly 40 projects were funded, many other great ideas were not. Your support is still needed to help make dreams come true for others.



Consider taking an active role in this important mission. Contact Alice Mowbray at alicem@bethel-madison.org or 608-257-3577, ext. 222.

Since its inception 57 years ago, our Foundation has provided grant gifts of nearly \$14 million.

Springtime fun this May

What better way to spend Memorial Day Weekend than by enjoying Spring @ Horizons! A variety of activities will be available including the newly renovated Nature Center, ropes course adventures, hiking, art and field activities, special scavenger hunts, a campfire, service projects and more.

“We are excited to share Saturday with Rachel Kenney-Brown and kids from confirmation/youth group – a beautiful intergenerational activity,” said Cindy Terhune Melrose, Coordinator of Kids’ & Family Ministries. “We are feeling great about the safe COVID practices Bethel Horizons has in place and looking forward to a wonderful weekend for God, self, others and nature.”

The Nurturing Ministry Team strives to connect Bethel people to one another so that fellowship, faith formation and fun can develop and grow in positive and wonderful ways. Connecting with one another is critical, and this event provides

SPRING @ HORIZONS



that opportunity.

Funding from the Bethel Endowment Foundation supports events like this that give participants an opportunity to serve, play and explore.

2021 Bethel Foundation grants

Church Growth Communication	\$ 60,319
Musicians/Dances/Artists for Worship	\$ 35,400
School at Horizons	\$ 34,320
Vacation Bible Camp	\$ 30,000
Speaker Series	\$ 20,000
Bethel Youth Group	\$ 12,500
Easter/Advent @ Horizons	\$ 12,000
Video Content	\$ 10,000
WELCA Triennial Gathering	\$ 8,500
ACTJAM Education Phase	\$ 7,000
2021 Nurturing Team Events	\$ 5,000
Rebuilding at Bethel	\$ 5,000
Online Digital Consulting	\$ 5,000
Homeless Ministry Summit	\$ 3,000
Women’s Retreat	\$ 2,000

Gifts and memorials make memories

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, 2020, and March 31, 2021:

Rachel Aaroen
Sylvia Bailey

D. Bonnie Barstad
Robert Cleveland
Phyllis Easterday
Robert Espeseth
Phyllis Foster
Andrew George
Eileen Gordon
Elroy Gunderson
James Hanson
Theodore Klade
John Kutzbach

Alice Kvamme
Curtis Martinson
Marlin Nelson
Darwin Ness
Darlene Olson
Marian Osterberg
Carol Schaber
Gretchen Smith
Robert Szumski
Margaret Werndli

(cont’d. on page 6)

Praying for unity and civility

The Olympics historically have been a time of nation unity – and with the postponed summer games from last year coming up this July (possibly)... I'm reminded of the summer Olympics from 2016, and one of my most favorite TV commercials that highlighted the oneness of our humanity. It was an iPhone promotion showcasing the high-quality camera in the phones. And the photographs displayed were an artful collection of all humans, visually as diverse as we are.

I have to admit that the product being promoted seemed secondary to the spreading of the rich theme of unity. This ad started showing right around the time that our twin grandsons were born in California – half Chinese, half Caucasian – not one iota identical – and perhaps that is why I was riveted to this beautifully constructed commercial.

The voice over the run through of people images from around the world was that of poet laureate Maya Angelou who had died two years prior. She was born Marguerite Annie Johnson on April 4, 1928, 93 years ago last month. Doesn't her birth name sound like she's part of Bethel's Scandinavian member family? Her piece called Human Family is about how though we are different, we are all alike. I encourage you to Google this now five-year-old ad and watch and listen – her soothing alto voice strikes just the right tone for taking it in.

Here is the poem Human Family, as the commercial leaves out several lines, probably to fit into an ad time-frame – but it's well worth the look up, if you don't remember it.

I note the obvious differences in the human family. Some of us are serious,

some thrive on comedy. Some declare their lives are lived as true profundity, and others claim they really live the real reality. The variety of our skin tones can confuse, bemuse, delight, brown and pink and beige and purple, tan and blue and white.

I've sailed upon the seven seas and stopped in every land, I've seen the wonders of the world not yet one common man.

I know ten thousand women called Jane and Mary Jane, but I've not seen any two who really were the same. Mirror twins are different although their features jibe, and lovers think quite different thoughts while lying side by side.

We love and lose in China, we weep on England's moors, and laugh and moan in Guinea, and thrive on Spanish shores. We seek success in Finland, are born and die in Maine. In minor ways we differ, in major we're the same.

I note the obvious differences between each sort and type, but we are more alike, my friends, than we are unlike.

