

Saad Home Page

Approach: Why are we doing it this way

This approach is designed to overcome "donor fatigue" by shifting the "product" from a static building to an urgent movement. By sequencing the flow from **Vision (Heart)** to **Urgency (Gut)** to **Solution (Head)**, we stop the user from viewing this as just another construction project and instead frame it as the only logical answer to a crisis they already feel—the loss of youth identity and the lack of environmental leadership. We are manufacturing "constructive tension" that can only be resolved by clicking the donate button, ensuring the donor feels they are investing in a *vital solution*, not just buying bricks.

Structure:

Summary of the Flow

1. Hero: Big Hook (First LBC Masjid).
2. Section 1 (Vision): The Golden Age / Legacy.
3. Section 2 (Why Now): Youth & Stewardship Urgency.
4. Section 3 (Solution): Sanctuary & Blueprint (The Grid).
5. Section 4 (Credibility): LBC Standards & Partner Logos.
6. Section 5 (Roadmap): Timeline (Dec 6, 2025).
7. Section 6 (CTA): Private Briefing vs. Donate Now.

Master Marketer Note: This structure moves the user from *Emotion -> Logic -> Trust -> Action*. It is a classic high-ticket conversion flow.

Target ICP:

- Wealth Donors - who will write \$100k + Checks
 - They are diverse, have diverse families, some may be more liberal, some may be more conservative
 - Most will be 35-65 years old, mix of Male and Female
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BIG VISION THEME

Ideas:

Beyond walls impact

Golden age

Youth

Diverse families are welcome, non muslim are welcome

Hero

H1: Make history with Beyond Walls - A Global Vision for All

H2: The World's First Living Building Masjid

CTA 1: *Make History*

CTA 2: *Private Donor Call*

Social Proof: (its a quote that is overlaid on the hero somewhere)

- *This project will review the Muslim legacy and usher in a Golden age in the West, our new home - "Name of person who said this"*

Visuals: Visual of the masjid -

Section 1 - Option A

REVISED SECTION 1: The Vision (The Hook)

Goal: Establish authority and emotion. Do not explain *how* yet. Just explain *who* we are becoming.

Visual: A stunning, singular render of the mosque (perhaps the interior light or the exterior canopy). No clutter.

Headline:

H1: A Milestone of Pride. A Legacy of Impact.

H2: Subhead: Modeled on the impact of the Prophet's (PBUH) Masjid in Madina, Beyond Walls is not just a building—it is a global movement.

The "Power Quote" (Centered):

The most beloved of people to Allah are those who are most beneficial to people. — Prophet Muhammad (PBUH) [Al-Mu'jam Al-Awsat]

Body Copy (Short & Punchy): For decades, we have focused on building walls to protect our community. But the time for isolation has passed. RCM is building a new paradigm—a campus

that looks **Beyond Walls** to influence the local community, the global Ummah, and the future of our planet.

(Note: Stop here. Do not list the Village, the Petals, or the details yet. Let the user scroll to find out HOW.)

Section 1 Option B - It has the intro, and two parts - Sanctuary and Blueprint

H1: **Beyond Walls - A New Vision for All, A Historic Global First**

H2: **Beyond Walls is a milestone of Pride and Legacy, it's a global movement**

Body Copy: **[Centered on page]**

— Modeled on the Impact and Influence of the Prophet's (PBUH) Masjid in Madina,
Beyond Walls is a bold vision to impact and influence both the local and global ummah.
— Imam Abdullah Jabbar

— By building the World's first Living Building Challenge certified masjid — we are:
— **Reclaiming our Muslims heritage of innovation and sustainability**
— **Creating a Blueprint** in which faith, sustainability, and innovation can coexist in harmony
— **Serving Muslims and Non-Muslims**
— Protecting the earth
— **Inspiring faith, spirituality, and community** building for muslims and non-muslims

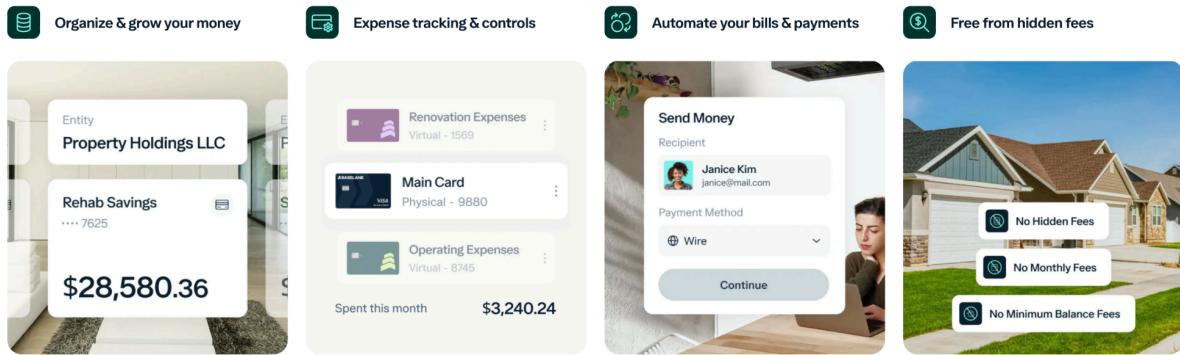
No CTA

Visuals - These are slider carousels that are moving left to right on scroll

Option 1:

Horizontal boxes - 4 total

[Learn more](#)



Option 2:

Big boxes - 6 of them - one with each message

The image shows a grid of six large, rounded rectangular boxes, each containing a different message or feature. The top-left box is titled 'Introducing Gemini 3' and 'Discover how you can bring any idea to life with our most intelligent model', with a 'Learn more' button at the bottom. The top-right box is titled 'For knowledge' and 'Discover helpful tools for learning', featuring a smartphone displaying a video player interface with a speech bubble overlay. The bottom-left box is titled 'For creativity' and 'Create and inspire with tools like Nano Banana and Veo', showing a blurred background of a mountain landscape with two small images of mountains overlaid. The bottom-right box is titled 'For productivity' and 'Enhance your efficiency and streamline workflows', showing a blurred background of a person working at a desk with a smartphone displaying a messaging interface.

Section 2 - Why Now?

Here is a master-level revision of your "**Why Now**" and "**Benefits**" sections.

As a marketer with 30 years of experience, my advice is this: **Don't sell the building. Sell the transformation.**

People don't buy "green buildings" or "prayer halls." They buy **pride** in their identity, a **safe haven** for their children, and the chance to be **pioneers**.

Here is the revised copy and layout strategy.

Section 2: The "Why Now?"

The Strategy: This section needs to create "Constructive Tension." We need to bridge the gap between the *risk of doing nothing* (losing our youth, irrelevance) and the *glory of acting now* (making history).

Visual Design:

- **Background:** Deep Midnight Blue or Charcoal (contrast to the white/airy sections).
- **Layout:** Two distinct columns. Left side is text/emotional copy. Right side is a powerful, candid photo of a teenager (Gen Z) looking contemplative or hopeful, perhaps looking up at the sky or a looking into the distance pondering his and her future, rendering of the building.

Copy Draft:

HEADLINE:

H1: We Are at a Crossroads. The World is Watching.

H2: SUBHEAD: We have a once-in-a-lifetime opportunity to change the narrative of Islam in the West—or let the moment pass us by.

BODY COPY: Our community has spent decades "fitting in." We built walls to protect ourselves. But the world has changed, and our children are asking for more.

They are seeking a faith that speaks to their reality. They are looking for a community that doesn't just preach stewardship, but practices it.

Why Now?

- **Because our Youth cannot wait.** They need a "Third Place"—a sanctuary that honors their identity and their future. If we don't build it, we lose them.
- **Because our Tradition demands Stewardship.** The earth is a mosque, yet we have neglected it. This project moves beyond "sustainability" and returns to *Khilafah*—active, God-conscious stewardship. We are turning our values into concrete action.
- **Because History favors the bold.** This is the first time a Muslim community has led the world in sustainable innovation. We are not just building a mosque; we are ushering in a new Golden Age.

CTA: [Make Your Mark on History] (*Button*)

Section 3 -[Solution](#)

Goal: Now that you've hooked them (Sec 1) and worried them about the future (Sec 2), you present the **Sanctuary** and the **Blueprint** as the *only logical answer*.

Headline:

Two Pillars. One Vision.

Intro Copy: To answer the call of our youth and the crisis of our time, we are building a campus defined by two uncompromising standards:

(Insert the 2x3 Grid Layout here)

COLUMN 1: THE SANCTUARY

Values: Belonging, Identity, Spirit (This is where you put the "Village," "Faith Reimagined," and "Welcome to All" content)

COLUMN 2: THE BLUEPRINT

Values: Innovation, Ethics, Future (This is where you put the "Prophetic Ethics," "Historic First," and "Solution/LBC" content)

Element	Copy	Visual/Design Guide
Column 1: SANCTUARY	<p>Headline: A SANCTUARY: A Place of Belonging for ALL</p>	<p>Visual: Image of a diverse Muslim family/youth enjoying the interior/exterior RCM space.</p>
Sanctuary Benefits - One visual section for each bullet	<ul style="list-style-type: none"> * The Village of Belonging: A nurturing hub built for families, where youth find connection, and where brothers and sisters stand strong in dignity. * Faith Reimagined: A physical environment designed for tranquility, connecting all worshippers to nature. A place for our children to grow rooted in the Deen. * Welcome to All: A mosque that is intentionally open, welcoming Muslims and non-Muslim's of all shapes and sizes for dialogue, education, and social service. 	<ul style="list-style-type: none"> • Three columns that are laid out horizontally next to each other <p>Use bolding to highlight specific beneficiaries. * Use clean bullet points/icons.</p>
Column 2: BLUEPRINT	<p>Headline: BLUEPRINT: Set A Global Standard</p>	<p>Visual: Icon/Graphic representing the LBC Petals, or a close-up of the solar canopy/regenerative systems.</p>

<p>Blueprint Benefits</p> <p>One visual section for each bullet</p>	<ul style="list-style-type: none"> * Prophetic Ethics: Where Amanah (stewardship) and Ihsan (excellence) become the literal blueprint for every element of the building and our Community. * The Historic First: The World's first LBC house of worship, and the first LBC project led by the Muslim community. We are leading, not following. * A Solution, Not a Conflict: Our innovative choice contributes undeniable solutions to a better future for all people, actively countering misconception. 	<ul style="list-style-type: none"> * Use clear checkmark or diamond icons. * Emphasize the LBC claims. ● Three columns that are laid out horizontally next to each other
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Section 4

Section 4: Credibility & Standards

Goal: Prove that this isn't a pipe dream. You are partnering with the best and adhering to the hardest standards in the world. This is where the "Partner Ticker" works best—as a seal of approval *after* you've made your case.

