

Frequently Asked Questions & Answers



Faith to Move Mountains **Campaign for the Diocese of Trenton**

1. What is the *Faith to Move Mountains* Campaign?

The *Faith to Move Mountains* Campaign is an endowment campaign which hopes to raise a minimum of \$75,000,000 in gifts and pledges. Every parish in the Diocese has been assigned a financial target in order to meet the long-term financial needs of the Diocese of Trenton, its 107 parishes, Catholic schools, and Diocesan ministries.

2. Why do we need a major fundraising campaign?

At the present time, the Diocese of Trenton operates with funds provided by the Annual Catholic Appeal, the assessment revenue provided by parishes, and the income from sources such as investments, rental income, and service fees. Moving forward, the Diocese must not only respond to the increasing financial demands of maintaining our current level of service, but also future expenses such as our rising number of retired clergy, our growing class of seminarians, our struggling parish communities, and other future crises and costs that may arise so that our Diocese is strong and prepared to serve our community for decades to come.

3. Who will be asked to support the *Faith to Move Mountains* Campaign?

Each Catholic family in the Diocese of Trenton will be asked to consider making a gift to the campaign. This campaign is conducted in a phased approach so that each member is reached in the appropriate time and manner. While not all members will be able to give at the same level, each will be asked to make a sacrificial commitment.

4. What is the timeframe of the campaign?

The campaign began with six pilot parishes that launched their efforts in July of 2014. Every other parish will conduct their campaign in one of four six-month blocks running between January 2015 and the winter of 2016.

5. Who is conducting the campaign?

Along with your pastor and assigned parish campaign director, a core group of parish volunteers will be asked to lead and assist in the implementation of the campaign plan. Every parish will receive assistance from the Diocesan campaign office staff. Full-time campaign directors will assist parishes weekly.

6. Will the Annual Catholic Appeal continue?

Yes. The Annual Catholic Appeal is vital to continue the day-to-day work of the ministries of the Diocese.

7. How is this campaign different from the Annual Catholic Appeal?

The campaign is a response to long-term and extraordinary needs, while the Annual Catholic Appeal helps to fund the ongoing operating expenses of the Diocese. A major objective of the campaign is to establish new or increase existing endowments to offset anticipated increases in expenses over the long-term. These endowments will strengthen and empower our Church to stand prepared to serve future generations of Catholics. To do this requires an extraordinary campaign that each member of the Diocese of Trenton is asked to support above their annual giving to both the parish offertory and the annual appeal.

8. What are endowments and how will they be created?

Endowments (in this case in the form of charitable trusts) are financial vehicles where money is held and invested and only the income earned is spent. In this way, a fund can exist in perpetuity, with income available for the trust's intended purpose. Charitable trusts will be created for each of the case elements. However, the existing Foundation for Student Achievement will be used for the funds allocated to Catholic Schools. The Diocese created other trusts over the years and has worked with both civil and canon lawyers to ensure the Trusts meet the requirements of the law. They are structured in such a way that the corpus of the funds cannot be invaded by, and will be protected from, creditors.

Each trust will have a Board of Trustees consisting of clergy and laity whose purpose is to ensure that the funds are used for the intended purposes. The Board of Trustees will hire an Accounting Manager and Investment Advisor, and will adhere to the Uniform Prudent Management of Institutional Funds Act as adopted by the State of New Jersey. The Trust will be subject to an annual audit with a report to the Diocesan Finance Council which will have oversight on behalf of the Bishop. Investment strategies will be in conformance with the guidelines recommended by the United States Conference of Catholic Bishops.

9. How will the campaign affect parish offertory collection?

Parishes rely on their offertory. Throughout the campaign, pastors will ask parishioners to make commitments above and beyond regular giving. Parishioners are asked not to diminish giving to the offertory or the Annual Catholic Appeal collection but rather to consider an increased commitment to the Church. Parishioners are encouraged to continue to embrace stewardship as a way of life.

10. How will parish targets be set?

Each parish target will be set at 112.5% of the regular ordinary income for the most recent fiscal year ending June 30, prior to the parish's participation in the campaign.

11. How do I know that my pledge to this campaign will go to the components outlined in the case for support?

Bishop O'Connell and the laity that serve on the Diocesan Finance Council have gone to great lengths to ensure that the funds raised will be used exclusively for the components outlined in the campaign case statement. Charitable trusts will be established to segregate the funds for each of the case components. A Board of Trustees composed of both clergy and laity will be established for each of the trusts to ensure the earnings from the trusts are only used for the intended purposes outlined in the Diocesan case for support. The Board of Trustees will oversee the professional fund management firm charged with the investment of these endowed funds. Each trust will be subject to an annual audit. Investment strategy will be in conformance with guidelines recommended by the United States Conference of Catholic Bishops.

12. How will my parish benefit from the campaign?

Each parish will receive 30% of the funds collected from its parishioners to be allocated to its own local case. Parishes that exceed their target will receive 70% of those funds collected above their target. Funds collected will be dispersed every six months to both the parishes and Diocesan case components.

13. How much should we give?

Genuine stewardship encourages gifts of equal sacrifice, but not gifts of an equal dollar amount. Ultimately, your thoughtful and prayerful decision will be most appropriate and most appreciated.

14. How long will the pledge redemption period last?

Gifts are encouraged to be pledged over a three to five year period.

15. Are gifts to the campaign tax deductible?

Yes. Pledge payments are tax deductible to the fullest extent of the law.

16. Are donors able to pay pledges using a credit card, debit card, or through automatic withdrawal from a checking or savings account?

Yes. A donor may fulfill a pledge using a credit card, debit card, or automatic withdrawal from a checking or savings account. Donors simply provide their account information and their authorization on their personalized pledge card.

17. Why are donors asked to complete a pledge card?

Pledge cards aid in appropriately recording and acknowledging commitments, and in providing donors with a reminder of subsequent payments according to the schedule they request. Donors are asked to sign the pledge card, indicating that they have authorized the terms of the gift indicated on the card. ***A pledge card is not a legally binding document.***

18. Can donors make gifts of stock or other non-cash gifts?

The campaign accepts gifts of stock and other non-liquid assets, including real estate. Donors wishing to make a gift of stock should follow the stock transfer instructions included in each solicitation packet. Donors wishing to make non-cash gifts should speak with their pastor/pastoral administrator or contact the Diocese of Trenton regarding our gift acceptance policy.

Donors who are considering a gift from a donor advised fund, or those considering an estate gift, should contact the Campaign Office at the Diocese of Trenton by calling (609) 406-7417.

19. Who should donors make checks payable to?

All contributions should be made payable to the *Diocese of Trenton* with reference to *Faith to Move Mountains Campaign* in the memo line.

20. How are the campaign expenses currently being paid?

The costs of the campaign are being paid from the Diocesan share of the funds collected.