

CAPITAL CAMPAIGN

100 SHRINE MONT

"YOU ALSO, AS Living Stones, ARE BEING BUILT UP AS A SPIRITUAL HOUSE"
1 PETER 2:5



Since 1925, Shrine Mont has been a welcoming "place apart" for rest, devotion, fellowship, learning, and education, where *all* may grow in the grace of God. A hundred years later, extensive renovations and new investment are needed to ensure that Shrine Mont thrives for the next one hundred years.

For the past five years, we have explored the feasibility of a major fundraising campaign. We have heard from Shrine Mont lovers of every stripe about why you return, what you want to preserve, and what you think could be improved. Your stories and observations have made it clear: There is strong support for an ambitious campaign.

Scripture calls us to be "like living stones... built into a spiritual house" (1 Peter 2:5). As Shrine Mont celebrates its centennial and prepares for the future, we give thanks for everyone who has shaped this sacred place: campers, clergy, families, and friends. Each of you is a "living stone" in its enduring foundation, and we hope you'll join in **The Living Stones** campaign.

A MESSAGE FROM KEVIN & MARY MOOMAW

Dear Friends,

Each year Shrine Mont welcomes over 15,000 guests, including summer campers, parish retreats, community and arts groups, family reunions, and solo vacationers.

For these 15,000 guests Shrine Mont is 15,000 different things, from sitting on the porch with your family, to catching salamanders with your children at the pond. It is our job to make sure that these different folks have the time of their life. In order to keep doing this, our facilities and gathering places need to be updated, safe, and accessible, and our endowment needs to be strong to keep rates affordable and family-friendly.

We understand, through numerous personal discussions and from feedback during the feasibility study, what our guests need in the coming century. **The Living Stones** Capital Campaign answers this need. It will guide Shrine Mont into the next chapter of its history and serve the generations to come.

A summary of the projects that this vital campaign will make possible are outlined in the following pages. We hope that as you review our plans for the restoration of the buildings and facilities, you do so with a smile on your face for all the memories that you have had here.

As for our family, we are all in on this campaign. Our own history is woven into the history of Shrine Mont. We have a story for every trail, every building, every chair. We know the value of this home in the mountains and that in our own giving we will allow Shrine Mont to provide the same "place apart" that we have cherished for generations.

We ask that you join us and others whose generosity will ensure Shrine Mont's future sustainability.

Kevin Moomaw
Executive Director

Mary Moomaw
Program Director



A MESSAGE FROM BISHOP STEVENSON

I write to you with immense joy and a profound sense of hope as Shrine Mont embarks on a truly momentous endeavor: **The Living Stones** Capital Campaign. This campaign is not merely about raising funds; it is about securing the vibrant future of our beloved Shrine Mont, an invaluable treasure that enriches the lives of countless individuals within the Diocese of Virginia and beyond.

For a century, Shrine Mont has stood as a beacon of spiritual nourishment, a sanctuary for reflection and renewal, and a gathering place where faith is deepened and community is strengthened. It has been the setting for transformative retreats, joyful summer camps, insightful conferences, and renewal of connections among friends and family. The sacred grounds and cherished facilities of Shrine Mont have played an indispensable role in the spiritual formation of generations within our diocese and have warmly welcomed guests from far and wide.

As we look towards the next century of ministry, it is vital that we invest in the preservation and enhancement of this sacred place. **The Living Stones** campaign will provide the resources necessary to ensure that Shrine Mont continues to be a place of welcome, growth, and inspiration for all who seek its embrace. These funds will be strategically directed towards vital capital improvements, ensuring the long-term sustainability and accessibility of Shrine Mont's facilities. This includes essential upgrades to our buildings, the modernization of our infrastructure, and the growth of our endowment fund.

The success of this campaign is not the responsibility of a select few, but a collective effort that calls upon the generosity and commitment of our entire diocesan family and all those who hold Shrine Mont dear. Your participation, at whatever level you are able, will make a tangible difference in our ability to preserve and enhance this sacred space for future generations. By contributing to the campaign, you are directly investing in the spiritual vitality of our diocese and ensuring that Shrine Mont continues to be a source of blessing and transformation for all who come here.

