2013 Catholic Extension

Seminarian Endowment Challenge
Welcome – and Congratulations!

Second Year of Seminarian Endowment Challenge

- 41 total applicants in first two years of initiative
- All with stories of need – increasing seminarians, overstretched budgets
- Participants were selected on a variety of factors, including:
  - Need
  - Quality of your plan
  - Priority among all requests with Catholic Extension
  - Ability for success
2012 SEMINARIAN ENDOWMENT CHALLENGE

• First group for new initiative, just ended on 12/31/2012
• 13 total participants

Funds Raised by Participating Dioceses
Catholic Extension Matching Funds

$600,000.00
$900,000.00

$1.5 Million in NEW endowment money created in 2012
Participant Feedback:

• The effort has done several things: 1) introduced us to new donors; 2) underscored the need for a full time development effort in the Diocese right now; and 3) strengthen our relationship with Catholic Extension Society. I would characterize this effort as a win-win situation.

• I think the challenge has presented a great opportunity to begin conversations with donors regarding the need for funding for Seminarians and also other areas that interest them, long term sustainability for our Diocese and individuals' need for estate planning. It's all good!

• The opportunity was a great way to increase the funds raised at this event and the opportunity to begin endowing funds for seminarian education is something every diocese needs. We are very appreciative.
2013 SEMINARIAN ENDOWMENT CHALLENGE

• 2013 Challenge participants:
  – Biloxi
  – Bismarck
  – Gaylord
  – Jackson
  – Las Cruces
  – Little Rock
  – Our Lady of Lebanon
  – Salina
  – San Bernardino
  – Savannah
  – St. Maron of Brooklyn
  – Superior
2013 Seminarian Endowment Challenge Goals:

3) Build/Grow your diocese’s endowment for supporting the cost of seminarian education

2) Provide an incentive in your diocese for donors to come on board with leadership level gifts

1) Build a sustainable long-term foundation of new leadership-level donors for your diocese that can be stewarded and retained for years to come
General Guidelines:

- Qualifying gifts must be raised between January 1 and December 31, 2013
- Catholic Extension will match qualifying funds that are raised in cash received by December 31 (no pledges)
- $1,000 or more minimum, either new donors or matching amount of increase
  - Example: $1,000 donor in 2012, inspired by the challenge to give $2,500 in 2013: match $1,500 increase
- Special Events: New in 2013, or increased amount from 2012
- Donor’s gift must be designated to seminarian endowment – no immediate use gifts
2013 SEMINARIAN ENDOWMENT CHALLENGE

General Guidelines Continued: What doesn’t qualify:

- Individual donor gifts under $1,000
- Future year pledges/unpaid pledges
- Gifts directed to funds other than endowment for seminarian education
- Special collections
- Direct mail appeals
- Planned Giving/Estate Gifts
Examples:

- Major Gift solicitations, building relationships with donors of $1,000 - $10,000 or more
- Special Events – either as kickoff for new event, or to boost the returns from an already existing annual event

- Does it meet the Spirit of the Challenge?
- Feel free to be creative
- “Does this qualify? …”
  – Feel free to ask. Is it renewable?
What is the Mission Diocese Fund?

- Started in January 2012 at request of Bishops
- Pooled investment vehicle created by Catholic Extension for Mission Dioceses
- Opportunity to join together with Catholic Extension and other mission dioceses to gain access to better investments and returns
  - Cost sharing reduces individual diocese’s investment fees
  - Applies USCCB SRI Principles
  - Access to world-class fund managers
What is the Mission Diocese Fund?

- Currently over $50 million invested in first year
- 2012 returns beat the benchmark by over 2%
- Set up as an LLC, so risk is restricted to your investment
- Catholic Extension’s Goal: To help your diocese get better returns on your long-investments
Mission Diocese Fund and the Endowment Challenge

- Catholic Extension’s $50,000 match will be invested for your diocese in the Mission Diocese Fund

- Your matching funds raised may either be invested in the Mission Diocese Fund as well, or in your local endowment (as long as it is a long-term endowment for seminarian education)

- All dioceses will have to complete Mission Diocese Fund membership documents in Summer 2013 in anticipation of successfully meeting the Challenge
  - Existing member dioceses: Sub-account setup documentation
Resources and Materials:

- Donor Verification Sheet
  - Sample template, can use or create your own

- Mission Diocese Fund Information Sheet

- Other materials needed?
Recommendations for success from 2012 dioceses

• Start early!
• Place an article in your Diocesan Newspaper, Magazine, Website, etc.
• Educate your donors about Catholic Extension as well – feedback was that it built trust and credibility.
• Use events as a way to prospect and find new donors, then schedule personal follow-up with them.
• You never know until you ask!
What Comes Next:

- Ongoing individual communications with each diocese for progress updates and questions.
- Monthly emails as a group with highlights and news.
- Send us any key dates or events for your efforts.
Questions?

Contact me anytime:

Rob Anderson
(312) 795-6095
randerson@catholicextension.org
Questions and Discussion

Good Luck!