

UUOR

Building Our Vision



Unitarian Universalist Church of Roanoke

Capital Campaign
2025-2028



This House

Adapted from a poem by Kenneth L. Patton



This house is for the ingathering
of human nature
and the natural world.

It is a house of friendships, a haven
when troubled, an open room for
the encouragement of our efforts
and struggles.

It is a house of freedom, guarding
the dignity and worth of every
person.

It offers a platform for the free
voice, for declaring, both in times of
security and danger, the full and
thoughtful engagement of ideas.

It is a house of truth-seeking, where
scientists and searchers can
invigorate devotion to their quest,
where mystics are welcome within a
community of seekers.

It is a house of art, adorning its
celebrations with melody and
poetry.

It is a house of prophecy,
transcending times past and times
present in visions of growth and
progress.

This house is a cradle for our
dreams, the workshop of our
common endeavor.



Our Shared Values



Our Mission

We respect and honor one another as we work for social, racial, economic, and environmental justice.

Our Vision

UUCR is a beacon of hope and a harbor for all who value wisdom found in every faith tradition and every person's spiritual truth.

Building Our Vision





Message from Our Minister

Rev. Jen Raffensperger

I have seen and heard the dedication that this church has given to the idea of a capital campaign. We have a vision of who we are and how we are to be in the world, especially in these times of uncertainty and challenge. We are a beacon of hope and a harbor for all...and it is high time we made sure that our harbor is a safe and inspirational port in the current storms. As we consider, together, what it takes to strengthen us to meet these times, I hope you will consider what you are able to pledge to build the future for our church. Together, we will make something greater. Together, we will build our vision.

I am so glad and grateful to be on this journey with you!



Message from Board President

Gordon Malczewski

The last time our congregation held a capital campaign was in 1984 to raise funds to purchase the 1948 formerly-Mormon church we now call home. Later we raised money to upgrade the kitchen, add stained-glass windows, and replace the boiler. But 40 years after our last major capital campaign it is time once again to dig deep and dream big. We must address some long-deferred maintenance issues even as we are challenged to better meet the needs of a growing and busy congregation that is a crucial voice of liberal faith in the Roanoke Valley. Our building, our grounds, and our vision for the future all need aspirational gifts at whatever level you are best able to provide. Think of it as the literal foundation of our shared values. Thank you for your gifts and your faith in our common endeavor.

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A Brief History



The Unitarian Universalist Church of Roanoke (UUCR) has been a center of progressive faith in the Roanoke Valley for more than 70 years.

1914

First Unitarian Church organized in Roanoke (survived until 1928)

1954

Unitarian Fellowship of Roanoke (first Patrick Henry Hotel, then YWCA)

1961

Roanoke Valley Unitarian Church of Cave Spring (McVitty Church pictured above)

1962

First Minister, Greta Cosby, installed

1985

Moved into our current building (acquired from the Mormons)

1980s

New name: the Unitarian Universalist Church of Roanoke

1987

Rev. Kirk Ballin installed (served until 1999)

2024

Welcomed Rev. Jen Raffensperger!

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Building Our Missions

UUCR's building and grounds play a vital role in how we “walk the talk” of our shared values through the work of our many programs, committees, mission groups, and community partnerships.

A Sampling of UUCR's Programs, Groups & Activities

- Lifespan Faith Development / Religious Education
- Music Ministry / Choir
- Worship Associates
- Reading Seeds
- Racial Justice Team
- Green Team
- LGBTQ+ Pride Committee
- Caring Committee
- Connections Team
- Family Promise of Greater Roanoke
- Pack-a-Snack Service Project
- Roanoke Area Ministries (RAM)

Why the Time is Right for a Capital Campaign

- Poor condition of key structural, mechanical, and electrical systems.
- Increased number of visitors and new members.
- Greater demand for rental space from community organizations.
- More than 40 years since the last capital campaign.
- Fifty members volunteered to assist with the campaign.
- More than 100 members and friends voiced support during focus group meetings.
- Unanimous vote of support from the Board and the Capital Campaign steering committee.
- Dynamic new minister who fully supports campaign efforts.
- Well-functioning and cohesive staff.
- A professional fund-raising company hired by the Board determined that the congregation was ready to support a major campaign.





