



2022 Bishop's Appeal



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Executive Summary

The 2022 Bishop's Annual Appeal will launch in October 2022. The theme, *Growing Together*, was developed in response to the Synod's feedback calling for increased community and relationship building. Proceeds from the 2022 Appeal will support Catholics of all generations while striving to heal and grow the Church.

In 2022 Appeal funds will provide opportunities for parishioners of all generations to come together in faith. Proceeds from the 2022 Appeal will be allocated to three areas of growth: community and relationships, Catholic education and support for seminarians and clergy.

Specifically, Appeal funds will be dedicated to:

- Parish community and relationship building
- Catholic Schools Capital Plan – this will be the final year that Appeal proceeds will be allocated to support the improvement and seismic upgrading of Catholic schools
- Clergy and seminarian support
- Indigenous community and relationship building
- Parish portion (20%) given to parishes for local projects

One hundred percent of 2021 net Appeal proceeds went towards healing and reconciliation projects. The Diocese is dedicated to healing and reconciliation with Indigenous partners and has robust funds dedicated to ongoing Indigenous support. In addition, the Diocese dedicated a substantial sum of money to the Canadian Bishops' Indigenous Reconciliation fundraising campaign. This year's Appeal branches towards supporting opportunities for growing relationships and community in our parishes and Diocese.

The Appeal goal remains at **one million dollars**. As in the past, parish goals are determined using a five-year average of collection income prorated across the total Appeal goal.

The parish sharing formula has not changed and continues with:

- Every dollar raised up to the goal – 20% is for the parish project.
- Every dollar raised above the goal – 80% is for the parish project.
- Every dollar raised beyond 200% of the goal – 100% is for the parish project.

As last year, the methods of reaching out to all the parish communities include using the website and email, traditional announcements from the pulpit, bulletin inserts and a Diocesan wide mailout. This helps keep overhead and administrative costs to a minimum.

The Development Office welcomes your questions. Thank you for your generous commitment and support of this worthwhile project. We are *Growing Together* as a faith community because of your dedication and support.

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2022 Appeal

Appeal Theme

The 2022 Appeal theme, ***Growing Together***, is inspired by the collective voices of our brothers and sisters in Christ calling for faith connections. The theme was developed in response to the Synod's feedback and will provide parishioners of all generations opportunities to come together in faith through community and relationship building. This year parishes can apply for Diocesan Appeal funds to undertake Appeal sponsored projects. These projects may involve religious themes, education, etc., but may also bring people bonded together by a common belief system together for entertainment, companionship, and relationship building.

Overall Diocesan Goal

- Raise \$1,000,000 to support local initiatives and programs
- Increase participation at each parish
- Receive pledges from 3000 participants

Annual Appeal Leadership Guide

This Leadership Guide is being distributed electronically to pastors, parishes and Appeal teams, reducing costs for production and distribution and allowing easier access to resource materials. It can also be accessed via the Appeal website.

Appeal Materials

Web Launch

The Diocese will launch the Appeal website on October 21st, 2022 featuring the new theme for the Appeal and the Bishop's Appeal video that you can share on your website and social media. The 2022 Appeal website can be found at: <https://www.rcdvictoria.org/growing-together-2022>

Brochures

We are continuing to reduce the use of paper products by providing parishioners with a self-mailing brochure.

All registered parishioners will be mailed a brochure the week of October 17th, 2022. Extra brochures are available to distribute to parishioners at Mass or in the parish office.

Posters

Each parish will receive one 2022 Appeal poster for display in your church and/or office.

Thermometer

An Appeal thermometer template is attached electronically as a PDF. The PDF may be printed and used to reproduce a large display thermometer. It can also be accessed via the Appeal website.

Video

The Appeal video featuring Bishop Gary will be posted on October 21st on the Appeal webpage. You may play this video at Mass to highlight the Appeal. Alternatively, parishioners can be encouraged to access and watch it at their leisure. Please provide a link to the webpage on your parish website or include the link in your electronic and hard-copy bulletins during the weeks of the Appeal.

