



ROMAN CATHOLIC
DIOCESE OF VICTORIA

Bishop's Appeal 2024

Sharing God's Gifts 2024 Leadership Guide

2024 BISHOP'S APPEAL

Appeal Theme - Sharing God's Gifts

Overall Diocesan Goal

- \$850,000
- Increase participation at each parish.
- Receive pledges from 3000 participants.

Annual Appeal Leadership Guide

In an effort to be concise the content of this Leadership Guide is for information purposes for all Pastors and Appeal Coordinators and/or Committees. A separate guide has been created for parishes with the promotional information needed to encourage parishioner participation in the Annual Appeal via bulletins, website and social media. That guide can be found in the same email as this guide and can be used by anyone promoting the appeal in their parish.

Appeal Materials

Website

The 2024 Appeal website can be found at: <https://www.rcdvictoria.org/bishops-appeal>

Brochures & Posters

All registered parishioners will be mailed a brochure the first week of October and additional brochures as well as posters will be sent to the parishes in late September
Each parish will receive one 2024 Appeal poster for display in your church and/or office.

Thermometer Poster

An Appeal thermometer poster will be sent as well. You can use this poster to track your parishes progress and show your parish goal.

Video

The Appeal video featuring Bishop Gary will be posted 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.

Other Design Elements

For high resolution images of the Diocesan Crest and Sharing God's Gifts images below to use in your marketing please contact Appeal Coordinator Amber Adams at appealoffice@rcdvictoria.org



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Parish Leadership Roles

Pastor

The Pastor provides leadership, expertise, direction and oversight to the appeal, and is essential to the success of the Appeal at the parish.

- Instruct and assure that the methods to conduct the campaign are fully implemented.
- Recruitment of an Appeal Coordinator or Committee.
- Encourage all parishioners to consider a generous gift in gratitude for all that the Lord has given them.
- Be familiar with ministries and programs that benefit from the Appeal.
- Provide a personal letter of support for the bulletin/website.
- A message of support directly from the pastor will resonate with parishioners and they will be more likely to respond.

Appeal Coordinator/Appeal Committee

- Introduce and endorse the video message during Kick-off Weekend or Education Weekend.
- Give pulpit presentations at each weekend Mass.
- Consider a phone campaign to reach out to all parishioners with an encouraging message.
- Encourage the use of the response envelopes and other ways to give.
- Be familiar with ministries and programs that benefit from the Appeal and be prepared to answer questions from parishioners.
- Provide timely updates during the active phase of the Appeal from the pulpit.

Parish Administrative Assistant

- Assist the pastor/appeal committee with rollout and appeal timetable.
- Making sure the Appeal video is available to parishioners.
- Have the brochures available for parishioners and the poster in a high traffic area.
- Encourage parishioners to participate in the Appeal.
- Put weekly messages in the bulletin with the progress of your parish.

Areas of Support

Appeal goal = \$850,000

All appeal funds are used to support the following areas:

Seminary/Clergy support \$200,000

Your commitment to the Bishop's Annual Appeal helps to ensure the formation of the next generation of priests and leaders of our Diocese. The Appeal funds support vocations, continuing education & spiritual direction for priests as well as financial assistance for retired priests.

Local Missions \$295,000

Assisting our Missions brings the joy of the Gospel to our brothers and sisters in some of the most remote places on Vancouver Island. Operational expenses for these Missions, maintenance and compensation for Clergy & Sisters are a few expenses the Appeal helps to fund.

Community & Relationship Building \$185,000

Communicating effectively is at the heart of evangelization and faith formation in our Catholic faith. Your gift gives the promise that a deep understanding of our faith is passed on to future generations and to all those seeking Christ. The Diocese promotes clear communications, and the training and formation of catechetical leaders to foster those who will one day be initiated into the life of our Church. The Community & Relationship program will continue where parishes and schools can apply for a grant to build community & relationships at a local level. These projects are for community outreach, parish celebrations and special projects.

Parish Portion \$170,000

Each parish uses their funds towards a project that is chosen by their pastor and parish leadership. These projects vary from parish to parish but are a meaningful way for each faith community to come together and share a common goal that will enrich their Christian unity.

Administrative Costs

This year all administrative costs for the Bishop's Appeal will be covered by the Diocese of Victoria.

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.

