



THE DIOCESE OF CHARLESTON

---

September 2007

Michael R. Cusack  
President and CEO  
Guidance In Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mike,

I want to thank you and your organization, Guidance In Giving, Inc. for the tremendous assistance you provided to the Diocese of Charleston in the recently completed capital campaign, *Our Heritage, Our Hope*. When we concluded the campaign, the pledge total surpassed \$35,000,000 on a goal of \$32,000,000. This was truly a successful effort.

In the early stages, many were skeptical about our ability to be successful in a capital effort. However, after your firm completed the study and then directed the Bishop's Stewardship Appeal, we felt confident the capital campaign would be equally successful.

I was extremely pleased with the professionals you sent to work with us in Charleston. Your involvement and faithful support throughout the life of the campaign was a great blessing, and I was most pleased with the tremendous efforts of Matt Dwyer, the executive director, and the entire campaign staff. Their professional dedication and understanding of catholic stewardship was a true inspiration and a sign of the healthy future that awaits the Diocese of Charleston. My priests and lay leaders found the participation of your staff to be extremely helpful as well.

As Bishop of Charleston, it was a pleasure working with your fine organization. I highly recommend Guidance In Giving to other dioceses and parishes considering a stewardship based campaign. Please know that you leave the Diocese of Charleston as a friend with my blessings, prayers, and best wishes as you continue your work in helping to provide the financial assistance needed to assist with capital needs, programs and ministries.

Sincerely yours in Christ,

A handwritten signature in dark ink, appearing to read "R. J. Baker".

Most Reverend Robert J. Baker  
Administrator, Diocese of Charleston

Office of the Bishop



THE DIOCESE OF CHARLESTON

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September 20, 2005

Mr. Michael R. Cusak  
President & CEO  
Guidance in Giving, Inc.  
225 Snedecor Ave.  
Bayport, NY 11705

Dear Mike:

I want to give you an update on the 2005 Bishop's Stewardship Appeal Campaign for the Diocese of Charleston.

As you know, the goal for the campaign which runs through December 2005 is \$2 million. As of today we have cash in hand in the amount of \$2,016,597.09, and pledges totaling \$2,222,844.19 – and this is with a bit more than three months remaining in the year.

We are currently \$556,000 ahead of where we were last year at this time, and if the receipts for the last three months of the year only equal last year's final three months, we will add another \$277,000 to our total.

All of this is to say that Matt Dwyer and his team have done a splendid job for us. You and your company are to be congratulated. We look forward to the same positive results from the Our Heritage, Our Hope Diocesan Capital Campaign which Guidance in Giving has just launched for us.

Sincerely yours,

James T. Myers, Ph.D.  
Director

**Office of Stewardship and Mission Advancement**

*Good Shepherd Catholic Church  
1401 Greenwood Hwy  
P. O. Box 1468  
McCormick, SC 29835*

December 20, 2006

Mr. Michael Cusack  
President and CEO  
Guidance & Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mr. Cusack:

This letter is in reference to Ashley Trice, who was our contact advisor for Our Heritage, Our Hope Campaign for the Diocese of Charleston.

Ashley did an outstanding job in keeping the parish informed of all matters pertaining to this campaign. She came to McCormick on several occasions to make sure we all understood the process regarding receptions, letters, committee meetings and training.

The fact that we have already reached 58% of our goal speaks for itself of the outstanding interaction between Ashley and our committee here at Good Shepherd.

I highly recommend your company, Guidance & Giving and Campaign Plan to other dioceses.

Sincerely Yours in Christ,

Good Shepherd Catholic Church

*Fr. A. Marreddy*

Rev. Allam Marreddy  
Administrator

**ST. PETER'S CHURCH**

1529 Assembly Street • P.O. Box 1896

Telephone (803) 779-0036

Columbia, South Carolina 29201

May 31, 2006

Michael R. Cusack  
Guidance In Giving, Inc  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mr. Cusack:

It is my privilege to write a letter of thanksgiving and recommendation for the services of Guidance In Giving. Your program and your staff were at every point professional and a pleasure for us to work with here in Columbia South Carolina.