2022 Timetable

October

- Oct 17th-24th Brochures are mailed out and received by parishioners
- Oct 12-19th Marketing Material to Parishes
- Oct 22 & 23 Week 1: Appeal Kick Off Week
- Oct 29 & 30 Week 2: Information Week

November

- Nov 5 & 6 Week 3: Education Week
- Nov 12 & 13 Week 4: Commitment Week
- Nov 19 – 30 “Encore”
 - Continue pulpit announcements
 - Continue to promote the Diocesan website for donations
 - Update parishioners with weekly progress reports from pulpit, in bulletin and on-line

December

- Final Phase
- Reinforce that any donations received before December 31st will receive an income tax receipt
- Keep striving to reach the parish goal

Key Strategies / Messaging

1. Provide support, encouragement and communication from the Pastor, Parish Pastoral Council and Appeal Team.
 - a. Select a compelling parish project.
 - b. Select a tangible parish project or a specific need.
 - c. Report on what was done last year's parish portion of the Appeal.
 - d. Please consider the Outreach Registry—if your parish doesn't have a specific need.
 - e. Emphasize the theme: *Growing Together*.
 - f. Look to the Holy Spirit for peace, comfort and guidance.
2. Pastor and Appeal Committee.
 - a. Have commitments and pledges from the Pastor, the Appeal Team and key parish leadership in place prior to the kickoff of the campaign.
 - b. Advertise on kickoff weekend that you have already reached _____% of your goal with pledges of \$_____.
 - c. Place emphasis on increased household participation. Last year all contributions came from 22% of parishioners. This year let's work on increasing that – imagine if we doubled each parish's individual participation.
 - d. Use the thermometer to track progress, if appropriate.
 - e. Arrange compelling, parish-centered presentations by the Pastor and/or Appeal lay leaders, with emphasis on your Parish Project, for each of the three weeks.
3. On Kickoff Week introduce your parish project.
 - a. Implement a phone campaign.
 - b. Establish a phone committee.
 - c. Contact all parishioners to update and confirm their information in the parish database.
 - d. Use the occasion to enquire if parishioners have had the opportunity to contribute to the Appeal. Ask if they noticed the Bishop's letter in the brochure in the mail, and if not, offer to provide information.
 - e. Monitor and report your parish's progress to parishioners.

2022 Parish Goals

PARISH	2022 PARISH GOALS	2022 PLEDGE GOALS
Christ the King (Courtenay)	\$ 88,000	210
Church of the Ascension (Parksville)	\$ 58,000	170
Diocese of Victoria- no parish affiliation	\$ -	60
Holy Cross Parish (Victoria)	\$ 60,000	170
Holy Family (Ucluelet)	\$ 3,400	16
Holy Family/Notre Dame (Port Alberni)	\$ 38,000	65
Korean Community	\$ 4,000	16
Our Lady of Assumption (Alert Bay)	\$ 1,000	5
Our Lady of Fatima (Victoria)	\$ 20,000	28
Our Lady of Grace (Salt Spring)	\$ 22,000	32
Our Lady of the Rosary (Langford)	\$ 45,000	107
Our Lady of Victory (Gabriola Island)	\$ 3,000	5
Our Lady Queen of Peace (Esquimalt)	\$ 20,000	25
Saanich Peninsula (Sidney)	\$ 58,000	172
Sacred Heart (Victoria)	\$ 51,000	188
St Andrew's Cathedral (Victoria)	\$ 145,000	315
St Ann's (Duncan)	\$ 3,200	5
St. Bonaventure (Port Hardy)	\$ 3,000	12
St. Edward's (Duncan)	\$ 52,000	110
St. Francis of Assisi (Tofino)	\$ 2,300	6
St. Francis Xavier (Mill Bay)	\$ 26,000	32
St. Jean Baptiste (Victoria)	\$ 2,600	10
St. Joseph the Worker (Victoria)	\$ 58,000	160
St. Joseph's (Chemainus)	\$ 12,000	17
St. Leopold Mandic (Victoria)	\$ 12,000	11
St. Louis de Montfort (Lake Cowichan)	\$ 3,600	11
St. Mary's (Ladysmith)	\$ 20,000	34
St. Mary's (Port McNeill)	\$ 1,000	5
St. Patrick's (Victoria)	\$ 65,000	184
St. Patrick's Parish (Campbell River)	\$ 52,000	90
St. Peter's Parish (Nanaimo)	\$ 54,000	142
St. Rose of Lima (Sooke)	\$ 20,000	36
St. Theresa's (Port Alice)	\$ 1,000	5
Trinity Catholic (Nanaimo)	\$ 52,000	146

Outreach Registry

If your parish wishes to partner with a rural parish or mission, please forward your intentions to Jacqueline Sloan Morgan, Director of Development. Declaring your intentions will assist the parish/mission to meet their modest budget and start to develop a support network directly with a larger urban parish.

