



*Spirit of Hope*



*Healing & Reconciliation*

## Executive Summary

The 2021 Bishop's Annual Appeal theme; Spirit of Hope – Healing & Reconciliation, reflects the need for healing and reconciliation with Indigenous peoples. It is through our faith in Christ and his promise of true hope for healing and reconciliation that we humbly embark on this effort.

To support this new theme and initiative the overall Appeal goal has been increased to \$1 Million with the entire net proceeds (after the parish portion) being focused on building relationships with Indigenous communities located within the Diocese of Victoria.

Specifically, Appeal funds will be dedicated to:

- Supporting the development of an Ahousaht Community Wellness program.
- Providing a grant for the Ahousaht Cultural Centre Building.
- Offering "Returning to Spirit" © Healing and Reconciliation programs for both Indigenous and Non-Indigenous people.
- Funding to help raise the Big House on the Tsawout First Nation. The original longhouse was destroyed in a fire in 2009 and the rebuilding of their cultural home is underway.
- Continuing to support ongoing outreach efforts to Indigenous communities to build and strengthen our relationships with each other.

These projects have been determined with Indigenous consultation. The Appeal funds and associated local projects are in addition to the \$30 million financial commitment announced by the Catholic Bishops across Canada on September 27, 2021.

The Appeal goal was to be increased last year but the Covid-19 pandemic precluded that change. With the new focus on Indigenous reconciliation and after 11 years with the original \$750,000 goal, it was decided to increase the overall goal to \$1 million and to update individual parish goals. As in the past, parish goals are determined using a five-year average of collection income prorated across the total Appeal goal.

The parish sharing formula has not changed and continues with:

- Every dollar raised up to the goal – 20% is for the parish project.
- Every dollar raised above the goal – 80% is for the parish project.
- Every dollar raised beyond 200% of the goal – 100% is for the parish project.

As we did last year, we have expanded the methods of reaching out to all of the parish communities, using the website and email as well as the more traditional announcements from the pulpit, bulletin inserts and a Diocesan wide mailout. This has helped keep overhead and administrative costs to a minimum, averaging just under 7%.

The Development Office welcomes your questions and will assist with providing additional explanations. Again, thank you for your generous commitment of support for this worthwhile project. It is through your commitment and efforts that we will be a "***Spirit of Hope – Healing and Reconciliation***".

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# 2021 Appeal

## Appeal Theme

The 2021 Appeal theme, *Spirit of Hope – Healing & Reconciliation*, reflects the need for healing and reconciliation with Indigenous peoples and continues on the theme of “Hope” that was started last year.

## Overall Diocesan Goal

- To raise \$1,000,000 to support local initiatives and programs
- Increase participation at each parish
- Receive pledges from 3000 participants

## Annual Appeal Leadership Guide

This Leadership Guide is being distributed electronically to Pastors, Parishes and Appeal Teams, reducing costs for production and distribution and allowing easier access to resource materials. It can also be accessed via the Diocesan website.

## Appeal Materials

### Web Launch

The Diocese will be launching the Appeal website on September 29th featuring the new theme for the Appeal as well as the Bishop’s Appeal video that you can share on your website and social media.

### Brochures

As we did last year we are continuing to reduce the use of paper products by providing parishioners with a self-mailing brochure.

All registered parishioners will be mailed a brochure the week of September 27, 2021. Extra brochures are available to distribute to parishioners at Mass or in the parish office.

### Posters

Each parish will receive one 2021 Appeal poster for display in your church and/or office.

### Thermometer

A generic Appeal Thermometer template is attached electronically as a PDF or accessible on the website ([www.rcdvictoria.org/annual-appeal.php](http://www.rcdvictoria.org/annual-appeal.php)). The PDF may be used to reproduce a large display thermometer by taking the file to a local printer (Staples or Monk).

