



# Unity World Headquarters

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## Update



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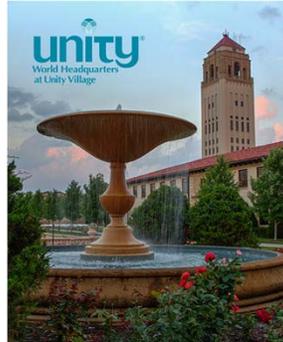
Introducing  
Jim Blake,  
Chief Executive  
Officer  
Unity World  
Headquarters



## Jim's Background



20 years



2006–  
2011

WE RISE  
BY LIFTING  
OTHERS

Servant  
Leader



### **Introducing Jim Blake: Jim's Background**

Prior to discussing my personal and professional background, please allow me to take a moment and honor the work that you do each and every day. As ministers and leaders, you are the “hands and feet” of our movement and are the ones that are making a difference and changing lives day by day, week by week. So please allow me to bow to you for the incredible work you are doing for our movement and to say thank you. It is important and necessary work.

In fact, if it were not for the work you do, people like me might never find their way to Unity. My family and I started our journey in a Unity church 20 years ago, with Rev. Joe Sloan in Unity of North Kansas City. My now 15-year-old daughter was christened in that same Unity church at the tender age of 1, by Rev. Richard Maraj who took over the church after Rev. Joe returned to California.

Shortly after that, my wife Denise came home one day and requested that we move to Lee's Summit so she could go to work at Unity

Village. For those of you that know my wife, that's a conversation where one just says "okay." Denise went to work in the Silent Unity Prayer Ministry, then moved to the Composition department writing letters to those who called for prayer, and finally ended up as Program Director for Unity Online Radio for five years. She also managed to get me a job while she was on campus.

I served as CIO and Vice President of Operations from 2006-2011. During that time the Village was in the process of significant change and technological improvement. I was able to upgrade or automate in almost every major area of campus. As such, I learned about every major area of Unity by implementing new technologies.

In addition, I was tasked with leading the joint website project with UWM, which taught me even more about Unity churches and the services UWM offers. I met Donna Johnson and was able to begin a relationship with her as well as many of the folks are that are still on the UWM team. My time in service back then and on that project has prepared me very well for this role now.

During that time, I was also enrolled in the Unity Institute ministerial education program and was able to complete more than a third of the curriculum before I was called away. I was on the path to ordination—and before I am asked—yes, I plan to reenroll and complete the program. I have already spoken to Donna about the necessary steps to explore beginning that journey again.

From a leadership perspective, I am what is defined in today's language as a servant leader. Servant leaders have two core beliefs. First, every person has value and deserves civility and respect. Second, people will accomplish a lot when inspired by a purpose greater than themselves.

Beginning with those core tenets, servant leaders are dedicated to lifting people up by teaching them skills that will help them improve performance and be their best selves at work at home and in their community. Servant leaders lead through inspiration, not intimidation.

## Humble Beginnings at Unity

Being humble means recognizing that we are not on Earth to see how important we can become, but to see how much difference we can make in the lives of others.

—Gordon B. Hinckley



### **Humble Beginnings**

It's not widely known that I actually served at Unity once before, prior to moving to Lee's Summit. It was the late 1990s after the .com crash. I had a company that was a victim of the .com crash. I and thousands of others were out of work in Kansas City. I was working two jobs. During the day, I was a residential carpenter. And at night, I was working at the Village. At that time I was the least-recognized person on campus. I could walk around campus at the busiest time of day and no one knew my name.

You see, I was the night-time computer operations person. My hours were from 9 p.m.-7 a.m. I was responsible for printing the *Daily Word*<sup>®</sup> and *Unity Magazine*<sup>®</sup> mailing labels when magazines were shipped from the Village. I also printed Silent Unity<sup>®</sup> prayer letters each night and then ran them through the cutting machine to cut them down to monarch size—that's the size Myrtle responded from by hand when she was on campus.

I use that experience to maintain my humility. I share it with you so that you understand why I will never take for granted how far I have come, and how much this opportunity means to me.