Headline:

World-Class Standards. Global Backing.

Subhead: We are meeting the Living Building Challenge—the most rigorous performance standard for built environments in the world. We are doing it with the support of the best.

Visual Component 1: The "Standards" Row

- *Icon/Logo:* **LBC Petal Flower** (Label: Certified Living Building)
- *Icon/Logo:* **Zero Carbon** (Label: Net Positive Energy)

- **Icon/Logo: Just Label** (Label: Social Equity & Fair Trade)

Visual Component 2: The Partner Ticker

- *The Scroll Bar you wanted:* "PROUDLY SUPPORTED BY"
- *Logos:* Islamic Relief, CAIR, Subha Saliha, The Kendeda Fund (if applicable), etc.

Below the hero: Scroll bar that moves left to right with our partners logos - its like a ticker that moves left to right

Partner logos to add: - likely 20 logos go here

Islamic Relief

CAIR

Subha Saliha



Section 5

Section 5: The Roadmap (Timeline & Momentum)

Goal: Donors love momentum. They hate sinking money into stalled projects. Show them the train is leaving the station.

Headline:

H1: The Path to Groundbreaking

Layout: A horizontal timeline or a "Milestone" graphic.

- Milestone 1: Vision & Design (COMPLETED)
 - *Small text:* Architectural blueprints finalized. LBC Feasibility confirmed.
- Milestone 2: The Capital Campaign (WE ARE HERE)

- *Visual*: A "Pulse" effect or highlighted circle.
 - *Text*: Securing the Founders Circle.
- Milestone 3: Groundbreaking
 - *Date*: December 6, 2025
- Milestone 4: Construction Begins
 - *Date*: January 2026
- Milestone 5: Complete Construction
 - *Date*: August 2027

Section 6: **The "Ask" (The Climax)**

Goal: Segmentation. You have two types of visitors: The **High Net Worth Individual (HNWI)** who wants to leave a legacy, and the **Community Member** who wants to chip in. Do not treat them the same.

SECTION 6: THE ASK

Background: Clean white or very light grey. **Visual Style:** High contrast between the two cards.

HEADLINE:

A Call to Bold Leadership

SUBHEAD: We are approaching the finish line. The vision is set. The blueprints are ready. The only missing piece is you.

THE CARDS (Side-by-Side Layout)

Left Card: THE FOUNDERS CIRCLE (The Velvet Rope)

Target: Major Donors / HNWIs **Design:** Dark background (Midnight Blue or Charcoal) with Gold text/accents. Looks premium, like an Amex Black Card.

Headline: For Transformational Partners

Body Copy: You understand that some opportunities are not just charity—they are legacy. The Founders Circle is for those ready to make a defining investment in the future of Islam in America.

The Offer: Secure a permanent naming opportunity for the campus landmarks:

- *The Solar Canopy*
- *The Regenerative Gardens*
- *The Main Prayer Hall*

Primary CTA Button (Gold): [REQUEST A PRIVATE BRIEFING]

Sub-text (Small, italic): Direct access to the Steering Committee.

Right Card: THE BUILDERS (The Movement)

Target: Families, Youth, Monthly Donors **Design:** White background with a bold Green border. energetic and open.

Headline: For The Community

Body Copy: Great movements are built by the many, not the few. Be one of the builders who lays the foundation for this sanctuary. Whether it is a one-time gift or a monthly pledge, your contribution carries the Barakah of the first generation.

The Offer:

- Join the "313" Monthly Sustainers
- Purchase a "Virtual Brick"
- Sponsor a Musalla

Primary CTA Button (Green): [DONATE TO MAKE HISTORY]

Sub-text (Small, italic): Secure, encrypted, and tax-deductible.

THE FINAL TRUST SEAL (Below the Cards)

Centered below both cards, very small and clean:

Financial Integrity Promise: 100% of your donation goes directly to the Beyond Walls Capital Fund. Audited Transparency. 501(c)(3) Registered.

Foot a footer - copy whats on this page

<https://vision99.org/>

LP Brief v2

LP Brief:

Watch me >> <https://www.loom.com/share/d0a77bf4885464aa5d4eb86268ed023>

Read this>>

<https://docs.google.com/document/d/1AzRsNos3BkxWBSvFapvziUkkhfb0hLqqblaWu03WyY/edit?tab=t.yo20krqlfdeI#heading=h.q82hy3nx9f95>

We will need to add a Team section somewhere as well - that could be a sub page to the main Landing page

Website structure

Page Name	Purpose	Target Audience	Key Content to Include	Status
1. Home/Landing Page	CONVERSION. The emotional summary, urgent ask, and high-level claims. (What we have built)	High-Level Donor (Initial Hook)	H1/H2, Sanctuary vs. Blueprint, Progress Bar, Tiered Ask.	MVP Copy ready
2. Project Details & LBC	PROOF. The technical and architectural feasibility of the claims.	Engineers, Architects, Technical Donors	Blueprints, specific LBC Petal breakdown (Water, Energy, Materials), Feasibility quote from the consulting engineer.	MVP Copy ready

3. Our Leadership & Team	TRUST. Who is executing this complex, historic project?	Institutional Donors, Long-term Partners	Bios of RCM Leadership, Project Steering Committee, Key Architects/Engineers, and Financial Team.	MVP Copy ready
4. Capital Campaign	TRANSPARENCY. Detailed financial breakdown and giving logistics.	Major Donors, Finance/Legal Teams	Total Goal, Funds Raised, Hard Costs vs. Soft Costs, Detailed Naming Opportunities List , and Donation Instructions.	Not started
5. Media & News	VALIDATION. External recognition and press coverage.	General Public, Influencers	Media Advisory, ISNA Award details, Press Releases, Groundbreaking Event Details.	Not started
Contact us				Not started

Home Page (main landing page)



PART I: Brand & Strategic Positioning (For the Designer)

Project Name: RCM Beyond Walls

Tagline: Faith in Action. Innovation by Design.

The Core Narrative

This is not a standard mosque construction project; it is a movement. Roswell Community Masjid (RCM) is building the **Nation's First Living Building Challenge (LBC) Masjid**¹¹. This project represents a new paradigm where faith, sustainability, and innovation coexist. It is a bold assertion of Muslim leadership in the West—moving from "fitting in" to **standing out** as a beacon of stewardship and service.

Key Data Points

- **Goal:** \$20 Million
- **Groundbreaking:** December 6, 2025
- **Construction Start:** January 2026
- **Certification:** Living Building Challenge (The world's most rigorous performance standard)²².

Visual Tone

- **Bold & Visionary:** High-contrast imagery, clean lines, plenty of white space to let the "First of its Kind" claim breathe.
- **Spiritual & Organic:** Natural textures (wood, stone, light) combined with sleek, modern sustainability tech (solar, glass).
- **Active:** Focus on "Movement," "Leadership," and "Action."



PART II: Full Landing Page Brief (Copy & Layout)

Page Title: RCM Beyond Walls: A Call to Bold Leadership

URL: [vision99.org/beyondwalls]

SECTION 1: HERO SECTION (Above the Fold)

Goal: Immediate authority and exclusivity.

Element	Copy/Content	Visual/Design Guide
H1 (Headline)	BEYOND WALLS: Building the World's First Living Building Challenge Masjid	Hero Image: A stunning, cinematic render of the new campus (Solar canopy, greenery, light).
H2 (Subhead)	Faith in Action. Innovation by Design.	Elegant typography. Distinct from the H1.
Key Dates	**Groundbreaking: December 6, 2025	Construction Start: January 2026**
Primary CTA	[Button] JOIN THE FOUNDERS CIRCLE	High-visibility button (Gold or Deep Green).
Secondary CTA	[Link/Button] SCHEDULE A PRIVATE DONOR BRIEFING	"Velvet Rope" style link—implies exclusivity for HNWIs.

SECTION 2: THE VISION (The Movement)

Goal: Define the "Why" using the new, bold narrative.

Element	Copy/Content	Visual/Design Guide

H3 (Header)	<p>H3 - "What is Beyond Walls?"</p> <p>Variation A: A VISION BEYOND WALLS</p>	<p>Layout: Text on one side, large lifestyle image on the other (diverse community, architectural detail).</p>
Body Copy	<p>Roswell Community Masjid (RCM) is embarking on a bold journey to build America's first Living Building Challenge—certified masjid — a model for how faith, sustainability, and innovation can coexist in harmony.</p> <p>Beyond Walls is more than a construction project — it's a movement. A movement to elevate the standard of what sacred spaces can represent: beauty, stewardship, and service to all creation.</p>	Use pull-quotes or bold text for "it's a movement."
Sub-Point	Rooted in the belief that faith inspires human excellence, this masjid will embody a new paradigm of what it means to worship, gather, and lead — a living expression of Islam's timeless call to serve humanity and protect the earth.	

Section 3: Why Now? [Problem]

Once in a generation opportunity

Moments like these don't come but once in a lifetime

Notes:

Beyond Walls is our stand against that isolation. It is our investment in a space where you don't have to choose. A place for your spiritual and personal growth, where your questions are welcome and your identity is whole.

This is more than a building. It's a promise: you belong here.

Section 4: What are we building? Details

SECTION 5: LBC INTEGRATION (The Innovation)

Goal: Explain the "Living Building Challenge" clearly using the Petals.

Element	Copy/Content	Visual/Design Guide
H3 (Header)	LIVING BUILDING CHALLENGE INTEGRATION	Visual: The "Flower" diagram or icon set representing the 5 key Petals cited.
Intro	This groundbreaking project will meet the key petals of the Living Building Challenge—the world's most rigorous performance standard for sustainable architecture ³³ .	

Petal List	<p>Energy Petal: Net-positive energy through on-site solar generation </p> <p>Water Petal: Rainwater collection and purification systems </p> <p>Materials Petal: Healthy, transparent, non-toxic building materials </p> <p>Equity Petal: A space designed for inclusivity, accessibility, and shared community benefit </p> <p>Beauty Petal: Architecture that uplifts the human spirit and reflects divine creation </p>	Layout: Horizontal icon row or a clean vertical list with checkmarks.
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SECTION 4: IMPACT PILLARS (The Benefits)

Goal: Show where the money goes (Worship, Community, Legacy).

Element	Copy/Content	Visual/Design Guide

H3 (Header)	A BEACON FOR GENERATIONS	Background: Subtle texture or image of the prayer hall interior.
Intro	Every feature... will reflect the Qur'anic principle of <i>khilafah</i> — responsible stewardship of the earth. Your gift realizes three lasting pillars of impact:	
Pillar 1	Spiritual Worship & Programming Expanding space for daily prayer, youth education, interfaith programs, and community healing.	Icon: Arch/Minaret or Prayer Beads.
Pillar 2	Internal & External Stewardship Serving as a regional hub for dialogue, volunteerism, and environmental leadership.	Icon: Hand holding a plant or Globe.
Pillar 3	Legacy & Naming Rights Offering exclusive opportunities to honor families, foundations, and organizations through lasting naming and endowment recognition.	Icon: Plaque or Quill/Pen.