Parishes and missions within the Diocese of Victoria in need of support:

- | | | |
|----|--|----------|
| 1. | St. Francis Assisi, Tofino | \$10,000 |
| 2. | Holy Family, Ucluelet | \$ 6,000 |
| 3. | North Island Parishes | \$10,000 |
| | <ul style="list-style-type: none">• St. Bonaventure, Port Hardy• St. Mary's, Port McNeill• Our Lady of Assumption, Alert Bay• St. Theresa's, Port Alice | |
| 4 | St. Ann's, Duncan | \$ 6,000 |
| 5. | St. Joseph's, Tahsis | \$ 5,000 |
| 6. | St. Peter & Paul, Gold River | \$ 2,000 |
| 7. | St. Bernadette's, Sayward | \$ 1,000 |

Bulletin & Website Inserts

Kickoff Week October 22-23

This week we kick off the Bishop's Appeal along with all other parishes and missions throughout our Diocese. The 2022 Appeal theme, ***Growing Together***, provides opportunities for parishioners of all generations to come together in faith while striving to heal and grow the church.

Please pledge to the Bishop's Appeal: <https://www.rcdvictoria.org/growing-together-2022>

Parish Goal: \$_____. Our parish project this year is _____.

Information Week October 29-30

The 2022 Appeal theme, ***Growing Together***, invites us to trust that the Holy Spirit is working in us and through us. The goal of this years' Appeal encourages us to create a welcoming Church that brings people together in community and faith. Your pledge will also benefit our parish by (insert parish project details).

Please give prayerful consideration towards our Appeal and know that you are making a significant difference right here at home: <https://www.rcdvictoria.org/growing-together-2022>

Parish Goal: \$_____ Actual to Date: \$_____ Number of Gifts: _____

Education Week November 5-6

The 2022 Appeal theme, ***Growing Together***, is dedicated nurturing the growth of faith communities through providing opportunities for community and relationship building within our parishes and Diocese. In addition, it helps support our schools, our retired clergy and ongoing Indigenous community and relationship building initiatives.

Reaching our parish goal also means that the parish will retain \$_____ for our own project.

Please give prayerful consideration towards donating to the Annual Appeal. To learn about specific projects see: <https://www.rcdvictoria.org/growing-together-2022>

Parish Goal: \$_____ Actual to Date: \$_____ Number of Gifts: _____

Commitment Week November 12-13

Please consider making a financial commitment to the Bishop's Annual Appeal. Not only are you helping your own parish, but you are making a real difference to our greater Diocesan faith community. It is through your commitment and efforts that we will be able to grow together. Donations may be made on-line at: <https://www.rcdvictoria.org/growing-together-2022>

Our parish project is: _____

Parish Goal: \$_____ Actual to Date: \$_____ Number of Gifts: _____

Pulpit Announcements

Kickoff Week – October 22-23

This week we kick off the Bishop's Appeal along with all other parishes and missions throughout our Diocese. The 2022 Appeal theme, ***Growing Together*** is inspired by the collective voices of our brothers and sisters in Christ calling for faith connections. The theme was developed in response to the Synod's feedback and will provide parishioners of all generations opportunities to come together in faith through community and relationship building.

The Appeal funds will go towards local parish community and relationship building projects, clergy and seminarian support, the Catholic Schools Capital Plan and Indigenous community and relationship building.

Your gift will support our parish project (insert parish project details). With your generosity, we can ensure that our parishes and Diocese grow together in faith. Your donation to the Bishop's Annual Appeal will make a difference right here at home.

Information Week October 29-30

The 2022 Appeal theme, ***Growing Together***, invites us to trust that the Holy Spirit is working in us and through us, bringing us together in faith. This year the Appeal Goal is \$1 Million dollars collectively, for parishes within the Diocese of Victoria.

Last year, the Appeal raised \$886,000 in donations. One hundred percent of the net proceeds went towards healing and reconciliation projects and \$206,000 was given to parishes who used their portions in meaningful ways. This year's Appeal offers the opportunity for parishes to receive funding for community and relationship projects through direct grants and will continue to receive the parish portion of donations to support their local parish goal.

This year your pledge to the Appeal will assist us to reach our parish goal of \$_____, which will support (insert title) and will truly benefit our parish by (insert parish project details).

Through our acts of charity, we are giving back for the blessings we have received from God. Please give prayerful consideration towards making a pledge to our Appeal.

