

LIGHT A CANDLE

the Lutheridge 75th Birthday CAPITAL CAMPAIGN



PASS THE FAITH



PO Box 830
Arden, NC 28704
828.684.2361
www.lutheridge.org
www.novusway.org





Dear Friend of Lutheridge,

With gratitude for 75 years of strong camping ministry, we celebrate Lutheridge's 75th birthday and all the ways God has formed faith, developed leaders, and built community in this place. We are excited to see what God will accomplish now through the **Lutheridge 75th Birthday** Capital Campaign. Every aspect of this campaign is designed to *light a candle* for the next 75 years of ministry. The generosity of those who love camp will strengthen this ministry and *pass the faith* to children, youth, and adults today and for future generations.

Guiding this campaign is a ministry of love for us and a joyful response to what God has given us through the ministry of camp. We both owe so much of who we are to how God used camp to develop us as leaders and form our faith. We know God has touched so many of your lives through camp as well.

We are delighted to be working alongside a strong Steering Team of volunteers who feel equally grateful to God for camp. They said yes to the call to serve camp through this campaign. Pastors Tim and Mary Canniff-Kuhn, who served as program directors at Lutheridge for 25 years, have agreed to chair the campaign. Another strong group of volunteers who said yes is the Lutheridge Master Planning Team. They have actively worked to prepare and present a plan to the board for the Lutheridge facility improvement and upgrade projects to be funded through this campaign.

We both, along with our spouses, Hannah Ward and Pastor Jason Schafer, have already made our individual family pledges to the campaign and have begun paying toward them. We are also pleased to announce that at the time of printing, we had already received \$760,000+ in commitments from ministry leaders before we formally announced the campaign. Camp friends, we invite you to join us as we prioritize camp for the sake of the campers, families, and adults we are blessed to serve. At Lutheridge, God is forming faith, developing leaders, and building community. The ministry of camp is vital to the church and the world. Together, let's move the camping ministry at Lutheridge into a new era.

With Gratitude,



Mike Ward
Interim Co-CEO



Mitzie Schafer
Interim Co-CEO

LUTHERIDGE

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...to provide experiences for all in God's creation that inspire faith, build relationships, and transform lives.

–MISSION



Steering Team

Pastors Tim & Mary Canniff-Kuhn
General Chairs

Retired Bishop Leonard Bolick
Honorary Chair

Retired Bishop Herman Yoos
Honorary Chair

Retired Bishop Julian Gordy
Honorary Chair

Retired Bishop Bill Trexler
Honorary Chair

Pastor Jane Mitcham
Alumni Co-Chair

Jenny Simmons
Alumni Co-Chair

Pastor Jason Lee
Board and Former Board Co-Chair

Tom O'Reilly
Board and Former Board Co-Chair

Pastor John Futterer
Congregational Gifts Co-Chair

Pastor Melody Simpkins
Congregational Gifts Co-Chair

NovusWay Staff

Mike Ward
Interim Co-CEO

Mitzie Schafer
Interim Co-CEO

Pastor Nathan Gragg
*Development Officer
& Campaign Manager*

Lutheridge Master Planning Team

Emily Bugay

Pastor Ginger Litman-Koon

Pastor Jason Antley

Joanna Britt

Kami Kinard

Marty Jenkins

Sue Tyler

Pastor Will Rose

Van Van Horne

Lutheridge Executive Director

Board of Directors

Pastor Amanda Highben
Retired Bishop Bill Trexler

Brian Lewis

Pastor Bruce Edwards

Charles Bridgers

Floyd Self
Chair

Pastor Jason Lee

Deacon Jerry Johnson
Treasurer

Kami Kinard
Secretary

Karen Harris

Dr. Keri Smith

Pastor Matt Henning

Ranate Patrick
Vice Chair

Pastor Steve Troisi

Tom O'Reilly

“Camp is more important than ever in providing leadership development, faith formation, and the experience of authentic Christian community – all in the midst of God's creation. It also continues offering “a place apart” for lay and rostered people to gather and be refreshed. These things cost more as expectations for staff, facilities, amenities, and infrastructure continue to rise. Lutheridge must catch up and move forward to create the same transformational experiences in new ways. This capital campaign will help this happen.”