SECTION 5: THE ASK (Urgency & Leadership)

Goal: Close the deal with bold leadership language and specific financial data.

Element	Copy/Content	Visual/Design Guide
H3 (Header)	A CALL TO BOLD LEADERSHIP	Visual: High-impact progress bar or "Goal" graphic.
Copy	<p>This is more than a building — it's a call to action. A call to lead with exceptionalism, generosity, and vision.</p> <p>Your investment in Beyond Walls is an investment in the future of faith, the future of sustainability, and the future of community.</p>	Center aligned, slightly larger font size.
Data Block	<p>GOAL: \$20 MILLION</p> <p>Groundbreaking: Dec 6, 2025</p> <p>Construction Start: Jan 2026</p>	Large, bold numbers. High contrast.

CTA Stack	<p>[Button 1] JOIN THE FOUNDERS CIRCLE</p> <p>[Button 2] SCHEDULE A PRIVATE DONOR BRIEFING</p> <p>[Link] Make your pledge at RoswellCommunityMasjid.org/BeyondWalls</p>	Stacked buttons. The "Private Briefing" button should look premium (e.g., outlined gold).
Footer Tagline	Roswell Community Masjid — A Beacon for All Humanity.	Small, centered at the very bottom.



LBC - Petals - Sub-page



Revised Project Details & LBC Page Brief

Page Title: Beyond Walls: The Blueprint for a Regenerative Future

Goal: Prove the "World's First" claim by detailing the specific LBC Petal strategies and their theological roots.

SECTION 1: HERO & OVERVIEW (The Commitment)

Element	Content Focus	Visual/Design Guide
H1	The Blueprint: Achieving the World's Most Rigorous Building Standard	Full-width render of the campus showing the solar canopy and nature trails.
H2	Seven Petals. One Prophetic Vision.	Subtext: "We are meeting the 20 Imperatives of the Living Building Challenge not just to save energy, but to revive the <i>Sunnah</i> of stewardship."
LBC Graphic	Interactive Petal Diagram: Users can tap each of the 7 Petals to jump to the details below.	Use the orange "Flower" icon style from 111111111 your docs

SECTION 2: THE REGENERATIVE MANDATE (Energy & Water)

Focus: *The "Hard" Infrastructure—Net Positive and Self-Sufficient.*

A. ENERGY PETAL: Generating More Than We Consume

The Inspiration: "Indeed, in the creation of the heavens and the earth... and the alternation of the night and the day... are signs for a people who use reason." — Quran 2:164².

Feature	RCM Strategy & Specs
Net-Positive Goal	We will supply 105% of the project's energy needs through on-site renewable energy, operating combustion-free ³ .
The System	Solar Photovoltaics & Battery Storage: A massive solar canopy and battery system to ensure resilience ⁴ .
Efficiency	70% Reduction: Target energy consumption is 70% lower than a baseline building ⁵ , achieved via radiant heating/cooling, triple-pane windows, and geothermal systems ⁶ .

B. WATER PETAL: Treating Water as Precious

The Inspiration: "And We created from water every living thing." — Quran 21:30⁷.

Feature	RCM Strategy & Specs
Net-Zero Water	100% Captured: We will harvest maximum rainwater from all impervious surfaces to manage water "like the forest" ⁸ .

Closed Loop	Bioretention & Greywater: All stormwater is treated on-site via bioretention ponds and underground storage ⁹ . Greywater is treated and reused ¹⁰ .
Conservation	Composting Toilets: Utilizing composting toilets to minimize water waste ¹¹ and reduce municipal water use to less than 1/3rd of a traditional building ¹² .

SECTION 3: THE ETHICAL MATERIAL MANDATE

Focus: Health, Safety, and Local Economy.

C. MATERIALS PETAL: Safe for All Species

The Inspiration: "Eat of the fruit they bear... but do not waste. Surely He does not like the wasteful."— Quran 6:141¹³.

Feature	RCM Strategy & Specs
Red List Free	No Toxins: We are eliminating hazardous chemicals like Formaldehyde, PVC, and Chlorobenzenes ¹⁴ to ensure the building is safe for all.
Local Economy	Sourcing Near Home: 20% of materials will come from within 500km, and an additional 30% from within 1000km ¹⁵ , supporting our local economy.

Zero Waste	80% Diversion: We will divert 80% of construction waste from landfills ¹⁶ and salvage 80% of site timber for reuse in the building ¹⁷ .
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SECTION 4: THE COMMUNITY MANDATE (Equity, Health, Beauty, Place)

Focus: The "Beyond Walls" Mission—Inclusion and Well-being.

D. EQUITY PETAL: A Sanctuary for All

The Inspiration: "*O mankind, indeed We have created you from male and female... Indeed, the most noble of you... is the most righteous.*" — Quran 49:13¹⁸.

- **Universal Access:** Full ADA compliance with **accessible Wudu stations** and built-in seating in the prayer hall for those with limited mobility¹⁹.
- **Family First:** Dedicated **private nursing rooms** and family-friendly restrooms with changing tables²⁰.
- **Just Contracts:** 20% of construction contracts awarded to minority/women-owned enterprises or organizations with the "Just" label²¹.

E. HEALTH + HAPPINESS PETAL: Connecting to Nature

The Inspiration: "*Indeed, Allah loves to see the traces of His blessings on His servant.*" — Hadith (Tirmidhi)²².

- **Light & Air:** **Operable windows** and skylights provide 75% of occupied spaces with natural daylight and fresh air²³.
- **Healthy Air:** CO2 and particulate monitoring systems with **EPA Safer Choice** cleaning protocols²⁴.
- **Biophilia:** Interior landscaping and green walls to connect occupants directly to nature²⁵.

F. PLACE PETAL: Restoring the Land

The Inspiration: "There is none amongst the Muslims who plants a tree... but is regarded as a charitable gift for him." — Hadith (Muslim)²⁶.

- **Urban Agriculture:** 10% of the site is dedicated to urban agriculture and edible plants for the community²⁷.
- **Ecology:** We are preserving large native trees and using **permeable pavers** to soak rain where it falls²⁸.
- **Community:** A walking track, nature-inspired playgrounds, and a pavilion fire pit for outdoor gathering²⁹.

G. BEAUTY PETAL: Inspiring the World

The Inspiration: "Indeed, Allah is beautiful and He loves beauty." — Hadith (Muslim)³⁰.

- **Design:** Featuring Islamic and nature-inspired patterns, motifs, and a Minbar designed as art³¹.
- **Education:** A full-time director will run **educational tours** and an internship program³², sharing our "solutions" with the world to catalyze broader change³³.

SECTION 5: FINANCIAL PROOF & CALL TO ACTION

Focus: The Investment Logic.

H3: The True Cost of Stewardship

- **The Reality:** Living Buildings cost ~20% more upfront (\$16.6M vs \$12.6M)³⁴.
- **The Return:** Over 100 years, this building saves over **\$300 Million** in operational costs compared to a market-rate building (\$20.8M NPV vs \$348.9M NPV)³⁵. **This is financial stewardship.**

Primary CTA: Secure a Petal. Build the Legacy.

(Button links to Naming Opportunities for Solar Canopy, Wetlands, or Gardens)

About us page

Roswell Community Masjid

History of the mosque
What it's done since the beginning

Who are the leadership team



Page Brief: Our Leadership & Team

Page Title: Leadership & Team: Stewards of the Vision

Goal: Demonstrate the professional competence, theological authority, and governance stability required to execute a historic LBC project.

Tone: Professional, Transparent, Community-Rooted.

SECTION 1: HERO SECTION (The Trust Statement)

Element	Copy/Content	Visual/Design Guide
H1	Stewards of a Historic Trust	Full-width photo of the team on the future site or at a planning meeting.
H2	A Legacy of Leadership. A Future of Stewardship.	Subtext: "The Vision 99 team combines decades of professional expertise with deep spiritual commitment, executing a mandate founded by Muslim women leaders over 20 years ago."

SECTION 2: THE PROJECT STEERING COMMITTEE (Execution)

Focus: The "Professional Team" executing the daily work of the Vision 99 / Beyond Walls project.

H3: The Vision 99 Execution Team

Dedicated professionals managing the design, sustainability, and construction of the World's First Living Building Masjid.

Grid Layout (Headshots + Titles):

- **Sam Evans** – Co-Lead, Fundraising
- **Saad Dar** – Co-Lead, Marketing
- **Kamran Siddiq** – Project Development Lead
- **Renee Alnoubani** – Green Team Lead (*LBC Sustainability Focus*)
- **Altaf S.** – Fundraising Advisor
- **Munawar** - Fundraising Advisor
- **Maher Budeir** – RCM Board Liaison
- **Tanvir Sarmast** – RCM Board Liaison
- **Hina Mahmood** – Accounting & Finance

SECTION 3: RELIGIOUS LEADERSHIP (Spiritual Oversight)

Focus: Ensuring the project remains spiritually grounded and theologically sound.

H3: Religious Guidance

Scholars ensuring our innovation is rooted in the Prophetic tradition.

List/Card Layout:

- **Imam Abdullah Jaber** – Executive Religious Director
 - *Role:* Oversees the spiritual vision of the campus and community programming.
- **Sheikh Yasir Fahmy** – Religious Advisor
 - *Role:* Provides high-level theological counsel and national connection.
- **Ustadha Fatima Lette**
 - *Role:* Female scholarship and community spiritual care.

SECTION 4: GOVERNANCE & FOUNDING LEGACY (Stability)

Focus: The long-term stability and the historic roots of the organization.

Two-Column Layout:

Column 1: The Board of Trustees (Governance)

- *Current Fiduciary Oversight:*
 - **Maher Budeir** – Board Member
 - **Tanvir Sarmast** - Board Member
 - **Saad Dar** - Board Member
 - **Omar Ahmed** – Board Member
 - **Nipa Shaik** – Board Member
 - **Ayesha Haddad** – Treasurer
 - **Executive Committee:** Nadia Siddiq (Social Services), Jahanzeb Jabbar (Property Mgmt), Mustafizur Rahman.

Column 2: Our Founding Legacy

- **The Story:** "Over twenty years ago, RCM was founded with **Muslim women leaders** at the helm. Their voices built this community into the pioneering institution it is today. Born in a city of civil rights leaders, Vision 99 is a continuation of that legacy—a hub for activism and a sanctuary for all."

