

# 2004 ANNUAL REPORT

. . . an earth made fair, with all her people one.



The Mountain

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## **President's Annual Report for 2004**

**Tom Warth** 

rom Rosemary Bray McNatt – UU minister 4th Universalist Church New York:

"Perhaps you do not believe in miracles, but I do. The experience of my sons at MountainCamp changed their lives and mine. The healing work of nature, of friendship with children and young adults, the deep attention paid to them by staff and counselors, gave my children back their childhoods. My boys returned to New York with sadness for having left The Mountain, but with the insistence that they return every summer. In ways they do not learn at church, my children have absorbed at The Mountain the lessons of respect, friendship, openness, and reverence that characterize the Unitarian Universalism that Bob and I want them to embody."

#### From MountainCamp Planners:

"Most importantly, the principles of respecting **ALL** people, **ALL** races, **ALL** faiths that we all grew up in are truly exemplified in this place. Here we are taught to bring social justice, change, and peace into our own communities, working together to create a world that works for everyone. Here, we feel like we make a difference."

And from **Ken Nafziger**, Professor of Music, Eastern Mennonite University:

"As a Mennonite who has been to The Mountain in a number of capacities over the past years, I have been enriched by the people, the mission and the place. For me, The Mountain is synonymous with a place of healing, of re-vitalization and refreshment, and a place where reality is faced with honesty and with optimism that, in the words of an anonymous prayer, 'we ain't what we gonna be."

As CEO, I am pleased to report that The Mountain is thriving

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— thriving as in the dictionary definition of "making steady progress, flourishing, growing vigorously."

#### **Finance**

For sure we face serious financial challenges — please read The Mountain's Financial Advisor, R.K. Whitehead's report on page 7. First, we must continue to grow revenue — and we will with the following initiatives:

- Implementation of a new, revitalized marketing and sales plan
- Introduction of a new marketing DVD a quality piece that will enjoy wide distribution
- A newly constructed and revitalized Mountain Ambassador program
- Concentration on the greater Atlanta area through our new Atlanta satellite office (see related article, "Partners in Peace" on page 4)
- Re-energized outreach to UU congregations, organizations and districts in the southeast
- Marketing of our new "Personal Retreat" program
- Increases in price as appropriate

In addition, we will be running more family and leadership "camps," expanded programs for seniors and young adults, enhanced youth programs including multi-faith and service cons and environmental and justice activism programs.

We must increase cash donations through contributions from new people, re-energized current contributors, more small gifts, more large gifts, more grants – and we will.

And we must continue to control expense. We began in 2004 by reducing our year-round staff from 34 to 22 people, saving almost \$175,000 annually in wages and benefits. For sure this impacts the current staff – bigger jobs, longer hours, more responsibility – but necessary. We can all be proud of and have confidence in The Mountain's current staff. It is more experienced (average length of service the highest ever at 5.2 years), better trained and deeply committed to the mission and vision. Please read the Staff Survey article on page 11.

We must, and we will, manage our cash (see R.K.'s report) and reduce the debt. A comprehensive, 5-year financial plan is being developed that will serve as a roadmap to operating profitability, cash generation, prudent capitalization and most importantly, debt reduction. We will communicate highlights of this plan to all of our supporters this year.

Peter Senge, author of *The Fifth Discipline*, offers an analogy which I believe sheds light on the financial initiatives we are taking. He writes: "Delays between actions and consequences are everywhere in business and human systems. We invest now to reap a benefit in the distant future. One of the lessons of delays is that aggressive action often produces exactly the opposite of what is intended." Senge uses an example that I think we can all relate to:

"Adjusting the shower temperature for instance is far more difficult when there is a ten second delay before the temperature adjusts, than when the delay takes only a second or two. During the ten seconds after you turn up the heat, the water remains cold. You receive no response to your action; so you perceive that your act has had no affect. You respond by continuing to turn up the heat. When the hot water finally arrives, a 190-degree gusher erupts from the faucet. You jump out and turn it back; and after another delay it's frigid again. On and on you go . . . and the more aggressive your behavior – the more drastically you turn the knobs – the longer it will take to reach the right temperature."

Thoughtful, well planned, consistent behavior will turn The Mountain's financial situation around. Aggressive, "knee jerk" reactions will only take longer to achieve the "right temperature." The Mountain has a board that is committed to and capable of overseeing this process. The staff is committed to and capable of getting it done. I ask you, our supporters, to stay the course with us!

#### Mission in Motion

"To The Mountain Staff: Your **Elderhostel** last week was a wonderful, enriching experience. I am enclosing a contribution in my husband's memory. He died very suddenly of a rare disease that came on in a week. Originally a Unitarian, I felt I had rejoined his spirit at The Mountain. How he would have loved your Elderhostel program. Most importantly, how he would embrace your philosophy! My time with 'you all' became an important part of some very necessary healing for me."