At St. Peter's Parish we was particularly blessed to have as our project representative, Mr. Riley Ludlow. Riley not only fulfilled all the requirements of our contract with your company, he also presented himself as one fully engaged and committed to our project. Throughout our many meetings and receptions he was well prepared and personally available to assist all our volunteers and contributors. His presentations gave the right blend of information, invitation to stewardship and good humor. To have him as a member of our parish team throughout the months of the campaign was a blessing.

As you know, St. Peter's capital campaign went well over our goal. I am convinced that much of our success was due to the good direction and daily involvement of Riley Ludlow.

Sincerely in Christ,



Msgr. Leigh A. Lehocky  
Pastor

## ST. PETER'S CHURCH

1529 Assembly Street • P.O. Box 1896  
Telephone (803) 779-0036  
Columbia, South Carolina 29201

May 24, 2006

Michael Cusack, President  
Guidance in Giving  
225 Snedecor Avenue  
Bayport, New York 11705

Dear Mr. Cusack,

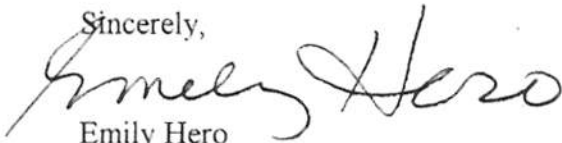
I am writing in response to Riley Ludlow's request for a letter of recommendation, based on his recent work here at St. Peter's Church. As Parish Life Coordinator, I worked closely with Riley during our recent *Living Our Faith, Building Our Future* campaign.

Riley is a conscientious, hard-working person, who showed great dedication to achieving our goal of raising 2.3 million dollars. As of this writing, our pledges have exceeded \$2,750,000.00. Riley's hard work, and the Guidance in Giving organization and outstanding process, are responsible for this success, which exceeded all my expectations. Riley brought a much-needed voice to the parish, when he spoke strongly and convincingly for sacrificial giving at our parish receptions and other meetings.

I was also impressed by the Guidance in Giving process, which is well designed and worked systematically toward the achievement of our goal. Not only did we have Riley's expertise, but Michael Coates' very competent presence and accessibility throughout the process were appreciated.

All in all, I don't believe St. Peter's could've made a better choice in our fundraising effort than to hire Guidance in Giving. I would recommend your company and Riley, with enthusiasm, and without qualification, to any Catholic church in need of fundraising expertise.

Sincerely,



Emily Hero  
Parish Life Coordinator

*Jones, Seth, Shuler & Killen, LLP*

*Richard Cogburn Jones*

*J. Cabot Seth*

*Franklin Maury Shuler*

*Patrick McFadden Killen*

*Richard Thomas Jones*

*Law Offices*

*5 Law Range*

*P.O. Box 1268*

*Sumter, South Carolina 29151-1268*

*Tel: (803) 773-8676*

*Fax: (803) 775-3461*

*Real Estate Fax: (803) 774-2025*

May 8, 2006

Guidance in Giving  
225 Snedecor Ave.  
Bayport, NY 11705

RE: Letter of Recommendation, Darren Moore  
Performance at Sumter County Catholic Community 2006

Dear Sir or Madam:

Darren Moore served very well in the Sumter Catholic community during our One Faith-One Family campaign. The scope of the campaign was very broad and under difficult circumstances. His performance, over all, was very, very good.

The Catholic community in Sumter comprises less than 3% of the total population of the county. It is divided between two parishes St. Anne's and a former mission church, St. Jude's which had been an outreach to the black community. The purpose of the campaign was to raise 2 million dollars to build one church in order to merge these two parishes.

Darren provided the immediate hands on management for our campaign. He implemented the Guidance in Giving program for our community. We were very pleased in the outcome; we exceeded our goal by 10%. As chairman, however, I was particularly pleased with Darren's performance of the fundamentals which, I believe, led to our success.

