

TAPESTRY OF FAITH

2023 Bishop's Appeal



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Executive Summary

The 2023 Bishop's Annual Appeal will launch in October 2023. The theme, *Tapestry of Faith*, was developed in response to from the Bishop's Appeal Survey. Proceeds from the 2023 Appeal will encourage the building of faith-based relationships, support our Parishes and parishioners and support Church leaders.

In 2023 Appeal funds will provide practical support for the diverse groups and peoples of our Diocese. Proceeds from the 2023 Appeal will be allocated to three areas of growth: Parish Community and Relationship Building, Support for Clergy, Sisters, seminarians and vocations, and support for Local Mission Parishes: West Coast, North Island, Cowichan Valley.

Community and Relationship Building	\$200,000
Parish events	
Youth activities	
Faith formation	
Catholic Schools	
Local Indigenous initiatives	
Supporting Clergy, Seminarians and Vocations	\$215,000
Retired priests and clergy support	
Seminarian and vocations costs	
Hospital chaplaincy costs	
Support for local mission parishes	\$215,000
Housing costs for clergy and sisters	
Salary and sustenance payments for clergy and sisters	
Operational expenses: heat, light, taxes, insurance, maintenance	
• St. Ann's, Cowichan Valley \$90,000 (\$35,000 for housing and travel, and \$55,000 for salary and benefits)	
• Holy Family and St. Francis Assisi, West Coast \$55,000	
• St. Rose of Lima, Sooke \$30,000	
• North Island Catholic Parish Communities \$30,000	
• Campbell River Missions, Sayward, Gold River and Tahsis \$10,000	
Parish Portion	\$170,000
Appeal Expenses	\$ 50,000

In recognition of the financial challenges facing our Parishioners, we have lowered the 2023 Appeal Goal to \$850,000. As in the past, parish goals are determined using a five-year average of collection income prorated across the total Appeal goal. It is hoped that this lower goal will allow more parishes to reach their goal and feel the joy of this accomplishment. A strong Parish Project is known to be a key driving factor in donor incentive.

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 to and support of this worthwhile project. Together we will weave the *Tapestry of Faith* for our Diocese.

For more information contact:

Jacqueline Sloan Morgan at appealoffice@rcdvictoria.org

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Phone: 250-479-1331 | FAX: 250-479-5423 **2023 Appeal**

2023 Appeal

Appeal Theme

The 2023 Appeal theme, *Tapestry of Faith*, 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 feedback from the 2022 Appeal Survey, and will provide support for the diverse groups of people and religious leaders in our parishes. As last year, this year parishes can apply for Diocesan Appeal funds to undertake Appeal sponsored community and relationship building 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 \$850,000 to support parish community and relationship building programs, to provide practical financial support for Clergy, Sisters, Seminarians, Vocations and to support Local Mission Parishes.
- 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 10th, 2023 featuring the new theme for the Appeal and the Bishop's Appeal video that you can share on your website and social media. The 2023 Appeal website can be found at: <https://www.rcdvictoria.org/bishops-appeal>

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 10th, 2023. Extra brochures are available to distribute to parishioners at Mass or in the parish office.

Posters

Each parish will receive one 2023 Appeal poster for display in your church and/or office.

Thermometer

An Appeal thermometer template will be sent 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 10th 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.

2023 Timetable

September

- Sept 26th – Oct 10th Marketing material to Priests & parishes

October

- Oct 10th Appeal website goes live
- Oct 6th- 17th Brochures are mailed out and received by parishioners
- Oct 14th & 15th Week 1: Appeal Kick-Off Week
- Oct 21st & 22nd Week 2: Information Week
- Oct 28th & 29th Week 3: Education Week

November

- Nov 4th-5th Week 4: Commitment Week
- Nov 12 – 26 “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

- The active phase is over, but pledges and donations are still being accepted
- Reinforce that any donations received before December 31st will receive an income tax receipt (this is significant impetuses for many to donate at the end of the year)
- 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 with 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: *Tapestry of Faith*
 - 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. Increased financial pressures has many families donating less. Encourage all families to give what they can, emphasizing that all donations count and are appreciated!
 - 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. Monitor and report your parish's progress to parishioners.
 - b. Encourage giving!

