



Serenity Retreat for Healing and Spiritual Renewal



The Restored Souls
Campaign

CASE STATEMENT

The Restored Souls Campaign

for Serenity Retreat for Healing and Spiritual Renewal



Letter of Introduction from Reverend Kathy Eason:

Dearest Serenity Retreat Family,

Transformation Prayer Ministry replaces our painful lies with God's truth. It is defined as "a genuine encounter with the living Christ." Through God's omnipotence, we are set free to accomplish momentous things beyond what we could do on our own. Indeed, when we first contemplated **The Restored Souls Campaign** we were overwhelmed by the challenge to raise \$1,500,000. It seemed impossible. But we would not be hindered by such lie based thinking. Leaning on God's truth and great power, we were joined by one family, then another and then another. And in December 2014, we achieved our financial objective by the raising of \$1,555,000. Truly, He is the God who can do "more abundantly than all that we ask for or think."

But this is only the beginning. In the private phase of **The Restored Souls Campaign** we generated the revenue necessary to launch Serenity Retreat Bellville, our country retreat center. Our upcoming public phase, the raising of a minimum of \$2,000,000, will be devoted to establishing Serenity Retreat Bellville as the world's premier training facility in Transformation Prayer Ministry. Approximately \$1,000,000 will be designated to the funding of new construction. In essence, this will be a true capital campaign funding a pastoral, faith based campus. One which has a scriptural basis for supporting!

Indeed, the stewardship of our money is very dear to God. We need only look to the building of the tent of the tabernacle. In Exodus God gives Moses explicit instructions on its construction. He also reveals how to pay for the tabernacle, "Tell my people to take up an offering for the building of My sanctuary that I might dwell among them." (Exodus 25:2-8). Here, we learn that God called (and continues to call) His people to sacrifice their time, treasures and talents to accomplish His work.

Campaign Prayer

*Lord, we praise you that you are God who saves and heals us.
You gave us Jesus as our Savior and Friend, Brother and Redeemer.
Jesus sends us as His body, the Church,
to be His presence in service to our brothers and sisters.
Everything we are and everything we have are gifts from you to be shared with others.
Give us the strength to see beyond our human vision of stewardship
and rise to a higher level of sacrificial giving.
May all the faithful who currently share in the many blessings of Serenity Retreat
look to the future of our ministry and recognize the need for committed stewardship.
We seek your grace and courage for all our efforts on behalf of your Kingdom.
Guided by your Spirit, we pray with confidence in the name of our Lord, Jesus Christ.
Amen*

The second building program was that of the actual temple. In 1 Chronicles 29, King David gives a special offering for the building of the temple and then challenges the leaders and people of Israel to likewise give. As a matter of fact, there is not a single instance of significant building or rebuilding anywhere in the Old Testament which does not involve a special offering to cover the cost of the building program. Nowhere is the construction of a temple, capital improvement, or major repair paid for out of the tithe. In every case, an offering was taken that was in addition to the existing tithes and offerings.

Prayer and sacrifice have brought us to where we are today; prayer and sacrifice will successfully carry us into the future. Funding the next \$2,000,000 through **The Restored Souls Campaign** will not only engage our hearts and minds, but will launch us upon our own personal, spiritual journey in search of God's will for our lives. The end result goes far beyond money.

Abundant blessings,

A handwritten signature in cursive script that reads "Kathy Eason".

Reverend Kathy Eason

Introduction: The Story of a Miracle

Serenity Retreat is a miracle. Inspired through a divine message, it incorporates the power of healing at its very core. It was a simple moment in time, a flash. But that is how God often works. During a moment of prayer, He planted a vision in Reverend Kathy Eason’s mind: “to set aside a place where God can heal his people.” It would be a special retreat, where they would experience a renewal of their minds and a release from their pain through the healing power of God. This was the catalyst for the Serenity Retreat we know today.

It was not easy. She knew this ministry must reach out to everyone. After all, the pains of life afflict us all. With no financial backing, no structure, and no place to start, Reverend Eason set out, trusting God to create the miracle.