–Pastor Mary Canniff-Kuhn – Co-Chair of the Campaign

How We Got Here

The Lutheridge camp community has shared feedback and insights about the need for camp upgrades and renovations for years. None of us are shy about pointing out the aging carpet, poor water pressure, datedness of buildings, or “ick” factor of places like the Lakeside Pavilion restrooms. We know the facilities need a refresh. But more importantly, we want to update our facilities to meet the changing expectations of parents and guests. While our individual cabin group design holds memories and nostalgia for us, having two adults in a room is safer. We can’t use our current cabins year-round; they sit vacant outside our summer programs. We need cabin designs that consider safety, privacy, and year-round use to position the ministry for long-term financial sustainability.

As the landscape of the church and camp registrations continue to change, we want to adapt to the groups seeking out our facilities. This means catering more to the comforts of adult and family guests. Our fastest-growing programs are grandparent camp and family camp. Parents today aren’t as comfortable letting their children stay at overnight camp, especially if they don’t have experience with the camp. However, they are coming to family camp with their children, which will introduce the power of camp to a new generation after parents see firsthand the value of a week of camp.

The projects in this campaign will give us the greatest movement toward a long-term sustainable future that meets the changing needs of parents, campers, and guests. The Lutheridge Master Planning Team spent significant time brainstorming and finetuning the plans and illustrations. In addition, at the end of 2023, many of our stakeholders completed a survey that asked them how they would prioritize potential projects. You overwhelmingly responded that your priorities were updating the camp for tomorrow and paying down debt. We listened. Those desires are truly reflected in this project list.



While this is a Lutheridge-focused campaign, we recognize our camp friends also greatly love Lutheridge’s North Carolina sister camp, Lutherock. An accompanying Pass the Faith project at Lutherock has been identified for donors and congregations who want to support that effort. In addition, direct costs for this campaign (travel, taking the staff to the NC Synod Gathering, printing, postage, and graphic design) have been covered by special gifts, grants, and an estate gift that was given for the benefit of Lutheridge. The annual ministry budget covers staff time for this appeal in exchange for a more significant payback of internal borrowing.

Our Campaign Goal

\$3.6 million to fund forward focused projects and strengthen the foundation of this life-changing ministry

“This campaign is about leaving camp in a better place for my nephews as they grow, become young men, and hopefully serve on summer staff themselves.” –Jenny Simmons – Alumni Team Co-Chair

“I remember when we used to light a candle and wind our way up through the pathways of Lutheridge to lay our individual stones together at the Chapel on Friday nights as part of the week’s celebration. The whole campaign to Light a Candle and Pass the Faith is about renewal. It is a shot in the arm for all camping ministries. It will be a reminder of the real gift that is here at Lutheridge.”

–Retired Bishop Bill Trexler – Honorary Chair & NovusWay Board Member

Proposed Campaign Projects

Each project has been carefully considered for its ability to attract new and returning campers and guests, provide increased revenue to sustain the annual ministry and improve our ability to build relationships that deepen faith formation. Our primary goals are to upgrade or renew facilities that serve all ages and utilize spaces year-round.

