



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:

Giving – Lighting the Way

*Don't we often find ourselves wishing we
had the right perspective on life?*

At this time of the year especially, I find myself asking why it is so difficult for me to maintain the proper perspective. Advent, a time for anticipation, too often passes so quickly. We have weeks to prepare and get ready, yet we always seem to be rushed. Everything seems so bright as we get ready. The winter solstice limits our daylight, but the lights of the season, the festive gatherings, the visits and sharings, church and family celebrations — all help brighten our outlook and enlighten our lives.

But reality is quickly upon us as realization frustrates anticipation! Christmas Day is here and gone. We often feel depressed that all the excitement of preparing is gone. The jingles have ended, the Christmas shows have run, the many planned gatherings and festivities are a memory, the presents have been given and received — routine is upon us. Days quickly melt into night and darkness punctuates our evenings. Perhaps Thoreau was thinking about the days following Christmas when he penned the phrase: “The mass of men lead lives of quiet desperation!”

*Does this perspective really reflect
the true meaning of Christmas?*

Over the years, I have had to work hard at and pray over maintaining a different perspective. Many conversations with family, friends and business associates confirm how easily we are victimized by the world's plan. Christ came to us at a point in time to free us, to love us, to redeem us and to lighten our lives — and He stays with us each and every moment — always present, always guiding, always giving. Each year, we celebrate this moment in time — so that we are better able to acknowledge His continuing presence in our lives.

God is our Creator making us in His own image and likeness. What does that mean? Do we all look like Him? But no one has seen His face. We must be like Him in another way. He is Love so we are invited to love one another. He forgives us and asks that we forgive one another. He gives us all we have and asks that we give to each other. He lights our way and invites us to be light for others. Doesn't it follow that we are most like Him when we love, when we forgive, when we give, when we enable others to better see — to gain the right perspective.

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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. Msgr. Michael J. Matz, Pastor

A thorough campaign planning and preparation process for St. Genevieve was richly rewarded as initial volunteer workshops attracted in excess of 100 parish volunteers to become storytellers on behalf of 'Building Our Future,' the parish's \$2 million capital campaign to fund plans for a renovated church and to satisfy the Archdiocesan campaign objectives.

Volunteers are given the privilege of making their own personal commitment before beginning their own visits. Msgr. Matz recently gave the initial progress report to the campaign leadership team. Only three weeks after being launched, campaign pledges are approaching \$500,000, 25% of the goal, with parishioners responding both generously and enthusiastically. He reported a better than 90% rate of positive response from visits being made.

One of the campaign objectives is to personally visit each and every parishioner who wishes a visit.



Communications Tri-Chair, Beth Brown, and Jim Catrambone review the materials for the Volunteer's kit in preparation for the kickoff phase workshop that expects more than seventy more volunteers to attend and be briefed on the case for 'Building Our Future, Today, Tomorrow, Together,' St. Genevieve's campaign to renovate and update their church.

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

'Cherishing Our Past ~ Embracing the Future' tells the story of St. Joseph's Parish in Downingtown and is the name of their \$5 million capital campaign that was launched in late November following months of planning.

Msgr. Lynn and his leadership team seek not only to raise the funds to build a new church, and to fund Archdiocesan objectives, they also plan to involve in excess of 250 to 300 volunteers and rebuild their community by conducting as many in home visits as they are able. One of the largest parishes in the Archdiocese, St. Joseph's plans to build a new church to accommodate their vibrant parish.

Campaign visits began around Thanksgiving and provided the opportunity for campaign volunteers to launch the campaign. A month into the campaign, Msgr. Lynn was most pleased to report to the campaign leadership team that with less than the initial 100 visits completed, parishioners have responded with pledges totaling 33% of the campaign goal. He indicated that pledges are being made at every level. "It is clear parishioners are making the level of commitment that make each one of them feel good."

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

Father McKeaney applauds 'the stellar team of leaders and volunteers' who have agreed to serve 'Building Upon Our Life of Faith,' the parish's capital campaign to help fund the planned Life Center.

Recently launched, St. John Neumann's first ever capital campaign has established a minimum goal of \$4 million. Fr. McKeaney, in applauding the work of the members of the campaign leadership team, also announced that the first million dollars had already been pledged before the initial fifty visits had been completed.

Co-chairs Joe and Cathy Swift and David and Rosemary West have assembled a campaign team that is already approaching 100 parishioners strong in advance of Kick-Off activity, expected to recruit an additional 50 to 75.