Garden Villas



Early experiences with TPM

In May, 2000 the first Serenity Retreat was opened at the Garden Villas United Methodist Church. It was created out of a little paint, a little plaster and a great deal of faith. That was the extent of this burgeoning ministry. But from simple beginnings arise great institutions.

And so the lights were turned on. With no paid staff, people arrived slowly. Then the trickle became a steady stream. Serenity Retreat’s origins were rooted in the power to heal through prayer, and Reverend Eason desired to see the results told in the gospels. Early in the ministry, it became evident that Transformation Prayer was yielding great healing power, so Serenity Retreat began to specialize in this method.

In 2005, Serenity Retreat moved to central Houston, hosted by Garden Oaks Baptist Church. Transformation Prayer Ministry was adopted as the sole method of prayer. The leadership committed itself to excellence in ministry, requiring a one year training commitment from volunteers, followed by weekly service, and strict supervision over the course of their ministry. The result? Over the past 15 years Serenity Retreat has delivered over 15,000 sessions of “pure” TPM™ .



Garden Oaks



Kathy Eason, Sherron Watkins, Board Member; Dr. Ed Smith TPM Founder, Josh Smith

This year, God fulfilled the original promise of a healing retreat by ushering in a new era of growth for the ministry. And what are

the results of the effort, love and prayer? First and foremost, 89% report they have a deepened relationship with God. In addition, Serenity Retreat has documented positive change in four major areas:



Retreat under construction



Supporters gather

- depression
- anxiety
- anger
- troubled relationships



DEPRESSION

Depression is a pervasive, debilitating condition that often is regarded as incurable. The Center for Disease Control reports 1 in 10 Americans suffer from depression (2011). Staggering economic costs associated with depressive disorders are quite alarming. Those suffering from depression are:

- Subject to losing an of average 5.6 hours of productive work weekly
- 2.17 times more likely to take sick days
- 7 times more likely to be unemployed than someone not suffering from depression
- Almost 80 percent unable to work efficiently

In a Serenity Retreat survey of 75 people receiving sessions of Transformation Prayer Ministry during 2012, those seeking help with depression reported the following changes in their conditions:

"I used to walk through life looking at other people and wondering why they would want to live."

Depression After Serenity Retreat
40% no longer depressed (11 of 27)
30% no longer medicated for depression (3 of 10)
80% free from moderate to severe hopelessness (8 of 9)

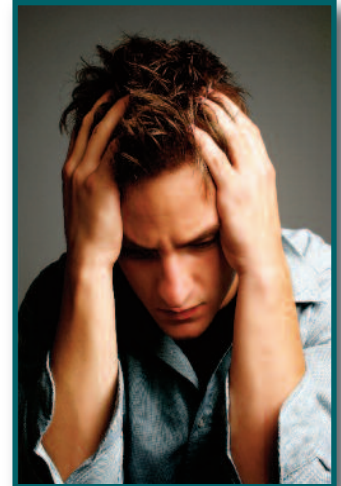
Case Study: A 46-year-old single woman suffering with depression

Susan suffered from life-long depression and suicidal ideation. Even though medicated, many symptoms remained. After several sessions of Transformation Prayer Ministry at Serenity Retreat, she no longer suffered from any symptoms of depression, as of October 18, 2006. Her treating physician confirms this, calling it only the second case of depression 'in remission' he has seen in his practice. After 10 years, she continues to be symptom-free, and has become a successful prayer minister. She reports a joy and clarity she had never experienced before.

ANXIETY

Twenty eight percent of Americans will suffer anxiety in their lifetime — the highest level in the world. Anxiety can take various forms, ranging from worry to panic attacks. Some suffer with insomnia, others are unable to concentrate and work productively.

- Anxiety disorders cost the U.S. more than \$42 billion a year
- More than \$22.84 billion of that \$42 billion are associated with the repeated use of health care services.



In a Serenity Retreat survey of 75 people receiving sessions of Transformation Prayer Ministry during 2012, those seeking help with anxiety reported changes in their conditions:

Anxiety After Serenity Retreat
76% report improvement in anxiety symptoms (23 of 30)
95% no longer have moderate to severe panic or fear (21 of 22)
100% free from moderate to severe uncontrollable or obsessive thoughts (16 of 16)

"I have had a massive turnaround in my business. This was 100% effective. I've never felt this energetic and alive. It entirely freed me of this junk."

