

St. Vincent de Paul Parish

6001 NORTH UNIVERSITY STREET • PEORIA, ILLINOIS 61614

RECTORY 309-691-3602
REC. FAX 309-691-3687
SCHOOL 309-691-5012
SCHOOL FAX 309-683-1036

June 5, 2012

Guidance in Giving
13506 Summerport Village Parkway
Box 116
Windermere, FL 34786

To Whom It May Concern:

I am happy to provide a recommendation in light of our recent campaign success with Guidance in Giving. We conducted a debt reduction campaign in 2012 to make up shortfalls from the economic downturn in the prior years. Guidance in Giving succeeded in providing us with a very positive message and approach that was well received by the parishioners.

As a parish, we were very pleased with the reception based approach to this fundraising project. We invited our parishioners to attend very cordial and informative meetings which left many of our parishioners with a positive and enthusiastic desire to help us attain our goal.

I am also thankful for the presence of the campaign consultant, Charles Recznik, who helped us through each step in our campaign effort. He was very knowledgeable, professional, and helpful.

Thanks for all you did to make our effort a success!

Sincerely yours in Christ,

Msgr. Jason Gray
Pastor

MOST REV. DANIEL R. JENKY, C.S.C.
OFFICE OF THE BISHOP
DIOCESE OF PEORIA



OFFICE OF THE BISHOP
607 N.E. MADISON AVENUE
PEORIA, ILLINOIS 61603
PHONE: 309 671 1564
FAX: 309 671 5079

January 12, 2005

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

Dear Michael:

I am writing this letter to express my deep appreciation for all the truly excellent work of *Guidance in Giving* in the Diocese of Peoria. Our recent capital campaign far surpassed both our goals and expectations. My priests and lay leaders found the participation of your staff to be enormously and even irreplaceably helpful. The almost universal comment from our parishes was that if you followed the program, the campaign was almost easy. From very busy folks, this is great praise indeed. I must also say that I was edified by the specifically Catholic character of your organization. Your staff regularly participated in the life of this local church, and they never hesitated to give public witness to their Catholic faith. Prayer and trust in Divine Providence was emphasized at every single campaign meeting. While it is certainly a blessing to have successfully completed this program, many of us will genuinely miss the presence of these good Catholic men and women in our midst.

May God bless you in all your future undertaking.

Sincerely yours in Christ,

A handwritten signature in black ink that reads "Daniel R. Jenky, C.S.C." with a cross symbol to the left of the name.

✠Most Rev. Daniel R. Jenky, C.S.C.
BISHOP OF PEORIA



DIOCESE OF PEORIA

Office of the Permanent Diaconate

Rev. Msgr. Charles J. Beebe, Episcopal Vicar
412 N.E. Madison Avenue
Peoria, Illinois 61603-3720
(309) 672-1582

November 10, 2004
+St. Leo the Great

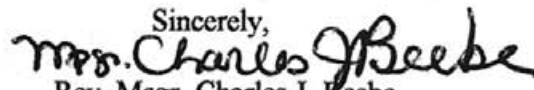
Mr. Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance In Giving Inc.
613 N.E. Jefferson
Peoria, IL 61603

Dear Mr. Dwyer,

This letter will recommend your organization, Guidance In Giving, Inc. as well as my contact director, Ms. Jennifer Frasier. When we were all initially approached regarding the Capital Campaign, Rooted In Faith, for the Diocese of Peoria; there was not an overwhelming response and the goal presented to my parishes seemed overwhelming. However, what was even more overwhelming was the response to this campaign in my parishes.

The process began with the training of my volunteers. The training was conducted in such a way that when we left, everyone felt very good about the project. We immediately chose to make the reception a social event for the parish. We were guided through the planing of our reception and the follow up by Jennifer Frasier. She did an outstanding job for us. The wine & cheese reception was very well received and my parish was most impressed by the presentations and presence of diocesan officials.

I particularly appreciated Jennifer's willingness to work with me so that I was able to adapt your "formula" into what I consider would work best in my small community setting. We exceeded our goal!! Recently we received our first rebate that will be used in our remodeling project. When I told my parish of their rebate they all smiled with pride. I think that as a community we are very proud of what we have accomplished, with the aid of Guidance In Giving. From my limited experience of working with your organization, I would recommend that other dioceses, parishes and institutions give you careful consideration as they pursue their plans for a capital campaign.

Sincerely,

Rev. Msgr. Charles J. Beebe
Episcopal Vicar/Permanent Diaconate

Pastor, St. Joseph/St. John
Roanoke/Benson IL

"The one who serves you best will be your leader" (Luke 22:26)

St. Isaac Jogues Parish
Diocese of Peoria

109 West Seventh Street
Georgetown, Illinois 61846-1499

Phone 217-662-6708

November 12, 2004

Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance in Giving Inc.
613 NE Jefferson
Peoria, IL 61603

Mr. Matthew Dwyer,

In the year 2003 a feasibility study was launched by Guidance in Giving Inc. to determine if the Diocese of Peoria was ready to undergo a Capital Campaign. After completing this study the Diocese of Peoria retained Guidance in Giving Inc. to direct the largest capital campaign in the history of Diocese. The amount of 32 million dollars was the goal set for the Diocese. The name of the campaign was "Rooted in Faith Campaign, 'for our children, for our faith, and for our future.'"

It is my understanding that of this date about 29 million dollars has been raised in pledges and in one time donations. The corporation fully expects to exceed its target of 32 million by the end of December this year.

From my personal experience with the Guidance in Giving Inc., I can truly say all the personnel involved with this project did an outstanding job. From the inception of the campaign up to this time everything and every aspect of the campaign was very well organized.

Mr. Matt Dwyer, the Executive Director, was very personable and professional. Jennifer Cromly, the Director for our block, did an outstanding job. Everyone that was involved in this undertaking were very helpful, they were attentive to the needs of the people, and worked tirelessly along with us to help us to attain our goal.

I was very impressed with the receptions that were held throughout the Diocese. From these receptions the people went away very well informed about the campaign, the training of the volunteers was excellent, and the In Pew program on Pledge Sunday was a great success.

One particular aspect of the campaign that appealed to me most was that when the parish would reach its goal, 20% of the money would be returned to the parish for the particular needs. If the parish exceeded its goal, the parish would receive 80% and the Diocese would receive 20%. This was a great incentive to try to make or exceed the goal.

In any Diocese is planning to conduct a Capital Campaign, I strongly recommend Guidance in Giving Inc. I can truly say I found the people working in the Corporation very professional, and very dedicated with working together with the pastors and the parishioner.

With kind regards,

Rev. John H. Paninski, M.S.

