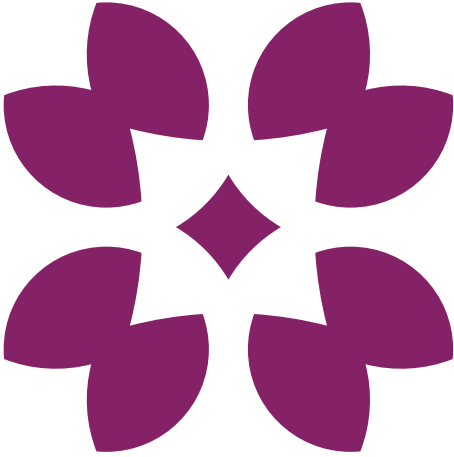
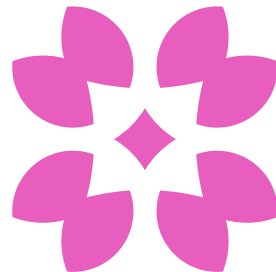
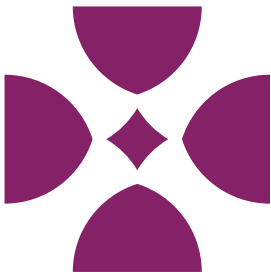
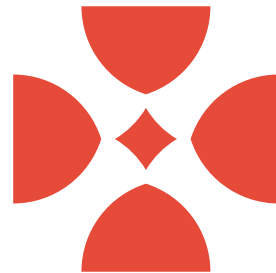
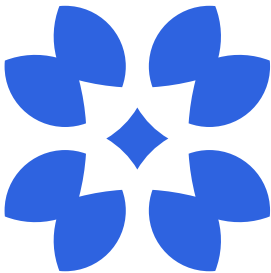
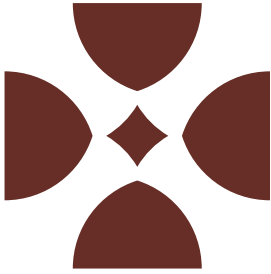




ALL iN

GENEROSITY 2025





GENEROSITY 2025

ALL IN | COMPLETE COMMITMENT TO THE WORK OF ST. LUKE'S

Together, we dream of being a courageous, diverse, healing, and justice-creating sanctuary for the heart of Atlanta. You are an essential part of that dream. We envision a future for St. Luke's where every member feels a deep sense of belonging and is inspired to give generously. Our ALL IN Generosity Campaign represents the role each of us plays in St. Luke's today, and its future. Each one of us has the opportunity to help St. Luke's reach its goal of raising \$2.254 million – a 15% increase – to fully fund the ministries and programs we love, and that our community depends on.



DEAR FRIENDS,

My invitation to you for 2025 is to make giving to St. Luke's a priority in your life. Let's be ALL IN for St. Luke's. My commitment to God through St. Luke's is my prayer, my work, and my financial commitment.

In Genesis 14, Abraham arrived to the place where God had called him. It was a long and complex journey from home into the unknown. Abraham arrives weary and victorious and is greeted by the king and priest Melchizedek who offers bread, wine, and blessings. In response Abraham gives him 1/10 of everything he has. Abraham's grandson Jacob will do the same in Genesis 28 in response to his vision of the interconnections of the earth and the heavens, the angels on staircases in the sky.

Jacob awakes in awe and stacks stones to mark the place, and pledges 1/10 of everything to God.

These ancient stories are from a time before temple, synagogue, or church, and yet says there was a priest of God, dreams of the interconnection of the ordinary and sacred, and the same deep well of gratitude for the gift of hope and vision, that we all have known in our own lives. Then, bread and wine offered in humble obedience with great joy. We do the same Sunday after Sunday. We even pray among stacks of stone left for us by the generosity, dreams, and vision of generations past.

Our theme for this year's Generosity Campaign is ALL IN. It's time for St. Luke's to be ALL IN. Let us not be timid with our remarkable resources. Let it be all of us praying, singing, and working for God to be at healing work in our lives, our church, and our city.

St. Luke's exists because its founders knew healing was needed in the community. A

place should be built for it and for a future unimaginable in 1864.

I use the word healing a lot because Luke was a physician. Someone recently asked me if healing was like mercy. Yes, mercy.

Mercy, for ourselves, our church, and our city. Healing is of a wound. Mercy is for injustices. It is about how we judge ourselves and one another. How we imagine what we deserve, and who deserves a second and third chance. It is about who we see with eyes of love and possibility, and who is invisible to us.