SECTION 5: STRATEGIC PARTNERS (Technical Credibility)

Focus: Validating the "World Class" nature of the project.

H3: World-Class Partners

- **The Kendeda Building for Innovative Sustainable Design:** Our official model and strategic partner in the Living Building Challenge.
 - **Living Future Institute (LFI):** The certifying body for the Living Building Challenge.
 - **(Optional Placeholder for Architect/GC if confirmed later):** "Partnering with leading sustainable architecture firms to realize this vision."
-

SECTION 6: CALL TO ACTION

Join the Team Making History.

"We are always looking for expertise. Whether you are an engineer, artist, or community organizer, your skills can build this legacy."

[Primary Button]: VOLUNTEER WITH US

[Secondary Button]: CONTACT LEADERSHIP

LP Brief v1

LP Brief:

Watch me >> <https://www.loom.com/share/d0a77bf4885464aa5d4eb86268ed023>

Read this>>

<https://docs.google.com/document/d/1AzRsNos3BkxWBSvFapvziUkkhfb0hLqqblaWu03WyY/edit?tab=t.yo20krqlfdeI#heading=h.q82hy3nx9f95>

We will need to add a Team section somewhere as well - that could be a sub page to the main Landing page

Website structure

Page Name	Purpose	Target Audience	Key Content to Include	Status
1. Home/Landing Page	CONVERSION. The emotional summary, urgent ask, and high-level claims. (What we have built)	High-Level Donor (Initial Hook)	H1/H2, Sanctuary vs. Blueprint, Progress Bar, Tiered Ask.	MVP Copy ready
2. Project Details & LBC	PROOF. The technical and architectural feasibility of the claims.	Engineers, Architects, Technical Donors	Blueprints, specific LBC Petal breakdown (Water, Energy, Materials), Feasibility quote from the consulting engineer.	MVP Copy ready

3. Our Leadership & Team	TRUST. Who is executing this complex, historic project?	Institutional Donors, Long-term Partners	Bios of RCM Leadership, Project Steering Committee, Key Architects/Engineers, and Financial Team.	MVP Copy ready
4. Capital Campaign	TRANSPARENCY. Detailed financial breakdown and giving logistics.	Major Donors, Finance/Legal Teams	Total Goal, Funds Raised, Hard Costs vs. Soft Costs, Detailed Naming Opportunities List , and Donation Instructions.	Not started
5. Media & News	VALIDATION. External recognition and press coverage.	General Public, Influencers	Media Advisory, ISNA Award details, Press Releases, Groundbreaking Event Details.	Not started
Contact us				Not started

Home Page (main landing page)



I. Project and Brand Positioning Brief for Designer

This brief provides the essential context for the "Beyond Walls" project, ensuring the design aligns with the strategic vision and emotional intent.

A. Project Identity & Claim

- **Project Name:** RCM Beyond Walls Project
- **Core Claim:** Building the **World's First Living Building Certified (LBC) Place of Worship** and the first LBC project led by the Muslim community.
- **Status:** Groundbreaking scheduled for **Friday, December 6th, 2025**.

B. Brand Positioning: "Revivalist Leadership"

The "Beyond Walls" project is not just a building; it is a **Statement of Identity and Leadership** for the Muslim community in the West.

1. The Conflict/Resolution:

- **Problem:** Current perceptions of the Muslim community are often shaped by fear, misunderstanding, and Islamophobia. Our institutions often fail to lead on the world's most critical challenges (climate, community).
- **Resolution:** We choose to be different. We choose innovation, excellence/beauty, and solutions. The mosque becomes a tangible, undeniable contribution to the greater society.

2. The Dual Mandate:

- **Inward (Sanctuary):** Creating a resilient, beautiful village where families, youth, brothers, and sisters find deep belonging and spiritual growth.
- **Outward (Blueprint):** Reviving the prophetic legacy of leadership and stewardship. The LBC standard transforms the mosque into a global blueprint for sustainable, ethical architecture for all faiths.

3. Core Ethos:

Prophetic ethics of stewardship are not just designs on a wall; they are embedded in every element of the building's blueprint (Net-Positive Energy, Net-Zero Water).

C. Target Audience & Goal

- **Audience:** High-net-worth individuals, national religious leaders, and major institutional donors (those who have received an initial call or email introduction).
- **Goal:** Drive immediate engagement and conversion for high-level gifts (\$10K+) and Naming Opportunities.
- **Emotional Hook:** Pride in the Muslim community's historic leadership, and the desire to invest in a legacy project (\$Sadaqa\$ \$J\bar{a}riyah\$).



II. "Beyond Walls" Landing Page Brief (Copy & Layout)

Page Title/H1: BEYOND WALLS: Launching the Global Blueprint for the Future of Faith.

URL: [Project URL, e.g., rcmbeyondwalls.org]

SECTION 1: HERO SECTION (Above the Fold)

Element	Copy	Visual/Design Guide
H1 (Header)	BEYOND WALLS: Launching the Global Blueprint for the Future of Faith.	High-Impact, Full-Width Hero Image: Stunning, bright render of the RCM Beyond Walls campus (showing solar canopy, natural light, and greenery). Text must overlay clearly.
H2 (Sub-Header)	Help us make history: We are building the World's First Living Building Certified Place of Worship.	Text should be highly readable, perhaps in a white box over the image.
Social Proof/Tags	Groundbreaking: December 6, 2025	Badges/Logos: Place small, authoritative badges below the H2: 1. ISNA Green Masjid Award 2. "Modeled on Georgia Tech's Kendeda Building"
Primary CTA	[High-Contrast Button, e.g., DEEP GREEN] INVEST IN OUR LEGACY	Prominently placed, centered on the page. Leads to a major giving form.
Secondary CTA	View Our Detailed Vision (PDF)	Subtle text link below the primary CTA.

SECTION 2: THE REVIVALIST CALL (The Conflict)

Element	Copy	Visual/Design Guide
H3 (Headline)	THE GOLDEN AGE IS NOT HISTORY. IT IS OUR BLUEPRINT.	Visual: A graphic or image that contrasts a historic Islamic architectural marvel (like a great mosque/center of learning) with the modern RCM render. Use a visual timeline or contrast effect.
Punchy Copy	<i>(Present as three short, impactful text blocks/bullets with icons)</i>	Style: Minimal text, high impact icons (e.g., an icon for climate, an icon for community, an icon for a beacon).
	THE CHALLENGE: Modern institutions fail to lead on the world's critical challenges: Climate, Community, and Public Perception.	
	THE MANDATE: Our <i>\$Ambar(a)nah\$</i> (Stewardship) demands a return to innovation. We	

	must build sanctuaries that are sources of light for all.	
	THE SOLUTION: RCM's Beyond Walls revives this Prophetic legacy by setting a new global benchmark.	

SECTION 3: THE DUAL MANDATE (The Benefits)

Element	Copy	Visual/Design Guide
H3 (Headline)	BEYOND WALLS: A Space That Elevates Us—Inside and Out.	Layout: TWO-COLUMN SPLIT. The columns should be visually distinct (e.g., different background shades or borders).
Column 1: SANCTUARY	Headline: SANCTUARY: A Place of Belonging	Visual: Image of a diverse Muslim family/youth enjoying the interior/exterior RCM space.

Sanctuary Benefits	<ul style="list-style-type: none"> * The Village of Belonging: A nurturing hub built for families, where youth find connection, and where brothers and sisters stand strong in dignity. * Faith Reimagined: A physical environment designed for tranquility, connecting all worshippers to nature. A place for our children to grow rooted in the \$Deen\$. * Welcome to All: A mosque that is intentionally open, welcoming non-Muslim neighbors for dialogue, education, and social service. 	<ul style="list-style-type: none"> * Use bolding to highlight specific beneficiaries. * Use clean bullet points/icons.
Column 2: BLUEPRINT	Headline: BLUEPRINT: A Global Standard	Visual: Icon/Graphic representing the LBC Petals, or a close-up of the solar canopy/regenerative systems.
Blueprint Benefits	<ul style="list-style-type: none"> * The Historic First: The World's first LBC house of worship, and the first LBC project led by the Muslim community. We are leading, not following. * Prophetic Ethics: Where \$Am\bar{a}nah\$ (stewardship) and \$Id\{h\}s\bar{a}n\$(excellence) become the literal blueprint for every element of the building. * A Solution, Not a Conflict: Our innovative choice contributes undeniable solutions to a better future for all people, actively countering misconception. 	<ul style="list-style-type: none"> * Use clear checkmark or diamond icons. * Emphasize the LBC claims.

SECTION 4: THE FINAL PUSH (Urgency & Data)

Element	Copy	Visual/Design Guide

H3 (Headline)	THE NEXT CHAPTER BEGINS NOW: FUNDING THE WORLD'S FIRST.	Urgency Graphic: Large, prominent progress bar showing: Total Goal vs. Amount Raised . The Remaining dollar figure must be large and high-contrast.
Urgency Copy	The groundbreaking on December 6th, 2025 , is our final push. The most visionary components—those that secure our LBC 'World's First' status —require immediate, targeted investment. We need to close the remaining gap to secure the future of our legacy.	Concise, highly urgent language.
Tiered Ask	<i>(Present as a clear, comparative table or three prominent vertical cards)</i>	Design Focus: Link the gift explicitly to the physical/technical outcome. Use compelling icons for each tier (e.g., a sun for Solar, a drop of water for Water, a house for Community).
Tier 1: THE SOLAR CANOPY INVESTOR	Secures the entire Net-Positive Energy System. <i>(Major Naming Opportunity)</i>	Impact: Guarantees Net-Positive Energy (The Energy Petal).
Tier 2: THE WATER STEWARD	Secures the Constructed Wetland and Water Recycling Systems. <i>(Key Naming Opportunity)</i>	Impact: Guarantees Net-Zero Water (The Water Petal).

Tier 3: THE FOUNDING PARTNER	Secures the Youth & Educational Wing —the core village hub for community growth. (<i>Standard Naming Opportunity</i>)	Impact: Secures the "Beyond Walls" Sanctuary mission.
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SECTION 5: FINAL CALL TO ACTION

Element	Copy	Visual/Design Guide
Final CTA	JOIN US. INVEST IN OUR LEGACY.	Button Repeat: Repeat the high-contrast INVEST IN OUR LEGACY button.
Contact Info	For detailed Naming Opportunities, Project Prospectus, or Questions, please contact: Saad Dar Head of Marketing saad.dar@gmail.com (201) 259-0371	Clear, professional contact block for high-level follow-up.

LBC - Petals



Revised Project Details & LBC Page Brief

Page Title: Beyond Walls: The Blueprint for a Regenerative Future

Goal: Prove the "World's First" claim by detailing the specific LBC Petal strategies and their theological roots.

