



VERITATIS
S P L E N D O R
REBORN



Introduction

I know something very few people in the Catholic community are aware of: Veritatis Splendor (V.S.) is in an incredibly good position to succeed. It's likely to be developed, it's likely to have money, and it's likely to be a very desirable place to live.

I was on a zoom call when I found that out.

I was working with one of Veritatis Splendor's primary investors. We'd decided to meet with a property developer to ask a potentially heartwrenching question:

Did our plan to develop Veritatis Splendor have any legs at all?

There was a chance it was too ambitious a project to take on. Certainly, much of its initial promise had failed to deliver. Once a seemingly bulletproof combination of famous and wealthy, Veritatis Splendor had struggled to turn its advantages into concrete progress. It had sat relatively stagnant for years, a large property slowly selling off its lots to pay back a debt it might never catch up with.

Was it a failed experiment?

Or was it, as we hoped, a diamond in the rough?

The meeting was all exploratory to begin with; the developer was throwing out ideas of what could be possible and probing us for any overlooked details, asking 'have you thought about this, what about that, what about this?'

So, thinking it'd help to give him a visual of some concept plans we'd been working on, I shared my screen to show him our site plan.

That single image changed the tone of the conversation entirely. He paused for a long moment, saying simply 'ah'. The questions stopped. He said *"Wow, you've given this a lot of thought. This is amazing. You have the land, you have a plan... This is the kind of project I'd love to be involved in. So many people want this, but they don't have the land and don't know how to go about it. You are 2-3 steps ahead and you have the necessary assets in place. There's no doubt in my mind that people will want to buy in."*

I was astounded by the turn around, by the impact of that single piece of paper.

Unless you've been involved with a project of this scale in the past, I can't tell you how incredible it feels to hear an expert look at your progress and say "you're two to three steps ahead."

It wasn't hyperbole; 90% of intentional communities collapse before even purchasing land.



The investor wanted to know *“where did this come from?”* I told him about how my team, and I had been working on it over the last few weeks.

In that moment, I watched confidence return to his eyes. He said *“Finally. Finally, a plan that can move us forward.”*

While it was rewarding to see that investor’s assurance, the reality was that our concept designs were not the main thing that was suddenly driving the community forward. It was a change to the entire structure of Veritatis Splendor’s development.

I’ll talk about that in just a bit. First, I want to reveal my hand.

Here’s my fundamental bet:

If I can convince you that your money would do something to build V.S effectively, efficiently, and immediately, you would invest that money in Veritatis Splendor.

That’s my goal. That’s why I want to show you what we’ve done so far. By the end of this document, you’ll have seen everything I showed that developer, and you’ll understand why I am willing to bet my family’s future that Veritatis Splendor is poised to succeed beyond its wildest dreams..

