



# UNITY OF PHOENIX 2007-2010 FUNDRAISING CAMPAIGN



*Together We  
Can Reach Our  
Campaign Goals  
of Realizing  
Unity's Vision &  
Mission, Building  
Community and  
Eliminating Our  
\$4.2 Million Debt*



## Campaign Goals:

- Realize Unity's Vision and Mission
- Build Community
- Eliminate \$4.2 Million Debt

Unity of Phoenix has invested roughly \$7.2 million to buy, build and equip our current campus.

In the process, we knowingly assumed a large debt. The church's investment has facilitated tremendous growth and expanded our capacity to serve the greater Phoenix community.

As we all know, debt determines how we allocate our income. Making those monthly debt payments must come first. For our church, our debt payments are \$37,500 each month, or \$450,000 annually. These payments restrict investing in other aspects of our vision and mission.

The most important and long-range goal of the Fundraising Campaign is to give greater life to our church's vision and mission. The more immediate goal of our Fundraising Campaign is to retire our mortgage and create financial freedom for our ministry. Money generated from the Fundraising Campaign will go into a separate account and be used exclusively to eliminate our debt.

As our spiritual practice, the church will be tithing on all the money received in the Campaign. However, the tithe amounts will be paid from our general operating funds. That means 100% of Campaign contributions will go toward the elimination of our church debt.

As we breathe life into our church's vision and mission, and create financial freedom for our church, we wish to experience a Campaign that is prayerful, community-centered, and rooted in spiritual prosperity principles. As such, our Campaign will continually invite us into prayer, create opportunities to build community and teach the principles of abundance.

We want everyone to participate in the Campaign. Whether you make a commitment of \$100 or \$150,000 over the next three years, you will have an impact on these three goals.

**Mark March 25, 2007 on your calendar to make your commitment!**



PRAY FOR OUR UNITY O

## From Your Minister and Campaign Co-Chairpersons

Our Fundraising Campaign is an opportunity for all of us. It is an opportunity to put our faith in action, to support our vision and mission, to build community, to honor God, and to accomplish something greater than anyone of us could do alone.

Scripture tells us, "I can do all things through God who strengthens me." We all draw strength from our church, and now it is time to give something back to the source of our strength. We have the power to succeed in all areas of our lives. We have the power to eliminate our debt and free our ministry to move forward touching and healing lives.



Achieving this great goal requires that we all make a commitment to use our faith, hold a vision, be true to our mission and make a financial commitment over and above our regular giving and tithes to reduce our debt.

This brochure has information on the details of our Fundraising Campaign. As you read through the brochure, please keep in mind what Unity of Phoenix means to you. Also keep in mind how your faith has helped and continues to help you with your personal goals.

On March 25, we ask that you bring your commitment envelope to service. Every commitment, regardless of the amount, will help us achieve our goal. A debt-free church will free us to expand our ministries and bless even more individuals and families with our services, facilities and programs.

If you have any questions about the campaign we are all available to talk with you. **Together we will prosper because God is our Source.**



**Rev. Richard Maraj**  
Lead Minister



**Pat Clegg**  
Campaign Co-Chair



**Melissa Knecht**  
Campaign Co-Chair



**Ken Lange**  
Campaign Co-Chair



**Al McCoy**  
Campaign Co-Chair



# F PHOENIX FUNDRAISING CAMPAIGN



## Our Vision:

We are a spiritual light for peace, love and healing, and a magnifying power for the miraculous transformation of the world.

## Our Mission:

As expressions of God, we create a consciousness of love and celebrate the divinity within all people.

## Now is the Time!

We could continue as we are, chipping away at our debt each month for many more years to come.

Or, we can pay down our debt to free up funds to use for our ministries.

After considerable church discussion, we have committed to put our financial house in order and seek financial freedom *today*.

We aim to expand our church vision and mission and eliminate our \$4.2 million debt.

## When Should I Make My Commitment?

*March 25 is our Commitment Sunday.*

Please bring your completed commitment envelope with you to worship services on Commitment Sunday.

If you will not be attending church on March 25, please mail in your commitment envelope now.

## Our Campaign Prayer:

Living, Loving God,

In a consciousness of abundance, we move forward in faith and joy, claiming our financial freedom.

You have promised us everything we ask for, in prayer, will be ours.

We stand before You now, in the strength of our love for You and our Unity family, and claim Your promise.

And so it is. Amen.

## Weekly Affirmations:

### WILL:

I know God is the source of my prosperity.

### RELEASE:

I let go of all concerns and let God work freely in my life and financial affairs.

### LOVE:

My heart overflows with thankfulness for the abundant blessings of God.

