



The Ferry Beach
2nd Century
Fund

Honoring Our Past

Building Our Future



*A Capital Campaign to Preserve,
Protect and Improve Ferry Beach*





Honoring Our Past – Building Our Future

Dear Ferry Beachers,

For over 100 years, Ferry Beach has been a place of spiritual discovery, healing and joy. Today, our community is stronger than it has ever been. Thousands of children and adults call our campus home. Thousands of lives, over many generations, have been transformed by Ferry Beach. We invite you to join us as we honor our past and build a future where Ferry Beach remains a vital part of our lives and the lives of countless Unitarian Universalists and other spiritual explorers.

Join us in leaving a legacy we can be proud of by:

- Creating ongoing dune preservation.
- Building a new, much larger dining room.
- Building a new kitchen.
- Renovating sleeping rooms and bathrooms in Rowland Hall.
- Designing additional meeting spaces in Quillen.
- Creating a new maintenance facility.
- Developing our Chapel and Memorial Gardens for contemplative practices.

There are many reasons why now is the right time for The Ferry Beach 2nd Century Fund Capital Campaign. The Board of Directors has been operating with high standards of sound financial planning and accountability. The Federal Water Resources Development Act, which authorizes \$26.9 million for Camp Ellis/Ferry Beach restoration, has passed. The Ferry Beach Annual Stewardship Campaign is in its third year of supporting our continued growth. As a community, we are experiencing a new spirit of abundant giving and volunteering.



We are proud to provide you with the following overview and update on The Ferry Beach 2nd Century Fund Capital Campaign. Since launching the three year campaign on Homecoming Weekend 2007, we have been thrilled by the outpouring of spiritual, volunteer and financial support. Together, we will accomplish our building and preservation goals! Combined with strong annual Ferry Beach Annual Stewardship Pledge Campaigns, a successful Ferry Beach 2nd Century Fund Capital Campaign will ensure that generations to come will find a loving spiritual community and a welcoming home at Ferry Beach.

Join us by participating in our Capital and Annual Pledge Campaigns today – for the love of Ferry Beach. We change people's lives!

In faith,

Reverend Wendy von Zirpolo, Board President, Craig Lentz, Executive Director, Brad Cohen and Reverend Pat Hoertdoerfer, Capital Campaign Co-chairpersons.



We're off to a Great Start!

Since January 2005, the Ferry Beach Board of Directors, Executive Director Craig Lentz, our remarkable staff, chef Rich O'Brien, scores of members, and others who love Ferry Beach have come together to dream about the future. With much input and professional advice, our Board has created a sound long-range preservation and development plan for Ferry Beach. We commissioned an independent financial feasibility study by one of the UUA's leading stewardship consultants to determine whether our beloved Ferry Beach community could and would fund this plan, and received extremely positive results.

On September 2, 2007, The Ferry Beach 2nd Century Capital Campaign launched with tremendous support - well over half the \$950,000 goal has already been pledged!

Now, with overwhelming support from Ferry Beach members and stakeholders for the proposed long-range preservation and development plan, we are fully confident that the Ferry Beach community will meet or exceed the 2007 to 2010 Capital Campaign fund-raising goal of \$950,000.

Our time has come.

Now is our time to preserve, protect and revitalize the magnificent beach and facilities that our founder, the Reverend Quillen Shinn, and past members have given to us. Now is our time to honor our past and build our future by being good stewards and making our generous gifts to the future. When we give to the 2nd Century Fund Capital Campaign, we're giving so all who need this remarkable, loving,

spiritual community can find a home here – as we have. Ferry Beach changes people's lives.



How Our Gifts Will Preserve, Protect and Improve Ferry Beach

Campus and Dune Preservation

In almost every conversation about the future of Ferry Beach, the issue of dune erosion is raised. Current estimates by Maine state environmental experts indicate that within 50 years, Quillen may be impacted during a severe storm. Rowland could be at risk in 100 years. These estimates assume no action on the part of the government, Ferry Beach, or its neighbors. It is time for us to act and do everything we can to protect Ferry Beach.