However, what I really want you to focus on is the last sentence on this slide, “to see how much difference we can make in the lives of others.” Because that’s really why I am here and why I came back.



### **Social Chaos**

I believe the world needs Unity more than ever! I believe the world is experiencing what I call "social chaos." You are on the front lines; you see it every day—things like depression, anxiety, stress-related illnesses, obesity, cancer, PTSD. All these are at all-time highs in this country. Every day, it seems we are faced with another tragedy or catastrophe that contributes to the news cycle of fear and distress. People are struggling, suffering, and looking for ways to cope with life's challenges.



### **Looking for Answers**

In addition, and we have said this for a long time, but I believe this is also occurring now more than ever ... many have been surprised by their faith communities' response to things like the social issue of transgender restrooms and the Orlando tragedy.

I believe many people are no longer served by the religion of their childhood or even the faiths of their recent past. And maybe, for the first time in their lives, have begun to question and seek alternatives as a result.

I believe that our Unity teachings, our resources in the form of Silent Unity, *Daily Word*, retreats at our beautiful campus that are designed to uplift and heal, and our welcoming and accepting church communities can help with what everyday people are struggling with today.

Which usually leads to everyone's next question: So what's your

vision?

Well, it's only been a few weeks so it's too early to have fully prepared my vision. However, here is what I can share.

The Board and Executive Team of Unity World Headquarters did some really fantastic work on a strategic plan for *Daily Word*, Silent Unity, and campus initiatives. In addition, we have established innovation teams for each of those as well. I have also brought forth some ideas for innovation in each of these areas.

Which leads me to say that I think we are closer to having a core vision complete than I thought and here's why: Every business book and/or planning meeting I attended while working for those global leading companies, when I arrived at the section on strategy, they all said same thing—focus on what you do better/different than anyone else in the world. Then continuously innovate, enhance, and evolve those year after year. I considered that against our portfolio of services and offerings and here's what I came away with: Nobody else has the life-changing, mind-altering, body-and-soul healing teachings created by our founders. Nobody else has a continuously staffed, 24 hours a day, 7 days a week, and 365 days a year telephone-based affirmative prayer ministry that's always there providing peace, comfort, and courage to those who need it most the way Silent Unity does.

Nobody else has a 92-year-old daily devotional like *Daily Word*—you may say, “but Jim, there are other daily devotionals”—yes, but none of them has the magical synchronicity that makes you feel like it was written just for you that day—and in that moment you have the undeniable feeling that there is something greater than you at work in the universe.

Nobody else has a campus like Unity Village—there are places with as much beauty for sure—but it is unique and it is sacred and there is no other place quite like it.

Finally—and this is where it all comes together—no one does church and

community like we do.

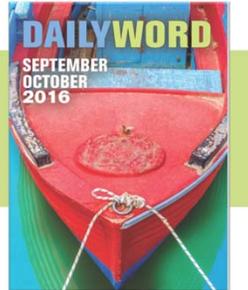
We take the unique teachings, the affirmative prayer, and the magical daily devotional and share them all in the same place.

But wait—there's more! We accept everyone—no qualifiers, no descriptors, no disclaimers—we simply accept everyone. I submit that no one else does church and community like we do.

# Guiding Principle: Help and Serve More People



A Window Into the  
Heart of the World



Daily Inspiration  
From Unity



Destination of  
Choice for  
Transformational  
Experiences



## Guiding Principle

So in the interim, while we finalize the vision, we are instilling a guiding principle throughout the organization. That principle is to help and serve more people with all of those differentiators—those things we do better and different than anyone else—that I just described.

We will talk less about marketing and money and growth and more about service and helping people. Don't get me wrong, those other things are important and we certainly won't ignore them. After all, Charles Fillmore was just as successful as a businessman as he was a spiritual thought leader.

But we all know how principle works—if you focus on the work and your work with Spirit—the rest will take care of itself. It's a model that worked for them back then and it's a model that will work for us now.

So we will use technology, innovation, and networking to find demographics that are underserved and groups of people and

organizations that are struggling and/or suffering with life's challenges, and we will find ways to help and serve them with what we already do better than anyone else in the world.

