

# Finance & Stewardship

## Committee to advise diocese on planned gifts

By Rob Cullivan  
Staff writer

Jack T. Fitzgerald, chairman of the Diocesan Committee on Planned Giving, wants his fellow Catholics to know that no matter how much money they make or how many assets they possess, most of them can give more to the diocese than they probably think they can.

"No one views themselves as having discretionary funds," Fitzgerald said.

In particular, Fitzgerald pointed out that middle-class Catholics may not be aware that they can make planned gifts that create permanent income for the diocese, even if they don't possess the wealth of such famed diocesan donors as Robert and Peggy Wegman who recently gave \$25 million for Rochester's inner-city Catholic students.

"It isn't just Bob Wegman that can do it," Fitzgerald said, adding that less well-heeled Catholics "can make an impact, too."

Even a contribution of \$5,000 — placed in the just the right type of financial arrangement — can mean a substantial amount of permanent income for both the diocese and a donor, Fitzgerald observed.

Unlike short-term contributions given to Sunday collections or annual contributions to the Diocesan Thanks Giving Appeal, planned gifts entail such measures as will bequests, annuities, gifts of real estate, stocks and life insurance policies. Such methods that enable

donors to make a more long-term contribution to the diocese, Fitzgerald noted, while, in nearly all cases, benefiting themselves through various tax breaks.

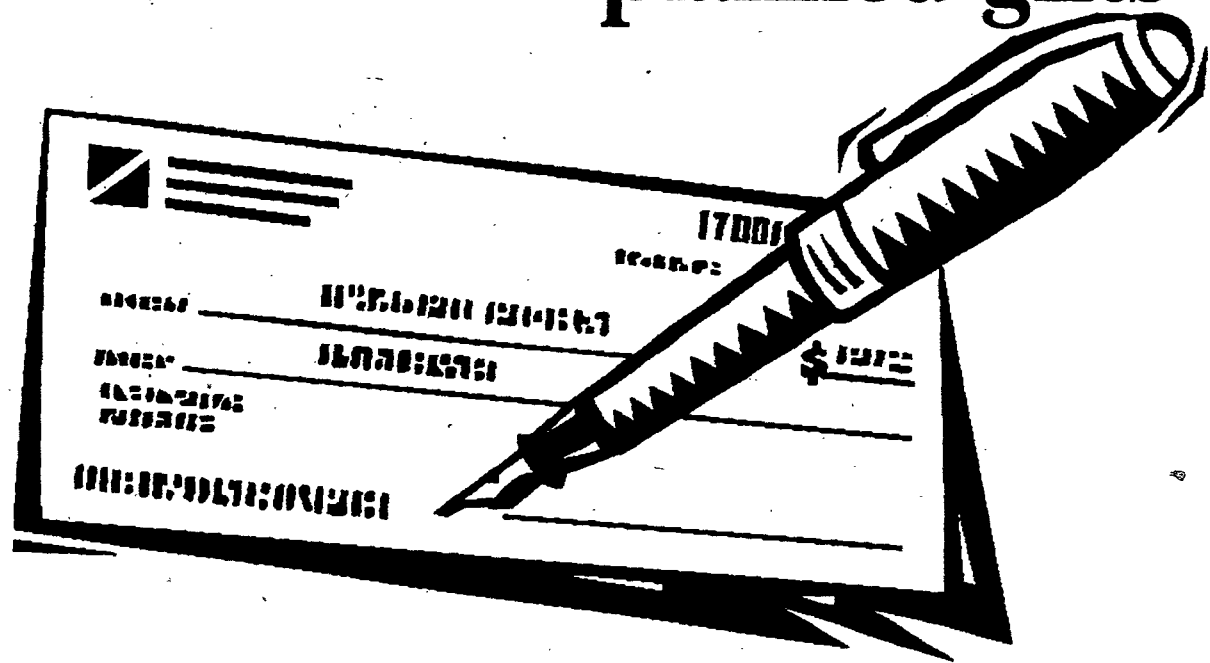
A partner with the Rochester law firm Nixon, Hargrave, Devans & Doyle, Fitzgerald hopes to convince Catholics at all income levels that they can help the diocese secure a better financial future. To that end, he and the 18 other members of the planned giving committee — lawyers, tax experts, insurance and real estate agents, accountants, and business executives — are working on various ways to convey the planned giving message to diocesan Catholics. The committee met with Bishop Matthew H. Clark for the first time Sept. 13, and planned to meet again on Wednesday, Oct. 25.

A member of Our Lady Queen of Peace Parish in Brighton, Fitzgerald was asked by Bishop Clark earlier this year to chair the planned giving committee. The committee lists the following goals in its mission statement:

"To help the diocese inform its constituents of the future plans of the institution and the opportunities and the methods available for helping the institution achieve those plans through estate planning and planned giving."

"To advise on how to create and carry out programs to seek planned gifts (by will, trust, life insurance, annuities and other forms of planned giving)."

"To help implement various



aspects of the program, as appropriate."

"To evaluate the institution's planned gifts program."

The committee will help the diocese wrap up its Miracle of Sharing Campaign over the next year, Fitzgerald said. The Miracle of Sharing Campaign was undertaken in 1992 by the diocese in order to secure funds for such areas as the retirement of priests and women religious, Catholic schools, and lay ministry training.

