

12|2025



**RENEWAL  
PLACE**  
at Lake Fontanele

# 360 Fontanel Lake

50-acre property in Burgaw NC, featuring a 25-acre private lake



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# Executive Summary

Fontanel Lake Retreat offers a scalable, high-impact hospitality model with strong returns and social value.

Fontanel Lake Retreat is a purpose-driven experiential lodging destination nestled on 50 acres in Burgaw, NC, featuring a serene 25-acre private lake. The property comes with one fully operational Airbnb Lake home already generating \$9,000/month during peak season. We have a vision to expand the income potential by adding three A-frame cabins, two houseboats, and creating a boutique retreat for wellness, nature immersion, and curated experiences.

Guests will enjoy kayaking, mini-farm animals, farm-to-table dining, and serenity, all while supporting our broader mission to uplift single women and their families facing housing insecurity.

Investment Opportunity	We are seeking \$500,000 to fund construction, branding, and launch operations. With projected monthly revenue exceeding \$33,000.
The Leadership	Sherry and Stephen Danalis bring over 14 years of dedicated experience supporting vulnerable women, complemented by a diverse entrepreneurial background, including their most recent success launching and scaling a thriving microgreens business in New England.
The Overall Industry	The short-term rental industry, especially among Airbnb hosts, is undergoing a major transformation in 2025. Guests no longer want just a place to sleep; they want a story to tell. Airbnb's relaunch of its Experience and New Service segment has seen strong early adoption with over 60,000 host applications.
Others In The Space	Unique properties drive demand. Treehouses, A-frame cabins, floating homes, and glamping setups are outperforming traditional listings. Guests want memorable, nature-connected stays that feel personal and immersive.
The Financial Status	We have an initial capital of \$975,000 from donations and loans to purchase the property and the necessary capital assets to manage the business. We will be self-sustaining and no longer require donor funding by year 4.
Future Plans	We are actively expanding our service offerings to include the construction of three homes for vulnerable families, microgreens cultivation, and event hosting, each designed to deepen our impact and create sustainable revenue streams. Future collaborations with mission-aligned organizations will further enhance our capacity to serve vulnerable women with greater reach and effectiveness.

## Invitation

This retreat blends hospitality with purpose- offering guests serenity and adventure while supporting our mission to uplift single women and their families facing housing insecurity.

Together, we can make a difference.

# The Organization

Families United Serving and Embracing, a 501(c)3 non-profit organization, provides beautifully furnished, shared spaces for women seeking safe housing options for transformative growth called Renewal Homes.

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## About the organization

Sherry & Stephen have spent the last 14 years serving vulnerable women through the provision of safe housing and transformative growth opportunities. Their journey has included hosting in their personal home, establishing different phases of communal and independent living, and launching a successful microgreens business in New England. They have stewarded over \$1M in sales revenue and donor funding in this endeavor. The joy of watching women experience personal transformation leaves them excited to leverage their experience on a new scale.



**Sherry Danalis**

**Founder &  
President**

Driven by deep conviction and compassion, Sherry has been serving young women since 2010, particularly those who have experienced loss, trauma, and exploitation. Her work spans community advocacy, trauma-informed care, and the creation of family-style living environments. She believes that transformation occurs within the context of a safe, supportive community and is committed to building sustainable pathways that empower women to heal, grow, and thrive.



**Stephen Danalis**

**Co-Founder &  
Executive Director**

Stephen is a seasoned restaurateur and entrepreneur who channels his diverse skill set into community-driven impact. With a passion for mobilizing faith communities to reflect God's heart, he has led initiatives that empower vulnerable populations through practical action and collaboration. His entrepreneurial journey includes launching a successful microgreens business in New England and operating an independent car sales venture—each rooted in his commitment to sustainability, dignity, and service.

# THE HISTORY

F.U.S.E has served over 30+ women and welcomed 9 babies into Nehemiah House. We transitioned to the Greater Wilmington Area in the summer of 2024, accepting an invitation to partner in a proposed development of a 22-tiny home community in Holly Ridge, NC, for women in recovery.



