

THE CATHOLIC CHANCERY

Diocese of Kansas City-St. Joseph



OFFICE OF THE BISHOP

July 13, 2000

Michael R. Cusack, President  
Guidance in Giving  
225 Snedecor Avenue  
Bayport, NY 11705

Dear Mike,

I want you to know how pleased I am that our diocese had the opportunity to use Guidance in Giving, Inc., as the fund-raising professionals for our first ever Diocesan Capital Campaign, *Gift of Faith*. Not only was the campaign a success but the process has strengthened our understanding of what it means to be a diocesan family.

I was especially impressed with the support Guidance in Giving brought to our efforts to promote and nurture stewardship in our ninety-eight parishes and missions through the capital campaign experience. The staff was most professional and implemented a significant team effort with diocesan and parish leadership. At the parish level, they provided clear information to prospective donors and complemented our spiritual approach to giving.

Our diocese considers *Gift of Faith* a major success. To date we have received close to \$24 million in pledges and have seen about another \$3 million in pledges to parish projects in association with the diocesan campaign. Above all, we have grown closer to the ideals of gospel stewardship by seeing *Gift of Faith* as a call to share our gifts generously with those where the need is greatest.

I recommend your company as an important resource for the fund-raising efforts of our church and wish you every future success.

Sincerely in Christ,

A handwritten signature in black ink, appearing to read "Raymond J. Boland".

Most Reverend Raymond J. Boland, D.D.  
Bishop of Kansas City-St. Joseph

RJB:dsk

## THE CATHOLIC CHANCERY

Diocese of Kansas City-St. Joseph



July 10, 2000

Michael R. Cusack, President  
Guidance in Giving  
225 Snedecor Avenue  
Bayport, N.Y. 11705

Dear Mike,

I am writing to tell you how pleased the Diocesan Office of Stewardship and Development is to have worked with Guidance in Giving over the last eighteen months in our Diocesan Capital Campaign, *Gift of Faith*. Because it was the first capital campaign in history for the Diocese of Kansas City ~ St. Joseph, we faced many fears concerning a major diocesan fund raising project. Guidance in Giving did an excellent job in turning those concerns into a very positive experience that has set the foundation for building a closer diocesan family.

All of our fund raising efforts are part of a priority for promoting gospel stewardship. Your company, in the campaign process, emphasized the necessity for each diocesan member to consider in prayer the call to stewardship and to make a personal response to the invitation of *Gift of Faith*. The campaign team encouraged pastors to lead parishes from the spiritual implications of the gospel all to give. Faith and gratitude were important campaign themes at the parish receptions and in the preparation of diocesan leadership.

The campaign plan guided by G in G was an excellent strategy for allowing parish leadership to use their best talents to support the campaign. Roles were clearly identified from the Bishop all the way to the parish data entry person. The plan was simple, comprehensive and brought the folks together around a project that created much success at the local and diocesan level. In addition, the flexibility of the campaign plan enabled local communities to benefit with consideration for their own needs.

Every development director's nightmare is that once the capital campaign contract with the fund raising firm is signed, staff assigned to the diocese will not measure up to the levels expressed in the negotiations. The staff from G in G for *Gift of Faith* was professional, patient, and very organized. Their interactions with pastors were very supportive. They took the time to understand the particular history of our diocese and the important issues faced by each of our 98 parishes and missions. Their interactions with our diocesan members were clear and informative. I want to commend Andy White, Pamala Williams, Matt Dwyer and Bob Boegel. They became a part of our diocesan family getting to know the folks by attending worship services and other parish activities.

Andy White's leadership as diocesan campaign director is especially commendable. He was a strong leader for our campaign who always made himself available for the Bishop, diocesan leadership and pastors. He engendered a true team spirit and never allowed discouragement to dampen our efforts. His interpersonal gifts did a great deal to drive the campaign forward. Because of his excellent leadership, I was not only able to be an important part of the campaign but also able to cover the other responsibilities in diocesan development.

Throughout the two years of our campaign, I never forgot that the initial vision was to raise the tide of giving in the diocese and promote stewardship. With nearly \$24 million pledged and another \$3 million raised in association with the *Gift of Faith* campaign, the campaign has been a financial success. In taking stock of the spiritual tenor of the diocese as the campaign progressed, I recognize the signs that we have grown closer together in a stewardship experience and as a diocesan family.

I would like to thank you and Guidance in Giving, Inc. for a very successful capital campaign.

