



NEW HAMPSHIRE CATHOLIC APPEAL: FUTURE OF OUR FAITH II *ONE BREAD, ONE BODY* Appeal Manual

TALKING POINTS FOR PASTORS

■ **Background of the NHCA:**

- In 2019, the Diocese of Manchester conducted a study of our collections, fundraising programs, and overall financial needs of ministries and locations across the state. As clergy, we shared our concerns about the number of times and ways that our parishioners are solicited throughout the year and potentially the effect it has on parish income, and as a group, the majority of us were in favor of moving many collections, “asks”, and programs into one fundraising endeavor, such as an annual Catholic ministries appeal.
- In the spring of 2022, Bishop Libasci decided to implement this new Appeal in about half of our parishes. The Appeal is called New Hampshire Catholic Appeal, because this Appeal is dedicated to strengthening the mission of our Church across the state, together. He has also decided to fuse it with the name of a successful campaign conducted in the ‘90’s, the Future of our Faith, because the needs of our Church are very much the same: education of seminarians and investment in vocations, care of our retired clergy, Catholic education, parishes in need and individual parish support, missionaries and multicultural ministry, evangelization and *Parable* magazine, and the Community Services program at Catholic Charities NH.

- **2023 NHCA Update:** The 2023 New Hampshire Catholic Appeal, which included all 88 parishes, was very successful thanks to your support raising more than \$3.8M for the following shared ministries: the Community Services program at Catholic Charities, *Parable* magazine, formation of our seminarians, care for our retired priests, Catholic education, Faith formation particularly youth and young adults, parish to parish support, and multi-cultural ministries. In addition, 47 parishes reached their NHCA goals (mention if your parish reached goal) allowing for over \$400,000 in rebates to the parishes. These are funds that parishes can use at their discretion to help with any expenses or projects. The success of the New Hampshire Catholic Appeal is allowing us to move toward a more sustainable and collaborative church in NH.

- **Catholic Charities NH Update:** Traditionally, in the past, parishes had conducted a special collection to support Catholic Charities NH. The Bishop has included that special collection for Catholic Charities in the NHCA but it is important to understand that the funds that Catholic Charities receives from the NHCA only supports the Community Services program at Catholic Charities, which is only one of their ten core social programs. The Community Services program provides transformative change through case management and compassionate guidance. For example, last year, 2847 individuals from 201 towns and cities across New Hampshire received emergency assistance, financial literacy training and other forms of support. Please note that past Catholic Charities donors will continue to hear from Catholic Charities throughout the year outside the window of



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the New Hampshire Catholic Appeal for their other programs such as Our Place, Liberty House, New Generation, Mental Health Services and others.

- All parishes will participate in the New Hampshire Catholic Appeal. The Appeal is very important for the present and future of the Church of New Hampshire. By making this one ask of you each year, we hope that you will be able to make a meaningful gift and help our ministries to reach more people in our diocese with the message of Christ's love.
- Approximately 95% of revenue will go towards ministry, education, and parishes. The goal is for less than 5% of revenue to be spent on administering the NHCA. The 2022 and 2023 administrative costs were higher as they included initial set up costs and fixed costs as all 88 parishes joined the appeal. The intent of the Diocese is to keep these costs as low as possible. No funds will go towards diocesan administration, the bishop's office, or any clergy abuse settlements/litigation.
- Parishes will get to keep any income raised above our set fundraising goal. Goals are set at 10% of the average of the last three years of our assessable income. Additionally, our assessment (our payments to the diocese for administration and operations) will be lowered.
- Parishioners will have a variety of ways to give to the NHCA (online, in-pew, etc.) and, as many of the second collections are being eliminated, will receive less envelopes. The second collections being eliminated in 2024 are:
 - Seminarian Fund
 - Catholic education (now optional for parishes who need it)
 - Parish to Parish Support Fund
 - NH Missionaries Abroad and Migrant & Refugee Ministry in NH
 - Catholic University of America and USCCB
 - NH Priest Retirement Fund
 - Catholic Charities NH Special Collections Appeal
 - *Parable Magazine Drive* - this annual drive no longer takes place.
- We at the parish will be provided materials to assist with enabling this Appeal to be successful, such as a manual for appeal operations, marketing materials such as a brochure and videos, and 3-4 mailings will come from the NHCA and Bishop Libasci to our parishioners.
- Thank you for your continued support of our parish and all our shared ministries; and I thank you for all you will do to support this continued effort. God bless you.