From a **congregational retreat** participant: "The Mountain is an extraordinary, beautiful, peaceful, healing environment. I came feeling weak and sorrowful, and am leaving feeling strengthened and uplifted."

And from **Rev. Tarawalie**, a minister from Sierra Leone wanting to send two people to our August Interfaith Visions for Peace conference: "The participation of our representatives is very vital as we are just recovering from a 10 year brutal civil war. I think your conference will help us expand our church as that is the present work we are doing."

The Mountain is thriving as a UU values based institution – as **Tony Stringer** said in a recent sermon:

"The Mountain is a Unitarian Universalist experiment. It is an experiment still in progress, the outcome of which we can only hypothesize about. The Mountain is not a UU congregation, and hence the people there are not exclusively Unitarian. We don't exclude non-UUs from The Mountain, we welcome them to our community as guests, as staff, as members and as board trustees. We don't preach Unitarian Universalism at The Mountain, we live it. And when you're living it, you've no need to preach about it."

So what's ahead? First, we are committed to guest service – count on it when you come here or when you recommend The Mountain to others.

Second, we are committed to continuing to offer all the great programs you've come to rely on – UU and personal retreats, youth camps, cons and leadership trainings, The Mountain's School for Congregational Leadership, host site for RE Week, Gay Sprit Visions, Womenspirit, SEUUMA and conferences of all types, Elderhostel, family camps, yoga, the arts, music programs and spiritual practices. And our volunteer program is stronger than ever – call us, you are needed.

And lastly, in addition to the above we are enlarging our focus on programs of peace — education, inner peace and community peace work. We believe The Mountain has a role to play with its unique setting, underlying values and heritage, in bringing peace to our world.

Howard Zinn, is his book Passionate Declarations, writes: "One of the scientists who worked on the atomic bomb, who later was a scientific advisor to President Eisenhower, devoted the last years of his life, as he was dying of cancer, to speaking out against the madness of the arms race in every public forum he could find. Toward the very end he wrote in the Bulletin of the Atomic Scientists, 'I tell you as my parting words. Forget the channels. There is simply not enough time left before the world explodes. Concentrate instead on organizing, with so many others of like mind, a mass movement for peace such as there has not been before.' . . . He understood that it was not the bomb he had worked on, but the people he had come to work with, on behalf of peace, that were the ultimate power."

We are the ultimate power — we "Mountain people," all of us, can bring peace to our troubled land. But we must stay involved.

Continued on page 4

#### Staying the Course - Moving into 2005

These are serious and exciting times for The Mountain and for our communities. We must all be engaged — it's not "ok" to sit and watch. If The Mountain is important to you, really important, then I ask you to seriously do the following:

- 1. Attend programs here, this year!
- 2. Tell others about The Mountain and get them to attend.
- 3. Volunteer we need you, and it makes a real difference.
- Communicate with us send us your testimonial, let us know how The Mountain has impacted you in a positive way.
- 5. And when you've let us know your needs, then help us with our needs make a donation, make several donations. The Mountain needs your financial contributions more than ever. Read R.K.'s report again, then read the testimonials in this report and then write your check.

The Mountain is thriving – thank you all for your many gifts.

PS. The following came to me from **Meg Riley**, Director, UUA Advocacy and Witness staff. I think this story will stay with you:

"I wanted to share a story that came my way via a minister in Washington, DC. He told me that he was at a bus stop one day when he saw a young man whom he recognized as a former youth that he had worked with years ago. He had, among other things, taken the young man in a group of inner city youth to The Mountain. He said many of the youth he traveled with had never been out of Washington, DC, and had absolutely no idea that places like The Mountain even existed. When he asked this teenager-grown-to-manhood how life was going, the young man answered that he had just served several years in prison.

"He asked the young man how he had survived spiritually during those years. The young man replied that in the darkest nights of his soul he had soothed himself by calling up to memory what sunsets looked like at The Mountain.

"If you ever doubt that the work you are doing makes a difference, I hope this story will sustain you."

## The Mountain and UU Congregation of Atlanta (UUCA): Partners in Peace!

UUCA in Atlanta, through the generous invitation of the Rev. Paula Gable and administrative staff, have offered space at UUCA for Mountain staff to "extend our reach" to the Atlanta community. As Associate Minister of the congregation, Paula has been committed to this effort because, as she wrote to us:

In 1979, our members and friends helped found The Mountain. And, they have provided steadfast leadership and financial support to this precious hilltop sanctuary since that time. Now, we want to strengthen and deepen our partnership with our "northern sister" by getting out the word about the new Peace Center Initiatives underway in Highlands, N.C. It is my aspiration that The Mountain staff can use our space in the metro area to promote the practice of peace and understanding in Atlanta, the Southeast and beyond. I hope that all who value peace will visit us to learn more about the Mountain Peace Works Initiatives and ways that each of us can "wage peace instead of war."