### Video

The Appeal video featuring Bishop Gary will be posted on the Annual Appeal webpage September 29. You may play this video at Mass to highlight the Appeal. Alternatively, parishioners could be encouraged to access and watch it at their leisure. Please provide a link to the webpage your parish website or include the link in your electronic and hard-copy bulletins during the weeks of the Appeal.

# 2021 Timetable

## September

- Sept 29 Leadership guide to parishes/priests
- Sept 29 Website launch with Blog post
- Sept 29 E-mail from Diocese to parishioners
- Sept 29 Mail out from Development Office)

## October

- Oct 2 & Oct 3 Week 1: Kickoff Week
- Oct 6 Marketing Material to Parishes
- Oct 9 &10 Week 2: Information Week
- Oct 16 & 17 Week 3: Education Week
- Oct 23 & 24 Week 4: Commitment Week

## November

- “Encore”
- Continue pulpit announcements
- Continue to promote the Diocesan website for donations
- Update parishioners with weekly progress reports from pulpit, in bulletin and on-line

## December

- Final Phase
- Reinforce that any donations received before December 31 will receive an income tax receipt
- Keep striving to reach the parish goal

## Key Strategies / Messaging

1. Provide support, encouragement and communication from the Pastor, Parish Pastoral Council and Appeal Team.
  - a. Select a compelling parish project.
  - b. Select a tangible parish project or a specific need
  - c. Report on what was done last year's parish portion of the Appeal
  - d. Please consider the Outreach Registry, if your parish doesn't have a specific need.
  - e. Emphasize the theme: Spirit of Hope – Healing & Reconciliation.
  - f. Look to the Holy Spirit for peace and comfort and healing.
  
2. Pastor and Appeal Committee.
  - a. Have commitments and pledges from the Pastor, the Appeal Team and key parish leadership in place prior to the kickoff of the campaign.
  - b. Advertise on kickoff weekend that you have already reached \_\_\_\_\_% of your goal with pledges of \$\_\_\_\_\_.
  - c. Place emphasis on increased household participation. Last year all contributions came from 22% of parishioners. This year, let's work on increasing that – Imagine if we doubled each parish's individual participation.
  - d. Use the thermometer to track progress if appropriate.
  - e. Arrange compelling, parish-centered presentations by the Pastor and/or Appeal lay leaders, with emphasis on your Parish Project, for each of the three weeks.
  
3. On Kickoff Week introduce your parish project.
  - a. Implement a phone campaign.
  - b. Establish a phone committee.
  - c. Contact all parishioners in order to update and confirm their information in the parish database.
  - d. Use the occasion to enquire as to whether or not they have had the opportunity to contribute to the Appeal. Ask if they received the Bishop's letter in the brochure in the mail and if not offer to provide information.
  - e. Monitor and report your parish's progress to parishioners.
  - f. Use ParishSOFT to receive up-to-date information on your parish's pledges.

## 2021 Parish Goals

PARISH	2021 \$ PARISH GOALS	2021 # PLEDGE GOALS
Christ the King (Courtenay)	\$ 88,000	210
Church of the Ascension (Parksville)	\$ 58,000	170
Diocese of Victoria- no parish affiliation	\$ -	60
Holy Cross Parish (Victoria)	\$ 60,000	170
Holy Family (Ucluelet)	\$ 3,400	16
Holy Family/Notre Dame (Port Alberni)	\$ 38,000	65
Korean Community	\$ 4,000	16
Our Lady of Assumption (Alert Bay)	\$ 1,000	5
Our Lady of Fatima (Victoria)	\$ 20,000	28
Our Lady of Grace (Saltspring)	\$ 22,000	32
Our Lady of the Rosary (Langford)	\$ 45,000	107
Our Lady of Victory (Gabriola Island)	\$ 3,000	5
Our Lady Queen of Peace (Esquimalt)	\$ 20,000	25
Saanich Peninsula (Sidney)	\$ 58,000	172
Sacred Heart (Victoria)	\$ 51,000	188
St Andrew's Cathedral (Victoria)	\$ 145,000	315
St Ann's (Duncan)	\$ 3,200	5
St. Bonaventure (Port Hardy)	\$ 3,000	12
St. Edward's (Duncan)	\$ 52,000	110
St. Francis of Assisi (Tofino)	\$ 2,300	6
St. Francis Xavier (Mill Bay)	\$ 26,000	32
St. Jean Baptiste (Victoria)	\$ 2,600	10
St. Joseph the Worker (Victoria)	\$ 58,000	160
St. Joseph's (Chemainus)	\$ 12,000	17
St. Leopold Mandic (Victoria)	\$ 12,000	11
St. Louis de Montfort (Lake Cowichan)	\$ 3,600	11
St. Mary's (Ladysmith)	\$ 20,000	34
St. Mary's (Port McNeill)	\$ 1,000	5
St. Patrick's (Victoria)	\$ 65,000	184
St. Patrick's Parish (Campbell River)	\$ 52,000	90
St. Peter's Parish (Nanaimo)	\$ 54,000	142
St. Rose of Lima (Sooke)	\$ 20,000	36
St. Theresa's (Port Alice)	\$ 1,000	5
Trinity Catholic (Nanaimo)	\$ 52,000	146

