

(DRAFT 9-29-08: To be printed as a presentation booklet incorporating Menucha photos within the document as appropriate.)

CASE FOR SUPPORT

Menucha Retreat & Conference Center in the Columbia River Gorge

Menucha is a sacred sanctuary held in stewardship as an ecumenical, community-based mission of First Presbyterian Church, Portland, Oregon. Our mission is to offer the finest retreat center experience possible by providing opportunities for reflection, spiritual discovery, renewal, education and enrichment for individuals, families and communities.

The Roads to Menucha:

Menucha's 115 acres strategically rest within the National Scenic Columbia River Gorge a little more than a mile east of the community of Corbett, Oregon. Sited on the Historic Columbia River Highway on the wide majestic promontory 700 feet above the River, it shares the skyline with Crown Point, its world renowned neighbor located only a mile and a half east. Just five minutes off Interstate 84, Menucha is a 20 mile freeway drive from Portland International Airport, and the junction of I-84 is also easily accessible from throughout the Portland metropolitan area via Interstate 205 from the south and the north. Menucha (a Hebrew word meaning "ever-changing stillness") is true to its name. A first visit to this remarkable destination is a special experience of nature and history and spiritual renewal.

Those that we serve:

This beautiful sanctuary serves groups from a variety of not-for-profit sectors. Small groups and groups as large as 160 experience what Menucha uniquely offers. About 70% of our guests come from a wide diversity of faith-based groups, with the remaining 30% from a variety of educational institutions, hospitals, arts communities, social service organizations, and 12-step programs.

Over the last half-century hundreds of thousands of people from around the world have found their way to Menucha. Upon arrival, they meet a staff whose mission is to offer the gift of contentment—food, lodging and graceful engagement. In 1972, 210 groups were served by Menucha's facilities, resulting in 6,465 guests who enjoyed the beauty and solitude of Menucha. Fast forward to 2007 when Menucha served close to 460 groups, for a total of approximately 17,000 guests who consumed over 65,000 meals. This number continues to grow and is only limited by the adequacy and efficiency of our facilities and support services.

Menucha's guests enjoy a variety of accommodations in its ten housing facilities, each unique in its own right. Some are nestled into the woods, others look out over a meadow where deer come to gather at day's end. Tennis and basketball courts, a swimming pool with a spectacular vista of the Columbia Gorge, strolling and nature trails, croquet, volleyball,

softball and baseball, and other recreational opportunities offer our guests of all ages an unforgettable experience in an incomparable setting.

Menucha is committed to offering its guests the comfort of needs well met and the freedom to engage in purposeful work—work for which people have a passionate intention that is often hindered by daily demands. Whether it is community-building, cultural and artistic creation, advancement of personal and organizational possibilities, reflection and spiritual renewal, pilgrimage – Menucha offers an opportunity to return to what matters.

Our staff has a gift for spreading sunshine and warmth. I have seen people really blossom here. I have seen hope restored, wonder awakened, and people really excited about living once again. All of this occurs from just a little exposure to some sun and warmth, the human kind of sun and warmth. It is the kind that is shown in our hospitality, in our meals, in the way we take care of our guests. It is even shown in the kinds of programs we offer. We like being about the business of helping people grow and bloom. We like being able to offer a little spring, even when spring is slow to come, even in the dead of winter.

Rev. Spencer Parks, Menucha Executive Director

A Classic History: In 1874, Captain Painter, an English sailor whose ship wrecked in Hawaii some years earlier, fled the island with his Hawaiian wife when family members were threatened with confinement to a leper colony. The Painters aimed for Oregon and homesteaded what is now known as Menucha.

Forty years later, Julius Meier, partner in the Meier and Frank department stores, envisioned a country retreat. He scouted a site away from the bustle of Portland and the distractions of a political career—one that would see him become Governor of Oregon from 1930 to 1934. The Meier family purchased the Painter property and named it “Menucha.” It became a place of rural elegance where notables including Herbert Hoover and Franklin Delano Roosevelt came for visits. The primary estate residence, now known as Wright Hall, was built in the 1920’s. Designed by architect Herman Brookman, Wright Hall influenced what became known internationally as a “Northwest” style of architecture.

On April 16, 1950, Dr. Paul Wright, pastor of First Presbyterian Church (FPC) from 1943 until 1977—and still revered today by those he served—preached a sermon in which the possibility of a new church-owned and operated retreat and conference center was broached. Later that year, FPC purchased the 90+ acre property for \$50,000 from the Meier family. The property, located just 30 miles from downtown Portland, included a winding private entrance road, seven buildings, a spacious lawn, orchards, gardens, a swimming pool, tennis courts, five miles of roadway leading to various parts of the property, creeks, streams, primitive forests, trails, waterfalls, and a magnificent view of the Columbia River Gorge. The Meier family was pleased to see Menucha dedicated as an ecumenical center, a gift in perpetuity to communities of people from around the world.