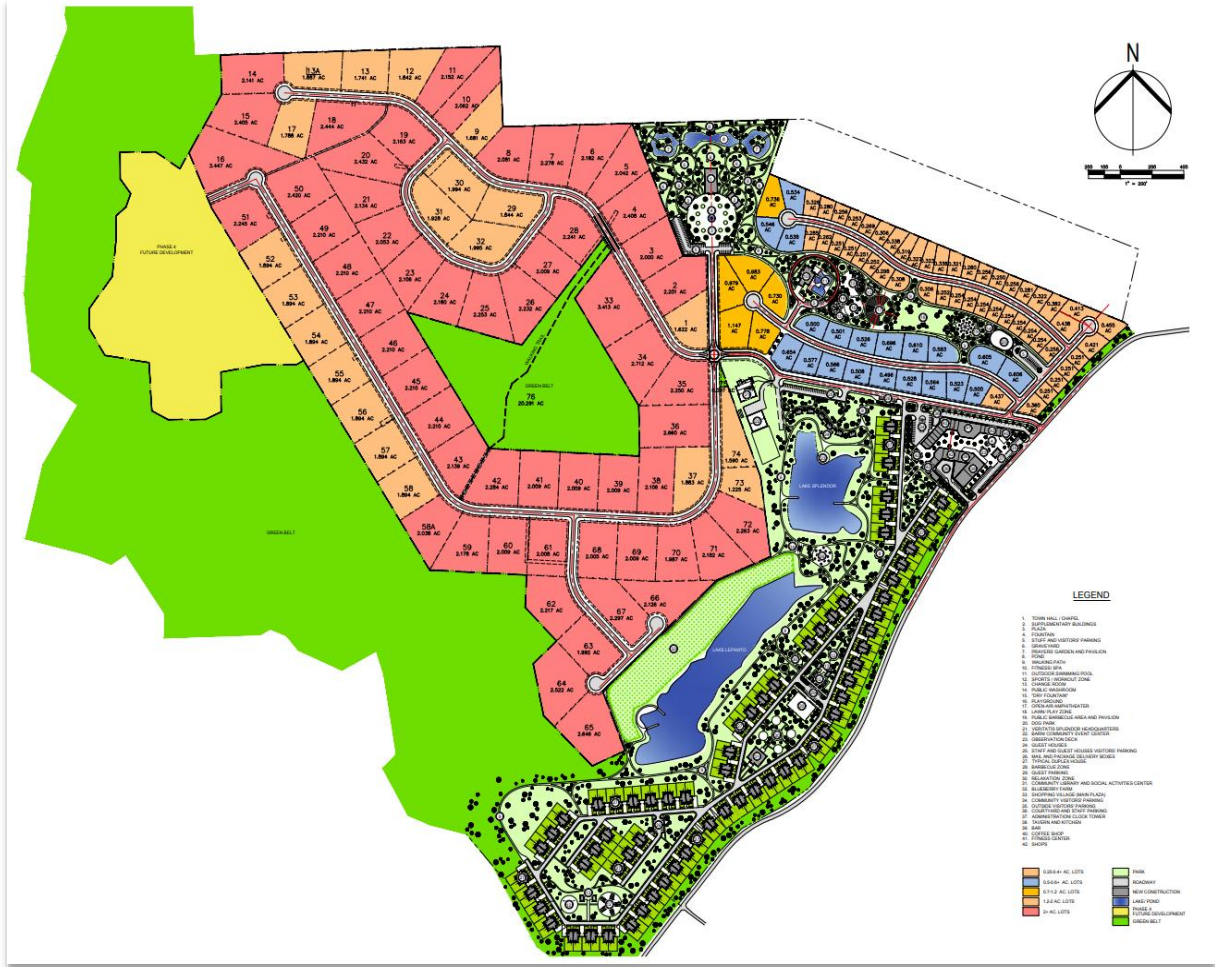
The Development Site Plan

When we took on the task of reimagining the development of Veritatis Splendor, we had little more than a sketched outline of the property, color coded with general ideas like ‘equestrian center area’ and ‘greenbelt’, alongside the sold lot lines.

Some of the ideas were almost certainly infeasible, such as a gun range close to the border of the property. So, we’d decided to start with a blank canvas.

One investor anonymously gave us a small investment to work with to draw up a brand-new plan, this time with feasibility and finances in mind.