The proposed campus and dune preservation plan is three-fold:

1. Continue to lobby Congress to finalize funding for the Water Resources Development Act, which Congress passed, overriding a veto by President Bush. This funding of \$26.9 million allows the US Army Corps of Engineers to begin work at Camp Ellis and Ferry Beach by 2009 to create a spur jetty and three offshore breakwaters designed to deflect waves from the beach and reduce erosion.
2. Commit to ongoing dune sand replenishment and sea grass planting, working in conjunction with our neighbors and the town of Saco.
3. Build a new diagonal boardwalk to the beach that will lessen damage during storm surges.

The estimated cost for this portion of the campaign is \$50,000.

New Kitchen and Dining Facility

As many of you know, not only is the kitchen in desperate need of more usable work space, reliable refrigeration, better equipment and increased storage, it is also sinking into the ground! Rich O'Brien, the owner of Pangea Foodservice and our Ferry Beach chef, works miracles in a facility that is over 20 years outdated and structurally failing. Problems abound with the foundation, support beams, floors, electrical fixtures and circuitry, plumbing, and equipment. Realizing that the kitchen was sinking into the ground, three different engineering and building consultants strongly recommended that the kitchen/loft building be replaced.

The master plan now calls for a new, one story, accessible building to be constructed behind the volleyball court, where the yellow cabins are now located. This building will include a new kitchen and larger dining room, along with a lobby and restrooms, and a covered porch.

One added benefit of relocating the facility is that noise from the dining room and kitchen will no longer disturb those sleeping above, thus providing a more suitable space for late night activities. It will sit on the highest point on the property and is far enough away from the ocean that it is safe from potential dune erosion for the next 100 years or more, based on professional estimates from Maine state environmental experts. The yellow staff cabins would be moved behind the new Kelley Cottage to create a staff village.

The Ferry Beach Board has voted unanimously to direct the architect team to design the new kitchen-dining facility to meet Leadership in Energy and Environmental Design (LEED) green building standards. And, a special "green task force" will be charged to work with the architect, engineers and builder to ensure that every effort is made to make our new buildings and our renovations as energy-efficient and nonpolluting as financially feasible.

The estimated cost for this portion of the campaign is \$650,000 to \$750,000.





Rowland Hall Renovation

An ongoing challenge is keeping our accommodations suitable for a broad range of conference attendees and guests. Our plan calls for a major upgrade to the second floor rooms of Rowland Hall, including new walls and ceilings, new furniture and lighting fixtures, upgraded bathrooms, and fresh paint throughout.

The estimated cost for this portion of the campaign is \$65,000.

Increased Meeting Space

Lack of meeting space has been an obstacle for conference planners for years. The current Quillen Dining Room will be converted into two, high quality meeting spaces with the flexibility to host larger gatherings. The addition of new meeting space will not only help our existing conferences, it will make it easier to book the campus to outside groups during the spring and fall.

The estimated cost of this portion of the campaign is \$15,000.



Workshop and Storage Facility

The Gardiner garage, or Warren's Workshop as it is known, is structurally unsound and in danger of collapse. We will build a new facility, specially designed to meet the ongoing maintenance needs of our beloved campus. It will be strategically located on Morris Avenue, thereby reducing truck traffic in the heart of our campus. The new facility will enhance Ferry Beach's beauty, safety and operational efficiency.

The estimated cost of this portion of the campaign is \$60,000.

Chapel and Memorial Garden

Thanks to a generous donation from a Ferry Beach family, we celebrate recent renovations to the Eleanor B. Forbes Chapel in the Grove. The Memorial Garden provides us an opportunity to honor those Ferry Beachers who came before us. There will be continued maintenance of the natural landscaping plus new designs of meditative spaces for contemplative practices in the Chapel and Memorial Garden area.

The estimated cost of this portion of the campaign is \$10,000.



Deciding How Much to Give

Deciding how much to give to The Ferry Beach 2nd Century Fund Capital Campaign over the next three years, from January 1, 2008 through August 31, 2010, is a very personal decision. It depends on how you answer the following important questions. First, how important has Ferry Beach and the Ferry Beach spiritual community been to your life and that of your loved ones and friends? The next question is, how committed are you to preserving, protecting and improving Ferry Beach as part of your legacy to the thousands of spiritual seekers who will come to this special place by the sea in our second century? The final question is – what is your financial capacity to give to The Ferry Beach 2nd Century Fund over the next three years?

