



Federico Associates

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Published three times a year for clients and friends of Federico Associates

Your Window to the World of Development

- Annual Appeal
- Capital Campaign
- Development Counsel
- Development Program
- Feasibility Study
(Campaign Readiness Study)
- Leadership Workshop
- Long-Range Planning
- Market Survey
- Needs Analysis
- Parish Support Program

Mission Statement

Founded in 1985, Federico Associates is dedicated to serving churches, schools and other non-profit organizations seeking to strengthen stewardship through success in philanthropy and the pursuit of their highest destiny.

We are rooted in mission and driven by our own call to stewardship and extraordinary client service.

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*“Without a vision,
the people perish.”*

Proverbs 29:18

Reflections on Philanthropy:

HELP! I have to raise funds!

Why does the thought of having to raise funds turn off so many pastors, principals and heads of non-profits? Is it tied into our own fear of rejection? Perhaps, we see ourselves as being demeaned by having to ask?

Does it feel better to call it stewardship, development or philanthropy, even though fund raising is a small (albeit important) part of all this?

Might it encourage you to know that your people not only want to give — but that most need to give, and know they are able to give back from the abundance with which they know they have been blessed?

Does it help to understand that many want to be invited to make gifts and ask only that they be clearly told how their giving will be used? It does help to warmly and personally acknowledge each gift.



*Do you believe that our generosity
is the best measure of our humanity?
That God is the ultimate Giver and
asks that we imitate Him?*



How many understand that philanthropy — one way in which we express our love for one another by pursuing, supporting and funding that which we hold dear — is really about relationship? Do you, as a responsible leader, encourage understanding of this principle?

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OUR CLIENTS and what they are saying . . .

We are presently serving the following clients and hundreds of their volunteers who together pursue — through philanthropy — the highest destiny to which they are called.

Saint Luke and The Epiphany Church, Philadelphia, PA
The Reverend Rodger C. Broadley, Rector
David Sims, Rector's Warden

Saint Luke & The Epiphany's web blog uses the words, "Progress aplenty" in reference to the status of their major roof replacement. The same can be used to describe their efforts to build their new *Parish Support Program*.

Parishioners, John Erickson and Robert Casey, are chairing the parish's Development Council that seeks to harness the talents of top leaders and create an initiative that realizes its community's greatest philanthropic potential. "We really are trying to put in action the many good processes that Federico Associates taught us in the original campaign" offers Rector's Warden, David Sims.

In tandem, Saint Luke and The Epiphany continues preparation for a Major Gifts initiative or second phase to its very successful 2007 Capital Campaign.

The National Shrine of Saint Rita of Cascia
The Cascia Center, Philadelphia, PA
Reverend Joseph A. Genito, O.S.A., Shrine Director

A series of fortunate circumstances is providing providential blessings for plans to construct *The Cascia Center*, a facility planned to affect spiritual development through the peaceful resolution of conflict, and promotion of justice, peace, forgiveness and acceptance in urban South Philadelphia. On one side, plans for the facility have been changed and architectural concepts rethought. On the other side, the parish school building located directly adjacent to the National Shrine has become available for renovation with an excellent design to modernize and upgrade the entire block that encompasses the Church of Saint Rita of Cascia, The National Shrine of Saint Rita and this new Cascia Center with very convenient parking.

Shrine Director, Father Joe Genito said, "I am very certain this is God's plan. Things started to happen and pieces just began to fall in place. The work we have begun with Federico Associates is going to allow us to maximize the effort to extend the mission of our great patron and equally as important, find the resources we will need to make this dream a reality."

Plans for a fall mini-Feasibility Study and the launch of its *Parish Support Program* with a full-time Director of Development, are well underway.

Saint Mary's Episcopal Church, Ardmore, PA
The Reverend Judith L. Rhodes, Rector

Campaign Co-chairs Georgette and Peter Phillips are spearheading efforts to organize what they are calling Capital Campaign II, an initiative to continue work resulting in major renovation to their historic sanctuary and extend planned upgrades to the parish hall.

Prayerful consideration is underway to build the campaign team and to invite parishioners to serve on key positions of the Leadership Team. Campaign activities will begin in earnest starting with September Town and Steering Committee meetings.

St. Genevieve Parish, Flourtown, PA
Reverend Monsignor Michael J. Matz, Pastor

A very strong Feasibility Study Report positions St. Genevieve Parish to conduct a capital campaign which seeks to fund the renovations and upgrading of their church. Parishioners strongly applaud the efforts of their Pastor, Msgr. Michael Matz, and parish leaders who have provided them a plan with which they strongly resonate.

The Report reflected a strong sense of pride in and ownership for the parish as well as an anticipation to move forward and pursue a dream of long standing. Parishioners heard their parish as depicted by those that were interviewed. Pastor, priests and parishioners comprise components of a family who truly care for one another. The school is strongly embraced; the atmosphere is 'Christ-centered'.

The parish's campaign will also incorporate Archdiocesan objectives. A full report of the Study's findings was presented to parishioners at an early September 'Town Hall' meeting.

St. John Neumann, Bryn Mawr, PA
Reverend James J. McKeane, Pastor

Reverend Jim McKeane has received final drawings and cost estimates of plans to build a new Parish Center and is now regrouping the leadership team who will spearhead the parish wide effort.