In 1989, retired Menucha Director Merritt McCall interviewed Dr. Wright about Menucha. Following are excerpts from that interview.

There is nothing better than being together for a week at a time, or for extended periods of time, in a place that would afford the growth of fellowship, where we could know each other, and be able to communicate with one another, with honesty and freedom and openness. ... We had to set up guidelines for the uses of the place... so we decided that whatever uses were made of it had to center in on the enrichment of human life. It could be social service agencies, educational groups, anyone interested in the enrichment of life would be able to come there. But they couldn't be people who were doing it looking toward economic gains.

Menucha is poised for growth: Since 1950, the Church has acquired 25 additional acres, constructed new buildings, and purchased adjacent property to accommodate its growth and meet its potential. The Beam House, built in 1975 offers unmatched views of the Columbia River Gorge and is wheelchair accessible. Built to be compatible in design with the original buildings at Menucha, the Creevey Commons Complex opened in February 1998 and includes three housing buildings and a separate meeting building. The Lindsay House was completed in 1984. The McCall House was purchased in 2003 and is currently the executive director's residence. Menucha is currently discussing a win-win land swap with the U.S. Forest Service, which would—long term—increase Menucha's usable site area by over eight acres.

It is our goal that Menucha will not only be known for its ministry of hospitality, but for its high caliber of programs. In the Spring of 2006, Menucha hired its first full-time Program Director, who recently received credentials as a Certified Christian Educator. Through his vision, guidance and hard work, Menucha has extended its reach and begun to offer new programs, retreats and workshops of our own design. They cover a wide variety of topics while staying true to our stated mission. Examples of upcoming opportunities include:

- ***Certified Christian Educators Series:*** professional development courses aimed at preparing Christian educators to reach the highest fulfillment of their calling as expressed by the Presbyterian Church (USA) constitution. These courses are enriching and strengthening to the educators of the church who wish to bring the best they can to their positions of leadership in the church.
- ***Indiana University's Center on Philanthropy:*** a series of preparation courses that lead to a Certificate in Fund Raising Management. This professional training helps refine and expand upon the skills which development officers and fund-raisers for nonprofit organizations need to meet the goals of their constituent communities. The program's first class (which included Menucha's Executive Director and Special Projects Manager) celebrated its graduation on April 30, 2008. In November 2008 a new series will begin with a primary week-long course entitled "Principles and Techniques of Fund Raising."
- ***Menucha Expressions Series, A Ministry for Adult Learners:*** Menucha is proud to be a key partner in *Way-Points*, which is a new cooperative of Presbyterian Camp and Conference Centers throughout the country committed to providing high quality experiences for adults. *Way-Points* programs vary from educational to religious; from travel to training; from large group conferences to small experiences. Upcoming opportunities will offer personal reflection, renewal, and spiritual discovery with the

addition of creative hands-on workshops including a published author, a celebrated artist and art educator, and a quilter-storyteller who will lead week-long courses teaching others the love of their craft.

Since groups from First Presbyterian Church, Portland (the owner of Menucha) access only 3% of the hospitality dispensed at Menucha each year, it behooves the Menucha management to offer a wide range of retreat and conference opportunities. We are committed to improving all of our services for the many groups and organizations that have made a stay at Menucha an annual event for their retreat and respite needs, and to providing a quiet place of solitude, enrichment, and personal renewal opportunities for the members and families of First Presbyterian Church.

Looking Forward:

As a nonprofit serving other nonprofits, the pricing of our services must be affordable to the guests we serve and consistent with our mission. As a result, the revenue generated from hosting our guests will never be adequate to cover the increasing costs of supporting an aging infrastructure that does not allow us to operate at full capacity, or improve and expand our facilities to meet current building codes and incorporate today's technologies.

Menucha is fortunate to have a 15 member Commission made up of highly talented and committed individuals who not only provide prudent governance and business expertise, but hands-on labor when necessary. The Menucha Commission is now preparing a 10-year Long-Range Plan. Needs included in the Plan include:

Phase I:

- upgrading water systems
- replacing roofs and gutters
- exterior and interior upgrades
- furniture
- heating
- carpeting
- road repair
- plumbing and sewer system
- code compliance

Phase II:

A Commission task force is currently doing a comprehensive self-study and redevelopment plan to be unveiled in early 2011.

Menucha is also blessed with committed volunteers from the church and the broader community with a variety of special skills ranging from carpentry, engineering, gardening and landscaping. The grounds of Menucha have their share of problems with invasive non-native nuisance plants which constantly demand management attention and volunteer labor. For example, this year approximately 30 volunteers arrive weekly and have accumulated to date over 300 hours. Adding to that the many volunteers who participate in our work weekends and other special projects, Menucha benefited from over 1,000 volunteer hours in

the first half of 2008. A wonderful example of loving volunteer work is the completion of the labyrinth and rose garden, which was made possible due to more than two years of volunteer work, both in the design and the construction.

