

TO TEACH WHO CHRIST IS

A Campaign for Catholic Education and Faith Formation

FREQUENTLY ASKED QUESTIONS

What is the **To Teach Who Christ Is** campaign and what are its goals?

The campaign is an archdiocesan-wide, parish-based campaign with an enhanced major gift effort in response to the call of the Gospel to love and serve ALL of God's children.

The goals of **To Teach Who Christ Is** are as follows:

- Parish needs as identified by each parish. \$150 Million
- Establishment of a Catholic School Endowment Fund to provide need-based scholarships to address rising cost of Catholic education. \$150 Million
- Program enhancements in literacy, numeracy and technology as well as retention of effective school teachers and principals. \$8 Million
- Provide needed capital repairs in parish and school buildings. \$30 Million
- Funding of certification programs for parish Religious Education leaders as well as parish-based faith formation programs. \$10 Million
- Development and implementation of new approaches to religious education and faith formation. \$2 Million

Who will be asked to participate?

Every parish will be asked to conduct a parish campaign in the wave that best fits their needs and parish activities. During the campaign each household in the Archdiocese of Chicago will be given the opportunity to consider a prayerful, informed commitment to this campaign. Support must be Archdiocesan-wide to achieve the campaign goals.

How were the priorities determined?

The Strategic Plan for Catholic Schools adopted by the School Board of the Archdiocese and the results of a planning study conducted in 2011 were the basis for recognizing the needs of our parishes and schools. These findings shaped the Archdiocesan campaign priorities. Catholic schools provide superior academic preparation and faith formation, but many children cannot access these programs because of financial constraints. The Catholic School Endowment Fund will help financially strapped families access Catholic education for their children. Many parishes have capital repair needs they will be able to address through the campaign. In addition, parishes will benefit from Religious Education funding. All of the proceeds from the Archdiocesan portion of the campaign will go back to serve parishes, schools and families in need.



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How much do we estimate the campaign to cost as a percent of revenue?

The estimated cost of this campaign relative to the financial goal will be approximately six to seven percent. This cost includes professional fundraising counsel, printed promotional materials, video production, database management, gift acknowledgement and pledge redemption.

How long will donors have to fulfill their pledges?

Donors committing to a pledge will be given three years to fulfill their commitment to the **To Teach Who Christ Is** campaign.

Will the Annual Catholic Appeal be conducted during the campaign?

The Annual Catholic Appeal will continue during the **To Teach Who Christ Is** campaign. However, during the first year of a parish's participation (active solicitation phase) in the campaign, the parish will be released from the three weekend in-pew activity. The direct mail components will be deferred until the active solicitation phase of the campaign has been concluded.

How will the Catholic School Endowment Fund work?

The scholarship fund is intended to serve children whose family demonstrates financial need and who wish to attend a Catholic school without its own scholarship support for families.

The scholarship fund will be managed by the Archdiocese. Families will be requested to follow a standard application process. Local principals and pastors will have input into each family's application. Children will be awarded scholarships based on demonstrated financial need, but they and their families must also meet standards regarding student behavior and participation in the life of the parish and school.

Families from qualifying schools will be able to apply. Schools can qualify if they meet certain income thresholds (i.e., middle income and lower) and if they agree up-front to certain conditions related to financial transparency and best practice financial management. The intent is for the majority of schools to qualify for the scholarship program.

More details on the scholarship program will be forthcoming.

