



Murray Grove Association Retreat & Renewal Center

P.O. Box 246
Lanoka Harbor, NJ 08734
Phone: 609-693-5558
Web: murraygrove.org

Murray Grove Strategic Memo 2023

Murray Grove is a Universalist retreat center inspired by the concept of radical hospitality, serving people of diverse backgrounds both in person and on-line providing opportunities for rest, renewal, inspiration, and growth. Murray Grove supports people to create a world of greater kindness and justice through social justice action, the arts, and our natural environment. Building a future of justice and kindness for all.

Universal Love – We welcome all who honor acceptance, respect, and the richness of diversity, reason, love, and mutual trust. As Unitarian Universalists, unified by life-affirming principles, we are inspired to deepen our understanding, expand our vision, nurture one another, and labor for a just and peaceful world honoring the inherent divinity and interdependent unity of all life.

Radical Hospitality – creating a sanctuary where mutual respect is fundamental,

- where people are welcome and cared for
- discover and reveal the promise they carry within them
- bring their differences and gifts to co-create a safe space for deep personal and collective learning, broad reflection, and renewed commitment.

Inclusive Community – welcoming all who are respectful of others and reaching out to groups that are marginalized by our culture.

Lifelong learning, spiritual deepening, and prophetic transformation – cultivating transformation and spiritual development, thus inspiring and encouraging people to work throughout their lives with courage and love to make the world a better place.

1. Demonstrate Support for Social Justice Movement
 - a. Provide a brave and safe space, while offering learning opportunities, on-site and virtually to educate individuals in the community and to expand the need for awareness and acknowledge the need for social justice advocacy.
 - b. Become a recognized HUB, and a place for Acceptance, Advocacy and Social Change
2. Run MGA sponsored programs that are revenue positive by increasing the amount offered per month
 - a. Annual Program Plan
 - b. Private Retreats – Personal Family Reunions and Celebrations
 - c. Ministry Retreats
 - d. Social Justice Retreats
 - e. Health & Wellness Retreats



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3. Enhance and Diversify outreach to connect with new groups, organizations, and congregations
 - a. In 2016 the UUA and BSA signed a historic Memorandum of Understanding designed to provide guidance to UU congregations who wish to charter Scouting units. MGA has agreed to become a Charter for a local Lacey troop #156, which is a Family Pack that allows for inclusivity.
 - b. <https://www.uua.org/children/scouting/memorandum-understanding>
 - c. Become a recognized HUB, and a place for Acceptance, Advocacy and Social Change
 - d. Request Board Members to provide any contacts for their respected groups of interest
4. Examine ways that MGA can support community and staff in Mental Health Awareness.
 - a. Research local funding, Program development and Outreach potential
 - b. Run at least one revenue program with this focus in 2023
5. Establish adequate staffing and enhance the support of MGA programs and operations.
 - a. Staff Levels and Salary Evaluation
 - b. UUA Market Alignment
 - c. UUA Recommended Salary Ranges versus local wages;
https://www.uua.org/files/pdf/g/guide_to_salary_recommendations.pdf
 - d. Provide professional development to ensure MGA is supporting empowerment, growth and advancement within the organization
6. History & Education – Archives,
 - a. Develop Curriculum, connect with local schools, offering tours that support the continued education of Universalist Unitarianism
7. Legacy Giving Program – Murray Grove would like to reinstate our Legacy Giving
8. ADA & Accessibility –
 - a. Continually implement the policies and practices throughout MGA facility and incorporate them into the program development
9. Marketing – Currently we have a small marketing budget, which limits our ability to reach any audience in a tangible way. A significant number of Murray Grove programming is based on word of mouth, and there is great need to expand that outreach, and expand our support services to the marginalized communities; supported through the principles of the UU and Murray Grove Association
 - a. Engage Marketing via Social Media Networks
 - b. Investing in staff or a work-exchange to support join
10. Capital Improvements – See Release of Funds-Exhibit A Endowment Drawdown Budget