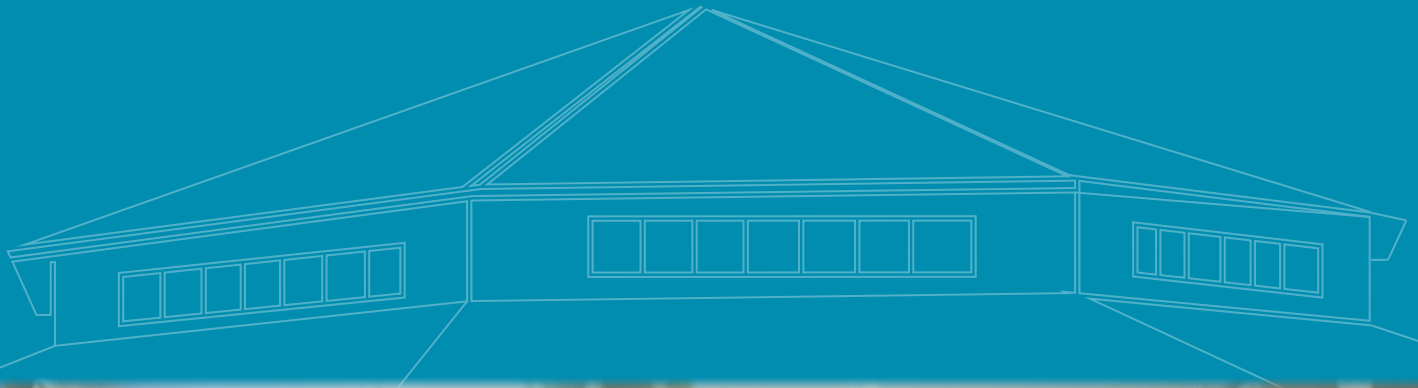




Raise The Roof



Capital Campaign 2020-2022

Radically Inclusive. Spiritually Progressive. Socially Responsive.

Dear Unity Family,

Since the founding of our spiritual community in 1949 Unity has enriched the lives of our members and community in so many ways. Over these 70 years, many profound and lasting memories and moments have been made.

We began meeting in downtown Asheville and later moved to a house on Airport Road. We quickly expanded and had to knock out walls to create additional seating and room for fellowship. Perhaps the biggest event was in 2000, when we moved from an expanded house to a new church building (our current home) complete with larger worship space, a large kitchen, offices, ample bathrooms, beautiful outdoor space and dedicated classrooms.

Today, we benefit from the vision of our past and present leadership, and a welcoming heart-energy-commUnity of people this center has come to be known for. Unity is a special place – filled with beautiful people, spiritual enrichment and healing love.

Now, we are at our next important milestone. Our building is 20 years old and it's time for some essential and timely repairs, significant upgrades and renovation.

Following the Feasibility Study conducted in Spring 2019, our membership voted to move forward with the *"Raise the Roof"* Campaign. Beginning in January 2020 with completion mid-2020, we join together to fulfill our sacred purpose with a vision for our future.

We hope you will join us, as we continue our path of fulfilling our vision and mission.

Jessica Ayala
Campaign Co-Chair

Michael Winner
Campaign Co-Chair

Rev. Darlene Strickland
Unity Senior Minister



"Unity of The Blue Ridge is a flagship ministry for our movement. Your expansive, intentional way of being and doing is a model for thriving ministry. Infinite blessings and appreciation to and for you all as you celebrate your 70 years in ministry."

You are well equipped to revolutionize the next greatest iteration of what "church" of the future is. Well done and keep up please."

Love, Rev. Martha Creek
Unity Worldwide Ministries
October 6, 2019



Our History – Celebrating 70 years

Unity of The Blue Ridge incorporated (as Unity Center of Christianity) in 1949, and moved to its current location in 2000 under the leadership of Rev. Chad O'Shea. The congregation had great vision for the space and enjoyed seeing the beautiful facility come into manifestation. To everyone's surprise, shortly after moving in structural problems emerged due to engineering issues. Reinforcement beams were added and a settlement of approximately \$400,000 was reached with the contractor. The back wall began to deteriorate more quickly than expected, due to inadequate planning by the design engineers. Over time, the reserves were absorbed with general maintenance and operations. Rev. Chad and his wife Lyte maintained an active, loving spiritual community until Rev. Chad's death in January 2014.



In January 2015 Rev. Darlene Strickland became the Senior Minister. Soon after her arrival the church began to grow again, adding 167 new adult members in just 3 years. The growth in membership in recent years has also led to growth in income. Last year, 30 children were cared for in our nursery, causing us to expand into other spaces to accommodate the need. The congregation moved to two services, hired additional staff, recruited additional volunteers, and is once again financially stable. Annual revenue increased almost 43% in Rev. Darlene's first year and has increased an average of over 11% per year since then.