Rev. John H. Paninski, M.S. (Pastor)

Fr. Anthony Trosley

STS. PETER & PAUL CHURCH, NAUVOO IMMACULATE CONCEPTION, CARTHAGE
SACRED HEART CHURCH, DALLAS CITY ST. MARY'S CHURCH, WEST POINT
VILLA MARIE, 190 N. WELLS STREET, PO BOX 147, NAUVOO, ILLINOIS 62354
217-453-2428

November 26, 2004

Guidance in Giving, Inc.
Diocese of Peoria Campaign Office
412 NE Madison Avenue
Peoria, Illinois 61603

To: Guidance in Giving, Inc.
From: Fr. Tony Trosley

I want to take this opportunity to thank you for the professionalism, the sensitivity, the flexibility, and the overall excellence with which you conducted "Rooted in Faith: for our Children, for our Faith, for our Future," the Peoria Diocesan Capital Campaign. As pastor of three parishes, each with their own temperament and character, I was gratified to see the way in which you worked with me and the committees that served on the campaign in our faith communities. Of particular note, I acknowledge the efforts of Jackie Perry, our campaign director. She is the best of ambassadors for your company and its method of working with people. She presented to our people a calm assurance, and she communicated an enthusiastic confidence in them and their desire to give to the cause. She listened - - to me, and to our parishioners. She allowed flexibility in working with each parish, at the same time holding her ground in an inviting way, when it came to the essentials of the campaign to which she urged us all to adhere. I congratulate her and thank her for the ease with which she adapted to the unique needs and "personality," if you will, of each parish.

I would hope that you share this letter with anyone who receives you with resignation, or even skepticism. I offer the following as a testimony to the vision and the accuracy with which Guidance in Giving, Inc., sets out to bring out the very best out of each parish it serves.

Our particular campaign began in late March. In late January - early February, I conducted meetings of my own, to prepare our people for the launching of the campaign in our parishes. I publicized the campaign, and did my best to explain it to the people, Sunday after Sunday, for about a four-week period, in late January - early February of 2004. The reader of this tale might pat me on the back for all my efforts well in advance of the beginning of the campaign in the parishes I serve as pastor.

But, as a matter of fact, I impeded the potential for the greatest success of the campaign. And here's why....

The method for the campaign is so well-planned, so tried and proven, so geared to the greatest level of success possible, that, unknowingly, I over-saturated the announcement and preparation for our parish efforts. Everything - - EVERYTHING - - was taken into account, when it came to our Diocesan Capital Campaign. The advertising; the announcements and pulpit presentations; the video; the time allotment for each phase: I could go on and on. In two of our three parishes, I fell a bit short of the goal, or target, that was set. If I would have left things alone, and just followed the process, and trusted it, we would have met our goal. I know that, because we came close enough, even with the complications I mistakenly caused by my sense of caution and wariness.

By the way....In the one parish where I adhered to the program set forth by Guidance in Giving, Inc., that parish exceeded its goal by about 200%. No exaggeration!

Another thing I'd tell anyone who needed to hear it....

Guidance in Giving, Inc., is supremely confident that parishioners want to give, and to do, their best for a cause that goes beyond their individual parish boundaries. Read that sentence again. Guidance in Giving knows this, better than some pastors do. I say this with no intent to shame or to scold anyone: but the fact is that Guidance in Giving trusts in the good will of people, gears its approach to that trust, and expects - - not "hopes," but EXPECTS - - people to capitalize on their desire to put forth the best they can.

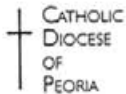
People will respond to such confidence in their goodness, every single time. Guidance in Giving realizes that criticism is there. It realizes that stories of hurt and upset affect the receptivity of people to the thought of giving of themselves for the cause of the Church. But Guidance in Giving doesn't allow its approach to people to be dictated by that criticism and suspicion. Instead, it proposes a vision, and in so doing, proposes that people really are as good as that vision needs them to be.

To pastors and parishioners, I would simply say, "Just read up on the process of the campaign, trust your campaign director, do what the program calls for, and believe."

When I say, "believe," I mean, in your people, to listen, to judge a cause worthwhile, and to rise to the occasion. I found out the hard way. Perhaps someone won't have to, for reading this. Pass the word! Follow the lead offered by Guidance in Giving, Inc.!

Sincerely yours,

Fr. Tony Trosley
Fr. Tony Trosley



Saint Patrick Church
705 East Jefferson Street
Washington, Illinois 61571-1598
Phone (309) 444-3524

December 14, 2004

To whom it may concern,

I am writing this letter to recommend the services offered by Guidance In Giving, Inc. I was a member of the Priest Advisory Council (PAC) which was created to make recommendations to the bishop as we conducted our first ever diocesan capital campaign. In addition, I am the pastor of a parish with over 900 families. Subsequently, I had the opportunity to work with Guidance In Giving, Inc. on both the diocesan and parish level. In the process, I became well acquainted with Mr. Matthew Dwyer and Ms. Jennifer Frazier. The experience, confidence and professionalism of their team contributed to the outstanding success of our campaign.

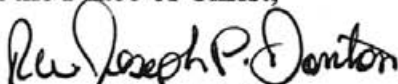
Matt Dwyer is someone with a "can do" spirit. Every campaign has its "hiccups." Our diocese was adjusting to personnel changes prior to and in the midst of the campaign. Matt managed these and other challenges with skill and grace.

Jennifer Frazier was essential to the success we experienced in on the parish level. With her help, we managed to secure pledges in excess of 150% of our target. We followed the plan she proposed. And yet, she was flexible enough to allow us to make adjustments that were unique to our parish's circumstances. Admittedly, I was fortunate enough to have chosen the right chairperson who assembled an eager and gifted team. They would all agree that Jennifer was great to work with!

Being a Block I parish, we were being "watched" by other parishes to see how we did. The lead gift and parish receptions were extremely effective in getting out the message of the campaign. The mailings were simple but informative. The in pew solicitation was practically effortless. Our overwhelming success was repeated by Block II and III parishes across the diocese. We are now reaping the harvest. Although we did the work, we owe our success to the leadership of Guidance In Giving, Inc.

We were told that the techniques and resources utilized by Guidance In Giving, Inc. were tried and true. I must confess that I had my doubts. However, they quickly made a believer out of me! Their young and energetic staff is extremely gifted. I was amazed that such a small team could be so effective. Trust them. They know what they are doing.

In the Peace of Christ,


Reverend Joseph P. Donton
Pastor



Holy Trinity Catholic Church

711 N. Main, Bloomington, Illinois 61701 Website: www.holytrinitybloomington.org Phone: (309) 829-2197 Fax: (309) 829-2243

February 25, 2005

Mr. Mike Cusack, President
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, NY 11705

Dear Mr. Cusack:

I have never approached the prospect of capital campaigns with great enthusiasm. As providence would have it, I was one of the two lucky pastors in the Diocese of Peoria who had to conduct our diocesan capital campaign, "Rooted in Faith," in two parishes. I also served on the Presbyteral Council which initially approved the campaign and on the diocesan Pastors' Advisory Council for the campaign. Thus, I had ample opportunity to see the Guidance In Giving staff work at both the diocesan and the parish levels.