I ask you to prayerfully consider how you might participate in this historic campaign. Your generosity will ensure that the legacy of faith, fellowship, and renewal that defines Shrine Mont will flourish for centuries to come. Together, we can ensure that Shrine Mont remains a cherished spiritual home for all.

With heartfelt gratitude and anticipation,

The Rt. Rev'd E. Mark Stevenson Bishop of the Episcopal Diocese of Virginia



Rt. Rev'd E. Mark Stevenson

SHRINE MONT: A PLACE APART, COMMITTED TO...

OUR SPIRITUAL MISSION as the home of the Cathedral Shrine of the Transfiguration — for many, the spiritual center of the diocese and a place that has nurtured the lives of so many friends and guests.

HISTORIC PRESERVATION exemplified by the purchase, renovation, and repurposing of the Orkney Springs Hotel, in 1979.

CULTURAL OUTREACH, through art workshops and camps, and as the home of both the Shenandoah Valley Music Festival and an important collection of works by noted landscape painter John Douglas Woodward (1846–1924), uncle of Shrine Mont's founder, Dr. Edmund L. Woodward.



SUSTAINING SHRINE MONT FOR FUTURE GENERATIONS

Shrine Mont's mission is to provide a "place apart" for rest, devotion, fellowship, learning, and education, where *all* may grow in the grace of God. Our home in the mountains invites everyone, regardless of background or belief, to deepen their connection with the divine.

With **The Living Stones** Capital Campaign, we recommit to our mission, and to faithful stewardship of our mountain home. We seek to renovate and preserve our historic buildings and grounds, and continue to be welcoming and affordable to *all*, for generations to come. In so doing, we are addressing the evolving needs of the 15,000 retreat participants, families and other vacationers, campers, and cultural event-goers who visit us every year.

FUNDRAISING GOALS

- Refurbish, enhance, and expand
 Shrine Mont's facilities
 Projected cost: \$6.8 million
- 2 Substantially grow the endowment to support our operations, affordability, and outreach.

 Projected cost: \$6-\$8 million

"WHEN I THINK OF SHRINE MONT, I THINK OF A PLACE APART, APART FROM TIME. IT WHISPERS PEACE, EASE, BELONGING, AND GOD'S LOVE. I FEEL STRONGER AND MORE ALIVE AND PRESENT TO THE NATURAL WORLD AT SHRINE MONT, FULL OF HOPE AND POSSIBILITY, GRATITUDE AND REFLECTION, REST AND RESTORATION...BEING THERE IS LIKE A PAUSE IN TIME, A STEP OUT OF YOUR REGULAR LIFE, TO JUST BE, TO FEEL ALIVE IN THE WORLD, AND TO FEEL GOD'S CLOSENESS."

ELIZABETH HARVARD CAMPAIGN <u>COMMITTEE MEMBER</u>

"WHEN WE THINK ABOUT THE FUTURE WE HAVE TO BE REALLY REALISTIC THAT 100 YEAR OLD BUILDINGS THAT WERE ONLY MEANT TO LAST FOR 40 YEARS SOMETIMES NEED TO BE UPDATED. IT'S NOT THE BUILDING THAT MAKES IT SPECIAL, IT IS THE GATHERING OF PEOPLE AND SOMETIMES WE NEED TO DO NEW THINGS TO MAKE IT EASIER FOR PEOPLE TO GATHER."



THE LIVING STONES CAPITAL CAMPAIGN

GOAL #1 REFURBISH, ENHANCE, AND EXPAND SHRINE MONT'S FACILITIES

ART HALL AND BROWN HALL

PROJECT & IMPACT

Tucker Hall is the central meeting place and dining facility for those who stay in the cottages up the hill. This complex includes the dining rooms and kitchen, Brown Hall, Art Hall, and the Bird Cage. Originally built to host 120 people, it now serves up to 300 at a time.

Art Hall and Brown Hall are often inundated during heavy rains, when surface water washes in. These buildings need to be completely restored from the foundations up, and the surrounding landscape stabilized.

