

CATHOLIC DIOCESE OF LEXINGTON

THE CATHOLIC CENTER

Office of the Bishop

July 8, 2010

Michael R. Cusack
CEO and President
Guidance in Giving
225 Snedecor Avenue
Bayport, New York 11705

Dear Michael,

Thank you for your recent letter. It was a true joy to have the four consultants here representing Guidance and Giving to design and conduct our diocesan wide campaign, *One in Faith and Mission*.

I have been intending to write letters of commendation and testimonials to their wonderful personal qualities, commitment and performance. Your letter is a catalyst for me to do so.

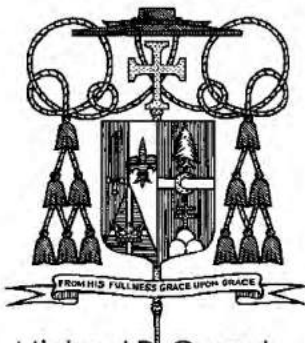
I will write to them individually with my personal and warmest expressions of gratitude and highest complements. You will receive a copy as well as my recommendation to other bishops and priests to engage your firm for their development needs.

I hope that the summer months will provide you ample opportunity for rest and relaxation and that your firm is thriving despite these hard times. Yours is a wonderful service to the Church and its' mission.

Sincerely yours in Christ,

Most Reverend Ronald W. Gainer
Bishop of Lexington

RG/ka



CATHOLIC DIOCESE OF LEXINGTON

THE CATHOLIC CENTER

Office of the Bishop

July 15, 2010

Michael R. Cusack
CEO and President
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, New York 11705

Dear Michael:

With this letter I want to express my gratitude and congratulations to you and your staff of consultants from Guidance in Giving, Inc. for the exemplary service and leadership you provided in our recent diocesan campaign, *One in Faith and Mission*.

When I formed the task force to explore the feasibility of embarking on a first time ever capital campaign in the Diocese of Lexington, the task force received nine proposals from nationally based consulting firms. Four were invited to make in person presentations and Guidance in Giving was unanimously recommended to do the feasibility study. Your thoroughness and care in gauging the opinions and support of our pastors, parish leaders and over 1200 Catholic faithful during the feasibility stage led me to select Guidance in Giving as the firm we wanted to lead us through our historic campaign.

The results achieved speak for themselves. In a challenging economic climate and an even more challenging moral climate, we are currently \$1,600,000 over goal with an unprecedented 42% participation of the Catholic faithful in our parishes. These outcomes are the fruits of the four consultants who planned with us and led us through the *One in Faith and Mission* campaign. Your staff was willing to listen to each parish's story, their leaders and councils and make the adjustments to their plans that created a confident buy-in on the part of our parishioners. The staff clearly understands and respects how the Catholic Church is structured and functions. They are enthusiastic, consistently positive despite the occasional but inevitable pockets of resistance. They understood that their work is ultimately in support of the Church's life and mission.

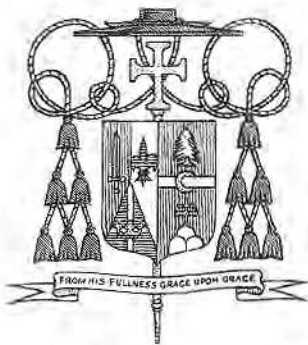
I do not hesitate to give Guidance in Giving my unqualified recommendation to my brother bishops, pastors and principals who may be considering a capital campaign.

With sincere gratitude and admiration, I am

Sincerely in Christ,

Most Reverend Ronald W. Gainer
Bishop of Lexington

RG/ka



CATHOLIC DIOCESE OF LEXINGTON

THE CATHOLIC CENTER

Office of the Bishop

July 19, 2010

Matt Licari
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, New York 11705

Dear Matt,

When we engaged Guidance and Giving, Inc. to do our feasibility study and lead us in our first ever diocesan wide campaign in the history of the Diocese of Lexington, your CEO and President Michael Cusack, promised he would send us consultants of the highest quality to walk through this process with us.