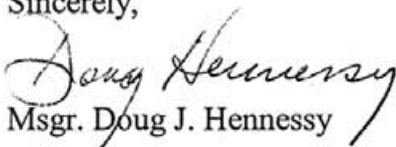
The tardiness of my letter is no measure of my respect for the work which Guidance In Giving performed for the diocese and for the two parishes in which I served, St. Paul's in Danville and Holy Trinity in Bloomington. In the feasibility study which they performed for the diocese they were thorough and thoroughly professional. Their estimate of the capabilities of the diocese proved to be right on target. The materials which they prepared for the campaign were excellent and effective. The diocese exceeded its goal as Guidance In Giving suggested we might do.

In the parishes they work well with the volunteers to organize the parish campaigns. The receptions which presented the case to the parish were conducted without pressure and proved to be very enjoyable. The followup in church was done with great respect for both the liturgy and the parishioners. The results were surprisingly good.

Mr. Matt Dwyer who headed the diocesan campaign and Ms. Jennifer Frazier and Ms. Jennifer Cromley, who worked with the two parishes where I did and do serve, did their jobs with an infectious enthusiasm, remarkable competence and a great spirit of faith. They were a delight to work with. They turned this reluctant pastor into a willing and successful capital campaigner.

I have worked with other consultants. Guidance in Giving is the best group with whom I have ever work. I can recommend your organization without hesitation.

Sincerely,


Msgr. Doug J. Hennessy

St. Mark Parish
1113 W. Bradley Avenue
Peoria, IL 61606-1722
309/673-1263 stmark@mtco.com

17 August 2004

Mr. Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance in Giving, Inc.
613 N.E. Jefferson Street
Peoria, IL 61603

Dear Mr. Dwyer:

I am most happy to recommend Guidance in Giving, Inc. to anyone. The team was very organized, with a well-thought-out plan that was individualized for each parish's needs. Every contingency was prepared for, and if changes became necessary, they were cheerfully made.

The receptions, at different levels for various levels of giving among parishioners are an excellent idea. I know our parishioners responded very well to these receptions; from the one at the Bishop's residence, to the in-home parties, to the general parish-wide receptions. When we wished to add another parish reception due to scheduling conflicts for quite a few of our people, it was added with no fuss by our parish coordinator.

The volunteer training, again, was very well planned. Every member of the parish committee received the information he/she needed to perform their assigned function. Giving our people a variety of dates and times to attend this training was very convenient. The in-pew program is a very easy way to reach those parishioners who chose not to or could not attend one of the receptions.

We cannot speak highly enough of our parish coordinator, Jennifer Cromley. She was always available to us, answering any questions we might have, arranging schedules, etc. She saw that we were provided with all the necessary forms, form letters, pulpit announcements, bulletin flyers, etc in a timely fashion. She cheerfully re-arranged her schedule to fit another parish reception in for us. The parish administrative assistant was impressed by the individualized calendar Jennifer provided for us and reported that Jennifer was extremely easy to work with and always supplied her with any necessary information, forms, or whatever was needed. Jennifer contributed greatly to the success of the campaign in St. Mark Parish.

Sincerely,



Rev. Benjamin B. Reese, Pastor
Saint Mark Parish

BBR/mas

CHURCH OF ST. MARY

119 E. Howard St.

P.O. Box 374

Pontiac, Illinois

August 17, 2004

Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance In Giving Inc.
613 N.E. Jefferson
Peoria, IL 61603

To Whom It May Concern,

Recently, the Diocese of Peoria conducted a diocesan-wide capital campaign and retained Guidance In Giving Inc. to conduct it.

Guidance In Giving Inc. is a totally Catholic organization and I found them extremely easy to work with. They listen! They do what they promise!

Our diocese is a mix of mostly rural and some large city parishes. They adjust their campaign according to your parish needs.

I am the pastor of three parishes, one large and two small rural parishes. I found Guidance In Giving very good to work with and they were very good listeners.

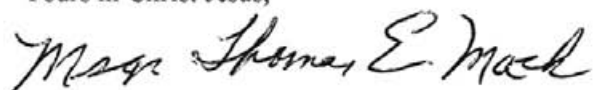
Our overall diocesan director was Mr. Matt Dwyer. Matt is excellent! I can't say enough about the great job he did. Our parish director along with Matt was Ms. Jackie Perry. Jackie was very good in working with our three parishes. She was professional yet approachable and very encouraging to myself and our parish leaders.

Jackie and Matt did a super job in training our parish leaders and were extremely good at our parish receptions - coming early, staying late - and very encouraging to our parish leaders and our parishioners. Jackie and Matt also did a very good job giving encouragement to our parish co-chairmen, especially when they had to get up and publicly address their fellow parishioners. They did such a good job training our co-chairmen that Jackie said she wanted to take them on the road with her to other parishes.

Early in our campaign, one of our co-chairmen lost his mother. Guidance In Giving sent flowers and both Matt and Jackie sent words of condolence to him and his family. This impressed me that we were dealing with caring people, not just a company.

I cannot say enough positives about Guidance in Giving Inc. and would whole heartedly recommend them to you! Please feel free to contact me.

Yours in Christ Jesus,



Msgr. Thomas E. Mack, Pastor
St. Mary's, Pontiac
St. John's, Cullom
St. Joseph's, Flanagan



Epiphany Catholic Church
1006 E. College Avenue
Normal, IL 61761

December 14, 2004

To Whom It May Concern:

It gives me great pleasure to offer a letter of recommendation for Jennifer Frazier as a fund raising director with the 2004 Rooted in Faith Capital Campaign in the Diocese of Peoria, Illinois.

Jennifer was always both professional and cheerful in her dealing with people and her handling of the numerous questions sent her way by phone, email, fax and in person. I really cannot say enough about her positive spirit. She never seemed down, even when she came to a meeting harboring a severe cold. That positive spirit caught on with everyone that collaborated with her and is part of, I would say a big part of, the reason for the campaign's success in my parishes (Epiphany, Normal and St. Mary's, Downs). Our goal in the first parish was \$800,000 and \$100,000 in the second.

At both parishes we exceeded our goal, despite heavy solicitations of the Catholic community in the years leading up to the Campaign. At Epiphany, we had just built a junior high building and contributed to a twelve million dollar Catholic high school. At Downs, the parish had just completed a parish hall and was close to \$400,000 in debt! But in both cases, due I have no doubt, to the unflagging encouragement and optimism of the Rooted in Faith Staff (and our area director Jennifer Frazier), we exceeded in goal at Downs and blew past it at Epiphany.

