

Serving Unity *Together*



A Message from our *President*

Our Association mission is to create and support vibrant, diverse, spiritual leaders and communities that foster transformation and inspire people to make a positive difference in our world. We know that a rising tide lifts all boats, and as each of our members becomes stronger, we all thrive in Unity.

I have felt joy at the tremendous feedback from all of you about our new direction. From our strategic plan to our Thriving in Unity and Practice of Thriving programs, you have told us to keep it coming. We are hard at work continuing to develop our flagship program, the Transformation Experience for ministries, as well as other initiatives still to come. This is certainly an exciting time for our Association of Unity Churches International and for Unity as a whole.



In order to continue evolving as an Association, I know how important it is to keep you, our members, continually updated on our programming progress and on our financial standing.

I shared a detailed presentation on this during our fall regional meetings. In order to reach all of our members with this important information, a video of that presentation is now available on our website at www.unity.org/fallregional. I hope you will log on and share it with your key leaders soon.

In the meantime, I have included some of the highlights in the following report.

Thank you for the honor and privilege of serving as your Association President and CEO.

Peace and blessings,

James Trapp
Rev. James Trapp
President and CEO

Program *Progress*

Our Association's new strategic plan continues to receive rave reviews from our member ministries. Built from field input, it provides a clear direction with measurable goals to bring into reality our three strategic intents:

- We are the fastest-growing transformational spiritual movement in the world.
- To bring forth a “new heaven and a new earth,” we work closely with leaders around the world in co-creating a world that works for all.
- We are a catalyst for unifying New Thought.

Many have benefited from the programs and services we continue to offer, including:

- Youth curriculum
- Ministry services
- Credentialing
- Tax exemption
- Pension plan
- Employment services
- Annual conferences and convention

You have expressed excitement for the new programs and initiatives emerging through a passionate focus on our strategic plan and goals. These enhanced services are currently under development:

- The Transformation Experience
- The Thriving in Unity and the Practice of Thriving programs (version 2.0)
- A joint website with Unity School
- Association Member Services Program, including a members manual and a dedicated Member Services Representative

Financial *Standing*

With a commitment to evolving ourselves and our movement, we aim to be on the leading edge of emerging thought and to model spiritual principles through effective and integrated operation. While we continue to enhance our offerings to support our growing movement, we are intent on doing so with a budget based primarily on tithes and with no/low additional service fees to ministries.

Our dedicated home office staff of 40 works hard on your behalf, while several key positions are still to be filled to make the developing projects and services a reality. In order to provide the many existing programs and services, as well as the desired enhanced programs and services, we projected a budget for last year of about \$4.5M. Because this was a significant increase over previous years, our board approved a budget of \$4M. Our actual revenue was about \$3.5M for last year.

The good news is that member ministry giving is trending upward. We are grateful for this commitment. A substantial one-time gift also blessed us. Unfortunately, another anticipated large gift was not realized and large gifts are down overall. In addition, a multi-year grant expired and our new grant approval has yet to manifest.

The result is that we were about \$300,000 below our needed revenue for fiscal year 2007-2008 (ended Sept. 30, 2008). Furthermore, our ongoing expenses for current services exceed historical member ministry giving by about \$500,000 annually (not including Transformation Experience and additional crucial staff) for a total of about \$800,000 of under-funding.

Below is a snapshot of the tithes and offerings we received from member ministries during the last fiscal year (Oct. 2007 – Sept. 2008):

- 90 ministries made no gift
- 116 ministries gave from \$1 to \$600
- 92 ministries gave \$601 to \$1,200 (\$50-\$100/mo)

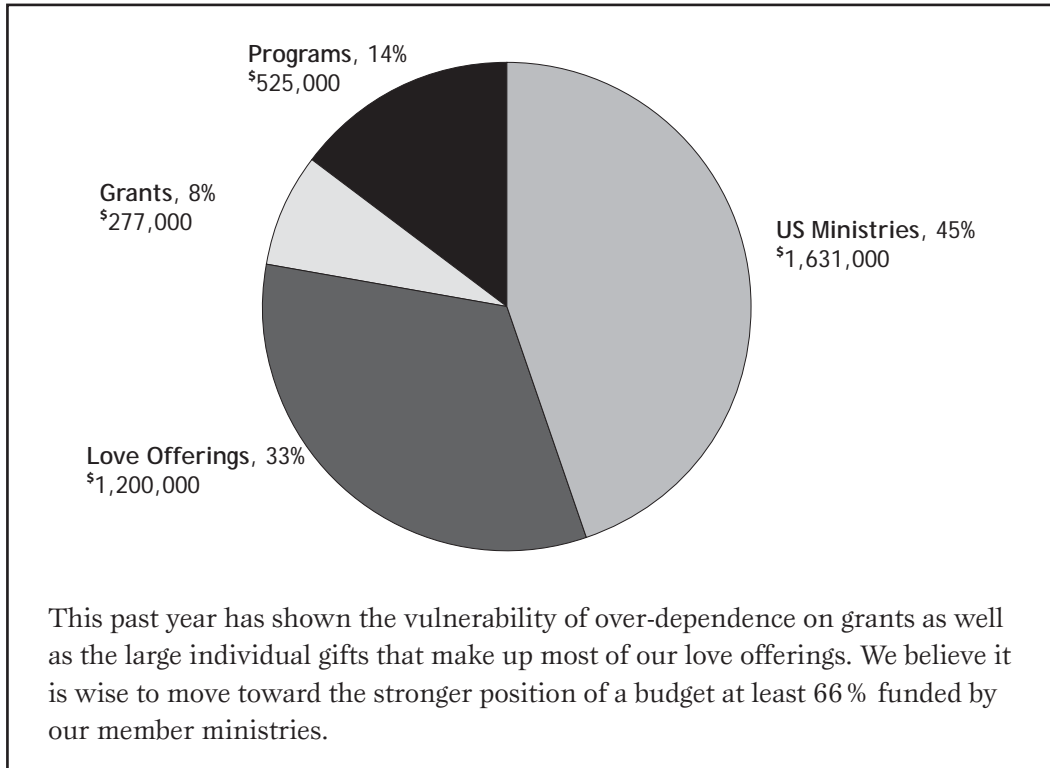
298 or just about 50% of US Unity ministries gave \$100 or less per month

