Shannondale Ministry

Mission
Shannondale is a Christian ministry centered among the Shannondale Tree Farm. It is the center place for the local community. The mission serves the local people and economy and serves humanity as a retreat destination where people can get away and rest awhile in its unique rustic environment. It is a place for outdoor education and environmental stewardship while serving the heart and soul of participants.

Values

<table>
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<tr>
<th>God</th>
<th>Spirituality</th>
<th>Nature</th>
<th>Education</th>
<th>Integrity / Trust</th>
<th>Community</th>
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<tbody>
<tr>
<td>Outreach</td>
<td>Come Away Rest A While</td>
<td>Service / Stewardship</td>
<td>Sustainability</td>
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Be a Unique Destination
A place to COME AWAY AND REST AWHILE
- To disconnect from the world
- To connect to God/build relationship with God
- To connect with others
- To educate/enlighten/go back better/to reconnect to the world
  - Fully used facilities/venues with a purpose
  - Forest/Rivers/Wildlife/Facilities

Maintain Property and Forest
- Sustain Shannondale as an environmental example for over 200 more years
- Maintain a prioritized wish list for facilities and property improvements
- Complete projects through direct donations of time, money, and talents
- Partner with like-minded and collaborative organizations to maintain the Forrest
- Additional maintenance staff will be hired when funding is available
- Consider an expansion plan for facilities after 10 years

Local Mission
- Shannondale will be the central connection point for the local community
- Continue and enhance local mission programs
- Be flexible to adapt to the changes of the community

Programs

- Model the success of the forestry education programs for universities
- In 2016, reach out to Youth / Family’s / Pastors / Men’s Groups - Initially within the UCC
- Create a confirmation retreat venue / program for Shannondale in 2017
- Maintain Timber Lodge weekend and summer occupancy rate of 100%
- Increase use rate of all other venues by 10% each year

Marketing
- Shannondale will be promoted as a destination / venue
- Create a unique website by May 2016
- Create detailed marketing plan for the next 5 years
- Emphasize people and churches coming to experience Shannondale
- In 2015, reach out to Youth / Family’s / Pastors / Men’s Groups - Initially within the UCC
- Focus marketing to regions 1) within 200 miles of Shannondale and 2) 10 hours drives
- Maintain a database for attendance history and marketing
- Leverage online scheduling with Outlook and internet tools such as airbnb.com

Financials Operations
- Shannondale Ministry will be self-sustaining financially by 2020
- Simplify facility usage pricing guidelines will be created for 2016
- Programs will be funded through external organizations for the use of the venue
- A program administrator may be hired by Jeff to manage and find programs and partners
- Plan for Jeff and Laurie’s transition in about 10 years