



## 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

### *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:

*(continued from page 1)*

We owe it to ourselves to stop and think about what we give and the desired impact we hope to have. Our gift, in true stewardship, asks for reflection. In a world where success is too often measured by material and quantitative standards, we must employ our God-given gifts and resources to discern that which defines who we are and how we must respond. When we give of ourselves — of our time, our talent and our treasure — we should measure each by our own personal situation, and not the standards of others. Just as Augustine taught that the very fact we search for God means we already believe in Him, so too, the very fact that we are disposed to giving, should signal for us that we are on the right track.

When we are thinking of others, we are other-centered!

So, what do we go out to see? A confused and confusing world promising us instant gratification and material success with a myriad of short-cuts. A media whose *raison d’etre* is to sell — themselves and the products that fund their existence, with little to no regard for traditional values. A mammoth industry that presents us continuing athletic contests, games, shows, and other forms of entertainment so that we become — more and more — vicarious spectators to life. A world whose natural beauty reflecting the love of the Creator is positioned increasingly in harm’s way by man’s self-serving and instant gratification. A nation, so focused on self that we allow ourselves to sublimate the value of human life to transient promises and political rhetoric.

And who is we? Perhaps we find our answer in the comics with Pogo: ‘We have met the enemy — and they is us!’ Sir Edmund Burke, somewhat more profound, answers: ‘All that is necessary for evil to triumph is for good men to do nothing.’

Or, are we looking for signs of life? Are we restless to satisfy that inner call for the dear things in life — for family, faith, friendship. Do we find we are on the path we’re on because there does not appear to be another? Do we often make the mistake of wanting to return to the past, and those things that seem to make more sense?

Choose life!!! Armed with what we have learned and know, perhaps with that uncertain and undefined but very real restlessness, we must develop our own vision, for life and for those we love. Think, reflect, reason — and let those gifts which distinguish us from every other form of life, guide us to choose life through the faith which awaits us. We can each take responsibility for our own lives, and remember St. Augustine, whose response to those saying ‘we live in terrible times’ was: ‘Live good lives and you will change the times by living good lives’.

What do we go out to see? Perhaps our restlessness will lead us to a mirror. Man’s first love is self love. Perhaps a good way to begin is to thank God for all we have and concentrate more on what we can do for others. Philanthropy — how we express our love for one another — does help transform us into being other-centered.

PGF

## Growing to Serve

### Preserve the Gift of Catholic Education

*Building on Faith*

*Built on Tradition*

### Embracing the Future

*Continuing the Mission*

### Building God’s House in Our Time

*“If you were to see a banner flying over the entrance to your church or school announcing yourself as an organization, what would it say?”* This is a question we often ask our leadership team as we begin the initial planning steps of a capital campaign. Posed with a few others, it begins to help clarify key points to the communications process and message of the campaign.

This question is designed to help illuminate the mission and ministry of the plans encouraging a view beyond the bricks and mortar of a capital campaign project towards the activity that buildings will seek to facilitate and serve.

With this mission-oriented focus in mind, the ‘future is embraced’ with an eye towards the programs and ministries it houses, and the people it serves. This will compellingly reach volunteers who are willing and enthusiastic about telling this story to others building the community that ultimately best measures campaign success.

If we raise \$10 million dollars and fail to strengthen leadership, encourage participation, energize volunteerism and build community, we would not consider it a success. The cornerstone of a campaign effort is to enthuse the sense of belonging in and ownership for its founding mission.

A capital campaign rallies together those who resonate with common objectives and the values they hope to uphold. It provides a unique platform for marketing the mission, building community, strengthening leadership and participation.

Ideally the theme reinforces this platform on which the communications process can stand up and do this.

### Reflections on Philanthropy:

*“Then what did you go out to see?”* (Lk 7:25)

**Leave it to the Greeks to ask the thought provoking questions.**

Luke tells us that when some Greek speaking Jews asked to ‘see’ him, Jesus explains what it means for us to see who He really is — that is, see Him through the eyes of faith. What He asked concerning John the Baptist addresses the same point, as does His startling question to His apostles: “Who do the people say I am?”

