



## Campaign Update

The campaign has now raised **\$164 million** or 156% of the Family of Faith campaign goal. Results, by wave, are posted on a quarterly basis on our website: [www.ourfamilyoffaith.ca](http://www.ourfamilyoffaith.ca).

As we move from the active fundraising phase of the Family of Faith campaign to implementation and stewardship, Family Update will be a key tool for pastors and parish staff to keep their parishes informed with timely updates and information.

## Attention Pastors and Parish Staff



- Please note that the fax number for the campaign office has changed. Please **do not** send faxes to 416.642.1277. The Donations Processing Centre prefers email rather than faxes, but if a parish must send reports via fax, **please use:** 416.934.3412.
- When donations to your parish's Family of Faith campaign are credited to the parish's offertory in error, it creates confusion for donors and the Donations Processing Centre. Once again, please remind those who count your parish offertory to be on the lookout for campaign donations—either noted as such on the cheque/ envelope or because of donation amounts that are not in sync with the parishioner's usual pattern of weekly giving.
- Please note that parish campaign totals will vary from one report to another. This is due to many factors, including new, amended or cancelled pledges and donations.
- Donors appreciate the timely processing of their gifts or payments on pledges. Timely processing demonstrates to the donor that the gift is appreciated and also confirms its receipt at the campaign. When parishes receive pledges or payments, they should send them to the Donations Processing Centre as quickly as possible. In the course of their campaigns, all parishes received Record of Subscription Forms for this purpose. If you need a copy of the Adobe fillable form version, contact John Ecker, Director, Campaign Communications, at 416.934.3400 x805 and [jecker@archtoronto.org](mailto:jecker@archtoronto.org).
- Parishes that are proceeding with implementation of their parish case priorities should promote this in bulletin announcements and parish announcements. In addition, campaign signage is available for on-site recognition. Donors need to know that their contributions are being put to use in implementing the priorities they supported when they made their pledge to the campaign. Contact John Ecker for assistance.

## Template Campaign Bulletin and Ambo Messages

Note: All parish pastors are kept informed of the financial state of their Family of Faith campaigns, including scheduled payments. Updates are provided to pastors by the Donations Processing Centre, twice per year.

It is important that parishes keep their donors and all parishioners up-to-date regarding what is being accomplished through the parish campaign and to remind donors to continue to fulfill their pledges.

The following announcements are templates that parishes can use to keep their parishioners informed. If you need assistance developing more tailored messaging, don't hesitate to contact John Ecker, Director of Campaign Communications at 416.934.3400 x805 and [jecker@archtoronto.org](mailto:jecker@archtoronto.org).

### 1) Bulletin announcement: general reminder to donors to make payments to fulfill their pledge:

1. Thank you for your commitment to the Family of Faith campaign. The efforts that we make together will further the Pastoral Plan and mission of our Church. Please remember to honour the pledge that you made. As payments are made, funds will be deposited in our account to address a number of local priorities. These include:

[note your case statement priorities as described in your parish's campaign brochure]

2. Please remember to contribute toward your pledge, which you made to the Family of Faith campaign. Your continued payments of your commitment to our campaign will enable us to fund future projects such as [note one or two key priority projects as described in your campaign brochure] that will help in many practical ways to welcome and to serve those who come to our church to encounter Christ.
3. We are even closer! Our current share of the collection for Family of Faith campaign is \$[ ]. Please continue to contribute toward the completion of your pledge. The efforts of this campaign will help our parish address some of our most pressing needs.

### 2) Where to send payments:

1. Thank you for your commitment to our parish's Family of Faith campaign. To help ensure our parish benefits from your help on a timely basis, please make sure your payment information is up-to-date. Donations/payments can be sent directly to the Donations Processing Centre. The address is:

Donations Processing Centre  
Family of Faith Campaign  
1155 Yonge Street  
Toronto, ON  
M4T 1W2

You should contact the Centre when your address changes, your payment method/information changes (eg. a new card or a new card expiry date).

The email address is [campaign@archtoronto.org](mailto:campaign@archtoronto.org) and 416.934.3400 x555.

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2. Parishioners making payments on their Family of Faith Campaign pledge are asked to not place their payments in the collection basket. Payments should be mailed directly to the campaign at:

Donations Processing Centre  
Family of Faith Campaign  
1155 Yonge Street  
Toronto, ON  
M4T 1W2

### 3) Updating Parishioners: Sample Bulletin Insert or Pulpit Announcement

As many of you remember, [ ] months/years ago we completed our active fundraising for our parish's Family of Faith campaign. Our participation in this important program not only greatly helps our parish, it helps establish funds for the Archdiocese of Toronto to fund a number of initiatives outlined in the Pastoral Plan. The priorities include:

- Providing financial support to parishes to help ensure growth and sustainability;
- Supporting Catholic education through parish and campus based ministry to keep our youth engaged in an active life of faith;
- Investing in resources that will help all of our clergy grow and be the pastoral leaders we all rely on them to be;
- Ensuring there is a strong Catholic voice in an increasingly secular world;
- Restoring and enhancing the beauty of St. Michael's Cathedral as the mother church of all Catholics in the archdiocese;
- Establishing a new capital fund to provide financing to new churches and to support those parish communities that may be struggling with significant building issues.

Our parish campaign experienced tremendous success. In total, parishioners pledged more than \$[ ]. The outpouring of generosity and sacrifice by our parish families was astounding and inspiring. On behalf of the Archdiocese of Toronto, I would like to give my genuine and heartfelt thanks to all of the families and individuals that helped make the Family of Faith campaign a success at [parish name].

A campaign such as this one does not simply end when all the pledges are collected. Now is the time when we start to see the wonderful effects of our effort. Remember, not all of these funds go directly back to the diocese. Here at [ parish], we will receive \$[ ] on our total raised of \$[ ]. Through parishioners fulfilling their pledges and making their first few payments, the parish has already received \$[ ]! These funds will be used to [insert parish case statement priorities].

Please remember the spirit of the campaign and the prayerful consideration that compelled so many of us to make a sacrificial gift to secure a future for our Church.

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#### 4) Implementing Case Statement Priorities

Thanks to your support for our parish's Family of Faith campaign here at [parish name] we are moving ahead with the following priority identified in our parish case statement: [describe priority].

You are making a difference here in our parish and [I/we] appreciate your ongoing support.

### Stay in Touch

The Family of Faith campaign is rooted in the Archdiocese of Toronto's Pastoral Plan. Ensure your parish community is well-versed in the pastoral plan to help ensure a successful Family of Faith campaign in your parish. Learn more about the **Archdiocese of Toronto's Pastoral Plan:**

<https://www.archtoronto.org/our-catholic-faith/pastoral>

#### Please Share Your Campaign News with Us



As parishes implement their campaign priorities, pastors are invited to submit periodic updates regarding significant campaign achievements. Please submit your 50 +/- word updates about financial milestones, parish projects funded by the campaign and other news. Photos are always appreciated.

Please send your submissions to John Ecker, Director, Campaign Communications at [jecker@archtoronto.org](mailto:jecker@archtoronto.org) or 416.934.3400 x805. As always, you can stay up to date on campaign progress by visiting our webpage at [ourFamilyofFaith.ca](http://ourFamilyofFaith.ca)