So please, join us in this quest. Let's work together to find, help, and serve more people and make a difference in the world together.

Stay in Touch With Jim



On **Facebook** and **Twitter**:

@IamJimBlake

By **email**:

Jim@unityonline.org



Stay in touch with Jim at @IamJimBlake on Facebook and Twitter or email at [jim@unityonline.org](mailto:jim@unityonline.org).

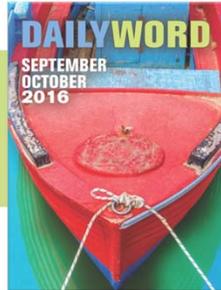


**It's a New Day in Unity!**

# Guiding Principle: Help and Serve More People



A Window Into the  
Heart of the World



Daily Inspiration  
From Unity

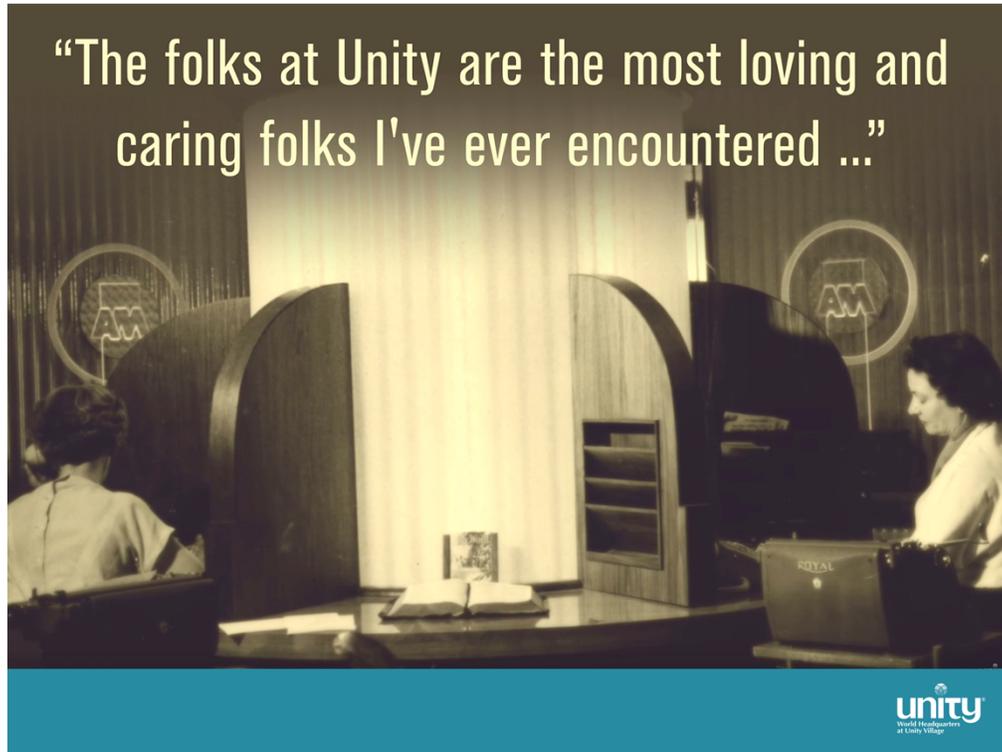


Destination of  
Choice for  
Transformational  
Experiences



## Guiding Principle

We appreciate this time to share with you the many exciting things that are happening at Unity World Headquarters at Unity Village! We've just heard Jim speak about our three pillars of service—SU, DW, and the Village Campus. We'd like to share some specific things from these three areas.



### **SILENT UNITY®**

Today we pray with nearly 2 million people each year.

- On the telephone, on the web page, and on the uPray app.
- We get the most beautiful praise from people.
- “The overwhelming feeling I have is that the folks at Unity are the most loving and caring folks I've ever encountered; I guess that is why God has chosen them to be his 'helpers.'”
- One woman called in recently and asked the prayer associate if SHE, the caller, could pray for the associate.



## World Day of Prayer

World Day of Prayer 2016 was a great success. Many of you had events in your churches—did you know that if you tell us ahead of time, we will post it on the World Day of Prayer website? We listed more than 100 churches on the site this year.