## Outreach Registry

If your parish wishes to partner with a rural parish or mission, please forward your intentions to Catherine Minvielle, Director of Development. Declaring your intentions will assist the parish/mission to meet their modest budget and start to develop a support network directly with a larger urban parish.

Parishes and missions within the Diocese of Victoria in need of support:

1. St. Francis Assisi, Tofino \$10,000
2. Holy Family, Ucluelet \$ 6,000
3. North Island Parishes \$15,000
  - St. Bonaventure, Port Hardy
  - St. Mary's, Port McNeill
  - Our Lady of Assumption, Alert Bay
  - St. Theresa's, Port Alice
4. St. Louis de Montfort, Lk Cowichan \$10,000
5. St. Ann's, Duncan \$ 6,000
6. St. Joseph's, Tahsis \$ 5,000
7. St. Peter & Paul, Gold River \$ 2,000
8. St. Bernadette's, Sayward \$ 1,000



## Bulletin & Website Inserts

### Kickoff Week October 2-3

This week we kick off the Bishop's Appeal along with all other parishes and missions throughout our Diocese. The 2021 Appeal theme, ***Spirit of Hope – Healing & Reconciliation***, encourages us to create a path of accompaniment and relationship with Indigenous peoples. With the help of the Holy Spirit and through your generosity, we can support healing & reconciliation efforts within the Diocese.

Please consider pledging to the Bishop's Appeal [www.rcdvictoria.org/spirit-of-hope-2021](http://www.rcdvictoria.org/spirit-of-hope-2021)

Parish Goal: \$ \_\_\_\_\_. Our parish project this year is \_\_\_\_\_.

### Information Week October 9-10

The 2021 Appeal theme, ***Spirit of Hope – Healing & Reconciliation***, invites us to trust that the Holy Spirit is working in us and through us. The goal of this year's Appeal focuses on the healing work of the Diocese with the Indigenous peoples. Your pledge will also benefit our parish by (insert parish project details).

Please give prayerful consideration towards our Appeal and know that you are making a significant difference right here at home. [www.rcdvictoria.org/spirit-of-hope-2021](http://www.rcdvictoria.org/spirit-of-hope-2021)

Parish Goal: \$ \_\_\_\_\_ Actual to Date: \$ \_\_\_\_\_ Number of Gifts: \_\_\_\_\_

### Education Week October 16-17

The 2021 Appeal theme, ***Spirit of Hope – Healing & Reconciliation***, is dedicated to Indigenous projects and reconciliation initiatives. Working together we can make a significant impact to support local Indigenous lead projects. In addition, it helps support the ongoing work of Religious Sisters in First Nations communities within the Diocese.

Reaching our parish goal also means that the parish will retain \$ \_\_\_\_\_ for our own project.

