



FREQUENTLY ASKED QUESTIONS

About the Unity of Phoenix Fundraising Campaign



Together,
Unity of Phoenix
will reach
our
\$4.2 million
Campaign goal.



Basic Questions about the Campaign

Question: *How is our Fundraising Campaign different than our Sunday offerings and church tithes? Is my Fundraising Campaign commitment in addition to what I already give to Unity of Phoenix?*

Answer: 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, 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 facility. Through this we claim financial security. 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. Your two commitments will be managed in two separate accounts.

Q: *Will everyone be asked to make a commitment?*

A: Yes. Our goal is to invite everyone to contribute to our financial security. Through these gifts, we support the realization of our vision and the implementation of our mission. We will also ask new members for a commitment when they join the church.

Q: *Will we be told how much to commit?*

A: No. The Ambassador Committee will present giving guidelines. We ask that you prayerfully consider what the most appropriate and supportive gift would be for you to give. Every family or individual decides on their commitment, as led by Spirit. One way to think of your gift is in terms of a per day commitment. For example, a \$2,000 annual gift breaks down to \$5 a day.

Q: *Do I have to sign a contract when I make a commitment? What happens if I can't make my commitment payment because of illness or loss of job?*

A: No. However, we do ask that you sign a commitment card. This is not a contract, but gives the church the ability to financially plan. If you should have problems fulfilling this commitment, you are not legally obligated. If you feel comfortable doing so, a simple conversation with a minister might be appropriate so that the church can support you in a challenging time.

Q: *When do I begin making payments on my new Fundraising Campaign commitment? And how often do I make a commitment payment?*

A: Payments will begin in May, 2007, and the commitment ends in April, 2010. You decide how often you make payments. Many participants pay a portion of their commitment each month. Some pay on a quarterly or annual basis. Others make a one-time contribution. You can select a payment schedule that works for you. The Campaign runs for three years.

Q: *How much will it cost Unity of Phoenix to plan and implement this fundraising Campaign? Where will these funds come from?*

A: The Campaign budget roughly totals \$100,000. We expect to pay no more than 5% of the total amount to be raised in the Fundraising Campaign. This, of course, will depend on how much the Campaign actually raises. These figures include all of the expenses tied to printing, dinners, promotional materials, event costs and consultant fees. The church has pledged that all of the money raised in the Fundraising Campaign will be exclusively directed to paying off the church's debt. As such, the Campaign commitments will be held in an entirely separate account and the Campaign expenses will be covered by the operational budget.

(continued on next page)

Our Mission As expressions of God, we create a consciousness of love and celebrate the Divinity within all people Our Values Love, Diversity, Service



Tithing:

Tithing is a powerful Spiritual Principle of prosperity. As such, 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. One hundred percent of the Campaign contributions will go toward the elimination of our church debt.



Consciousness, Build Community Nurture Youth and Family, Provide Outreach to Our Community, Claim God's Abundance

Q: Who is the Church Development Foundation (TCDF)?

A: TCDF assists us in the planning and implementation our Fundraising Campaign. This group has successfully worked in many Unity Churches. TCDF is a fundraising group that emphasizes prayer, involvement and communication in Fundraising Campaigns.

Q: In the past, Unity of Phoenix has used a variety of alternative forms of fundraising techniques to raise money. Some of these have included: naming opportunities, special fundraising events and church bonds. Will we use these techniques during this Campaign?

A: During the next three months, we are encouraging congregants to learn more about the vision and mission of our church, spend time with our ministers, deepen the level of community with one another, and prayerfully consider a direct contribution to the church. This phase of the three-year Campaign focuses on inviting our church congregants to consider supporting the church's vision and mission.

This represents only the beginning of the three-year Campaign. When we conclude with this phase, the church will, indeed, plan additional fundraising events (i.e. a church auction) and explore the possibility of initiating naming opportunities and investigating the feasibility of issuing church bonds.

Questions about Our Campaign Goals

Q: Why are we conducting a Fundraising Campaign?

A: 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 is 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 the 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 desire 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.

Q: Is there a financial goal for our Fundraising Campaign? How did we arrive at this goal?

A: The Executive Committee of the Fundraising Campaign brainstormed, discussed and prayed about an appropriate financial goal for our Campaign. While the Campaign will continually invite us into prayer, create opportunities to build community among congregants and teach the principles of abundance, the committee felt it important to reach for the amount the church needs to eliminate its debt. As such, our goal for the Fundraising Campaign is \$4.2 million.

