

# Thanks Giving Appeal expected to fall short

By Lee Strong  
Staff writer

ROCHESTER — The 1991-92 Thanks Giving Appeal may fall short by as much as \$200,000 — or more — of its \$4.345 million goal, according to Mark Seeberg, director of development for the Diocese of Rochester.

Seeberg attributed the probable shortfall to the stagnant economy and to ongoing anger over restructuring of Catholic schools.

Current 1991-92 pledges indicate that by June 30 — the end of the TGA campaign — contributions will only reach the 1990-91 level of \$4.1 million at best. The TGA is the diocese's chief source of income.

At the same time, however, Seeberg

noted an increase in overall giving to the diocese — especially in the form of "restricted" gifts that are designated for specific purposes.

"I'm delighted with the growth of overall annual giving," Seeberg said. "I'm delighted with restricted gift giving. But we're running into a problem with the unrestricted gift giving (the TGA)."

As of March 15, donors had pledged \$3.086 million to the TGA, Seeberg said. The development office projects that another \$1.1 million in pledges will be made by June 30. Current and anticipated pledges total slightly more than \$4.2 million.

However, Seeberg noted, a percentage of those who make TGA pledges fail to fulfill those pledges. In the

1990-91 campaign, for example, the diocese collected \$4.109 million — or 93.7 percent — on pledges of \$4.385 million.

"I'd like to see the pledges up to \$4.4 million," Seeberg said. "I'm still trying to get pledges and fulfillments. I'm hoping we will at least equal last year."

As part of the effort to obtain more pledges, TGA workers have stepped up the number of follow-up calls to people who have not pledged to the campaign thus far. Seeberg said 32,000 prospective donors received follow-up calls during the 1990-91 campaign, and predicted that 60,000 people will be called by the end of this year's campaign.

Seeberg linked the projected short-

fall largely to the national economy and, to a lesser degree, to a protest of Catholic-school restructuring.

Many charities are hurting because of the economy, Seeberg said. In terms of the TGA, he said, "People are not fulfilling (their pledges). They are scared."

The restructuring of Catholic schools also has angered some people who might have given to the TGA, Seeberg acknowledged.

Seeberg estimated the level of giving at two parishes alone — St. Thomas the Apostle and St. Pius X, both of which were affected by the restructuring — together have dropped by nearly \$100,000 over the past two years, in spite of efforts by their pastors and TGA volunteers.

"We try not to be hard and not to judge the people," Seeberg said. "People are angry. They are upset about a lot of things."

Seeberg did not attribute any of the 1991-92 TGA shortfall to the elimination of the parish-quota system used in previous years' appeals.

The quota system assigned a target to each parish and required parishes failing to meet their targets to make up the differences out of parish operating funds.

The 1990-91 appeal used a modified version of the quota system, only requiring parishes to make up the difference between actual TGA receipts and 85 percent of the target. The system was dropped entirely for 1991-92.

Characterizing the quota system as essentially a tax, Seeberg said a contribution made under the system "was not a charitable gift." Despite the elimination of quotas, "the Diocese of Rochester is going to raise \$4 million in charitable gifts this year," he said.