We are more alike, my friends, than we are unlike. We are more alike, my friends, than we are unlike. Absolutely beautiful.

This is where the poem ends.

Maya Angelou worked alongside Martin Luther King Jr in the civil rights movement, and ironically, he died by assassination on her 40th birthday in 1968. But we long remember his words *We must learn to live together as brothers or perish together as fools. I look to the day*



Alice Mowbray

when people will not be judged by the color of their skin but by the content of their character.

Now perhaps more than ever, we pray for unity and civility in all nations, to treat others as we hope consideration for ourselves. Love your neighbor as yourself - The second greatest commandment. Speak always what you know and believe, lest you grow to despise what you defend. Promote the common values of tolerance and acceptance (and a merit-based success that can unify us). Be at our side and in our conscience during our work and our play, we ask in Jesus' name.

Your church's Endowment Foundation continues its work of helping grow the reach and depth of Bethel's touch of Christianity within our community and further. What began as a novel idea during the crescendo years of the twenty-year civil rights movement, its stood the test of time for carrying out the vision set forth in how to undergird the good works of this church and its people. Keep that prayer for unity on your lips, Olympics happening or not.

Alice Mowbray
Director of Development

Growing our church

Calling new families to the Madison area, current residents and students! We want to spread the word about Bethel to various ages, groups, ethnicities and backgrounds of people. This is the best strategy for growing our church.

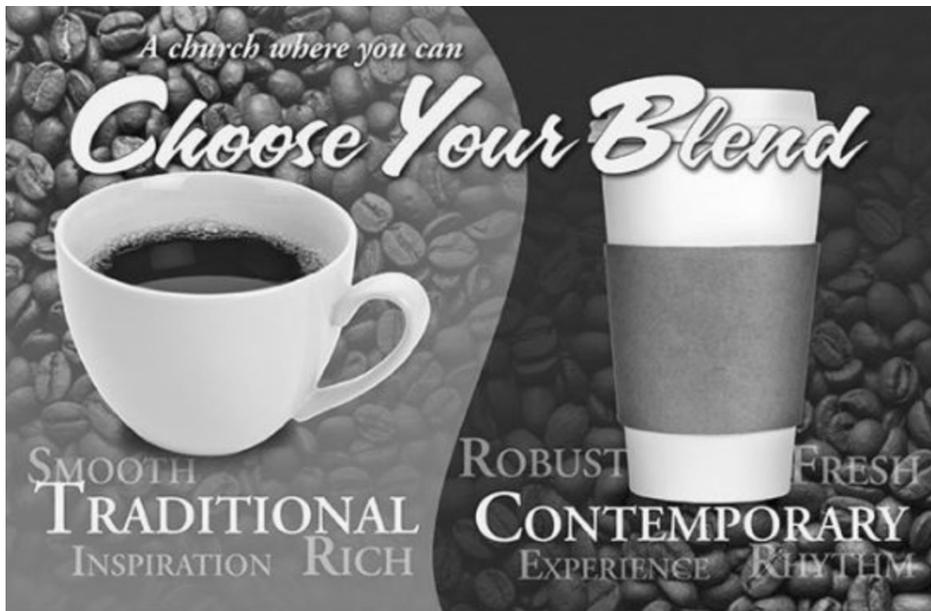
As different people get their information in different ways, we are reaching out to through multiple

platforms. This year's efforts include:

- Postcard mailings to roughly 200 people who have moved within a one-mile mile radius of Bethel. Mailings go out every month. See sample postcard below.
- Facebook advertising for various Bethel events, includ-

ing the *Waling with Jesus: Holy Week Drive Through*.

- Greeter shirts for Sunday morning volunteers.
- Thank you cards and pens/pencils featuring Bethel's logo.
- A video on Bethel's website.
- Signage explaining procedures related to COVID for those returning to in-person church.



“The hard part is getting new people through the doors,” said Christal Swigart, Director of Communications. “These Church Growth Communication efforts will help us do that.”

Funding from the Bethel Endowment Foundation helps cover the cost of advertising and outreach efforts like these.

Have you remembered?

By including Bethel Lutheran Church Endowment Foundation in your will or estate plan, you can continue your support well past your lifetime and positively impact mission and ministry of Bethel for generations to come.

Our federal identification # is 39-6068618. Please consider now updating your plan to reflect your wishes. Your will is our thriving future.