While Art Hall and Brown Hall will be more spacious, accessible, and resilient, and give our art collection a better home, they will retain the unique character we all love. They will also remain true to the founder's vision of a communal space in the heart of nature. Floor plans and renderings can be found on our website: www.shrinemont.com/100.



SUMMARY

Expand and restore Art Hall and Brown Hall and their surrounding landscape, to create more accessible gathering places for our guests and a more suitable home for our treasured art collection.



THE CROSS PROJECT & IMPACT

The first cross was built on Spring Mountain in 1934. The current cross and observation tower, located on the south ridge, offers views of the Blue Ridge and Great North mountains. Hiking to the Cross is one of the most popular activities at Shrine Mont. It needs to be rebuilt to address potential safety concerns.

SUMMARY

Rebuild and secure the Cross for generations to come.



SHELTER CHAPEL AND FISH POND PROJECT & IMPACT

The Shelter Chapel is part of the Cathedral Shrine complex and was dedicated and consecrated in 1936 to be used as a worship space in inclement weather. The chapel is a favorite of many for its cozy ambience. After 90 years of service, the chapel's stone walls need repointing and the foundation needs to be stabilized. The adjacent fish pond also needs repointing and stabilizing.

SUMMARY

Repoint the Shelter Chapel and Fish Pond.

"THE STONES, WHICH CAME DOWN FROM THE MOUNTAIN BEHIND THE SHRINE, MAKE ME THINK OF ALL THE PEOPLE THAT HAVE BEEN AT SHRINE MONT. WE ARE ALL DIFFERENT COLORS AND SHAPES AND SIZES. AND TO SIT IN THAT PLACE AND TO WORSHIP IS A LIFE CHANGING EXPERIENCE ON THIS MOUNTAIN."

CAROLYN MOOMAW CHILTON
DAUGHTER OF FORMER DIRECTOR WILMER MOOMAW AND HIS WIFE NELLIE

LEXINGTON HOUSE *PROJECT & IMPACT*

Lexington is a 19th-century house that Shrine Mont acquired in 1979 with the Orkney Springs Hotel. This historic building needs renovation. It can host up to 15 people, with numerous bedrooms, bathrooms and porches. The foundation needs to be repaired and the interior made more welcoming and comfortable.

SUMMARY

Renovate historic Lexington House to make it structurally sound and more comfortable.



POOL *PROJECT & IMPACT*

Built in 2003, our ADA compliant beach-entry pool has lap lanes and is 25 yards long. Open to Shrine Mont guests from Memorial Day to Labor Day, it is one of the most popular amenities on the Mountain and is scheduled to be resurfaced soon. This will include repairing and replacing tiles and mending cracks, which can lead to leaks and higher water bills, and repainting.

SUMMARY

Resurface the pool to ensure its continued functionality.

"THE IDEA THAT MY KIDS ARE HAVING THE SAME EXPERIENCE THAT I HAD AS A CHILD IS MEANINGFUL."

SUSAN HOBSON GUEST

LOWER PAVILION *PROJECT & IMPACT*

This pavilion is one of Shrine Mont's most versatile buildings, serving a broad range of needs. Besides being the renowned home of the Shenandoah Valley Music Festival, it serves as an auditorium for large groups and conferences, an athletic venue for campers and other guests, and a shelter for outdoor events in case of rain.

Built in the mid-1960's, the Lower Pavilion is in need of a complete rebuild, including electrical, plumbing, and structural improvements, accessibility upgrades, and a roof with larger overhangs.



SUMMARY

Renovate the Lower Pavilion to make it a better venue for all of its many purposes.



UPPER POND *PROJECT & IMPACT*

"The Lake" was built in 1965 to give guests and campers a place to fish and canoe. After the base of the dam began to leak, the "Lake" fell out of use and became the "Dead Sea." We envision repairing the dam and bringing the Upper Pond back for use by guests and campers whose activities are oriented up the hill. This will also give Shrine Mont access to the far side of the pond (away from the Upper Pavilion), where there is undeveloped land that we could eventually use for things like staff housing and more winter cottages. Fixing the pond would allow us to put infrastructure through the repaired dam to serve those future buildings.