Please give prayerful consideration towards donating to the Annual Appeal. To learn about specific reconciliation projects see [www.rcdvictoria.org/spirit-of-hope-2021](http://www.rcdvictoria.org/spirit-of-hope-2021)

Parish Goal: \$ \_\_\_\_\_ Actual to Date: \$ \_\_\_\_\_ Number of Gifts: \_\_\_\_\_

### Commitment Week October 23-24

Please consider making a financial commitment to the Bishop's Annual Appeal. Not only are you helping your own parish but you are making a real difference to healing & reconciliation initiatives for Indigenous peoples in our Diocese. It is through your commitment and efforts that we will be able to continue to build relationships in the ***“Spirit of Hope – Healing and Reconciliation”***. Donations may be made on-line [www.rcdvictoria.org/spirit-of-hope-2021](http://www.rcdvictoria.org/spirit-of-hope-2021)

Our parish project is: \_\_\_\_\_

Parish Goal: \$ \_\_\_\_\_ Actual to Date: \$ \_\_\_\_\_ Number of Gifts: \_\_\_\_\_

# Pulpit Announcements

## Kickoff Week – October 2-3

This week we kick off the Bishop's Appeal along with all other parishes and missions throughout our Diocese. The 2021 Appeal theme, ***Spirit of Hope – Healing & Reconciliation***, encourages us to create a path of accompaniment and relationship with Indigenous peoples. With the help of the Holy Spirit and your generosity, we can support healing & reconciliation efforts within the Diocese.

The Appeal funds are for local Indigenous projects and initiatives and are in addition to the \$30 million financial commitment announced by the Catholic Bishops across Canada on September 27, 2021.

Your gift will provide much needed support to local Indigenous communities and will support our parish project **(insert parish project details)**. With your generosity, we can ensure that the initiatives towards true healing and reconciliation can be advanced. Your donation to the Bishop's Annual Appeal will make a difference right here at home.

## Information Week – October 9-10

The 2021 Appeal theme, ***Spirit of Hope – Healing & Reconciliation***, invites us to trust that the Holy Spirit is working in us and through us. This year the Appeal Goal is \$1 Million dollars collectively, for parishes within the Diocese of Victoria.

Over the past 11 years the Bishop's Appeal has raised \$10.7 million dollars and over \$3.3 million dollars has been given back to parishes for local projects. Last year the Diocese was able to give financial support to parishes that might have closed permanently during the first phase of the pandemic.

This year your pledge to the Appeal will assist us to reach our parish goal of \$ \_\_\_\_\_, which will support **(insert title)** and will truly benefit our parish by **(insert parish project details)**.

Through our acts of charity, we are giving back for the blessings we have received from God. Please give prayerful consideration towards making a pledge to our Appeal.

## Education Week – October 16-17

The 2021 Appeal theme, ***Spirit of Hope – Healing & Reconciliation***, is dedicated to Indigenous projects and reconciliation initiatives. Last week we spoke about the parish goal. This week the focus is on the collective goal and how we each can make a difference. The entire net proceeds (after the parish portion) is dedicated to support healing and reconciliation in Indigenous communities.

Through Indigenous consultation, Appeal projects and initiatives have been determined. Specifically the Appeal funds will be dedicated to:

- Supporting the development of an Ahousaht Community Wellness program.
- Providing a grant for the Ahousaht Cultural Centre Building.
- Offering “Returning to Spirit” © Healing and Reconciliation programs for both Indigenous and Non-Indigenous people.
- Funding to help raise the Big House on the Tsawout First Nation. The original longhouse was destroyed in a fire in 2009 and the rebuilding of their cultural home is underway.
- Continuing to support ongoing outreach efforts to Indigenous communities to build and strengthen our relationships with each other.

Your pledge to the Appeal will assist us to reach our parish goal of \$ \_\_\_\_\_, and assist bringing healing and reconciliation through tangible actions. Please give prayerful consideration towards making a pledge and know that you are making a significant difference.

## Commitment Week – October 23-24

This week is commitment weekend for the Bishop’s Annual Appeal. If you have not yet made a donation, we are asking that you make a pledge today.