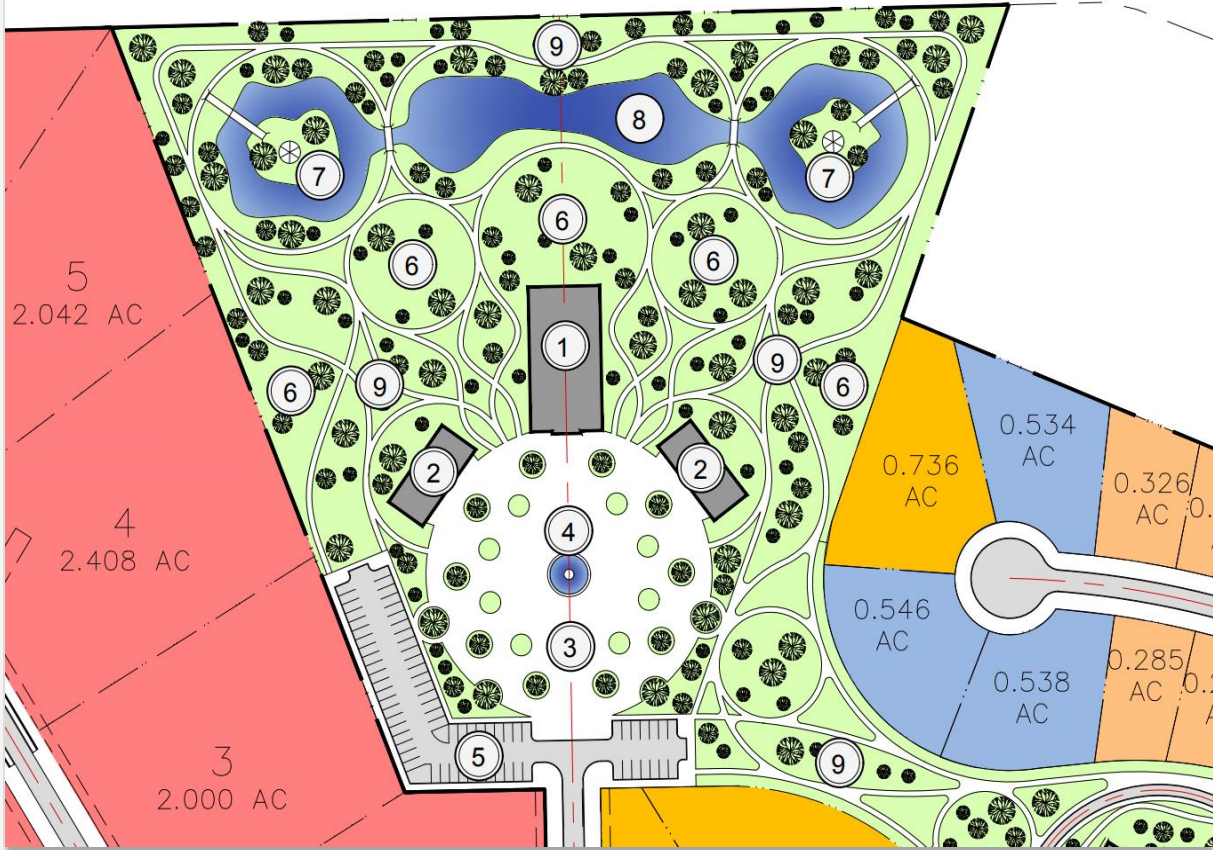
The result, after just six weeks, is everything that follows. I’ll start with the Development Site Plan, the single image that changed that meeting entirely:



Veritatis Splendor Site Plan

Access Full Page Version in the Appendix

This site plan contains four construction phases. We'll go through them one at a time. Let's start at the top of the hill in St. Raphael Square, where the deeply Catholic soul of Veritatis Splendor shines the strongest.



St. Raphael Square Site Plan

Access Site Map Legend in Appendix

On the top of the hill lies the future chapel and town hall, overlooking the entire Veritatis Splendor property. In the chapel's belfry hang real bronze bells, set to ring the Angelus at 6AM, 12PM, and 6PM.



St. Raphael Square Chapel

Access More Photos & Videos in Appendix

In front, a plaza welcomes farmers markets, community dances, and prayer gatherings. It is surrounded and protected by community center buildings on either side, both of which are open for community use, such as homeschooling and bible study sessions.

Behind it lies a prayer garden and a large graveyard, overlooking two sculpted ponds and a meditative walking path. Here, the community can come to reminisce, grieve, and pray.



St. Raphael Square Prayer Garden

Access More Photos & Videos in Appendix

Even better, St. Raphael Square may be earmarked for an entirely different purpose, one that could enrich the Catholic life of Veritatis Splendor beyond imagining. We'll talk about that when we discuss the vibrant future of Veritatis Splendor's religious life, at the end of this document.