SECTION 1: HERO & OVERVIEW (The Commitment)

Element	Content Focus	Visual/Design Guide
H1	The Blueprint: Achieving the World's Most Rigorous Building Standard	Full-width render of the campus showing the solar canopy and nature trails.
H2	Seven Petals. One Prophetic Vision.	Subtext: "We are meeting the 20 Imperatives of the Living Building Challenge not just to save energy, but to revive the <i>Sunnah</i> of stewardship."
LBC Graphic	Interactive Petal Diagram: Users can tap each of the 7 Petals to jump to the details below.	Use the orange "Flower" icon style from 1111111111 your docs .

SECTION 2: THE REGENERATIVE MANDATE (Energy & Water)

Focus: The "Hard" Infrastructure—Net Positive and Self-Sufficient.

A. ENERGY PETAL: Generating More Than We Consume

The Inspiration: "*Indeed, in the creation of the heavens and the earth... and the alternation of the night and the day... are signs for a people who use reason.*" — Quran 2:164².

Feature	RCM Strategy & Specs
Net-Positive Goal	We will supply 105% of the project's energy needs through on-site renewable energy, operating combustion-free ³ .

The System	Solar Photovoltaics & Battery Storage: A massive solar canopy and battery system to ensure resilience ⁴ .
Efficiency	70% Reduction: Target energy consumption is 70% lower than a baseline building ⁵ , achieved via radiant heating/cooling, triple-pane windows, and geothermal systems ⁶ .

B. WATER PETAL: Treating Water as Precious

The Inspiration: "And We created from water every living thing." — Quran 21:30⁷.

Feature	RCM Strategy & Specs
Net-Zero Water	100% Captured: We will harvest maximum rainwater from all impervious surfaces to manage water "like the forest" ⁸ .
Closed Loop	Bioretention & Greywater: All stormwater is treated on-site via bioretention ponds and underground storage ⁹ . Greywater is treated and reused ¹⁰ .
Conservation	Composting Toilets: Utilizing composting toilets to minimize water waste ¹¹ and reduce municipal water use to less than 1/3rd of a traditional building ¹² .

SECTION 3: THE ETHICAL MATERIAL MANDATE

Focus: Health, Safety, and Local Economy.

C. MATERIALS PETAL: Safe for All Species

The Inspiration: "Eat of the fruit they bear... but do not waste. Surely He does not like the wasteful." — Quran 6:141¹³.

Feature	RCM Strategy & Specs
Red List Free	No Toxins: We are eliminating hazardous chemicals like Formaldehyde, PVC, and Chlorobenzenes ¹⁴ to ensure the building is safe for all.
Local Economy	Sourcing Near Home: 20% of materials will come from within 500km, and an additional 30% from within 1000km ¹⁵ , supporting our local economy.
Zero Waste	80% Diversion: We will divert 80% of construction waste from landfills ¹⁶ and salvage 80% of site timber for reuse in the building ¹⁷ .

SECTION 4: THE COMMUNITY MANDATE (Equity, Health, Beauty, Place)

Focus: The "Beyond Walls" Mission—Inclusion and Well-being.

D. EQUITY PETAL: A Sanctuary for All

The Inspiration: "O mankind, indeed We have created you from male and female...
Indeed, the most noble of you... is the most righteous." — Quran 49:13¹⁸.

- **Universal Access:** Full ADA compliance with **accessible Wudu stations** and built-in seating in the prayer hall for those with limited mobility¹⁹.
- **Family First:** Dedicated **private nursing rooms** and family-friendly restrooms with changing tables²⁰.

- **Just Contracts:** 20% of construction contracts awarded to minority/women-owned enterprises or organizations with the "Just" label²¹.

E. HEALTH + HAPPINESS PETAL: Connecting to Nature

The Inspiration: "*Indeed, Allah loves to see the traces of His blessings on His servant.*" — Hadith (Tirmidhi)²².

- **Light & Air:** Operable windows and skylights provide 75% of occupied spaces with natural daylight and fresh air²³.
- **Healthy Air:** CO2 and particulate monitoring systems with **EPA Safer Choice** cleaning protocols²⁴.
- **Biophilia:** Interior landscaping and green walls to connect occupants directly to nature²⁵.

F. PLACE PETAL: Restoring the Land

The Inspiration: "*There is none amongst the Muslims who plants a tree... but is regarded as a charitable gift for him.*" — Hadith (Muslim)²⁶.

- **Urban Agriculture:** 10% of the site is dedicated to urban agriculture and edible plants for the community²⁷.
- **Ecology:** We are preserving large native trees and using **permeable pavers** to soak rain where it falls²⁸.
- **Community:** A walking track, nature-inspired playgrounds, and a pavilion fire pit for outdoor gathering²⁹.

G. BEAUTY PETAL: Inspiring the World

The Inspiration: "*Indeed, Allah is beautiful and He loves beauty.*" — Hadith (Muslim)³⁰.

- **Design:** Featuring Islamic and nature-inspired patterns, motifs, and a Minbar designed as art³¹.

- **Education:** A full-time director will run **educational tours** and an internship program³², sharing our "solutions" with the world to catalyze broader change³³.
-

SECTION 5: FINANCIAL PROOF & CALL TO ACTION

Focus: The Investment Logic.

H3: The True Cost of Stewardship

- **The Reality:** Living Buildings cost ~20% more upfront (\$16.6M vs \$12.6M)³⁴.
- **The Return:** Over 100 years, this building saves over **\$300 Million** in operational costs compared to a market-rate building (\$20.8M NPV vs \$348.9M NPV)³⁵. **This is financial stewardship.**

Primary CTA: Secure a Petal. Build the Legacy.

(Button links to Naming Opportunities for Solar Canopy, Wetlands, or Gardens)

Leadership page



Page Brief: Our Leadership & Team

Page Title: Leadership & Team: Stewards of the Vision

Goal: Demonstrate the professional competence, theological authority, and governance stability required to execute a historic LBC project.

Tone: Professional, Transparent, Community-Rooted.

SECTION 1: HERO SECTION (The Trust Statement)

Element	Copy/Content	Visual/Design Guide

H1	Stewards of a Historic Trust	Full-width photo of the team on the future site or at a planning meeting.
H2	A Legacy of Leadership. A Future of Stewardship.	Subtext: "The Vision 99 team combines decades of professional expertise with deep spiritual commitment, executing a mandate founded by Muslim women leaders over 20 years ago."

SECTION 2: THE PROJECT STEERING COMMITTEE (Execution)

Focus: The "Professional Team" executing the daily work of the Vision 99 / Beyond Walls project.

H3: The Vision 99 Execution Team

Dedicated professionals managing the design, sustainability, and construction of the World's First Living Building Masjid.

Grid Layout (Headshots + Titles):

- **Sam Evans** – Co-Lead, Fundraising
- **Saad Dar** – Co-Lead, Marketing
- **Kamran Siddiq** – Project Development Lead
- **Renee Alnoubani** – Green Team Lead (*LBC Sustainability Focus*)
- **Altaf S.** – Fundraising Advisor
- **Munawar** - Fundraising Advisor
- **Maher Budeir** – RCM Board Liaison
- **Tanvir Sarmast** – RCM Board Liaison
- **Hina Mahmood** – Accounting & Finance

SECTION 3: RELIGIOUS LEADERSHIP (Spiritual Oversight)

Focus: Ensuring the project remains spiritually grounded and theologically sound.

H3: Religious Guidance

Scholars ensuring our innovation is rooted in the Prophetic tradition.

List/Card Layout:

- **Imam Abdullah Jaber** – Executive Religious Director
 - *Role:* Oversees the spiritual vision of the campus and community programming.
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- **The Story:** "Over twenty years ago, RCM was founded with **Muslim women leaders** at the helm. Their voices built this community into the pioneering institution it is today. Born in a city of civil rights leaders, Vision 99 is a continuation of that legacy—a hub for activism and a sanctuary for all."

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-

SECTION 6: CALL TO ACTION

Join the Team Making History.

"We are always looking for expertise. Whether you are an engineer, artist, or community organizer, your skills can build this legacy."

[Primary Button]: VOLUNTEER WITH US

[Secondary Button]: CONTACT LEADERSHIP

1 Pager (PDF) brief

Watch me: <https://www.loom.com/share/07565b6e678b40d4bb15a556ef9b1378>

Goal: Develop 3-5 variations of a 1 pager, starting with one, that **helps educate and excite donors to engage with us.**

How is it used?

- Often used as part of an email introduction or after an initial call, sent as a follow-up.
- It's like an executive summary of the project

Format guidelines:

- Visual, informational, answers a couple of key questions clearly?
 - What is it?
 - Who does it benefit? How?

1 Pager draft

RCM Beyond Walls: The Future of Faith and Stewardship

Executive Project Summary: Building the World's First Living Building Masjid

(A historic commitment to \$Am\bar{a}nah\$ in Roswell, GA)

KEY PROJECT FACTS	
WHAT:	RCM's New Campus: "Beyond Walls" Project
GOAL:	World's First Living Building-Certified Place of Worship
STATUS:	Groundbreaking: December 6th, 2025
IMPACT:	Regenerative, Net-Positive Energy, Net-Zero Water

What Is It? Setting a Global Blueprint

The "Beyond Walls" project is the visionary new campus for the Roswell Community Masjid (RCM). It is an unprecedented fusion of faith and environmental innovation, designed to embody the highest Islamic ideals of stewardship and community service.

The Living Building Difference

We are committed to the **Living Building Challenge (LBC)**—the world's most rigorous standard for sustainable architecture. This is not just "green" building; it is **regenerative**.

- **Net-Positive Energy:** The campus will generate more energy (via solar) than it uses.
- **Net-Zero Water:** It will capture and treat all water on-site.

- **Healthy Materials:** Construction uses only non-toxic, locally-sourced materials.

Our Promise: This is a living model that demonstrates how faith communities can actively heal the environment and lead climate action globally.

Who Does It Benefit? Community, Planet, and Legacy

The impact of "Beyond Walls" extends far beyond RCM's walls, benefiting three core areas:

1. The Global Muslim Community (Legacy)

By achieving the LBC, RCM establishes a **historic global precedent**. We are showing the world that \$Am\bar{a}nah\$ (stewardship) is not just theology—it is practical, innovative action. This inspires Muslim communities worldwide to adopt radical sustainability.

2. The Local Atlanta Community (Outreach)

The campus is designed as an open community hub, fulfilling the "Beyond Walls" mission.

- **Interfaith Dialogue:** Dedicated spaces for continuous civic and interfaith engagement.
- **Education & Youth:** A "Living Classroom" that educates students and professionals on sustainable practices.
- **Social Services:** Expanded capacity for food drives, health workshops, and community services.