Mountain staff will schedule specific days during the week when there will be someone in the beautiful "office" — the Library of UUCA in the administration wing. In the next few

weeks, a telephone line (404-634-5134, ext. 218) will be set up for staff to receive calls there, and the congregation has also offered Internet access. A schedule of staff presence will be posted on The Mountain's web site.

Through this unique partnership, we hope to enhance and help fulfill both UUCA and The Mountain's missions and capacity to serve a broad base of people. The Mountain staff and trustees all deeply appreciate the generosity of UUCA staff!



Standing left to right: Mary Toslow, Ed Mangiafico, Rev. Paula Gable, Tony Stringer, Dan Teslow, Ann Creech, Joe Creech, Claire Keane, and Tom Warth; and seated: Shelley Denham

## A Message from The Board of Trustees

#### Facing, Embracing Challenges and Opportunities -Living The Mountain's Vision

**Tony Stringer, Chair** 

he Mountain, like many small non-profit organizations, faced numerous challenges in 2004 - challenges both daunting and exciting, all of which were faced and embraced by trustees and staff alike. And like many other small non-profits, The Mountain fell far short of its financial goals, but at the same time, had the opportunity to grow and further the mission and vision beyond our expectations. Perhaps most challenging - and yet providing the most opportunities for discovery and how to better serve in the future were the number of people in 2004 who communicated to Trustees their concerns, encouragement, and genuine care about the future of The Mountain.

Therefore, as part of facing and embracing the challenges and opportunities, Trustees worked diligently to understand the increasing complexity of The Mountain, looking particularly at the areas of Finance, Governance and "Membership."

#### **Finance**

Perhaps most pressing of all concerns in 2004 were finances. As our Financial Advisor says in his article (see page 7), we didn't arrive at the numbers we're seeing overnight, and we're not going to change them overnight either. Many people - including those of us on the Board who are not accountants - expressed consternation over the "going concern" note in The Mountain's audit report. Even among the financially-savvy, there is not unanimity of opinion on what these words mean. I am a neuropsychologist. If I tell one of my patients that she has dysdiadochokinesia, I am not communicating anything useful. Instead, I try to use language that is clear and understandable. At our Memorial Weekend Member forum, Mike Downing of Greene Finney Horton CPA, the independent accounting firm that does our audits, was present and able to explain that "going concern" does not mean "going under." In fact, a Mountain member at the forum told us that he has run a nonprofit for 25 years and has had a "going concern" noted by his auditor every single year because every year he has to beat the bushes for grant money to keep his organization afloat. The Mountain likewise must generate revenue and development sufficient to pay our expenses.

#### Governance

The Mountain's Board of Trustees has operated under the structure of the Carver Policy Governance model for many years. The Board, along with staff, is responsible for setting the overall direction of the enterprise, setting policies that support its mission and direction, measuring the organization's accomplishments and, most importantly, assuring The Mountain's financial viability. In addition, the Board is responsible for selecting and supervising its one employee, the CEO/ President.

In looking at the numbers, we all know that earnings are not where we need them to be - and where we intend to take them. But with only four scheduled meetings a year in which to carry out the many necessary discussions to deal with a complex enterprise that requires a deft touch, the worst thing we could do, especially in financially challenging years, is to "lurch the wheel." What you will get from this board, or any board which takes its job seriously, is cautious, deliberate, steady behavior. The Mountain, as a financial enterprise, is no longer in its adolescence. It is grown up, and it has to behave accordingly.

Among the governance discussions in 2004 was a review of single slate versus multiple slate elections for Board positions. The Mountain has become such a complex enterprise that we look for board candidates with degrees or extensive experience in such areas as corporate management, law, accounting, fund-raising, marketing, personnel management, program evaluation, and ministry. On top of all this they have to be Unitarian Universalists, or people of liberal faith who share our core values and perspectives. They have to have the time to actually do the work of this board; and, frankly, they also have to be nice. Serving on this board is infinitely easier if the people you serve with know how to "play well" with others.

Finding one person for each board position is a struggle, finding two would be a nightmare. And if we did find two such talented, experienced, and nice people for each position, would we really want one of them to lose the election? That doesn't seem to be the best way to make use of our volunteers.

Having a single slate doesn't mean we are not being democratic. Most UU churches and UU organizations hold elections in which there is only a single slate. Members can express their will, even in a single slate election, by voting "No." If 190 people vote and a candidate gets only 5 votes, that candidate loses the election. You have to get a majority of the votes cast, or you don't get to serve on the Board. That's where democracy asserts itself in The Mountain election, just as it does throughout our Association.