First, let's continue our tour into the first residential sector, the St. Catherine Labouré Quarter.



St. Catherine Labouré Quarter

Access Full Page Version in the Appendix

There's a lot to see here, from the stunning 3.9 mile footpath around the lakes to the beautiful recreation areas interspersed throughout. However, there is one, incredible thing about it, that you'll never be able to see just from this image:

This is an over-55 community.

Why does that matter? Because nearly 50% of our sales inquiries come from couples over 55 years old, looking for a peaceful Catholic place to retire.



The entire St. Catherine Labouré Quarter was organized around that mission: the walking path around the property's beautiful lakes, emphasizing gentle exercise and time in nature; the BBQ pavilion situated between the lakes encouraging community meals; the community building and library for planned social events and personal edification. All designed with a consistent emphasis on peace, quiet, and community.



St. Catherine Labouré Quarter Walking Trails

Access More Photos & Videos in Appendix

Even these residences are designed around the dual mission of Catholic community-building and peaceful retirement. For example, each home includes a front porch, large enough for multiple rocking chairs, harkening back to the yearned-for tradition of neighborly communion. Driveways and garages are set to the side, ensuring that their practical requirements do not impede on the neighborhood's beauty and vibrancy.

The St. Catherine Labouré Quarter will allow for an incredible expansion of our community. This neighborhood consists of 140 residences, built in pairs with every two homes sharing about $\frac{1}{3}$ acre. This will allow up to 280 devoted Catholic retirees to join Veritatis Splendor.



St. Catherine Labouré Quarter Homes

Access More Photos & Videos in Appendix

We'll talk about the financial feasibility of this construction in the business plan below, but for now, let's go north to the open-access development area, The St. Joseph Quarter.



St. Joseph Quarter Site Plan

Access Site Map Legend in Appendix



Accommodating 74 new single residence homes on lots ranging from ¼ to 1 acre in size, the Saint Joseph Quarter will accommodate approximately 450 parents and children.

This Quarter will recreate the family neighborhood of days gone by, where children are safe to roam and play and parents form strong and supportive connections with their neighbors.

Here, there's a central park, surrounded on all sides by backyards instead of roads. This park emphasizes family life, including a fitness club, pool, sporting facility, playground, play fountain, amphitheater, picnic area, open play area and a dog park.



St. Joseph Quarter Central Park

Access More Photos & Videos in Appendix

Finally, there's the commercial sector, where Veritatis Splendor opens up to welcome our neighbors from the broader community:



Veritatis Splendor Shopping Village Site Plan

Access Site Map Legend in Appendix

This is where a Catholic suburbia becomes a proper old-fashioned Catholic village. This is where families can walk after dinner for a sweet drink and sit in a courtyard with their neighbors; where they can eat outside on a patio at a tavern and let their kids play with their friends without fear; where their wives can sit at a salon and catch up with each other.

Again, this plan is detailed and specific in its concepts. You can count the number of parking spaces in this parking lot. There are 110. There's room for a truck turn-around and dumpster bins in the back, and space for a stunning pedestrian-friendly courtyard in the front. There is room for staff parking behind the buildings, with grassy areas in between to maintain the sector's beauty.

Vitality, these buildings were designed for particular shops, based on what small businesses could be supported by Veritatis Splendor's relatively small population.

These plans are subject to change, yes, as we learn more about the space's requirements, however, there's groundwork embedded in these plans. And that's only the beginning. Before any financial feasibility numbers are finalized, these plans will be updated by a team of experienced site planners and developers, ensuring that, as the



future development of Veritatis Splendor marches forward toward breaking ground, the details will be well-considered in advance.



Veritatis Splendor Shopping Village Entrance

Access More Photos & Videos in Appendix

Most important of all, it's *happening*.