SUMMARY

Resurrect the Upper Pond to give guests and campers another recreational facility, and to add infrastructure for future uses.

THE LIVING STONES CAPITAL CAMPAIGN

GOAL #2 GROW THE ENDOWMENT TO SUPPORT OPERATIONS, AFFORDABILITY, AND OUTREACH

Increasing Shrine Mont's endowment, currently at \$4 million and not a source of operational income, is critical to our long-term sustainability. An **additional \$6 to \$8 million** would generate an income stream that could be truly transformative. It could:

- Provide robust support for timely facilities maintenance, improved programming and outreach, and adequate staffing
- Enable us to keep our rates family-friendly for generations to come
- Insulate us from unexpected financial pressures
- Allow us to take advantage of new opportunities as they arise

Funds for the endowment will be raised both through the campaign and also through Shrine Mont's legacy program, The Transfiguration Society. More information on this planned giving program can be found at shrinemont.giftlegacy.com or by reaching out to Tom Baker, Coordinator of Major and Planned Gifts at 804-539-2349 or majorgifts@shrinemont.com.

CREATING OPPORTUNITIES: INVITING ALL TO THE MOUNTAIN

Inspired by the words from 1 Peter, **The Living Stones** Capital Campaign seeks to extend Shrine Mont's "spiritual house" to those who have yet to experience its peace and restorative power. Although more than 15,000 people visit the Mountain each year, many others face barriers that prevent them from coming.

Through this campaign, we are committed to opening Shrine Mont's doors wider—to welcome those who might otherwise never experience its peace, its beauty, and its gift of community. This effort will provide the means for underserved individuals, children, and families to attend a retreat or participate in a Shrine Mont program—opportunities many take for granted. We will be setting aside a portion of the annual income from our endowment to fund a new effort that will enable more people to participate in Shrine Mont programs.

By supporting this campaign, you are helping to build a more inclusive community. Together, we are being built into a spiritual house—one living stone at a time.

CAMPAIGN GOALS

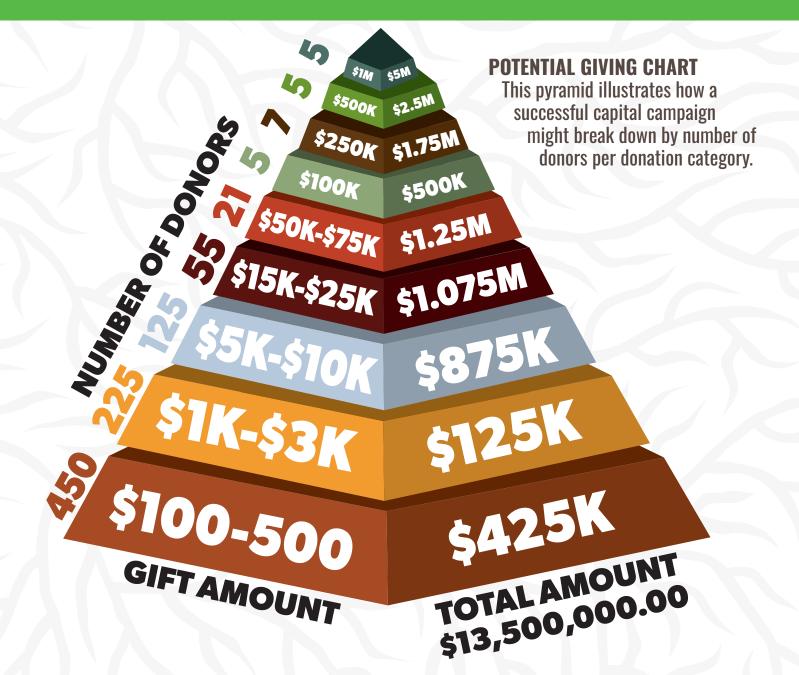
GOAL #1: CAPITAL PROJECTS

Art Hall and Brown Hall \$4 million Shelter Chapel \$125.000 Cross \$150,000 \$650,000 **Lexington House** Pool \$100,000 **Pavilion** \$1 million \$125.000 **Upper Pond** \$620,000 **Contingency** \$6,770,000 **Total**

GOAL #2: GROWING THE ENDOWMENT

Endowment: Raise an additional \$6 million - \$8 million

A larger endowment will enable Shrine Mont to fund opportunities to bring more people to the mountain.