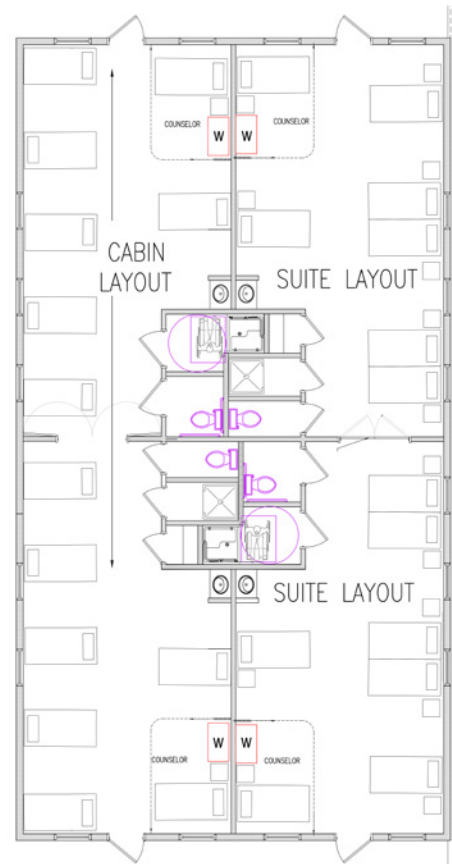
Building New Spaces for Today's Generation of Campers & Guests: \$2.55 million

Growing Our Programs that Pass the Faith to All Ages

NEW COTTAGES IN PIONEER A

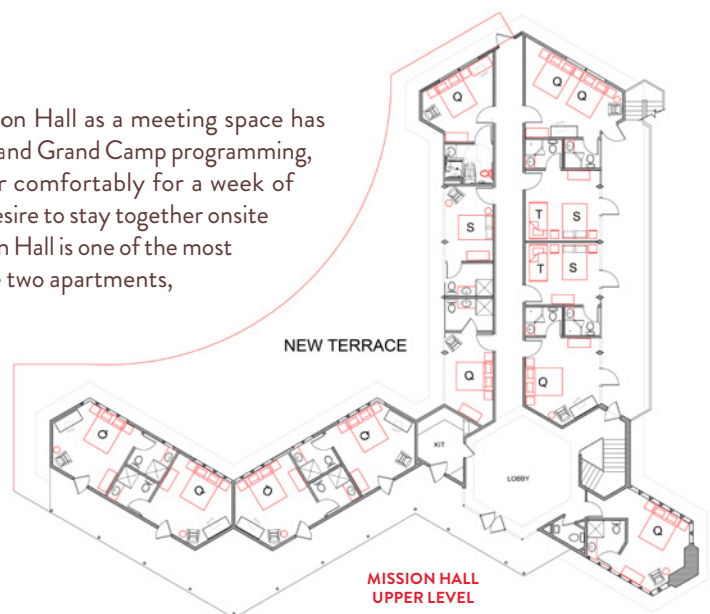
This project will replace individual cabins in our Pioneer A area at the bottom of the hill with new all-season cottages that accommodate 4 cabin groups or individual families. As we learn from camps across the country and listen to our own camper parents, we know that cabins designed for individual groups of 1 counselor, 8 campers, bunk beds, and one bathroom unit are a thing of the past. As a ministry accredited by the American Camp Association, we know that a 2-12/14 counselor-camper ratio is now the best practice. Bunk beds and single-season units prevent us from renting or using our cabins year-round for groups with adults. In addition, our current cabins are worn out and not built to ward off mold and mildew. They sit empty 10 months of the year.

- ▶ We will add three Cottages in Pioneer A that will accommodate 72 campers.
- ▶ Each side of the Cottages will house the equivalent of two camper cabin groups in the summer, with a wall that opens in the center. This allows for a counselor on both sides of the cabin next to the doors and 12 camper twin beds in total.
- ▶ Each room (four per cottage) will include private toilet rooms, shower rooms, and sinks. ADA compliance will be met.
- ▶ All cottages will have year-round HVAC units.
- ▶ In the non-summer or during grand/family camp, two twin beds can be connected to make a king bed, allowing adults and children to be in the same room. By closing the doors between the rooms, four individual families can be accommodated in a single Cottage with private rooms much larger than a room in KohnJoy Hall or Thornburg Hall.