With this letter I want to say without question that his promise was not only filled but surpassed by the performance of you and your colleagues during your year of service in the Diocese of Lexington.

On the occasions when we had conversations to problem solve and design approaches to our various parishes and parish leaders, I retained the highest respect for your sense service to our Catholic Communities, your resourcefulness and persistence that you were able to demonstrate in order to lead our parishes to the successful conclusion of our, *One in Faith and Mission* campaign. I truly valued the times we spent in the car traveling to receptions. Our conversations were engaging and your very positive attitude on life and on the work you do will assure your future success. What impresses me most is not simply that you understand what you are doing and that you do it for the right reason but it is truly an expression of your faith and calling from God to assist the Church in this important and very challenging way.

Matt, your down-to-earth and straight forward approach easily engaged our parish leaders. Even though you were fairly new at this work, your presentations and interactions at the parish receptions were articulate, confident and right on target. Your personal investment of your gifts inspired our priests and laity to respond with generous sacrifice.

I must also point out how marvelously you and the other members of your team collaborated with our diocesan staff and the staff of our parishes. Almost immediately you were welcomed and respected as co-workers with us in our diocesan mission. You performed your specialized service to the Church so effectively and with such warmth that now that you have moved on, we miss you.

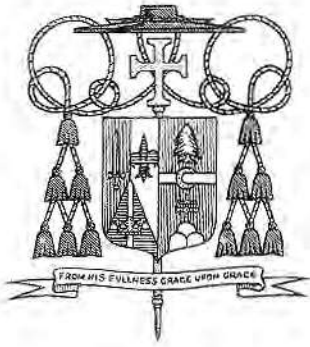
Needless to say, I am thrilled with what you have done, how you have done it and who you are. Never hesitate to offer my name as one who would urge my brother bishops, pastors, superintendents of schools and principals and any other leaders in our Catholic communities to engage the services of your firm in their attempts to develop resources in order to achieve the best as they can the work Christ has entrusted to us.

With every best wish and a promise of continued prayers for you and your future success and fulfillment in your life and your work, I am

Sincerely yours in Christ,

Most Reverend Ronald W. Gainer
Bishop of Lexington

RG/ka



CATHOLIC DIOCESE OF LEXINGTON

THE CATHOLIC CENTER

Office of the Bishop

July 19, 2010

Mr. Marvin Suarez
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, New York 11705

Dear Marvin,

When we engaged Guidance and Giving, Inc. to do our feasibility study and lead us in our first ever diocesan wide campaign in the history of the Diocese of Lexington, your CEO and President Michael Cusack, promised he would send us consultants of the highest quality to walk through this process with us.

With this letter I want to say without question that his promise was not only filled but surpassed by the performance of you and your colleagues during your year of service in the Diocese of Lexington.

On the many occasions which we had to have conversations, problem solve and of approaches to our various parishes and parish leaders, I retained the highest respect for your sense service to our Catholic Communities, your resourcefulness which you easily brought to play and the persistence that you were able to demonstrate in order to lead our parishes to the successful conclusion of our *One in Faith and Mission* campaign. I truly valued the times we spent in the car traveling to receptions. Our conversations were engaging and uplifting. Your very positive attitude on life and on the work you do will assure your future success. What impresses me most is not simply that you understand what you are doing and that you do it for the right reason but it is truly an expression of your faith and calling from God to assist the Church in this important and very challenging way.

Marvin, because of your very proven track record you were asked to tackle some our most difficult parish situations. In each and every case you performed in an outstanding way and brought each situation to its fullest potential. Your willingness to listen, to our pastors and parish leaders, to parish councils and finance councils and to learn the story of each community where it has been and where it wants to head is outstanding. Having given those people the sense that you truly cared, they responded with generosity and sacrifice.

I must also point out how marvelously you and the other members of your team collaborated with our diocesan staff and the staff of our parishes. Almost immediately you were welcomed and respected as co-workers with us in our diocesan mission. You performed your specialized service to the Church so effectively and with such warmth that now that you have moved on, we miss you.