MESSAGES FROM THE CAPITAL CAMPAIGN CO-CHAIRS



Helen and David Penrod

Shrine Mont is a special community of God's creation that has touched our lives in so many ways. It is so much more than just a quiet place apart to relax or meditate. It has hosted our annual parish retreat, provided for our family reunion, and fostered meaningful summer experiences as campers and counselors for eight of our children and grandchildren. Shrine Mont evokes memories of conversations in porch rocking chairs with old and new friends, group hikes to the cross, the dinner bell calling everyone to wonderful food, storytelling around campfires, laughing children in

the pool, and campers linked arm-in-arm singing and swaying to "Wind,

Wind Blow on Me" in a cathedral with the world's tallest ceiling.

When we learned that Shrine Mont was planning a capital campaign to celebrate its first 100 years, we promptly offered to help in any way we could, including making a meaningful financial contribution. Later, when we were asked to co-chair the capital campaign, we immediately and enthusiastically said YES!

We want to do all that we can to honor Shrine Mont's accomplishments and ensure that its legacy continues growing for the next 100 years.

HELEN AND DAVID PENROD

My family has been coming to Shrine Mont for the same week in August, with the same group of friends and relations, since I was seven, in 1973. Back then, the candy store was in the post office, the tennis courts were in the woods, and every day we nearly died in the frigid waters of the ancient pool.

Over the years, some things have changed. Our reunion group has evolved with the addition of husbands, wives, children, and new friends, and with the loss of parents and grandparents. But mostly, Shrine Mont is the same. The bell always rings, the porch doors slap, sacred rituals repeat: North Mountain, Happy Valley,



Kathleen and Hattie, Shrine Mont, 1997

Seven Springs, the Cross, fried chicken, butt buns, meatloaf. We come back year after year for the natural beauty, the peaceful rhythm, and above all, for each other. For me, there's no place quite like it.

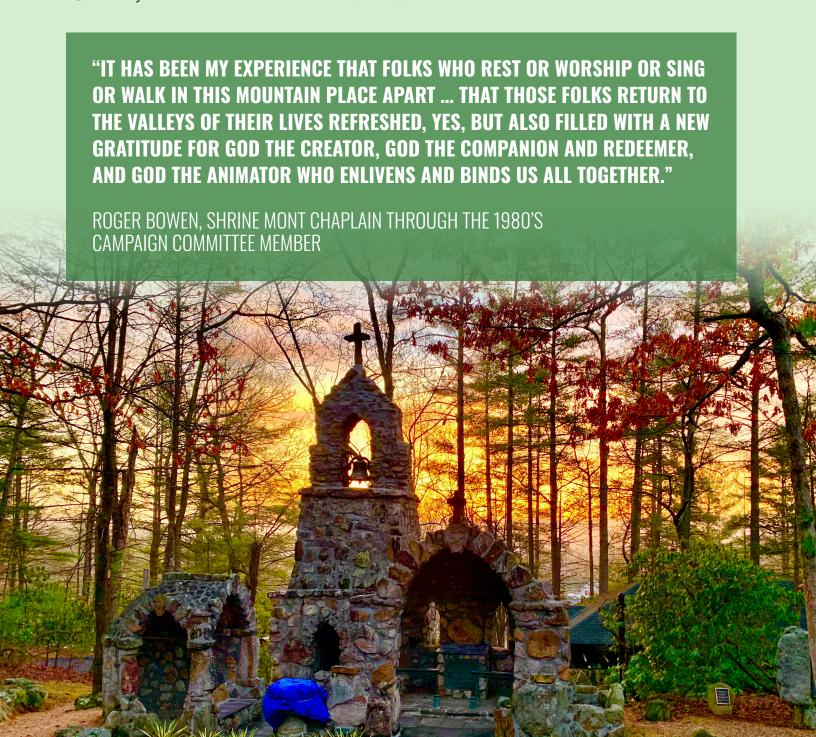
One hundred years after the consecration of the shrine, and as my daughter Hattie prepares to marry Andrew in that splendid and humble cathedral three days after its reconsecration, I am totally committed to making sure that Shrine Mont thrives for generations to come. It is an honor and a joy to serve as co-chair of the centennial capital campaign with Helen and David.

