



**Cale Capital Campaign**  
**“For Such a Time as This!”**  
Esther 4:14

Cale: Camp & Conference Center is appreciative of the generosity of so many individuals, churches, and organizations that have given to this ministry to bring it to this point. We now enter into this capital campaign knowing that God has prepared us (is calling us to expand our ministry) “For such a time as this!” Borrowing the quintessential line of courage and motivation from the story of Esther, we move forward knowing that God will prepare and raise up individuals to make a difference for His Kingdom.

**Purpose**

Cale, a ministry of the Chowan Baptist Association, is open for use by churches, denominations, schools, civic groups, individuals, and organizations that hold core Christian beliefs. Cale has the following three main functions:

- To reach people for Christ (evangelism)
- To teach people about Christ (discipleship)
- To let the church gather (fellowship)

Cale’s programming, camps, conferences, and rental opportunities incorporate these three elements.

**Ministry Goals**

Cale’s capital campaign is being implemented to support our growing ministry. It is our desire to grow our summer camp to reach more children and youth (evangelism), to provide conference opportunities to facilitate many areas of the Christian journey (discipleship), and to allow groups to experience God in a beautiful natural setting (fellowship). With ministry as our basis, we seek to move forward in developing our land and building our structures.

**Funding Sources**

Cale must raise its own funds to be utilized each fiscal year. Cale receives this funding from the following sources:

- |                 |                         |                |
|-----------------|-------------------------|----------------|
| ● Contributions | ● Cale sponsored events | ● Sponsorships |
| ● Donations     | ● Facility rentals      | ● Grants       |
| ● Activity fees | ● Fundraising events    | ● Gifts        |

## Capital Campaign Phases

Phases will be completed in the order which best meets Cale's ministry goals and in which funding becomes available.

### Phase 1

Phase 1 consists of the building of the Conference Center. This phase will also address parking and drainage issues.

### Phase 2

Phase 2 improves Cale's lodging and dining facilities. Cale will make improvements to existing facilities and build new lodging facilities. New facilities will consist of a variety of lodging types including bunk houses, hotel style rooms, and family facilities. Improvements will be made to the kitchen and dining facilities to meet our growing food service needs.

### Phase 3

Phase 3 incorporates a multipurpose building, pool, and athletic complex on Cale's campus. These areas will provide space for a variety of year round activities.

### Projects

- Camping and travel trailer hook ups
- Miniature golf course (putt-putt)
- Wilderness/mountain bike trail
- Paint ball course
- Golf driving range
- Water elements
- Disc golf course
- Zip line
- New and ongoing projects

### Land Acquisition

Cale seeks to acquire land surrounding our current campus to facilitate the growth and development of our ministry.

### Naming Rights

Naming rights will be available with a gift of 51% or more of the total construction cost of any of our new or remodeled facilities. When multiple suites exist within a facility, each suite or section will be given a naming opportunity based upon a gift of 51% or more of the total cost of that suite or section.

Naming rights for individual lodging rooms are based upon a specified amount for room furnishings, not construction costs.

Donations received for naming right opportunities must meet the requirements of Cale's mission statement. The naming of a structure will last as long as the building remains intact and functioning, or until an agreement is reached among all parties involved. Naming rights may be revoked if the action of any party involved in the naming right brings the reputation of Cale into disrepute.

### Recognition of Gifts/Donations

Recognition of donations to projects within this capital campaign will be recognized by a plaque system in a public place on our campus. Recognition will be based upon the level of giving by the donor(s). Donations of permanent fixtures, long standing equipment, or other non-consumable products that do not have a plaque system will be recorded in a book to be kept in a public place within the conference center for viewing. Plaques will not be placed upon furnishings, podiums, equipment, books, or other items that may need to be replaced. We will respect the rights of donors who wish to remain anonymous.

### **Remaining Funds after Project Completion**

Once a project is completed in its entirety, excess funds will be kept in that budget line item for six months in the event that adjustments or corrections are needed. After this six month time period, with the approval of the Cale Management Group, the funds can be transferred to another designated fund to help meet other needs.

### **“For Such a Time as This!”**

In the Old Testament story of Esther, there came a moment when a decision had to be made. Esther had a choice; she could do nothing, or she could help. Even if she had not taken action, God’s plan would still have been accomplished; however, God placed her in that position to make an impact that would be felt for years to come.

God has placed Cale in a strategic position to advance the cause of the gospel. Because it is God’s plan, we know that it will be accomplished in His time. Our plea is that God’s people will consider the position He has put them in and rise to the occasion to help Cale fulfill its purpose.

Our Capital Campaign theme **“For Such a Time as This!”** focuses our attention on this season of Cale’s development. We have come to a point that will further define the ministry of Cale. We ask that you prayerfully consider what God would have you do to support Cale **“For Such a Time as This!”**

**Campaign Start Date: 2012**

**Phase 1 Goal: \$1,000,000**

**Phase 2 Goal: \$3,000,000**

**Phase 3 Goal: \$2,000,000**

Approved by Cale Management Group  
Adopted by Executive Committee of Chowan Baptist Association: July 2012