The remaining 50% of Unity ministries gave (Oct. 2007 – Sept. 2008):

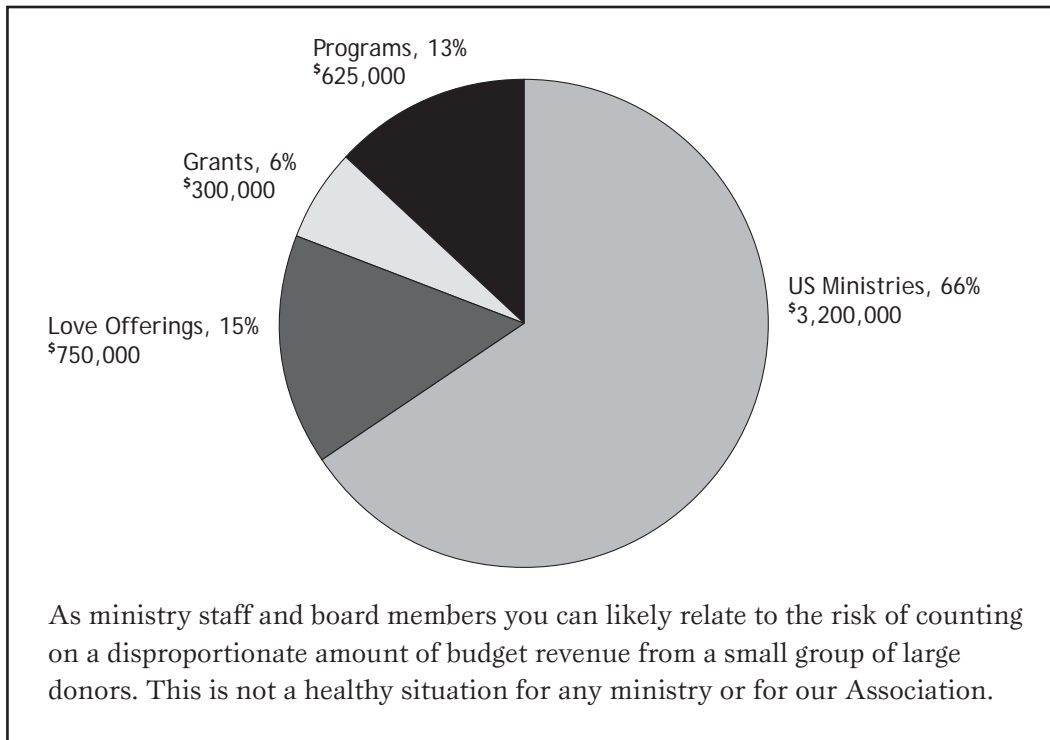
- 82 ministries gave \$1,201 to \$2,000
- 43 ministries gave \$2,001 to \$5,000
- 53 ministries gave \$5,001 to \$10,000
- 21 ministries gave \$10,001 to \$20,000
- 8 ministries gave more than \$20,000

The total giving from all member ministries is \$1.6M (44% of budget)

The chart below shows the **current** distribution of revenue (based on \$3.6M):



The chart below shows the **desired** distribution of revenue (based on \$4.7M):



A New Way *Forward*

We are working toward a new future for our movement: one of abundance and prosperity for all who participate and practice our principles.

Imagine that every church board member is tithing a full 10% to his/her ministry:

- Sets the field of consciousness for ministry
- Thriving in Unity & Practice of Thriving programs can support you in creating this for your ministry (www.ThrivingInUnity.org).

Imagine that every Unity ministry has a vibrant culture of tithing in its congregation:

- At least 50% of members tithing to their ministry
- Greater shared responsibility means no longer relying on a handful of big donors who may move away
- With greater stability for the ministry, it is now able to serve congregants and community more fully

Imagine that every Unity ministry tithes as an organization:

- Each has its own ministry tithing policies in place (perhaps modeled after our Association's organizational tithing policy found on our website in the About Us section, under What We Believe)
- Each ministry gives proportionately, continually creating flow

Imagine the power of Unity as each Unity ministry tithes 5% or more to our Association:

- Sets the field of consciousness for our movement
- Creates greater shared responsibility
- With greater stability for our Association, we serve our member ministries more fully

Seeking to move into greater partnership with our member ministries, we commit to provide direction that inspires you, communication that informs you, programs and services that support you, recognition that honors you, and partnership that involves you, so that **together we can take make a difference in our world.**

If you support this vision for our movement, we invite you to consider increasing your tithe to our Association of Unity Churches International. Together we all thrive in Unity!



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