FUSE's first home, The Nehemiah House has been providing young mom's with a safe environment to welcome their babies into as well as create a critical foundation that babies need for healthy development. When mom is free from violence and exploitation and surrounded by love and support, everyone thrives.

Our second home (pilot), Wellspring Freedom Home was operational through 2020, during COVID, and the data we collected showed these women had little to no support when they were single mothers, resources were limited, their children were taken from them, and the cycle of exploitation and violence began.



24% of referrals were pregnant and 2 out of 8 @ Wellspring Home



45 % of referrals are mothers who have children in DCF 6 out of 8 @ Wellspring Home

*In the beginning of*

**2021,**

Collected data over several years revealed that safe housing options were limited. Once Nehemiah House guests were ready to reside independently, they lacked safe housing and were faced with challenges. It became clear that sustainable safe housing options and job opportunities would continue to prevent further exploitation and increased independent living.

# Immersive Stays. Curated Experience.

Travelers are seeking immersive, nature-based experiences most Airbnb listings are generic and lack curated activities.



## A Rare Private Lake Opportunity near Wilmington and Coastal Attractions.

Fontanel Lake Retreat will redefine experiential travel in North Carolina by offering a secluded, nature-immersive getaway on a 50-acre property with a 25-acre private lake near Wilmington, NC. With a proven income stream from an existing lakefront home, the expansion into A-frame cabins and houseboats will triple revenue and create a boutique destination for wellness, adventure, and serenity. In addition to the main property, the offering includes three adjacent lots totaling 10 acres off Cape Fear Drive.

Currently operating as a successful wedding venue generating up to \$9,000 per month during peak season, the property combines natural beauty with income-producing potential. With approval for up to eight primary residences and four accessory dwelling units (ADUs), the site is well-positioned for development or expansion into a boutique resort, family compound, or short-term rental retreat.

Actively listed at \$1.4 million, Fontanel Lake invites visionaries looking to capitalize on North Carolina's rising demand for experiential real estate and lakeside escapes.

# Opportunity

360 Fontanel Lake offers a rare combination of private lake access, experiential lodging, and scalable infrastructure to meet this growing demand.



## Where Nature Meets Luxury

- Boutique experiential Airbnb destination
- Lodging: Lakefront home, A-frame cabins, houseboats
- Experiences: Kayaking, equine therapy, nature trails, farm-to-table dining
- Targeting wellness seekers, families, and remote workers

# Market Analysis

High demand for private, nature-based retreats

## Property overview

- 50 acres of land
- 25-acre private lake
- Existing 3BR lakefront home generating \$9,000/month peak

## Planned additions

- 3 A-frame cabins
- 2-3 houseboats
- Dock expansion
- Communal gathering space
- Farm-to-table

**\$396,900**  
Annual Revenue Potential

**\$1.2 trillion**

Experiential Travel Market globally

**15% YoY**  
North Carolina tourism

**\$638.4M**  
2023 Microgreens Revenue  
**12% CAGR**  
2023 - 2030 Microgreens Market

# Phase 1 Services

Initial revenue stream will flow from the lake house event venue currently operating.

## Fontanel Lake Venue

Presently operating as an event and wedding venue for one year with one three-bedroom lake home.

\$ 6000- \$9000 / month  
\$108,000 / annual revenue  
80% occupancy

Addition of 3 A-Frame homes  
Short-term experience rentals  
\$225/ avg rate  
\$14,175/ monthly  
\$170,100/annual revenue  
70% occupancy

Additon of 2 houseboat rentals  
\$275 / Avg. rate  
\$9,900 / Monthly  
\$118,800/ Annual  
60% occupancy rate

Projected Annual Revenue  
\$ 396,900

# Future Phase Services

Social Impact &  
Sustainability

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Build 4 duplexes  
offering subsidized rent for  
qualified families

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Support Local artisans and Food  
Producers

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Build a communal gathering space for food-  
to-table  
and wellness events.

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Microgreens Farm

An assortment of healthy microgreens grown on  
our property and sold in local farmers' markets,  
and key partners addressing the healthy food  
desert problem in the greater Wilmington area.

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Agritourism

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Addition of small farm animals such as  
chickens, goats, and donkeys.

