



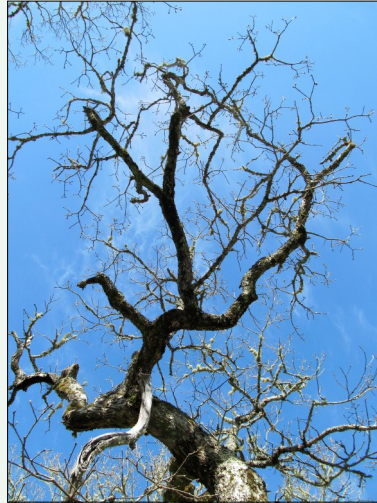
## FREQUENTLY ASKED QUESTIONS

### Why conduct a capital campaign at this time?

- To provide optimal programming aligned with our mission and values we need to upgrade our guest housing, meeting spaces, and staff housing.
- Many of our buildings need attention for basic maintenance as well as upgrades for guest and staff housing, and meeting spaces.

### How is a capital campaign different from the annual campaign?

- A capital campaign is a significant, once-in-a-generation event that raises major funds for needed projects. These gifts are in addition to annual campaign donations.
- The annual campaign supports 25% of day-to-day operations; registration fees cover 75% of program expenses.



*Striking a dramatic pose in winter*

### Will naming opportunities be available?

Donors may have an opportunity to dedicate a specific facility or space as part of their contribution. If this is of interest, please contact our Capital Campaign Manager (*contact information below*).

### For more information, please go to:

[www.themountainrlc.org/capital-campaign](http://www.themountainrlc.org/capital-campaign), or contact: Capital Campaign Manager, [capital.campaign@themountainrlc.org](mailto:capital.campaign@themountainrlc.org), or 828.526.5838, x254.

### The mailing address is:

The Mountain, P.O. Box  
1299, Highlands, NC 28741



*Making memories with fellow youth at Mountain Camp*

*Get In The Spirit To Build Up The Mountain!*

# Roots & Wings

## A Capital Campaign to Nurture & Expand The Mountain Retreat & Learning Center

*The Mountain thrives by embracing Unitarian Universalist values through its inspirational programs, environmental care, and justice commitments. Now you can make a generational investment to maintain its roots and spread its wings.*



# MAKING THE CASE



Participating in a workshop on the Lodge deck

## A Note From K.C. Boyce, Board Chair, The Mountain



In 1979, a group of Unitarian Universalists raised money to establish The Mountain for a youth summer camp and retreat center. During the 90s, I participated in youth programming, ultimately becoming a Mountain-Camp leader. Today, I regularly draw on the skills I developed at The Mountain.

Please join me in responding to this campaign so that in 50 years more people will recognize The Mountain's impact on their personal journey and be grateful for the investment we make today.

Participating in a climate justice conference workshop on the Commons deck



## A Note From Steph Anderson, Executive Director, The Mountain

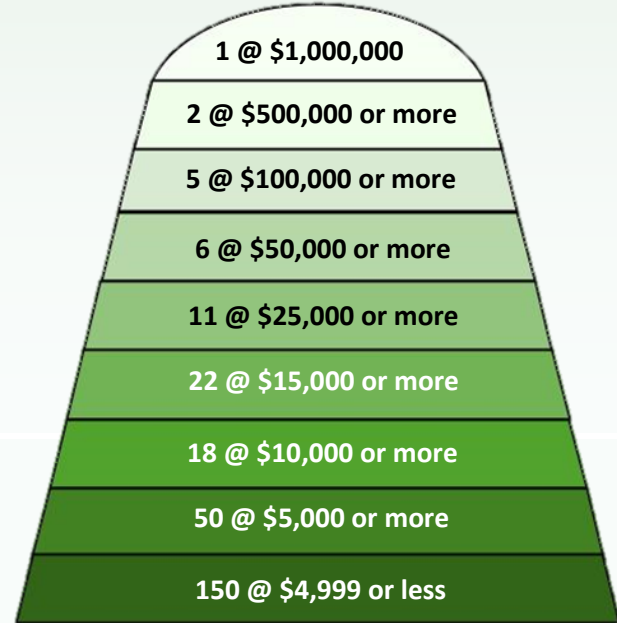


Though fairly new to The Mountain, I already see its positive impact on many lives. But I also see a great need to put time and money into our property and buildings. In order to thrive well into the future, investment in the comfort and safety of our staff and guests is vital. This will allow expanding our program opportunities, and preserve this very special, magical place.

# A MOUNTAIN OF GIVING

What level of gift can you commit to that is personally meaningful and will help The Mountain reach its goal?  
Shown below: a sample number of gifts needed in each financial range.

## Our goal: A minimum of \$3.2 million



## MAKING A CONTRIBUTION

Gifts can be in cash, stock transfer, required minimum distribution (RMD) from a retirement account, and more.

Because our relationship with you is important, we hope to make a direct connection with you. A pledge form will be made available at that time.