TRANSFORMING MISSION HALL INTO HOUSING

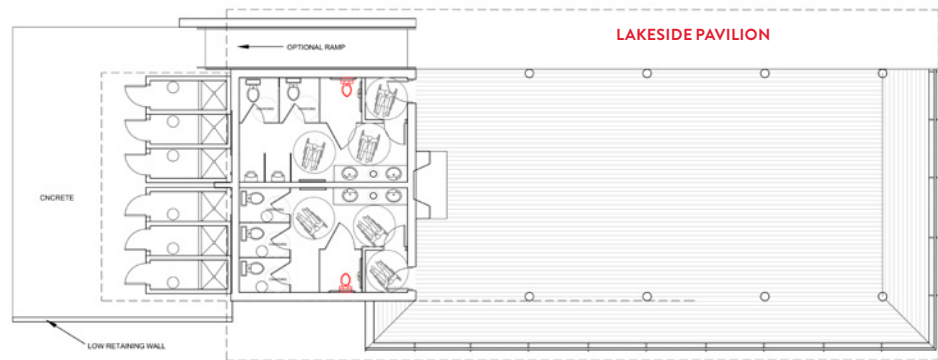
Since the opening of the Faith Center, the need to use Mission Hall as a meeting space has decreased significantly. Instead, with the growth of Family Camp and Grand Camp programming, we need more adult housing where families can live together comfortably for a week of programming. We have also had to turn away larger groups who desire to stay together onsite because we didn't have enough guest rooms. The view from Mission Hall is one of the most beautiful on camp. The Mission Hall transformation will turn the two apartments, upstairs meeting room, and downstairs covered space and office space into 17 guest rooms, all with private bathrooms. There is no need to pour new footings, add a slab, or add a roof. With this change, we estimate an additional \$250,000 in lodging revenue annually to strengthen the ministry and our impact. We believe this will become the most requested housing space at Lutheridge and will support our effort to grow wedding revenue, a critical market for sustainability. It will benefit hosted ministry retreat groups and adult & family camps.



Care for Our Current Facilities that Have Been So Important for So Long: **\$545,000** *Stewarding the Resources Provided Over the Last 75 Years*

TRANSFORMING LAKESIDE LODGE RESTROOMS ↘

If we are being honest, we don't know anyone who likes using the Lakeside restrooms these days. They have been well-used, but in their current state of "ick," they are causing us to lose campers and groups. Through this transformation, we will raise the floor in the current restrooms to match the height of the deck of Lakeside Lodge. You will enter the restrooms from either side of the fireplace. Restrooms on this level will include sinks and private toilet stalls. On the backside of the building, where the current entrances to the bathrooms are located, we will add 5 individual shower stalls with changing rooms for privacy. They will provide our Outdoor Adventure Program campers with the necessary facilities while creating a better experience for all guests year-round.



WHISNANT CHAPEL ↘

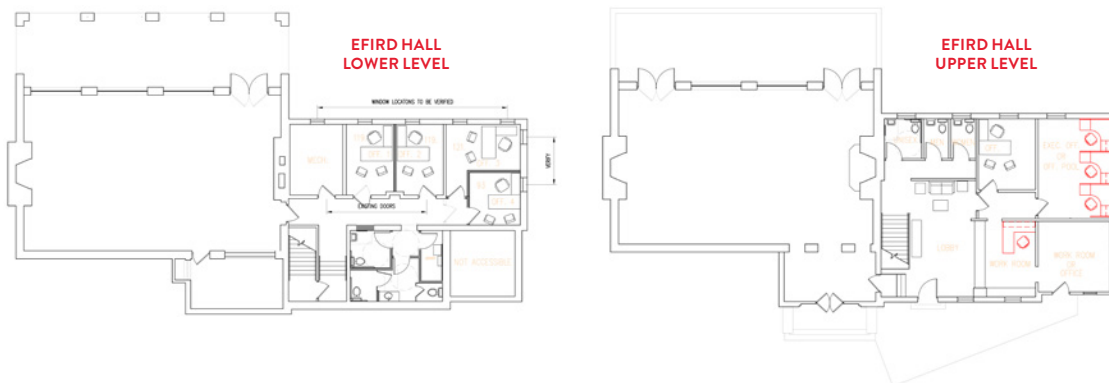
The chapel is a favorite space on campus. While we love the open-air windows, this design doesn't allow for year-round use, adds to the amount of cleaning necessary with each use, and this beautiful space sits empty much of the year. More year-round use would allow the chapel to host more weddings, benefitting the camp through a significant increase in revenue. This transformation will replace the roll-up window covers with clear glass windowpanes that can be opened or closed depending on the weather. We will also update the restrooms to make them more guest-friendly.