These photos show the Silent Unity Chapel where the 24-hour prayer vigil was held, our awesome musical guest Daniel Nahmod, the candlelight walk around the fountains, and a mandala from one of the prayer experiences.

Your impact:



**217** countries

**Half a million** names sent in

**20** Facebook Live events

More than **200,000** people reached

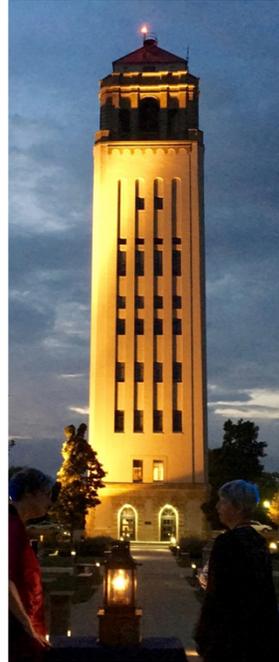
More than **70,000** views



### **Your Impact**

- Approximately a half a million names were sent in for prayer.
- We held 20 Facebook Live events leading up to and throughout WDOP:
  - +With a total reach of more than 200,000.
  - +With total views of more than 70,000.
- 217 countries from Iran to Argentina lit a candle on the website to say they were praying with us.

Extending our reach  
to help and serve  
more people.



unity  
World Headquarters  
at Unity Village

### **Extending Our Reach to Help and Serve More People**

Our focus is to help and serve more people and events like WDOP help us do that.

### Mini Retreat



## Download Center

We strived to make WDOP more engaging for everyone this year.

- Reflection questions were provided for you and your congregations to really explore the theme.
- In the download center were all the materials you needed to promote WDOP.
- We created a turn-key “mini-retreat” for you to hold in your center. Complete with script, activities, guided meditation.
- Watch [worlddayofprayer.org](http://worlddayofprayer.org) each year for new materials to assist you.