I have the privilege of praying in this church for all of us and for St. Luke's. The vision that keeps coming to me is of a healing sanctuary, a dealer in mercy, a tender, humane, kind, and generous people. A landscape as lush, green, and irresistible in downtown Atlanta as it might have been 15,000 years ago when the first people decided to settle here. A native forest, alongside the soaring architecture of the future, right here, a campus both open and

protective of those being left behind.

Though we are a community of 460 pledging families, we are about 900 families strong – and growing. Imagine the impact if we were ALL IN – 100% of us engaged.

We give thanks for those who chose this place, who have left such a wondrous legacy at 435 Peachtree. We hold this legacy humbly and prayerfully and invite you to be a part of carrying it forward courageously in our time.

Our goal is for all of us to make a commitment in thanksgiving to the 2025 campaign.

ALL IN.

The Rev. Winnie Varghese
Rector

GLORY TO GOD WHOSE POWER,
WORKING IN US, CAN DO
INFINITELY MORE THAN WE
CAN ASK OR IMAGINE.

– EPHESIANS 3:20



2025 STRATEGIC PRIORITIES

DEEPENING OUR FAITH | EDUCATION & SPIRITUAL FORMATION

Over the last two years, St. Luke's has built a more robust capacity in the areas of formation and parish life to support our spiritual growth as individuals and as a community. This has included the addition of three clergy positions and an assistant for Children, Youth, and Families (CYF) ministries. It is now time for us to realize the support needed to grow these programs to the scale needed for our growing church. We are especially focused on our programming for Children, Youth, and Families.

CARE FOR OUR CITY | COMMUNITY MINISTRIES & SOCIAL JUSTICE

St. Luke's has a long history of seeking justice and healing for all in Atlanta. It's what led us to stay downtown when many other churches moved to more suburban areas. It inspired grassroots ministries that turned into some of our city's most impactful and innovative programs, such as Crossroads Community Ministries, The Boyce L. Ansley School, The Training and Counseling Center (TACC), and the Atlanta Community Food Bank. There is still much work to be done. We will use our resources to care for each other, our church, our community, and our world.

STEWARDSHIP OF OUR PHYSICAL SPACE | PRESERVATION & DEVELOPMENT

We have a unique opportunity over the next few years to develop our corner of Peachtree Street to meet the needs of our church and our community – to live into our vision of being a sanctuary for the heart of Atlanta. Significant community development plans, such as The Stitch project, will generate even more growth around the church. St. Luke's Place-Making Committee has been exploring what it looks like for us to be stewards of our property in a way that preserves St. Luke's for many generations to come.





THE 5 PS TO A PRAYERFUL COMMITMENT DECISION

The first P is **PRAYER**. We make our commitments in thankful and discerning prayer. We listen to God, we listen for our own deepest needs and commitments.

- ◆ *I appeal to you, by the mercies of God, to present yourselves as a living sacrifice, holy and acceptable to God, which is your spiritual worship. – Romans 12:1*

The second P is **PERSONAL**. We give in thanksgiving for God's grace in our lives. It's not a competition, it must be an offering that can be given in gratitude, and there is so much for which we are grateful.

- ◆ *Through Christ let us continually offer to God the sacrifice of praise, that is, the fruit of lips that acknowledge his Name. –Hebrews 13:15*

The third P is **PROPORTIONAL**. A number of you have asked how to figure out how much to give. You will know what's right for you. It's not about quantity of comparison. Only you know what your giving means for you. We ask you to be generous. What is your acceptable thanksgiving?

- ◆ *Ascribe to the Lord the honor due God's Name; bring offerings and come into God's courts. –Psalm 96:8*

The fourth P is **PLEASING**. It's about seeking a commitment decision that would be pleasing to God. For most of us, it is easy to find what is pleasing to us. It is tougher to find what is pleasing to God. It causes us to struggle and stretch under the leadership of the Holy Spirit.

- ◆ *But do not neglect to do good and to share what you have, for such sacrifices are pleasing to God. –Hebrews 13:16*

The fifth and final P is **PEACE**. It's about receiving peace through the knowledge that we have made a prayerful, personal, proportional commitment to God through St. Luke's.

