

The diocese has begun the second Catholic Thanks Giving Appeal in which Bishop Matthew H. Clark goes directly to parishioners for the funds necessary to conduct ministry programs. The goal this year is \$2,550,000. To keep diocesans informed on diocesan activities and programs the Courier-Journal this week begins a six-part series on the appeal and the various diocesan ministries.

## The Drive Explained

Father James Marvin is the diocesan coordinator of the annual Bishop's Thanks Giving Appeal. Here he answers some of the questions most asked about the annual appeal.

**Q.** What is the goal for 1982 and what percentage is it up from last year?

**A.** The goal is \$2,550,000 and that's up 15.7 percent from last year's goal of \$2,204,000.

**Q.** What is the diocesan budget for this year?

**A.** Total diocesan budget for 1982-83 is \$3,896,000.

**Q.** That would mean that the budget is \$1,346,000 more than the appeal's goal. Where will that money come from?

**A.** That comes from a variety of sources — rents, fees, services, bequests, tuition fees — and from other traditional sources of income.

**Q.** How does the bishop arrive at the budget figure?

**A.** It is a matter of process. The various diocesan divisions and departments are constantly reviewed by such groups as the Ministerial Review Committee, the Diocesan Pastoral Council and the Lay Advisory Committee. In addition, Price Waterhouse audits the departments on a regular basis.

The goal set for the appeal is not a pie-in-the-sky figure. It is arrived at after very careful consideration of all factors. In fact, if the various diocesan departments were to get everything they want, the goal would be some \$900,000 higher. But the bishop takes the responsibility to do just what has to be done within the means available. The bishop and his advisers are very aware of the sad shape of the economy. But it should be remembered that because there is more poverty now, the Church has to do more to help. But by no means does the appeal goal cover everything the diocese really needs.

**Q.** Many thought that the appeal was a one-time affair. When was it decided that it would be an annual appeal?

**A.** That was decided the day we decided to have the diocesan-wide appeal — from Day One. From the very outset last year, it was established as an annual appeal. We deliberately over-used, we thought, the word "annual." Still, we were surprised that people missed that word. But that has been the same experience in the other dioceses who have had such annual appeals before we did. Incidentally, we are the last diocese in the state to have the annual appeal.

**Q.** Where did the money come from before?

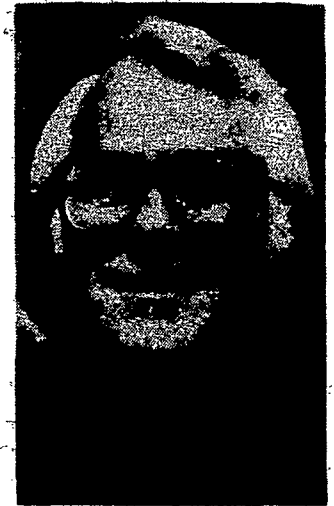
**A.** The bishop would place an assessment on each parish and the pastor was responsible to pay it

## The Goal: \$2,550,000

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— Father James Marvin, appeal coordinator



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directly every month. A lot of parishioners had no idea that the parish was paying the diocese in this way. So in that sense this had been an educative process — now the parishioners are aware that they are sharing. The bishop takes his case directly to the people and they are educated as to diocesan departments and machinery. The bishop and the pastoral office are much more visible. It has raised the level of consciousness about the bishop and his work. And it has fostered diocesan community; it has overcome parochialism because it has helped people realize that the boundaries of the Church don't end with the parish. And the people can sense that by helping the bishop, they are helping themselves because he is able to fulfill their mission as Christians. He does the job in their name.

**Q.** How was the money collected in 1981 used?

**A.** Exactly as promised, according to the diocesan budget presented last year.

**Q.** What happens when a parish collects more than its goal?

**A.** When the parish meets its goal and the money is collected by the diocese, 80 percent of any overage is returned to the parish and the other 20 percent is kept at the diocese.

**Q.** What does the diocese do with that 20 percent overage?

**A.** It is put into an escrow account, not to be touched for three years. This was done at the suggestion of the Lay Advisory Committee which told the bishop that we don't really have a handle on the appeal just yet. We have no track record, so to speak, to judge the future by. If we used up the \$200,000 overage from 1981 and the appeal should fall short this year or next, we would have nothing to fall back on. After three years, the money in the escrow account, and any money that might be added to it, might be used to reduce the budget — or it might be used for capital expense. None of that has been decided yet and it won't be until we have a history to study.

**Q.** What happens if a parish does not meet its quota?

**A.** The guidelines on this were established by the Priests Advisory Committee and accepted by the bishop. Each parish must reach its goal or make up

the difference itself from its treasury. I don't see this as a real problem — last year, only seven or eight parishes didn't but they were only a few dollars off. All parishes are assigned their goals according to the same formula; all are taxed according to the same formula. It is based on ordinary income — each goal is 10.7 percent of the parish's ordinary income.

It's important to know also that 27 parishes have received reductions in their goals. The appeal committee is conscious of difficulties a parish may have for one reason or another. These 27 parishes come from across the diocese. The beauty of the appeal is that the amount deducted from their goals is added on to ALL the other parishes in the diocese. The difference is not picked up by one or two or a handful of parishes but by all the parishes. Those without difficulties thus help those with problems and all have a share in helping the less fortunate parishes.

**Q.** How much of the collection is spent on administering the drive itself?

**A.** \$212,000 or 8.78 percent of the goal. This money is spent on everything used — mailings, brochures, newsletters, billings, computer work. Some have the idea it is just spent on consultants and on television, radio and press.

**Q.** Just how do the people know what is being done with their money?

**A.** The bishop has explained many times through the Courier-Journal how the money is used. But I don't think what the people want is accountability. I think they really want to know is how the Church operates and what it does. We have a difficulty in communication. These things have been communicated but not understood. We will be expanding our newsletters that go to the parishes so that they give more detailed information on diocesan machinery. And each week the Courier-Journal will be featuring the various divisions and their departments and what they are doing.

**Q.** Is there any particular statement that you, as diocesan coordinator of the appeal for the second year in a row, wish to make?

**A.** Yes. I would like to reiterate that by helping the bishop we are really helping ourselves. We will be obeying the mandate of Christ to help all people. We will be helping those who most need assistance.