# Operational Milestones

Position Fontanel Lake as a premier retreat for wellness, solitude, and adventure

<b>Phase 1: Build three A-frame cabins and purchase two rentalable houseboats</b>	<b>Phase 2: Wellness retreat with farm-to-table meals</b>	<b>Phase 3: Microgreens business refined and profitable</b>	<b>Phase 4: Build homes for eight families at subsidized rates.</b>
Increase monthly revenue from \$9000 to \$25000 + within 18 months	Position Fontanel Lake as a premier retreat for wellness, solitude, and adventure - 2026	Initial microgreens exploration will begin in year 1, with time for refining based on market demand - 2026	Build four duplex's at pace with venue income/donations of money and time by local churches and housing organizations - 2027

## RETREATS WITH PURPOSE

This isn't just a getaway—it's a movement. Each stay fuels our mission to uplift and empower women emerging from homelessness. Unlike a traditional business model, your visit directly supports vital programs that offer mentorship, life and job skills training, and pathways to independent living.

Our retreat space is lovingly designed to be a sanctuary—a place where guests can find solitude, meaningful fellowship, and a healthy dose of joy. While you reconnect with yourself and others, you're also helping our residents rediscover their potential and prepare for a brighter future. Come for the experience.

## LEAVE KNOWING YOU'VE MADE A LASTING IMPACT.

- Residents rent a home on the property at a rate that is affordable for them, and in the process establish rental history and responsibility for utilities, etc.
- Residents are hired to work at the property in one of the customer-facing services, where they receive job training, job skills mentoring, and experience managing the responsibility of that commitment.
- Residents live in an inclusive environment where they have the opportunity to strengthen interpersonal skills and prepare to develop healthy relationships upon their eventual transition into independence.

# Financial Plan

Profitable in 12 months, and **self-sustaining**.

## Capital Requirements

Our initial capital requirements are primarily allocated toward acquiring the 10 acre parcel and developing three A-frame cabins and houseboats—strategic assets that will drive the highest revenue potential and accelerate the long-term sustainability of our mission.

	Value	Planned Source
Land Purchase	\$975,000	Private Loan
Other Assets (cabins, houseboat, recreation rentals)	\$500,000	Private funding/investors
Initial Working Capital Reserve	\$150,000	F.U.S.E. Current Reserve Capital
<b>TOTAL</b>	<b>\$1,625,000</b>	

## Seeking \$500,000 of Funding

Category	Estimated Cost
A-Frame Cabin (x3)	\$225,000
Houseboats (x2)	\$150,000
Dock Expansion & Utilities	\$50,000
Branding & Marketing	\$25,000
Operating Reserves	\$50,000
<b>Total Capital Needed</b>	<b>\$500,000</b>

# Your Invitation

Help us launch this **sustainable venture** at the intersection of business and social impact

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The launch of this impact-driven venture hinges on one essential ingredient: upfront capital. Much like investing in the foundation of a business to build lasting systems, your contribution serves as the seed that enables long-term capacity and transformation.

The need is urgent and immense. Vulnerable young women in our region face a critical shortage of sustainable housing, meaningful work, and personal growth opportunities.

Fontanel Lake Retreat isn't just a business; it's a blueprint for how hospitality can restore lives, land, and local economies. A model that regenerates people and places.

The pace at which we bring this vision to life depends on the generosity of people like you. We can't do it alone. Many communities are seeking solutions for housing insecurity, economic resilience, and healing spaces, and this is your chance to be part of a movement that's redefining what it means to host, to serve, and to invest.

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## A SANCTUARY FOR HEALING, HOUSING, AND HOPE.

Fonatanel Lake Retreat is more than a destination, it's a movement. Your support helps us build a scalable, revenue-generating hospitality model that funds transitional housing for unhoused single young mothers, while offering spiritual renewal and economic development.