The parish's proposed Life Center addition provides an additional 14,000 square feet of usable space, housing a combination social center, athletic facility, school addition and preschool. Overall plans also include: a major welcoming/gathering area for use before and after liturgical events, facilities for the parish's Ministry to the Homeless, meeting space, rest rooms, storage areas, and much more. Father McKeaney explains: "These plans are designed to help facilitate virtually every ministry at St. John Neumann Parish."

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

A thorough analysis and evaluation of Walden's development and marketing activities resulted in our recommendation to establish an integrated development program. Such a proposal was presented to the School's Committee on Development and to the Board.

Customized to provide all of the strengths and advantages of a college/university development program, the proposal factors in size, costs and potential. A new council of leaders from parents, faculty, alumni, and friends will oversee an effort to successfully close their capital campaign while establishing a new and comprehensive annual appeal. The Council will also oversee the formation of a planned giving program, and guide the School's communications and marketing strategy.

The role of the Council is essentially to assemble a core group of leaders who, in conjunction with the Board, take responsibility for integrating and implementing Walden's overall fund raising and advancement.

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

As a precursor to the launch of St. Mary's *Lifting the Spirit* campaign in 2010, church members celebrated the blessings of a new roof, repaired clerestory glass windows and various renovations to their historic sanctuary. This second campaign phase is focused on retiring the debt incurred as a result of 'change orders' during construction.

A result of assembling materials for the campaign has led the Communications team (Meg Cave, Eileen Sullivan Marx and Betsy Useem) to greater confidence in a successful campaign. How? Members have discovered inspirational stories in the parish's nearly 125 years of operation that include St. Mary's endurance during the Great Depression, and about its rebuilding the parish house after a fire during an economic lull in the 1970's. Inspired by their history leaders are determined to create their future.

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

"This really is exciting!" These words from Church Rector Rodger Broadley describe the energy and potential to be realized by implementing a Parish Support Program directed by the newly formed Development Council.

"To this point a significant amount of time and effort has gone into scrubbing our database. Not only are we building strategies for a myriad of constituencies that will likely invest in our vision going forward, we really are enjoying getting to know who we are and how others come to connect with us" said new Director of Development Marcia White. She adds, "The Parish Support Program is a customized system that takes the best practices that universities, hospitals and other non-profits have used for years in inviting support and contours it to a religious setting. For us it is another way to invite our people to give back what they feel has been given to them."

In conjunction with the PSP, growth of the Development Council has been, to quote the rector, "equally exciting." In 2010, leaders envision as many as four major initiatives; inviting new members to share in the *Preserving Our Past, Building Our Future* campaign, making available an 'extra mile' element to the aforementioned campaign, kicking off an external effort for the campaign and the possible launch of a *bona fide* Annual Appeal in the fall.

Monsignor Bonner Archbishop Prendergast High School, Drexel Hill, PA
Reverend James P. Olson, President

It is often said we don't always know the effect or influence our actions have on others. Not so in a recent experience for school President Father James Olson. Just before Christmas, a Monsignor Bonner alum arrived at the school with the request to meet with Father. Following their visit, the 2009 -'10 Annual Appeal total had increased by \$10,000.

After acknowledging how this current economy challenges people's ability to give, Father Jim is a disciple of the teaching that the number one reason someone gives is because they are asked.

"One of my joy-filled roles as President is inviting alumni to rekindle and share in our continuing story that is Bonner or Prendie. Part of that invitation is asking alums for a financial investment in their alma mater. It is gratifying to see that they recognize the importance of their giving, remember the gift either Bonner or Prendie has been to them in their lives and that they want to make the same experience possible for those presently here."



Reverend Joseph A. Genito, O.S.A., Pastor; Peter Federico, Deborah Binder, Director of Development, and Jim Catrambone gather to digest the results of a recently conducted Feasibility Study towards proposed plans for the Cascia Center. A Parish Support program will provide the foundation for development plans including a Capital Campaign to help fund the Center and its ministry of reconciliation.

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

Following a strong Feasibility Study, plans for renovating the former parish school into the newly proposed Cascia Center have picked up momentum. An additional sign of the growth at the National Shrine was the appointment of Deborah Binder as Director of Development officially in October. "I am experiencing a great sense of how big this Shrine is to the more than 17,000 benefactors that support us. I am conducting a series of information sessions for a myriad of stakeholders and the people have just been marvelous in embracing the vision of the future Center. As its Case Statement reads, 'The Cascia Center will be a symbol of the remarkable ministry built on the principles of Saint Rita. One only has to listen to the weekly reports of violence in Philadelphia to understand that there is an immense need for a facility whose main focus is to promote a peaceful response to conflict resolution, especially by those community members who have been affected by an act of violence.'"