The Board is reassessing the entire nomination and election process and will report back to members and constituents before the end of the year.

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Our governance model also contains appropriate channels for directing The Mountain constituents when they have questions, comments, concerns. In 2004, we realized that these channels of communication have not always been as obvious as WE thought they were! While Board meetings have always been "open to the public" (except for occasional closed sessions), we are aware that everyone who is interested can't always attend board meetings.

Therefore, in response to requests, the Board has set up a process for timely communication with constituents. Email your questions to the Board at board@mountaincenters.org or, there is a form on the website you may use to submit your opinions or questions to the Board. When submitted, your question will be seen by all Board members; a response will be forthcoming depending on the urgency of the question. In addition, Board meeting dates, agendas, minutes and other important documents as appropriate are also available on the website.

#### Membership/Constituency/Stakeholders

The Mountain is over 26 years old now, and in 2004 we looked carefully at what this organization needs to meet its growing financial and programmatic demands. For several years, the question of "membership" has been discussed by trustees. We have considered:

- How is "membership" defined? Should "inactive" members (folks who have not given any money or participated in any way for a number of years) be granted the same influence as "active" members? (Annual donors, program participants and volunteers).
- What are the responsibilities of The Mountain to its members, and of members to The Mountain?
- Who should influence vision and direction?
  - · long-ago contributors and/or program participants
  - · current contributors and/or program participants
  - · current participants (volunteer and program) whose financial support is minimal, but by virtue of their participation, further the mission and affirm the direction
- What is The Mountain's legal and ethical obligation for protecting member privacy when a request is made by an outside party for the names and addresses of our members? Georgia law gives us the right, and as the Mountain's Board, we have the responsibility to refuse to release our membership list if we have reason to believe the list will be used with harmful intent.

The Board hears from, and tries to listen to all of The

Mountain's constituents. In making its decisions and, in fact, anytime the discussion involves UUs, there are going to be many sides to listen to! The board will never be able to do what every single member/constituent wants. We may not even be able to do what whole groups of people want. But we do try. It is quite possible that even after having access to all the same information as members and constituents, the Board may still see things differently than some of them. And, it will also almost always be the case that the Board will have information that members and constituents don't have. The Board considers all the information available about any situation and arrives at a decision that is in the best interest of The Mountain.

2004 was certainly a year that required us to face and embrace the challenges of The Mountain - and it was also a year that had many reasons to celebrate and rejoice. Our programs offered many people, young and old, life-changing experiences, spiritual renewal, education, training, and yes, transformation.

With a vision "to be a relevant institution for generations to come, actively working with others to create communities committed to peace, justice, civility and compassionate behavior," The Mountain provides a context for living into this vision each and every day. ALL of us - those who give lots of money, those of us who volunteer and participate, and yes, those of us who can no longer be part of the community but watch The Mountain from afar, can be inspired by the vision and mission of this incredible place of peace, retreat, learning and hope.

"For generations to come" - today, we hold this Mountain in trust for our youth and their tomorrows. What are they learning from us? How can we preserve this Mountain for them? There are signs all around The Mountain that say: "Children are watching - what are they learning?" The best we can do for our children is to live our UU principles as best we are able - embracing diversity, respecting the inherent worth and dignity of every individual and by being peace-makers in our time.

I trust that each and every one of The Mountain's members and constituents can see beyond the current numbers, and understand that The Mountain needs careful stewardship of its mission and values, and an ever-increasing base of financial and programmatic support. Thank you for what I hope will be your continued support of The Mountain in 2005. Together, we can "be the change we wish to see" and contribute to this thriving, wonderful Mountain we all love and want to nurture. Jony Stringer

## Financial Advisor's Report to the Board

R.K. Whitehead

he year 2004 was a financially challenging year for The Mountain. Many members were present at the financial discussions over the Memorial Day Weekend and so now have a better appreciation and understanding for where the Mountain has been over the past ten years, from both an Operations and Development perspective and an Expense, Capital Asset Investment, and Debt perspective. A copy of that presentation is available by calling The Mountain office.

#### Statement of Activities

The finances of The Mountain can be broken down into several categories, those being Operating Revenue and Expenses (which captures the day-to-day programmatic income and costs of The Mountain), Development or Charitable Contribution Revenue and Expenses, and Depreciation and Interest Expenses.

For 2004, Operating Revenue was up 5.6% to \$1,217,000 compared to \$1,152,000 in 2003, and Operating expenses increased less than 1% to \$1,556,000. The expense reduction plans put in place during 2004 resulted in a \$54,000 improvement (less of a loss) in Operations compared with 2003, and over a \$150,000 improvement from 2002. However, the total revenue from Development was \$296,000 for the year compared to \$418,000 in 2003. Subtracting the direct expenses for the year of \$109,000 associated with the Development efforts left \$187,000 to cover the operating deficit, depreciation and interest expenses in 2004, compared to \$311,000 to cover these expenses in 2003. Total interest and depreciation for 2004 was \$348,000, compared with \$312,000 in 2003. The net loss for the 2004 year was \$499,000, versus a net loss in 2003 of \$393,000.

