



# ENDOWING OUR FUTURE WITH HOPE

ARCHDIOCESE OF MOBILE

## – FREQUENTLY ASKED QUESTIONS –

### What is Generations of Faith?

Generations of Faith is an endowment campaign to raise \$30 million in gifts and pledges for seminarian formation, priest retirement, youth ministries, and local parish needs.

### Who will participate in Generations of Faith?

All parishes and missions will participate in the campaign during specific “blocs” of activity from 2019-2021. The Pilot Bloc will run from August 2019-January 2020 and will be followed with Blocs 1 and 2 in subsequent six-month periods thereafter.

### How are parish goals set?

Every parish is assigned a goal that is based on 125% of its average offertory income over a three-year period (2016, 2017, & 2018), then rounded to the nearest \$5,000.

### How will parishes participate in Generations of Faith?

Each parish will conduct their own *Generations of Faith* campaign and receive professional support from a campaign director every step of the way. Successful campaigns are rooted in five principles:

1. Prayer
2. Personal visits
3. Proportionate giving
4. Phased approaches
5. Pledged commitments

### Why is the archdiocese embarking on an endowment campaign of this magnitude?

A campaign of this scope is being undertaken to ensure a vibrant and stable future of hope for our archdiocese. The endowments created through this campaign will provide for our seminarians, retired priests, and youth ministry efforts at the local parish and mission level. The impact of this campaign will last for generations to come.

### Will this campaign affect parish offertory?

Offertory is expected to remain constant during Generations of Faith’s five-year pledge period. On many occasions, parishes have experienced noticeable increases in offertory giving in the years following the conclusion of the campaign.

### Will the Catholic Charities Appeal take place during the campaign?

Yes, however, the Blocs of campaign activity have been aligned in a way that does not directly overlap with the Catholic Charities Appeal. Generations of Faith is unique, as it will provide endowments for the future of the archdiocese, while the Catholic Charities Appeal provides for other ministries of the archdiocese.

### Will campaign funds support the same elements that the Catholic Charities Appeal supports?

No, campaign funds raised through Generations of Faith will not support the same elements that the Catholic Charities Appeal supports. Generations of Faith will provide endowment funds for seminarian education, priest retirement, and youth ministry at the local parish and mission level. In addition, the campaign will support local parish projects.

### How will the campaign strengthen local parishes?

Our parishes are the heart of our archdiocese, and we must ensure their strength and stability. Generations of Faith will strengthen local parishes by allotting \$6 million in funds to support local projects that have been decided by the parishioners and pastors of each local church. Every parish and mission will receive 20% of all funds raised up to their archdiocesan goal to address defined local projects and needs. Once a parish has surpassed their goal, 80% of every dollar raised above goal will remain with the parish for additional local investment.

### How will campaign funds support clergy?

Generations of Faith will direct \$18 million to supporting the holy men who serve us, both in their seminary years and through their retirement. This archdiocese is currently blessed with 21 young men that are following God’s calling to the priesthood. The archdiocese currently has 25 retired priests, and 11 more that will be eligible to retire within the next five years. Generations of Faith will ensure that all levels of our clergy will be supported long-term.



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## – FREQUENTLY ASKED QUESTIONS CONTINUED –

### How will the campaign embrace youth ministry?

A strong Church tomorrow requires today's youth to remain active and engaged members of the Church in their adulthood. The Youth Ministry Endowment will serve as an aid to initiate or enhance youth ministry in parishes and missions throughout the archdiocese.

### When will parishes begin to receive their allotted funds raised in Generations of Faith?

Parishes will begin to receive their allotted funds the quarter after their campaign begins. The amount that each parish receives will vary, based off of cash received and pledge redemption to-date.

### What is the overall cost of the campaign?

The cost of the campaign relative to the \$30 million goal is 7%. This cost includes professional fundraising counsel for two years, printed promotional materials for more than 24,000 families, specially produced campaign videos, database management and gift acknowledgment and pledge fulfillment for thousands of donors. All costs are flat fees for services performed.

### Why does my request letter ask to give prayerful consideration to a pledge of a specific amount?

A pledge amount is suggested for each household to reach the \$30 million goal. Each household's financial situation is different. Please pray about a gift proportionate to your capability.

### Why emphasize pledged gifts?

Pledges may be paid in installments over five years, allowing families to make larger commitments than they might otherwise consider. Pledged gifts are typically four to five times larger than a one-time gift.

### Are gifts tax-deductible?

By law, all gifts are in fact tax-deductible. You will receive an acknowledgement of your gift for tax purposes. Please consult with your tax and financial experts for additional help on this matter.

### Are pledges to Generations of Faith legally binding? What if I cannot fulfill my pledge?

Pledges are faith-based, and are driven by our own goodwill, thus not legally binding in any way. Unanticipated events or situations can occur. If financial circumstances change, a donor may contact the campaign office to adjust, pause or cancel their pledge at (251) 438-9668.

### How can I fulfill my pledge to Generations of Faith?

Donors may choose to fulfill their pledges monthly, quarterly, semi-annually, or annually. The Archdiocese of Mobile will process each gift and provide a gift acknowledgement letter confirming the preferred schedule for payment reminders. Since the Archdiocese of Mobile will be handling the processing of gifts, all checks should be made out to "Generations of Faith."

### Are stock gifts accepted?

Yes, Generations of Faith accepts publicly traded securities as payments on pledges, as well as deferred gifts. Inquiries regarding stock gifts can be handled by contacting the campaign office at (251) 438-9668.

### Besides making a pledge, how else can I participate in the campaign?

Prayer is at the heart of the Gospel. Every family will be asked to pray for the success of Generations of Faith, as well the Archdiocese of Mobile. Additionally, every pastor will require volunteer support to ensure successful local campaigns. If you are interested in helping in any way, please contact your parish or the campaign office at (251) 438-9668.