2023 Parish Goals

PARISH	2023 PARISH GOALS	2023 PLEDGE GOALS
Christ the King (Courtenay)	\$ 72,000	210
Church of the Ascension (Parksville)	\$ 45,000	170
Diocese of Victoria- no parish affiliation	\$ -	60
Holy Cross Parish (Victoria)	\$ 49,000	170
Holy Family (Ucluelet)	\$ 2,500	16
Holy Family/Notre Dame (Port Alberni)	\$ 33,000	65
Korean Community	\$ 3,000	16
Our Lady of Assumption (Alert Bay)	\$ 500	5
Our Lady of Fatima (Victoria)	\$ 20,000	28
Our Lady of Grace (Salt Spring)	\$ 19,000	32
Our Lady of the Rosary (Langford)	\$ 39,000	107
Our Lady of Victory (Gabriola Island)	\$ 1,500	5
Our Lady Queen of Peace (Esquimalt)	\$ 17,000	25
Saanich Peninsula (Sidney)	\$ 46,000	172
Sacred Heart (Victoria)	\$ 44,000	188
St Andrew's Cathedral (Victoria)	\$ 109,000	315
St Ann's (Duncan)	\$ 4,000	5
St. Bonaventure (Port Hardy)	\$ 2,500	12
St. Edward's (Duncan)	\$ 43,000	110
St. Francis of Assisi (Tofino)	\$ 2,000	6
St. Francis Xavier (Mill Bay)	\$ 21,000	32
St. Jean Baptiste (Victoria)	\$ 2,000	10
St. Joseph the Worker (Victoria)	\$ 46,000	160
St. Joseph's (Chemainus)	\$ 10,000	17
St. Leopold Mandic (Victoria)	\$ 6,000	11
St. Louis de Montfort (Lake Cowichan)	\$ 3,000	11
St. Mary's (Ladysmith)	\$ 16,000	34
St. Mary's (Port McNeill)	\$ 500	5
St. Patrick's (Victoria)	\$ 51,000	184
St. Patrick's Parish (Campbell River)	\$ 43,000	90
St. Peter's Parish (Nanaimo)	\$ 43,000	142
St. Rose of Lima (Sooke)	\$ 15,000	36
St. Theresa's (Port Alice)	\$ 500	5
Trinity Catholic (Nanaimo)	\$ 41,000	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 at: appealofficercdvictoria.org. 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
2. Holy Family, Ucluelet
3. North Island Parishes
 - 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
5. St. Joseph's, Tahsis
6. St. Peter & Paul, Gold River
7. St. Bernadette's, Sayward

Bulletin & Website Inserts

Kickoff Week October 14-15

This week we kick off the Bishop's Appeal along with all other parishes and missions throughout our Diocese. The 2023 Appeal theme, *Tapestry of Faith*, provides opportunities for parishioners to build faith relationships, support Local Mission Parishes, and support our Clergy, Sisters, Seminarians and Vocations as together we weave a *Tapestry of Faith* for our Diocese.

Please pledge to the Bishop's Appeal: <https://www.rcdvictoria.org/bishops-appeal>

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

Information Week October 21-22

The 2023 Appeal theme, *Tapestry of Faith*, invites us to trust that the Holy Spirit is working in us and through us. This year's Appeal encourages us all to bring our unique gifts, challenges and perspectives to our faith community and create a welcoming Church that brings people together in 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/bishops-appeal>

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

Education Week October 28-29

The 2023 Appeal theme, *Tapestry of Faith*, is dedicated to nurturing the growth of faith communities through providing opportunities for community and relationship building within our parishes and Diocese. In addition, it will provide support for our Clergy, Sisters, Seminarians and Vocations by providing funds for things such as: salary subsidies, retired clergy support, Seminarian and Vocations costs. Funds from this Appeal will also provide practical support for our Local Mission Parishes by providing funds for housing for Priests and Sisters, support for community outreach and funds for operational expenses such as heat, light, taxes, facility maintenance, and travel costs.

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/bishops-appeal>

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

Commitment Week November 4-5

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, including our Local Mission Parishes. It is through your commitment and efforts that we will be able to weave our own unique tapestry of faith. Donations may be made on-line at:

<https://www.rcdvictoria.org/bishops-appeal>

Our parish project is: _____
Parish Goal: \$ _____ Actual to Date: \$ _____ Number of Gifts: _____

Encore November 12-26

The Bishop's Appeal, *Tapestry of Faith*, is still accepting 2023 donations. Please consider making a financial commitment to the Bishop's Annual Appeal. Not only are you helping our parish, but you are making a real difference to our greater Diocesan faith community, our religious leaders, and Local Mission Parishes. Donations may be made on-line at: <https://www.rcdvictoria.org/bishops-appeal>

Final Push December 26-31

This is the last week to donate to the Bishop's Appeal—*Tapestry of Faith* and receive a tax receipt for 2023. All donations received before December 31st will receive a tax receipt for 2023. All pledges received, with donations to follow in 2024, will count towards our parish goal! To donate online go to: <https://www.rcdvictoria.org/bishops-appeal>

Pulpit Announcements

Kickoff Week – October 14-15

This week we kick off the Bishop's Appeal along with all other parishes and missions throughout our Diocese. The 2023 Appeal theme, *Tapestry of Faith* is inspired by the collective voices of our brothers and sisters in Christ calling for faith connections and to support our religious leaders. The theme was developed in response to the Bishop's Appeal Survey feedback. It will provide funds for three key areas: parish community and relationship building projects, support for Clergy, Sisters, Seminarians and Vocations, and funds for Local Mission Parishes.