As valuable as all of these volunteer efforts are, hard dollars are absolutely required to enable us to provide on-going maintenance and bring our infrastructure up-to-date to assure we have the capacity that will allow us to accommodate growth.

Next Steps:

In 2004, the Friends of Menucha Foundation was incorporated as a federally designated 501(c)(3) nonprofit corporation and became the fund-raising arm to assist Menucha in carrying out its mission. The Foundation is currently governed by a board of four stewards charged with the goal of raising funds to assist Menucha in identifying and expanding program development opportunities that are still affordable to its nonprofit consumers, and at the same time assuring that its property and facilities continue to support the excellent services and programs for which Menucha has become nationally known. In 2008 the Foundation has added additional focus areas to its fund-raising efforts that will complement the Menucha Commission's mission, vision and long-term goals.

During its four years of operation, the Foundation has launched its own web site which offers an on-line donation feature; supported a pricing analysis and marketing analysis (which included a new logo design) for Menucha; established a donor database; planned and organized successful fund-raising events, including the annual dinner/auction; and launched its newest friend-raising and fund-raising event, the annual International Croquet Tournament which was held in August 2008.

The work of the Foundation is reinforced by Menucha's Executive Director and Special Projects Manager. The Foundation is fortunate to have the expertise of these two key staff members who have taken the time (in addition to their other responsibilities) to acquire fundamental knowledge and skills in fundraising by participating in and graduating from the Indiana University Center on Philanthropy's nationally acclaimed Fund Raising Management School. Menucha is now in its second year of hosting the School's week-long programs, which equip non-profit leaders from around the country with tools that will enable them to develop and implement a framework for fund development in their own organizations to achieve their financial goals.

To enable Menucha to have the funding in place to begin initiating its Long Range Plan in 2011, the Friends of Menucha Foundation has now made the commitment to initiate a \$160,000 three-year fundraising campaign to support the position of a Fund Development Officer for Menucha to begin work in 2009. Menucha is fortunate to have an Executive Director with a strong knowledge base in fundraising and excellent management skills to oversee this position. He does not however have the luxury of taking time from his other daily responsibilities to carry out the ongoing work necessary in order to build the foundation for a successful long-term capital campaign.

To be successful, Menucha needs an experienced development professional who can hit the ground running and implement a giving program that will achieve the goals identified below. Certainly this will be a team effort, but we need someone with the experience, skills and professional presence necessary to keep the team and the campaign on track and moving ahead to meet our goals.

With this initial investment of \$160,000 (over a 3-year period), we anticipate a total return of \$325,000 by the end of the fourth year. Not only will these efforts make the position of the Development Officer self-sustaining, this course of action will ensure a stable source of annual funds which are vital to the future success of Menucha. More importantly, it will lay the groundwork for a larger capital campaign to begin in 2011 which will continue to support the Commission's 10-year Long Range Plan.

PROSPECTUS

	Year 1 (2009) <u>20 hrs/wk.</u>	Year 2 (2010) <u>30 hrs./wk.</u>	Year 3 (2011) <u>Full-time</u>
Base Salary	\$25,000.00	\$37,000.00	\$50,000.00
FICA + Health Benefits	\$ 4,000.00	\$ 5,000.00	\$13,500.00
Office Set-Up	\$ 2,000.00		
Continuing Education		\$ 1,000.00	\$ 1,500.00
Program Expenses	<u>\$ 5,000.00</u>	<u>\$ 7,000.00</u>	<u>\$ 9,000.00</u>
Total	\$36,000.00	\$50,000.00	\$74,000.00

Three Year Total: \$160,000.00

Working Assumptions:

Year One – Fund-raising Goal \$75,000:

Development of a major giving program to include:

- Vehicles for giving from guests in residence
- Annual campaign
- Expansion of donor data base
- Identification and cultivation of major donors
- Primary staff responsibility for fund-raising events

Year Two – Fund-raising Goal \$100,000:

- Continuation of first year’s work responsibilities
- Groundwork for Major Capital Funds Campaign to begin in late 2010 – early 2011. (Goal \$2 to \$5 million to be raised over 3 to 5 years. Capital Funds campaign begins in late 2011.)

Year Three—Fund-raising Goal \$150,000:

- Continuation of previous year’s work responsibilities
- Successful start of Capital Funds Campaign

We are committed.

As the fund-raising arm of Menucha, the Friends of Menucha Foundation board of stewards is committed to raising the initial \$160,000 needed over the next three years through personal donations and grants from corporate and private foundations to support the work of this vital position.

In order to be successful at pursuing grant funding for this position, it is important to show grantors that we have first secured financial support from individual donors willing to be our partners in this effort.

Our first step is to secure a minimum of \$85,000 in personal donations by December 31, 2008.

We need your partnership—Menucha needs your support.

***Menucha – providing sacred space for purposeful work
in an atmosphere of Christian hospitality.***

For more information, contact:

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