Education Week – November 5-6

The 2022 Appeal theme, *Growing Together*, was developed in response to the Synod's feedback calling for increased community and relationship building. Proceeds from the 2022 Appeal will support Catholics of all generations while striving to heal and grow the Church.

Specifically, Appeal funds will be dedicated to:

- Parish community and relationship building
- Catholic Schools Capital Plan – this will be the final year that Appeal proceeds will be allocated to support the improvement and seismic upgrading of Catholic schools
- Clergy and seminarian support
- Indigenous community and relationship building
- Twenty percent given to parishes for local projects

Your pledge to the Appeal will assist us to reach our parish goal of \$_____, and assist bringing the growth of your faith community. Please give prayerful consideration towards making a pledge and know that you are making a significant difference.

Commitment Week – November 12-13

This week is commitment weekend for the Bishop's Annual Appeal. If you have not yet made a donation, please make a pledge today.

- Our parish project this year is _____
- If we reach our goal, we will have \$_____ for our own needs and we will be able to give \$_____ to community projects and initiatives with the Diocese.
- So far _____ (number) of parishioners have made a pledge.
- One of our goals is to have _____ parishioners show their support by making a pledge regardless of the amount. Every gift, regardless of size, is appreciated.

Not only are you helping our own parish, but you are also helping create faith connections throughout our Diocese.

Please consider making a pledge today by completing the form in the brochure located in the pew. If you are able to make this commitment now, please put the Appeal pledge form in the collection basket. Thank you.

Commitment Week

1. This week, in all parishes throughout the Diocese of Victoria, Catholics are celebrating Commitment Week in support of the Annual Bishop's Appeal— ***Growing Together***.
2. It is very important to give the Commitment Week presentation endorsing the Bishop's Annual Appeal and requesting all parishioners, who have not yet made their pledge, to do so however they can.
3. Extra brochures should be readily available in the church and in pews this weekend.
4. The Celebrant should encourage families to complete pledge forms- today!
5. Emphasize that the participation of each member is vital to success.
6. Our goal is to have increased participation across all parishes. Every gift, regardless of size, is appreciated.
7. Remind parishioners of the importance of the Appeal.
8. Reinforce some of the key elements and how their financial support helps - be sure to emphasize how funds raised through the Appeal has consistently provided support to the Indigenous projects and initiatives in the Diocese and local parish projects.
9. Ask every household to make a pledge; even the smallest amount over a 12-month period can help.
10. Remember to thank all those for their participation and their prayers.

Frequently Asked Questions

How much are the administration costs of the Appeal?

Administration costs are budgeted at \$50,000 for the 2022 Appeal

Bank charges for direct deposit and credit card fees	\$ 7,000
Postage and mailing	\$ 8,000
Print and digital materials (brochures, envelopes, letterhead, tax receipts)	\$10,000
Administrative Costs (plan, process pledges, donations & tax receipts)	\$25,000

In order to reduce costs:

- The Appeal Leadership Guide is now prepared and distributed electronically
- Appeal Video is produced in house and will be available through online links
- Print materials redesigned and production numbers reduced
- Combined brochure and mailer to reduce costs and environmental impact
- One mailing in February combining thank you letter with tax receipts

How are parish goals determined?

Parish goals are determined using a five-year average of parish collections, pro-rated across the total overall Appeal Goal.

What is the sharing formula between the Parish and the Diocese?

- Every dollar raised up to the goal – 20% is for the parish project.
- Every dollar raised above the goal – 80% is for the parish project.
- Every dollar raised beyond 200% of the goal – 100% is for the parish project.

Example: Parish Goal is \$50,000

Pledges	Formula	Parish Share
\$40,000	$\$40,000 \times 20\%$	\$ 8,000
\$50,000	$\$50,000 \times 20\%$	\$10,000
\$60,000	$\$50,000 \times 20\%$	\$10,000
	$\$10,000 \times 80\%$	<u>\$ 8,000</u>
	TOTAL	\$18,000
\$100,000	$\$50,000 \times 20\%$	\$10,000
	$\$50,000 \times 80\%$	<u>\$40,000</u>
	TOTAL	\$50,000
\$120,000	$\$50,000 \times 20\%$	\$10,000
	$\$50,000 \times 80\%$	\$40,000
	$\$20,000 \times 100\%$	<u>\$20,000</u>
	TOTAL	\$70,000

Why does it make sense to donate to the Appeal rather than directly to my Parish?