- Our parish project this year is \_\_\_\_\_
- If we reach our goal we will have \$ \_\_\_\_\_ for our own needs and we will be able to give \$ \_\_\_\_\_ to healing and reconciliation projects and initiatives with the Diocese.
- So far \_\_\_\_\_ (number) of parishioners have made a pledge.
- One of our goals is to have \_\_\_\_\_ parishioners show their support by making a pledge regardless of the amount. Every gift, regardless of size, is appreciated.

Not only are you helping our own parish but you will part of tangible actions towards healing and reconciliation for Indigenous projects and initiatives.

Please consider making a pledge today by completing the form in the brochure located in the pew. If you are able to make this commitment now, please put the Appeal pledge form in the collection basket. Thank you.

## Commitment Week

1. This week, in all parishes throughout the Diocese of Victoria, Catholics are celebrating Commitment Week in support of the Annual Bishop's Appeal— ***Spirit of Hope – Healing & Reconciliation***.
2. It is very important to give the Commitment Week presentation endorsing the Bishop's Annual Appeal and requesting all parishioners, who have not yet made their pledge, to do so however they can.
3. Extra brochures should be readily available in the church and in pews this weekend.
4. The Celebrant should encourage families to complete pledge forms- today!
5. Emphasize that the participation of each member is vital to success.
6. Our goal is to have increased participation across all parishes. Every gift, regardless of size, is appreciated.
7. Remind parishioners of the importance of the Appeal.
8. Reinforce some of the key elements and how their financial support helps - be sure to emphasize how funds raised through the Appeal has consistently provided support to the Indigenous projects and initiatives in the Diocese and local parish projects.
9. Ask every household to make a pledge; even the smallest amount over a 12-month period can help.
10. Remember to thank all those for their participation and their prayers.

## Frequently Asked Questions

### How much are the administration costs of the Appeal?

Administration costs are budgeted at \$50,000 for the 2021 Appeal

Bank charges for direct deposit and credit card fees	\$ 7,000
Postage and mailing	\$ 8,000
Print and digital materials (brochures, envelopes, letterhead, tax receipts)	\$10,000
Administrative Costs (plan, process pledges, donations & tax receipts)	\$25,000

In order to reduce costs:

- The Appeal Leadership Guide is now prepared and distributed electronically
- Appeal Video is produced in house and will be available through online links
- Print materials redesigned and production numbers reduced
- Combined brochure and mailer to reduce costs and environmental impact
- One mailing in February combining thank you letter with tax receipts

### How are parish goals determined?

Parish goals are determined using a five-year average of parish collections, prorated across the total overall Appeal Goal.

### What is the sharing formula between the Parish and the Diocese?

- Every dollar raised up to the goal – 20% is for the parish project.
- Every dollar raised above the goal – 80% is for the parish project.
- Every dollar raised beyond 200% of the goal – 100% is for the parish project.

Example: Parish Goal is \$50,000

Pledges	Formula	Parish Share
\$40,000	\$40,000 x 20%	<b>\$ 8,000</b>
\$50,000	\$50,000 x 20%	<b>\$10,000</b>
\$60,000	\$50,000 x 20%	\$10,000
	\$10,000 x 80%	<u>\$ 8,000</u>
	<b>TOTAL</b>	<b>\$18,000</b>
\$100,000	\$50,000 x 20%	\$10,000
	\$50,000 x 80%	<u>\$40,000</u>
	<b>TOTAL</b>	<b>\$50,000</b>
\$120,000	\$50,000 x 20%	\$10,000
	\$50,000 x 80%	\$40,000
	\$20,000 x 100%	<u>\$20,000</u>
	<b>TOTAL</b>	<b>\$70,000</b>

## Why does it make sense to donate to the Appeal rather than directly to my Parish?

Donations made to your parish, in the weekly collection or as part of a major fundraiser, are subject to a 22% assessment. Within the Appeal, the Diocese receives 20% on pledges above the parish goal, and for any pledges above 200%, the Diocese receives 0%.