The renovation is believed to help continue the re-gentrification of the surrounding immediate area that lengthens Philadelphia's 'Avenue of the Arts' or 'Avenue of the States' almost a dozen blocks south of City Hall.

Shrine Director, Father Joe Genito, expects the proposed Capital Campaign to fill in a funding gap between the approximate \$3.5 million project cost and current \$2 million in funds already dedicated to the project through pledged gifts and deferred gifts previously received.

NEW A Parish/School Development Program

We are pleased to announce that as of this writing eight parishes/schools have requested presentations and are considering our new and innovative Development program.

Customized to provide for parishes and/or parish schools the best of what the field of development and philanthropy offer, this program is designed to provide alternatives for those committed to growing their institutions and keeping them viable.

- Does your school depend too heavily on tuition? Parish subsidies? Are you giving parents, alumni, grandparents and friends opportunities for sound philanthropic investments?
- Does your parish depend too heavily on the weekly offertory and 'fund raisers' which drain volunteer efforts and become annoying to many?
- Do you have a well thought out Annual Appeal — one that integrates some personal contact, customized materials . . . ?
- Do you have the kind of vision and prioritized, realistic goals which inspire confidence?

Peter G. Federico pioneered the establishment of development programs in the sixties and seventies for many of the local colleges and universities including Cabrini College, Harcum College, Immaculata and Neumann Universities, Gywnedd Mercy College, Manor College, and won consecutive national awards at Villanova University for new, innovative programs in fund raising.

The Parent's Program he developed in 1963 revolutionized annual appeals and became a building block for many collegiate programs. He has served nationally and internationally for colleges, universities, hospitals, and religious communities. Locally, Federico Associates have been responsible for pioneering 'development' at many of the Catholic secondary schools and academies.

"Without a vision, the people perish." Peter has long believed that potential benefactors are better motivated by mission and vision than by need. He founded his company in 1985 based on these convictions.

Innovative development programs designed by Federico Associates have served a diversity of clients, and in different ways: A sound and integrated development program for The Augustinians, Province of St. Thomas of Villanova, is, today, a model for religious communities; feasibility studies and needs analyses provided schools like Malvern Prep (1974) and Country Day School of the Sacred Heart (1991) a chance to exercise the opportunity side of 'crisis' as opposed to the alternative; we customized a study for Bishop Shanahan (1994) which both tested and measured enrollment projections as well as fund raising potential when that school was considering moving out of West Chester.

And now, Peter and his colleagues have created a new, innovative and exciting program specifically for parishes and parish schools. We expect to serve no more than ten clients during 2010. Clients will be selected on a first come, first served basis.

REFLECTIONS ON PHILANTHROPY *(continued from page 1)*

God is love! Perhaps when we look upon those we love, we see love and see the face of God. We realize how we are all made in His image and likeness. We embrace that commonality which makes us one in Him. We want to better love and give to one another.

Christmas is characterized by the spirit of giving. True, children are more in tune to receiving but as we mature, become other centered and develop a different awareness, aren't we more excited about what we give than what we receive? Don't we all personally experience the joy of giving? We give to those we know and to many we will never know. We give out of a spirit of love recognizing how blessed we are and anxious, even driven, to thank and bless God by bringing His spirit of love to others. We feel so good!

'Philanthropy' is a word whose etymology and true meaning find their genesis in that spirit of love. Philanthropy is a noble field, calling all who are disposed to the God Who is Good — to be

drawn by that power of love. The shadows and darkness of the world's perspective — which Plato so clearly depicted in his analogy of the Cave — begin to dissipate as the light of love dawns.

Christmas is — for many — an early experience of the joy of giving. It may also be a primordial sensing, a graced experience — of what that joy is about. When Jesus tells us we are to be like Him — we remember and celebrate that He came to us at Christmas. We need to remember and to celebrate that He remains with us, continuing to light our way.

Perhaps in giving to others of ourselves we are reminded of how much like Him we are. Each gift we make makes a statement: It reminds others, but mostly it reminds us that we care.

Our giving brightens our own life — and helps light the way for others.