

## 'Quiet' gifts campaign targets needs

By Lee Strong  
Senior staff writer

The Diocese of Rochester is about to embark on the next phase of a "quiet" capital campaign that has already netted more than \$17 million in actual and pledged gifts in just a little more than two years.

A Leadership Gifts Kickoff gathering has been slated for Sept. 13 at the St. Joseph Convent Infirmary at the Sisters of St. Joseph Motherhouse, 4095 East Ave. The gathering was planned to launch a "gift call" effort in Monroe County for the Miracle of Sharing Campaign.

Similar gatherings are planned in Corning at Corning Inc. on Sept. 21 and in Elmira at the Elmira City Club on Oct. 12.

The overall goal of the campaign — which began July 1, 1992, and is scheduled to conclude June 30, 1997 — is \$50 million.

That sum is to be split among three funds. The retirement fund for women religious who have served in the Diocese of Rochester is to receive \$25 million — to supplement the approximately \$50 million the congregations plan to raise. The school choice fund to assist students in Catholic schools is slated to receive \$20 million. A lay-ministry fund intended to help parishes provide just salaries and scholarship assistance for lay employees is scheduled to receive \$5 million.

The \$50 million to be raised through the capital campaign is above and beyond the annual Thanks Giving Appeal, which funds the diocese's yearly operating budget. Thus, even as some \$17 million has been raised in the last two years of the campaign, the TGA has brought in approximately \$8.1 million.

During the the Miracle of Sharing Campaign's leadership phase, volunteers are being asked to contact four or five individuals each to solicit contributions to the campaign and to the TGA, noted Mary Consler, diocesan director of capital gifts.

Those contributions can consist of cash, stocks and real estate, or could involve insurance policies, bequests and living trusts. They may be contributed immediately, staggered over several years, or transferred following the donor's death. The gifts can be designated for one or two of the funds, or to the campaign as a whole for distribution at Bishop Matthew H. Clark's discretion.

A similar leadership program conducted among the diocese's priests during the fall, 1993, and spring, 1994, netted approximately \$3.5 million in pledged contributions to the campaign, Consler reported.

Consler pointed out that the capital campaign has been conducted thus far through contacts with individuals and in awareness sessions at parishes. Some 30 such sessions have taken place over the past two years, and more will be conducted over the next three years until all areas in the diocese have been touched, she said.

In addition, Consler said, the campaign may be combined with the TGA — possibly in 1996 — depending on the results of the current approach.

However, Consler acknowledged, the "quiet" approach taken thus far has been working well. "This campaign may well be a quiet campaign," she said.

The three funds under the umbrella of the Miracle of Sharing Campaign were identified as needing attention by the 1987 report of the Five Year Financial Planning Process Task Force, which recommended future directions for diocesan financial planning. Those recommendations were formed into a plan developed by the Diocesan Oversight Task Force in 1988. The plan and its goals were approved by Bishop Clark in

July, 1988.

In deciding to conduct as part of this plan its own effort to raise money for the retirement fund for women religious, the diocese opted not to take part in an ongoing national campaign.

Consler explained that the decision was prompted by the fact that the overwhelming majority of women religious who have served the diocese have come from two congregations based here — the Sisters of St. Joseph and the Sisters of Mercy. She said diocesan officials reasoned that the people most likely to give in support of these women would be the people of the diocese, and that they were more likely to respond to a local effort than to one administered nationwide.

"We tend to run a very personalized campaign," Consler explained. "If we ran it on a national basis, it might reduce the value of the gifts."

She acknowledged that she is pleased with the success of the campaign thus far. "It's a lot of work, and it's very complex," Consler said. "But if we keep using the same methods and they keep working, we're going to be fine."



Provided photo

## 50-year reunion set

Members of the class of 1944 at Rochester's Our Lady of Good Counsel School will gather for their 50th reunion on Saturday, Oct. 8. The gala will feature a 5 p.m. Mass at Our Lady of Good Counsel, 640 Brooks Ave. followed by a social hour and dinner at The Party House, 677 Beahan Road. Organizers are still looking for Marilyn Eiman, Bob Striler, and Janice Victoria. For additional information, call Jim MacDonald at 716/647-9913, or Joyce Lodar, 716/473-4751.

## Syracuse resident named liturgy director

By Lee Strong  
Senior staff writer

The Diocese of Rochester has named Joan A. Workmaster as its new diocesan director of liturgy, effective Sept. 6.

Workmaster had served since 1986 as director of liturgy and religious-educational ministries at St. Joseph the Worker Parish in Liverpool, in the Diocese of Syracuse. Previously, she was liturgical minister for the Newman Center at the State University of New York College at Oswego.

In addition, Workmaster has served as a member of Syracuse's Diocesan Liturgy Committee, and on the planning team for diocesan events. She has also presented workshops for diocesan liturgical conferences, taught in the liturgical-certification program and the Rite of Christian Initiation for Adults, and led "Re-Membering Church" workshops designed to help alienated Catholics return to the church.

A graduate of Immaculata College in Immaculata, Pa., Workmaster holds master's degrees in American intellectual his-

tory from SUNY Oswego, and in theology from the University of Notre Dame.

As Rochester's liturgy director, Workmaster hopes to develop and direct programs to help parishes improve their worship services. She will also serve as Bishop Matthew H. Clark's liturgical representative and, as such, will be responsible for establishing, clarifying and communicating diocesan policies pertaining to liturgy.

In a brief interview, Workmaster said that she had had contact over the years with liturgical personnel from the Diocese of Rochester, and thus was familiar with some of what is going on here. Nevertheless, she added, she plans at first to spend time just to get to know the diocese.

"I'm anxious to become acquainted with the different people in the diocese, to visit churches and to find out what the needs in the diocese are," Workmaster said. "I don't want to duplicate things that have already been done."

Workmaster said she does see two areas for action, however. She plans to restart an informational newsletter for

## Father Clements set to visit St. Monica's

ROCHESTER — Father George Clements, the first U.S. Catholic priest to adopt a child, is scheduled to visit St. Monica's School, 841 Genesee St., this Monday, Sept. 10.

In addition to adopting and raising four sons, the black priest is director of the American Alliance for Freedom and Responsibility in Washington, D.C.

Father Clements will bring his message of self-respect and hard work to several events scheduled for St. Monica's throughout the day, including a 10:30 a.m. press conference; a late-morning tour of the school followed by a luncheon; a 3:30 p.m. teacher in-service session; and a 7 p.m. speech to parents and teachers.

## Alcohol rehab center opens at Tier hospital

HORNELL — An open house will take place Friday, Sept. 9, to celebrate the opening of a new outpatient alcohol clinic operated through St. James Mercy Hospital.

The open house will run from 1 to 4 p.m. at the MercyCare Alcoholism Treatment Center — Hornell (MATCH), Bethesda Drive.

The facility will have the capacity to serve 90 clients each day from 8 a.m. to 9 p.m. Its aim is to reduce the number of Steuben County residents who need alcohol treatment but are currently not seeking it. According to MATCH program director Pat Hurley-Trojan, the county currently has about 5,000 such residents.

## Mercy Health to mark 75th with Mass, dinner

AUBURN — The Mercy Health and Rehabilitation Center will celebrate its 75th anniversary on Sunday, Sept. 25, with a Mass celebrated by Bishop Matthew H. Clark. Dinner will follow.

The Mass will take place at St. Mary's Church, 17 Clark St., at 3 p.m. A cash bar at 4:30 will precede the dinner scheduled for 5:30 at the Holiday Inn, 75 North St.

Cost for the dinner is \$25 per person. Reservations are required. Call 315/253-0351, ext. 210.

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