FAITH CENTER UPDATES ↘

As Lutheridge's primary meeting space, the Faith Center requires a refresh to ensure we continue to attract rental groups needing more sophisticated technology for presentations and worship. Although it isn't part of the campaign, the facility received a new roof in May 2024. This part of the campaign will focus on the inside of the building by replacing the carpet, improving the audio/visual technology, and updating the restrooms.

EFIRD HALL ↘

Efird Hall, Lutheridge's front door, hasn't been updated since before 2001. Mission Hall is a poor office space for staff, and it is removed from the heartbeat of camp. No two days at camp are ever the same, so having a consistent presence in Efird Hall is critical for providing quality hospitality to our guests. We will move our NovusWay staff into lower Efird by reconfiguring the restrooms and storage spaces into offices that allow for collaboration and accessibility for guests. We will replace the 1960s paneling, upgrade the lighting, add central heating and air conditioning, replace the windows, and renovate the upstairs restrooms.



KOHNJOY INN ↘

Evaluations have identified several areas for improving Kohnjoy Inn, including eliminating the mildew smell in the carpet, accommodating the desire for larger beds, and improving water pressure. The rooms feel "tired." With this renovation, we will replace the flooring with waterproof vinyl, upgrade the bathrooms, paint, and reconfigure the layout. The building has just received a new roof and new queen-size mattresses.

Strengthen Ministry for the Future by Paying Off Debt: **\$500,000**

Responding to Your Desire to Position Camp for a Strong Financial Future

PAYDOWN THE DEBT: \$500,000

The generosity of those who give through this campaign will benefit Lutheridge's long-term viability. We are delighted that 20% of all unrestricted gifts, until we reach \$500,000, will be applied to debt repayment.

CAMPAIGN EXPENSES AND CONTINGENCIES: Already Been Covered

Campaign costs, including consulting, staff time, material development, events, and travel.



IMPLEMENTATION ↘

Our plan is to begin each project only when we have 100% of the cash on hand. We are hopeful that in 2024, we can accomplish Mattresses (done), KohnJoy roof (done), Faith Center (planned for August if cash is on hand), and Efird Hall (planned for November/December if cash is on hand). We would like to have Lakeside restrooms completed by summer 2025. Mission Hall is a priority to help maximize revenue potential, but will likely happen in Winter 2025/2026. The PA Cottages would follow in 2027, hopefully in time for summer 2027.

Challenge Projects: *If we exceed our goal...*

THORNBURG HALL ↘

The Lutheridge Master Planning Team considered all areas of the campus. Thornburg Hall is on the list of upgrades but isn't included in the \$3.6 million goal for this campaign. If giving exceeds this goal, the Thornburg project will be the next on the list to complete. It includes privatizing showers for lower-level rooms to better cater to guests with accessibility and privacy expectations. Upstairs rooms will remain suites to cater to families.

PIONEER B COTTAGES ↘

If funding allows, we will continue replacing all single-cabin group cabins with the new cottage model throughout campus.

FURTHER RENOVATION OF KEY FACILITIES LISTED ABOVE ↘

Some renovation projects included in the campaign goal can be done to a deeper level than currently planned.

"From being on the board, I see the need drastically in front of us to take care of the gift God has given us in this camp. I am encouraged about what camp will look like when we are done and what it will mean for future generations of campers, counselors, and guests."