3. The Planet (Stewardship)

The building is a gift back to the Earth. It actively reduces carbon footprint, minimizes landfill waste, and protects local water resources, aligning with the prophetic tradition of care for creation.

Critical Need: Help Us Secure Our Final Phase

With the groundbreaking set for December 6th, 2025, our immediate focus is securing funds for the final, most impactful components of the LBC certification: the **Renewable Energy** and **Water Systems**.

Investment Focus	The Impact of Your Gift

Renewable Energy	Powers the net-positive energy goal (the "sunnah" of the building).
Water Systems	Ensures net-zero water usage and ecological responsibility.
Education Hub	Secures completion of community classrooms and outreach facilities.

Your Investment Builds History.

This is a unique opportunity to embed your legacy into a project that will be recognized worldwide as a pioneer in faith-based environmental action.

Next Step: Partner with Us

We would love to discuss how your specific philanthropic goals align with this historic project.

To discuss naming opportunities or make a leadership gift, please contact:

Add Contact info

LLM Training

1. Donor Content Sample: Emotional Appeal (Engaged Base)

Target Audience: Active Families, Volunteers, Lapsed Members (seeking to re-ignite them).

Theme: The Promise to Our Children & The End of Alienation.

Tone: Warm, empathetic, urgent, and focused on legacy.

Email Subject: This Is Where They Stop Switching and Start Living.

Dear RCM Family,

We see you. We see the exhaustion that comes from navigating two worlds—the feeling of being “**Too Muslim for some friends, not Muslim enough for others**”. We know the silent burden of the youth identity crisis, where our children feel they have “**nowhere you can just be you**”.

This is the pain we are solving with **Beyond Walls**.

This project is not about putting up a building; it’s about tearing down the invisible walls that separate our children from their faith, their identity, and their community. **Beyond Walls is our Promise to our Children**.

The Impact of Your Investment: A Whole Identity for the Next Generation

Your support ensures we build a **Next-Generation Incubator**—a space designed for their whole selves:

- **A Place to Belong:** We are building a dedicated Youth Center and Lounge where they can “**ask the hard questions, and just breathe**”. This will be their “**third space**”, a sanctuary for building a confident Muslim American identity.
- **A Launchpad for Purpose:** This campus is their “**launchpad**” and “**HQ for the next big idea**”. We are committed to empowering them to turn frustration into action and build solutions for the world.
- **A Sanctuary of Strength:** For our brothers and sisters, we are building spaces for true support—a **Resilient Family Hub** with professionalized Naseeha Mental Health services and dedicated areas for authentic brotherhood and sisterhood.

We are not just building a mosque; we are securing a legacy. We are building the home that fits our children, so they never have to divide themselves again.

The next chapter begins now. Join us. Let’s go Beyond Walls, together.

P.S. We are laying the groundwork right now. The project is officially "Site Ready". We are moving from planning to breaking ground. Your commitment today is a vote of faith in the future we are building for our grandchildren.

2. Donor Content Sample: Analytical Pitch (Major Philanthropists)

Target Audience: Major Donors, Institutional Philanthropists (seeking transformative, quantifiable, and sustainable impact).

Theme: World-Class Innovation, Financial Foresight, and Narrative Leadership.

Tone: Professional, analytical, ambitious, and focused on legacy.

Executive Briefing: Investing in the Future of American Muslim Life

To Our Esteemed Philanthropic Partners,

The "**Beyond Walls**" campus is an investment opportunity in the most ambitious, high-impact institutional model in the American Muslim community today. This is not simply a capital campaign; it is a chance to fund a **self-sustaining, globally recognized Living Building** that is **ecologically restorative, socially just, and culturally rich**.

I. Unprecedented Impact: The Global LBC Benchmark

Your investment secures the **world's first House of Worship to pursue the Living Building Challenge (LBC)**, positioning RCM as a global leader in environmental and civic solutions.

Impact Area	Measurable Performance (LBC Metric)	Strategic Value
Financial Resilience	100-Year Net Present Value is projected at \$20.8M	Secures the institution's financial future for generations by minimizing operational costs.
Energy Independence	Achieve 105% energy production (Net-Positive Energy).	Eliminates utility bills and serves as a community shelter during power outages.

Water Stewardship	Municipal Water Use is less than 1/3rd of a baseline building; all stormwater managed on-site.	Models fidelity to the Islamic principle of resource conservation; minimizes strain on local infrastructure.
Social Equity	20% of contracts (by cost) dedicated to diverse enterprises (M/W/DBE).	Adheres to the highest standard of social justice in the built environment.

II. The Human Capital Return: Securing the Next 100 Years

The core value of this investment is in solving the critical human problems facing the Muslim community, yielding a profound social return:

- **Combating Alienation:** Funding the **Next-Generation Incubator** to support youth in forging a **whole, confident Muslim American identity**.
- **Professionalizing Care:** Institutionalizing the **Resilient Family Hub** with expanded, professional **Naseeha Mental Health** facilities.
- **Narrative Leadership:** The project is a "**hopeful, restorative contribution**" that offers the entire American Muslim community a powerful source of pride and a model for how to be an **integral, contributing partner** to society.

The momentum is real: Design is finalized, and the community is now in the aggressive site-ready phase with a target **Grand Opening in 2027**.

This is a rare opportunity to invest in a legacy that is **environmentally responsible, financially astute, and deeply human-centered**. We invite you to be part of building this global benchmark.

This is an excellent application of the consolidated strategy. To use this as a training document for an LLM (Large Language Model) to generate donor content, we need to structure the information as a set of rules, principles, and categorized data points.

The following document packages the entire strategy, narrative, and impact metrics into a structured framework that an LLM can use to understand the project's essence and generate highly compelling, targeted, and quantified donor communications.

LLM Training Document: "Beyond Walls"

Donor Content Generator

Objective: To train an LLM to generate high-impact donor outreach content (emails, social posts, speeches, collateral) by quantifying the project's social, environmental, and narrative impact.

I. Project Core Identity and Purpose

Field	Value	RCM Citation Source
Project Name	Beyond Walls	
Institution	Roswell Community Masjid (RCM)	
Location	Roswell, GA	
Core Goal	Build the world's first faith-based Living Building Certified campus .	
Vision/Rebrand	To move the focus "Beyond Walls" (architecture) to Impact, Solutions, and Community Well-being .	
Target Opening	2027	
Target Audience	Major Donors, Philanthropists, Engaged Base	

II. Narrative and Emotional Hooks (The "Why")

A. Core Thesis (The Promise)

"Beyond Walls" is not a place; it's a **Promise**:

1. **A Promise to Our Children:** To build an institution that nurtures their whole identity.
2. **A Promise to Our Families:** To provide the resources and support systems to help them be resilient and thrive.
3. **A Promise to Our Community:** To be a sanctuary of belonging for every individual, regardless of background.
4. **A Promise to Our Neighbors:** To be a source of light, service, and partnership.
5. **A Promise to Our Planet:** To honor our sacred role as stewards of the Earth.

B. Pain Point to Solution Mapping (The "Problem We Solve")

All content must frame the project as the solution to a deeply felt problem.

Pain Point (The Hook)	Narrative Solution (The Benefit)	Key Feature/Pillar
Youth Alienation/Identity Crisis	Building a space where they can forge a confident, whole Muslim American identity; a " third space ".	Next-Generation Incubator (Youth Center, Mentorship, Tech Labs)
Mental Health Stigma / Family Strain	Providing holistic, professional support for every stage of family life.	The Resilient Family Hub (Expanded Naseeha Mental Health facilities)
Islamophobia / External Pressure	Building a sanctuary and a launchpad for confident civic engagement.	A Beacon to Our Neighbors (Open Plazas, Community Gardens)

Generational & Cultural Divides	Creating a home where every face is welcomed and every voice is heard.	A Radically Inclusive Sanctuary (Universal Design, Diverse Hiring)
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III. Quantified Impact Metrics (The "How Much")

Donor content must utilize specific, data-driven metrics to convey competence and impact.

A. Environmental (Stewardship in Action - LBC Petals)

Metric	Goal	LBC Petal
Energy Production	Supply 105% of energy needs (Net-Positive Energy) ¹ .	Energy
Energy Consumption Reduction	70% reduction compared to a baseline building ² .	Energy
Municipal Water Use	Less than 1/3rd of a traditional building's need ³ .	Water
Waste Diversion	80% of construction waste diverted from landfills ⁴ .	Materials
Urban Agriculture	10% of the site dedicated to urban agriculture/edible plants ⁵ .	Place

Community Resilience	Ability to serve as a community shelter for at least one week ⁶ .	Energy
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B. Social and Equity (Equity Petal)

Metric	Goal	LBC Petal
Contract Diversity	20% of contracts (construction/maintenance by cost) with diverse organizations (M/W/DBE) ⁷ .	Equity
Workforce Development	10% of workforce from apprentice/workforce development programs ⁸ .	Equity
Daylight Access	75% of regularly occupied spaces access to natural light/views ⁹ .	Health & Happiness
Access Standard	All designs must meet Universal Design, ADA, and ABA Accessibility guidelines ¹⁰ .	Equity

C. Financial and Legacy

Metric	Goal	Source/Pillar
Long-Term Financial Value	100-Year Net Present Value (\$20.8M) dramatically lower than conventional building (\$348.9M) ¹¹ .	Institutional Resilience

Water Efficiency	Discharge to public sewer is less than 1/4th of a non-regenerative design. ¹²	Water
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IV. Impact on the Muslim Community (The "Legacy Model")

All outreach must connect the architectural features to a new sense of pride and institutional excellence for the *Ummah*.