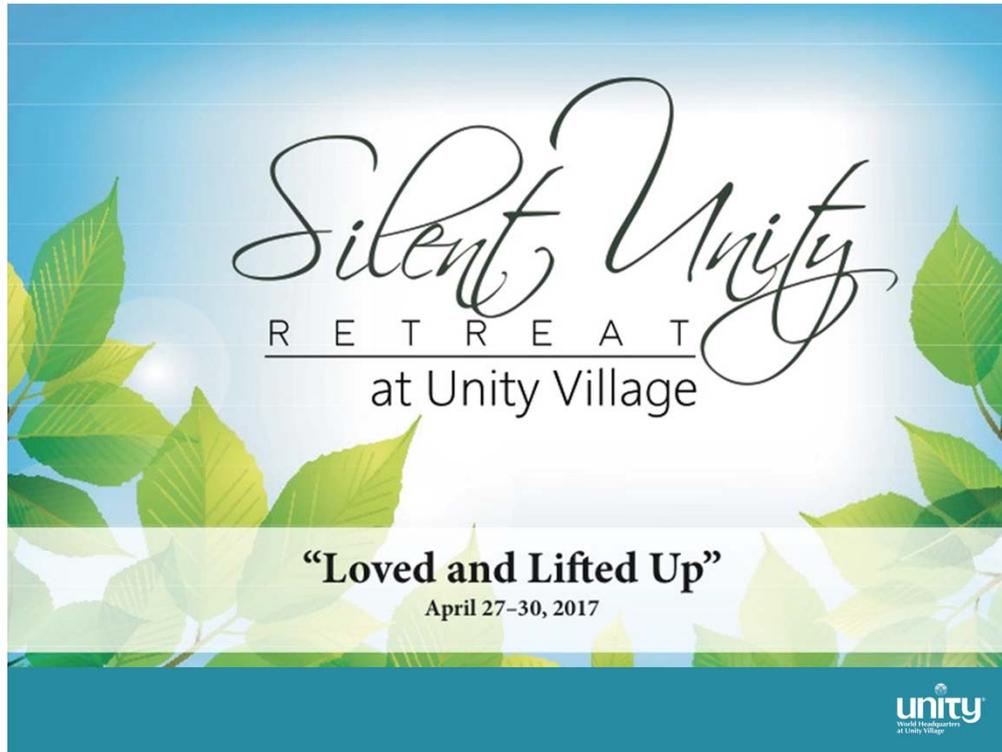
## Silent Unity Retreat 2016

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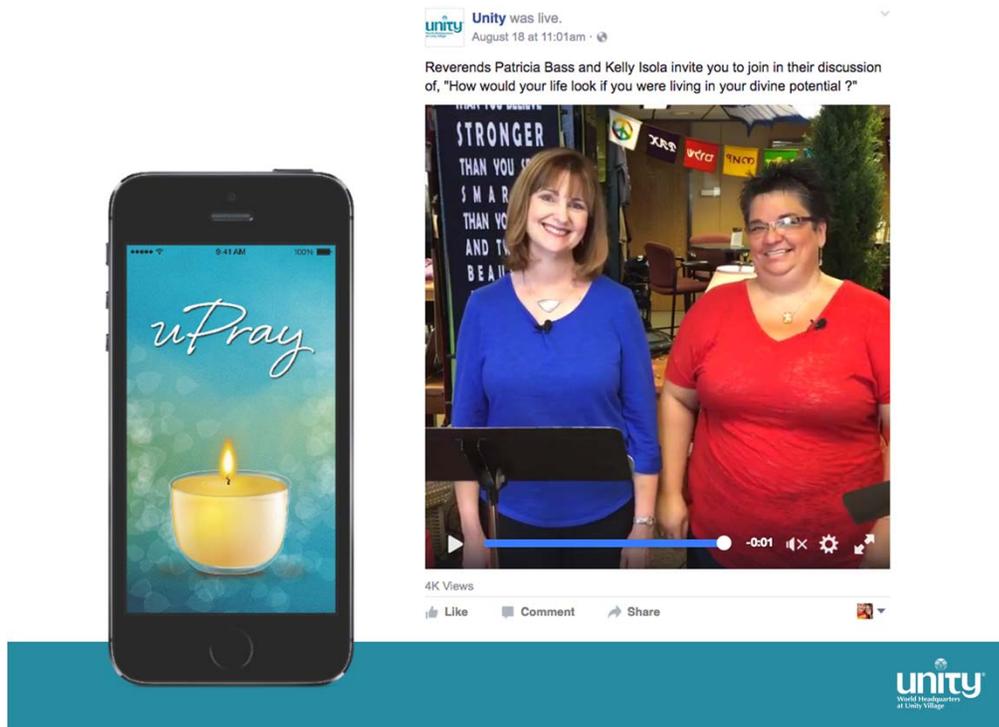
### **2016 Silent Unity Retreat**

- We held our first Silent Unity retreat in 2016 with 84 people, featuring Rev. Michael Gott and Rev. Patricia Bass, along with Rev. Paulette Pipe and Rev. Mark Fuss. It was a great success.
- The retreat, titled “In the Presence,” allowed those attending to immerse themselves in affirmative prayer and to experience time in the prayer vigil chapel too.



### **Silent Unity Retreat**

- Already have 34 people registered for 2017 retreat “Loved and Lifted Up” featuring Daniel Nahmod, Rev. Patricia Bass, and Rev. Paulette Pipe.
- Last year, two churches sent groups to the retreat and we invite you to do so this year. Contact Customer Care at 866-236-3571 or visit [silentunity.org/retreat](http://silentunity.org/retreat) for more information.



## Silent Unity Innovation

- With the clear focus on Silent Unity as one of our top three priorities, we established an Innovation Team to help us remain relevant for many years to come.
- We've done some research and learned that:
- No other prayer provider giving 24 hour telephone prayer support like we are.
- We want to use technology to expand our reach into prayer.
  - +uPray App—use is growing—9,000 prayer requests last month
  - +uPray App for Spanish speakers is now under development
  - +Looking into Facebook Live as a means of taking live prayer requests



*Call Lisa Hurst at 816-251-6500 to schedule a call.*



### **WHAT WE CAN DO FOR YOU**

- Did you know you can arrange a special prayer call for your board, a Sunday service, or a class? Call Lisa Hurst at 816-251-6500 to schedule a call.
- Send us your prayer requests. We will bless them in our prayer service and put them in the prayer vigil. No particular form. Just send them in!