### JOY:

I live in the unlimited flow of Divine abundance and I give joyfully.

### ABUNDANCE:

I attract unlimited good for myself and Unity of Phoenix.

### COMMUNITY:

I now choose financial freedom for Unity of Phoenix and myself.

### FAITH:

Everything I ask for in prayer is mine because I have faith.

# Commitment Sunday is March 25



## INVEST IN OUR UNITY

### Our Promise to You ...

The leadership of our church has made two clear promises about future growth and expansion:

- We will make any additional decisions regarding building and construction **together as a community.**
- We will not borrow money or go into debt for future additions. **We are committed to being fiscally responsible and spiritually centered** as we grow in the future and continue to build Unity together!

### Putting Things into Perspective ...



A gift of \$1 a day, the cost of a bottle of water, amounts to a \$1,096 three-year pledge.

Unity of Phoenix is an amazing ministry with an incredible history. Our church began as an idea in the mind of God. In 1953, through the inspiration and faith of 64 members, that simple idea gave birth to Unity of Phoenix. Since then, we have grown in amazing ways and now serve over 1,100 members. For the last 54 years, our ministry has touched and transformed the lives of thousands through the teaching of our powerful spiritual principles. Further, we are one of the leading churches in the Unity Movement worldwide.

In the process of our growth, we knowingly assumed a large debt to acquire our property and construct our wonderful facility. This investment has provided many blessings. The money we have borrowed has given us the opportunity to do mighty work for God in healing, blessing and transforming lives. Our campus includes:

#### A Sanctuary and Chapel.

Our 800-seat Sanctuary and 50-seat Chapel enable our spiritual community to come together for three Sunday morning worship services each week, a Healing Service every Wednesday night and the "Church of What's Happening Now" on the first Sunday evening of every month. Our Sanctuary also allows us to sponsor workshops and presentations by inspirational guest speakers. In addition, we host an average of two weddings and two memorials per month.

#### Spiritual Education Space.

Our Administration Building houses six classrooms that can accommodate between five and 40 people. In this space, we offer approximately 30 spiritual education classes each month, open to both Unity congregants and the public. We host special workshops by guest facilitators, and the rooms are also available on a rental basis to outside community groups such as AA and Toastmasters. The rooms also accommodate our overflowing Youth and Family Ministry classes and programs. A nursery and three additional children's classrooms facilitate Sunday School classes and special youth programs and activities.

#### Administrative Offices.

Our Administrative Building provides meeting and work space for our three ministers, Executive Director, 25 Unity staff members and countless volunteers.

#### Divine Idea Bookstore.

When the ordinary just won't do, the Divine Idea Bookstore offers the perfect resource for your spiritual journey. The store sells a wide variety of books, CDs and DVDs to inspire and support you, as well as gifts suitable for every occasion.

#### Campus Grounds.

Our courtyard is a lively scene on Sundays and is currently our main fellowship area. Our playground provides a safe recreational area for our children. And our Petersen Prayer Garden and rose gardens provide beautiful, quiet spots for meditation and conversation. In addition, we have ample parking for all church events.

*None of this would have been possible had we not taken a bold move to build this wonderful home for our Unity community. In total, the church invested roughly \$7.2 million to buy, build and equip our current campus. This amount includes the cost of all the land purchased since 1997, the construction of all church buildings, and the equipping and furnishing of the constructed buildings. Today, the church holds \$4.2 million in debt related to the financing of our current home.*





# OF PHOENIX FUNDRAISING CAMPAIGN



## An Explanation of Our Debt

Our church has two mortgages, each held by M&I Bank.

One loan is \$2.3 million, for the buildings and the northern 7.6 acres of land on our campus.

The second loan is \$1.9 million, for the southern 7.9 acres and the western 3.4 acres of land.

## Once We are Debt Free ...

The Spiritual Leadership Team and Board of Trustees are committed to restoring financial vitality to our ministry. When we have reached our goal of financial freedom and raised money beyond what it takes to retire our debt, we will consider the following projects to improve our ministry and how we serve our community.

The possibilities might include a Community Center for fellowship and social activities, expanded youth facilities and classrooms for our ever-growing Youth and Family Ministry and a larger Chapel to accommodate weddings, concerts, plays and workshops.



# Commitment Sunday is March 25



GIVE TO OUR UNITY O

## Your Decision to Give ...

For many of us, our participation in **Together We Prosper-God is Our Source** Fundraising Campaign will be the largest charitable gift of our lives. Please take time to consider the following as you make your decision about your pledge.