Donations made to your parish, in the weekly collection or as part of a major fundraiser, are subject to a 22% assessment. Within the Appeal, the Diocese receives 20% on pledges above the parish goal, and for any pledges above 200%, the Diocese receives 0%.

What were the prior Appeal results?

Name	Year	Pledge #	Pledge \$	Parish Share	Diocesan Share
Journey of Hearts & Hands	2010	2455	\$1,214,140	\$443,159	\$770,981
On Our Way	2011	2580	\$1,078,372	\$330,885	\$747,487
Forward With Courage	2012	2367	\$844,205	\$221,945	\$622,260
In Proportion to Our Blessings	2013	2238	\$772,910	\$180,671	\$592,239
As a Family, As a Church	2014	2434	\$856,854	\$219,164	\$637,690
I Share, We Care	2015	2659	\$918,835	\$242,372	\$676,463
Rock the Mission!	2016	2844	\$1,301,047	\$602,663	\$698,384
Grateful to God Generous to Neighbor	2017	2811	\$1,043,893	\$334,092	\$709,801
Serve One Another	2018	2579	\$926,029	\$242,129	\$683,900
Imagine	2019	2491	\$916,265	\$231,622	\$684,643
Horizon of Hope	2020	2165	\$889,916	\$231,814	\$658,102
Spirit of Hope Healing and Reconciliation	2021	2061	\$885,856	\$205,523	\$680,333
Total		29684	\$11,648,322	\$3,486,039	\$8,162,283

What does the Appeal Support?

Parish Share – Payments to Parishes

In previous years, funds have been used by parishes to support local initiatives. Past projects include:

- Refugee sponsorship
- Support for struggling parishes within the Diocese of Victoria
- Support for local Catholic Charities
- Youth retreats
- Creation of gardens and grottos
- Building repair and maintenance
- Repayment of parish debt

Diocesan Share

The 2022 Bishop's Annual Appeal is ***Growing Together***. To support this new theme and initiative the overall Appeal goal remains at \$1 Million.

Specifically, Appeal funds will be dedicated to:

- Parish community and relationship building
- Catholic Schools Capital Plan – this will be the final year that Appeal proceeds will be allocated to support the improvement and seismic upgrading of Catholic schools
- Clergy and seminarian support
- Indigenous community and relationship building
- Twenty percent given to parishes for local projects

Parish Community and Relationship Building

Listening to the Synod feedback, Appeal sponsored projects are intended to bring parishioners together in community. This may involve religious themes, education, etc., but may also bring people bonded together by a common belief system together for entertainment, companionship, and relationship building.

Funds may also be used for staffing or stipends for volunteer co-ordinators. Applications forms are available and will include a basic preliminary outline, budget and scope of project.

Examples of parish projects include:

- Sponsoring a Called and Gift Workshop
- Hosting a meal or event i.e.: pizza night, afternoon coffee
- BBQ, or family picnic, live music, Dinner and dance
- Speaker series
- Entertainment series
- Seasonal festivals
- Senior outreach and social events
- Young parents outreach and social events
- Family group pairings or meet your neighbor social events

Celebrating the Good News: Healing and Reconciliation Report

2021 Appeal Report

One hundred percent of the net proceeds from the 2021 Bishop's Appeal went towards healing and reconciliation projects. These included:

- \$511,000 Indigenous directed health and wellness projects
- \$75,000 Cowichan Valley and West Coast Ministry Religious Sisters Outreach
- \$30,000 Tsawout First Nation "Raise the Big House" Project

Ongoing Support

The Diocese of Victoria is dedicated to ongoing healing and reconciliation with Indigenous partners. Separate from the funds raised by donations during the Appeal the Diocese has dedicated an additional \$737,000 for Indigenous projects.

- \$9,000 Return to Spirit Programs
- \$181,000 Clayoquot/ Ahousaht Mission
- \$547,000 Indigenous Truth and Reconciliation Reserve

Canadian Bishops \$30 million Indigenous Reconciliation Fundraising

In 2021 the Canadian Bishops announced a \$30 million Indigenous Reconciliation fundraising campaign. All the proceeds raised were dedicated to local Indigenous programs and initiatives. The Diocese sold a residential property for \$1,250,000 that was being held to build a bishop's residence to fund this initiative. The Diocese of Victoria does not hold many surplus properties but taking a tangible and concrete action was a realistic and expedient way to satisfy the financial commitments and not burden individual parishioners with addition special collections or financial requests.