–Tom O'Reilly – Board & Former Board Co-Chair & Current NovusWay Board Member

What it Will Take For Us To Get There Together

Tentative Timeline for the One-Year Campaign:

April-May 2024: Board Member & Campaign Team effort

May 2024: Kick-off the campaign at NC Synod Gathering

July 2024: Lutheridge Residents effort

July-Dec. 2024: Major Donor effort

Oct.-Dec. 2024: Former Board effort

Oct. 2024-June 2025: Summer Staff Alumni effort

Aug.-Nov. 2024: Congregation leader training events

Jan.-June 2025: NC Synod Congregations lead campaign efforts

Jan.-June 2025: Congregations outside NC Synod may lead a campaign effort

NAMING/MEMORIAL OPPORTUNITIES

All gifts of \$7,500 or more will be permanently recognized on a “Wall of Honor” to be erected after the campaign. In addition to that, the following naming/memorial opportunities have been identified (and more may be discerned as the campaign progresses).

New Pioneer A Cottages

- ▶ Pioneer A Cottage: \$225,000
- ▶ Room in a Pioneer A Cottage: \$75,000 (4 per Cottage)
- ▶ Porch for a Pioneer A Cottage: \$22,500
- ▶ Furnishing for a Pioneer A Cottage: \$15,000

Lakeside Pavilion

- ▶ Lakeside Lodge Restrooms: \$50,000
- ▶ Lakeside Lodge Shower: \$10,000 (per stall, 5 total)

Other Opportunities

- ▶ Home Office Suite in Efrid Hall: \$150,000
- ▶ Lower level meeting in Efrid: \$100,000
- ▶ Landscaping: \$100,000 to beautify the site (signage, planting, sidewalk repairs, gravel, trail repair)

Mission Hall Transformation

- ▶ Mission Hall Building: \$400,000
- ▶ Mission Hall Lobby: \$50,000
- ▶ Mission Hall Room: \$35,000 (15 total)
- ▶ Mission Hall Fireplace Room: \$50,000 (2 total)
- ▶ Mission Hall Back Terrace: \$75,000
- ▶ Mission Hall Kitchen & Hospitality Room: \$35,000
- ▶ Mission Hall endowment: minimum of \$100,000
- ▶ Mission Hall landscaping/grounds: \$25,000
- ▶ Furnishings: \$75,000
- ▶ Inside wing/Upper Outside Wing/Lower level: \$100,000 (3 available)

A GOAL WE CAN REACH TOGETHER

Generous gifts of all sizes will be combined to reach our goal of \$3.6 million.

NUMBER OF GIFTS	VALUE OF GIFT	MULTI-YEAR PAYMENT IDEAS
1	\$375,000	Half of \$750,000
2	\$225,000	\$75,000 for 3 Years
3	\$150,000	\$75,000 for 2 Years
6	\$75,000	\$25,000 for 3 Years
9	\$45,000	\$7,500 Twice/Year for 3 Years
10	\$37,500	Half of \$75,000
13	\$22,500	\$7,500 for 3 years
15	\$15,000	\$7,500 for 2 Years
22	\$7,500	\$2,500 for 3 Years
25	\$3,750	Half of \$7,500
40	\$2,250	\$750 for 3 Years
50	\$1,500	\$750 for 2 Years
55	\$750	\$250 for 3 Years
30	\$225	\$75 for 3 Years
30	\$75	\$1 for each year of Lutheridge

CONGREGATION GIFTS CAMPAIGN

Congregations in the North Carolina Synod, with permission from the NC Synod Council, will be invited to participate in this focused one-year campaign using a three-step process:

1. Receive a congregation council visit to learn the specifics of the campaign projects, timetable, and activities.
2. Select a member of the congregation to serve as the campaign leader and have that selected leader attend a training program.
3. Set a goal for the congregation and then conduct a 4-5 week campaign effort that offers every family of the congregation an opportunity to participate through a contribution.

Lutheridge will provide all materials necessary to successfully implement the campaign, including brochures, bulletin inserts, and training materials.

NOTE: Congregations in our partnering Southeastern, South Carolina, and Florida-Bahamas Synods may contact us for training and materials to lead a campaign effort in their congregations. Contact Pastor Nathan Gragg at (828) 209-6326 or NGragg@NovusWay.org