*We joyously welcome  
the next vice  
president of Silent  
Unity whose loving  
nature, spiritual  
consciousness, and  
experienced leadership  
bless all of Unity.*



## **WHAT YOU CAN DO FOR US**

- Help us find the next Vice President of Silent Unity.
- Rev. Patricia Bass came out of retirement to join us as an interim vice president in November of last year. We are now ready to find our next permanent vice president.
- Please join us in prayer: **We joyously welcome the next vice president of Silent Unity whose loving nature, spiritual consciousness, and experienced leadership bless all of Unity.**
- You can apply at [unity.org/careers](https://unity.org/careers).
- REMEMBER—SILENT UNITY IS ALWAYS HERE FOR YOU

Share It Forward

**Monday**  
**September 19, 2016**

I am God's love in expression.

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World Headquarters  
at Unity Village

***Daily Word* Affirmation for September 19, 2016: “Share it forward/I am God’s love in expression.”**

- How many of you have read a *Daily Word*® message and felt it was written just for you?
- Let me tell you how several of our loyal readers have “shared it forward” in a big way.



### October 22, 2015, Yordano Ventura Instagram Account

- Last October, when the Kansas City Royals were in the American League championship, Royals pitcher Yordano Ventura started posting from *La Palabra Diaria* on Instagram.
- Message shared was “**Brilliant/I am guided to the best way to express my brilliance.**”
- Just think, a 24-year-old Baseball player in the biggest game of his life sharing it forward—affirming his Christ Light, releasing his limiting concepts and inspiring his **many thousands of followers** on Instagram to do the same.
- We want to reach more folks in the Hispanic community, so this fall we’re running a pilot program to introduce *La Palabra* to audiences in southern Florida. We’ll be running ads on Spanish-language radio on Pandora.

## *The Magnificent Seven! Share It Forward!*



### **Denzel Washington/*Magnificent Seven***

Last summer, when Denzel Washington was wrapping this movie in Louisiana, he requested 500 copies of DW for cast and crew ... something he does for every project he is in. Sharing it forward!

amazon alexa

“Alexa, start Daily  
Inspiration from  
*Daily Word.*”



Noelle LaCharite,  
Solutions Architect and  
Evangelist at Amazon

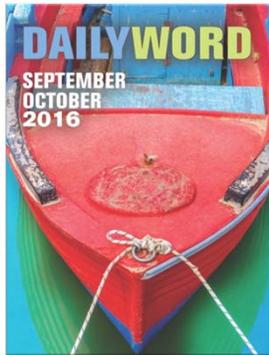


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### Noelle LaCharite/Amazon Echo

- Another friend who’s working to share it forward—Noelle LaCharite from Seattle, Washington. She’s a second-generation Unity congregant studying to be a Unity minister. In her day job, she’s a solutions architect and evangelist at Amazon. Seriously, that’s her job title!
- Noelle shared it forward this year, combining her zeal for Unity and for Amazon to create a new way for people to access our teachings.
- The Echo is the top-selling home speaker on Amazon, voice-activated through the Alexa app.
- If you’re one of the 3 million in the United States who bought an Echo this year, you can use it to access a selection of *Daily Word* messages or Silent Unity affirmations.

## Let's Reach More Together!



- Ministers can request complimentary copies for events.
- Send postcards to subscribers in your area.

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**Contact Customer Care for details: 866-236-3571**

M-F 7:30 a.m.–4:30 p.m. CT



### ***Daily Word* Postcard/Customer Care Phone Number**

- Ministers can request complimentary copies to give away at a community event. You pay only shipping.
- You can make *Daily Word* a calling card by sending postcards to subscribers in your area, letting them know that you are the ministry of *Daily Word* magazine.
- Contact Customer Care for details: 866-236-3571.

