



ARCHDIOCESE
of MILWAUKEE



ST. ANNE
CATHOLIC CHURCH

St. Anne Leadership Meeting, November 3, 2019 Executive Summary

Background

On Sunday, November 3, 2019, approximately 80 parishioners from St. Anne parish met to receive an overview of the Capital Campaign strategy proposed by the Archdiocese of Milwaukee. The purpose was a) to create awareness of the approach of this archdiocesan campaign, whereby parishes receive 60% of funds raised; b) discuss parish categories for fund allocation; and c) review ideal timeline.

Fr. Bob reviewed the Capital Campaign core components below:

Who

- The Archdiocese of Milwaukee is spearheading a campaign strategy to raise a total of \$150M and has commissioned a professional campaign company, CCS, to design this comprehensive archdiocese-wide program.
- Every parish is required to participate.
- We will form a core team from the parish to execute the program at the parish level.
- Expanded parish leaders will provide input on the goal, case statement (how money will be used at the parish level), and process for campaign management.

What

- This is a comprehensive Archdiocesan Campaign that involves and benefits the parishes at the local level while also benefiting the Church of Southeastern Wisconsin.

How

- This campaign goal is pre-determined – set as 140% of the 2018-19 Parish Ordinary Income. For St. Anne, that number is \$837,600 [=FY18-19 income].
- There are 3 levels of goal, based on the 2018-19 operating income of a given parish.
 - Base goal is 140% of [FY18-19 income] = \$1,172,640
 - Goal II is up to 125% of Base goal = \$1,465,800
 - Goal III level is whatever the parish determines for special projects
- Fund Allocation:
 - Base goal is split 60%/40%. Parish \$703,584. Archdiocese \$469,056.
 - Goal II is split 80%/20%. Parish \$234,528. Archdiocese \$ 58,632
 - Subtotals: Parish \$938,112. Archdiocese \$527,688.
 - Goal III is 100% to the parish.
- The Fundraising Company (CCS), will help us to design and carry out a separate capital campaign if we decide to raise funds beyond the base goal.



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When:

- There will be four 6-month waves designated by the archdiocese, with the pilot wave beginning in January 2020 (parishes participating in pilot wave have already been named). So as a practical matter, each parish will only need to engage efforts for six months.
- St. Anne has been assigned to Wave I, beginning July 2020.
- During the 6-month campaign, the Core Leadership Team along with the pastor will schedule home visits.

Parish Capital Projects Proposals

Small groups discussed the pros and cons of various capital projects for the parish. The consensus was to allocate funds to the following three areas. Case statements for each of these would be required as part of our proposal.

- I. **Sanctuary Redesign (\$350,000).** Fr. Bob explained the Liturgical principles that inform a proper Catholic sanctuary. The Sanctuary redesign would include:
 - Leveling the floor
 - Moving the ambo and choir to their proper place
 - Adjusting away from the antiphonal seating to a modified basilical plan; and
 - Building a reredos to incorporate the tabernacle in a central position
 - If funds permit: new pews; new flooring; add 2 confessionals; build a room for the sacristy; define sanctuary with a low wall.
- II. **New Parish Center (Partial) (\$1.8 million).** We currently have 300 children registered for faith formation and do not have the space to accommodate them. Participants agreed that a parish center – with classrooms and a large meeting room – would allow for parish growth and utilization for formation activities. This would be a partial expansion, with a phase II to include an Adoration chapel. Preliminary plans would include a large multipurpose room (ca. 100' x 100') capable of seating 350 plus; 4 classrooms (24' x 24' each); garage (eventually, the existing garage will have to be torn down, according to Village ordinance. Special permission was granted for our existing temporary structure); storage rooms to accommodate tables and chairs and equipment, faith formation supplies, etc. The primary task is to finish the exterior to match existing, and close in the building.
- III. **Siding/building maintenance.** The stucco siding of the church has received its wear and tear over the years. Funding will go toward a solution to repair and sustain the exterior of the church, a solution that has greater long-term. These costs will be incorporated into the parish center plans.

Timing

Individuals in attendance recommended July-December 2020 as the ideal timeline wave for our parish. We applied for this time, which was approved by the Archdiocese.



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Considerations

The following are key considerations for success of this campaign:

- It's vital for the Archdiocese to release its case statement – how money will be allocated at the Archdiocesan level. Transparency and communication was cited as key for success. This will instill greater confidence among parishioners. In addition, parishioners requested information on the firm, CCS – their background, expertise and overall benefit.
- A strong communication plan for the parish will be essential – with protocols and management in place for reporting and tracking of funds raised – in addition to regular updates and timelines. Financial communication will also be important – including how this fits into normal giving patterns and the importance of tithing, with a goal of securing new regular givers.
- An education/communication plan for the parish will be vital – whereby parishioners can learn specifically about our parish case statement, and gain further understanding of the liturgical principles that necessitate a proper sanctuary.

Next Steps

- A subsequent meeting will be scheduled for further discussion with the parish. **This meeting has been set for Sunday, March 29, 2020 at 4 p.m.**
- A core team will be established to oversee/implement this campaign at the parish level.