



**East  
End  
United  
Methodist  
Church**



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# Dear East End Family,

Even after an unprecedented season in the world and in the life of the church, **East End UMC continues to be a strong, faith filled, inclusive community that is committed to proclaiming God's love for all people, representing God's love in the world through hospitality and service, and making disciples of Jesus Christ.**

This is why after over a year of grief, uncertainty, isolation, and at times, just holding on the best we could, **I am so excited as we make the turn to our next chapter at East End, a chapter of rebirth, a chapter of rebuilding, a chapter of Hope.**

East End United Methodist Church has been a beacon of God's love on top of the hill in East Nashville for over 100 years and we now have an opportunity to plant a beacon that will shine well into the future.

We have named our Capital Campaign for this project "Hope on Holly." We have given it this name not only because we hope we can have a church building on Holly Street once again. **"Hope on Holly" is a testament to immense hope we have that God will do amazing things through this building and even more so through the people who will be the church in it and around it for the next 100 years and beyond.**

I invite you to join your church community in this time of dreaming, hoping, and prayerfully considering the impact your participation in this campaign can have on God's work in this community now and over the generations still to come.

With Hope in Christ,

Pastor Scott



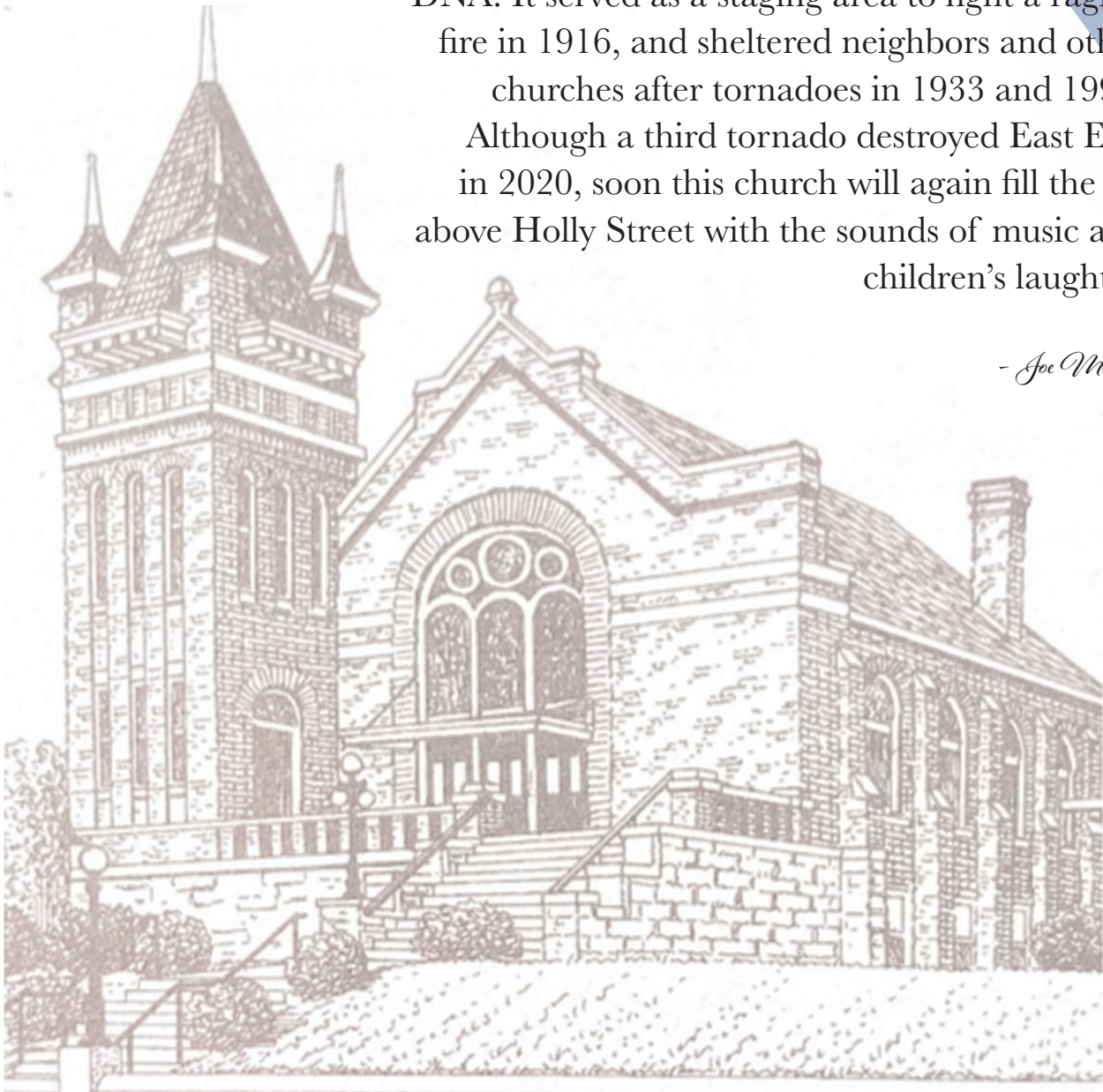
# History

For more than a century, East End United Methodist Church has been an easily recognized and beloved landmark. With the mighty bell tower standing tall, East End UMC has been a vocal and visible presence in the neighborhood.

From 1889, when sixteen people met in a nearby home to create their vision for a church on a hill, East End has been a part of East Nashville's DNA. It served as a staging area to fight a raging fire in 1916, and sheltered neighbors and other churches after tornadoes in 1933 and 1998.

Although a third tornado destroyed East End in 2020, soon this church will again fill the air above Holly Street with the sounds of music and children's laughter.

