Welcome to Philanthropic Service for Institutions (PSI)

By Lilya Wagner

Philanthropic Services for Institutions (PSI) is an internal consulting department of the North American Division of Seventh-day Adventists (NAD). It is both a one-stop shop and a gateway to services. Thanks to the dedication of the NAD leadership to building strong organizations, including local congregations and their ministries, the services of PSI are largely without charge to those who request our assistance. This introduction will give you an overview of PSI.

Who we are

PSI was established by the NAD in the mid-1970s in order to develop a philanthropic mentality and practice in church organizations, primarily higher education and healthcare. Since that time, PSI's outreach has extended to all North American institutions, including churches, Community Service organizations, education, and ministries. PSI can be described as follows:

- PSI serves the Seventh-day Adventist Church in North America as the primary vehicle for promoting generosity and action through consulting and advising, educational opportunities, operational resources, and information-sharing.

- Our resources help churches and their institutions develop a responsible approach to fundraising, provide structure to help clarify mission, and set realistic goals.

- PSI uses educational tools to help church leaders, fundraising professionals, and volunteers learn how to most effectively meet the financial needs of their organizations through careful planning and implementation of campaigns.

- PSI provides information to clients, keeping them current on the newest trends and established practices that promote organizational success.

- Most information and strategies apply universally, but special effort has been made to develop relationships with professional organizations in Canada, which can supply the information that is uniquely relevant to Canadian fundraising and nonprofits. Please see the PSI Web site for the Canadian site, which provides links to significant resources, or contact PSI. Churches in Bermuda should contact the PSI to determine if we have additional resources for Bermuda.
Whom we serve

- Pastors, churches, and their institutions (especially schools and Community Services)
- Universities and colleges
- Healthcare systems and institutions
- Senior professionals
- Academies
- Elementary schools
- Conferences
- Ministries
- Novice fund-raisers
- Career changers
- Speakers of other languages (contact PSI to find out the language resources we have)
- Non-NAD ministries as resources allow
- And all who ask us for assistance, whenever possible (such as overseas organizations)

How we serve—highlights of our services

PSI offers a variety of resources, ranging from personal consultations to conferences, articles, and specific books, and all other services and materials that make it a full-fledged consulting department. For customized and personalized service, please contact PSI staff. Due to cross-training, our staff can receive your request and either assist you or refer you to someone else on staff. If desired, you can also be referred to people or organizations who have benefited from PSI and who can share their experiences. The following is a list of services available:

- Training—workshops, seminars, short presentations, courses, one-on-one training, institutes, online offerings (podcasts, Webinars), board training, and the PSI conference
- Education—assistance toward receiving certification, higher education class presentations, career advice, and mentoring
- Resources—library, online materials, hard-copy materials, publications, and referrals to other organizations and their services that enhance what PSI provides
- Small capacity building grants—available for needs that can’t be met in an organization’s budget
- Events—PSI conference, special interest meetings, presidents’ dinner, and colloquium.
- Information-sharing—responses to phone calls and e-mails, answering questions, sending materials, and referring to experts/colleagues among our ranks
- Customized services—special materials such as for faith-based organizations and speakers of other languages
- Consulting services—responses to e-mail and phone requests for assistance and information and face-to-face meetings, on site or at PSI offices
Career development—career advice, advising of those who want to increase expertise in fundraising while maintaining their present positions, creating awareness, training, mentoring, and academic programs

Data sharing—maintenance of a database so that all groups and persons can receive information and updates.

Communications—e-Dollar (online newsletter), inclusion in NAD materials, and a dynamic, informative Web site, as well as social media

Networking—connecting members for mutual benefit and with other organizations, materials, professional organizations, and career opportunities

Internships—please see PSI’s Web site for specific types of internships, and contact us

Senior professionals—opportunities for professional growth and involvement

Of particular interest for pastors and lay leaders are PSI’s collection of reading materials, forms, and related document that you will find helpful. The list below is a partial listing, and you may contact us for this material and for other items:

Sample forms for capital campaigns
Resources on ethics and fundraising
Board practices and responsibilities, including the board and fundraising
Accountability and transparency in fundraising
Choosing a database (including software information)
Social media and fundraising
Cross-cultural philanthropy and fundraising
Trends shaping the near future
How to ask for money

Information on faith-based fundraising is growing and quality material is being added on a regular basis. Much of that material is available on our Web site and below is a list of some of the more helpful Web sites:

• Evangelical Council for Financial Accountability (ECFA): www.ECFA.org

• The Lake Institute for Faith and Giving, Center on Philanthropy, Indiana University, www.philanthropy.iupui.edu


• State of the Plate Research: www.stateoftheplate.info

• The Alban Institute: www.alban.org

• The Empty Tomb: www.emptytomb.org/research.html
- Christian Leadership Alliance: www.christianleadershipalliance.org
- Association of Fundraising Professionals (AFP): www.afpnet.org

There are some things that PSI cannot do for you. We cannot find the funds for you, tell you the "ten easy steps for fundraising success" (they do not exist), provide you with full-fledged, ongoing campaign consulting (although we are available for ongoing advice and even on-site visits), and we cannot work miracles. Fundraising is a demanding but exciting process, and we can help you have a positive experience with your fundraising.

**Why we serve**

- Because fundraising is a biblical practice: "Since you excel in so many ways—in your faith, your gifted speakers, your knowledge, your enthusiasm, and your love from us—I want you to excel also in this gracious act of giving. I am not commanding you to do this. But I am testing how genuine your love is by comparing it with the eagerness of the other churches" (2 Corinthians 8:7, 8, NLT; emphasis supplied).

- Today's financial circumstances demand approaches that are different from the "good old days."

- Changes in church member giving (research data and evidence, as well as written materials are available on this topic).

- Opportunities for growth, expansion, increased and better service.

- Keeping up with the best of service to all constituents and clients.

- Because service to others and good causes require funds.

- Because Jesus is our role model in serving others

**In Summary**

This is brief introduction to what PSI can do for Adventist personnel and organizations. Visit our Web site, call us to see how we can help you build stronger organizations and services. We welcome your questions, requests, and suggestions.
PSI Contact Information

General e-mail: info@philanthropicservice.com
General number: +1 301 680-6131

Please check our Web site regularly. This is our dynamic service that we keep up to date and includes many resources. You can also contact staff through the Web site, and specific details of staff responsibilities and expertise are listed on the site.

PSI staff

Each PSI staff member is responsible for a variety of tasks and services. Often several staff members can be helpful due to cross-training and continual focus on professional development. Please contact the general number or one of the staff members listed below.

Lilya Wagner
Director
301 680-6130
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Kristin Priest
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Mark Lindemann
Client Services Coordinator
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PSI Advisory Committee

The advisory committee members have been carefully chosen to provide the best representation of PSI constituents and clients by geography, position, type of organization, gender, and age. This group provides feedback and suggestions to PSI staff and serves as the interface between the department and NAD organizations. Members are (alphabetically listed):

Eric Anderson
President
Southwestern Adventist University

Debra Brill
Vice President
North America Division
of Seventh-day Adventists

Rachelle Bracebridge-Bussell
Vice President for Advancement
Loma Linda University
Adventist Health Sciences Center

Ramon Canals
Vice President
North Pacific Union Conference
of Seventh-day Adventists

Christopher D. Carey
Vice President for Advancement
Southern Adventist University

Martin Clark
President
Kettering Medical Center Foundation

Franklin David
Pastor
Southern Asian Seventh-day Adventist Church

Steve Dickman
President
Harbert Hills Academy

Gary Dodge
Director
Planned Giving and Trust Services
General Conference of Seventh-day Adventists

Tom Evans
Treasurer
North American Division
of Seventh-day Adventists

Charlotte Henderson
Director
Development and Alumni Relations
Monterey Bay Academy

Sung Kwon
Director
Adventist Community Services
North American Division
of Seventh-day Adventists

Tom Lemon
President
Mid-America Union Conference
of Seventh-day Adventists

John Mathews
Stewardship Director
North American Division
of Seventh-day Adventists

Lois Peters
Businesswoman
Jackie Phillips
Director
Capital Campaign
Central California Conference
of Seventh-day Adventists

Marlon Reid
Pastor
Straford Memorial Seventh-day Adventist Church

Mack Rucker
Vice President
Corporate Relations
Adventist Health System

Nikolaus Satelmajer
Former Editor, Ministry
Associate Ministerial Secretary
General Conference of Seventh-day Adventists

Dragan Stojanovic
Secretary/Vice President for Administration
Seventh-day Adventist Church in Canada

Halvard Thomsen
Assistant to the President
Adventist Risk Management

Gary Thurber
President
Rocky Mountain Conference
of Seventh-day Adventists

Darren Wilkins
Principal
Mount Ellis Academy