Our Vision – 2020

Shortly after Rev. Darlene arrived, we embarked on a congregation-wide, facilitated visioning process. The result was Vision 2020. **The report highlighted the message, the music and the people as the reasons people attend, and that we provide an inclusive feeling of being home.** Three main visions of the future emerged:

- We are a spiritual hub, a model of living, all faiths coming together, center of love, wisdom and understanding, cultural catalyst.
- We are a mecca for teaching and learning, providing education for adults, teens and children.
- **We have new, larger facilities.**



The process also uncovered a sense of call for Unity of The Blue Ridge to be a regional beacon: *to bring people together, to attract and support New Thought teachers and to be empowering.*

Our Current Path

Using our Vision 2020 information and feedback from the congregation as a guide for anticipated growth and spiritual teaching, a Master Planning Team of volunteers was formed to study the current and future facility needs. The planning process included a member survey, two town hall meetings, and three informational gatherings. From this inclusive process, a final plan emerged which divided the project into two phases. Phase One would provide for all the necessary repairs (roof, siding, and HVAC), kitchen renovation, improved bathrooms and an extension of the roof over the patio.

Phase Two would enclose the area under the extended roof, creating a larger state-of-the-art sanctuary with capacity to seat 400+, turning the current sanctuary into fellowship space and adding a new wing for administrative offices.





At the February 2019 Annual Meeting, the membership voted (1) to proceed with the building renovation project, "Raise The Roof" up to the dollar amount confirmed feasible, and (2) to hire Sims & Steele Consulting, a Capital Campaign Consulting Firm to conduct a Financial Feasibility Study to determine which aspects of the project the members deemed most important and to assess how much money could be raised to fund the building improvements. The results of that Financial Feasibility Study overwhelmingly indicated that the congregation is ready and in favor of making phase one improvements. Additionally, the study revealed that a successful campaign could conservatively raise between \$650,000 and \$900,000.

OVERVIEW OF PHASE ONE



New TPO Roofing System Over Existing Flat-roof Areas

Energy efficient membrane that offers a 70% reduction in heat entering our building through the roof, yielding a significant cost reduction, 20-year warranty for peace of mind, as well as eligibility for a Duke Energy rebate.

New HVAC / Heating Ventilation and Air Conditioning Units

Energy efficient units will incorporate an economizer feature to maximize efficiency and energy savings. Offices that are utilized throughout the week will have a new, independent system that allows them to be operated individually without running the larger units. This will provide for further energy and cost savings, while maximizing comfort. A new roof access ladder will allow maintenance personnel (aka Habitat Team) to safely service and inspect our new units.

New Building Siding and Trim Throughout

All existing siding and underlayment will be removed and replaced with a new moisture barrier, underlayment and a hardy, exceptionally durable cement plank siding, having a 30-year limited warranty.

Stone Accents

In addition to our new siding, crafted stone accents will be placed at points of high visibility, such as around the columns that support our main entrance portico.

New Flooring Throughout

The latest in maintenance-free Vinyl Composition Tile, Luxury Vinyl Flooring and carpeting will replace existing flooring for a fresh new look, while offering resiliency in accommodating our wide variety of building activities.

Ceiling Tiles

Damaged ceiling tiles from past roof leaks will be replaced to offer a new and fresh-looking appearance - a new beginning to our watertight roofing system!



Bathroom Upgrades

All three of our bathroom areas will receive a makeover, from new vanities, in addition to fresh new flooring, paint and ceiling tiles!

Kitchen Makeover

Our deteriorating kitchen cabinets will be replaced with commercial grade materials, new countertops and a movable center island. Along with new flooring, paint and ceiling tiles, you will hear the hum of a brand new, reliable, under-the-counter stainless-steel commercial dishwasher.

Audiovisual

Providing for our future in-house, along with our virtual audience, out of date hardware and software will be upgraded, including soundboard, microphones, camera and lighting.



“Raise the Roof” Over the Unfinished Portion of Our Church

A new roof will stretch over the 50% of our octagonal church structure that is currently unfinished. This milestone will complete us in many ways, not to mention a southern exposed roof structure that will provide shade for countless events. Roof brackets will be installed so solar panels can be added in the future.



PROJECT ITEMS

COST

New TPO Roofing System Over Existing Flat-roof Areas	\$ 90,489
New HVAC / Heating Ventilation and Air Conditioning Units	\$104,343
New Building Siding and Trim Throughout	\$231,833
Stone Accents	\$ 11,720
New Flooring Throughout	\$ 61,581
Ceiling Tiles	\$ 9,987
Bathroom Upgrades	\$ 44,795
Kitchen Makeover	\$ 35,576
Audio Visual Upgrades	\$ 20,000
‘Raise the Roof’ Over the Unfinished Portion of Our Church	\$214,939
Contingency	<u>\$ 65,000</u>
TOTAL BUILDING COST	\$890,263

Items already funded which are not included in the above costs:

Interim financing	\$ TBD
Campaign Consultants	\$ 30,000
Non-Construction Campaign Costs (estimated)	\$ 15,000 - \$ 30,000

Unity Capital Campaign Gift Chart for Raising \$900,000

<u>Gift Size</u>	<u>Number</u>	<u>\$ Amount</u>
\$150,000+	1	\$150,000
\$100,000+	1	\$100,000
\$75,000+	1	\$75,000
\$50,000+	1	\$50,000
\$25,000+	6	\$150,000
\$10,000+	15	\$150,000
\$5,000+	20	\$100,000
\$3,000+	25	\$75,000
\$1,000 +	25	\$25,000
Less than \$1k	<u>40+</u>	<u>\$25,000</u>
	140+	\$900,000



"I commit my resources into my highest values."