These significant losses led our auditor, Greene, Finney, & Horton, to issue in 2004, as they did in 2003, what in the accounting world is known as a "going concern" opinion. There is not a definitive definition under either GAAP or FASB of what the accounting term "going concern" means. However, in general, some of the characteristics an auditor considers are deteriorating ratios of current assets to current liabilities, recurring losses resulting in significant negative Net Asset balances, and loss of significant market share or market segment that dramatically affects operating income. An auditor's "going concern" opinion does not mean that business failure, bankruptcy or liquidation, is imminent. It is, however, a wake up call. It means that without timely changes in the underlying operating performance of an organization, at some point,

the ability of the organization to meet its obligations in the future will be compromised.

#### **Balance Sheet**

For 2004, Total Assets are \$3,528,000. The largest portion of that, the Property and Equipment, is shown at \$2,623,000, which is net of accumulated depreciation. The total accumulated depreciation since The Mountain started is over \$1,300,000. However, because the annual depreciation expense must be included every year in the "earnings" calculations, a significant portion of the historical losses can be attributed to this "non-cash" item. The total cost of the assets are \$3,930,000, which includes all the land, buildings, and other equipment. It is very important to note that from an accounting standpoint, these figures are carried on the books at what is called "At Cost," meaning how much money was actually paid for these assets. In The Mountain's case, this "At Cost" amount is significantly less than the current value of the assets. In early 2004, an appraisal of The Mountain was done and the value placed on it by the appraiser was \$7,200,000. The current condition of The Mountain from an asset perspective is far better than the financial statements might otherwise indicate.

Total debt owed by The Mountain at the end of 2004 stood at \$4,068,545, which is an increase of \$320,000 from 2003. This amount includes all Member Promissory Notes plus Accrued Interest, Bank Debt, Lines of Credit, Charitable Gift Annuities, and obligations to The Mountain Endowment Fund. Of this debt, only \$1,046,531, or 26%, is owed to banks in the form of mortgage or installment loans.

Total Liabilities of the Mountain as of Year-End 2004 are \$4,296,707, compared to \$4,027,568 at Year-End 2003. Netting Total Liabilities against the Total Book Value of the Assets yields a negative Net Asset Value of \$769,104 at Year End versus negative \$269,673 at Year-End 2003.

#### Statement of Cash Flows

In 2004, the total cash used in running The Mountain day to day was \$182,600. If you compare 2003 to 2004, you see that the earnings loss was almost \$100,000 greater in 2004, but the resultant cash use this year was actually \$10,000 better than last year. This was a direct result of the significant focus in 2004 on Cash Flow instead of Earnings. It is also important to note that cash from Development increased 67%, from \$293,000 in 2003 to \$489,000 in