Best Personal Regards,



Thomas Paul Severino, Director  
Diocesan Office of Stewardship and Development.

Mike —  
The "big" is good!  
T.

# THE CATHOLIC CHANCERY

Diocese of Kansas City - St. Joseph



## LETTER OF RECOMMENDATION

*To: Whom It May Concern*

*Fr: David A. Malanowski*

*Re: Guidance in Giving*

*After just having completed a Diocesan Capital Campaign using Guidance in Giving, I do enthusiastically recommend the services of Guidance in Giving to those Dioceses (and parishes) who are contemplating capital campaigns. The Diocese, with the counsel of Guidance in Giving, was successful in raising \$24.1 million in its first capital campaign ever. More importantly, however, the campaign assisted in helping our Diocesan members understand more fully the Catholic Christian notion of stewardship - what it is and how it is linked to discipleship and mission. This was an important goal for our Diocese, and it was with this goal in mind that we selected Guidance in Giving. Their stewardship emphasis, along with the ability to raise the needed funds, represented what we were looking for in a firm.*

*The staff of Guidance in Giving was professional, helpful and adaptive to the many unique parish situations that were encountered. Michael Cusack was extremely helpful in helping our pastors understand the positives and possibilities of a Diocesan Campaign.*

*David A. Malanowski  
Diocesan Finance Officer  
Catholic Diocese of Kansas City-  
St. Joseph*



## ST. PETER'S PARISH

---

6415 HOLMES STREET  
KANSAS CITY, MISSOURI 64131  
PHONE: 363-2320  
FAX 363-2492

November 28, 2000

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

Dear Mr. Cusack:

I am writing this letter to give you my thoughts regarding the recent *Gift of Faith* campaign recently held in our Diocese of Kansas City-St. Joseph.

Our representative from Guidance in Giving was Bob Boegel. Bob was a very personable and approachable person who worked well with both our parish staff and the volunteers that set up and ran the appeal here at St. Peter's.

The receptions, held here at St. Peter's, achieved both the results expected (that of encouraging people to participate) and some not expected (as an agent where parishioners could meet and exchange ideas and stories). As you might have heard from other Pastors, a key element of any parish is the intertwining of lives. Bob certainly helped facilitate this.

We were quite pleased with Bob and the overall way in which the campaign played out here at the parish and across the diocese. I want to thank you and your company for the good work you accomplished for us. And in a special way to send my thanks to Bob who worked so closely with all of us here.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Joseph Sharbel', written in a cursive, flowing style. The signature is positioned above the printed name and title.

Fr. Joseph Sharbel  
Pastor

November 22, 2000

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

Dear Mr. Cusack,

Saint Louis Catholic Church, along with other faith-communities in our Diocese, participated in the local capital campaign, Gift of Faith, in 1999. Guidance In Giving, Inc. representative Bob Boegel served as our parish liaison during the campaign.

We appreciated Bob's enthusiasm for his work as well as his belief in our diocesan mission and subsequent financial goals. He was very sensitive to the status of this central city community, its history and struggles. His personality and sense of humor brought an encouraging dimension that our parishioners appreciated. His insights into the workings of our Diocese, its strengths and weaknesses, also impressed me.

In the end, this poor community pledged more than the seemingly unrealistic goal predetermined by diocesan officials. I was glad that Bob was our man and I recommend him for your consideration.

Sincerely,



Fr. Don Farman

**St. Matthew the Apostle  
8001 Longview Road  
Kansas City, MO 64134**

**December 5, 2000**

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

Dear Mr. Cusack,

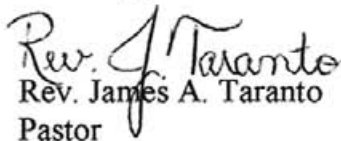
I would like to take a moment to thank you and your organization for the tremendous success experienced by our parish family during the *Gift of Faith* campaign facilitated by Guidance In Giving, Inc.

As a pastor of a generous and loving parish, I am always sensitive to those already making heroic sacrifices for the work of our Church. I admit being a little intimidated by the financial goal established for our parish. It just seems like we *go to the well* so often that the fear of finding it dry is a normal pastoral concern.

Your program was presented in such a tasteful and positive way that our people responded freely and joyfully. The goals and needs were explained fully. Our people never felt any aggressive pressure. I personally valued your willingness to answer questions and explain the value of stewardship directly to our people.

It was a pleasure to work with Guidance in Giving. I enthusiastically recommend your organization to other parishes or dioceses. I would gladly consider your company for future parish financial campaigns.