## What were the prior Appeal results?

Name	Year	Pledge #	Pledge \$	Parish Share	Diocesan Share
Journey of Hearts & Hands	2010	2455	\$ 1,214,140	\$ 443,159	\$ 770,981
On Our Way	2011	2580	\$ ,078,372	\$ 330,885	\$ 747,487
Forward With Courage	2012	2367	\$ 844,205	\$ 221,945	\$ 622,260
In Proportion to Our Blessings	2013	2238	\$ 772,910	\$ 180,671	\$ 592,239
As a Family, As a Church	2014	2434	\$ 856,854	\$ 219,164	\$ 637,690
I Share, We Care	2015	2659	\$ 918,835	\$ 242,372	\$ 676,463
Rock the Mission!	2016	2844	\$ 1,301,047	\$ 602,663	\$ 698,384
Grateful to God Generous to Neighbor	2017	2811	\$ 1,043,893	\$ 334,092	\$ 709,801
Serve One Another	2018	2579	\$ 926,029	\$ 242,129	\$ 683,900
Imagine	2019	2491	\$ 916,265	\$ 231,622	\$ 684,643
Horizon of Hope	2020	2165	\$ 889,916	\$ 231,814	\$ 658,102
<b>Total</b>			<b>\$ 10,762,466</b>	<b>\$ 3,280,516</b>	<b>\$ 7,481,950</b>

# What does the Appeal Support?

## Parish Share – Payments to Parishes

Funds were used by parishes to support local initiatives. Such projects included:

- Refugee sponsorship
- Support for struggling parishes within the Diocese of Victoria
- Support for local Catholic Charities
- Youth retreats
- The creation of gardens and grottos
- Building repair and maintenance
- Repayment of parish debt

## Diocesan Share

Continuing on the theme of “Hope” that we started with last year, the 2021 Bishop’s Annual Appeal is “***Spirit of Hope – Healing and Reconciliation***”. To support this new theme and initiative the overall Appeal goal has been increased to \$1 Million with the entire net proceeds (after the parish portion) being dedicated to support healing and reconciliation for Indigenous communities.

Specifically, Appeal funds will be dedicated to:

- Supporting the development of an Ahousaht Community Wellness program
- Providing a grant for the Ahousaht Cultural Centre Building
- Offering “Returning to Spirit” © Healing and Reconciliation programs for both Indigenous and Non-Indigenous people
- Funding to help raise the Big Househe original longhouse was destroyed in a fire in 2009.
- Continuing to support ongoing outreach efforts to Indigenous communities to build and strengthen our relationships with each other.

## On-going First Nations Support

- Priest and Religious Sisters providing pastoral ministry in the Cowichan Valley
- Children and Youth after-school program, and breakfast program
- Sacramental Preparation
- Clergy, Religious Sisters and First Nations Elders provide community services
- Clergy travel and expenses to remote communities to celebrate Mass and the Sacraments, including Ahousaht, Zeballos, Opitsath, Penelakut Island and Nanaimo Reserves 1 & 4

## With the change in focus how will past Appeal programs be funded?

In the past, the Appeal has also supported a variety of programs and needs. During Covid-19 some of the Appeal funds were kept in reserve for emergency requests.

All remaining funds will now be used to help support these ongoing needs for the next fiscal year:

### Education

- Catholic Schools Capital Plan
- Renovations and seismic upgrades to St. Andrew's Regional High School, Victoria

Support with general operating expenses for:

- Queen of Angels, Duncan
- John Paul II, Port Alberni

### Religious Education & Faith Formation

- Education and training of parish catechists for Children's Catechesis and Sacramental Preparation
- Books and supplies for parish catechists
- Resources for K-12 Religion Curriculum

### Retired Clergy

- There is a Benevolent Fund managed by a separate board of trustees. This fund has grown over the years from bequests and accumulated interest. The Diocese may need to request support from this fund to provide adequate resources for retired clergy.