*- Joe Morris*







# *Vision*

**We believe** that Jesus' message of unconditional love means that every human being is a child of God and is worthy of love, respect, and inclusion.

**We welcome** and embrace people regardless of sexual orientation, gender identity and gender expression, race, ethnicity, age, faith history, economic status, physical and mental ability, education, and housing status.

**We stand** against discrimination and exclusion by choosing to worship and serve with all people through love, acceptance, and reconciliation.



East End UMC will provide a safe place for children to grow spiritually and emotionally. Children will be accepted just as they are, as they dance in the aisles, make messes, and use their voices. In this place, children will confidently know that they are beloved children of God. - *Linda Ray Miller*

## CHILDREN

East End UMC will be a safe, stable, and nurturing community that celebrates and welcomes all youth. Through group experiences such as summer camp and outreach projects, the youth will build strong relationships within the youth group and make meaningful contributions to their community. A major focus of the East End youth program will be to consistently support the development of disciples by fostering curiosity and nurturing faith. - *Kylan Hadley*



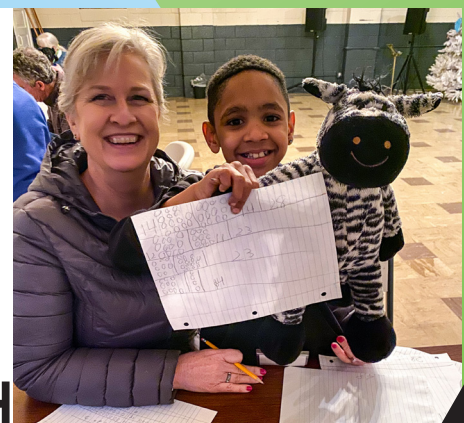
## YOUTH



East End UMC will demonstrate Christ's love both within our walls and outside our doors. This space will be safe and nurturing for both inward growth and community engagement. To do this, as a church family, we will be sensitive and responsive to the needs of our congregation so that we may be sensitive to the needs of our neighbors. Caring for our congregation will enable us to support our community. - *Karen Franklin*

## CONGREGATIONAL CARE

East End UMC will invite and engage our community and world in meaningful ways that share the love of God. Whether it is going afar in mission or reaching out to our local community, we will invite people inside our walls to express care and compassion for our brothers and sisters outside our doors. East End UMC is committed to bringing our neighbors closer to dignity, equity, and justice. - *Jeff McCormick*