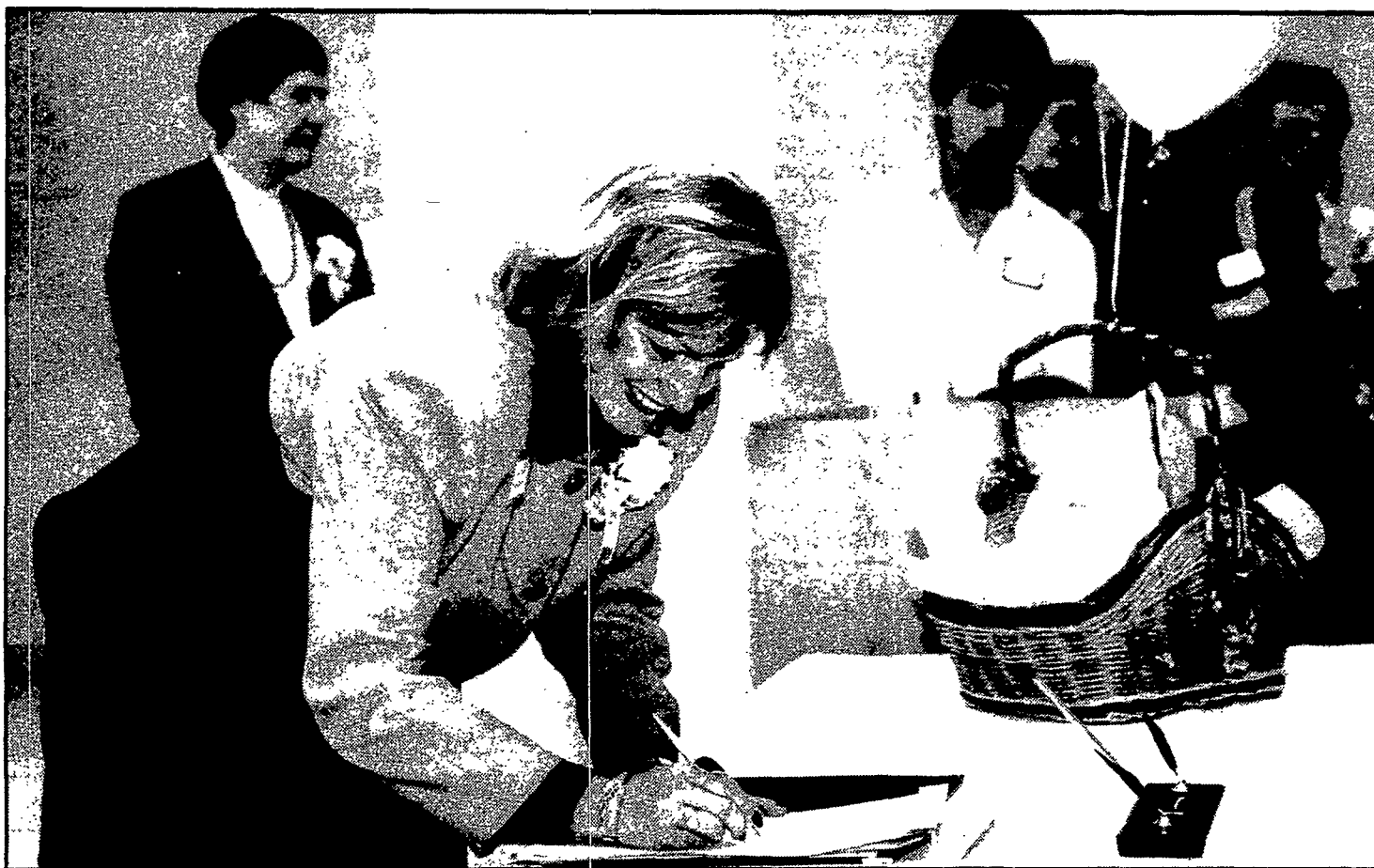
Seeberg explained that changes in the TGA — and the quota system, in particular — were necessary to increase overall gift giving. Those changes appear to be succeeding, he said, and their success will help reduce diocesan reliance on the TGA.

Examples of that success can be seen in the number of restricted gifts that have been made for Catholic schools, he said. Diocesan funding for schools increased from \$645,000 to \$1.155 million between school years 1989-90 and 1991-92, Seeberg said, but the TGA portion of that support had decreased from \$460,000 to \$330,000.

"That's more than \$100,000 in TGA monies that have been freed for other uses," the development director said.

In the future, Seeberg predicted, restricted gifts will help curtail the diocese's reliance on the TGA for funding.

"You can't put yourself at risk every year," he concluded.



Carolyn Portanova, executive director of Catholic Family Center, signs the lease for the agency's new offices in the Sibley Tower Building in Rochester. The May 7 ceremony, which marked the new lease and the kickoff of CFC's 75th anniversary celebration, took place in the building's atrium and drew a crowd of about 100 people.

Kellie McCann/Photo Intern

## Catholic hospital claims \$277,029 profit

By Mike Latona  
Staff writer

ELMIRA — New programs and increased development efforts have helped St. Joseph's Hospital turn a profit for 1991, officials announced last week.

The 84-year-old Catholic hospital at 555 E. Market St. announced a profit of \$277,029 for 1991. This marks the second consecutive year St. Joseph's has finished in the black, following a \$930,000 profit in 1990.

"I expected only to break even (in 1991) based on the federal and state budgets, where reimbursements are being cut back," President/Chief Executive Officer Sister Marie Castagnaro, SSJ, told the *Catholic Courier* Friday, May 8.

Sister Castagnaro partly attributed the 1991 success to several new programs, including the Chest Pain Center and the Southern Tier's first self-referral mammography program. St. Joseph's also expanded its New Dawn Alcoholism Rehabilitation Unit.

The hospital introduced or continued a variety of outreach programs in 1991. Among them were including day care for children eight weeks to school age; an Adopt-A-School Program for elementary school children; the Ex-

plorers program for high school students; and Betts Komer public seminars held six times a year on such topics as cancer, nutrition and Alzheimer's disease.

St. Joseph's latest effort, called "55Plus," is a community service for people over the age of 55. It features a comprehensive package of free and discounted health services, and is separate from any insurance or Medicare supplement.

Citing statistics from the Chemung County Office for the Aging, Sister Castagnaro said the 55Plus program will become even more important to the community in years to come. Currently Chemung County has 23,174 residents over age 55, and is expected to reach 30,000 by the year 2000, she noted.

According to Sister Castagnaro, this and other innovative programs are enabling St. Joseph's to turn a profit.

"We've got quality programs with quality people running them, and that's made a difference in the way the community perceives us," she commented. "They know what our mission is, and they know that we respond to it."

Until recently, Sister Castagnaro said, St. Joseph's has not made a great effort to promote itself in the commu-

ity. "We had never been a hospital that puts out what we've done in terms of community services, but now we're telling everybody a little more about what we have here," she said.

The hospital president predicted that St. Joseph's will face even tougher budgetary challenges in 1992. But, she said, "if I can hold the line we will break even again."

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