The Future

Remember that early investor I mentioned who gave us the small investment to get started? After six weeks, we showed him everything we just showed you, along with the financial and construction details I'm about to give you. After seeing the return we could get from just that small investment, he promised to invest \$500,000 on the spot.

His wife said they'd always wanted to invest in Veritatis Splendor, but they needed to see that the money would be properly converted into building the Catholic haven they knew V.S. could become.

We earned their trust.

Now I'd like to earn yours. I'd like to show you our multi-phase financing plan and the experienced advisors and team members we're gathering to help us bring it all to reality.

But what if you're feeling skeptical? Why do our new investors have confidence their investment will yield results given Veritatis Splendor's previous struggles?



Why is there suddenly so much progress where there seemed to be nothing moving before?

That comes down to the fundamental shift in the legal identity and leadership structuring of Veritatis Splendor I mentioned earlier.

Three Entities Not One

As a non-profit, the original Veritatis Splendor charity had been run by a Resident-cum-Board-Member committee of volunteers attempting to develop the full property on their own. And, of course, as volunteers, none of them could work on it full-time. Worse, there was no clearly designated hierarchy structure amongst them and they, in turn, had their duties spread across three different missions - those of a property developer, an HOA, and a Catholic charity - each of which had different, sometimes conflicting, goals.

Then, in an act that required foresight, trust, and humility, the Board of Directors voted to change all of that. In 2024 they endorsed the creation of the Veritatis Developments Entity, a for-profit corporation free from any legal NPO status, and they put the responsibility - and the authority - for Veritatis Splendor's future development in its hands.

There are now 3 separate legal entities, not one, managing Veritatis Splendor:

- 1) The for-profit Veritatis Developments Entity, run by a dedicated CEO and charged with overseeing the future development of the V.S. property
- 2) The not-for-profit Veritatis Splendor, still run by its Board of Directors, in charge of Catholic campus events and external outreach, and empowered as a last-resort check on the Veritatis Developments Entity's vision and execution.
- 3) A professional HOA, in charge of the maintenance of the completed development properties

This change marks a transformative shift in the mindset of Veritatis Splendor's leadership: from that of a philanthropic committee of Catholic volunteers, to that of a determined development company grounded in Catholic principles.

This one change paved the way for Veritatis Splendor to succeed where it never could before.

Now, Veritatis Splendor's development has an entirely new lease on life, including a single leadership hierarchy, a hired team of experienced experts, and the ability to finance its construction through a variety of investment vehicles such as direct equity, debt financing and indirect instruments.



I am the CEO of that Veritatis Developments Entity and I'm here to tell you that we truly have a new opportunity to build up Veritatis Splendor like never before.

I just showed you what we're planning to build. Now let me walk you through how we're going to finance it:

The Business Plan

Anyone can draw pretty pictures, however detailed, of a spectacular place to live, Catholic or otherwise. The question will always come down to: is it feasible? More, is it likely?

That depends on your answer to two questions. I'll get to the second one in a bit. The first is this:

Do you think we can raise \$3 million dollars??

How is only three million dollars possibly sufficient to kickstart an effort of this magnitude?

Let's talk about the stages of real estate development.

Phase 1: Due Diligence

This phase brings together the two fundamental building blocks Veritatis Splendor has always been missing to achieve its dreams: an experienced team of professionals and an assigned list of deliverables.

The team of experts is, by far, the most important asset we've been gathering. To get excellent results for Veritatis Splendor, we need the time, energy, and experience of incredible specialists, including lawyers, architects, engineers, marketers, and more. At the end of the day, only an experienced team can translate the construction plan you saw above into the contracts, blueprints, permits, advertisements, and bank accounts that turn it into a reality.

That's what we need the first stage of financing for: to pay incredible, experienced people for their work.

Let me give you a sense of the type of talent we're connected with, to show you how far we've already come in finding an All-Star team of Catholic professionals and business advisors who share our faith and have a burning desire to see our mission come to fruition. To that end, let me introduce you to Royce Hood, Esq, that developer I mentioned earlier, who first told us Veritatis Splendor was poised to succeed. He has been working intimately with us ever since on our business structures and investment models.