Case Study: A fifty-year-old, married business executive suffering with panic attacks

Over 17 years, Bill experienced three episodes of being unable to eat, causing him to lose 30 to 40 pounds at a time. He couldn't stay on task, his thoughts were foggy and disrupted, he slept an inordinate amount and he could not provide for his family. He began to suffer panic attacks in 2003, which incapacitated him. Beginning in 2005, he received approximately 30 sessions of Transformation Prayer Ministry at Serenity Retreat, and now reports that all symptoms are gone. He enjoys the best mental clarity ever, no panic attacks, an appropriate appetite, consistent sleep patterns and abundant energy. Eleven years later he is still symptom-free.



ANGER

Uncontrolled anger can adversely affect health, self-esteem, relationships, the emotional well-being of children, and productivity at work. On a more extreme scale, it can lead to such undesirable behaviors as road rage, domestic violence, child abuse, physical assault, and even murder. Anger management programs can help, but the method of prayer used at Serenity Retreat helps the person get to the root or depths of the anger and successfully release it, resulting in measurable improvement. Each time anger is reduced in a person, it creates the potential for less violence, abuse and damage in our community. In this way, Serenity Retreat is contributing to the safety and well being of Houston and the surrounding areas.

In a Serenity Retreat survey of 75 people receiving sessions of Transformation Prayer Ministry during 2012, people seeking help with anger reported changes in their conditions:

“This has totally changed the way I see things. I was not able to control my anger; now I have a shut-off valve!”

Anger After Serenity Retreat
100% said relationships have improved (20 of 20)
100% no longer have moderate to severe problems with profanity (8 of 8)
55% say work/school performance has improved (11 of 20)

Case Study: A sixty-one-year old married grandmother with uncontrollable anger
Laura grew up in a large family with two alcoholic adults. She used anger as a protective shield. Beginning in 1981, she began losing control and expressing rage when arguing with her husband. Her marriage became strained. After two sessions at Serenity Retreat, she reported an immediate reduction in her expressed anger. After six months, she reported no more irrational anger. Her marriage became “dramatically different.” Ten years after her first Transformation Prayer Ministry sessions, she reports the improvement continues. She now feels appropriate anger at injustice, but does not harbor it and does not have “irrational flare ups.”

RELATIONSHIPS

It is well known that close to half of all marriages end in divorce. This breakdown in families results in single parent families, estrangement from family members and numerous difficulties for children. In addition, the inability to make and keep friendships the causes isolation of individuals, which increases emotional damage.



In a Serenity Retreat survey of 75 people receiving sessions of Transformation Prayer Ministry during 2012, people seeking help with troubled relationships reported changes in their conditions:

Relationships After Serenity Retreat
40% say their marriage has improved (12 of 30)
43% say reconciliation is occurring in family (13 of 30)
66% notice new success in relationships (20 of 30)

“After sessions at Serenity Retreat, I’m more assertive and can say what I think, and I have tools to deal with it. This has saved our marriage.”

Case Study: A sixty-five-year old married banker and spouse

Throughout a 37-year marriage the couple had frequently engaged in loud arguments over finances and parenting. In 2010, both husband and wife received several sessions of Transformation Prayer Ministry. Six years later, the husband reports a greater ability to be more assertive, and that their marriage has greatly improved.

The Need for the Future

Serenity Retreat is poised for tremendous growth. Our Strategic Plan dictates transitioning our operations to a pastoral country setting just outside of Houston, Serenity Retreat Bellville. Its mission will be two-fold: 1) training Transformation Prayer Ministry facilitators to reach out and minister to current and future strategic partnerships we enjoy throughout the world; and 2) providing Personal Healing Retreats for those who suffer from pain and affliction, regardless of their ability to pay for or contribute to the ministry.

Our vision is the restoration and healing of all God's children so they truly know God the Father and His love for them through Jesus Christ; making them one with the Father, Son and Holy Spirit, and one with their fellow believers. (John 17:20-23) We accomplish this through Transformation Prayer Ministry (TPM, formerly Theophostic) and believe it should be mainstreamed into the Body of Christ. The more Christians are trained in the method, the more healing and perfecting of the Body of Christ can occur.