Questions about Tithing

Q: Will the church tithe as part of our Fundraising Campaign?

A: Tithing is a powerful Spiritual Principle of prosperity. As such, 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. One hundred percent of the Campaign contributions will go toward the elimination of our church debt.

As an example: The church receives \$4.2 million in Campaign contributions. This entire sum of money is directed to a separate account to pay off the debt. In addition, the church takes \$420,000 from its operational budget (as the money is received) and tithes this money to those places where the ministry is spiritually fed.

Q: Why is it important that our church tithe on the revenue of our Fundraising Campaign?

A: As a ministry, it is important to practice the principles we teach. Tithing is a spiritual principle first mentioned in the book of Genesis by Jacob. One of Unity's greatest teachers on tithing, Rev. Catherine Ponder, shows us that Jacob had a "success covenant" with God. In part 1, Jacob specified what he wished God would do for him. In part 2, Jacob specified what he would do for God. Jacob said, "of all that thou shalt give me, I will surely give the tenth unto thee" (Genesis 28:22b). When Jacob tithed, his life and ministry were richly blessed.

Q: How does the church determine and distribute its tithing commitments? Will this same process be used for the tithes on our fundraising contributions?

A: We tithe to where we are spiritually fed. We are spiritually fed by that which inspires us, teaches us, reminds us of the Truth and causes us to remember who we really are.

Based on this criterion the Spiritual Leadership Team and the Board of Trustees ultimately decide where the ministry has been spiritually fed and distribute tithes accordingly. The Board recognizes the need to incorporate greater congregational input on the distribution of our church tithes, especially as it relates to the Fundraising Campaign. Thus, a special Board committee has been formed to capture congregant input on tithing through a World Café, Family Meeting or other method. Once this input is captured, the Spiritual Leadership Team and Board will use it to help decide on the distribution of tithes from the Fundraising Campaign.

Q: What are some examples of where the church has recently tithed?

A: All tithes go outside our ministry to serve the community, as we are fed by different individuals, groups or organizations. Some examples of where Unity of Phoenix has recently tithed include the Arizona Inter-Faith Ministry, Unity Institute, Silent Unity, the International Hunger Project and Palomino School.

Questions about Finance

Q: How much money does Unity of Phoenix receive annually in offerings and donations?

A: In 2006, the church received \$2,016,000 from roughly 3,000 individuals and families.

Q: How much debt do we have?

A: \$4.2 million.

Q: How will this Campaign help address this debt?

A: The Church has committed to devote every dollar raised in this Campaign to the elimination of our debt. All money raised during this Campaign will be directed and managed in a separate account exclusively dedicated to debt elimination. Unity of Phoenix will incur expenses related to the Campaign, and the church will tithe on the income generated from the Campaign. However, these expenditures will not come directly from Campaign contributions or the debt elimination account. They will be paid through the general operating budget. One hundred percent of your contributions will go towards the elimination of the church's debt.

Q: What are the details of our mortgage?

A: Our church holds two mortgages: a building loan and a land note. Each is held by M&I Bank (Because one of these loans comes due in April 2007, we are in conversation with several banks about refinancing options that allow time for the Fundraising Campaign to take effect). The details for each follow:

Building Loan

- Amount - \$ 2,300,000 (in round numbers depending upon when it's paid off)
- Started - April 17, 2002 at 6.95%
- Matures - April 15, 2007
- This loan includes buildings and northern 7.6 acres

Land Note

- Amount - \$1,885,000 (in round numbers depending upon when it's paid off)
- Started - September 16, 2004 at 6.9%
- Matures - September 16, 2009
- This loan includes the southern 7.9 acres, the western 3.5 acres, and the note repayment loan.

Q: How was this debt incurred?

A: 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.

Q: What is the Unity of Phoenix reserve fund and why is it important?

A: Our church bylaws require that we hold 25% of our annual budget in a reserve fund. This amounts to roughly \$600,000. At present, we are not meeting this requirement. The reserve fund is short \$300,000.

The reserve fund is available to be used on unanticipated expenses. It is important for our church's financial stability. Without it an unexpected expense (i.e. broken heating system) could drastically absorb portions of the annual operations budget, shorting the money for day-to-day expenses (i.e. salaries, utilities, ministries).