Your gift will support our parish project (insert parish project details). With your generosity, we can ensure that our parishes and Diocese weave a unique tapestry of faith that reflects all the faithful in our Diocese. Your donation to the Bishop's Annual Appeal will make a difference right here at home and to your greater Diocesan faith community.

Information Week October 21-22

The 2023 Appeal theme, *Tapestry of Faith*, 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 \$850,000 dollars collectively, for parishes within the Diocese of Victoria.

As in past years, in 2023 parishes will continue to receive the parish portion of donations to support their local parish goal. This year's Appeal also offers the opportunity for parishes to receive additional funding for community and relationship building projects through direct grants. The Appeal will also provide support for Clergy, Sisters, Seminarians and Vocations, and practical support for our Local Mission Parishes on the West Coast, North Island, and Cowichan Valley for by covering costs for expenses such as housing for Priests and Sisters, community outreach, and operational expenses including: heat, light, taxes, facility maintenance, and travel costs.

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 – October 28-29

The 2023 Appeal theme, *Tapestry of Faith*, was developed in response to the Bishop's Appeal Survey's feedback calling for opportunities to weave faith connection in our parishes, support out religious leaders, and help our Local Mission Parishes. Proceeds from the 2023 Appeal will support all Catholics while striving to bring our many threads together to create our Diocesan faith tapestry.

Specifically, Appeal funds will be dedicated to:

- Parish Community and Relationship Building
- Clergy, Sisters, Seminarians and Vocations support
- Local Mission Parishes: West Coast, North Island, Cowichan Valley, support
- Twenty percent given to parishes for local projects

Your pledge to the Appeal will assist us to reach our parish goal of \$_____, and assist 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 4-5

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— ***Tapestry of Faith***.
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 – **at mass today! (please ensure that brochures are available in the pews on this day)**
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 local parish projects and the Diocese.
9. Ask every household to make a pledge; even the smallest amount over a 12-month period can help.
10. Remember to thank all parishioners 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 2023 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?



Bishop's Annual Appeal - Horizon of Hope

Name	Year	Participation	Pledges
Journey of Hearts & Hands	2010	2455	\$ 1,214,140
On Our Way	2011	2580	\$ 1,078,372
Forward With Courage	2012	2367	\$ 844,205
In Proportion to Our Blessings	2013	2238	\$ 772,910
As a Family, As a Church	2014	2434	\$ 856,854
I Share, We Care	2015	2659	\$ 918,835
Rock the Mission!	2016	2844	\$ 1,301,047
Grateful to God...Generous to Neighbor	2017	2811	\$ 1,043,893
Serve One Another	2018	2579	\$ 926,029
Imagine	2019	2491	\$ 916,265
Horizon of Hope	2020	2165	\$ 889,916
Spirit of Hope Truth & Reconciliation	2021	2061	\$ 885,857
Growing Together	2022	1886	\$ 740,380
Total			\$ 12,388,703

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 2023 Bishop’s Annual Appeal is *Tapestry of Faith*. To reflect the challenging financial times and assist parishes in reaching their parish goals, the overall Appeal goal has been reduced to \$850,000.

Specifically, Appeal funds will be dedicated to:

Parish Community and Relationship Building	\$200,000
Parish events	
Youth activities	
Faith formation	
Catholic Schools	
Local Indigenous relationships	
Supporting Clergy, Sisters, Seminarians and Vocations	\$215,000
Retired priest and clergy support	
Seminarian and vocations costs	
Hospital chaplaincy costs	
Support for local mission parishes	\$215,000
Housing costs for clergy and sisters	
Salary and sustenance payments for clergy and sisters	
Operational expenses: heat, light, taxes, insurance, maintenance	
• St. Ann’s, Cowichan Valley \$90,000 (\$35,000 for housing and travel, and \$55,000 for salary and benefits)	
• Holy Family and St. Francis Assisi, West Coast \$55,000	
• St. Rose of Lima, Sooke \$30,000	
• North Island Catholic Parish Communities \$30,000	
• Campbell River Missions, Sayward, Gold River and Tahsis \$10,000	
Parish Portion	\$200,000
Appeal Expenses	\$50,000

Parish Community and Relationship Building

Listening to the Appeal Survey feedback, Appeal sponsored Parish Community and Relationship Building 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

Thank You

Thank you for your work and dedication to the Bishop's Annual Appeal. Let each of us use our unique gifts to shine as golden threads in our Diocesan Tapestry of Faith.