## OUTREACH





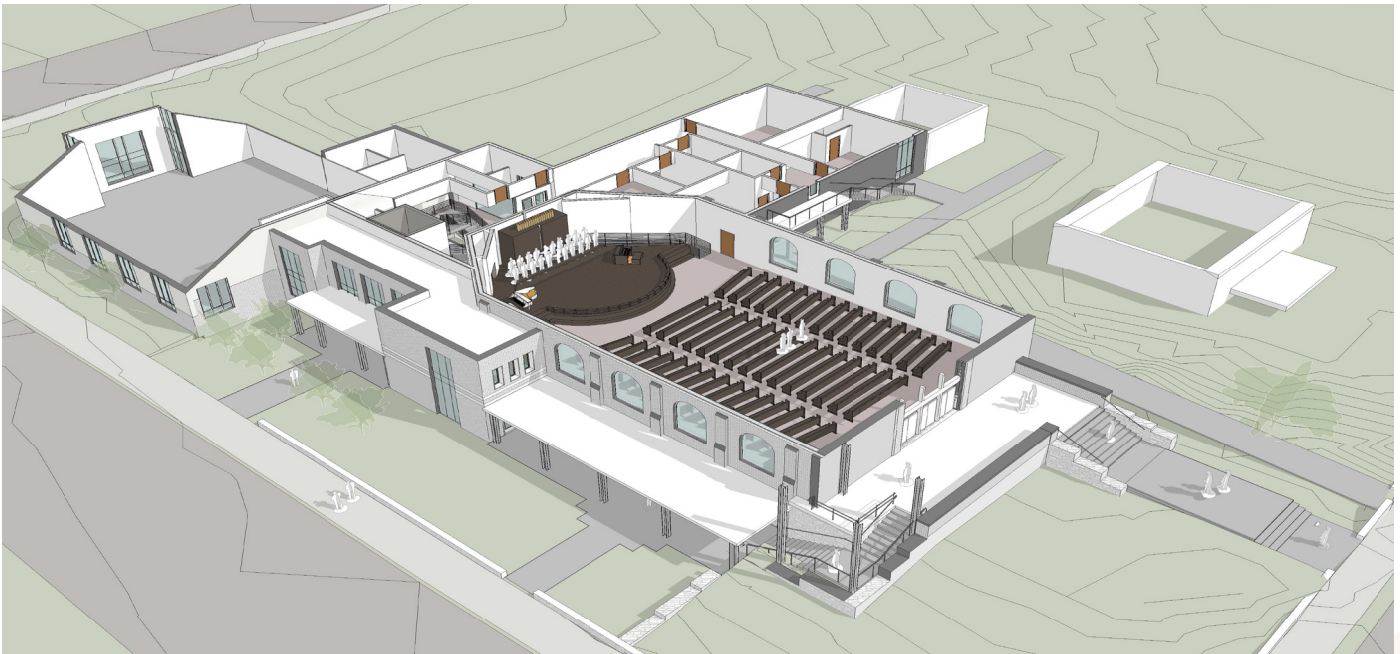
## Campaign Goal

The single goal of the “Hope on Holly” campaign is to rebuild our church on the corner of Holly and 13th. Using the footprint of the beautiful landmark that was destroyed by a tornado in March 2020, **we are working together to plan and replace our historic church with a building that will have the feeling or atmosphere of the old, but the safety and accessibility of the new.** Within this goal is the desire to provide a place of worship that will reflect the personality of our congregation, blend in with the historic East End neighborhood, and respect the need for upgrades and improvements that were lacking in the past.

In order to bring East End United Methodist back to our hill, **we will access several funding sources available to us.** In addition, we as the family of East End, will be asked to participate in the effort by adding our gifts over the next three years. To maximize our resources and be fiscally responsible, we will be asked to raise \$1,000,000 or more over three years. **With our gifts and sourced funds, we can build a new church that meets our needs now and provides a strong foundation for the church’s next 100 years.**



# *Architectural Renderings*



Images reflect schematic floor plans as of June 2021. The schematic design process is not yet complete and these floor plans are subject to change.

# Joyful Giving

As we rebuild our church in East Nashville, we remain a congregation that believes giving is a joyful and uplifting experience that empowers each one of us to live in our mission. Our giving comes from our hearts.

While you determine how you want to connect with our “Hope on Holly” campaign, we wanted to share the wide breadth of ways that one could give to East End. We understand that this campaign presents a moment where the church is asking for a contribution above and beyond any General Fund giving, so these ideas may provide the best fit for how you want to give.

Any form of gift towards our campaign will contribute to the inspirational vision of our congregation rising again as a welcoming body of Christ.

## Giving Opportunities

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- ▶ **Cash Gifts** – Pledging a periodical (weekly, bi-weekly, monthly, etc.) and/or one-time donation(s) to the campaign. Our campaign will be over three years, providing the opportunity to accommodate the most suitable cash gift for you.
- ▶ **Non-Cash Gifts** – Transferring ownership of an asset, such as publicly traded stocks, mutual fund shares, and bonds. These types of giving provide a tax benefit to both the giver and the church.
- ▶ **Sale of Assets** – Sale of major assets, such as a house, car, jewelry, or land provides available income for giving.
- ▶ **Corporate Gifts** – Business owners may be able to provide gifts-in-kind that may result in a strong gift to the church and tax benefits to the donor.
- ▶ **Special Tax-Free IRA Gifts** – For those 72 and older, it is possible to make tax-favorable charitable gifts from IRA accounts free from federal income tax.

