UNITY
NORTH ATLANTA

Town Hall

September 27, 2026



Town Hall Plan

- Transparent Communication & Information Sharing So That All Are Informed
- Membership Growth & Retention
- Stewardship
- Financial Update
- Question & Answers



Growing Our Community: Strategic Plan



1 Grow & Retain Our Community



2 Expand Ministries & Develop Leaders



3 Reclaim Our Community — Cobb County

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MEMBERSHIP AND ATTENDANCE

Unity North Atlanta Active Members

Year	Members	New Members
2024	589	33
2025	581	25
2026(thru Sept)	579	32

Individuals who have been through the membership process and attend services, volunteer, and / or donate are counted as active members.

Average Weekly Attendance @ Services

	Sunday Services Attendance					Wed	Total Weekly Average
Year	1st	2nd	Online	# Souls	Visitors	In Person	# Souls
2024	40	203	228	461	5	56	537
2025	38	199	224	444	5	29	477
2026	35	206	279	465	6	31	497

Habits have changed

Ever since the Pandemic, Sunday ONLINE attendance averages have exceeded IN-PERSON attendance averages.

Growth and Retention Strategies

- Conduct New Member Engagement Events
- Follow up with newcomers
- Invite all congregants to be part of welcoming Newcomers
- Offer Classes
- Plan Small groups like Serendipity Suppers
- Embrace online viewers
- Ensure online viewing experience is a gateway to in-person attendance
- Focus Staff Member ENGAGEMENT
- Measure progress with metrics

Planning for the Future

- Putting together the container so we can accommodate growth
- Congregants will play an important role as we join together for UNA’s next phase
- Seeking Associate Minister to plan for growth AND focus on increasing congregant engagement
  - 1 Minister typically supports 200 members
- More to come

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EXPANDING MINISTRY LEADERSHIP

Leadership Growth Strategies

- Asking EVERY Ministry to have Co-Leaders
- Offering Regular Leadership Meetings to Inform Ministry Leads So That They Can Share
- Enabling Lay Leaders to Step-Up To Volunteer In a Variety of Ways
- Offering Interesting Spiritual Classes for All

ENGAGED LEADERS → ENGAGED MINISTRIES → ENGAGED CONGREGANTS

Board of Directors Responsibilities

- Uphold the spiritual purpose of UNA
- Uphold the best interests of the UNA Membership
- Manage fiduciary responsibility for UNA now & in the future
- Serve on Board Committees
- Oversee Executive Director and Senior Minister
- Strategic Planning
- Serve 3-year terms

ENGAGED LEADERS → ENGAGED MINISTRIES → ENGAGED CONGREGANTS

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STEWARDSHIP & CLAIMING PROSPERITY

Stewardship is the careful and responsible management of something entrusted to one's care.

Divine Order & Balance

"As you prosper, you have the responsibility of the wise and loving use of the bounties and opportunities that come to you."

"See yourself as the steward of God handing out His inexhaustible supplies."

"We do not deprive ourselves of what we need today; neither do we waste our substance in foolish ways nor deplete it uselessly."

Charles Fillmore, Unity Co-Founder

Charitable Giving
Living Our Spiritual Principles

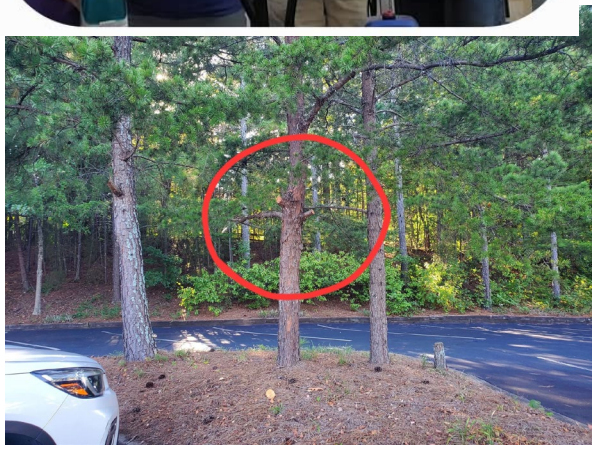
Year	Total
2022	35,987.51
2023	82,952.82
2024	50,155.04
2025	59,246.88
2026 (thru July)	33,021.08

- 2026 Focus on local organizations
- **Examples:**
  - Family Promise
  - Habitat for Humanity
- In-Kind Donations of “Meeting Space”