- ◆ *And the peace of God, which surpasses all understanding, will guard your hearts and your minds in Christ Jesus. –Philippians 4:7*

GENEROSITY AT ST. LUKE'S

STORIES OF FAITHFUL GIVING FROM OUR GENEROSITY COMMITTEE



TONY JOHNS

Our family sees giving to St. Luke's as a priority in our financial planning. We give as an act of worship, and in doing so we want our gift to be the first fruits of all we have, not what is left over. By prioritizing our giving, we ensure that our contributions are intentional and meaningful, reflecting our commitment to the work and witness of St. Luke's.



KATE KENNEDY

Robert and I give to St Luke's because God is calling this parish to do big, bold things here in the heart of Atlanta. We see the energy and the capacity to activate God's dreams for our community here at St Luke's.



BRENT MACON

Lindsey and I give generously to St. Luke's because we believe the church plays a vital role in closing the gaps created by our economic system and connecting people to their divine purpose. By supporting St. Luke's financially, we are participating in God's work and helping create opportunities for others to experience God's love and community.



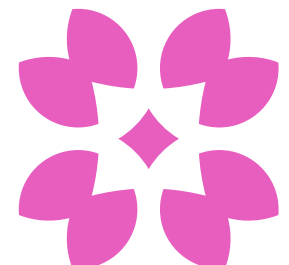
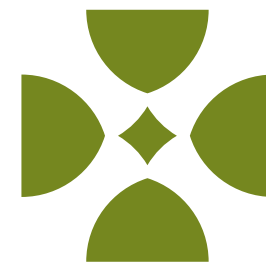
ANN CRAMER

It is a joy for Jeff and me to make our decision to make a pledge to St. Luke's every year! First – it is a habit - a no-brainer - it is in our DNA! Both of us grew up in families that attempted to “tithe” every year, so we brought that value to our marriage! And this was a mutual habit that we strive to keep! And yet second – our pledge to St. Luke's is out of gratitude! YES - St. Luke's is the place that has nurtured our roots, has loved us in life, and has given us wings to soar! So in our gratitude for that lifetime of love, we make a pledge commitment to St. Luke's every year! And, of course, the third and most important reason, is that making a commitment to St.Luke's is a passionate, prayerful and purpose filled statement of our faith by offering our gifts of time, talents and treasure to this precious place on Peachtree Street where we experience the miracles of love, belonging, living into our Baptismal covenant and trying to “live like Jesus!” Every day!

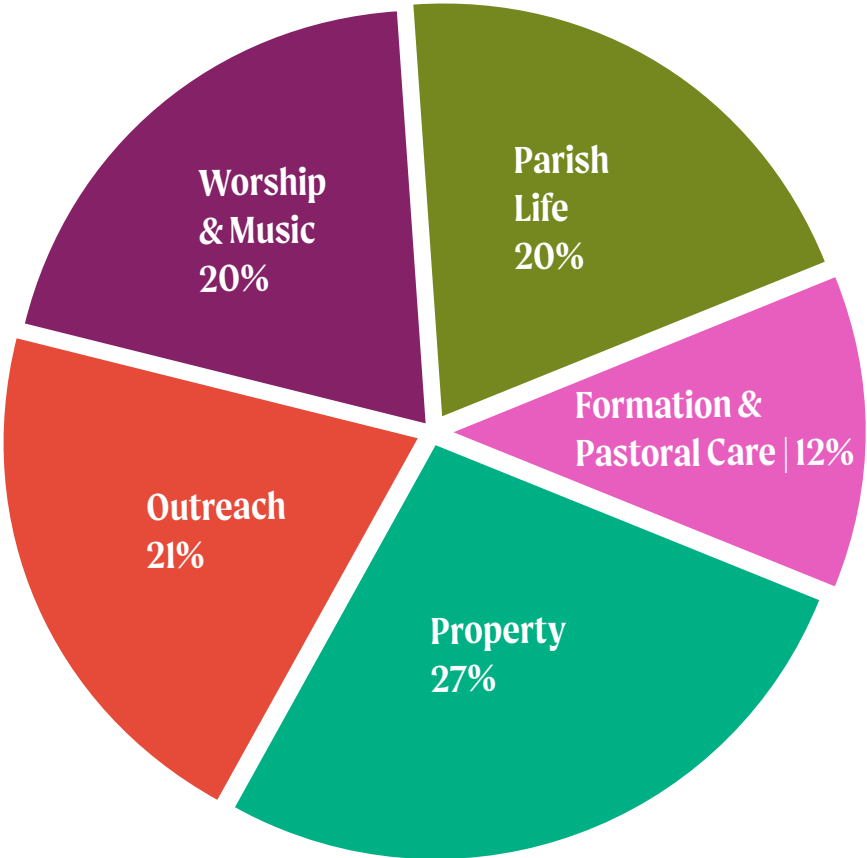


RAY UTTENHOVE

St. Luke's is a community that brings us hope and joy in a world that is often dark and forbidding. We make an annual financial pledge so our place of refuge, learning, friendship, and wondrous music can grow and thrive.



