

ST. GEORGE CATHOLIC CHURCH

December 19, 2014

Mr. Michael R. Cusack
Chairman and CEO
Guidance in Giving, Inc.
225 Snedecor Ave.
Bayport, NY 11705

Dear Mr. Cusack:

I am writing today in regards to the recent Capital Campaign at St. George Catholic Church in Baton Rouge, LA. This campaign was spearheaded by Riley Ludlow of your firm. I'm sorry this letter is a bit delayed. However, I wanted to express our highest esteem and thanks to Guidance in Giving and in particular to Riley for an outstanding job with our campaign.

We were very pleased to have Riley join us early on in this process doing a feasibility study several years prior to the campaign. That study was immensely important in guiding our decision to move forward with a new church building and renovating our existing church into school classrooms. We were pleased to welcome Riley back to the parish as he was selected to head up our Capital Campaign.

I must admit that we insisted on raising the goal of the campaign quite a bit above Guidance in Giving's recommendation (from \$8.5 Million to \$14.8 million). Despite what may have seemed like a monumental challenge, Riley never flinched. Steve Babcock may have been a bit perplexed and concerned. But, Riley accepted the challenge and never once questioned our sanity. I am happy to report that our campaign has now surpassed the \$14.8 million goal making it one of the most successful parish campaigns in the country. To say we were pleased with the results would be an understatement.

Several people from other churches around the country have called recently wanting a reference. I am always happy to give a glowing recommendation. We at St. George could not have been happier with the process and the results. I think the methodology of using various receptions helped solidify our base and offered a knowledgeable forum to answer some very technical and lingering questions. Having knowledgeable people at each reception lessened the rumor mill and allowed every participant to get a full and informed presentation about our project. Through it all, Riley did a fantastic job of organizing the volunteers, overseeing the receptions, and doing a very comprehensive job of follow-up. He had a gentle yet guiding spirit that kept our core leaders motivated and involved in the process. Riley shared timely stories in his reception presentations and tactfully approached the hard to mention items (money) in a cheerful and thoughtful way. Riley also had the experience and personality to easily relate to our leadership team and volunteer coordinators. I could not fathom doing such a campaign in any format other than what we did. The leadership of Riley made all this flow seamlessly.

In the end, we were extremely pleased with Riley and offer our strongest commendations for his extraordinary work. He took the bull by the horn and led us through to the result we were hoping for. He deserves a big bonus and a raise!

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I want to also mention Steve Babcock who has been a part of our process for several years. Steve always seemed to be present at key times. Through the years, he never seemed far away always sending emails, calling, or dropping by whenever in town. He has an amazing ability to track every aspect of the campaign. He always seemed to know more than expected and had an ability to analyze every situation with a reasonable and well thought out approach. We definitely had the "A" team from GIG with Steve and Riley. We are convinced.

We extend our thanks to Guidance in Giving for all you did for St. George. It has been an exciting time and the future construction of a new church is a challenge that excites all of us in the parish. May we all continue to do the work that God blesses.

Sincerely,

A handwritten signature in cursive script that reads "Martin Hernandez". The signature is written in black ink and is positioned above the printed name and title.

Martin Hernandez
Director of Administration

Xc: Steve Babcock
Riley Ludlow

July 10, 2014

Mr. Michael R. Cusack

Chairman and CEO

Guidance In Giving, Inc.

225 Snedecor Avenue

Bayport, New York 11705

Dear Mr. Cusack,

When Father Mike approached us to co-chair the "Building Upon Our Roots St. George Capital Campaign", we were humbled and overwhelmed with this commitment. Upon prayer and discerning God's will, we confidently and peacefully said, "Yes".

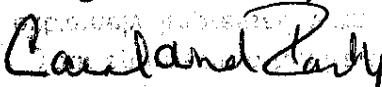
Three years prior, we had briefly been interviewed by Riley Ludlow as your company was doing a feasibility study for St. George's future campaign. It gave us faith and confidence that Riley and Guidance In Giving's fundraising organization were going to guide us along this journey. Needless to say, it did not disappoint us and we cannot say enough about every aspect of this campaign. We have been involved in numerous capital campaigns before and have to say that this one was run efficiently and smoothly from beginning to end.

Your approach to fundraising for a capital campaign is inspiring and very organized. We were extremely impressed with Riley's leadership, enthusiasm, inspiration and positive attitude during the 6 months he was here. Not only did he gain our respect and confidence with his wisdom, leadership and knowledge, but we gained a respected friend and our campaign committee became a family.

We only met Steve Babcock once and that shows the confidence he had in Riley. So glad we did have time with him and see why Guidance In Giving is such a successful fund raising company.

At the beginning of our campaign, our goal of \$14,800,000 seemed overwhelming. With dedication, guidance, leadership, enthusiasm and commitment, Riley and our St. George Capital Campaign Committee have reached \$14,500,000 with the potential to surpass the \$14,800,000 goal. Needless to say, Riley, with Steve's guidance and the philosophy of Guidance In Giving, have been a blessing to St. George Capital Campaign as we "Build Upon Our Roots."

With gratitude and very sincerely,



Carol and Randy Bonnezaze

CC: Mr. Riley Ludlow