For all inquiries, please contact Appeal Coordinator Amber Adams
at appealoffice@rcdvictoria.org

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Phone: 250-479-1331 | FAX: 250-479-54232023 Appeal

2024 Timetable

October

Oct 1 st	Appeal website goes live
Oct 1 st	Brochures are mailed out to parishioners
Oct 5 th & 6 th	Week 1: Appeal Kick-Off Weekend
Oct 12 th & 13 th	Week 2: Information Weekend
Oct 19 th & 20 th	Week 3: Education Weekend
Oct 26 th -27 th	Week 4: Commitment Weekend

November

“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 for 2024.
- Keep striving to reach the parish goal

Key Strategies / Messaging

For the Pastor, Parish Pastoral Council and Appeal Team.

- a. Select a compelling tangible parish project or a specific need.
- b. Report on what was done with last year’s Parish Portion of the Appeal.
- c. Consider the Outreach Registry—if your parish doesn’t have a specific need.
- d. Emphasize the theme: *Sharing God’s Gifts*.
- e. Look to the Holy Spirit for peace, comfort and guidance.
- f. Have commitments and pledges from the Pastor, the Appeal Team and key parish leadership in place prior to the kickoff of the campaign.
- g. Advertise on kickoff weekend that you have already reached _____% of your goal with pledges of \$_____.
- h. Use the thermometer to track progress, if appropriate.
- i. 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.
- j. On Kickoff Week introduce your parish project and encourage giving!

2024 Parish Goals

Organization Name	Goal
Christ the King Parish, Courtenay	\$72,000.00
Church of the Ascension, Parksville	\$45,000.00
Diocese of Victoria BC, Victoria	\$0.00
Holy Cross Parish, Victoria	\$49,000.00
Holy Family, Ucluelet	\$2,500.00
Holy Family/Notre Dame Parish, Port Alberni	\$33,000.00
Holy Trinity Catholic, Nanaimo	\$41,000.00
Korean Community, Victoria	\$3,000.00
Our Lady of Assumption, Alert Bay	\$500.00
Our Lady of Fatima Parish, Victoria	\$20,000.00
Our Lady of Grace Parish, Saltspring Island	\$19,000.00
Our Lady of the Rosary Parish, Langford	\$39,000.00
Our Lady of Victory Mission, Gabriola Island	\$1,500.00
Our Lady Queen of Peace Parish, Victoria	\$17,000.00
Saanich Peninsula Parish, Sidney	\$46,000.00
Sacred Heart Parish, Victoria	\$44,000.00
St. Andrew's Cathedral, Victoria	\$109,000.00
St. Ann's Parish, Duncan	\$4,000.00
St. Bonaventure, Port Hardy	\$2,500.00
St. Edward the Confessor Parish, Duncan	\$43,000.00
St. Francis of Assisi, Tofino	\$2,000.00
St. Francis Xavier, Mill Bay	\$21,000.00
St. Jean Baptiste Parish, Victoria	\$2,000.00
St. Joseph the Worker, Victoria	\$46,000.00
St. Joseph's Parish, Chemainus	\$10,000.00
St. Leopold Mandic Parish, Victoria	\$3,000.00
St. Louis de Montfort Parish, Lake Cowichan	\$6,000.00
St. Mary's Parish, Ladysmith, Ladysmith	\$16,000.00
St. Mary's, Port McNeil, Port McNeil	\$500.00
St. Patrick's Parish, Victoria	\$51,000.00
St. Patrick's Parish, Campbell River, Campbell River	\$43,000.00
St. Peter's Parish, Nanaimo	\$43,000.00
St. Rose of Lima Parish, Sooke	\$15,000.00
St. Theresa's, Port Alice	\$500.00
Report Totals:	\$850,000.00

Outreach Registry

Some parishes wish to partner with a rural parish or mission to assist the parish or mission with capital needs or larger repair and maintenance and start to develop a support network directly with a larger urban parish

If your parish wishes to partner with a rural parish or mission, please forward your intentions to Amber Adams at: appealoffice@rcdvictoria.org.

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

Frequently Asked Questions

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.

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

Supporting the Bishop's Appeal is supporting all our brothers and sisters on Vancouver Island. Whether it is a young man entering the priesthood or a retired Diocesan priest, a Mission church or supporting a parish initiative. There are many ways that appeal funds are used all across our Island. (See page 2 for areas of support).

Can my parish apply for a Grant from the Appeal Fund?

Yes! Your parish may be eligible for a grant from the Bishop's appeal. Access the Bishop's Appeal Grant form at <https://www.rcdvictoria.org/bishops-appeal>

Thank You

Thank you for your work and dedication to the Bishop's Annual Appeal.