Once you have thoughtfully answered these three questions, and considered the information and giving guidelines below, we are confident that you will make a generous pledge... a pledge that is significant to you and that gives you the satisfaction of knowing it reflects your personal values. Collectively, our gifts will secure the future of Ferry Beach for generations to come.

To reach our goal we need many large gifts but we need even more smaller gifts. No pledge is too small - if it is truly meaningful and significant to you as someone who loves and is committed to Ferry Beach. Every pledge helps preserve Ferry Beach and secure its future.

"I recently woke up with a song running through my head. It was Ric Masten's "Let It Be A Dance." It occurred to me that those of us who are Life Members of Ferry Beach - in fact anyone who has a continuing relationship with the Beach - does a dance of sorts with that relationship. One line in the song says "through the good times and the bad times, too, let it be a dance." As I thought about my dance, I remembered many of the good times that have brought me here. And I especially remembered some others.

Bill and I enjoyed many years of glorious times at the beach, staffing Camp Seabreeze, Family Weeks, and Religious Education Institutes. Two of our three boys grew up to be Crew members. Mark, our oldest, led several conferences. And then our world was shattered when he was diagnosed with AIDS and died, twenty-two months later, at the age of 35. After two memorial services in Toronto, Bill and I were at a loss as to how to continue with our lives. So we came to Ferry Beach - we brought our shattered spirits to the sea and to the trees - to the place that had been home through all the years. And we were given what we needed - the sense of peace, the calming of our souls, and we started the long journey back to wholeness and reality.



So I ask that those of you considering making a donation to The Ferry Beach 2nd Century Fund think deeply about your dance with Ferry Beach through the years - through the good times and the bad times, too. And think deeply, as well, about your part in Ferry Beach's future. Please make it the MOST you can do!"

– Barbara DeWolfe, Honorary Co-chair



As noted earlier, we already have pledges totaling well over half of our capital campaign goal of \$950,000! This incredible start is the result of donations from the Ferry Beach Board of Directors, senior staff and very committed large donors. The more we all believe that we can reach our fundraising goal and achieve our preservation and building objectives, the more likely we are to accomplish our vision. These initial donors have all spoken loudly and clearly. They have said, “I BELIEVE!” When you make your generous pledge to The Ferry Beach 2nd Century Fund Capital Campaign, you will also be saying, “I BELIEVE” in the importance of preserving and building Ferry Beach as part of your legacy to the future.



Giving Guidelines and Projected Gifts Chart

Ferry Beach Potential Essential Gifts Chart 2007-2010 Capital Campaign

<i>Range of Gifts</i>	<i>Anticipated Number of Gifts</i>
Over \$100,000	1
\$75,001 - \$100,000	1
\$50,001 - \$75,000	1
\$40,001 - \$50,000	2
\$30,001 - \$40,000	2
\$20,001 - \$30,000	4
\$15,001 - \$20,000	4
\$10,001 - \$15,000	10
\$ 7,501 - \$10,000	10
\$ 5,001 - \$ 7,500	10
\$ 3,001 - \$ 5,000	20
\$ 1,501 - \$ 3,000	30
\$ 1,001 - \$ 1,500	50
Up to \$1,000	Many

Projected Total Gifts: \$950,000



Suggested Sources for Your Gift

There are many ways to think about how to fund your pledge to The Ferry Beach 2nd Century Fund. Ferry Beach staff and Capital Campaign volunteers are available to help you explore, in a confidential manner, ways of giving that are within your means and reflect the kind of legacy you would like to leave.

When giving to organizations they care about, some people use money from savings or liquidated assets to fulfill their capital campaign pledge. A donation of appreciated stock can provide a charitable deduction while avoiding capital gains income. Others give from their annual income, which means they have some important decisions to make about how they spend their discretionary funds over the period of the capital campaign.