## CAMPAIGN TIMELINE

- Financial Feasibility Study: February 2023
- Leadership Phase Begins: March - May 2023
- Public Phase Begins: May 2023
- Pledge Fulfillment: 2023 - 2026



*During a congregational retreat, a family takes in the view from Meditation Rock*



*Pausing for a sunrise view of Chiquapin Mountain, one of many Mountain sources of inspiration.*

## ENTHUSIASM FOR THE MOUNTAIN

### **Bruce Kirkman, Capital Campaign Honorary Steering Committee**

We are charter members of The Mountain and we, our children, our grandchildren, and our friends have been to The Mountain almost every year since it opened and still enjoy and are renewed by it every visit.

We believe The Mountain is needed now more than ever to serve UUs of all ages and, with expanded and updated facilities, can serve larger numbers in these difficult times. Our denomination needs this special place of retreat, learning, reflection and camaraderie. This is especially true for UU youth if our denomination is to continue and grow.

*Participating in Intergenerational Camp workshop in the Amphitheater*



### **Victoria Stephens, Highlands, NC**

Supporting The Mountain's Capital Campaign provides an opportunity to not only sustain its mission of enriching lives through inclusion and compassion, but to expand the reach of this noble mission to the growing community of local collaborators. My journey with The Mountain is recent although I have lived in Highlands many years; it started with a Mushroom class and led to a passionate collaboration that will enrich many lives.

*"Alone we can do so little; Together we can do so much." Helen Keller*

### **Youth Voices**

"I admire the way The Mountain teaches youth and children how to live sustainably and treat the earth with respect. I like talking about caring for the earth and seeing the effects of what we do."

**Fiona A., Youth Counselor**

"It creates an environment where kids can learn to be sure of themselves and their values and then put those values into practice."

**Elly M, Mountain Camper**

## LIVING OUR VALUES

The "Roots & Wings" capital campaign directly aligns with The Mountain's Mission and Vision by addressing the needs of people, programs, and infrastructure.

### **THE MOUNTAIN MISSION**

- Enriches lives
- Fosters an appreciation of the natural world
- Honors the interconnectedness of all things, and
- Inspires people to build inclusive, meaningful, sustainable communities throughout their lives.

While each of these four components is important, in combination they create a framework for making a positive difference in the lives of youth and adults, in our local communities, and in our wider world.

### **THE MOUNTAIN VISION**

- An exemplary retreat, camp, and learning center that celebrates Unitarian Universalist principles
- Inspires people of all ages
- Transforms lives, and
- Builds a more compassionate world.

*Breaking bread and making connections in the Dining Hall*



# NURTURING OUR ROOTS...

Funds raised in this Capital Campaign will serve people's needs, enhance program offerings, and support basic infrastructure, accelerating current Mountain initiatives.

*Shown are some program activities and priority projects.*

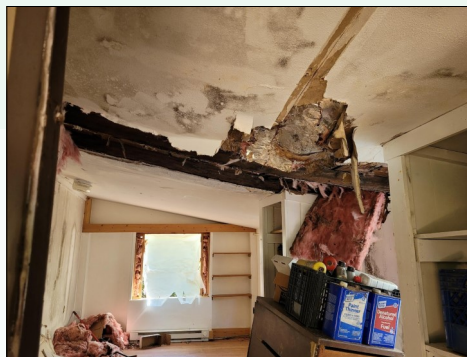


*Hiking in an Outdoor Skill & Adventure program*

## NEW HOUSING & MEETING SPACE

Recently torn down, the 'Ascender' building (below) must be replaced. A new facility will:

- Replace the Ascender building (below)
- Add more housing and meeting space



*The Ascender building will be replaced with new multiuse space*

### Since The Mountain's 1979 founding, four values have remained constant:

- Commitment to serving youth
- Consideration of the fragile environment
- Appreciation for the implicit spirituality created by the natural glory of the site
- Dedication to maintaining community

### In support of these values we are:

- Enhancing youth and adult programming
- Expanding farm resources and programs
- Extending connections to UU congregations and organizations, as well as our local Highlands community
- Upgrading guest housing and meeting spaces in support of programs

# ...AND EXPANDING OUR WINGS

## STAFF HOUSING REPLACEMENT

- Provide housing that reflects our values given the high cost of living in Highlands
- Provide more values-based programming by hiring/retaining staff to facilitate them

*A duplex staff housing unit concept*



## DINING HALL IMPROVEMENTS

- Kitchen electrical upgrades and flooring replacement
- Serving table replacements



*Reconnecting with former campers, now parents of current campers in the Dining Hall*

## AND THERE'S MORE ...

- Tower roof (top deck) repair
- Septic upgrades to meet new NC codes
- Main Office foundation repairs
- AV and IT additions and upgrades

## LAKE DAM REPAIRS

For improved use in environmental programs and water sports for youth and adults, repairs include:

- Meeting NC state code requirements

*Having fun at the lake*



## CABIN & LODGE UPGRADES

Comfortable guest rooms and accessibility, upgrades include:

- Larger showers in cabins created
- Hi-performance HVAC systems installed
- Electric, ventilation, and other structural upgrades



**For more information, please visit our website:**  
[www.themountainrlc.org/capital-campaign](http://www.themountainrlc.org/capital-campaign)