## Ash Wednesday

Word: Follow Me

Affirmation: *God is my source, my strength, and my power.*

Bible verse: “You shall love the Lord your God with all your heart, and with all your soul, and with all your mind.’

This is the greatest and first commandment.”—Matthew 22:37-38

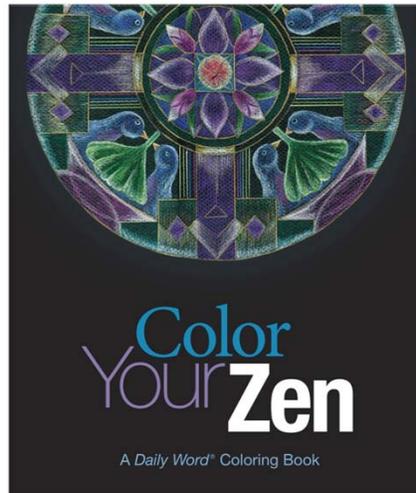
Plus  
Metaphysical  
Interp. from  
Rev. Ed  
Townley

[dailywordeditor@unityonline.org](mailto:dailywordeditor@unityonline.org)



### DW Messages Early/Metaphysical Interpretation

- How many of you read the *Daily Word* message in your Sunday service?
- *Daily Word* is offering a new service for ministries. Get the Sunday messages six months in advance of when they actually run in the magazine.
- When you do, you will also receive a metaphysical interpretation of the Bible verse courtesy of Rev. Ed Townley (author of the “Interpret This” blog on [unity.org](http://unity.org)).
- To repeat, it works like this: We’re about six months away from Ash Wednesday on March 1. If you’re planning your Lent messages now, email [dailywordeditor@unityonline.org](mailto:dailywordeditor@unityonline.org) to get the Sunday messages that will appear in the March/April 2017 issue.



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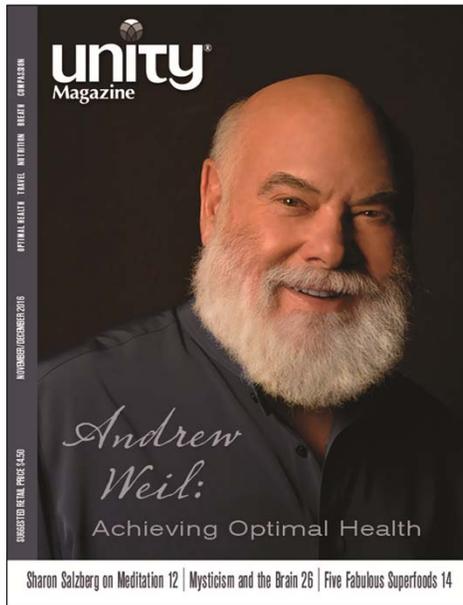
**Contact Customer Care to order: 866-236-3571**

M-F 7:30 a.m.–4:30 p.m. CT



### **Color Your Zen**

We have just released a new 52-page coloring book, called *Color Your Zen*. It combines affirmations from the magazine with original mandalas from Rev. Carolyn Thomas and Unity World Headquarters staff artists. Contact Customer Care to order quantities. Single copies available at [shopunity.org](http://shopunity.org).



## Share It Forward With Complimentary Copies

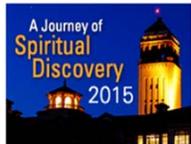
Contact Customer  
Care for details:  
**866-236-3571**

M-F 7:30 a.m.–4:30 p.m. CT



### **Unity Magazine**

- Other resources for ministries ...
- New program from *Unity Magazine*®. Another story about sharing it forward. A man from Springfield, Missouri, named Dick Mills found *Unity Magazine*. He was new to Unity, loved the teachings, and he was devouring the magazine.
- In fact, Dick loved *Unity Magazine* so much he thought **all ministries should offer a free copy to their congregants at least one time**. So he drove up from Springfield and shared it forward by writing a check for us to do that.
- This means you now can order complimentary copies for your center. **You can sign up for this program at the Unity Village table! The Jan/Feb issue will be sent to you to distribute. Congregants also get a very special \$9.95 first-year subscription rate.**
- We have also lowered the cost for wholesale orders, which means you'll save when you buy subscriptions for your board or staff or when you sell copies at your center.
- Contact Customer Care at 866-236-3571 if you're interested in these programs.