- Please **pray** to discern what God might ask of you in this Campaign.
- Unity of Phoenix needs each of us to **make a commitment** to ensure our ministry can grow, prosper and continue to make a difference in our community and our world.
- Every gift, regardless of the size, will be an important contribution to the Campaign. You may wish to **think in terms of how much you could give per day**. Just \$1 a day adds up to almost \$1,100 over a three-year period.
- **Discuss your participation** with all members of your family and what it will mean to you.
- **Remember in your prayers all who have served in this Campaign** and those who have contributed to building and maintaining this spiritual refuge and community over the past 50+ years.



### Putting Things into Perspective ...

A gift of \$3 a day, the cost of a cup of good coffee, amounts to a \$3,288 three-year pledge.

## How Much Should I Give?

*"Honor the LORD with your wealth, with the first fruits of all your crops; then your barns will be filled to overflowing, and your vats will brim over with new wine."*

-Proverbs 3:9-10

There is no set amount that you should give, but do consider this quote from Proverbs. One way to think about your commitment is on a daily basis—what can you afford to give each day. There are 1,095 days from May 1, 2007 until April 30, 2010. Just one dollar per day amounts to almost \$1,100 over three years.

You can also consider giving a percentage of your gross yearly income for each of the next three years. The chart below captures a three and five percent commitment over three years based on your monthly income.

### Three and Five Percent Giving Chart

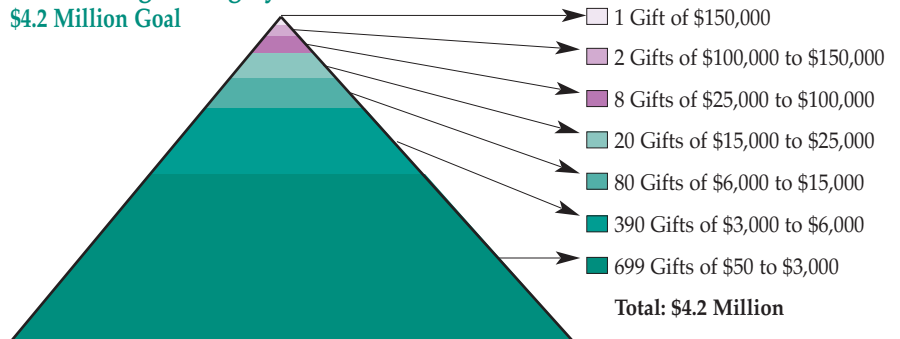
Monthly Income	Weekly Pledge		Monthly Pledge		Annual Pledge		Total 3-Year Pledge	
	3%	5%	3%	5%	3%	5%	3%	5%
\$1,000	\$7	\$12	\$30	\$50	\$360	\$600	\$1,080	\$1,800
\$2,000	\$14	\$23	\$60	\$100	\$720	\$1,200	\$2,160	\$3,600
\$3,000	\$21	\$35	\$90	\$150	\$1,080	\$1,800	\$3,240	\$5,400
\$5,000	\$35	\$58	\$150	\$250	\$1,800	\$3,000	\$5,400	\$9,000
\$8,000	\$55	\$92	\$240	\$400	\$2,880	\$4,800	\$8,640	\$14,400
\$10,000	\$69	\$115	\$300	\$500	\$3,600	\$6,000	\$10,800	\$18,000
\$15,000	\$103	\$173	\$450	\$750	\$5,400	\$9,000	\$16,200	\$27,000

We are requesting that *everyone* make a commitment to this Campaign. How much you should give is up to you. We recognize that not everyone will give the same amount. If everyone *does* give, we will have no trouble reaching our \$4.2 million goal.

The pyramid below illustrates how congregants giving at different levels could help achieve this goal of \$4.2 million:

### Fundraising Giving Pyramid

\$4.2 Million Goal





# PHOENIX FUNDRAISING CAMPAIGN



## When Should I Make My Commitment and First Payment?

March 25th is our Commitment Sunday.

We ask that you bring your commitment envelope to worship services on that day. If you will not be at church on March 25, you can use the envelope provided to mail your commitment to the church, hand-deliver your gift to the church office, or drop your pledge in the offertory plate the week before.

**The official collections for the Fundraising Campaign will begin May 1, 2007.**

## May I Give Assets Instead of Cash?

Donating appreciated stocks, bonds or property is an option. In fact, a gift of assets may help you avoid paying capital gains and get a tax deduction. If you are interested in more information about this, contact Bruce Mosby at [bmosby@unityphx.org](mailto:bmosby@unityphx.org) or 602.978.3200, Ext. 254.

## How Often Do I Pay on My Commitment?

How much you give and when you give is up to you. You may pay your three-year commitment weekly, monthly, quarterly, annually or all at once. Your contribution is tax deductible (to the extent allowed by law). Be sure to indicate "Fundraising Campaign" in the memo section of your check when making a payment on your commitment.