1. Darren solicited more volunteers than we needed and motivated them to do the leg work.
2. Darren made sure that our committee effectively communicated amongst ourselves via email and with the parishioners via the bulletin inserts. The bulletin inserts were informative, timely and a key element in keeping the parishioners informed.
3. The receptions were well organized. Darren Moore worked very closely with the volunteers to make sure the receptions were appropriately set up, materials present, and speakers, were available, proper and prepared, to present to the various gatherings.
4. Darren worked very well with me as chairman. During the various stresses and strains of this campaign (no one can really remember the last capital campaign that our Sumter Catholic community had been involved in-at least more than 30 years ago), he was always available to me. He was responsive if I had questions, even if he needed input



*One Faith - One Family*  
CAMPAIGN

March 1, 2006

Michael Cusack President  
Guidance In Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

SAINT ANNE & SAINT JUDE  
CATHOLIC PARISHES

Dear Mike,

On behalf of the parish families of St. Anne & St. Jude, we would like to express our sincerest gratitude and appreciation to your staff for the work done here in Sumter, South Carolina. The enthusiasm for our project shown by Darren Moore, Mike Coates and your G.I.G. team made it clear that the members of Guidance In Giving, Inc. are dedicated to their work of helping Catholic Churches and the goals of our parishes.

For the duration of the campaign, Darren, as the Campaign Director, led us knowledgeably. Working with his supervisor, he helped to make sure that our beautiful printed materials were produced in a timely fashion, that our Receptions were well organized and attended, that our promotion of the Campaign from the pulpit was voiced with a strong feeling for Stewardship and that our Volunteers were motivated and happy.

We had many reservations when we began this project. We have two parishes that are combining into one and we will be building an entirely new campus for our growing family. We have an overall building plan that will require several years of fundraising and construction. And, we will be leaving behind two churches that have tremendous sentimental value to our parishioners. All of these factors were seen as obstacles before the campaign.

Because of the *One Faith - One Family* Campaign, we have raised close to \$2.3 million. This is well over the financial projections for our parishes and a tremendous start to our new parish life. The campaign has helped St. Anne and St. Jude unite and this is just as important to us as the funds raised, perhaps more so. I attribute our success to the plan that was implemented so thoroughly and joyfully by Mike and Darren.

With this letter we wish to recommend the services of Guidance In Giving, Inc. to other parishes and pastors without hesitation. I am quite pleased with our results and your firm.

Yours sincerely yours in Christ,

Rev Thomas Burke, CSsR --- St Ann Church

Rev Charles Donovan --- St Jude Church

***St. Elizabeth Ann Seton Catholic Church***  
***8 Gillin Drive***  
***Simpsonville, SC 29680***  
***(864)963-3959***

December 15, 2006

Michael Cusack  
President and CEO  
Guidance & Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mr. Cusack,

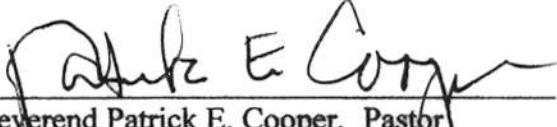
I am writing this letter to express our gratitude to Jackie Perry for a positive experience with the "Our Heritage, Our Hope Campaign" with the Diocese of Charleston.

Jackie was easy to work with and was very respectful of my wishes. The committee meetings and receptions went smoothly.

The in-pew appeal went without persuasion.

I am confident that Jackie would be an asset to any firm that can use her services.

Gratefully yours,

  
Reverend Patrick E. Cooper, Pastor  
St. Elizabeth Ann Seton Catholic Church



**St. Gerard Catholic Church**  
**640 Edrie St., NE**  
**Aiken, SC 29801**  
**(803)649-3030**

Michael Cusack  
President and CEO  
Guidance and Giving, Inc.  
225 Snedecor Ave.  
Bayport, NY 11705

December 19, 2006

Dear Mr. Cusack:

Ashley Trice has asked me to write a letter of recommendation and comment on our experience here at St. Gerard regarding the Our Heritage Our Hope Campaign.