He doesn’t want to be perceived as a pop star, marquee athlete, miracle worker, political activist, or other momentary entertainer seeking or fueling star quality or attempting to otherwise gain popularity, fans and/or followers. He wants us to see Him and understand Him as He is. He does want us to follow Him, but only after we have come to understand Him through the eyes of faith, and know what He is asking of us.

This is not to place conditions on His love; it is unconditional. He does ask that we love Him as He does us, and that we also love each other. He gives us all we have, and asks only that we be good stewards of His gifts — enjoying them, taking care of them, sharing them, and leaving them the better for those who follow.

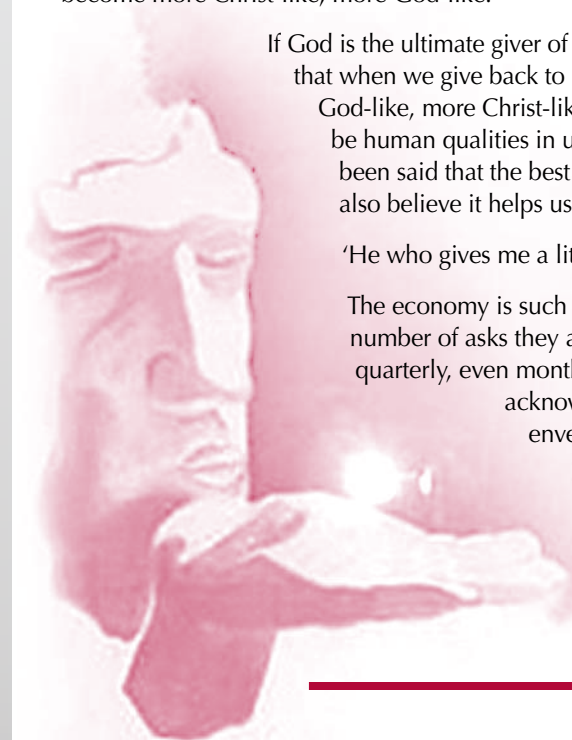
Jesus was both divine and human. Hard to understand, we again turn to faith and other God given gifts. And just as ‘faith is the assurance of things hoped for, the conviction of things not seen’, we look to intelligence, reason and logic to help strengthen the tenets of faith. If God is the ultimate source of love, and we truly love Him because He first loved us, then it would seem to make sense that He wants us also to love others as He does (to care for them, minister to them, forgive them, and wish them well, etc.). It also makes sense then that when we do, we become more Christ-like, more God-like.

If God is the ultimate giver of all we have, then it further seems to make sense that when we give back to Him, and give to others, we become more God-like, more Christ-like. While our love and concern for others may be human qualities in us, we might also see a touch of the divine. It has been said that the best measure of a man’s humanity is his generosity; I also believe it helps us realize the highest destiny to which He calls us.

‘He who gives me a little gift; he wishes that I live.’

The economy is such that many non-profits have stepped up the number of asks they are making. Annual appeals have become quarterly, even monthly appeals. When we make a gift, too often the acknowledgement is accompanied by a self-addressed envelope asking for another gift. Requests for support are based on need, rather than on a vision for how funds will be used and accountability for how they have been used. It can all be very confusing.

*(continued on page 4)*



# COMMITMENT TO EXCELLENCE — AN UPDATE:

## 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.

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

We are pleased to announce that Federico Associates has been selected by Msgr. Matz and the parish's capital campaign committee to conduct a Feasibility Study in consideration of plans for a capital campaign.

St. Genevieve's is planning a capital campaign to help fund parish building priorities the centerpiece of which are the renovations, enhancement and upgrading of the parish's church. The campaign will also incorporate the objectives of the Archdiocese's *Heritage of Faith, Vision of Hope* capital effort.