A graduate of Ave Maria School of Law, Royce Hood, Esq. has closed over \$75M in non-municipal bond financings for catholic clients and actively represents some of the largest pro-life and catholic organizations in the country including the March for Life, Thomas More Society, Life Site News. For the past 2 years, he has been working closely with catholic communities from large conceptual projects in Florida to micro-communities across the mid-west. Royce presently serves numerous organizations including as CEO of Action for Life in Naples, Florida and as Director for Incorruptible, a film about the life and faith of Sister Wilhelmina.

He has gifted us an incredible amount of his time and knowledge and, most vitally, he has been instrumental in connecting us with the highest levels of talent and experience in real estate development and investment imaginable.

We will be revealing the names and credentials of our due diligence team as those agreements are finalized.

Throughout this phase, we will ally with a team of public relations experts to help us create a comprehensive marketing plan to build excitement and demand for the coming lot and home sales.

That demand will be carefully tracked, documented, and prepared for presentation.

Why?

Because at the end of this phase, we'll have created something Veritatis Splendor has never had: an Information Memorandum, a detailed and gap-free packet of construction documentation, including a full account of estimated costs and a demonstration of market demand.

For most development endeavors, this phase lasts 45-60 days. That's it. In a matter of two months, we'd be ready to move forward, with everything we need to show investors that, were they to invest, the proposed development of Veritatis Splendor would quickly become a reality.

Remember how I said the likelihood of Veritatis Splendor's success depended on two questions?

The first was whether we could raise three million dollars. Here's a hint, we have already raised the first million of the three.

The second is this: once the due diligence phase is complete, once we have that Information Memorandum, do you believe we will be able to raise \$12M in a Series A investment round?



That's the real question I'm asking you to answer for yourself.

Why?

Because \$12M is enough to get us the rest of the way.

Phase 2: The Series A Investment Phase

Now, I know that sounds low. \$12M for the construction of the chapel, the parks, the library, everything?

Well, no. But it doesn't need to be.

\$12M is enough for the roads, the basic infrastructure such as street lights and electrical lines, and the zoning processes. In other words, everything necessary to get the St Catherine Labouré and St. Joseph quarters ready for individualized lot sales. After this phase, there are a lot more ways to raise money to bring construction through to its end. I'll talk about that in just a bit. First, I want to tell you why our advisors are so certain we'll be able to raise that \$12M.

There is a massive movement of wealth in the Catholic sphere currently focused toward building intentional communities in the United States. There are a lot of people who want Veritatis Splendor to succeed.

For just one example, a large organization of wealthy Catholics, which has allocated over \$100M dollars to building Catholic communities nationwide, contacted us recently, hoping to arrange a visit.

Further, there are a multitude of financing options open to us outside of any charitable donations, including convertible notes, SAFEs (Simple Agreements for Future Equity), and equity shares, all of which have been used in development projects just like Veritatis Splendor.

Even better, many of our advisors have been personally involved in raising money at a much larger scale than we're discussing here.

\$12M is looking very doable.

And that \$12M is all we need to get to the next stage, which is when the Veritatis Splendor development begins to fund itself..

Phase 3: Construction

In this phase, Veritatis Splendor's infrastructure begins to go up. Homes are now available for purchase from the Veritatis Developments Entity, and money begins to flow into Veritatis Splendor.



At this stage, additional financial sources open up to support Veritatis Splendor's continued growth, including:

Construction Margin

Every home sold will be purchased directly from the Veritatis Splendor Development Entity from a spec home catalog. These will be priced with a profit margin built in, such that Veritatis Splendor makes money on every transaction. That money will be funneled directly to additional infrastructure and community land development.

Debt Development Model

Every element of infrastructure and development increases the value of Veritatis Splendor's land. That land can then be used as collateral for a larger loan, and that loan then used to further develop the land. Upon further development and thereby a higher land value, that loan can then be refinanced to pull in additional funds. This model can be repeated as often as necessary until the Veritatis Splendor land is fully developed.