CAMPAIGN COMMITTEE

The Rt. Rev'd E. Mark Stevenson,
Honorary Chair
Kathleen Hobson, Co-Chair
David Penrod, Co-Chair
Helen Penrod, Co-Chair
Tom Baker
Douglas Barton
Brian Bonnet
Rev. Roger Bowen
Catherine Crum
Penelope de Bordenave Saffer
John Duffy

Ray Foote
Kirk Gibson
Jennifer Gregory
Elizabeth Harvard
Hartley Hobson Wensing
Katherine Layton
Lisa Lettau
Virginia Lewis
Jan Meredith
Tom Meredith
Rev. Andrew Merrow
Kevin Moomaw

Mary Moomaw Jonathan Sarver Linda North Janet Peyton Sue Rainey Elizabeth Rawlings Hunter Rawlings Gary Shook Mitzi van der Veer Rhoda Wheeler



WHAT SHRINE MONT MEANS TO ME

"Having just retired as rector for 40 years of St. Mary's, Arlington, I am so grateful that in 1985, my first year as rector, I had the good sense to sign us up for annual parish weekends. Those weekends have continued to form and shape the identity and health of that community of faith ever since."

Andrew Merrow, Retired Rector & Campaign Committee Member





"Shrine Mont is a means by which you can mark the passage of time. Many of the people that we overlapped with here, I don't see other than this very special place, which is really remarkable, because you can pick up right where you left off, but being able to touch in with people every year, and it feels like no time at all has passed."

Jono Sarver, Campaign Committee Member

"The beauty of family camp is that there is no set way of thinking about what a family is supposed to look like. That family comes together as they are. We make up the wider, bigger, family of God that is gathered there on the mountain."

Jay Lee Hill Jr., Canon for Racial Justice and Healing



"There is a kind of frenzied pace to our culture right now. So going somewhere where you can intentionally calm down, rest, relax, sounds very inviting."

Jabriel Hasan, Vestry, St. Peter's Episcopal Church

"Shrine Mont has meant so much to me because I am able to maintain a tradition with my children. We always know that that week in August we will all be together here."

Ashley Slade, Guest

HAVE A STORY OR MEMORY TO SHARE?

Shrine Mont has a hundred years' worth of history, stories, and memories and we want to hear about them! Fill out the form at tinyurl.com/shrinemontstories or by scanning the QR code. You can upload your written words, audio files, or videos.



WHAT CAN YOU DO?

The Living Stones Capital Campaign presents a unique opportunity to invest in the very foundations of Shrine Mont, ensuring its ability to continue serving as a sanctuary for reflection, renewal, and connection for *all* who come here. With your generous help, Shrine Mont will remain a beacon of faith and a source of spiritual nourishment for another 100 years.

How You Can Participate

Reflect on Your Campaign Commitment

We understand that making a financial commitment requires thoughtful consideration. Take your time, and feel free to contact Kirk Gibson, Kevin Moomaw, or Tom Baker with any questions and concerns. The Declaration of Giving form may answer some of them.

Complete a Declaration of Giving Form

By filling out this form, you are helping Shrine Mont leadership keep track of the collective intentions of the people we serve, and help the Board to plan and budget appropriately.

Keep Shrine Mont in Your Prayers

Our own hearts and minds have been steadfastly focused on God's will throughout this entire process. Your joining us in prayer will fortify all of us as we work together toward our shared goals.

Stay Connected and Informed

For information and updates about the **The Living Stones** Capital Campaign, please see the frequently asked questions found on our campaign page (shrinemont.com/100). We will also continue to share updates and campaign milestones via our email newsletters, website, and social media.