I personally have never been more pleased with the performance of an outside agency: they helped us reach our goal despite our hesitations and frequent lack of enthusiasm. Congratulations.

Sincerely in the Lord,

Rev. Msgr. Eric S. Powell, Pastor

St. Matthew's Church

Diocese of Peoria

156 E. Vernon

Farmington IL 61531

(309) 245-4001

December 14, 2004

To: Matthew Dwyer, Executive Director, Diocesan Capital Campaign
Vice-President, Guidance in Giving, Inc.
613 NE Jefferson
Peoria, IL 61603

Re: Diocese of Peoria, Rooted in Faith Capital Campaign

Dear Matt:

Before you and your team leave the diocese, I want to write concerning my experience of Guidance In Giving's role in our diocesan capital campaign. Above all, I want to commend the professionalism, the friendliness and the hard work of your staff, especially Jennifer Cromly, our local director at St. Matthew's. She was always available and did things that were "above and beyond" her role – especially in helping us to overcome the initial antagonism of some of our parishioners. I was also able to work with other directors of GIG at other parishes as I traveled with them to make the diocesan case at parish receptions. These directors too, were of equal excellence, professionalism and friendliness to our director.

I was very pleased with the whole procedure of implementing this campaign – especially the preliminary work that entailed sitting down and talking with every pastor and a great deal of the laity on the feasibility of even having this capital campaign. You guys listened to us and modified your usual goals based on our input. That meant a lot to me (and others too). I was able to see first-hand how well your program worked in a variety of parishes regardless of size, location (rural or city) and whether or not there was a parish school. You did a good job of getting we pastors and the lay leadership on-board with the campaign's goals. That is what changed some people from being anti-campaign to being pro-campaign.

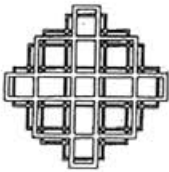
The bishop advised us priests to follow your program to the letter. I did not think that would prove important, but it was, as I saw in my own parish. The whole program, from the process of coming up with a parish goal for rebated funds, gathering a leadership team, training us, involving all parishioners, the invitations, providing leadership "scripts" on what to say, your way of hosting the parish receptions, the way of doing the commitment Sunday, the in-pew pledge program and the follow up to commitment Sunday all worked superbly well (much to my surprise). Out of 90 St. Matthew's families who gave to the ADA last year, 80 of them (maybe a couple more) pledged to this campaign! As of today we're at 101% of our goal and still climbing!!

Again, thanks for all you and your team did for education in our diocese. If you would like to use my name as a reference for GIG, for yourself or any of the directors I worked with, I shall be glad to give a very positive one. God bless you always.

Sincerely yours in Christ,



Fr. Bruce King, I.C.
Pastor



CHRIST THE KING CATHOLIC CHURCH

3205 - 60th Street, Moline, Illinois 61265 • Phone: (309) 762-4634

August 30, 2004

Re: Guidance in Giving, Inc.

To Whom it may concern:

Guidance in Giving, Inc. was brought to the Peoria Diocese to conduct a \$32 million dollar campaign. Matthew Dwyer was the Executive Director of the Campaign and Daryl Thomas was the Representative sent to work with the parishes in Block I, our block.

I must say that I was a bit skeptical that the campaign would be successful. I was amazed at how young the campaign directors are. I thought, "What could they know about fundraising?" As they worked with our parish, I was very impressed with their competence and enthusiasm and ability. Their youth worked in their favor for the long hours and amount of work.

Our representative, Daryl Thomas, was excellent. He made himself available for whatever the parish needed to prepare for the campaign. He was very professional, very competent and very confident that our goals could be met. Our parish was currently finishing a previous campaign with pledges still due on it until 2005. To our amazement, we exceeded our parish goal by 40%. It was truly the easiest campaign we have participated in.

The campaign was very well organized and very thorough. I would highly recommend Guidance in Giving, Inc. to any parish or diocese seeking to run a Capital Campaign.

Sincerely in Christ,

Rev. Donald Levitt
Pastor, Christ the King



1001 N. Towanda Barnes Road
Bloomington, IL 61704-9709
(309) 662-7361

December 3, 2004

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

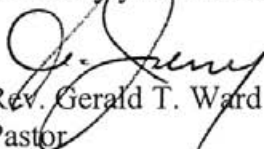
Dear Mr. Cusack,

On behalf of all in our parish community, I wish to express my sincere gratitude and appreciation to Guidance In Giving, Inc., for your support and encouragement in our efforts to run a successful campaign for our new church. All contact that we had with any member of your company has been pleasant and encouraging. The campaign strategy that is promoted by your company was clearly explained by Michael Goodwin to all involved with the early planning of the campaign. The orientation and guidance provided by Thomas Dolce was very helpful and led to a successful campaign that put us \$1.8 million over our goal.

From the beginning, Tom came on the scene he guided and directed in a professional manner. He was organized and provided a clear leadership and direction that helped us all feel comfortable. Besides being on the scene to do a "job", Tom was also here to relate to the people with whom he worked with over the 16-week period of time. For us he was an asset to the success of the campaign.

I want to thank your service to our parish and I would recommend Guidance In Giving to other parishes that are looking for guidance and direction in their fundraising efforts.

Sincerely yours in Christ,


Rev. Gerald T. Ward
Pastor

CHURCH OF ST. MARY

119 E. Howard St.

P.O. Box 374

Pontiac, Illinois

June 15, 2006

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

Dear Mr. Cusack,

On behalf of St. Mary's Parish in Pontiac, Illinois, I would like to thank Guidance in Giving, Inc. for all their assistance in helping St. Mary's reach our goal of \$2.1 million for our parish hall and gymnasium expansion.

Mr. Chris Hayes, who was here on sight for our campaign, did an excellent job. He was easy to work with and very well organized. He communicated the goals of the campaign well to our committee and was always there to answer any questions.

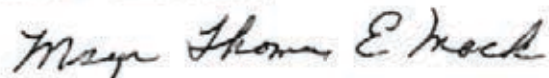
Mr. Hayes fit right in to our parish family during the campaign and often attended parish events. That really impressed people.

St. Mary's is a parish of 975 families in a rural setting. Mr. Hayes and Guidance in Giving, Inc. were able to adjust to planting season and receiving gifts of grain.

I was also impressed by how much help Mr. Michael Goodwin, Executive Vice President, was to St. Mary's. He really helped us get organized. I greatly appreciate all his help.

I would have no hesitations in recommending Guidance in Giving, Inc. to anyone to help with their parish fundraising.

