





Friends in Christ,

“There’s just something about this place.” I hear some version of this again and again from people of all ages who visit Massanetta Springs. The lines between heaven and earth get really thin here. What a gift Massanetta is, especially now.

Massanetta is a gift, and I can’t help thinking that when you give a gift, it always says something to those receiving it. The Massanetta gift does not always say what it needs to. Right now, our facilities unintentionally say those with mobility challenges are less welcome. In the Covid era, our rooms say the safety of privacy isn’t that important. Many of our facilities practically shout of an era when expectations for lodging were different, and that we have not yet changed to meet people where they are now.

Starting in 2022, we step into a second century of ministry, and we want to be sure our entire ministry, including our facilities, speak of our commitment to be, “a place for all people to experience God through renewal, discovery, and hospitality.” The plan shared in the following pages is a big step, but one that will have an even greater return. When people leave our campus, we want them saying “There’s just something about that place,” for generations to come. This campaign is key to ensuring that happens.

As you learn more about the ***Building A Place For All Campaign***, I hope, like me, you’ll be energized by how the Holy Spirit is calling us to act boldly. This campaign is about so much more than a building. It’s really about the impact of Massanetta on future children, youth, and adults. It’s about shining the light of Christ a little brighter in this corner of creation. As the name suggests, it’s about building a place for all. And that, friends, is what Massanetta has always been about. I’m excited to give to this campaign, and I hope you will be too.

Clayton Rascoe
Executive Director

A Partner in Ministry

The 2019 Effective Camp Research Project* found that one week's worth of participation at a place like Massanetta Springs positively impacts campers in ways that extend to their families, churches, and beyond.

This research shows outcomes like increased Bible reading, church attendance, and a deeper prayer life. Children and Youth reported that their growth in faith helps them in their daily life at home. This is faith development. This is leadership development.

At Massanetta, this is tangibly true. The next generation of church leaders is shaped right here. The Advocate Program (formerly the Enabler Program), has developed high school students into lasting Christian leaders since the 1990's. A look at the annual rosters show *at least* forty-three (43) people who are now ordained clergy, have or are currently working in the church in a non-ordained capacity, or currently in seminary. Many more from that program are also elders, deacons, and committed church leaders in other capacities in an era where that is declining among young people. This is just one example. The Bible and Church Music Conference, Camp Massanetta, the Summer Staff Alumni and so many other parts of our ministry echo the same results.

We know this life-changing impact isn't limited to our youth. Massanetta's conferences have similar faith building effects in adults. Equipping our congregations and our communities with leaders and volunteers who are strong in their Christian faith is part of our shared ministry with the broader Church. It is a privilege to partner in extending hope and God's reassurances in this way.

*For more information on the Effective Camp Research Project, visit www.effectivecamp.com.

"Massanetta was one of the first places that I truly understood what it meant to be a Presbyterian. It was a place where, when I felt like I didn't quite fit in my own church community, I found a community who loved and welcomed me for every part of me."

—ZOEY HOWE, ADVOCATE

Massanetta Leadership

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Improved Lodging

Lodging is a first-line impression of Massanetta's hospitality. Richardson, originally a transplanted military barracks and then added onto in the middle of the last century, has served our ministry well, housing thousands of folks over the years. But now, the jack-and-jill style rooms have lost their appeal – increasingly so in response to a global health pandemic – and renovating this building to a current standard was found to not be cost-effective.

A new, nearly 50-room hotel-style building will replace most of the housing accommodations from Richardson. This new lodging will more than double the number of hotel-style rooms – our most requested housing arrangement – on our campus. Located near the main parking lot, and with easy access to the Historic Hotel, these guest rooms will provide a better first impression, shield the view of

encroaching development from the Historic Hotel's front lawn, and more fully accommodate our guests with mobility challenges.

In addition to the hotel-style rooms, the two-tower building will also include several extended stay suites with kitchens. This housing arrangement will enable Massanetta to expand our commitment to welcome refugees and provide pastors and others a private place for extended study and Sabbath. This new facility will invite new possibilities for our programs, church retreats, and so many others.

Between the towers, a generous courtyard space between buildings will provide informal gathering space. As the Massanetta community responds generously and funding becomes available, a new meeting building will be added at the end of the courtyard.

Facility Impact

This facility will impact every aspect of Massanetta's ministry in a positive way. Removing the majority of the old Richardson Complex will replace long deferred maintenance with modern infrastructure and lodging. Conservative estimates project Massanetta will more than double the current Richardson occupancy rate, improving our financial sustainability for decades to come. These new accommodations will allow us to create new programs and broaden our hospitality to guest groups while remaining committed to the needs of our existing core programs.