If you are interested in learning more about giving opportunities beyond a cash gift, contact: [office@eastendumc.org](mailto:office@eastendumc.org)

# Dear East End Family,

We have evolved into **a symbol of inclusiveness, unconditional love, and increasing hope** for hundreds of people, their families and friends. Our community needs East End United Methodist Church. Every person who seeks us out and walks through our doors is embraced and valued.

Therefore, we need to put our light where it belongs, on the highest point in East Nashville, to provide a safe place to worship and offer space and support for community programs that reflect our vision.

**This campaign will carry us home, back to Holly Street where we have grown from a whisper to a roar for justice and dignity for all.**

As each of you considers your personal commitment to the campaign, we encourage you to remember how many people need East End United Methodist Church to return and take its place, in the hearts of its members as well as in the community. **Our joyful giving will make this possible.**

Michael Farris  
Naomi Griffith  
Andrea Walter

Campaign Chairs



# *Frequently Asked Questions*

## **1. WHAT WILL THE REBUILD COST?**

Current estimated cost of the building project is \$11,000,000.00.

## **2. WILL WE HAVE DEBT AFTER THIS PROJECT?**

We currently project that if we have to take on debt after the project, it will be minimal. This is due to our insurance payment from the tornado damage, a sizeable, expected grant from FEMA, and the generosity of our congregation and partners within the UMC and community.

## **3. HOW ARE WE PAYING FOR THE REBUILD?**

East End UMC is eligible for FEMA's Private Non-profit Assistance program for non-profit organizations that have been affected by a nationally declared emergency. This program pays 75% of the gap between the insurance payout EEUMC received (approx. \$4.9 Million) and the cost of the rebuild of the building (approx. \$11 M). This means we are expecting approximately \$4.5 Million in grant money from FEMA. The church will be responsible for paying the remaining 25% of the gap with new funds or in kind donations. We currently project East End UMC needing to raise between \$1.2 and \$1.4 Million to fully fund the project.

## **4. WHAT IS THE REBUILD TIMELINE AND COMPLETION DATE?**

No date has been set for breaking ground on the project. We are hoping to break ground sometime in the Spring of 2022 and the project is estimated to take 12-14 months to complete.



## **5. WHO APPROVED THE PROJECT?**

East End UMC's Charge Conference, the official administrative decision-making body of the church, appointed East End's Building Committee to make preliminary financial and architectural plans for the building project. The Building Committee is finalizing these plans and will present their recommendations to all members of East End UMC, who will be able to vote on approval of the recommendations. Once approval is gained, the Building Committee will be able to make final architectural and financial plans to recommend to the Charge conference, who will vote on approval of the final recommendations.

## **6. WHAT IS THE GOAL OF THE CAPITAL CAMPAIGN?**

Our goal is to raise \$1 Million dollars or more over the next three years.

## **7. WHAT WILL I BE ASKED TO COMMIT?**

This is a question that only you can answer. You will not be asked to give a certain number. We hope that you will be in prayer asking, "God what do you want to do through me?" as you discern the gift you feel called to give this campaign AND as you dream of your involvement in the life of East End UMC in the years to come.

## **8. WHAT WILL THE BUILDING LOOK LIKE?**

The East End UMC Building Committee is currently working with our architects and general contractor to finalize a schematic design for the building project that fits the church's needs and the church's budget. This process is estimated to be completed in August of 2021 at which time we will have a clear picture of the design of the proposed new church building.

# *Important Dates*



Gratitude Sunday



Ministry Sunday



Celebration Sunday



Commitment Sunday



Announcement Sunday

# *Campaign Leadership*

Jon Avery  
David Bone  
Keri Cress  
Eddie Dempsey  
Michael Farris  
John Bregger & Daniel Foster  
Kelley Frances & Melissa Fenelon Snarr  
Gil & Sheila Gilliland  
Emily Grammer  
Lanet Gregory  
Naomi Griffith  
Evelyn & Howard Hale  
Kim Harvey  
Suzanne Herron

Craig & Kim Kennedy  
Scott Marshall-Kimball  
Sarah Martino  
Jeff & Sarah McCormick  
Cori & Jeff Morris  
Debbie Owens  
Jim & Joy Rich  
Bev Riedrich  
Laura Scott  
Laine Slatton  
Jama Bowen & Tim Tanton  
Andrea Walter  
Burton Wills  
Janet Zigler