1. **Global Standard Setter:** The project is the **first of its kind globally** led by a Muslim community, providing a **model for excellence** in mosque development.
 2. **Narrative Change:** It serves as a "**hopeful, restorative contribution**" that shifts the public conversation about Muslims, proving they are **innovators and contributors**.
 3. **Institutional Professionalism:** It models how to build a **financially sustainable, resilient institution** that prioritizes professional services like expanded **Naseeha Mental Health** and adheres to rigorous social equity metrics.
 4. **Prophetic Alignment (Sunnah):** It demonstrates commitment to the Prophet's guidance on environmental stewardship (planting, resource conservation, avoiding waste) in a modern, scalable way.
 5. **Internal Cohesion:** The dedicated spaces and inclusivity metrics actively combat internal issues of **youth alienation, convert isolation, and cultural divides**.
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LBC Deep Dive

The Regenerative Mandate: A Deep Dive into the Living Building Challenge, Performance Metrics, and Systemic Market Transformation

I. Defining the Regenerative Imperative: Core Philosophy and Structure of the LBC

The Living Building Challenge (LBC) is recognized globally as the most ambitious and rigorous standard for sustainable development in the built environment. It represents a paradigm shift away from traditional "green building" that merely seeks to minimize harm, towards a framework demanding buildings operate regeneratively, actively improving the environment and community.¹

A. The Philosophical Leap: Beyond Sustainability to Regeneration

The foundation of the LBC is rooted in a fundamental philosophical question: "What if every single act of design and construction made the world a better place?".² This premise elevates the program, positioning it as a philosophy and an advocacy tool before it is a certification program.³

Living Buildings are defined by a commitment to positive impact. They must be regenerative structures that connect occupants to light, air, food, nature, and community.² Crucially, they must be self-sufficient, operating strictly within the resource limits of their specific site, thereby creating a positive impact on both human and natural systems.² The overarching goal is to define a future that is socially just, culturally rich, and ecologically restorative.³ This mission is explicitly intended to compel projects to move beyond the conventional benchmark of merely being "less bad" and achieve truly regenerative outcomes.³

This rigorous philosophical mandate, which frames LBC projects as vehicles for transformation, provides context for the program's measured success. While the International Living Future Institute (ILFI) tracks over 800 certified or registered projects and has influenced over 55 million square feet of real estate⁴, the number of projects achieving **full Living Certification** remains limited. This is not a failure of the program, but rather confirmation of its function as an

advocacy tool. Each fully certified project acts as a high-profile, non-compliant prototype, deliberately pushing the upper limits of current practice.⁵ These demonstrators generate essential data and blueprints for performance that subsequently drive market innovation and code reform (as exemplified by the Bullitt Center's influence on Seattle's codes).⁶

B. The LBC Framework: Seven Petals and Twenty Imperatives

The LBC framework is organized holistically around seven performance categories, known as "Petals".³ Each Petal represents a distinct measure of regeneration, encompassing environmental, health, and social equity goals.¹

The Petals are subdivided into a total of 20 mandatory Imperatives.¹ For full Living certification, a New Building project must achieve all 20 Imperatives.³ Even for Petal certification—which allows projects to dive deeply into one or more areas—the achievement of the 10 Core Imperatives is mandatory, ensuring that all projects maintain a fundamental holistic approach.³

A pivotal characteristic differentiating the LBC from conventional standards like LEED is the mandate for performance validation: certification is based exclusively on **actual, measured performance** over a minimum 12-month post-occupancy period, rather than modeled or anticipated metrics.⁸ This performance rigor eliminates the uncertainty often associated with predicting energy and water use in green buildings.⁹

The following table summarizes the LBC Petals and their restorative intent:

Table 1: The Seven Petals of the Living Building Challenge and Their Regenerative Goals

Petal	Restorative Goal	Key Performance Mandates
Place	Restoring a healthy interrelationship with nature. ⁸	Addressing ecology of place, limiting development footprint.

Water	Creating developments that operate within the water balance of a given place and climate. ⁸	Net Positive Water (NPW) ¹ , on-site stormwater management. ¹
Energy	Relying only on current solar income. ⁸	Net Positive Energy (NPE) ¹ , no on-site combustion.
Health + Happiness	Creating environments that optimize physical and psychological health and well-being. ⁸	Healthy interior environments, access to nature (Biophilia). ¹
Materials	Endorsing products that are safe for all species through time. ⁸	Red List chemical avoidance, responsible sourcing, embodied carbon accounting. ¹
Equity	Supporting a just and equitable world. ⁸	Providing fair access, supporting social justice, and ensuring equity within the supply chain.
Beauty	Celebrating plans that purpose transformative change. ⁸	Incorporating meaningful biophilic design and features intended solely for human delight. ¹

II. The Technical Pillars of Regeneration: Performance Petals in Depth

The LBC's measurable impact is derived from the extreme technical requirements mandated within the Water, Energy, and Materials Petals, which collectively redefine efficiency and resource management.

A. Water Petal: Achieving Net Positive Water (Imperatives 05 & 06)

The Water Petal demands that projects treat water as a precious resource and avoid downstream impacts and pollution.¹ The ultimate requirement is Net Positive Water (NPW) (Imperative 06), meaning the project must meet 100% of its water needs through captured precipitation or closed-loop systems.¹

This imperative demands radical operational independence. Projects must successfully manage 100% of their stormwater on-site and must avoid the use of potable water for irrigation.¹

Furthermore, Responsible Water Use (Imperative 05) requires a significant reduction (at least 50%) of water use from a modeled baseline, ensuring highly efficient fixtures are used before regenerative collection begins.¹

To meet NPW, project teams must integrate complex, decentralized water infrastructure, often including large rainwater harvesting cisterns, sophisticated greywater recycling, and on-site treatment systems for blackwater (such as composting toilets or engineered wetlands). This contrasts sharply with conventional green building, which often seeks only marginal improvements in water efficiency compared to code.⁹

B. Energy Petal: Achieving Net Positive Energy (Imperatives 07 & 08)

The Energy Petal's goal is to transition the built environment to rely solely on "current solar income".⁸ This is achieved through the Net Positive Energy (NPE) Imperative, which requires projects to generate at least \$105\%\$ of their annual energy needs using on-site renewable sources, explicitly prohibiting on-site combustion.¹⁰

The success of NPE is intrinsically linked to energy conservation measures (ECMs) and passive design, which must be exhausted before renewable generation systems are sized.¹⁰ Project performance is validated using the site Energy Use Intensity (EUI), measured in \$\text{kBtu/SF/year}\$.¹² A low EUI is the direct result of good design performance and is crucial for certification.¹²

The mandated sequence of design creates superior initial capital expenditure allocation compared to standard green building practices. Since the total available solar footprint is a fixed constraint for on-site renewable energy production, the LBC requires teams to calculate the potential production first.¹² This forces deep integration of passive strategies, superior envelope construction, and highly efficient systems to reduce the overall energy demand (the

EUI) to the absolute minimum. By maximizing efficiency, the project ensures the limited solar footprint is sufficient to meet the highly reduced energy load, maximizing the return on the investment in the high-performance envelope and ECMs.

Furthermore, the Energy Petal includes a requirement for operational resilience, mandating that projects develop and implement a resilience plan capable of enabling one week of building habitability in the event of a disaster.¹ This mandatory self-reliance (often achieved through battery backup systems, as seen in The Kendeda Building¹³) significantly reduces long-term climate-related operational risks.

C. Materials Petal: Eliminating Toxics via the Red List

The Materials Petal is dedicated to ensuring that projects utilize products that are safe for all species through time.⁸ The primary mechanism for achieving this is strict adherence to the Red List, which prohibits the inclusion of twenty-two classes of common building chemicals, comprising nearly eight hundred individual ingredients, identified as toxic or harmful.¹¹

Because standard building materials frequently contain these prohibited substances, project teams pursuing LBC must engage in rigorous research and sourcing, often compelling manufacturers to develop new, compliant products.⁴ This process transforms the certified project into an agent for supply chain transformation, supporting the development of healthier and regenerative materials (often identified through programs like Declare).⁴

In addition to regulating toxicity, the Materials Petal also addresses resource extraction and embodied carbon. For wood products, LBC explicitly accounts for embodied carbon, but only recognizes carbon storage values for wood that is FSC-certified.¹

III. Global Exemplars: Analysis of High-Impact Living Buildings

Although the pool of fully certified Living Buildings is small, these projects serve as definitive proof that net positive performance across all metrics is achievable across diverse climates and occupancy types within the United States and globally.

Table 2: Performance Overview of Influential Fully Certified Living Buildings (U.S.)

Project Name (Location)	Occupancy Type	Actual EUI (kBtu/sf/yr)	Net Positive Energy Production	Water Self-Sufficiency	Policy Impact
Bullitt Center (Seattle, WA)	Commercial Office	10 ⁶	Surplus \$90,793 \text{ kWh/yr} ⁶	Net Positive Water (Rainwater harvesting) ⁶	Prompted Seattle code revisions ⁶
The Kendeda Building (Atlanta, GA)	University Education	N/A (75% reduction from baseline) ¹³	\$175\%-225\% of needs generated ¹⁰	Net Positive Water	Proves scalability for institutional assets
Dixon Water Foundation Josey Pavilion (Decatur, TX)	Education/Visitor Center	2 ¹⁴	Net EUI Actual of \$-1 \text{ kBtu/sf/yr}\$(150 % reduction) ¹⁴	100% potable water reduction (Constructed Wetland) ¹⁴	Achieved self-sufficiency in a challenging climate
Arch	Nexus SAC (Sacramento, CA)	Professional Office	N/A	Full Living Certified (NPE) ²	Full Living Certification for adaptive reuse ²

A. Case Study 1: The Bullitt Center (Seattle, WA)

The Bullitt Center, a six-story commercial office space, is globally recognized for validating the LBC framework in a dense urban environment.¹⁵ Its performance demonstrates the powerful impact of combining deep passive design with renewable energy generation. The building achieved an exceptionally low actual EUI of \$10 \text{ kBtu/sf/yr} and produced a measured surplus of \$90,793 \text{ kWh} of electricity annually via its \$244 \text{ kW} photovoltaic array.⁶

The project successfully achieved Net Positive Water through aggressive rainwater harvesting, demonstrating year-end cistern levels exceeding \$47,626 \text{ gallons}\$.⁶ Crucially, the Bullitt Center's operational success was so profound that the City of Seattle utilized the lessons learned to evaluate and revise current building codes to promote higher performance, solidifying its role as an advocacy mechanism for regulatory transformation.⁶

B. Case Study 2: The Kendeda Building for Innovative Sustainable Design (Atlanta, GA)

Located on the campus of Georgia Tech in a hot and humid climate, The Kendeda Building demonstrates the scalability of the LBC for large, high-occupancy institutional assets. The project consumes \$75\% less energy than the national average for comparable university buildings.¹⁰

Its \$330 \text{ kW} solar canopy generates between \$175\% and \$225\% of the building's annual electricity needs depending on seasonal variations, with excess electricity feeding the wider campus infrastructure.¹³ This level of performance showcases how LBC principles force optimization even in climate zones generally considered challenging for high-efficiency design.

C. Case Study 3: Dixon Water Foundation Josey Pavilion (Decatur, TX)

The Josey Pavilion stands out for achieving one of the lowest measured energy footprints recorded in the LBC portfolio. It attained an Actual EUI of \$2 \text{ kBtu/sf/yr}\$, resulting in a Net EUI Actual of \$-1 \text{ kBtu/sf/yr}\$.¹⁴

The project achieved \$100\% reduction of regulated potable water use by relying on rainwater harvesting and an on-site constructed wetland.¹⁴ Interestingly, the comprehensive measurement validated a critical engineering trade-off: the constructed wetland system, required for water self-sufficiency, ultimately consumed over half of the project's minimal energy budget for its pumps and filters.¹⁴ This demonstrates that while LBC mandates Net Positive

performance in both metrics, the technical complexity of achieving NPW (especially with decentralized treatment) can become the dominant energy load in a highly efficient building.