Estimated Costs

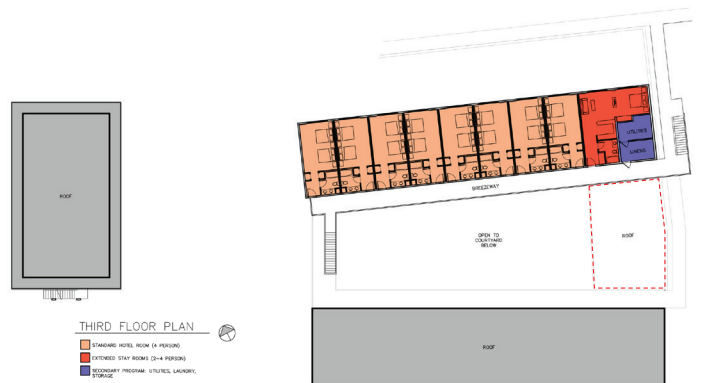
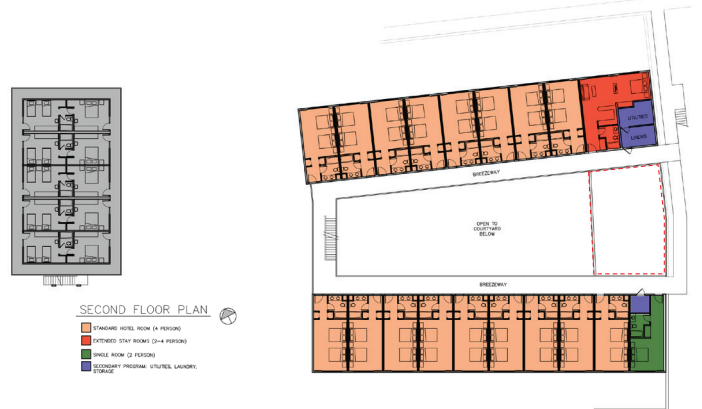
Funding Plan

Building A Place For All Campaign	\$4,500,000
Campaign Challenge*	\$1,500,000
Funding Total	\$6,000,000

**Reaching the \$4.5M goal will allow completion of the lodging, pathways, and stormwater retention areas for this project by securing \$1.5M in financing. Reaching the challenge goal will allow us to add to the project (indoor meeting space, welcome area at the parking lot, etc.) and/or reduce the amount of financing needed.*

“Massanetta is intentional about the work they’re doing to ensure that voices and faces who have not been here before now have a space where they are valued, seen, and heard.”

**- REV. JOHN MOLINA-MOORE, GENERAL PRESBYTER
NATIONAL CAPITAL PRESBYTERY, WASHINGTON, D.C.**



ITECT



Building A Place For All

The Board of Directors has authorized the ***Building A Place For All*** capital campaign to provide the funding necessary for the new lodging building.

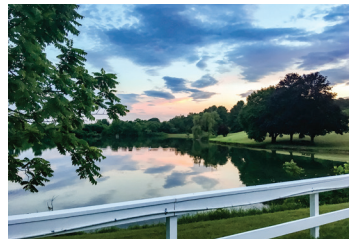
Contributions are sought in the form of cash, appreciated marketable securities, land or other assets that can be readily converted to cash. If you would like to make a non-cash gift, please contact Rev. Clayton Rascoe, Executive Director at claytonr@massanettasprings.org or 540-434-3829, for transfer and broker information.

Gifts will be received from individuals, families, businesses, organizations, foundations and congregations. Beginning in 2022, supporters of Massanetta are invited to respond, as able, with a three-year commitment to this effort. However, gifts extending beyond three years are certainly welcome, as are one-time contributions and gifts made over a shorter timeframe.

"Naming" and memorial/honor gifting opportunities are available in this project. These opportunities are available to all contributors.

"How often do you get to raise the roofbeam on something that will serve the community for decades to come? As Massanetta's programming matures and the building is completed, these 21st century approaches will spark a revitalization of the impact to our wide constituency."

—CRAIG NYGARD, FORMER BOARD PRESIDENT



Standard of Gifts

The path to success in this campaign will be reached through the following gifts in the quantities listed. Gifts will be accepted from individuals, families, foundations and congregations.

Size of Gift	Base Goal		Challenge Goal	
	Number Needed	Toward Goal	Number Needed	Toward Goal
\$500,000	1	\$500,000	1	\$500,000
\$250,000	3	\$1,250,000	3	\$1,250,000
\$100,000	4	\$1,650,000	6	\$1,850,000
\$75,000	8	\$2,250,000	10	\$2,600,000
\$50,000	10	\$2,750,000	15	\$3,350,000
\$30,000	12	\$3,110,000	20	\$3,950,000
\$21,000	15	\$3,425,000	25	\$4,475,000
\$15,000	20	\$3,725,000	30	\$4,925,000
\$9,000	25	\$3,950,000	40	\$5,285,000
\$6,000	30	\$4,130,000	50	\$5,585,000
\$3,000	40	\$4,250,000	65	\$5,780,000
	168	\$4,250,000	265	\$5,780,000

“I am excited to support this campaign for Massanetta Springs because I believe in the mission of this place. I supported past efforts for facilities upgrades/expansion and want to see the future of Massanetta continue to grow.”

—MIMI STOUT, STAFF ALUMNI CAMPAIGN CHAIR



A place for all people to experience God through renewal, discovery, and hospitality

MISSION STATEMENT



Massanetta Springs



Massanetta Springs Camp & Conference Center
712 Massanetta Springs Road
Harrisonburg, VA 22801
(540) 434-3829
www.massanettasprings.org