Co-chairs Joe and Kathy Swift and David and Rosemary West have indicated their team's readiness to get underway with a Fall combined campaign whose objectives include funding the Parish Center as well as Archdiocesan objectives.

UP TO EXCELLENCE — AN UPDATE:

Villa Maria Academy, Immaculata, PA **Sister Mary Ellen Tennity, IHM, Principal**

Sister Mary Ellen Tennity, IHM, Principal, has reported continuing progress as the Campaign Committee conducts meetings during the summer in order to ready the final stages of 'Building on Traditions: Today, Tomorrow, Together'.

Campaign co-chairs John and Patti Gattuso and Leo and Maryanne Parsons report increasing energy as the campaign approaches the \$1 million mark. Fall plans include completing personal visits to parents and initiating visits to those alumnae, grandparents, alumnae families and friends who have been identified.

St. Joseph Parish, Downingtown, PA **Reverend Monsignor William J. Lynn, Pastor**

A July 'Town Hall' meeting drew a great and enthusiastic attendance of parishioners who heard the very strong and encouraging results of the Feasibility Study conducted to evaluate their parish's state of readiness and support for a new church.

Pastor and parishioners alike basked in the glow of a report that depicted their parish as a strong, spiritually sound community who cares for the pastor and priests, and for one another. Parishioner interest was underscored by the number of questions asked and complimentary comments. Msgr. William Lynn has already gathered those parish leaders who are being asked to guide the campaign and enlist, what they hope to be, a team of more than 250 'storytellers'.

Are you considering a

Capital Campaign

*to help fund
construction, endowment, expansion,
or renovation?*

**Call us today at 610-430-8120
for a no obligation visit.**



(l to r) Peter Federico, Julie Wiant, Parish Services Director, Rev. Msgr. William J. Lynn, Pastor, Reverend Brian M. Kean, Parochial Vicar, and Jim Catrambone pose with artist's renderings for the proposed new church for St. Joseph Parish, Downingtown, PA.

Presenting the Town Meeting

— a bridge from feasibility study towards campaign cultivation

A typical study provides us the privilege of sixty to eighty confidential interviews with more than one hundred or so members of the parish, church or school community seeking to embark on an identified plan for the future direction of their organization. Active individuals and couples are invited to participate, selected because they have evidenced and are viewed as leaders in parish and/or school life and would be good representatives in testing planned objectives and providing insight toward shepherding the vision into reality.

Once the project under consideration has been presented, interviewees sit with one of our associates to give comment, question, and candid feedback through our feasibility process that provides them the forum to talk about parish life, their feelings/thoughts about the plans as presented and their opinions and willingness to the campaign strategy that we outline.

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Presenting the Town Meeting

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Following the interviews, that usually span three days over the course of a week, we come away with data that is discerned individually in preparation for a group debrief that begins to capture and collate the varied nuances of all interviews and associates observations and reflections.

The data is charted, reported, and interpreted. Recommendations are given based on the measures we use in discerning response and feedback toward the enthusiasm for the organization itself, its current leadership and direction, and willingness to participate in the campaign. The report is delivered.

And the Recommendation is . . .

To maximize accountability to all those who were so willing to take the time to meet with parish leaders and talk to us as well as to all parishioners waiting to hear and give voice to the parish's plans, we then present report highlights 'town hall' style for all parishioners or school families. The project is explained, followed by report findings and recommendations, and the floor is opened for Q&A.

The Town Meeting serves several purposes. It thanks and responds to all participants. It commences the communications process critical to campaign credibility and provides a definitive deadline for addressing concerns and questions posed within the interviewing process as well as a facility for more broad-based coverage. It gathers the community for a unique opportunity to hear the story of their parish or school played back to them in their own voices — a story that will hopefully be owned and personalized throughout many more tellings as it gains enthusiasm on the campaign trail.

Well Begun is Half Done

If consistent with the timing and other considerations of the study, the Town Meeting may well announce project revisions as well as decision to launch campaign activity. The visibility and facility of the Town Meeting presents a golden opportunity for recruiting campaign leadership and energizing volunteer momentum thereby traveling from the feasibility process to a campaign that is already "well begun".

REFLECTIONS ON PHILANTHROPY

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Have you . . .

- ◆ ***Experienced a 'philanthropic' plan which roots funding objectives in your mission, crystallizes the vision encompassing those objectives, and invites those who embrace the mission to invest in it?***
- ◆ ***Envisioned a gathering of your people — volunteering to make their own 'reflective' gift and then each becoming a storyteller to personally invite other members of the community to also make a 'reflective' gift — and then thanking them whether or not they give?***
- ◆ ***Thought about what a 'reflective' gift really means?***
- ◆ ***Considered the gathering, healing, bonding impact of such a process on your parish, school or community?***
- ◆ ***Contemplated that inviting others to realize God's mission through philanthropy is possible?***

Federico Associates is committed to serving those who want what is best for their people, their parishes, their schools and their missions. If you have never experienced the kind of campaign (annual or capital) described above, please talk to our clients and invite their input. If you have recently conducted a campaign, and did not experience what we are sharing, please let us review your situation and get you on the right track.

Fund raising is not stewardship, development or philanthropy — but can be a very enriching and rewarding aspect of this call to imitate Him and love one another generously.

Help! We want to do what we are called to do. Invite us for a free, no obligation meeting to discuss how we might help you.