2021 Bethel Foundation grants

Bethel Horizons' total	\$ 114,383
Adventure Toilet	\$ 26,630
Prairie Center Commercial Laundry Appliances	\$ 25,535
Prairie Center 2nd Bedroom Roof	\$ 16,500
Scholarships	\$ 15,000
Cultural Immersion	\$ 10,462
Camperships	\$ 10,000
Kitchen Upgrades	\$ 5,506
Bob Westervelt Honorary Camperships	\$ 4,750

Building improvements make an impact now and for the future

This year's building improvements will add efficiency, energy savings and aesthetic appeal. These efforts include:

Parking lot gate

A new gate was installed along the west side of the parking lot at the center island. The gate automatically opens each evening and is open on weekends to allow Bethel to utilize the entirety of the parking lot during these times. The addition of movable parking lot stanchions at the east

side of the center island allow us to effectively block off the south half of the parking lot and designate that section as the leased spaces Monday through Friday, 7 a.m. to 5 p.m.

Steam traps

Aging steam traps have been rebuilt as well as some on the radiators in the sanctuary.

This project came in well under budget and allowed us to replace two large steam isolation valves

just off of each boiler that were no longer closing properly.

Fireside Gallery carpet

Plans are under way to replace the old, damaged carpet in the Fireside Gallery in preparation for general updating of this well-used space.

Grants from the Bethel Endowment Foundation help cover the cost of facility improvement projects like these.

Grab the popcorn, it's time for worship and a movie

Worship and a movie – what a great summer activity! Bethel's Drive-In Family Worship & Movie will be a monthly event, June-August, themed on a specific movie and a powerful message from that movie. The event opens with a family worship featuring a small worship band, skit, prayers, opportunities to sing and dance,

small segments from the movie, message and more. At the conclusion of the worship service we transition into showing the movie.

Planning for this summer is currently under way. Movie dates and rain dates are: June 19 (June 26) at the Alliant Energy Center, July 24 (July 31) location to be determined

and August 21 (August 28) at the Alliant Energy Center.

Movies for the events are almost finalized, likely returning to some of our favorite characters from last summer for their sequels. We look forward to connecting outside for fun family worship and a movie – see you there!

A grant from the Bethel Endowment Foundation helps cover the cost of these family-centered events.

"I have attended Bethel for several years but am not a member. I forwarded to my daughter, son-in-law, and their two young children the information you provided about happenings at Bethel Horizons as well as drive-in movie, etc. This past Saturday, they attended the drive-in movie and had such a good time. They were very impressed with the service ahead of time, singing, bubbles, availability of bathrooms, etc. They are really looking forward to next month's movie. Thank you for all you do at Bethel for families. Your loving outreach in the community is certainly what Christ has in mind for all of us."

A message about last summer's Drive-In Worship & Movie

2021 Bethel Foundation grants

Drive-in Family Worship	\$ 30,000
Fireside Carpet Replacement	\$ 29,000
Horizons Exec. Director Salary and Benefits	\$ 21,000

Overhead improvements under way at camp

The roof on the second bedroom of the Prairie Center at Bethel Horizons has been deteriorating. We are replacing it with a steel roof that will match the roof on the main building. The new roof is expected to last more than 40 years.

Grants from the Bethel Endowment Foundation help building improvement projects to move forward.



2021 Bethel Foundation grants

Parking Lot Gate System	\$ 20,000
Masonry Repair	\$ 19,875
New Timpani Set	\$ 13,050
LED Lighting Conversion	\$ 10,000
Retro Commissioning	\$ 6,535
Puerto Rico Home 1-3	\$ 5,000
Altar Candles and Holders	\$ 1,000
Seminarian Support	\$ 10,000
Admin. & Publicity	\$ 90,000
Contingency reserve	\$ 75,665

Memorials

(cont'd. from page 2)

The following individuals contributed general gifts to the Foundation between October 1, 2020, and March 31, 2021:

Brad & Barb Armstrong
Terry Boyd
Lola Cator
Karol & Jim Dillie
Robyn Kitson
William & Linda Merz
Dave & Cynthia Sugar
Jim Underkofler estate

The following estate gift was made to the Foundation between October 1, 2020, and March 31, 2021:

Jim Underkofler

Gifts, honorary gifts and memorial contributions were made to the Foundation from October 1, 2020, to March 31, 2021

In honor of their anniversary by Dale & Nancy Kripps

In memory of Ellie Bauer by Leonard & Joan Bruce

In memory of Mike Bunting by Marian Osterberg

In memory of Walter Dewey's 60th birthday by Walter & Londa Dewey

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

In memory of Bob Espeseth by Beverly Stephen

In celebration of Pastor Hanson marrying Dale & Nancy Kripps by Dale & Nancy Kripps