First let me say that we were overwhelmed with the goal set for us by the Diocese. With approximately 60 families the goal seemed unrealistic, but the way the campaign was mapped out for us and with the excellent video to show the parishioners, we surpassed our goal.

Ashley was always prompt, precise and eager to answer any questions our committee had. The training was excellent and the reception went off without a hitch. Anytime we needed assistance we could either call or email Ashley and our concerns were immediately addressed.

We were lucky to have such a qualified trainer. We would certainly recommend Guidance & Giving, Inc. for any Diocese wishing to launch a capitol campaign.

Sincerely,

*C. K. Kawesi*

Rev. Charles Kawesi  
Pastor

CW/nrd



CATHEDRAL of SAINT JOHN the BAPTIST

*Forward With Faith*

CAPITAL CAMPAIGN

May 17, 2006

Mr. Michael Cusack, President  
Guidance In Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mike,

I would like to express our parish's appreciation to your staff for the work completed here at the Cathedral of St. John the Baptist, Charleston. The enthusiasm shown by your parish Campaign Director and your Diocesan Campaign team for our project was a wonderful display of dedication and commitment to the Catholic Church and our ministries here in South Carolina.

Our challenge at the Cathedral parish was to raise half of the total restoration costs for our beloved church. It seemed that this \$3.5 million total far exceeded what our 820 families were capable of raising when we first started. But, under the direction of your executives, we started with the necessary building blocks of a successful campaign. Our Campaign Committee was extremely well trained and kept informed of all important dates, statistics, current tasks and overall progress. Our printed materials were well researched, well written and, overall, excellent in how they represented our project and our parish. The campaign calendar was arranged so that we were always involved in momentum increasing events. Also, the projections made by Guidance In Giving kept us focused on meeting and exceeding our potential.

Because of the "Forward With Faith" Campaign, we have raised over \$2.7 million. This is over 109% of the projections for our parish. The potential identified by Guidance In Giving that remains in our parish will be essential to our raising over \$3 million. Included in this total are two pledges of over \$100,000 and one \$1 million endowment that was established for the Cathedral through the major gift phase of the campaign. This is no small feat for a parish of our size, and I attribute our success to the plan that was implemented so thoroughly by your Campaign Director, Mike Coates.

Despite the fact that we did not reach our "goal" for the campaign, I do not, in any way, feel that we were unsuccessful. Our needs simply outweigh what our financial potential can support. We will get there in time and the pledge total we achieved is a tremendous head start for our restoration projects. Our Follow-Up Committee for the campaign has been thoroughly instructed in matters of billing, data entry, bulletin updates, pulpit announcements and other matters that will ensure that we keep this campaign alive in the parish. We will not fail!

Based on the working relationship I have with your staff, both in matters for the diocesan campaign for the Diocese of Charleston and in our Cathedral of St. John the Baptist Parish campaign, I would recommend the services of Guidance In Giving to any and all who wish to be successful.

Sincerely In Our Lord and Our Lady,

Rev. Msgr. Joseph R. Roth, P.A., V.G.,  
Pastor

The Cathedral of St. John the Baptist



DIOCESE OF CHARLESTON

St. Paul the Apostle Catholic Church

161 North Dean Street  
Spartanburg, South Carolina 29302  
(864) 582-0674  
Fax (864) 582-0716

Mr. Michael Cusack, President  
Guidance In Giving, Inc.  
225 Snedecor Ave.  
Bayport, NY, 11705,

Dear Mr. Cusack,

I want to take this opportunity to thank you and your fine people for helping us in our "*Building Upon 125 Years of Faith*" Campaign. This experience has been a lot of hard work, but it has been made bearable through the competence and professionalism of your staff – and in particular Darren Moore.

My predecessor had launched a campaign a few years ago without professional assistance, and it was less than successful. Darren came to us knowing that this would be the "second time" for this parish, and there were sensitivities that needed attention. His caring and understanding were foremost and his attention to detail was essential.