Yours in Christ Jesus,



Msgr. Thomas E. Mack, Pastor
St. Mary's, Pontiac
St. Joseph's, Flanagan
St. John's, Cullom

cc: Mr. Michael Goodwin, Executive Vice President



Diocese of Rockford

555 Colman Center Drive
P.O. Box 7044
Rockford, Illinois 61125

(815) 399-4300
Fax (815) 399-5657

Stewardship
Development Office

September 23, 2005

Mr. Michael Cusack
Guidance and Giving
225 Snedecor Ave.
Bayport, NY 11705

Dear Mr. Cusack:

Please find enclosed the final payment for the contract that allowed Mr. Carlos Proaño to assist the Rockford Diocese with our efforts to educate our Spanish-Speaking Leadership in the Church's teachings related to Stewardship and methodologies in presenting that message.

Carlos conducted a day long training session in June with about fifty of our pastors, parochial vicars, religious sisters and some lay employees who work in either Spanish-Speaking parishes or in the Diocesan Hispanic Ministry. He was well prepared and presented very professionally. He covered many topics related to Stewardship and the appropriate environment that needs to occur for the message to be heard and embraced by the people. This particular gathering did present Carlos with some significant challenges, but he handled them very well. From what I can tell from feedback given to me afterwards, Carlos helped this group to make significant progress in their understanding of Stewardship.

With the enthusiastic support of the pastors and the Diocesan Hispanic Ministry team, about one hundred and twenty Spanish-Speaking parish leaders convened on September 17, 2005 for our first diocesan Spanish Stewardship Day. Once again, Carlos presented excellent content to these leaders. I told Carlos that I think he took them from a "101" understanding of stewardship to a graduate level in one day. The group related well to Carlos and to his message.

One of the last comments from a participant was: "Is there going to be more of these training sessions in the future?" I took that as a strong affirmation of how Carlos presented the message, how he helped them with practical suggestions and how they want to get deeper into the implementation. I wanted to respond, "With Carlos I gave you the best in the US and maybe the world on the topic, but I am sorry from here on, you just get me."

Mike, thank you for allowing us to develop a creative contract with your firm by allowing us to use Carlos' expertise. I know the Diocese will benefit greatly from this endeavour.

Sincerely yours,

David J. Hougan
Diocesan Director

MOST REV. DANIEL R. JENKY, C.S.C.
OFFICE OF THE BISHOP
DIOCESE OF PEORIA



OFFICE OF THE BISHOP
607 N.E. MADISON AVENUE
PEORIA, ILLINOIS 61603
PHONE: 309 671 1564
FAX: 309 671 5079

January 12, 2005

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

Dear Michael:

I am writing this letter to express my deep appreciation for all the truly excellent work of *Guidance in Giving* in the Diocese of Peoria. Our recent capital campaign far surpassed both our goals and expectations. My priests and lay leaders found the participation of your staff to be enormously and even irreplaceably helpful. The almost universal comment from our parishes was that if you followed the program, the campaign was almost easy. From very busy folks, this is great praise indeed. I must also say that I was edified by the specifically Catholic character of your organization. Your staff regularly participated in the life of this local church, and they never hesitated to give public witness to their Catholic faith. Prayer and trust in Divine Providence was emphasized at every single campaign meeting. While it is certainly a blessing to have successfully completed this program, many of us will genuinely miss the presence of these good Catholic men and women in our midst.

May God bless you in all your future undertaking.

Sincerely yours in Christ,

A handwritten signature in black ink that reads "Daniel R. Jenky, C.S.C." with a cross symbol at the beginning.

✠Most Rev. Daniel R. Jenky, C.S.C.
BISHOP OF PEORIA



DIOCESE OF PEORIA

Office of the Permanent Diaconate

Rev. Msgr. Charles J. Beebe, Episcopal Vicar
412 N.E. Madison Avenue
Peoria, Illinois 61603-3720
(309) 672-1582

November 10, 2004
+St. Leo the Great

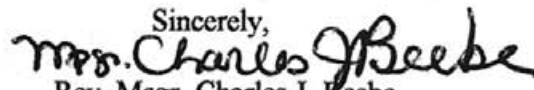
Mr. Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance In Giving Inc.
613 N.E. Jefferson
Peoria, IL 61603

Dear Mr. Dwyer,

This letter will recommend your organization, Guidance In Giving, Inc. as well as my contact director, Ms. Jennifer Frasier. When we were all initially approached regarding the Capital Campaign, Rooted In Faith, for the Diocese of Peoria; there was not an overwhelming response and the goal presented to my parishes seemed overwhelming. However, what was even more overwhelming was the response to this campaign in my parishes.

The process began with the training of my volunteers. The training was conducted in such a way that when we left, everyone felt very good about the project. We immediately chose to make the reception a social event for the parish. We were guided through the planing of our reception and the follow up by Jennifer Frasier. She did an outstanding job for us. The wine & cheese reception was very well received and my parish was most impressed by the presentations and presence of diocesan officials.

I particularly appreciated Jennifer's willingness to work with me so that I was able to adapt your "formula" into what I consider would work best in my small community setting. We exceeded our goal!! Recently we received our first rebate that will be used in our remodeling project. When I told my parish of their rebate they all smiled with pride. I think that as a community we are very proud of what we have accomplished, with the aid of Guidance In Giving. From my limited experience of working with your organization, I would recommend that other dioceses, parishes and institutions give you careful consideration as they pursue their plans for a capital campaign.

Sincerely,

Rev. Msgr. Charles J. Beebe
Episcopal Vicar/Permanent Diaconate

Pastor, St. Joseph/St. John
Roanoke/Benson IL

"The one who serves you best will be your leader" (Luke 22:26)

St. Isaac Jogues Parish
Diocese of Peoria

109 West Seventh Street
Georgetown, Illinois 61846-1499

Phone 217-662-6708

November 12, 2004

Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance in Giving Inc.
613 NE Jefferson
Peoria, IL 61603

Mr. Matthew Dwyer,

In the year 2003 a feasibility study was launched by Guidance in Giving Inc. to determine if the Diocese of Peoria was ready to undergo a Capital Campaign. After completing this study the Diocese of Peoria retained Guidance in Giving Inc. to direct the largest capital campaign in the history of Diocese. The amount of 32 million dollars was the goal set for the Diocese. The name of the campaign was "Rooted in Faith Campaign, 'for our children, for our faith, and for our future.'"

It is my understanding that of this date about 29 million dollars has been raised in pledges and in one time donations. The corporation fully expects to exceed its target of 32 million by the end of December this year.

From my personal experience with the Guidance in Giving Inc., I can truly say all the personnel involved with this project did an outstanding job. From the inception of the campaign up to this time everything and every aspect of the campaign was very well organized.

Mr. Matt Dwyer, the Executive Director, was very personable and professional. Jennifer Cromly, the Director for our block, did an outstanding job. Everyone that was involved in this undertaking were very helpful, they were attentive to the needs of the people, and worked tirelessly along with us to help us to attain our goal.