# The Mountain Retreat & Learning Centers, Inc. Financial Statements 2004

### **Greene Finney Horton CPA**

STATEMENTS OF FINA			STATEMENTS OF CASH FLOWS			
	(Unaudited) Dec. 31, 2004	(Audited) Dec. 31, 2003	and the second second second	(Unaudited) Year Ended	(Audited) Year Ended	
	Dec. 31, 2004	Dec. 31, 2003	of at two schoolses to the	Dec. 31, 2004	Dec. 31, 2003	
ASSETS			Lin could be designed that here had	Dec. 51, 2004	Dec. 51, 2000	
Cash and cash equivalents	\$ 48,728	\$ 24,590	Cash Flows From Operating Activities:			
Donor pledges receivable, net	67,044	252,531		\$ (499,431)	\$ (392,946	
Inventories, net	10,594	9,262	Adjustments to reconcile change in ne		(002,010	
Prepaid expenses	36,743	20,311	to net cash provided by operating activities:			
Other current assets	30,366	52,253	Depreciation	123,218		
Total Current Assets	193,475	358,947	Gain on disposal of property	130,206	120,210	
Total Gullent Assets	155,415	000,047	and equipment	(33,305)	and letter .	
Donor pledges receivable, less			(Increase) decrease in current as:	100		
current portion	361,175	384,375			(70.446	
			Donor pledges receivable, net	208,687	(79,446	
Property and equipment, net	2,622,953	2,664,573	Inventories, net	(1,332)	(1,403	
Other Assets	350,000	350,000	Prepaid expenses	(16,432)	(1,536	
			Other current assets	21,887	(13,547	
Total Assets	\$3,527,603	\$3,757,895				
			Increase (decrease) in current lial			
			Accounts payable	12,437	20,455	
LIABILITIES AND NET ASSETS			Accrued expenses	59,185	114,494	
Current Liabilities:		a secretari	Deferred revenue	(52,479)	(8,969	
Accounts payable	\$ 65,647	\$ 53,210	Other current liabilities	(12,032)	47,264	
Accrued expenses	90.660	89,703	The second secon			
Accrued interest	233,867	175,639	Net Cash Used in			
Notes payable to a bank	1	350,000	Operating Activities	(182,609)	(192,416	
Amount due under letters of credit	268,653					
Current portion of long-term debt	273,089	391,000	Cash Flows From Investing Activities:			
Deferred revenue	36,623	89,102	Purchases of property and			
Other current liabilities	35,232	47,264	equipment (101,459)		(81,069	
Total Current Liabilities	1,003,771	1,195,918	Proceeds from disposal of proper			
Long-term debt, less current portion	3,292,936	2,831,650	Net Cash Used in			
		A STATE OF THE STA	Investing Activities	(55,281)	(81,069	
Total Liabilities	4,296,707	4,027,568	Coding racing and the control of the			
			Cash Flows From Financing Activities:			
Net Assets:			Proceeds from borrowings	1,356,838	607,794	
Unrestricted	(1,293,104)	(794,715)	Repayment of debt	(1,094,810)	(349,217	
Temporarily restricted	524,000	525,042	Topayan or door	(,,,,,,,,,,)	10.0,211	
			Net Cash Provided by			
Total Net Assets	(769,104)	(269,673)	Financing Activities	262,028	258,577	
Total Liabilities and Net Assets	\$3,527,603	\$3,757,895	Net Increase (decrease) in Cash	24,138	(14,908	
			Cash at Beginning of Year	24,590	39,498	
Available notes are an important par	t of these financia	statements	Cash at End of Year	\$ 48,728	\$ 24,590	

#### STATEMENTS OF ACTIVITIES

Available notes are an important part of these financial statements

	Year I	(Unaudited) Ended December 31	, 2004	(Audited) Year Ended December 31, 2003
	Undeteleted	Temporarily	Tatala	Tatala
REVENUES AND OTHER SUPPORT	Unristricted	Restricted	Totals	Totals
Retreats & Conferences	\$ 403,921	\$ -	\$ 403,921	\$ 379,700
Senior Programs	271,020	Ψ -	271,020	292,594
Youth Programs	315,707		315,707	279,806
	47,193		47,193	62,920
Mountain Design Programs Non-Program Guests	21,126		21,126	28,103
	A CONTRACTOR OF THE PROPERTY O	and the same		
Store Margin	5,702	The state of the s	5,702	5,418
Other	89,501		89,501	18,338
Milestone				12,162
Learning Center for Leadership	62,775	-	62,775	73,024
Contributions	277,206		277,206	403,662
Support from The Endowment Fund	18,908		18,908	14,336
Net Assets Released from Restriction	1,042	(1,042)	-	A Legit Department that
Total Revenues	1,514,101	(1,042)	1,513,059	1,570,062
EXPENSES				
Programs:				
Retreats & Conferences	297,508	2	297,508	272,022
Senior Programs	167,660		167,660	221,913
Youth Programs	246,405	51_1	246,405	342,430
Mountain Design Programs	53,124		53,124	62,244
Non-Program Guests	14,363		14,363	54,953
Milestone	-			5,854
Learning Center for Leadership	95,139		95,139	92,836
Total Program Expenses	874,199		874,199	1,052,252
Support Services:				
Administration & Board	681,320		681,320	492,144
Development	109,315		109,315	107,194
Financing/Interest	230,485		230,485	201,126
Depreciation, excluding vehicles	117,171	Published in	117,171	110,292
Total Support Services Expenses	1,138,291		1,138,291	910,756
Total Expenses	2,012,490		2,012,490	1,963,008
E THE PARTY OF THE PARTY OF THE PARTY.		(4.0.40)	(100 104)	(000,010)
Changes in Net Assets:	(498,389)	(1,042)	(499,431)	(392,946)
Net Assets at Beginning of Year	(794,715)	525,042	(269,673)	123,273
Net Assets at End of Year	\$ (1,293,104)	\$ 524,000	\$ (769,104)	\$ (269,673)

#### Continued from page 7

2004. A portion of this was due to payment by donors on prior year pledges, but the rest is a function of the increased emphasis on cash donations versus multi-year pledges.

There was a net outflow of \$55,000 for Property, Plant & Equipment and a net inflow of cash from borrowing activities of \$262,000. Total change in cash position for 2004 was an increase of \$24,000.

It is important to recognize that The Mountain's current financial condition didn't occur overnight. Likewise, it is not realistic to expect to solve the financial problem overnight either. With continued focus on cash flow and expense control, emphasis on generating new sources of revenue that don't rely solely on the longstanding and supportive membership, and rigorous attention to the financial viability of current and future Mountain programs, The Mountain will continue to thrive.