The workers from the parish were inspired by Darren, and they worked far harder because of him. I know that all of them were pleased, and were happy at the finish. He is a fine representative of your firm.

I recommend his performance without hesitation, and want to assure you that his performance here was above and beyond anything we expected. He has the ability to make this experience successful – no matter how much money is raised.

If I may be of further assistance, please do not hesitate to call.

Sincerely,

Fr. James Crowley  
pastor

# *St. Peter's Catholic Church*

*Rev. Ronald R. Cellini, Pastor*  
*70 Lady's Island Dr., Beaufort, NC 29907*  
*843-522-9555. [www.stpeters-church.org](http://www.stpeters-church.org)*

January 30, 2007

Mr. Michael Cusack, CEO  
Guidance In Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mr. Cusack,

I want to take this opportunity to commend Ms. Kim Burns and your organization for the good job that was done on the Our Heritage, Our Hope campaign for St. Peter's. Our parish was very generous and we exceeded our goal. Your staff was readily available and attended to our needs handily.

We are pleased to have successfully raised our goal.

Thank you for helping us run an effective campaign.

Sincerely yours in Christ,



Reverend Ronald R. Cellini  
Pastor

*160 Years of Faithfulness*

*St. Martin de Porres Catholic Church*

2229 Hampton Street  
Columbia, South Carolina 29204-1813  
Tel: (803) 254-6862  
Fax: (803) 799-4720

February 8, 2007

Mr. Michael Cusack  
President and CEO  
Guidance & Giving, Inc.  
225 Snedecor Ave.  
Bayport, NY 11705

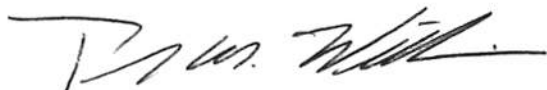
Dear Mr. Cusack:

Thank you for assigning Kimberly Burns to my parish as the representative for Guidance In Giving, Inc. Ms. Burns was a delightful person to work with, and made it all seem easy. My parish was in the midst of a capital campaign drive trying to raise 1.3 million dollars as we construct a new church building. I had reservations concerning the Diocese of Charleston's "Our Heritage, Our Hope," Capital Campaign Drive being a success in my parish. However due to the leadership skills of Kim Burns we were very successful.

I was impressed by the professionalism of Ms. Burns, and because of her skills, a lot of stress was taken off my shoulders. She was able to train the parish volunteers so that they knew what to say, and how to say it. She was able to make everyone feel comfortable, and inspired all to have a sense of confidence that everything would work out for the good, and that we would be successful.

Thank you for allowing Ms. Burns to work with my parish, and I would have no difficulty in recommending Guidance In Giving, Inc. to anyone who asks. Thanks for all that you did for the Diocese of Charleston and my little parish of St. Martin de Porres.

Sincerely in Christ,



Very Rev. Paul M. Williams, OFM, V.F.  
Pastor

ST. MARY THE VIRGIN MOTHER

A Roman Catholic Community  
363 North Fifth Street  
Hartsville, South Carolina 29550

Phone 843-332-7773  
Fax 843-332-2812

November 21, 2006

Matthew Dwyer  
Guidance in Giving, Inc.  
152 Cannon Street  
Charleston, South Carolina 29403

Dear Matt,

A letter of thanks and congratulations to you and your staff on the success of the "Our Heritage, Our Hope" campaign for the Diocese of Charleston. As you know, our parish went over goal for the campaign and most of the thanks goes to you and your firm. The information was presented in an attractive and very professional way. The local presentations were done in a courteous and personable setting and our in-Church presentations were very effective.

I have been involved in campaigns before but I am impressed with your process. Pastors are pretty busy and an added burden is seldom acceptable. Guidance in Giving made it very simple for us to participate successfully. There was no great burden placed on anybody involved and, to my knowledge, everyone, both workers and donors, are happy about what has been achieved. Our parish is also very pleased with our share of the pledges collected. A special thanks goes to Kim Burns who was a pleasure to deal with when it came to the nitty gritty of the effort.