Commercial Sector Leases:

The commercial sector buildings and Air BnBs will be available for rent upon construction, each bringing in additional income, which can fund further development.

Equity Model

Equity in the Veritatis Splendor Development Entity can be sold to any investors who desire to offer the construction project additional funds in return for partial ownership of the development entity.

501C3 Foundation Model

This financing method offers Tax Exempt Bonds to investors who want to support a charity mission. These bonds are often called 'Church Bonds', referring to how churches are frequently funded, ideally by investors who are willing to forgive interest. The bonds use the real estate as collateral and issue debt.

This phase ends when all infrastructure, homes, and amenities have been constructed. By that juncture, the retirement community resales, commercial sector leases, accommodation income, and HOA fees should prove sufficient to support the ongoing maintenance of the community roads, parks, amenities, chapel, etc.

By that juncture, our financial modelling shows the Veritatis Splendor development to be profitable. Further, the retirement community resales, commercial sector leases, accommodation income, and HOA fees will offer enough incoming capital to support both the ongoing maintenance of the community roads, parks, amenities, chapel, etc and the steady improvement of them all.



For further information on our projected costs and financial models, please contact me at shandley@splendorhq.com.

But Will it Happen?

I said earlier that Veritatis Splendor is in an incredibly good position to succeed. That it's likely to be developed, it's likely to have money, and it's likely to be a very desirable place to live.

That truly is how the numbers work out.

Remember when I said 90% of intentional communities collapse before even purchasing land? That's a terrifying statistic, but, at this juncture, it's also quite hopeful for Veritatis Splendor.

Veritatis Splendor has always been in a far better position than I'd realized, by having a huge parcel of land, multiple community buildings completed, approximately twenty families on site, and a desirably vibrant Catholic culture of its own.

Now, it has also removed the main blocker to its success; the not-for-profit, volunteer, leadership-by-committee structure and the inevitable deprioritization of financial success that results. Veritatis Splendor has reinvented itself with a for-profit paid leadership that will drive its development with a business-like focus on commercial viability.

As a result, architectural plans and construction contracts and financing options are quickly rolling forward - in a landscape in which the demand for its offering is high... and the supply strikingly low.

If you wish to live in a traditional Catholic community in the United States, there are very few other options than Veritatis Splendor. If you wish to invest in the construction of a traditional Catholic community in the United States, there are very few other options than Veritatis Splendor. That is unfortunate for the world, but it is a very good thing for the prospects of Veritatis Splendor.

Now that we're past the choke points that typically kill off endeavors of this scale, we're also pulling away from all of the competition, into a blue ocean of open opportunities.

That said, I meant it when I said the likelihood of Veritatis Splendor's construction still depends on two questions:



First, do you think we'll be able to raise \$3 million to create an Information Memorandum?

Second, do you think, upon the presentation of that Memorandum, we will be able to raise \$12 million?

If you've answered yes to those, there's only one question left to ask:

Would you like to be one of those investors?

If your answer is 'yes', book a meeting now by contacting me at:



Stephen Handley

shandley@splendorhq.com



Q & A

How can you ensure Veritatis Splendor remains fundamentally Catholic?

If you have this concern, you're not alone.

That was the main concern of one of our early \$500,000 investors. He was convinced that his money would be appropriately utilized, he thought that Veritatis Splendor would be built, but he wasn't sure if, by the time we'd funded it, it'd remain worth building. Financial ROI was not his object - but the mission of a Catholic refuge for families and retirees was.

I'm willing to bet you're in the same position. At the end of the day, there are significantly better financial investments out there than Veritatis Splendor could ever be, if pure ROI were your object.

Veritatis Splendor's most precious asset is its Catholic soul. This is true down to its very financials; the land is sold at a premium due to the inherent value and rarity of a cohesive Catholic community.