## SPONSORSHIP PARTNERS



### KINGDOM PARTNER

\$500

#### Include:

- ✓ Spiritual legacy recognition in retreat prayer garden
- ✓ Invitation to exclusive gatherings with ministry and builder leaders
- ✓ Legacy recognition in all major publication and media campaigns

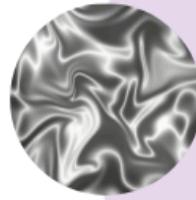


### BRONZE PARTNER

\$1000

#### Include:

- ✓ Recognition on our website and donor wall
- ✓ Invitation to annual "Renewal" donor gatherings
- ✓ Social media shout out celebrating your support



### SILVER PARTNER

All Bronze benefits, plus:

\$3000

#### Include:

- ✓ Personalized thank-you video from our team
- ✓ Name/Logo featured in retreat promotional materials
- ✓ Priority booking access for retreat stays and events
- ✓ Frame certificate of partnership

# FONTANEL LAKE RETREAT

## A SANCTUARY FOR HEALING, HOUSING, AND HOPE.



## SPONSORSHIP PACKAGE



### GOLD PARTNER

All Silver benefits, plus:

**\$25,000**

#### Include:

- ✓ Sponsorship plaque displayed at one of the A-Frame cabins or houseboats
- ✓ Invitation to exclusive investor roundtables and builder luncheons
- ✓ Co-branded content opportunities for your business or ministry



### PLATINUM PARTNER

All Gold benefits, Plus:

**\$50,000**

#### Include:

- ✓ Recognition on our website and donor wall
- ✓ Invitation to annual "Renewal" donor gatherings
- ✓ Social media shout out celebrating your support
- ✓ Recognition as a lead sponsor of transitional housing units



### VISIONARY CIRCLE

This level secures the downpayment and launches Phase 1

**\$150,000**

#### Include:

- ✓ Custom retreat experience for your team or group
- ✓ Name/Logo featured in retreat promotional materials
- ✓ Priority booking access for retreat stays and events
- ✓ Lifetime access to retreat programming and wellness events

# Resource Page

A collection of supporting resources and information

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<https://superstaysstr.com/top-trends-for-hotels-short-term-stays-and-airbnb-in-2025/>

<https://www.emerald.com/insight/content/doi/10.1108/jhass-09-2023-0119/full/html>

[https://www.researchgate.net/publication/340033699\\_What\\_Makes\\_Airbnb\\_Experiences\\_Enjoyable\\_The\\_Effects\\_of\\_Environmental\\_Stimuli\\_on\\_Perceived\\_Enjoyment\\_and\\_Repurchase\\_Intention](https://www.researchgate.net/publication/340033699_What_Makes_Airbnb_Experiences_Enjoyable_The_Effects_of_Environmental_Stimuli_on_Perceived_Enjoyment_and_Repurchase_Intention)

Certify R.A.W. is a microgreens business is affiliated with F.U.S.E. The business model and processes for our microgreens business at Renewal Homes will be built in consultation with the management of Certify R.A.W. to accelerate our learning and speed to market.

## More about the Founders

Sherry and Stephen Danalis have been married for 31+ years and have 2 grown sons, Cameron and Alexander. In 2008, they suffered the tragic loss of their adopted daughter from Korea. What followed awakened the passion to learn more about the plight of young women who experience loss and exploitation when they don't have the support, resources, and community they desperately need for better outcomes. What started as a platform of awareness has now grown to provide safe housing options. The first home, Nehemiah House, for seven years, offered a family-style residential home with pathways to financial stability and independence and closed in December 2023 to transition to independent housing, called Renewal Home. F.U.S.E. was established in 2010 (received charitable status in the summer of 2011).

Stephen graduated from Rhode Island School of Design in 1984 with a Bachelor in Culinary Arts. A Restaurateur and entrepreneur for several years, serving on several mission trips through the AG World Missions (MAPS) ranging from pouring concrete floors and walls in Honduras to accompanying a medical outreach in Kenya until "THE CALL" to the Mission Field himself in the States. Stephen's heart cry is to see faith communities emerge with one voice, not only to raise awareness but more importantly INSPIRE others into action on behalf of the vulnerable to see the community come together.

Contact us for  
further inquiries

<https://www.renewalhomes.org/>  
Stephen - (910) 599-3486



*your*  
**INVITATION**