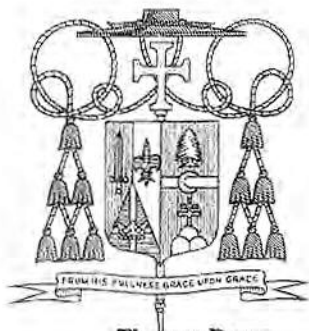
Needless to say, I am thrilled with what you have done, how you have done it and who you are. Never hesitate to offer my name as one who would urge my brother bishops, pastors, superintendents of schools and principals and any other leaders in our Catholic communities to engage the services of your firm in their attempts to develop resources in order to achieve the best as they can the work Christ has entrusted to us.

With every best wish and a promise of continued prayers for you and your future success and fulfillment in your life and your work, I am

Sincerely yours in Christ,

Most Reverend Ronald W. Gainer
Bishop of Lexington

RG/ka



CATHOLIC DIOCESE OF LEXINGTON

THE CATHOLIC CENTER

Office of the Bishop

July 21, 2010

Thomas Dorsz
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, New York 11705

Dear Thomas,

When we engaged Guidance and Giving, Inc. to do our feasibility study and lead us in our first ever diocesan wide campaign in the history of the Diocese of Lexington, your CEO and President Michael Cusack, promised he would send us consultants of the highest quality to walk through this process with us.

With this letter I want to say without question that his promise was not only filled but surpassed by the service of you and your colleagues provided during your year in the Diocese of Lexington.

On the occasions which we had to converse, problem solve and design approaches to our various parishes and parish leaders, I retained the highest respect for your refined sense of service to our Catholic Communities, your resourcefulness and the persistence that you were able to demonstrate in order to lead our parishes to the successful conclusion of our, *One in Faith and Mission* campaign. I truly valued the times we spent in the car traveling to receptions. Our conversations were uplifting and your very positive attitude on life and on the work you do will assure your future success. What impresses me most is not simply that you understand what you are doing and that you do it for the right reason but it is truly an expression of your faith and calling from God to assist the Church in this important and very challenging way.

I know, Thomas, that you were assigned several of our more challenging locations. Because of your experience and commitment to your work you interacted with these parishes in an outstanding way. Your willingness to listen to our pastors and parish leaders, to parish councils and finance councils and to learn the story of each community where it has been and where it wants to head is exemplary. By giving those parishes your caring attention and gentle guidance, they responded with generosity and sacrifice.

I must also point out how marvelously you and the other members of your team collaborated with our diocesan staff and the staff of our parishes. Almost immediately you were welcomed and respected as co-workers with us in our diocesan mission. You performed your specialized service to the Church so effectively and with such warmth that now that you have moved on, we miss you.

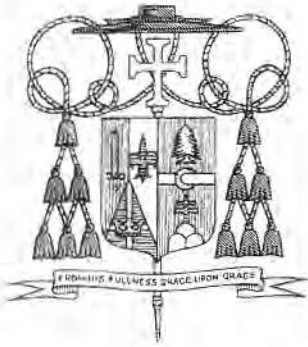
Needless to say, I am thrilled with what you have done, how you have done it and who you are. Never hesitate to offer my name as one who would urge my brother bishops, pastors, superintendents of schools and principals and any other leaders in our Catholic communities to engage the services of your firm in their attempts to develop resources in order to achieve the best as they can the work Christ has entrusted to us.

With every best wish and a promise of continued prayers for you and your future success and fulfillment in your life and your work, I am

Sincerely yours in Christ,

Most Reverend Ronald W. Gainer
Bishop of Lexington

RG/ka



CATHOLIC DIOCESE OF LEXINGTON

THE CATHOLIC CENTER

Office of the Bishop

July 19, 2010

Ms. Jackie Perry
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, New York 11705

Dear Jackie,

When we engaged Guidance and Giving, Inc. to do our feasibility study and lead us in our first ever diocesan wide capital campaign in the history of the Diocese of Lexington, your CEO and President, Michael Cusack, promised he would send us consultants of the highest quality to walk through this process with us.

With this letter I want to say without question that his promise was not only fulfilled but surpassed by the service you and your colleagues provided during your year of service in the Diocese of Lexington.