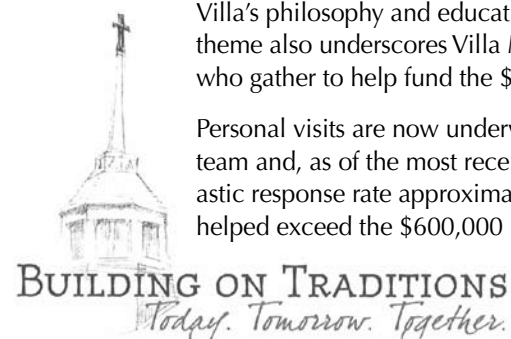
The Feasibility Study will test and evaluate the state of readiness and philanthropic potential of the parish. It will also enable the parish to customize the campaign organization and the implementation in light of findings.

### Villa Maria Academy, Immacolata, PA Sister Mary Ellen Tenny, IHM, Principal

John and Patti Gattuso and Leo and Maryanne Parsons are co-chairing the lower school's capital campaign and head a team of Villa's top leadership parents, former families and alumnae. Sister Mary Ellen, in making this announcement, also reported the campaign team has already exceeded 100 volunteers.

*Building on Traditions: Today, Tomorrow, Together*, the school's theme, reflects a campaign continuing the legacy of the many who have established the mission and tradition which permeate Villa's philosophy and educational programs. The theme also underscores Villa Maria's extended family who gather to help fund the \$3 million campaign.

Personal visits are now underway by the campaign team and, as of the most recent report, an enthusiastic response rate approximating 90% has already helped exceed the \$600,000 level.



### St. Joseph Parish, Downingtown, PA Rev. Msgr. William J. Lynn, Pastor

One of the largest parishes in the Archdiocese of Philadelphia, St. Joseph's has been planning strategically for the past couple of years to help insure a physical plant capable of facilitating their

more than 4,000 families. Our Feasibility Study will provide for the parish an evaluation and an analysis of the parish's state of readiness and philanthropic potential in light of plans whose centerpiece is a new church estimated to cost \$9 million.

The campaign will also incorporate the parish's responsibility to participate in *Heritage of Faith — Vision of Hope*, the Archdiocesan capital campaign.

According to Msgr. Lynn, the focus of such an effort will be on the mission, vision, programs and services of St. Joseph Parish with an eye on the worship and liturgical, educational and social components. The attention to the parish's planned physical changes, as well as the programs and ministries they will facilitate, should be perceived as a means to the end.

### Valley Forge Educational Services, Paoli, PA Dr. Osborne F. Abbey, Jr. CEO

Dr. Abbey has recently informed us of the decision by the Board of Trustees to engage Federico Associates as philanthropic counsel as VFES plans for a major comprehensive campaign.

Valley Forge Educational Services include educational programs at both The Crossroads School and The Vanguard School as well as summer programs at both schools and a host of additional services.

The plan's objectives are being finalized in anticipation of our Feasibility Study. We are honored to have been selected and look forward to providing philanthropic services once again to these fine institutions.

### The Walden School, Media, PA Ms. Cynthia K. Wein, Head of School

Campaign leaders report having exceeded the \$300,000 goal recommended by our Feasibility Study while continuing activities designed to reach the \$450,000 level and help fund the expansion of school facilities.

Federico Associates is also pleased to continue philanthropic service to Walden by collaborating with the Head of School, the Development Team and the Board to assess and evaluate the Development program in the wake of the capital campaign. This effort is designed to maximize the results of the campaign, evaluate and prioritize program objectives, and continue to pursue the highest destiny for development at Walden.