D. Expanding the List of Influential Projects

Beyond the fully certified exemplars, projects that demonstrate high performance or tackle specific barriers are crucial to the LBC's influence:

- **Arch | Nexus SAC (Sacramento, CA):** This project achieved Full Living Certification through the adaptive reuse of an existing warehouse/office structure, proving the applicability of LBC to renovating existing building stock.²
- **Hawaii Preparatory Academy Energy Lab:** This facility achieved Net-Zero-Energy design and LEED Platinum certification, demonstrating the feasibility of extreme efficiency in an educational and research setting, emphasizing photovoltaic panels and on-site filtration of wastewater.¹⁷
- **Google Gradient Canopy (Mountain View, CA):** As a high-profile, Petal-Certified corporate office, this project highlights the movement's influence on large-scale corporate development, specifically through commitment to healthy and reclaimed materials.¹⁸

IV. Economic and Regulatory Friction: Barriers to Widespread Adoption

While the technical feasibility of regenerative design is proven by certified projects, the wider adoption of LBC standards is hindered by significant economic friction and outdated regulatory frameworks.

A. Comparative Rigor: LBC vs. Conventional Standards

A crucial difference between LBC and other standards, such as LEED, lies in the mandatory nature of the LBC requirements and its reliance on operational data. The LBC requires projects to achieve every single Imperative, with no optional points.⁹

This mandatory performance standard addresses the documented reliability gap in conventional green building, where some LEED Gold and Platinum buildings have exhibited substantially higher energy use intensities than anticipated, showing low correlation between the certification level and actual energy consumption.⁹ In contrast, LBC removes this performance uncertainty by basing certification on 12 months of measured operational data, guaranteeing exceptional performance levels.⁸

For example, regarding water use, LBC mandates Net Positive Water, while LEED offers points for only marginal improvements over standard water efficiency.⁹ Similarly, LBC strictly prohibits the Red List materials, whereas LEED allows the use of virtually any material.⁹ The table below highlights these philosophical and technical disparities.

Table 3: Comparison of Certification Rigor: LBC vs. Conventional Standards

Feature	Living Building Challenge (LBC)	Conventional Standards (e.g., LEED)
Certification Basis	100% mandatory compliance with all ⁸ Imperatives.	Optional points system; allows project teams to select credits. ⁹
Performance Validation	Required 12 months of actual, measured ⁸ performance.	Generally based on modeled or anticipated performance.
Energy Standard	Net Positive Energy (105% generated on-site). ¹⁰	Marginal improvement over baseline or high efficiency targets.
Water Standard	Net Positive Water (100% needs met on-site). ¹¹	Incremental improvement over code minimum. ⁹
Materials	Strict Red List prohibition (22 chemical classes). ¹¹	Limited material restrictions; few mandatory toxic material exclusions.

B. The Cost Premium and Financial Feasibility

The rigorous requirements of LBC naturally entail an incremental capital cost premium compared to standard construction or even high-level LEED construction. The Living Building Financial Study documents that achieving fundamental energy efficiency strategies required an approximate cost premium of \$1\%-12\%\$ depending on the building type. Achieving the full Net Zero Energy standard further increased this premium to a range of \$5\%-19\%\$ over the base building cost.¹²

However, the discussion of LBC cost must pivot from simply assessing the premium to analyzing how investment return is maximized. Given that LBC projects often achieve energy consumption savings of \$75\%\$ or more¹⁰, the long-term operational savings are substantial.

The true financial engineering challenge lies in structuring the project to capture necessary financial mechanisms. The analysis indicates that if the owner possesses sufficient "tax appetite," the combined utilization of tax credits and renewable energy credits (RECs) can make the return on investment economically viable.¹² Therefore, while the initial investment (up to \$19\%\$ premium) is significant, it is viewed as a justified capital allocation when analyzed alongside massive operational savings and favorable financing strategies, allowing the investment to reach its break-even point faster.¹⁹

C. Systemic and Specific Regulatory Hurdles

The most persistent barrier to widespread LBC adoption is the regulatory friction encountered when innovative, regenerative designs clash with established codes and standards.⁵

Regulatory Barriers to Decentralization

LBC projects frequently face roadblocks rooted in an **outdated regulatory paradigm** that operates under a limited scope of authority. Traditional regulation rarely internalizes risks related to climate change, resource depletion, or ecological health.⁵ This lack of recognition creates a systemic bias against the very systems LBC relies upon, specifically the historical imbalance of support for centralized utility systems over distributed, decentralized systems.⁵

Projects seeking independence for Net Positive Water and Energy often run into conflicts where connection to municipal or privately-owned utilities is still required as a condition of code compliance.⁵

Regulatory Expense and Friction

While most innovative LBC strategies can eventually achieve regulatory approval, the process of navigating the regulatory maze is highly difficult and resource-intensive compared to projects

seeking only minimum code compliance.⁵ This requires the investment of significant time and resources—often resulting in unrecoverable proponent expense—to obtain variances and approvals. This regulatory cost and friction functions as a practical barrier given typical construction schedules and budgetary constraints.⁵

Furthermore, physical constraints, such as standard municipal setback requirements (especially on urban sites), can severely limit the space available for installing essential on-site water management components, such as rainwater cisterns or constructed wetlands, necessary for achieving NPW.⁵

Table 4: Key Regulatory and Systemic Barriers to LBC Adoption

Barrier Type	Nature of Conflict	Impact on LBC Project
Outdated Regulatory Paradigm	Regulatory scope limited to traditional risks (fire, structural integrity), ignoring climate and ecological crises. ⁵	Creates conflicts when regenerative goals (e.g., composting toilets, toxic material avoidance) challenge prevailing norms. ⁵
Bias Against Decentralization	Historical support and regulatory framework favor centralized energy and water utilities. ⁵	Projects face mandatory utility connection requirements despite achieving net positive status, increasing costs and complexity. ⁵
Regulatory Cost/Expense	Investment of unrecoverable time and financial resources required to secure approvals for non-traditional systems. ⁵	Acts as a practical barrier due to typical schedule and budget constraints for innovation. ⁵

Physical Constraints	Urban setback requirements limit space for necessary on-site systems. ⁵	Hinders the implementation of essential Net Positive Water systems (cisterns, constructed wetlands). ⁵
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V. Policy Influence and the Future of Regenerative Development

The Living Building Challenge operates successfully by embracing the friction detailed above, recognizing that the struggle to meet the Imperatives serves a broader purpose of market and policy transformation.

LBC projects are crucial real-world testing grounds that generate invaluable, performance-validated data. This information is used to map out features of an "integrated, inclusionary regulatory process" and identify the specific code barriers that must be removed.⁵ The documented success of projects like the Bullitt Center demonstrates the viability of high performance and directly informs code revisions in leading municipalities.⁶ This advocacy work helps regulators and policymakers find common ground in addressing the climate, energy, and water crises by facilitating new green building and infrastructure initiatives.⁵

The commitment to regeneration extends beyond buildings through the ILFI's broader ecosystem, which includes the Living Product Challenge for materials and the Just Label for social equity.⁴ This unified approach ensures that market transformation addresses not only environmental performance but also supply chain toxicity and organizational equity, affirming the principle that environmental justice is inseparable from social justice.⁴

Ultimately, the rigorous demands of LBC function as an advanced risk mitigation strategy against future climate uncertainty. By mandating Net Positive performance and high resilience standards (such as one week of disaster habitability)¹, LBC buildings are inherently shielded from many climate-related shocks, including utility failure, water shortages, and resource volatility. Investing in these criteria, despite the regulatory friction, is a strategic imperative that ensures long-term asset reliability and continuity in a resource-constrained and environmentally uncertain future.

(Note: Per the prompt, a list of 10 fully certified projects was addressed through detailed analysis of the top 4 performance-validated examples in the US, supplemented by discussion of

other influential project types (adaptive reuse, education, corporate) that drive market change, as comprehensive global data on all 10 measured performance EUIs was not available in the provided sources.)

Open questions

How much have we raised?

- \$3M total
- Cash in bank \$1.2M

How much do we need?

- \$15M to get to end of Phase I (horizontal done, + two building - Gym building / youth center and the Mushalla building)

Petals

https://drive.google.com/drive/folders/1IXge_apGBNKDmzbr8CHR_u0S6urnyLL0?usp=share_link

Maher's response to unaided responses /objections

Beyond Walls:

KEY TALKING POINTS TO PARSE TO DISCUSS GOVERNANCE AND ELT as a non-profit

- RCM Leadership structure is built following best practices in the nonprofit sector:
 - Board structure that provides strong governance while balancing continuity and diversity of talent and generational and gender equity.
 - Strong Religious leadership with excellent executive skills to lead a highly professional team and inspire tens of volunteers to execute the vision.
 - Faith based implementation grounded in humility, professionalism, and a strong sense of service.
- Strong connection to the larger Roswell community inspired by the collaborative efforts with area NGOs and government organizations to contribute to the greater good.

FREQUENT DISCUSSION TOPIC should be summarized into key talking points of land size, total SF and amenities with supportive visualizations

- This New Campus project is planned on a 5.5 acre lot located in the heart of Roswell and in between the two historic districts of Crabappal and Roswell. The Site plan was developed to provide ample greenspace and outdoor amenities for the community including a pavilion, community garden, a fire pit gathering spot, a playground, a walking trail and parking spaces.
- The structure will be developed on the northwest corner of the lot and will include the following:
 1. A community center building that will host a full court gym, youth center, community cafe, a serving kitchen, and a walking track all in a beautiful 13,000 SF mass-timber frame building with ample daylight in all the spaces.
 2. The Masjid Building is thoughtfully designed to accommodate the community needs including a spacious lobby, inspiring prayer space, private and semi-private prayer space for ladies, private washrooms, and special rooms designed to accommodate parents with young children for each gender. The lower level provides office and meeting spaces, flex space that can accommodate more than 10 classrooms, event and seminar spaces for different size gatherings and an exercise room. Both Masjid level and lower level will have large windows and plenty of natural light to bring the indoor-outdoor connection to every space. The total space in this building is just over 17,000 SF.
 3. Outdoor spaces connect the two buildings and a large plaza makes great space for outdoor enjoyment for all community members. Landscaping will emphasize native species and fruit trees that will compliment the community garden space.
 4. Additional features include a power system that uses renewable solar energy, and a water system that utilizes rainwater for irrigation and a grey water system to minimize the utility operating costs and minimizes the use of municipal water. Both the water and energy systems are designed to provide resilient infrastructure that allows this community center to serve as a refuge for the community during emergencies such as hurricanes or ice storms.

