

## Appeal Q & A - 2021

### **Q: What is the mission and purpose of the Archdiocesan Annual Appeal?**

A: The Archdiocesan Annual Appeal is a living manifestation of the Word of God to serve the least of our sisters and brothers. Its purpose is to secure the financial resources necessary to provide the programs and services to assist the poor and vulnerable, the marginalized and disenfranchised, those who find themselves in desperate situations, and others.

### **Q: Why is participation in the AAA important?**

A: The Annual Appeal is critical to our mission and ministry in the Archdiocese. There are approximately 450,000 Catholics in the Archdiocese of San Francisco, and the AAA is a unique opportunity to come together as one and assist those who need and depend on us.

When we say the Apostles Creed, we reaffirm the fact that we are members of the “one, holy, Catholic and Apostolic Church.” We are saying that we believe that every parish parishioner is responsible for the well-being of the Church, his or her parish, and people throughout the Archdiocese.

Your generosity is integral to the health and growth of our Catholic family in the Archdiocese of San Francisco. As Catholics, we unite in using our gifts and talents to serve others. At the end of every Mass, we are called to “*go in peace to love and serve the Lord*”. This is our call to help build our faith community. Through the Appeal we can uplift, transform, and welcome others into our Catholic faith.

### **Q: What ministries does the AAA support?**

A: The theme for this year’s Appeal is Psalm 9:19, “For the needy will never be forgotten, nor will the hope of the afflicted every fade.” Together, we demonstrate our faith through the AAA by advancing critical programs for youth, social ministries, our retired Priests, school students, the greater Church, central office activities, and many others. Specifically, funds given to the AAA support:

- Parish ministries, schools, and students – e.g., school and parish subsidies, faith formation, tuition assistance, student enrichment, teacher development, Marriage and Family Life
- Clergy support – e.g., Vocations, Deacons, Priests Education Fund
- Social ministries – e.g., Restorative Justice, Chaplaincies, Office of Human Life and Dignity, Ethnic ministries
- Centralized services – e.g., Faith Formation, human resources, financial, real estate and property services
- Universal Church - e.g., US Conference of Catholic Bishops, the Vatican, Communications

### **Q: What is the financial goal of the 2021 AAA? Who is being asked to participate?**

A: The goal for the 2021 AAA is \$6,100,000. Every parishioner in the Archdiocese of San Francisco is invited to participate.

### **Q: How is our parish’s goal determined?**

A: Each parish’s goal is based upon four factors – its annual regular offertory income, its income on Christmas and Easter, its income from Sacramental celebrations (Weddings, Baptisms, Funerals, etc.), and its net income from candle sales. With just a few exceptions, each parish’s AAA goal is 20% of the total of those four figures.

**Q: How can I make a gift?**

A: You may make a one-time gift (via cash, check, or credit card) or a multi-month pledge. You may give on-line or through a donation of securities. **All gifts, regardless of amount, are greatly appreciated, very beneficial, and will be acknowledged.**

**Q: What is the difference between my support for the AAA and my support for my parish?**

A: The Annual Appeal provides the opportunity to support those throughout our Archdiocese who need and depend on the programs and services we provide. Your support for your own parish through the weekly Offertory, on the other hand, supports your parish's ongoing operations. Each is essential.

**Q: How much should I contribute?**

A: Each of us has different financial resources and income. As a result, each parishioner is asked to consider an investment commensurate with his or her ability to give. The Annual Appeal is based on *EQUAL SACRIFICES, NOT EQUAL GIFTS*.

Participation is more important than amount, but as a guide previous donors are asked to consider a gift approximately 5-10% more than they did in the previous year.

If you have not previously given to the appeal, a gift of \$10/month for the customary 10 months of the pledge (March-December) would be appreciated. **All gifts, regardless of amount, are very beneficial and will be acknowledged.**

**Q: Should I consider a pledged (monthly recurring) gift to the Archdiocesan Annual Appeal?**

A: The donor, Archdiocese, and beneficiaries of your support all benefit from a pledged gift. For you as a *donor*, the process is easy and convenient. The amount of your support grows significantly over a multi-month period, and you can increase, pause, or stop your monthly donation at any time.

The *Archdiocese* benefits by witnessing a consistent monthly cash flow throughout the year. *Beneficiaries* of the Appeal benefit through the increased financial support that pledged gifts often provide. A pledge is the easiest way to achieve greater participation and thus provide more support for those who need it.

**Q: What happens if our parish exceeds our Appeal goal?**

A: Every dollar a parish raises above its goal goes back to the parish. It can then be directed to whatever ministry, project, etc., it desires.

**Q: How/why is the Archbishop's Annual Appeal conducted?**

A: As is the case in most dioceses in the United States, the Archdiocese of San Francisco conducts an annual campaign. This campaign helps fund the work of its pastoral ministries and those of Catholic agencies and ministries that provide services and assistance to those in need. The Archdiocesan Annual Appeal starts in late January and concludes in December each year.

**Q: If I make a pledge, will I be reminded to make pledge payments? Is a pledged gift legally binding?**

A: Yes, you will receive monthly reminders. A pledged gift is **not** legally binding. Should circumstances arise which preclude your ability to complete a pledge, let us know. Your pledge may be deferred and begun again later in the year.

**Q: I've never used Appeal Ministries, so how do I benefit from the Appeal?**

1. Your gift to the Appeal helps educate Seminarians. These men will provide the sacraments and preach the Gospel for generations to come.
2. Your gift to the Appeal enables the Church to do God's work throughout the Archdiocese by supporting a variety of Catholic social service programs and ministries.
3. Your gift to the Appeal expresses gratitude to God by ensuring that Christ's mission continues for our children and loved ones. It also fulfills a portion of your responsibility to make the Church what God wants and needs it to be.