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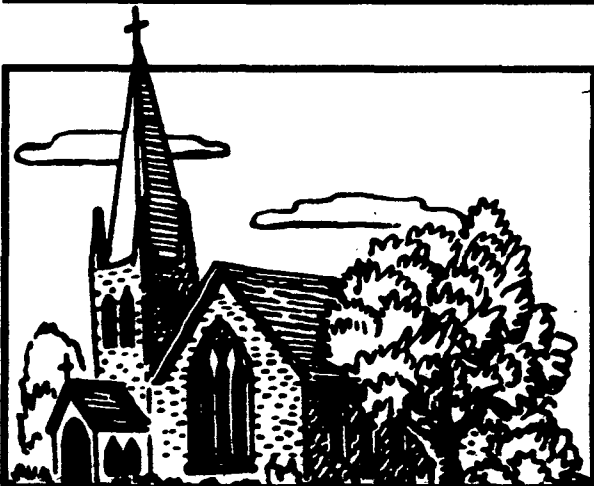
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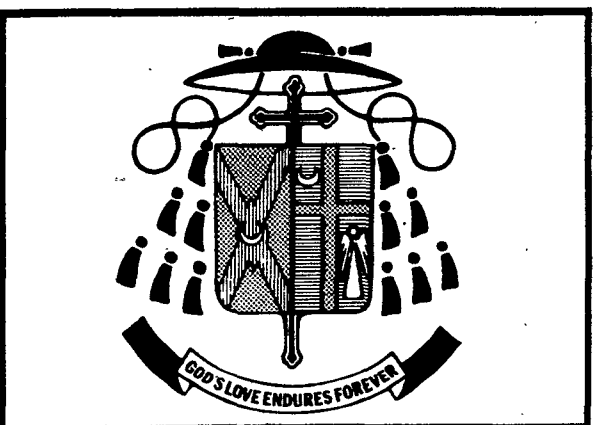
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Allocation of 1992-92 Thanks Giving Appeal funds
Source: Diocesan Development Office

Annual appeal put focus on shared responsibility

ROCHESTER — John Glavin remembers many long nights in the fall of 1981 riding with Bishop Matthew H. Clark to parishes in the Southern Tier.

"I got to know Bishop Clark pretty well," Glavin remarked.

The St. Thomas More parishioner was traveling with the bishop to help promote the first Thanks Giving Appeal — of which Glavin was director.

"I think the biggest problem we had was to somehow overcome the skepticism," Glavin remarked. "We had to figure out how to show people that we would all benefit from this."

What Glavin and others were trying to demonstrate back in 1981 was that the Diocese of Rochester provided services affecting people throughout the 12-county diocese. And they were making a case that it was time for all the people of the diocese to support those services directly.

"It was the right idea at the right time for the diocese," Glavin declared.

The Thanks Giving Appeal was introduced as an annual fund drive designed to replace the old system of parish assessments — the *cathedraticum* under which the diocese directly "taxed" parishes — as the diocese's chief source of income.

The *cathedraticum* is the means employed by dioceses throughout the world to fund diocesan operation.

Behind the switch was a realization that the assessment system could no longer keep pace with the demands being placed upon the diocese, noted Father Peter Bayer, who, in 1981, was the director of the Office of Pastoral Planning and Management.

"There were a lot of requests for money that were not being met," recalled Father Bayer, now the director of pastoral care at St. Ann's Home, 1500 Portland Ave.

Under the old assessment system, parishes were required to send a portion of their revenues to the diocese, explained Father Bayer, who served as diocesan chancellor until 1991. This meant that parishes were deprived of money that could have been used for their own increasingly expensive operations.

"Some people never had any in-depth knowledge that their parishes were sending money to the diocese," he remarked.

In light of growing demands and expenses, however, diocesan officials

faced choosing among a reduction in services, an increase in the assessments or finding additional sources of income, Father Bayer recalled.

An annual appeal offered the best solution, Bishop Clark noted.

"One of the strong selling points for our appeal was that it did not deplete funds parishes collected in their Sunday collections," Bishop Clark said in a recent interview with the *Catholic Courier*. "We did not want any larger assessments on the parishes."

The idea of an appeal had been put forward by a committee created by Bishop

Clark's predecessor, Bishop Joseph L. Hogan. The committee also recommended that a "Catholic Foundation" be created to oversee diocesan development efforts — a suggestion that ultimately led to the current

development office and the Diocesan Stewardship Council.

After receiving the recommendation that the diocese implement an annual appeal, Bishop Clark formed a committee to study how it might be done. He asked Glavin to head that committee, and subsequently to direct the first appeal.

The idea of relying solely on an appeal — and not at least partly on assessments — was a radical one at the time, Father Bayer acknowledged.

A number of other dioceses had annual appeals, he pointed out. But, "most dioceses, when they started appeals, they kept some form of the *cathedraticum*," he observed.

Initially, the diocese did keep a safety measure in the appeal, Glavin noted. Parishes were given quotas to meet, and shortfalls had to be paid out of parish funds.

Organizers believed, however, that if the TGA were run properly, people would continue to make regular contributions to their parishes, and would also give to the appeal, Father Bayer remarked.

"(Bishop Clark) wanted to assist the parishes in freeing up money to be kept in the parish treasuries for parish ministries," Father Bayer said.

Indeed, that proved to be the case, noted the former chancellor.

"We did a study after the first few years of the appeal," Father Bayer reported. "Parish collections had not gone

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— Bishop Matthew H. Clark

By Lee Strong, Staff writer