# The Mountain Endowment Fund, Inc. 2004 Annual Report

By: Hal Reed, Chair, Mountain Endowment Fund, Inc. Board of Directors

he purpose of the Mountain Endowment Fund, Inc., is to provide perpetual support to The Mountain Retreat & Learning Centers, Inc. The Board of Directors of the Endowment Fund meets twice a year to manage the fund and to develop ways to encourage supporters of The Mountain to include the fund in their estate plans. The stock assets of the fund are invested in two low-cost, diversified socially responsible index funds: the Vanguard Calvert Social Index Fund and the TIAA-CREF Social Choice Fund. As of December 31, 2004, total assets of the Endowment Fund stood at \$305,094.34.

Planned gifts can be made in several ways. These include bequests, trusts, and life insurance or retirement plan beneficiary designations. You may also support the Fund through a tax-deductible gift that pays you income for the rest of your life, such as a charitable remainder trust or gift annuity. Persons who commit to a planned gift to benefit the Mountain Endowment Fund, Inc., or make a lifetime contribution become members of the President's Society.

If you are interested in learning how you can make a permanent commitment to the mission of The Mountain through a planned or deferred gift, we encourage you to contact us. You may contact either The Mountain's CEO, **Tom Warth**, at 828-526-5838, ext. 218, or one of the board members of the Endowment Fund: **Hal Reed, Kay Giese, Neal Andreae, Bob Hornberger, Frony Ward, John Wood, Suzie Armstrong** or **Anne Staley**.

Please consider your legacy and how it can benefit The Mountain Retreat & Learning Centers, Inc. for generations to come. To include the Endowment Fund in any of your estate plans, please use our official name: **The Mountain Endowment Fund, Inc.**, c/o The Mountain Retreat & Learning Centers, Inc., P.O. Box 1299, Highlands, NC, 28741.

#### TREASURER'S REPORT

	Voor	Ended	Year Ended
	N S S	31, 2004	Dec. 31, 2003
Equity Assets:	500.	01, 2001	DCC. 01, 2000
Vanguard Calvert Social Index Fund	\$ 6	2,525.40	\$ 54,158.22
TIAA-CREF Social Choice Equity Ful		5,391.62	54,645.99
MRLCs Original Note		8,385.08	166,669.54
MRLCs Second Note		5,000.00	15,000.00
Cash			
Wachovia Checking	The Control of the Co		\$ 3,566.83
Wachovia Money Market *			7,514.62
Total Assets		4.866.98	\$301,555.20
Account Receivable			
Interest on MRLCs' Second Note **	\$	900.00	
Accounts Payable ***			
Mountain Note Cards	\$	351.48	
MEF Telecon 11/6/04		321.16	
Net Assets	\$30	5.094.34	

- \* Account closed 11/10/04 \$7,552.05 to checking then 50/50 to Funds
- \*\* Sixteen months @ 4.5%
- \*\*\* To be paid January 2005

NOTE: Only MEF 2004 income was Money Market interest (<\$40), Dividends reinvested in both Funds and interest on MRLCs Original Note which is deducted quarterly from the MEF support payment reducing the Note balance.

Respectfully Submitted, Neal Andreae, Treasurer

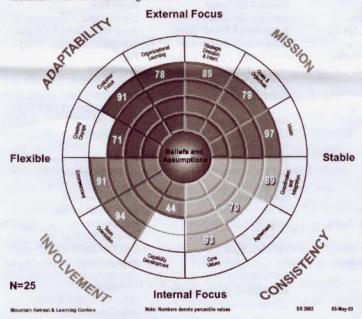


## 2005 Staff Survey

n 1996, and again in April 2005, MR&LCs hired AVIAT Consultants to conduct an "organizational culture survey." AVIAT distributes and provides analysis of The Denison Organizational Culture Survey, developed by Daniel Denison and William S. Neale. This survey provides a way to link organizational culture to tangible bottom-line performance. All employees were asked to participate including our current Spanish speaking employees (the questionnaire was available in Spanish). Each staff person completed the survey independently without any preparation or coaching by anyone. Answer sheets were completed confidentially and mailed directly to the research company for scoring.

Individual surveys were collectively tabulated by AVIAT into a graphic profile that compares our organization's culture to that of higher and lower-performing organizations. As you examine these results, keep in mind that "well managed" companies should be in the fourth quartile.