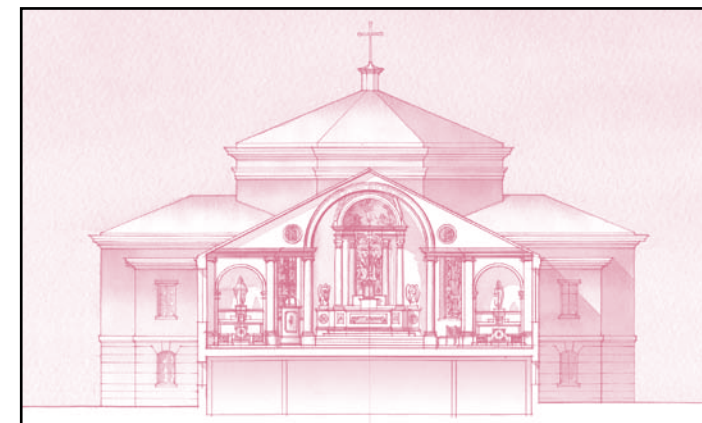
### St. Mary Episcopal Church, Ardmore, PA Rev. Judith L. Rhodes, Rector

The Vestry of St. Mary's Church has decided to complete the major renovation and rehabilitation program for which a capital campaign was successfully conducted in 2004. We have, once again, been contracted to provide philanthropic counsel. A Feasibility Study is planned to be followed by the capital activities which are recommended.

Rector's Warden Rick Wright has announced Georgette and Peter Phillips and Weecha Crawford as campaign co-chairs.

### Saint Bede the Venerable Parish, Holland, PA Rev. Monsignor John C. Marine, Pastor

Campaign Co-chair Tim Swift says, "We have taken our campaign theme very seriously. As part of *Our Living Church . . . Growing to Serve* campaign, we continue to recruit and train new volunteers in an effort to personally visit as many if not all the 900 or so persons we hope will participate in the campaign. In combination with the stunning plan to renovate and beautify St. Bede parish's church and the Archdiocese's campaign, St. Bede's team has collected almost 25% of all pledges within the first five months since the campaign launched in November and further hopes to wrap up these exciting efforts with the 45th anniversary of the parish in 2010.



(pictured above) *The transverse section of the architectural renderings for St. Bede's new church featured in the campaign brochure designed by their communications and Leadership team. Renderings, materials and communications strategy all serve to complement the visitor's role in embracing the campaign and the platform it provides to tell the story of their parish.*

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

"This is an exciting program that I believe will provide a very natural continuation and segue from our campaign." Certainly an appreciated endorsement from pastor Rodger Broadley who

*Reverend Rodger Broadley, Pastor of Saint Luke and The Epiphany Church, and Jim Catrambone meet to discuss the implementation of a Parish Support Program (PSP) continuing the work, structure and success of a recent capital campaign.*



made this comment following the first meeting with Federico Associates and members of his church launching their Parish Support Program (PSP).

Parishioner David Hellmann is coordinating the program (and people) which seeks to maximize philanthropic potential of the Church by tailoring tried and true development processes to the parish structure. We only casually looked at the potential of planned giving and see how well that fits into the philanthropic tripod of annual, capital and deferred giving. In addition to a customized development strategy for the parish, Saint Luke and The Epiphany is also planning a Major Gifts initiative in support of their extensive roof project scheduled to begin construction this year. Hellmann offered that, "Federico's formal process is exactly what we were searching for at a time when the economy began to impact our financial reserves. We feel confident that their guidance has us doing all we can to keep our mission fully supported and moving forward."

### Saint Rita of Cascia Parish The Cascia Center, Philadelphia, PA Reverend Joseph A. Genito, O.S.A., Pastor & Shrine Director

It is a distinct pleasure to announce that Federico Associates has been selected by Father Genito and the Board of the newly formed non-profit, The Cascia Center to conduct a Feasibility Study in consideration of plans for a capital campaign.

Adjacent to the National Shrine of St. Rita of Cascia and the Archdiocesan parish by the same name, The Cascia Center expects to be a venue that will further human and spiritual development through the peaceful resolution of conflict, and promote and advocate the common ground of justice, peace, forgiveness and acceptance.

The Feasibility Study will test and evaluate the state of readiness and philanthropic potential of the project. Its results will customize the campaign organization and also guide the Center for implementation of long-term Advancement program.