In particular, Jackie, I want to express personally my highest esteem not only for your professional excellence but for the personal dedication, positive attitude and spirit of service that you maintained throughout this entire campaign. There were, as there always will be, many challenges and some hostile reactions. Your respect for the persons and the parishes of the diocese was without a question exemplary and consistently successful. What is most commendable is the manner in which you do what you do. You have a fundamental respect for persons, for our parishes and their stories. Truly you were willing to listen and then give clear and firm direction that brought our diocesan campaign, *One in Faith and Mission*, to its high level of success. Not only did we exceed our goal through your leadership but we were able to achieve a record level of participation among the Catholic faithful of the diocese at a 42% participation in the campaign.

I would be also remiss if I did not point out the marvelous way in which you as Campaign Director and your team collaborated so effectively and affably with the members of our diocesan staff and parish staffs. From very early on you were admired and respected for this very specialized service that you provide for the Church and since you have completed your work here and moved on we miss you.

Needless to say, I am thrilled with what you have done, how you have done it and who you are. Never hesitate to offer my name as one who would urge my brother bishops, pastors, superintendents of schools and principals and any other leaders in our Catholic communities to engage the services of your firm in their attempts to develop resources in order to achieve the best as they can the work Christ has entrusted to us.

With every best wish and a promise of continued prayers for you and your future success and fulfillment in your life and your work, I am

Sincerely yours in Christ,

Most Reverend Ronald W. Gainer
Bishop of Lexington

RG/ka



May 28, 2010

Mr. Michael R. Cusack, President
225 Snedecor Avenue
Bayport, NY 11705

Dear Michael,

I just wanted to thank you for sending to us Peter Raymond to the Cathedral of Christ the King in Lexington KY for our **Honoring our Past, Building our Future** campaign. Peter is a strong catholic, has a very strong devotion to the Magisterial, and was an excellent representative of Guidance in Giving. I could not be more pleased with him or your fundraising firm!

Peter worked tirelessly in assisting our campaign process. I am confident that without his help, presence and advice, we would not have succeeded. As you know, the economy is trying right now, but we will succeed! Most in the parish thought it was doomed to failure. I knew that the Holy Spirit was in charge and that we just needed to go with the process. Thank you so much.

Also, the Guidance in Giving team at the diocese was very good and professional and added so much to the staff there. You should be very proud of the men and women in your firm. They are top shelf!

The only disappointment that I have is not taking you to the golf course and showing you how the game is supposed to be played!!! ☺ God bless you in your ministry for God and Mother Church.

Sincerely yours in Christ,

Very Rev. Mark Dreves
Rector



MONSIGNOR RALPH W. BEITING

With 60 Years Of Service To Appalachia

Pastor, St. Jude's, St. John Neumann's

May 20, 2010

Dear Michael,

I have been asked to give my impression of your recent financial campaign to assist our diocese of Lexington, Kentucky.

We are a diocese of only 23 years and also a divided area as far as cultural heritage is concerned.

10 of our 50 counties are in the Bluegrass area; horse farms, tobacco plantations and importance of U of K basketball teams. The wealthy of our diocese is in those 10 counties.

The other 40 counties are in Kentucky's section of the 16 state Appalachian area that is the poorest. There was originally a great reluctance of this part of the diocese to be part of the financial campaign your company was asked to direct.

I am an active pastor of 3 churches in two counties in Appalachia. 60 of those 61 years have been part of the Appalachian mission.

I feared the campaign would not get off the ground. The times here are in a recession on top of the reluctance to get involved so deeply. To my surprise and delight, the campaign succeeded.

My own parishes are over their commitment and we have no hard feelings. In fact, we now feel more a part of the diocese than ever before.

I think you have done a good job. I am sure other dioceses would be pleased and rewarded by your expertise. You recognized the problem and did not panic.

Based on your past successes you found new ways to overcome serious concerns in a time of financial recession. You got the job done left the people with a sense of pride and partnership.

You got our money and left pleased and proud.

Good luck. You know what you are doing.