To accomplish this, Serenity Retreat has set its sights on becoming the foremost training center for TPM in the world. We have the distinct honor of being personally mentored by TPM founder, Dr. Ed Smith. Under his guidance Serenity Retreat is actively refining and improving its educational program to become the most effective it can be.

Most importantly, the success of the private phase of **The Restored Souls Campaign** confirmed that Serenity Retreat is a highly valued, vital ministry in the Christian community.

As such, the need for a permanent ministry campus in a rural setting was wholeheartedly endorsed. Although our doors will always remain open to those in need of spiritual nurturing, our primary mission will be one of mass outreach, dedicated to educating TPM facilitators to go forth into the world.

By deploying facilitators globally to serve "the least, the last, and the lost," this expanded ministry will be a pioneer ministry beyond the walls of our campus. Christ told the Church to go and touch the world. He did not tell the world to go and get in touch with the Church. Therefore, we will take our message directly to the underserved in churches, jails, halfway houses, safe houses, private homes and other locations as we develop new strategic partnerships. Through the grace of God, ministering to those with depression, anxiety, anger and troubled relationships will embody and heal more and more people.

"I had tried everything else, and nothing really brought closure to my hurts and pains like Transformation Prayer has. When I



got up after the session, I felt like I had been set free from a deep dark world of hurt and pain. I had never known such a peace in all my life. To the men within the walls of prison, I strongly recommend this program to you if you're serious about not coming back to prison."

Eddie Brewer, Vance inmate



Siblings received ministry after the death of their mother:

"I was sad before and now I'm happy. Now I'm sleeping better. "

Sister, 5

"I got to saw Jesus. He said 'it's okay because I'm watching over you.' I would tell the whole world "Do not be scared because Jesus is watching over you."

Brother, 6 ½

In order to develop a comprehensive, state of the art TPM training center, we propose the following:

Capital Expansion:

With the successful completion of the private phase, accommodations for 8-16 are under construction now. In order to maximize our capacity to be the premier center for training Transformation Prayer facilitators and to be a healing venue for those seeking solace from their pain, we must be able to house 32 people, the maximum final projected number of participants for training and healing. To accomplish this objective, a minimum of two more cabins, a chapel and a dining hall must be built.

Cabin #1 – 1,225 sq. ft., ADA compliant	\$152,468
Cabin #2 – 1,225 sq. ft., ADA compliant	\$152,468
Dining Hall/Kitchen – 1,000 sq. ft.	\$165,000
Lakeside Chapel and Deck 900 sq. ft.	\$135,000
Prayer Treehouse	\$ 50,000
Caretaker Home	\$165,000
Site amenities	<u>\$150,000</u>
TOTAL:	\$969,936

“I have been healed from a life-long depression. Before, I felt a heaviness like a wet blanket on the inside all the time. Now, I feel free. This is the first time I’ve been happy in my life and I’m 46 years old. If this doesn’t show you that the Lord is alive and living and doing his work, what will?”

Susan C., Houston

Operations:

Core support. Operating support. Infrastructure support. General-purpose support. These phrases are used interchangeably to refer to the same thing: funds in support of a non-profit’s mission rather than a specific project or program. This is the “working capital” needed for Serenity Retreat to sustain its day to day operations. It is critical to achieving organizational effectiveness and enhancing capacity. To promote flexibility, predictability and stability at Serenity Retreat, a component of the public phase will be devoted to the generation of revenue to fund salaries and operational support over the next five years.



	Annual	Five Years
Executive Director	\$ 75,000	\$ 375,000
Business Manager	\$ 55,000	\$ 275,000
Ministry Coordinator	\$ 40,000	\$ 200,000
Houston Ministry Coordinator	\$ 40,000	\$ 200,000
Hospitality/Maintenance	<u>\$ 25,000</u>	<u>\$ 125,000</u>
	\$235,000	\$1,175,000
Total Needs: (\$969,000 + \$1,175,00)		\$2,144,936
The Restored Souls Campaign Minimum Objective:		\$2,000,000

There are two steps to reaching the minimum objective of \$2,000,000. First, pray whether God would have you make this investment in eternity. We encourage you to listen and follow His lead regarding how He wants you to participate. Second, this is a five year pledge made for the purpose of sustaining our ministry. For many, this will require some element of sacrificial giving. Please search deeply into your souls before making this long-term, but vital commitment.