Sincerely,

  
Rev. James A. Taranto  
Pastor

# BLESSED SACRAMENT CHURCH

1208 South 25th (S. Highway 69)

BETHANY, MISSOURI 64424

ST. MARY'S CHURCH  
Cainsville

TELEPHONE  
425-8160  
660

August 16, 2000

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

Dear Mr. Cusack,

I would like to compliment your company Guidance in Giving and Mr. Matt Dwyer for the professional way in which the campaign in the Diocese of Kansas City-St. Joseph was conducted. Mr. Dwyer was very direct and thorough in his explanations and the materials were available for us in a timely manner. We had only one reception because we are a small parish, but it was sufficient to communicate the basics of the program. I was glad that Stewardship was an important part of the program because it really helped promote the attitude toward giving that I am trying to promote in the parish.

Overall, the respectful, professional, and quality approach to giving is what helped our parish go over its goal.

Sincerely,



Sister Mary Ann Schmieding, OSF  
Pastoral Administrator





# Holy Family

CATHOLIC CHURCH

919 N.E. 96th Street • Kansas City, Missouri 64155 • (816) 436-9200 • (816) 436-8049 Fax

September 22, 2000

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

Dear Mr. Cusack,

Holy Family Parish participated this past spring in the *Gift of Faith* campaign of the Diocese of Kansas City-St. Joseph under the direction of Guidance In Giving. Guidance In Giving's Bob Boegel led the campaign effort in our parish.

We found it quite easy to work with Mr. Boegel and Guidance In Giving. We appreciated the flexibility allowed in tailoring the campaign to our parish as we were, ourselves, entering the third year of a five-year capital drive. Mr. Boegel assisted us in determining the best way to approach the parishioners who were already tithing to our parish and contributing to our capital campaign. We were able to achieve 70% of our goal in the *Gift of Faith* campaign which far exceeded our original expectations.

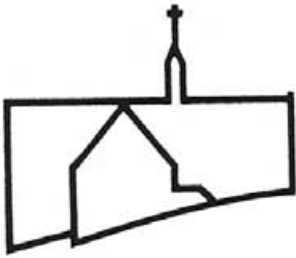
Guidance In Giving's incorporation of stewardship as a central theme in the campaign worked very well. Our parishes are constantly emphasizing stewardship to our parishioners. The Church can only continue to grow and thrive through the time, talent and treasure of our community. We believe that stewardship should be an important element in every endeavor of the Church.

The receptions held in our parishioner's homes and in our Parish Hall gave our members an excellent opportunity to learn what the *Gift of Faith* campaign would do for our Diocese. The video, including the Bishop's message, did a wonderful job of conveying the needs of the Diocese to its constituents. Parishioners were able to have their questions answered and develop a better understanding of how the Diocese operates.

We are pleased to have had the opportunity to work with Guidance In Giving. We would recommend Guidance In Giving to other parishes or Dioceses conducting capital campaigns. And we would consider Guidance In Giving to direct a future campaign in our parish.

Sincerely,

Rev. Robert H. Stewart, Pastor



St. Thomas  
More Parish

11822 HOLMES ROAD  
KANSAS CITY, MISSOURI 64131  
(816) 942-2492  
FAX (816) 942-8803

September 22, 2000

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

Dear Michael,

Now that we have completed our work on the "Gift of Faith" Campaign in the Diocese I am writing to you to let you know how pleased I was with the services of your firm here at St. Thomas More Parish.

Both from my experience on the Priests' Advisory Council and from my interaction as pastor I found your firm pleasant, creative, and flexible. 40 years as a priest makes one careful of Fund Raising firms for too often they have one plan, one way of proceeding, and become our masters instead of our partners. From the start Guidance in Giving was our partner.

I admired the way you led us through the goal setting process, the number of options offered, your willingness to listen. We ended up with the real key to our success -- that we could set a local parish goal of \$1,800,000 when the assigned goal was \$1,340,000. Having just come off a successful school building effort it fit us very well to guarantee the people no more campaigns for four years while this one raised us \$350,000.

I was also helped very much by your willingness to let me build committee through a single dinner in the priests' residence to which I invited 12 couples. They came. They were enthused. They split up the work. They did it. In our culture no one would have accepted being "chair" and recruiting a committee by phone.

The materials, the video, the mailings and receptions worked well so that in the end we had raised \$1,830,000. Thank you for all you did.

Sincerely,

Rev. William A. Bauman, pastor