Q: Will the Fundraising Campaign commitments be used to replenish the reserve fund?

A: Yes, indirectly. As the debt is paid off, the church will not have to pay out \$450,000 annually on loan principal and interest. Part of the \$450,000 saved in this manner can be used to replenish the reserve fund.

Our Mission As expressions of God, we create a consciousness of love and celebrate the Divinity within all people. Our Values Love, Diversity, Service, Community. Our Goals Raise Consciousness, Build



Campaign Goals:

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.

Community Outreach to Our Community, Promote Outreach to Our Community, God's Abundance Our Mission As expressions of God, we create a consciousness of love and celebrate the Divinity within all people. Our Values Love, Diversity, Service, Community. Our Goals Raise Consciousness, Build Community, Nurture Youth and Family, Provide Outreach to Our

Our Mission As expressions of God, we create a consciousness of love and celebrate the Divinity within all people. Our Values Love, Diversity, Service, Community. Our Goals Raise



Consciousness, Build Community Nurture Youth and Family, Provide Outreach to Our Community, Claim God's Abundance Our Mission As expressions of God, we create a consciousness of love and celebrate the Divinity within all people. Our Values Love, Diversity, Service, Community. Our Goals Raise

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.*

Questions about Our Land

Q: *The church appears to have excess land. Why doesn't the church sell a portion of this land to pay off some of the debt?*

A: The Unity of Phoenix's campus encompasses 19 contiguous acres of land, which house the Sanctuary, administrative offices and parking lots. The land offers the church considerable options for future growth and development.

Given the exciting potential of the land and direct feedback from congregants, the church has decided to explore the best use of the land. We are working with a professional land development firm to study possible land uses and their respective financial impacts.

Some land use options that have surfaced include selling a portion of the land facing Greenway for commercial development or retaining the land facing Greenway, but leasing a portion of it to a developer for commercial development.

All options are being reviewed carefully to prudently examine the details and implications of each. Further, the church is trying to understand how these options might affect the future growth of the church. For example, the church heard from congregants during family meetings an interest in constructing a Community Center, expanding our youth facilities, and building a small chapel.

These ideas are not in the church's immediate future. However, as long-term possibilities, the sale or leasing of a portion of our land could potentially help fund these or other possible church projects. With congregant input, we will arrive at an appropriate decision in the future as the planning process yields more information.

Q: *Why did the church decide to initiate a Fundraising Campaign prior to a final decision on how it will use our land?*

A: Any one of the land use options or a combination of the options presents exciting opportunities for the church. Of course, these land use decisions require considerable research and deliberation before any action is taken. The slow and methodical decision-making required of the church for land conflicted with the immediacy of the church's financial situation. Instead of making a hasty decision on land use, the Board of Trustees, with input from the congregation, decided to initiate a Fundraising Campaign now. This decision will allow the church simultaneously to alleviate its debt and continue to explore the best possible use of the land. Further, this decision reflects the input secured from congregants at multiple family meetings. Congregants expressed very clearly that they preferred the church initiate a Fundraising Campaign to secure financial stability before any land use decision was made.

A Question about the New Leadership Model

Q: *At our annual meeting, we just voted on bylaws for a new leadership model. Were these bylaws approved and what are their implications?*

A: Yes, church members approved bylaws for a new governance structure. In short, this new model separates the church leadership into two distinct spheres: spiritual and business.

The Lead Minister, Rev. Richard Maraj, maintains all leadership responsibility for the spiritual matters of the church. The Lead Minister is called to set the spiritual tone and direction of the Church through his life, teaching, and example. The Executive Director, Bruce Mosby, assumes all leadership responsibility for the business matters of the church. The Executive Director oversees the church's human resources, record keeping, and day-to-day maintenance of the Church facility. Both the Lead Minister and the Executive Director have a voting seat on the Board of Trustees in all matters excluding their own employment contracts. They both report and are accountable to the Board. More importantly, they work collaboratively to make Unity of Phoenix a thriving and prosperous church.

This model will enhance our ministry in a number of important ways. First, it is a cooperative model of leadership that allows both the Lead Minister and the Executive Director to focus exclusively on the areas of their expertise (spirituality and business). The model also will provide the Board of Trustees a balanced perspective of the church's spiritual and managerial health.