Stewardship: It Starts With Each of Us

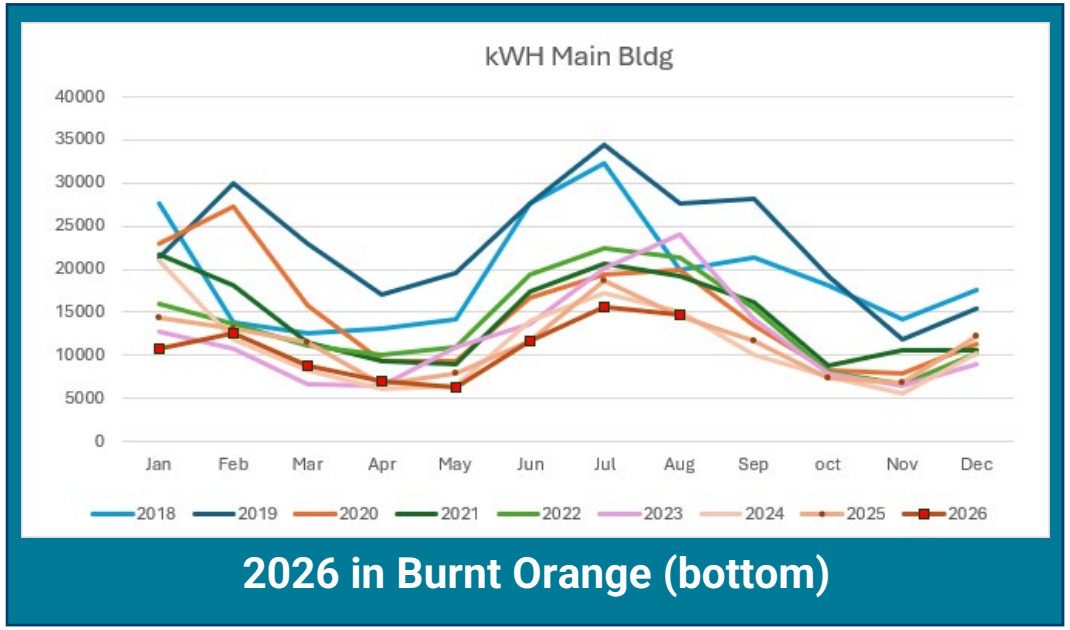
- Taking care of our church home
- Taking care of our grounds
- Taking care of our financial resources
- Developing multiple sources of income (becoming a money magnet)
- *VOLUNTEER!*
  - Fall Clean-Up Day
  - USHER one Sunday a month
  - Join a Board Committee to Prepare for Future Board Service (or Run for the Board!)
  - Trunk or Treat
  - Thanksgiving Pot Luck
  - Co-Lead a Ministry





Good Stewards of Our Campus & Funds

- Staff tightly managing costs
  - Example utilities
- Resolving Vandalism Impacts
  - Legal Settlement Reached
  - Security lights, DIY
  - Replace broken glass
- Sanctuary Stage Refresh
  - Insights from Experimental Blue Wall
  - Balance needs of In-Person & Online
- Five-Year Environmental Stewardship Initiative
  - Community collaboration will transform a portion of the 8.5 acres into native habitat, food gardens and outdoor learning spaces



2026 in Burnt Orange (bottom)

We've Been Asked: Where Do My Donations Go?

Activities	Use of Funds
UNA Church Services Donations: • **Sunday Celebration Services (9:00 a.m. and 11:15 a.m.)** • **Wednesday Evening Service** • **Holy Grounds Hospitality / Coffee Bar** • **Consistent Giving to UNA via website, App, or by calling Accountant. Some Events.**	Funds the mission and operations of our UNA. • Expenses, Staff, Building, Repairs • Charitable Giving • Programs, Services, Youth Ed Annual Financial Reports Published for Transparency
Love Offerings collected in classes, ministry meetings, and affinity groups	Organizers may pay a facility-use fee to UNA for the use of our campus. Use of remaining funds set by organizers
Classes:	Instructor determines how excess funds are used. ASK!
Ministry Teams and Affinity Groups:	Ministry Leaders determine how excess funds are used. These groups manage their own funds. ASK!

We believe transparency builds trust. If you have questions, ASK!
The Organizer will be happy to share the information.

Good Stewards of Your Donations: Total Giving & New Donor Information

Year	Consistent Giving	Other Giving	Total Annual Donations	Number of CGP Donations	New Donors	New CGP	Recurring Donors
2024	556,173.31	257,337.59	823,510.90	4,610	187	10	181
2025	561,297.53	260,037.86	821,335.39	4,885	195	27	206
2026*	359,114.65	148,778.98	507,893.63	3,113	114	15	195

* 2026 = 8 months, thru August (2/3 of year)

CGP = Consistent Giving Program

THANK YOU!

2026 Financial Health Improving

- Balance Operational Costs With Income – SUCCESS!
  - YTD We are positive $7,000. We are covering our expenses EXCEPT for our Mortgage Principle payments.
- Spending more cash than we are bringing in.
  - $38,000 year-to-date, primarily due to mortgage principal payments—a ***significant improvement*** over the $115,000 decrease at the same point last year.
  - Anticipate Ending the Year Cash Flow Positive After Christmas Holiday Match



Thank You! Gwyneth Gore



Gwyneth honored Unity North Atlanta with a Legacy Gift.

She attended UNA for more than 20 years and was a vital member of our Spiritual community.

We honor her today and all who continue their giving with a Legacy Gift (bequest) in their Will or Estate Plan.

We are grateful for your attendance & interest today

Questions?