I was very impressed with the receptions that were held throughout the Diocese. From these receptions the people went away very well informed about the campaign, the training of the volunteers was excellent, and the In Pew program on Pledge Sunday was a great success.

One particular aspect of the campaign that appealed to me most was that when the parish would reach its goal, 20% of the money would be returned to the parish for the particular needs. If the parish exceeded its goal, the parish would receive 80% and the Diocese would receive 20%. This was a great incentive to try to make or exceed the goal.

In any Diocese is planning to conduct a Capital Campaign, I strongly recommend Guidance in Giving Inc. I can truly say I found the people working in the Corporation very professional, and very dedicated with working together with the pastors and the parishioner.

With kind regards,

Rev. John H. Paninski, M.S.

Rev. John H. Paninski, M.S. (Pastor)

Fr. Anthony Trosley

STS. PETER & PAUL CHURCH, NAUVOO IMMACULATE CONCEPTION, CARTHAGE
SACRED HEART CHURCH, DALLAS CITY ST. MARY'S CHURCH, WEST POINT
VILLA MARIE, 190 N. WELLS STREET, PO BOX 147, NAUVOO, ILLINOIS 62354
217-453-2428

November 26, 2004

Guidance in Giving, Inc.
Diocese of Peoria Campaign Office
412 NE Madison Avenue
Peoria, Illinois 61603

To: Guidance in Giving, Inc.
From: Fr. Tony Trosley

I want to take this opportunity to thank you for the professionalism, the sensitivity, the flexibility, and the overall excellence with which you conducted "Rooted in Faith: for our Children, for our Faith, for our Future," the Peoria Diocesan Capital Campaign. As pastor of three parishes, each with their own temperament and character, I was gratified to see the way in which you worked with me and the committees that served on the campaign in our faith communities. Of particular note, I acknowledge the efforts of Jackie Perry, our campaign director. She is the best of ambassadors for your company and its method of working with people. She presented to our people a calm assurance, and she communicated an enthusiastic confidence in them and their desire to give to the cause. She listened - - to me, and to our parishioners. She allowed flexibility in working with each parish, at the same time holding her ground in an inviting way, when it came to the essentials of the campaign to which she urged us all to adhere. I congratulate her and thank her for the ease with which she adapted to the unique needs and "personality," if you will, of each parish.

I would hope that you share this letter with anyone who receives you with resignation, or even skepticism. I offer the following as a testimony to the vision and the accuracy with which Guidance in Giving, Inc., sets out to bring out the very best out of each parish it serves.

Our particular campaign began in late March. In late January - early February, I conducted meetings of my own, to prepare our people for the launching of the campaign in our parishes. I publicized the campaign, and did my best to explain it to the people, Sunday after Sunday, for about a four-week period, in late January - early February of 2004. The reader of this tale might pat me on the back for all my efforts well in advance of the beginning of the campaign in the parishes I serve as pastor.

But, as a matter of fact, I impeded the potential for the greatest success of the campaign. And here's why....

The method for the campaign is so well-planned, so tried and proven, so geared to the greatest level of success possible, that, unknowingly, I over-saturated the announcement and preparation for our parish efforts. Everything - - EVERYTHING - - was taken into account, when it came to our Diocesan Capital Campaign. The advertising; the announcements and pulpit presentations; the video; the time allotment for each phase: I could go on and on. In two of our three parishes, I fell a bit short of the goal, or target, that was set. If I would have left things alone, and just followed the process, and trusted it, we would have met our goal. I know that, because we came close enough, even with the complications I mistakenly caused by my sense of caution and wariness.

By the way....In the one parish where I adhered to the program set forth by Guidance in Giving, Inc., that parish exceeded its goal by about 200%. No exaggeration!

Another thing I'd tell anyone who needed to hear it....

Guidance in Giving, Inc., is supremely confident that parishioners want to give, and to do, their best for a cause that goes beyond their individual parish boundaries. Read that sentence again. Guidance in Giving knows this, better than some pastors do. I say this with no intent to shame or to scold anyone: but the fact is that Guidance in Giving trusts in the good will of people, gears its approach to that trust, and expects - - not "hopes," but EXPECTS - - people to capitalize on their desire to put forth the best they can.

People will respond to such confidence in their goodness, every single time. Guidance in Giving realizes that criticism is there. It realizes that stories of hurt and upset affect the receptivity of people to the thought of giving of themselves for the cause of the Church. But Guidance in Giving doesn't allow its approach to people to be dictated by that criticism and suspicion. Instead, it proposes a vision, and in so doing, proposes that people really are as good as that vision needs them to be.

To pastors and parishioners, I would simply say, "Just read up on the process of the campaign, trust your campaign director, do what the program calls for, and believe."

When I say, "believe," I mean, in your people, to listen, to judge a cause worthwhile, and to rise to the occasion. I found out the hard way. Perhaps someone won't have to, for reading this. Pass the word! Follow the lead offered by Guidance in Giving, Inc.!

Sincerely yours,

Fr. Tony Trosley
Fr. Tony Trosley



Saint Patrick Church
705 East Jefferson Street
Washington, Illinois 61571-1598
Phone (309) 444-3524

December 14, 2004

To whom it may concern,

I am writing this letter to recommend the services offered by Guidance In Giving, Inc. I was a member of the Priest Advisory Council (PAC) which was created to make recommendations to the bishop as we conducted our first ever diocesan capital campaign. In addition, I am the pastor of a parish with over 900 families. Subsequently, I had the opportunity to work with Guidance In Giving, Inc. on both the diocesan and parish level. In the process, I became well acquainted with Mr. Matthew Dwyer and Ms. Jennifer Frazier. The experience, confidence and professionalism of their team contributed to the outstanding success of our campaign.

Matt Dwyer is someone with a "can do" spirit. Every campaign has its "hiccups." Our diocese was adjusting to personnel changes prior to and in the midst of the campaign. Matt managed these and other challenges with skill and grace.

Jennifer Frazier was essential to the success we experienced in on the parish level. With her help, we managed to secure pledges in excess of 150% of our target. We followed the plan she proposed. And yet, she was flexible enough to allow us to make adjustments that were unique to our parish's circumstances. Admittedly, I was fortunate enough to have chosen the right chairperson who assembled an eager and gifted team. They would all agree that Jennifer was great to work with!

Being a Block I parish, we were being "watched" by other parishes to see how we did. The lead gift and parish receptions were extremely effective in getting out the message of the campaign. The mailings were simple but informative. The in pew solicitation was practically effortless. Our overwhelming success was repeated by Block II and III parishes across the diocese. We are now reaping the harvest. Although we did the work, we owe our success to the leadership of Guidance In Giving, Inc.

We were told that the techniques and resources utilized by Guidance In Giving, Inc. were tried and true. I must confess that I had my doubts. However, they quickly made a believer out of me! Their young and energetic staff is extremely gifted. I was amazed that such a small team could be so effective. Trust them. They know what they are doing.