When you sign your pledge, please note that this is not a contract which obligates you to pay. Rather, it is a commitment you make with God. Remember it truly is about the amount of the sacrifice, not the amount of the gift.

The Restored Souls Campaign Steering Committee

Peter & Elizabeth Wareing, Chairwoman
Stewart & Julie Baker
Bill & Susan Davis
Mike & Rev. Kathy Eason
Melinda Rowe
Robert & Nancy Zimmerman

Recognize that all you have and are, are gifts from God and respond appropriately by sharing what you have in a loving and lasting way with those who seek to do His will and work. This is the essence of what it means to be a sound steward, to emulate the example of and become a disciple of the ultimate steward, Jesus Christ.

Ways to Give

- Cash Gifts – May be made from savings or from current income. The Table of Gifts (next page) shows how quickly cash gifts add up over time.
- Gifts of Stock- May be made by giving the stock to the ministry. This is often a desirable way to give. By giving a gift of stock, the giver avoids capital gains taxes on the investment growth and is eligible for a tax deduction equal to the full current amount of the stock gift. (Actual value of gift is equal to the mean of the high and low stock price on the day of transaction).
- Gifts of Property- Such as land, rental property, or almost any other personal property can be made to the Campaign. By giving gifts of property, the giver will generally avoid capital gains tax and will be eligible for the full current value of the gift.
- Mutual Fund Shares- Can be transferred to the ministry, avoiding capital gains and allowing for the full current value of the gift.



"I am 15 years old. I was headed down a dark abyss of drug addiction, alcohol and depression. But, after coming to Serenity Retreat I feel happy, peaceful, loving. I went to Serenity Retreat and it was the most amazing thing ever! "

Hayley, Oklahoma

Levels of Support Needed to Succeed:

In order to reach our financial objective of raising a minimum of \$2,000,000, we will require both a substantial number of donors and a few leadership gifts, as the following Table of Gifts demonstrates.

Gift Level	# of Gifts	Prospects Needed	Providing	Cumulative
\$500,000	1	3	\$500,000	\$500,000
\$250,000	2	6	\$500,000	\$1,000,000
\$100,000	3	9	\$300,000	\$1,300,000
\$50,000	4	12	\$200,000	\$1,500,000
\$25,000	8	24	\$200,000	\$1,700,000
\$10,000	12	36	\$120,000	\$1,820,000
\$5,000	16	48	\$80,000	\$1,900,000
\$2,500	20	60	\$50,000	\$1,950,000
\$1,000	50	150	\$50,000	\$2,000,00
Total	116	348	\$2,000,000+	\$2,000,000

But what does a gift mean to you personally? How can you measure the cost of this individual sacrifice? For illustrative purposes, the following table breaks down various pledged amounts into a per diem over five years.

Total Pledge	Down Payment	Annual Payment	Monthly Payment	Weekly Payment	Daily Payment
\$50,000	\$5,000	\$9,000	\$750	\$187.50	\$25.00 (the cost of a lunch)
\$25,000	\$2,500	\$4,500	\$375	\$93.75	\$12.50 (the cost of a breakfast)
\$10,000	\$1,000	\$1,800	\$150	\$37.50	\$5.00 (the cost of a latte)
\$5,000	\$500	\$900	\$75	\$18.75	\$2.50
\$3,000	\$300	\$540	\$45	\$11.25	\$1.50

However, your pledge is more than just a gift. It is a current sacrifice which acknowledges an investment in your personal eternity. The following table illustrates how “your” Campaign commitment can yield a return in terms of “souls restored:”

Total Pledge	Number of Souls Restored
\$50,000	250
\$25,000	125
\$10,000	50
\$5,000	25
\$3,000	15

Financial Cost of a Transformation Prayer Ministry Session = \$200

Naming Opportunities:

Upon completion of the Campaign, Serenity Retreat will present an alphabetical list of those who contributed financially. But for a few exceptions, we intend to make little distinction on the basis of how much money was contributed and to honor all of our sacrifices equally. Memorial or honorary gifts may be named, however, if the donor wishes.