If you plan to pay on your commitment in cash, be sure to write your name and phone number on the Fundraising Campaign envelopes available at church. You also have the option to pay by credit card or have your payment drawn directly from your checking account. Please use the enclosed Auto-Pledge form to take advantage of this easy, quick and reliable option.

## How is Our Fundraising Commitment Different than Our Sunday Offerings and Church Tithes?

Unity of Phoenix is completely sustained by tithes and love offerings. These gifts pay for our monthly, yearly and on-going expenses (i.e., staff salaries, utilities and ministry costs).

Our Fundraising Campaign commitment, on the other hand, will be devoted entirely to the elimination of the existing debt accrued through the purchase and development of our current campus. Through this we claim financial security.

## So is My Fundraising Campaign in Addition to What I Already Give to Unity of Phoenix?

Your Fundraising Campaign commitment is *in addition* to what you already give to Unity of Phoenix. Both gifts are essential to the life of this ministry: one to keep Unity of Phoenix moving forward, the other to establish financial freedom as we fulfill our vision and mission. These two commitments are completely separate, and will be directed to two separate accounts.

## Putting Things into Perspective ...

A gift of \$5 a day, the cost of a DVD rental, amounts to a \$5,480 three-year pledge.



# Commitment Sunday is March 25



TOGETHER WE PROSPER!

## In Recognition ...

Since its beginning, Unity of Phoenix has been driven by faithful and dedicated congregants and staff. It is because of them that we enjoy, today, a strong foundation of faith, an amazing campus and a rooted community. We continue to honor them for their efforts.

We also thank *all* of the many, many volunteers and staff who gave their time to the Campaign, and extend special gratitude to those who stepped up in leadership roles.

### Campaign Co-Chairs:

Pat Clegg, Melissa Knecht, Ken Lange and Al McCoy

### Committee Chairs:

Barbara Kramer, Ambassador Committee  
 Kathy Dorman, Communications Committee  
 Gus Williams, Katie Williams and Janice Winscot, Events Committee  
 Deb Twillman, Prayer Committee  
 Connie Zook, Thank You Committee

### Campaign Management Team:

Rev. Richard Maraj, Lead Minister  
 Rev. Alice Anderson, Pastoral Care Minister  
 Rev. Shannon Olesen, Youth & Family Ministry Minister  
 Bruce Mosby, Executive Director  
 Georgia McGraw-Ball, Board of Trustees President  
 Penni Honey, Manager of Operations  
 Beth Marks, Executive Assistant

### Board of Trustees:

Georgia McGraw-Ball, President  
 Susan King, Vice President  
 Linda Pond, Treasurer  
 Robert Vest, III, Secretary  
 Hugh Hansen  
 Mike Jesberger  
 Joe Palermo  
 Pam Petersen  
 Mary Thomson  
 Rev. Richard Maraj, Lead Minister  
 Bruce Mosby, Executive Director

Unity of Phoenix Fundraising Campaign  
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## A History of Unity



**1888:**

After healing herself through the power of prayer, Myrtle Fillmore and her husband, Charles, begin a mission to spread a message of "practical Christianity," and the Unity movement is born.



**1953:**

Unity of Phoenix is incorporated and holds its first Membership Sunday, inducting 64 members. Rev. Harold Irving presides.

**1958:**

The church purchases and moves to a new location at 1745 W. Northern. A chapel is built and an old motel is moved to the site and renovated for classrooms.

**1972:**

The church moves again to a new location at 1321 W. Northern.



**1998:**

After making the decision to "Build the Dream," Unity of Phoenix builds and moves to its present location, complete with a sanctuary, administrative building, chapel and bookstore.



**1903:**

The Unity Society of Practical Christianity is organized in Kansas City. The name "Unity" is adopted in 1985, denoting that Unity is devoted to the spiritualization of all humanity, and takes the best from all religions.

**1936:**

Myrtle Cate is directed by Charles Fillmore to begin a Unity study group to serve the Phoenix metropolitan area.

**1956:**

Rev. Herbert Penn becomes Senior Minister. Unity of Phoenix's first church home is purchased near 24th Street and Osborn.



**1964:**

Rev. Blaine C. Mays becomes Senior Minister.



**1991:**

Rev. Richard Rogers becomes Senior Minister.



**2005:**

Rev. Richard Maraj becomes Senior Minister.

**2007:**

Unity of Phoenix members change the church bylaws to create a new co-leadership model between Lead Minister Rev. Maraj and Executive Director Bruce Mosby.



**2007:**

Our Fundraising Campaign begins.