YOUR COMMITMENT MATTERS



From Our Parishioners
74%



From our Endowment
17%

From our Revenue Generating Real Estate
10%



- ◆ *St. Luke's average pledge is \$4,791.*
- ◆ *St. Luke's median pledge is \$2,400.*
- ◆ *We are seeking 100% engagement in St. Luke's 2025 Generosity Campaign.*

WAYS TO GIVE

When does my commitment begin and end?

St. Luke's ALL IN Generosity Campaign is raising commitments for the 2025 fiscal year; it begins on Jan. 1, 2025, and ends Dec. 31, 2025.

How do I submit my commitment to St. Luke's?

You have options!

Fill out a commitment card and mail or bring it to St. Luke's. Submit your commitment online at stlukesatlanta.org/pledge.

Contact Director of Finance David Hendee:
hendee@stlukesatlanta.org or 404-873-7617.

Can I automate my giving?

Yes. You may set up the payments from your card or account to occur on a weekly, biweekly, monthly, or quarterly basis. Contact the church office to learn more: 404-873-7617.

Are there alternative means for giving?

Yes. You can transfer appreciated stocks to St. Luke's and receive a deduction for the full value without incurring capital gains tax. Some parishioners find it useful to fulfill their pledge through their IRA Required Minimum Distribution. Please contact St. Luke's Director of Finance David Hendee – hendee@stlukesatlanta.org – for assistance or to learn more.

GENEROSITY AT ST. LUKE'S

“Generous” is one of St. Luke's core values. We strive to collaboratively use our resources to care for each other, our church, our community, and our world.

St. Luke's 2025 Generosity Campaign is our opportunity to be ALL IN – for investing in our children; for growing together spiritually; for fully staffing and resourcing our programs; for working toward a more just society. This looks like all of us participating in this campaign and committing to building God's dream in Atlanta.



COMMIT

*Glory to God whose power,
working in us, can do infinitely
more than we can ask or imagine.*

– EPHESIANS 3:20

With God's help, I/we commit \$ _____ in support of the work
of St. Luke's in **2025**.

I'd like to make an **additional gift** of \$ _____, beyond my normal
giving, to the work of St. Luke's in 2025.

I intend to pay my pledge:

- WEEKLY MONTHLY
 QUARTERLY ANNUALLY

NAME

ADDRESS

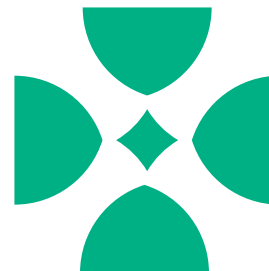
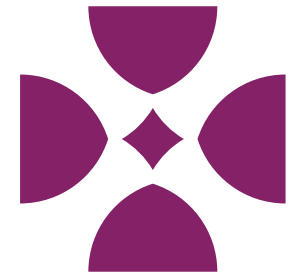
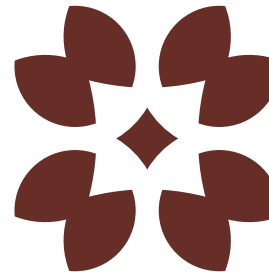
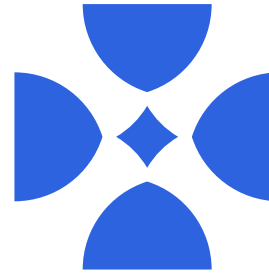
CITY/STATE/ZIP

EMAIL

This commitment, offered in faith, may be increased or decreased due to changing circumstances by notifying the church's business office. You may submit your pledge online using the QR code below, or by returning this card to the church.

THANK YOU!

*Everything we do at St. Luke's is possible
because of your generosity.*



NOVEMBER 17
*Commitment Sunday
at St. Luke's*



435 Peachtree St NE
Atlanta, GA 30308

www.stlukesatlanta.org
[@stlukesatlanta](https://twitter.com/stlukesatlanta)