**2015 Yearly Theme**

Articles and self-study questions for Unity 2015: *A Journey of Spiritual Discovery*.



**Come Home**

Articles, audio and more based on Unity 2014 theme—*Come Home: Realize Your Higher Self*.



**Sacred Living Every Day**

Articles, audio and more based on Unity's 2013 theme: *Sacred Living Every Day*.



**Discover the Power**

Articles, audio and more based on Unity's 2012 theme: *Discover the Power Within You*.

## Annual Theme/unity.org

- How many of you have calendars from Unity Village? Each year they have a theme with monthly affirmations.
- As some of you know, the annual theme resource center at unity.org went on hiatus in 2016. We appreciate all of you who took the time to tell us that you wanted it back.
- While the 2017 calendar will have themes ... I'm pleased to announce that starting in 2018 Unity World Headquarters will once again offer an online resource center exploring the monthly themes in the calendar. It will include monthly articles, podcasts, shareable graphics, and other materials—all available at [unity.org](http://unity.org).
- If you haven't seen these resources, check out the annual theme archive at [unity.org](http://unity.org).

(next up: Unity Village slides segment)



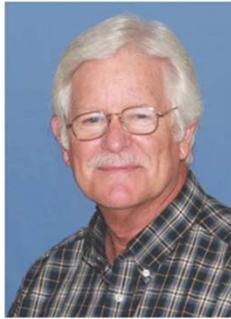
## Johnnie Coleman Day at Unity Village



**unity**  
World Headquarters  
at Unity Village

### **Johnnie Coleman Day at Unity Village**

- In August 140+ members of Christ Universal Temple's Meditators for Better Living came to Unity Village for a retreat.
- It was a time of healing and great celebration as August 24, 2016, was proclaimed The Rev. Dr. Johnnie Coleman Day at Unity Village by Mayor David Vest.
- They are making plans to return for a larger event in 2018.



Dr. Mark Scherer



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[unity.org/archives](http://unity.org/archives)



### Online Collections/Friends of the Archives

- Online collections and resources available at [unity.org/archives](http://unity.org/archives).
- New archivist Dr. Mark Scherer has 30 years' experience as an archivist and historian.
- The Archives has expanded to include much of the lending library collection.
- PS: Help this effort by joining our new Friends of the Archives program!



### **Travel With Unity: Canadian Rockies by Train**

This is the eighth Travel With Unity trip; this time we are visiting our neighbor to the north. For more info, visit [unity.org/travel](http://unity.org/travel) or call Customer Care at 866-236-3571.



## Campus Development

- The UWH Board and Innovation Team Members are analyzing the best approach to preserve the central campus while developing the surrounding property and **establishing an endowment** to fund campus preservation in perpetuity.
- **We are very mindful in our approach** to preserving the campus.



## Retreats

- Just this year dozens of Unity ministries have attended or created their own retreats at Unity Village.
- Many others have brought groups to our signature retreats:
  - +Come Home to Unity
  - +Women's Retreat
  - +Unity Prayer Retreat
  - +Nehemiah Service Weeks
- A special retreat we feature—Soldier's Heart
  - +Retreat for Veterans with PTSD and TBI, Facilitated by Dr. Edward Tick.
  - +Donor covered room, board, retreat fees for participants.
  - +Such significant results that they will be published.
  - +Another retreat coming in October for younger vets.



**COME HOME**  
*to Unity* **AT UNITY VILLAGE**

For a customized proposal or to schedule your group event, contact Unity Conferences and Events at:  
816-524-3550, Ext. 3320.  
[unityvillage.org](http://unityvillage.org)

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**Come Home to Unity at Unity Village**  
Remember, we are always here for you!



## **Coming Together!**

We are pleased to announce that UWM will move back onto the Unity Village campus in September 2017. They will occupy 20,000 square feet in the Education Building and we are so excited!