



Catholic Strong Campaign

Frequently-Asked-Questions



1. What is the Catholic Strong Campaign?

Answer: Catholic Strong, the Campaign for the Catholic Community of South Jersey, is a Diocesan-lead effort to raise a minimum of \$50 million in total gifts and pledges. Seventy percent (70%) of all dollars collected up to the parish's goal will be used to support the needs that are defined in the Case for Support of each parish. Every parish in the Diocese has been assigned a financial target to reach in order to meet both the needs of the parish and specific needs of the Diocese, which will be funded with the remaining 30% raised. The needs being addressed through the campaign of both the Diocese and the parish are extraordinary needs beyond those supported on an annual basis by parish offertory or the House of Charity.

2. What is the Catholic Strong parish goal for St. Charles Borromeo Church?

Answer: The parish goal is to raise \$1,270,000 over the 5-year period of the Catholic Strong Campaign.

3. How will St. Charles Borromeo Church benefit from this campaign?

Answer: St. Charles Borromeo Church will receive 70% of the funds collected up to its goal to be allocated to spend on the specific needs of the parish that are outlined in the Catholic Strong Support Case document. The parish does not need to first meet the target goal in order to receive the funds; we receive back 70% of **all funds collected**. If we exceed our target goal of \$1,270,000, we would receive 80% of the funds collected that are above our original target.

Example: If we actually raise a total amount of funds equal to our target goal of \$1,270,000, we would receive \$889,000 (or 70% of the actual funds raised). If we were to actually raise a total amount of \$1,500,000, we would receive \$889,000 (or 70% of the funds raised up to our original goal) plus \$184,000 (80% of funds raised above the goal) for a grand total of \$1,073,000.



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4. How long will the pledge redemption period last?

Answer: Gifts are encouraged to be pledged over a three-to-five year period.

5. Are gifts to the campaign tax deductible?

Answer: Yes. Pledge payments are tax deductible to the fullest extent of the law.

6. Who should donors make checks payable to?

Answer: All contributions should be made payable to *Catholic Strong*.

7. Who will acknowledge the gifts and pledges made to the Catholic Strong Campaign?

Answer: The Diocese of Camden will acknowledge all donor gifts and pledges. The Diocese will make available to the parish a report of the pledge processing and pledge redemption activity throughout the life of the campaign.

8. Will the House of Charity continue?

Answer: Yes, the House of Charity is vital to continue funding the day-to-day work of the ministries of the Diocese.

9. How are the House of Charity financial benefits to St. Charles Borromeo Church different than the financial benefits of this Catholic Strong campaign?

Answer: For the annual *House of Charity* campaign, the Church receives a rebate check equal to 10% of the annual target goal only if the parish meets the annual target goal. For the *Catholic Strong* campaign, we receive back 70% of all funds collected up to the parish goal and the parish does not need to first meet the target goal in order to receive the funds.



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10. How often will the Diocese disburse the 70% of funds collected by St. Charles Borromeo Church back to the parish?

Answer: Funds will be returned to the parish on a semi-annual (every 6 months) basis as cash payments are received. The parish will receive semi-annual payments in May (for payments received for the previous 6 months) and again in November.

11. How will the funds raised by St. Charles Borromeo Church be used and spent by the parish?

Answer: The parish has developed a Catholic Strong Support Case (which has been approved by the Diocese of Camden) that outlines the specific projects that the funding will be used for, including new Ministries, building repairs and improvements, and retiring of the Church debt. Our Catholic Strong Support Case document and PowerPoint presentation is published on our website at <https://churchofscb.org/scb-is-catholic-strong/>.

12. How will the parish begin to use the Catholic Strong funding based on the priority projects included in the Support Case? Please provide an example of how this would work.

Answer: The parish will begin investing the funding received from the Diocese on the highest priority spending projects as decided by the Pastor.

Example: The Church has earmarked a total of \$90,000 in Catholic Strong funding to grow ministries & evangelization, including three (3) initiatives: 1.) the hiring of a full-time Director of Youth & Young Adult Ministry and Social Media Communications, 2.) establish a Catholic High School Endowment Fund, and 3.) establish a Parish Religious Education Endowment Fund.

If our first semi-annual check received from the Diocese in May 2019 is \$30,000, we would hire a full-time Director of Youth & Young Adult Ministry and Social Media Communications, which is a high priority project for the future growth of our parish.



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This \$30,000 in Catholic Strong funding would not cover the expenses of this full-time Ministry Director over a 5 year period, but would help enable us to initially fill this important staff position. After the \$30,000 in Catholic Strong funding is exhausted, the expenses associated with this position would then be funded from our standard Operating Expense budget starting in Fiscal Year 2019-2020.

13. How will all the projects outlined in the parish's Catholic Strong Support Case be prioritized?

Answer: The projects that are outlined in the parish's Catholic Strong Support Case will be prioritized by the pastor in consultation with the Parish Staff, Pastoral Council, and Finance Committee based on both the immediate needs of the parish and the actual funding amounts received back from the Diocese on a semi-annual basis.

14. Will the parish invest in the priority projects of the Catholic Strong Support Case *prior to* receiving the semi-annual check from the Diocese?

Answer: No, the parish will only invest in the approved spending projects as the appropriate level of funding is actually received from the Diocese on a semi-annual basis.

15. What is the timeline for communicating the Catholic Strong Campaign to parishioners at St. Charles Borromeo Church?

Answer: Starting in September and lasting through December 2018, the campaign will be communicated to all parishioners by an announcement letter from the Diocese, showing the Catholic Strong video at all weekend Masses on September 8-9, presenting the Catholic Strong Support Case PowerPoint presentation at all weekend Masses on September 15-16, publish campaign materials on the parish website and ongoing communications and updates via the Church Bulletin, website and pulpit announcements. The in-pew Campaign Commitment Weekend will be scheduled for a weekend in January 2019.



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16. How will the Catholic Strong solicitation process work for parishioners at St. Charles Borromeo Church?

Answer: The solicitation process for our parishioners will be implemented in different phases. Parishioners who have been identified as potential large gift donors (approximately 280+ families) will be contacted personally by the Pastor and by the appropriate and approved Campaign Leadership Committee (CLC) volunteers from St. Charles Borromeo in an effort to schedule a face-to-face meeting with the families to review the campaign details and suggested gift amounts. These face-to-face meetings with the targeted large gift donors will be completed during the September to December 2018 time period.

The CLC volunteers from St. Charles Borromeo Church play an important role in the success of the campaign by assisting the Pastor by meeting with the targeted potential large donor families (since the Pastor cannot personally meet with 280+ families) and campaign activity reporting throughout the solicitation period.

The general solicitation of all other parishioners will occur during the in-pew Campaign Commitment Weekend that will be scheduled for a weekend in January 2019.

17. What options are available to Parishioners who are unable to make a one-time, lump contribution to the Catholic Strong Campaign?

Answer: Parishioners will be given the option of making payments monthly, quarterly, semi-annually or annually over the five year period of the campaign.