Mountain Retreat & Learning Centers



The survey results are indicative of a healthy staff and organization and reflect the following:

- 1) We are doing a better job of screening, hiring, training, communicating and releasing people than we have in previous years. We are working to have the "right people on the bus, the wrong people off the bus and the right people in the right seats" (from the book Good to Great Companies by author Jim Collins).
- 2) "When there isn't a widely shared vision, the pettiness of self-interest will prevail and the inevitable cliquishness

of human behavior will spread bad morale." (Dan Mulhern, Author, Educator). We have worked hard to make the mission, vision and core values a part of the day-to-day workplace. THIS staff shares the vision of interfaith, peace and justice work based on The Mountain's values (Unitarian Universalist principles).

#### Average Length of Staff Service

- · In 1990 the average length of service for year-round staff was 2.1 years.
- . This year the average length of service for year-round staff is 5.2 years even AFTER the retirements of several longservice employees.
- These numbers include 17 staff with more than 2 years service of which 10 staff have more than 5 years service.

#### **Guest Feedback**

Every program participant is asked to complete an evaluation form at the end of the program. Close attention is paid to what the guests say in completing these forms. Here is a sample from an Elderhostel guest, the week of May 8, 2005:

"Hiring practices have resulted in a mature staff who do not need to fill unmet needs on the job. These staff persons are appropriate and healthy in establishing boundaries. This is no small accomplishment. The patience displayed by each staff member must also be noted. Impatience by any staff member could have adversely affected the entire experience. It never occurred!"



In a 24 x 7 operation like ours, it is hard to get the whole staff together at one time. We did our best! Missing from the photo are: Jacque Campbell, Denise Carlin, Mark Gramlich, Claire Keane, Lola Nasution and Craig Whitworth.

1st Row, 1 to r: Julia Jamieson, Jim Short, Gillian Denham, Gregorio Gonzalez, Virginia Gonzalez;

2nd Row, I to r: Teri Helma, Janet Norwood, Susanne Walker, Betsy Burnet, Susanne Milroy and Shelley Denham;

3rd Row, I to r: Carole Ann Mackey, Ellen Westnedge, Gumer Pacheco, Don McCown;

4th Row, I to r: Bruce Kitchell, Mark Walker, Jane Warth, Kerry Kennedy, Tom Warth, Ian Denham, Glenn Carver.

### **Members & Current Donors**

The Mountain especially appreciates those who made financial contributions in 2004.

#### Annual Members/Donors in 2004

Jeffrey Adams & Anita Campitelli Lorna & Richard Ahrens Bill & Gunilla Alford Harriet Altman & David Altman Linda & Bill Anderle Buggie & Dave Anderson Peter Arata Suzie Armstrong Kim & Andy Arnette Bernard & Pamela Awtrey Cyndy Bailes Bill Baker Beverly and Bill Baker Selby Bateman Stephen & Sharon Benedict Bruce J. & bonnie Benedict David & Jean Bergmark Richard Bird Birmingham Unitarian Church Doug & Carol Bissland Lucy Bivins David Boggs & Gail Thomas Margot & Kirk Bogue Daniel A. Bohlman Ron Belcher & Joan Boltz Pat Boyd Susan Brittain Charlene Brose **Betty Brothers** Helen Christine Brownlie Juanita Bryant Rebecca Cabral & Mark Livezey Cathleen Camacho Gordon & Sue Certain Nancy Chadwick Barbara Cheney Sharon & Pritindra Chowdhuri Cincinnati's Heritage Universalist Unitarian Church Clergy Samaritan Sean & Andrea Cottington Ivor & Shirley Collins Betsy Culpepper & John Lampert Tom Comstock Anne Coogler Shirley & Roger Cunningham First UU Church of Dallas Sandy Danforth Patricia & Martin Davidson Don Donart Marjory and Bertram Donn Deborah & Bruce Dubendorff Richard & Cathryn DuBow

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Additional donors in 2004 at the various giving levels are noted with an " \* "

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Continued on page 14

Cathy Owen & Erin Owen

#### Continued from page 13

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#### Vision Holder White Oak Giving Level - \$\$35,000+

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#### Vision Holder Frasier Magnolia Giving Level -\$50,000+

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#### Vision Holder Trillium Giving Level - \$100,000+

Elinor Artman Harold & Charlotte Johnson \* Margaret Schilling June Cravens Sholin Darwin & Myra Smith \* Anne Staley Tom & Jane Warth \*

Please email any corrections to this list to: claire.keane@mountaincenters.org

(D) denotes deceased members

## Chanks to ...

- UUFP (The Unitarian Universalist Funding Panel) for \$5,000 plus \$7,000 matching grant for the Peace Training Initiatives in Collaboration with the International Rescue Committee.
- The Atlanta, Georgia Rotary Club for \$5,000 in scholarships to MountainCamp for International Rescue Committee Youth.
- Unitarian Universalist Metro Atlanta North (UUMAN), Unitarian Universalist Congregation of Atlanta (UUCA) and other individuals for Hurricane Relief.

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