We will offer a few select gift opportunities that provide donors of qualifying gift amounts the unique chance to designate their gift to a particular portion of the Campaign and dedicate it in honor or memory of someone they choose.

Summary:

This Campaign will be a spiritual as well as an economic endeavor. It will challenge us to ask: “Why is this worthy of my sacrifice?” From time to time, the Lord calls His people to respond to His sacrifice with sacrifices of our own. We believe this sacrifice is worthy because we believe the mission of Serenity Retreat given us by God is worthy of our very best.

But whatever the gift or method of making it may be, please be assured that your support is urgently needed and greatly appreciated. Won’t you please join us in this exciting and essential effort to better our service to one another, to our community and to Jesus Christ?

Frequently Asked Questions:

Q: Why is Serenity Retreat conduct a fundraising Campaign?

A: Serenity Retreat started with just a vision. With very little fundraising, it has grown into one of the largest Transformation Prayer Ministries in the country over the past 16 years. This is truly a miracle. Now, with tremendous support from the Houston community, the time has come to provide a permanent location for the ministry in Bellville, with outreach to the entire city of Houston.

Q: Why is Serenity Retreat asking me for a five-year pledge?

A: Raising a minimum of \$2,000,000 over a five-year period helps us to achieve our common goals while lessening the financial pressure on our supporters. In general, one can expect a 95% completion rate in a five year Campaign. In addition, over the course of the five years, Serenity Retreat will be cultivating and developing new friends to commit to its future success and longevity.

Q: Who will be asked to make a commitment?

A: Everyone who has participated in our Transformation Prayer Ministry will be asked to prayerfully consider a sacrificial, meaningful and proportional gift. Although organizations, foundations and businesses will also be solicited, we expect individual and family donations to account for a significant percentage of all monies raised.

Q: How will the funds be raised and collected?

A: Everyone will be asked to prayerfully consider a sacrificial gift. This will be dependent upon individual concerns and one's personal situation. Depending upon their payment schedule, donors will be reminded of their upcoming pledge payments.

Q: How much should I give?

A: Consider your gift as a meaningful personal sacrifice based on your financial ability to give. Receipts will be mailed at the end of each calendar year for all amounts received during the year.

Q: How do I pledge?

A: A signed Pledge Agreement or Letter of Intent, prepared by Serenity Retreat, will document your commitment to the campaign.

Q: Can my employer match my gift?

A: Your payment or gift to **The Restored Souls Campaign** may be doubled or tripled if your company has a matching gift program. Please check with your employer to see if they will match a charitable contribution and be sure to request a matching gift form from them.

Q: I have already contributed to Serenity Retreat. Why do I need to contribute to this Campaign?

A: This Campaign is about sustainability and the future of Serenity Retreat. We ask you to look into your heart and to ask, "How did Serenity Retreat help me?" This is a "stretch" or sacrificial commitment that will demand inner reflection.

Q: Are my contributions tax-deductible?

A: As a 501(c)(3) non-profit organization, gifts to **The Restored Souls Campaign** are tax deductible to the extent allowed by law. An acknowledgement and receipt of your gift will be provided to you for income tax purposes. Should you have specific questions regarding tax deductibility, you are encouraged to contact your accountant or tax preparer.

Q: If my financial circumstances change, may I alter my pledge?

A: Your pledge is made in good faith and is entirely voluntary. If your circumstances change, you may alter your pledge by simply notifying the Serenity Retreat business office.

Q: What happens if Serenity Retreat does not meet its financial targets?

A: The goal or target is just that, something we aspire to attain as a ministry. There are no consequences if we do not meet our goal, other than less resources being available to address the needs identified by the campaign.

Q: Whom can we contact to obtain more Campaign information?

A: Please call Reverend Kathy Eason at 713-456-0765.