Sincerely in Jesus and Mary,

Monsignor Ralph W. Beiting

**St. Luke Catholic Church
304 South Main Street
Nicholasville, KY 40356
859.885.4892
FAX 859.885.6762**

May 12, 2010

Ms. Jackie Perry
Executive Director
Campaign Office
1310 West Main Street
Lexington, KY 40508-2048

Dear Jackie:

As the campaign here at the Diocese of Lexington Kentucky ends, I want to tell you how surprised and please I was with the program that your organization Guidance and Giving used here with our *One in Father & Mission* campaign. Working with Marvin Suarez was a pleasure. We enjoyed his interest and ability to work with all of our people—even the first meeting when he received the concerns of the committee regarding the economic situation of our country and the time that a capital campaign should be run. I was fortunate that our committee chairs and Marvin worked well together.

Our receptions were well attended and the response was excellent. The committee meetings and volunteer training were very good—meeting our people where they were and taking them to the next step. Because of their help, our in-pew appeals were well done by our own people. The results were that our parish had 51 percent participation and we made 82 percent of our goal. Because of the generosity of our people in making their initial pledges in cash, we should be receiving our first rebate check in July of this year.

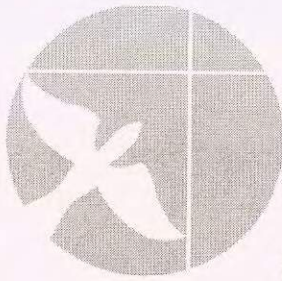
We have enjoyed working with Jackie, Marvin, and Matt and would recommend Guidance and Giving to others.

Yours in Christ,

Rev. William C. Bush

Rev. William C. Bush
Pastor

mtl



JESUS OUR SAVIOR CHURCH
PO BOX 307
MOREHEAD KY 40351
606 784-4392

Michael Cusack
Guidance in Giving
c/o Diocese of Lexington
Lexington, Ky.

Dear Michael,

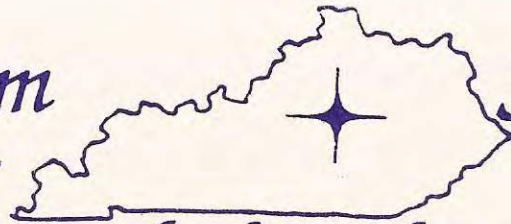
Thomas Dorsz was the consultant from your company working with our parish as we participated in our diocesan capital campaign, One in Faith and Mission. With his help we met our goal of pledges, exceeded our diocesan appeal goal, and had 62% of our parishioners participating.

Tom was very supportive and available to us. He regularly provided us with information and materials. He helped us to trust the process and to straightforwardly tell the story of the needs. His spirit was always upbeat and he was always positive, respectful and clear when questions or challenges came his way. Tom helped us to "work the program" but was also flexible in helping us make adjustments to the program in order to respect the particular characteristics of our parish community.

Respectfully yours in Christ,

Rev. Paul Prabell
pastor

*St. William
Lancaster*



*St. Sylvester
Ottenheim*

Catholic Churches

April 30, 2010

Jackie Perry, Executive Director
Campaign Office
1310 West Main Street
Lexington, KY 40508-2048

TO WHOM IT MAY CONCERN:

I am pleased to recommend Guidance in Giving, Inc. to any diocese interested in raising funds through a capital campaign. I must confess that at the beginning of our One in Faith and Mission Campaign the parishioners of St. William, Lancaster and St. Sylvester, Ottenheim were not very receptive to the idea of such a large campaign in the midst of the economic crisis in our country. Admittedly, there were a few parishioners very vocal in their opposition. However, due to the friendliness, professionalism and hard work of you and Marvin Suarez, our local campaign director, our parishes rallied round admirably.

One thing that stands out in my mind is the fact that you and Marvin were ALWAYS available for every question or problem that we had along the way. Marvin was especially helpful to our parish secretary in working through each issue that arose, either in person, via email or telephone. His amiable personality made us feel we had known him for years.