In the Peace of Christ,

A handwritten signature in black ink that reads "Rev. Joseph P. Donton".

Reverend Joseph P. Donton
Pastor



Holy Trinity Catholic Church

711 N. Main, Bloomington, Illinois 61701 Website: www.holytrinitybloomington.org Phone: (309) 829-2197 Fax: (309) 829-2243

February 25, 2005

Mr. Mike Cusack, President
Guidance in Giving, Inc.
225 Snedecor Avenue
Bayport, NY 11705

Dear Mr. Cusack:

I have never approached the prospect of capital campaigns with great enthusiasm. As providence would have it, I was one of the two lucky pastors in the Diocese of Peoria who had to conduct our diocesan capital campaign, "Rooted in Faith," in two parishes. I also served on the Presbyteral Council which initially approved the campaign and on the diocesan Pastors' Advisory Council for the campaign. Thus, I had ample opportunity to see the Guidance In Giving staff work at both the diocesan and the parish levels.

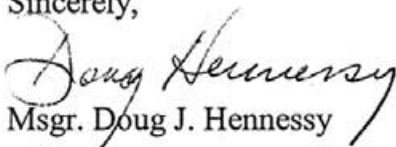
The tardiness of my letter is no measure of my respect for the work which Guidance In Giving performed for the diocese and for the two parishes in which I served, St. Paul's in Danville and Holy Trinity in Bloomington. In the feasibility study which they performed for the diocese they were thorough and thoroughly professional. Their estimate of the capabilities of the diocese proved to be right on target. The materials which they prepared for the campaign were excellent and effective. The diocese exceeded its goal as Guidance In Giving suggested we might do.

In the parishes they work well with the volunteers to organize the parish campaigns. The receptions which presented the case to the parish were conducted without pressure and proved to be very enjoyable. The followup in church was done with great respect for both the liturgy and the parishioners. The results were surprisingly good.

Mr. Matt Dwyer who headed the diocesan campaign and Ms. Jennifer Frazier and Ms. Jennifer Cromley, who worked with the two parishes where I did and do serve, did their jobs with an infectious enthusiasm, remarkable competence and a great spirit of faith. They were a delight to work with. They turned this reluctant pastor into a willing and successful capital campaigner.

I have worked with other consultants. Guidance in Giving is the best group with whom I have ever work. I can recommend your organization without hesitation.

Sincerely,


Msgr. Doug J. Hennessy

St. Mark Parish
1113 W. Bradley Avenue
Peoria, IL 61606-1722
309/673-1263 stmark@mtco.com

17 August 2004

Mr. Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance in Giving, Inc.
613 N.E. Jefferson Street
Peoria, IL 61603

Dear Mr. Dwyer:

I am most happy to recommend Guidance in Giving, Inc. to anyone. The team was very organized, with a well-thought-out plan that was individualized for each parish's needs. Every contingency was prepared for, and if changes became necessary, they were cheerfully made.

The receptions, at different levels for various levels of giving among parishioners are an excellent idea. I know our parishioners responded very well to these receptions; from the one at the Bishop's residence, to the in-home parties, to the general parish-wide receptions. When we wished to add another parish reception due to scheduling conflicts for quite a few of our people, it was added with no fuss by our parish coordinator.

The volunteer training, again, was very well planned. Every member of the parish committee received the information he/she needed to perform their assigned function. Giving our people a variety of dates and times to attend this training was very convenient. The in-pew program is a very easy way to reach those parishioners who chose not to or could not attend one of the receptions.

We cannot speak highly enough of our parish coordinator, Jennifer Cromley. She was always available to us, answering any questions we might have, arranging schedules, etc. She saw that we were provided with all the necessary forms, form letters, pulpit announcements, bulletin flyers, etc in a timely fashion. She cheerfully re-arranged her schedule to fit another parish reception in for us. The parish administrative assistant was impressed by the individualized calendar Jennifer provided for us and reported that Jennifer was extremely easy to work with and always supplied her with any necessary information, forms, or whatever was needed. Jennifer contributed greatly to the success of the campaign in St. Mark Parish.

Sincerely,



Rev. Benjamin B. Reese, Pastor
Saint Mark Parish

BBR/mas

CHURCH OF ST. MARY

119 E. Howard St.

P.O. Box 374

Pontiac, Illinois

August 17, 2004

Matthew Dwyer
Executive Director, Capital Campaign
Vice President, Guidance In Giving Inc.
613 N.E. Jefferson
Peoria, IL 61603

To Whom It May Concern,

Recently, the Diocese of Peoria conducted a diocesan-wide capital campaign and retained Guidance In Giving Inc. to conduct it.

Guidance In Giving Inc. is a totally Catholic organization and I found them extremely easy to work with. They listen! They do what they promise!

Our diocese is a mix of mostly rural and some large city parishes. They adjust their campaign according to your parish needs.

I am the pastor of three parishes, one large and two small rural parishes. I found Guidance In Giving very good to work with and they were very good listeners.

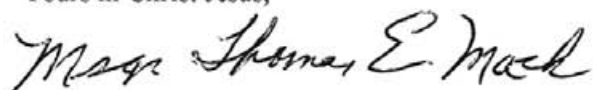
Our overall diocesan director was Mr. Matt Dwyer. Matt is excellent! I can't say enough about the great job he did. Our parish director along with Matt was Ms. Jackie Perry. Jackie was very good in working with our three parishes. She was professional yet approachable and very encouraging to myself and our parish leaders.

Jackie and Matt did a super job in training our parish leaders and were extremely good at our parish receptions - coming early, staying late - and very encouraging to our parish leaders and our parishioners. Jackie and Matt also did a very good job giving encouragement to our parish co-chairmen, especially when they had to get up and publicly address their fellow parishioners. They did such a good job training our co-chairmen that Jackie said she wanted to take them on the road with her to other parishes.

Early in our campaign, one of our co-chairmen lost his mother. Guidance In Giving sent flowers and both Matt and Jackie sent words of condolence to him and his family. This impressed me that we were dealing with caring people, not just a company.

I cannot say enough positives about Guidance in Giving Inc. and would whole heartedly recommend them to you! Please feel free to contact me.

Yours in Christ Jesus,



Msgr. Thomas E. Mack, Pastor
St. Mary's, Pontiac
St. John's, Cullom
St. Joseph's, Flanagan



Epiphany Catholic Church
1006 E. College Avenue
Normal, IL 61761

December 14, 2004

To Whom It May Concern:

It gives me great pleasure to offer a letter of recommendation for Jennifer Frazier as a fund raising director with the 2004 Rooted in Faith Capital Campaign in the Diocese of Peoria, Illinois.