What Members Are Saying

“How can our spaces best reflect our callings and how we wish to live?”

“I want to walk in every Sunday and see a building that inspires me.”

“We need room to grow, especially for young families.”

“To be welcoming, we need to be accessible.”

“Our structures must express our dedication to the environment.”

“I want UUCR to thrive long into the future.”

“Our UUCR ancestors bought this building for us. Now it’s our turn to pay it forward.”

“A safer, more attractive space will encourage more attendance and participation.”

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What Might Be Possible?

In addition to urgent and fundamental upgrades, the following shows what might be possible if we raise sufficient funds during our Capital Campaign.

Accessibility & Welcoming Proposals

- ADA-compliant restrooms
- Elevator
- Additional accessible parking spaces
- Automatic door openers
- Hearing assistance A/V system
- Foyer entrance from parking lot

Energy Efficiency Proposals

- High-efficiency, zoned heat pumps and AC units
- Energy-efficient doors, windows
- New roof; perhaps solar panels
- Attic fans and insulation
- LED lighting with motion sensors

Safety & Security Proposals

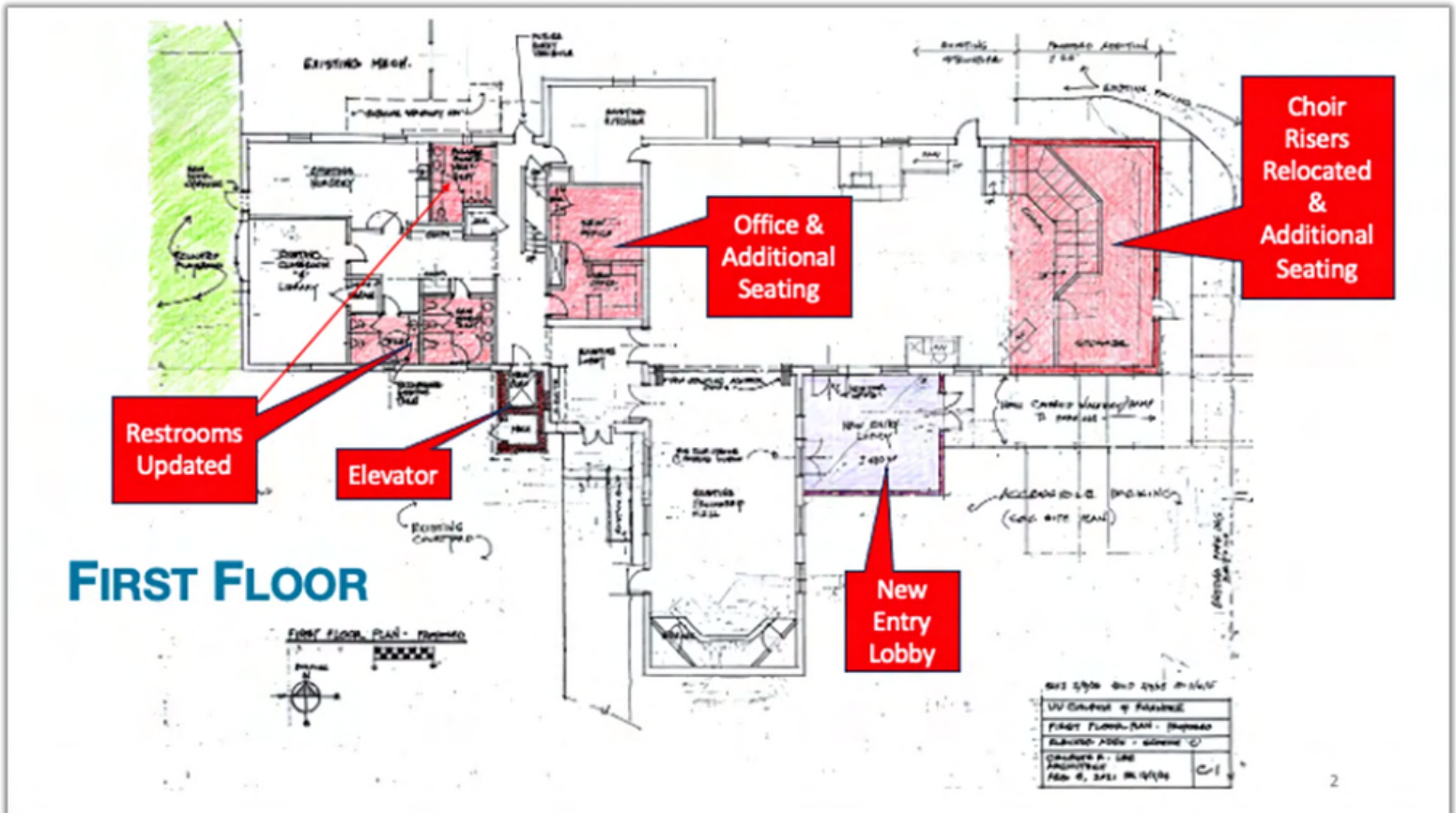
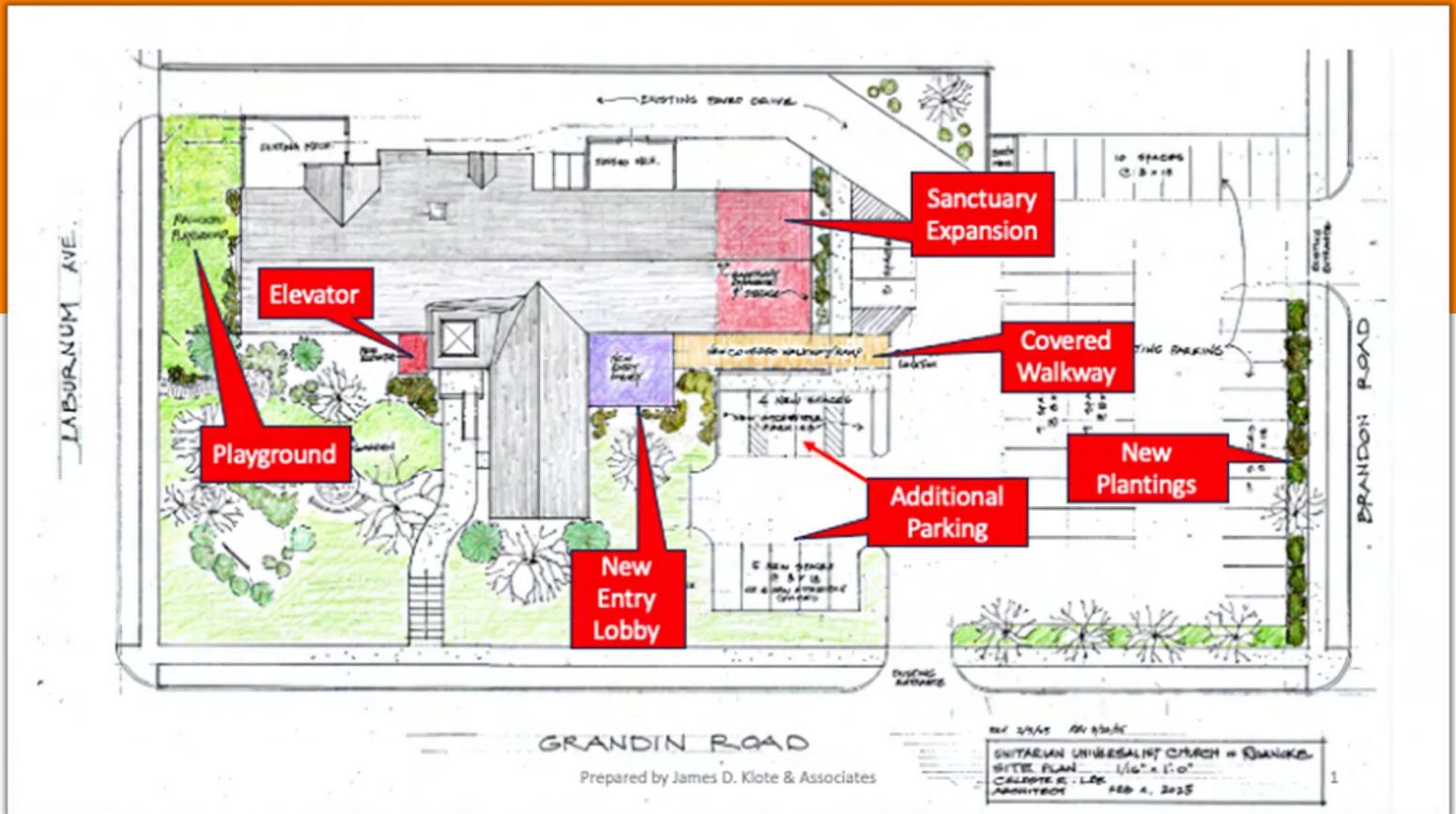
- Integrated fire, burglar, and carbon monoxide alarm system
- New electrical wiring
- Asbestos abatement
- Exterior security lighting
- Camera monitoring system
- Emergency generator
- Card reader access system