I was very satisfied with the implementation procedure of this campaign and the fact that you were willing to modify your usual goals and ideas to suit our individual parishes. In fact, St. William parishioners realized that by participating in this capital campaign, we are now able to move forward with our dream of erecting a new rectory/parish office! For several years we've struggled with the urgent need for a new rectory, but also the reality that sufficient funds weren't available. Now we've already exceeded our initial payment goal, and will thus receive 60 percent of all additional campaign money from the parish! As a result, we hope to begin construction on our new rectory in the very near future!

Although neither parish has yet reached their total goal, we are very happy with the response thus far. Considering the economic times, we are amazed at the response we have received! Thank you so much for the wonderful service you have provided to our diocese!

With Love and Prayers,

Fr. Tobias Sabariar
Pastor

THE CHURCH OF SAINT AGNES

HOLINESS + HOSPITALITY + HELPING + HEALING

February 18, 2010

Dear Mr. Cusack,

Please allow this letter to serve as a request to consider your firm as development/fund-raising consultants for a potential capital campaign at The Church of Saint Agnes, 1680 Dixie Highway, Fort Wright, KY 41011-2779.

It is our desire to improve the structural and environmental surroundings of our school and make it consistent with our designation by the U.S. Department of Education as a Blue Ribbon School for academic superiority. Smaller scale repairs and/or capital improvements are also being considered to the parish physical plant.

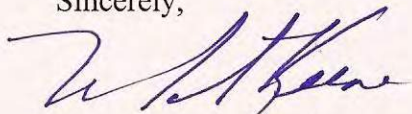
Saint Agnes Parish has 1,600 families with 1,200 of those being considered active. Our parish school, Saint Agnes Catholic School, serves approximately 410 students in Kindergarten through eighth grade. The initial feasibility study estimates the project scope to be \$4.5-5 million.

In conjunction with our committee your mission will be to determine if we have the resources available for the project and to assist us in securing appropriate funding for this worthwhile endeavor. As we enter this proposal stage we will be most interested to have you:

- Define your methods of handling a feasibility study, case statement, marketing, solicitation and campaign management.
- Provide an approximate time line.
- State your fees for services, including your expectation for expenses to be reimbursed.
- Request physical needs on site (office space, computer, etc.).
- Provide three references of previous clients that you assisted with similar scope and size of project. Prior experience with capital campaigns involving a parish school should be included.
- Provide information about your firm's work in Northern Kentucky (history, number of clients, etc.).

Thank you for your consideration. Responses must be postmarked by March 12, 2010 to be considered for this work.

Sincerely,



Reverend Mark Keene, pastor

Mr. Michael Cusack, President
Guidance in Giving
225 Snedecor Avenue
Bay Port, NY 11705

1680 DIXIE HIGHWAY, FORT WRIGHT, KENTUCKY 41011-2779
PHONE: 859.431.1802 FAX: 859.291.7017
Email: rectoryoffice@saintagnes.com Website: www.saintagnes.com



MONSIGNOR RALPH W. BEITING

With 60 Years Of Service To Appalachia

Pastor, St. Jude's, St. John Neumann's

May 20, 2010

Dear Jackie,

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Good luck. You know what you are doing.

Sincerely in Jesus and Mary,

Monsignor Ralph W. Beiting

St. Luke Catholic Church
304 South Main Street
Nicholasville, KY 40356
859.885.4892
FAX 859.885.6762

May 12, 2010

Ms. Jackie Perry
Executive Director
Campaign Office
1310 West Main Street
Lexington, KY 40508-2048

Dear Jackie:

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Our receptions were well attended and the response was excellent. The committee meetings and volunteer training were very good—meeting our people where they were and taking them to the next step. Because of their help, our in-pew appeals were well done by our own people. The results were that our parish had 51 percent participation and we made 82 percent of our goal. Because of the generosity of our people in making their initial pledges in cash, we should be receiving our first rebate check in July of this year.

We have enjoyed working with Jackie, Marvin, and Matt and would recommend Guidance and Giving to others.

Yours in Christ,

Rev. William C. Bush

Rev. William C. Bush
Pastor

mtl