Again, thanks Matt for your interest and effectiveness for our parish and our diocese.

Sincerely,

A handwritten signature in black ink, appearing to read "Rev. Karl Roesch". The signature is fluid and cursive, with the first name "Rev." and last name "Roesch" clearly distinguishable.

Rev. Karl Roesch  
Administrator



## **ST. WILLIAM CATHOLIC CHURCH**

1199 Ridge Spring Hwy  
Ward, SC 29166

Deacon John P. Klein  
Parish Life Facilitator

Phone (864) 445-7215  
E-mail: [Stwill@PBTCComm.net](mailto:Stwill@PBTCComm.net)

December 29, 2006

Michael Cusack  
President and CEO  
Guidance & Giving, Inc.  
225 Snedecor Ave.  
Bayport, NY 11705

Re: Ashley Trice

Dear Mr. Cusack:

Just a line to let you know how St. William and the Diocese of Charleston have benefited from your program in our capital campaign. It was well planned and the assignment of Ms. Ashley Trice has reaped these benefits. Ashley was well organized and worked well with me and our parish representatives. Whenever we needed information she within hours was able to get it to us.

The opportunities for running this campaign were well timed, reception were well planned and ran by her. She trained our people well and provided all the tools in a timely and thought out method.

If I had to evaluate Ashley, she would get an excellent rating, serving in an above satisfactory manner. With people like her and with your excellent program, I would surely recommend your company to others. Keep up the good work!

Sincerely yours,

Deacon John Klein  
Parish Life Facilitator

PS. We made our goal going away!

SACRED HEART CHURCH  
888 KING STREET  
CHARLESTON, S.C. 29403-4139  
843-722-7018

September 7, 2006

Mr. Mike Cusack  
President and CEO  
Guidance in Giving, Inc.  
225 Snedecor Ave.  
Bayport, NY 11705

Dear Mr. Cusack,

In order for you to understand our situation, let me say that we are a very small (approximately 94 families), old parish in the inner city with few young people or children. With only 41 contributors we managed to raise an overall total of \$96,870 of which the parish will get a percentage back. To say the least, we are extremely pleased!

Sacred Heart Parish has found the Guidance in Giving staff most knowledgeable, efficient, and helpful to us in implementing the Our Heritage, Our Hope Capital Campaign. Once the initial work (selecting chairperson, etc., reception times, address labels) was done, the whole plan just fell seamlessly into place. The GIG staff led us through every step of the campaign. This is one of the easiest fund-raising plans that we have been involved in and if you follow the directions and advice of the GIG staff, you can't lose.

Your company and the staff especially - Matt Dwyer, Jennifer Frazer, Ashley Trice - are very professional and we would recommend them without reservation.

Yours truly,



Joan H. LaTorre  
Parish Secretary

cc: Guidance in Giving Staff





P. Sullivan  
8-12-06

# Sacred Heart Church

POST OFFICE BOX 812

Abbeville, South Carolina 29620

December 7, 2006

Mr. Michael Cusack  
President and CEO  
Guidance & Giving, Inc.  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mr. Cusack:

This letter is in reference to Ashley Trice, who was our contact advisor for Our Heritage, Our Hope Campaign for the Diocese of Charleston.

Ashley did an outstanding job in keeping the parish informed of all matters pertaining to this campaign. She came to Abbeville on several occasions to make sure we all understood the process regarding receptions, letters, committee meetings and training.

The fact that we went over our original goal pledge by \$23,000 speaks for itself of the outstanding interaction between Ashley and our committee here at Sacred Heart.

I highly recommend your company, Guidance & Giving and Campaign Plan to other dioceses.

Sincerely Yours in Christ,

SACRED HEART CATHOLIC CHURCH

*Fr. A. Marreddy*

Rev. Allam Marreddy  
Administrator