Beautification & Function Proposals

- Better lighting and carpeting
- Fresh paint with vibrant colors
- Remodeling for more rooms, storage, and choir risers
- Improved acoustics
- Upgraded playground
- Motorized window coverings

Growth Accommodation Proposals

- Expand and reorient the entrance foyer
- Repurpose stage area and reconfigure sanctuary to provide up to 30% more seating
- Develop UUCR-owned lot across the street for additional parking





How Might the Work Proceed?

As the Capital Campaign continues and pledged amounts are confirmed and gathered over the course of 2025-2028, UUCR will begin work according to available funds and the following likely priorities:

MUST DO

- Architectural and engineering plans
- Rental space, as needed during remodeling
- Asbestos testing and abatement
- Plumbing upgrades (e.g., toilet renovations with accessibility improvements)
- Electrical upgrades to meet current codes (e.g., fire alarm; LED lighting; automatic door openers)
- Mechanical upgrades (e.g., new energy efficient and zoned HVAC)

SHOULD DO

- Elevator (to make the second floor accessible)
- New interior finishes (e.g., painting; flooring; acoustical treatment)
- New energy efficient windows and reinstallation of existing stained glass
- New modular choir risers
- New metal roof

WANT TO DO

- Larger lobby; covered walkway; signage visible from parking lot
- Sanctuary expansion
- New A/V system
- Solar panels on roof

How Much Should You Give?

At UUCR, we believe in equal commitment to giving, not equal giving. Making a pledge is part of the covenant we share as a faith community.

Annual Generosity Campaign

Our core operating budget – payroll, supplies, facility upkeep, programs – is determined by the pledges we receive during our annual Generosity Campaign. Please do not reduce the amount you would usually gift us for our core operations in order to contribute to the Capital Campaign.

2025-2028 Capital Campaign

A capital campaign seeks significant sums over and above annual giving. It is held only when there is a need for substantial investment in our permanent properties. A capital campaign pledge may be divided into payments over a longer period of time.

Take a look at the following “Giving Table”, which shows a range of capital campaign pledge amounts and the different options for delivering your pledge over the course of three years.

"Building Our Vision" Giving Table				
Total Pledge Amount	Pledge Spread Over 3 Years			
	Annually	Quarterly	Monthly	Weekly
\$500,000	\$166,667	\$41,667	\$13,889	\$3,205
\$250,000	\$83,333	\$20,833	\$6,944	\$1,603
\$100,000	\$33,333	\$8,333	\$2,778	\$641
\$75,000	\$25,000	\$6,250	\$2,083	\$481
\$50,000	\$16,667	\$4,167	\$1,389	\$321
\$25,000	\$8,333	\$2,083	\$694	\$160
\$10,000	\$3,333	\$833	\$278	\$64
\$5,000	\$1,667	\$417	\$139	\$32
\$2,500	\$833	\$208	\$69	\$16
\$1,000	\$333	\$83	\$28	\$6
\$750	\$250	\$63	\$21	\$5
\$500	\$167	\$42	\$14	\$3
\$250	\$83	\$21	\$7	\$2

Building Our Vision



Capital Campaign Leaders

Campaign Co-Chair

Gordon Malczewski



Campaign Co-Chair

Celeste Lee



Finance Chair

Erika Joyner



We are grateful to ALL the volunteers who have joined the Capital Campaign team and are working hard to “build our vision.” UUCR is truly blessed by its beloved community.

- Questions? Contact us at uucrcampaign@gmail.com
- For Capital Campaign updates, go to uuroanoke.org/donations-giving/

Ready to Make Your Capital Campaign Pledge?



bit.ly/uucrvanco

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