Ways to Give:

Pledges and Checks: Pledges may be made for one year or over a two – three year period. Pledge forms are included in this packet, or are available in the church office. Make checks payable to Unity of The Blue Ridge, and mail to 2041 Old Fanning Bridge Road, Mills River, NC 28759.

Gifts of Stock or Property/Real Estate: To explore ways you can support Unity through donations of appreciated stock, your IRA, and/or real property, please contact your financial advisor.

Matching Gifts: If you are employed by a company that matches charitable donations made by employees, and you wish to contribute to Unity, please contact the church at 828-891-8700.

Planned Giving: While not a primary goal of this campaign, it may trigger thinking about estate planning and legacy gifts to Unity. If this is the case for you, please consult your financial advisor and let the Church know of your plans. If you've already included the church in your legacy plans, thank you and please let us know.

Frequently Asked Questions



How was this building plan conceived?

Our plan was formulated over the last two years by a master planning committee and architect, John Yurko. Input was solicited from all Unity members, staff, and the board of Trustees and incorporated into the Feasibility Study which was conducted early in 2019.

Is Unity of The Blue Ridge in a good position to begin a capital campaign?

Yes, Unity has a consistent record of faithful giving and has experienced 11% year-over-year financial growth for the past 4 years. We also experienced significant membership growth every year in that same time period. With the ability to pledge over a two-to-three year period, the Feasibility Study indicated that the church could successfully raise up to \$900,000.

What does this renovation accomplish?

The congregation has approved plans for two phases of construction. The *"Raise the Roof"* capital campaign will provide for Phase I and set the stage for Phase II. Phase I will meet our structural needs and stabilize the facility so we can focus on our purpose, people and services. It also provides for much desired covered outdoor space and upgrades to the existing building and systems which will reduce maintenance and operating costs. For these reasons, we want to make the most of this opportunity to address the many identified building needs and set the stage for Phase II's future expansion and improvements, moving us toward our 15 to 20 year master plan.

Will the bathrooms and kitchen be expanded during Phase I?

Most of the work in the first phase is considered maintenance and renovations. Expansion of the bathrooms and kitchen would be considered new construction, which would trigger a requirement to comply with current Henderson County building/fire code. Compliance would require installation of sprinklers throughout our church facility at an estimated cost of \$250K to \$350K. NOTE: The new roof over the unfinished portion is new construction, but is exempt from the above mentioned code. Since it is not fully enclosed in Phase I, it is considered to be a covered patio, not subject to new code requirements.

Will this project include solar energy?

Solar energy is a desirable energy source and we are planning to install roof brackets. Solar panels can then be added easily at a later date without any retrofit, but are not included in this first phase.

How soon will construction begin, how long will it take and will we have to move out during the construction?

Once financing is secured, we look to begin construction in mid-spring. Construction will take from 4 – 6 months to complete all projects within our scope of work. Our general contractor has assured us that we will not have to move during construction, although there might be interruptions to weekly activities, such as classes, office hours and kitchen availability. Other than that, their work week will end on Friday, with the church's sanctuary and classrooms cleaned up and available for Sunday services.

How can I balance my stewardship giving with giving to the capital campaign?

As a priority, stewardship giving ("Keepers of the Light" fund) also known as tithing or proportional giving is a foundational spiritual principle and practice. It allows us to express our gratitude for the resources that flow through our life. We do this by directing a portion of our resources toward the source of our spiritual enrichment and whatever we deem most important. Giving to the capital campaign would be over and above stewardship giving. It is important that everyone participate as they are uniquely able.

Can I make a gift of stock or other property to support the campaign?

Yes, the church welcomes gifts of appreciated assets such as stocks, bonds, mutual fund shares and other property. Please consult your tax advisor to determine what works best for you. You can select this method of giving on the pledge form and we will contact you.

Divine love flowing through me
Blesses and multiplies
All that I have, All that I give,
All that I receive, and All that I AM.
I am now in perfect balance and flow
with the Universal tides of
giving and receiving.
Thank you God, and so it is.



Capital Campaign Steering Committee:

Michael Winner - Co-Chair, Jessica Ayala - Co-Chair

Rev. Darlene Strickland, Rev. Élan Lambert

Jim Reed, Dick Allen, Randy Rea

Bobbi Flowers, Sharon Oxendine

Judie McKown, Julie Dyer

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