In memory of Jane Hilsenhoff by Bradley & Barbara Armstrong

In memory of Jean Hodel by Tricia Hodel

In memory of John Kutzbach by Joan Gilbertson, Karl & Velma Marquardt, Peder & Jeanne Moren, JoAnn Six, Tom Solheim, Catherine & Robert Trevallee, Larry Veleke

In memory of Alice Kvamme by Phil & Mary Lou Dzick, Lois Seymour, Beverly Stephen

In memory of Joan Langdon by Joan Gilbertson

In memory of Vernon Molbreak by JoAnn Six

In memory of Marlin Nelson by Peder & Jeanne Moren

In memory of Francis O'Connor (Pat Wahl's father) by Larry Veleke

In memory of Darlene Olson by Bradley & Barbara Armstrong, Daniel & Susan Murray, Alinda Nelson

In memory of Marian Osterberg by Bradley & Barbara Armstrong, Tom & Anita Daniels, Phil & Mary Lou Dzick, Joan Gilbertson, Judy & Tom Griffin, Karl & Vel Marquardt, Terry & Nancy Osterberg, Walter & Elizabeth Rondini, Lois Seymour, Beverly Stephen, Larry Veleke, Carolyn Wright

In memory of Carol Jean Reimann by Bradley & Barbara Armstrong

In memory of Irene Skattum by Marian Osterberg

In memory of Neal Starkweather by Gladys Starkweather

Enhancing our digital online ministry



Bethel is on a mission to develop a more powerful digital and online presence. This will help Bethel lead people into a fuller and deeper relationship with Jesus Christ. It also will help Bethel connect with a much larger segment of the local population. As we move toward a greater relevance online, we also move toward becoming the prevailing spiritual influence in Madison, a key goal in our long-term strategic plan.

Working with a local consultant, Bethel's communication team has created a branding identity geared at engaging millennials. The next step is to develop a more detailed plan of what that will look like in our social media and advertising efforts.

Grants from the Bethel Endowment Foundation make outreach efforts like this possible.

Welcome to our newest board member

At the April meeting of Foundation trustees, Tony Arneson was welcomed to his first meeting with the board. He's a 25-year member of Bethel and has been a helpful addition in serving on various committees and boards during that time, including the Media board, and most recently, the Property Team.

His father Sam served also as a long-time trustee from 1974-2000. Tony works with Neckerman Insurance Agency and is married to Sue with whom he has two young adult children.

Tony fills the spot that was vacated by Arlen Christenson last fall, after 32 years of faithful service.

2021 Bethel Foundation mid-year grants

Mid-year total	\$ 27,100
COVID Supplies for Readiness	\$ 24,600
Seminarians, additional	\$ 2,500

As well as five approved grants that were partially re-allocated to new concepts in the pandemic year of pivots.

Investment Committee,

continued from back

mission and ministry can be funded in each year that supports the vision of Bethel. In the 30 year look back of this fund, on average the annual gain has been 8.8%, and outpaces the benchmark by nearly 1 point.

The monthly meetings are a mix of anecdotal observations, market intel sharing and professional analysis – which combines with the ample conversation to create solid results.

Walter Dewey has been Chair of this committee since George Austin passed away in late 2014. George was masterful at leading this effort in such an informed and convivial way, it seemed consensus was arrived at quite naturally amidst all these strong opinionated pros.

So it was suggested at the January trustee meeting, that this committee be known as the George Austin honorary Investment Committee of Bethel Lutheran Church Endowment Foundation. The motion was passed with heartfelt applause.

So much of what this Foundation is able to provide for is due to the big shoulders and bigger faiths of those who have worked together before us on behalf of Bethel. It is a true honor to stand alongside the



BETHEL
LUTHERAN CHURCH

312 Wisconsin Avenue | Madison, WI 53703

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Investment Committee:
Results extraordinary in an extraordinary year



Last year is one for the history books, not so much for our pleasant memory scrapbooks. The turmoil of the pandemic reflected in the economy had us worried in Quarter 2, only to rebound positively by year end.

The investment results of your Endowment Foundation's portfolio posted a gain of 10.4% for 2020. The last quarter of the year was the star performer within this portfolio, and it outpaced the balanced benchmark by more than 1 point.

So far this new year, their discipline to value investing is paying off as well, and year to date March gain of 5.04% has the industry benchmark beat by 2 points. The split of the portfolio of holdings at March end was 70% stocks, 21% bonds - laddered out seven years and 9% cash.

Such care this professional group of members takes with these donated funds, so that more and more

Bethel Endowment Foundation Trustees

- | | |
|---|---|
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* Denotes member of the New Projects Committee

George Austin Honorary Investment Committee

- | | |
|---------------------|------------------|
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| Walter Meanwell | Bruce Westervelt |

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