We've spoken now about the opportunity that that gives us to develop Veritatis Splendor, the outsized results we have seen and can expect from our efforts. However, now it is time to talk about the responsibility we carry as well:

How do we keep Veritatis Splendor's traditional Catholic spirit intact, despite the pressures and governmental requirements of the increasingly secular country it resides within?

This is where Mr. Royce Hood, Esq. comes in. He has been instrumental in outlining the possibilities available to us to legally safeguard our Catholic mission, developed from his extensive experience working with Catholic communities across the nation.

However, we want more than to preserve our current Catholic identity. We also want to foster its flourishing.

In that light, let me expound on those two incredible opportunities currently in early exploration, which I mentioned earlier in our tour of St. Raphael's Square:

The first is an ongoing conversation we've been having with a group of sisters and brothers looking to expand their religious community. We're nowhere near promises or land allocations at this moment, but I can say, there is a very real chance that Veritatis Splendor could see Catholic religious life return to campus.



The second opportunity at hand is with a Catholic University looking to expand to a new campus. Again, this conversation is in its early stages, but if it were to come to fruition, our young men and women could walk to their University Campus, and our community would have access to spectacular intellectual enrichment.

While we don't know which, if either, opportunity will move forward, we are keeping St. Raphael's Square available to accommodate an incoming independent religious organization.

What about the sacraments on campus?

We will be thrilled to welcome a Catholic religious community of priests onto our campus if at all possible. And, as highlighted above, we are always looking for opportunities to make it happen. That said, the clearest path to get local sacraments is to grow our community's population. If the neighborhood development plan listed herein comes to fruition, Veritatis Splendor will be a community of over 600 people, and that's a parish. That ought to be our greatest focus, both because it is much more within our control and also because it is in line with our mission: to create a thriving and populous Catholic community. Once we've gathered enough people to merit it, we will appeal to the Church for help to bring the sacraments onto our Campus. For now, we enjoy meeting up at our local churches to pray together with our neighbors and meeting up every evening for a rosary walk to pray together as a community.

What about the Traditional Latin Mass?

There is a Traditional Latin Mass in Tyler, Tx, provided by St. Joseph the Worker parish, for those who wish for it. That said, Veritatis Splendor welcomes all forms of the Holy Sacrifice of the Mass in our mission to bring the sacraments and the fullness of the Church's liturgical life to campus.

What about agricultural sustainability?

Sustainable, local agriculture is one of the stunning aspects of the Veritatis Splendor community that has already begun to blossom on its campus. Our desire is to expand that initiative like never before. Eventually, we'd love to buy additional land to support a potential cattle ranch, dairy, orchard, and/or agricultural co-op. In the meantime, there are many shorter-term initiatives already underway.

After the construction of the St. Raphael Square, we plan to expand our current roster of agreements with local farms to run a recurring Farmer's Market, ideally bringing in local produce, meat, dairy, fish, canned goods, and more.

We are also connected to Michael Shannon from the Catholic Land Movement, who could help us establish a new Chapter in our community, so that we can better manage our agricultural land, coordinate work projects, and run educational events on campus such as pig slaughtering workshops.



Veritatis Splendor already supports a blueberry patch and volunteer-run community gardens, which our plans have left intact to keep an element of agriculture on site.

We have also set aside 28 acres in the northwest of our campus. Depending on shareholder interest, this can become many things, including a Co-Op or community farm initiative. We are also considering proposals to demark some of its acreage as communal grazing land for jointly owned cattle and goats.

Any of these initiatives would massively increase our local and sustainable food production, as well as provide an environment for hands-on homeschooling courses on animal husbandry, agriculture, and land management.

What about educational facilities?

At present, there are multiple home-schooling cooperatives coordinated by parents in the community. A big selling point of Veritatis Splendor will be access to independent catholic education for families. In support of this, new facilities will be built in St. Raphael Square providing a dedicated space for education.

For further information or any other questions, please contact me at:



Stephen Handley

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APPENDIX

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