



Why Now?

Meaningful opportunities exist now. Community needs are real. Churches are asking how to remain vibrant and relevant — and Park Road is uniquely positioned to respond.

The Vision: *Building. Community.*

FIVE DIRECTIVES

Mission: Affordable Child Care: \$1,000,000

- Construct a new, expanded Child Development Center, growing the program through partnerships that admit low- and middle-income families, diversifying our enrollment.
- Fund scholarships for approximately 70 children, raising enrollment from 130 to 200.
- Set aside monies toward the construction of a small home in honor of Buck and Betty Blankenship. This home, on our campus or elsewhere, would also address the issue of affordable housing and, if constructed on our campus, could serve as residence for a caretaker, who could help to maintain our expanded buildings and grounds, in exchange for free or reduced rent.

This directive will be funded largely through corporate donations. We anticipate two separate campaigns for a total project cost of \$7,000,000:

- Church Campaign: \$1,000,000
- Community Campaign: \$6,000,000

Outreach for Growth: \$33,333 (*Seed Funding*)

- Revamp church website, focusing on visual appeal and ease of navigation.
- Create welcome bags to be given to guests/prospective members.
- Pair prospective members with existing members and sponsor a lunch to help them get to know one another.
- Offer quarterly “Park Road 101” sessions with new and prospective members.
- Install a podcast studio to expand outreach beyond our four walls.
- Create a Parents’ Night Out program for CDC families, coordinated with CDC staff.

Valuing Our Staff: \$33,333 (*Seed Funding*)

- Provide training opportunities and assist staff with opportunities for continuing education.
- Show appreciation for staff performance with merit-based bonuses.
- Enhance off-site staff retreats for appreciation and relationship building.
- Assist staff with outstanding education loan debt as appropriate.

Facilities and Campus Needs: \$900,000

- Refurbish church steeple
- Replace Community Center roof
- Replace walkway roofing
- Replace slate roof underlayment on sanctuary
- Replace sanctuary walkway roofing
- Replace Milford Chapel roof
- Redesign/resurface parking lot

Spiritual Discovery: \$33,333 (*Seed Funding*)

- Offer a retreat or conference annually, in alternating years.
- Invest more deeply in Park Road University.
- Develop a program that focuses on connecting with nature and developing spiritual practices.

Capital Campaign

To fund *Building. Community.*, we anticipate a church campaign as follows:

1. Mission: Affordable Child Care: \$1,000,000
2. Outreach for Growth: \$33,333
3. Valuing Our Staff: \$33,333
4. Facilities and Campus Needs: \$900,000
5. Spiritual Discovery: \$33,333

TOTAL CHURCH CAMPAIGN: \$2,000,000

Why This Matters

- Securing the future of Park Road
- Serving our Neighbors