In addition to helping complete the Miracle of Sharing Campaign, the committee will aid the diocese in making planned giving a permanent feature of diocesan life, Fitzgerald added.

A veteran of capital fundraising campaigns for other not-for-profit institutions, Fitzgerald said that to fulfill these goals, he

has learned through experience that the committee's first job will be to figure out how best to present diocesan ministry goals to the people in the pews. He speculated that he and his fellow committee members may visit various parish councils throughout the diocese to sell the concept of planned giving.

He added that the diocese may also consider selling potential donors on its various programs by giving guided tours of such institutions as its Catholic schools.

"The key to it is: Do you have a good story to tell," he commented. "I think we have an excellent story to tell in terms of describing diocesan needs."

In addition to telling the "diocesan story," the committee will also consider how it will sell diocesan Catholics on the various planned giving methods

they can use to benefit both themselves and the diocese, he said.

As an example of such a vehicle, Fitzgerald cited a pooled income fund. In such an arrangement, several donors contribute to a trust or fund which is maintained by a not-for-profit organization. In exchange for contributing to the pooled fund, donors can receive interest income over their lifetimes, according to information provided by the diocese's Miracle of Sharing Campaign.

In these and other ways, Catholics of modest means can get a bigger bang for their donated buck, Fitzgerald concluded.

"We hope to show them some (giving) vehicles that are more attractive than just giving a check," Fitzgerald said.

## 'Money': Church agencies ranked among groups with low overhead

By Tracy Early  
Catholic News Service

NEW YORK (CNS) — Three Catholic agencies received high rankings in a *Money* magazine survey for percentage of income spent on their programs.

Catholic Relief Services ranked second among 13 relief and development agencies, and the Catholic Medical Mission Board placed fifth and Catholic Charities USA seventh among 40 social services agencies.

The December issue of *Money*, a monthly published in New York by Time Inc., contains its fifth annual rating of the 100 largest publicly supported U.S. charities. *Money's* article says it is based on data gathered by *NonProfit Times*, a periodical published in Skillman, N.J.

Charities are divided into categories, and then listed according to the average percentage of income for the past three years spent on programs, which is distinguished from money spent on fund-raising and administrative costs.

At the top of the 100 charities ranked, *Money* named AmeriCares Foundation, an agency founded by business-

man Robert Macauley and based in New Canaan, Conn. The foundation also was first among 21 agencies listed in the health category. It reported income of \$100.6 million in 1992, and 99.1 percent was spent on programs.

The top ranking among relief and development agencies went to MAP International, an interdenominational Christian agency based in Brunswick, Ga. It reported 1992 income of \$52.6 million with 95 percent devoted to programs.

CRS, the U.S. bishops' overseas development and relief agency, had a 1992 income of \$290.3 million, and reported that 94.6 percent was spent on programs.

Kenneth Hackett, CRS director, is quoted as saying, "Links to Catholic dioceses across the country enable us to reach out in a very cost-effective way."

Among the 40 social service agencies named, United Jewish Appeal was listed in first place, with 95 percent of its income devoted to programs, out of a 1992 income of \$407.6 million. Covenant House was 29th on the list, with a 1992 income of \$80.8 and 68.7 percent spent on programs.

Catholic Medical Mission

Board reported income of \$25.6 million and 90.8 percent spent on programs. The figures for Catholic Charities USA were 86.7 percent and \$1.8 billion.

Jesuit Father James J. Yannarell, president of Catholic Medical Mission Board, said in an interview that he did not consider the numerical ranking particularly significant. But he said a high ranking showed that the agency was well run.

He noted that an agency such as his own with large donations of materials can maintain lower fund-raising costs than those dependent on public appeals.

## Benefit concert set for Elisha House

ROCHESTER — Musicians Mitzi Collins and Amy Collins will perform at a benefit for Elisha House Sunday, Nov. 5, at 3 p.m. in St. Stephen's Episcopal Church, 350 Chili Ave. The two women will use their voices and traditional instruments to present an afternoon of family entertainment.

A joint operation of St. Augustine's Catholic Church and St. Stephen's,

Elisha House is a two-bed home for the terminally ill.

Tickets are \$8 in advance and \$10 at the door, and are available from St. Augustine's at 716/328-2442, St. Stephen's at 328-0856, and at Sampler Records at 328-5856.

For information call Deacon Brian McNulty at 328-3210, or Deacon Lynne McNulty at Elisha House, 464-8852.

"When you desire nothing but God,  
then your love of God is perfect."

—St. Augustine of Hippo

## SEEKING WAYS TO SUCCESSFULLY RAISE FUNDS?

We provide a full range of fund raising services to Catholic parishes and institutions.

- New Construction
- Renovation Projects
- Increased Offertory
- Capital Needs

For a free analysis, call Jack Kearns today!

**K**EARNS & Associates

3959 North Buffalo Road • Orchard Park, NY 14127  
(716) 667-1553 • Toll Free 1-800-835-5589



### FUNDRAISING PROGRAM

- \* gourmet quality
- \* a healthy alternative to candy
- \* a perfect option for schools, clubs, churches, organizations and individuals

for information contact  
Mike Riccio: (716) 224-0960

packaged by developmentally disabled workers at  
UNISTEL 650 Blossom Rd. Rochester NY 14610