Capital Campaign Naming Opportunities

Is there someone you would like to see honored with a permanent memorial at Ferry Beach? It could be a family member, a friend, you or your entire family. Large gifts may qualify for naming opportunities for a variety of facilities throughout the Ferry Beach campus. Final decisions on naming opportunities are the responsibility of the Board of Directors. If you are interested in discussing a naming opportunity gift, please call our Executive Director, Craig Lentz, for more information at 207-282-4508.



Capital Campaign Pledge Fulfillment

Pledge fulfillment will take place over a three-year period from January 1, 2008 through December 31, 2010. You may make payments any time during that period. We will need significant Capital Campaign funds on hand before we begin construction and will continue to need a flow of funding throughout construction.

Similar to annual stewardship pledges, pledges to the capital campaign may be paid in a lump sum or in annual, quarterly, or monthly installments. Installments need not be equal. Monthly payments may be made by automatic electronic funds transfer (EFT) from your bank account.

If you plan to transfer stock or other property to The Ferry Beach 2nd Century Fund Capital Campaign, please contact Executive Director Craig Lentz.

Recognition & Appreciation of Gifts

Every capital campaign gift will be respectfully honored.

A list of donors will be posted and continually updated on the Ferry Beach website, except those who wish to remain anonymous. When all capital campaign gifts to The Ferry Beach 2nd Century Fund have been collected, a plaque or other display including the names of all donors, except those requesting anonymity, will be created and placed in the new dining room/kitchen building.

Your Pledge to the Annual Stewardship Pledge Campaign

Just as in our congregations, the Annual Stewardship Pledge Campaign will continue each year during the Capital Campaign.

Many of you have made generous pledges to the annual stewardship pledge campaign since we initiated it two years ago - for which we thank you. Annual Stewardship pledges have contributed to many of the improvements we enjoy on the campus and in our conference programming. They are critically needed to subsidize annual operating revenues from programs and rental fees to keep Ferry Beach competitive and affordable for our conferees, church weekends and other groups.

We hope and request that you contribute to both the Annual Stewardship Campaign (maintaining or increasing your current level of giving) and The Ferry Beach 2nd Century Capital Campaign over the next three years. We further hope and expect that many who donate to the Capital Campaign will begin pledging to the Annual Stewardship Campaign for the first time, as they learn more about our exciting plans for the future and what it will take financially to ensure the future of Ferry Beach.

Please consider pledging generously to both the 2008 Annual Stewardship Pledge Campaign and The Ferry Beach 2nd Century Fund Capital Campaign.



Thank You

Thank you for taking the time to read this brochure and consider how you can participate in The Ferry Beach 2nd Century Fund Capital Campaign. Quillen Shinn left us a legacy of spiritual exploration as well as a beautiful place by the sea to call our spiritual home. As you reflect on what Ferry Beach means to you, your family and friends, please consider what legacy you would like to leave for Ferry Beachers yet to come. We look forward to creating, with you, a future rich in spiritual growth, summer fun, and new friendships. At Ferry Beach, we change people's lives!





Ferry Beach Capital Campaign Mission Statement

*We partner with stewards of all ages to provide
Ferry Beach with abundant funds to:*

- Support ongoing dune preservation and increase campus sustainability operations
- Tend to the soul of Ferry Beach by developing spaces for contemplative practices and spiritual growth
- Nurture and celebrate the Universalist and Unitarian heritages of Ferry Beach by developing spaces and programs designed to build communities of love and justice

Ferry Beach 2nd Century Fund Capital Campaign Core Leadership Team

Rev. Bill and Barbara DeWolfe, *Honorary Co-Chairs*

Rev. Wendy von Zirpolo, *Ferry Beach Park Association
Board President*

Craig Lentz, *Executive Director*

Brad Cohen and Rev. Pat Hoertdoerfer, *Ferry Beach
2nd Century Fund Co-Chairs*

Sandy Hopkins, *Gifts Chair*

Gary Adams and Chuck Scheffreen,
Communications Co-Chairs

Carol Hayden and Nancy Knights,
Events Co-Chairs

Gail Forsyth-Vail, *Partnerships Chair*

Hilary Green, *Support*



Ferry Beach
5 Morris Avenue
Saco ME 04072
207-282-4489 / Fax 207-283-4465
www.ferrybeach.org