Jennifer was always both professional and cheerful in her dealing with people and her handling of the numerous questions sent her way by phone, email, fax and in person. I really cannot say enough about her positive spirit. She never seemed down, even when she came to a meeting harboring a severe cold. That positive spirit caught on with everyone that collaborated with her and is part of, I would say a big part of, the reason for the campaign's success in my parishes (Epiphany, Normal and St. Mary's, Downs). Our goal in the first parish was \$800,000 and \$100,000 in the second.

At both parishes we exceeded our goal, despite heavy solicitations of the Catholic community in the years leading up to the Campaign. At Epiphany, we had just built a junior high building and contributed to a twelve million dollar Catholic high school. At Downs, the parish had just completed a parish hall and was close to \$400,000 in debt! But in both cases, due I have no doubt, to the unflagging encouragement and optimism of the Rooted in Faith Staff (and our area director Jennifer Frazier), we exceeded in goal at Downs and blew past it at Epiphany.

I personally have never been more pleased with the performance of an outside agency: they helped us reach our goal despite our hesitations and frequent lack of enthusiasm. Congratulations.

Sincerely in the Lord,

Rev. Msgr. Eric S. Powell, Pastor

St. Matthew's Church

Diocese of Peoria

156 E. Vernon

Farmington IL 61531

(309) 245-4001

December 14, 2004

To: Matthew Dwyer, Executive Director, Diocesan Capital Campaign
Vice-President, Guidance in Giving, Inc.
613 NE Jefferson
Peoria, IL 61603

Re: Diocese of Peoria, Rooted in Faith Capital Campaign

Dear Matt:

Before you and your team leave the diocese, I want to write concerning my experience of Guidance In Giving's role in our diocesan capital campaign. Above all, I want to commend the professionalism, the friendliness and the hard work of your staff, especially Jennifer Cromly, our local director at St. Matthew's. She was always available and did things that were "above and beyond" her role – especially in helping us to overcome the initial antagonism of some of our parishioners. I was also able to work with other directors of GIG at other parishes as I traveled with them to make the diocesan case at parish receptions. These directors too, were of equal excellence, professionalism and friendliness to our director.

I was very pleased with the whole procedure of implementing this campaign – especially the preliminary work that entailed sitting down and talking with every pastor and a great deal of the laity on the feasibility of even having this capital campaign. You guys listened to us and modified your usual goals based on our input. That meant a lot to me (and others too). I was able to see first-hand how well your program worked in a variety of parishes regardless of size, location (rural or city) and whether or not there was a parish school. You did a good job of getting we pastors and the lay leadership on-board with the campaign's goals. That is what changed some people from being anti-campaign to being pro-campaign.

The bishop advised us priests to follow your program to the letter. I did not think that would prove important, but it was, as I saw in my own parish. The whole program, from the process of coming up with a parish goal for rebated funds, gathering a leadership team, training us, involving all parishioners, the invitations, providing leadership "scripts" on what to say, your way of hosting the parish receptions, the way of doing the commitment Sunday, the in-pew pledge program and the follow up to commitment Sunday all worked superbly well (much to my surprise). Out of 90 St. Matthew's families who gave to the ADA last year, 80 of them (maybe a couple more) pledged to this campaign! As of today we're at 101% of our goal and still climbing!!

Again, thanks for all you and your team did for education in our diocese. If you would like to use my name as a reference for GIG, for yourself or any of the directors I worked with, I shall be glad to give a very positive one. God bless you always.

Sincerely yours in Christ,



Fr. Bruce King, I.C.
Pastor



CHRIST THE KING CATHOLIC CHURCH

3205 - 60th Street, Moline, Illinois 61265 • Phone: (309) 762-4634

August 30, 2004

Re: Guidance in Giving, Inc.

To Whom it may concern:

Guidance in Giving, Inc. was brought to the Peoria Diocese to conduct a \$32 million dollar campaign. Matthew Dwyer was the Executive Director of the Campaign and Daryl Thomas was the Representative sent to work with the parishes in Block I, our block.

I must say that I was a bit skeptical that the campaign would be successful. I was amazed at how young the campaign directors are. I thought, "What could they know about fundraising?" As they worked with our parish, I was very impressed with their competence and enthusiasm and ability. Their youth worked in their favor for the long hours and amount of work.

Our representative, Daryl Thomas, was excellent. He made himself available for whatever the parish needed to prepare for the campaign. He was very professional, very competent and very confident that our goals could be met. Our parish was currently finishing a previous campaign with pledges still due on it until 2005. To our amazement, we exceeded our parish goal by 40%. It was truly the easiest campaign we have participated in.

The campaign was very well organized and very thorough. I would highly recommend Guidance in Giving, Inc. to any parish or diocese seeking to run a Capital Campaign.

Sincerely in Christ,

Rev. Donald Levitt
Pastor, Christ the King



1001 N. Towanda Barnes Road
Bloomington, IL 61704-9709
(309) 662-7361

December 3, 2004

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

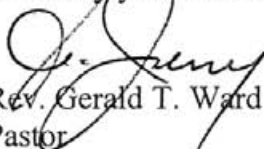
Dear Mr. Cusack,

On behalf of all in our parish community, I wish to express my sincere gratitude and appreciation to Guidance In Giving, Inc., for your support and encouragement in our efforts to run a successful campaign for our new church. All contact that we had with any member of your company has been pleasant and encouraging. The campaign strategy that is promoted by your company was clearly explained by Michael Goodwin to all involved with the early planning of the campaign. The orientation and guidance provided by Thomas Dolce was very helpful and led to a successful campaign that put us \$1.8 million over our goal.

From the beginning, Tom came on the scene he guided and directed in a professional manner. He was organized and provided a clear leadership and direction that helped us all feel comfortable. Besides being on the scene to do a "job", Tom was also here to relate to the people with whom he worked with over the 16-week period of time. For us he was an asset to the success of the campaign.

I want to thank your service to our parish and I would recommend Guidance In Giving to other parishes that are looking for guidance and direction in their fundraising efforts.

Sincerely yours in Christ,


Rev. Gerald T. Ward
Pastor

CHURCH OF ST. MARY

119 E. Howard St.

P.O. Box 374

Pontiac, Illinois

June 15, 2006

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

Dear Mr. Cusack,

On behalf of St. Mary's Parish in Pontiac, Illinois, I would like to thank Guidance in Giving, Inc. for all their assistance in helping St. Mary's reach our goal of \$2.1 million for our parish hall and gymnasium expansion.

Mr. Chris Hayes, who was here on sight for our campaign, did an excellent job. He was easy to work with and very well organized. He communicated the goals of the campaign well to our committee and was always there to answer any questions.

Mr. Hayes fit right in to our parish family during the campaign and often attended parish events. That really impressed people.

St. Mary's is a parish of 975 families in a rural setting. Mr. Hayes and Guidance in Giving, Inc. were able to adjust to planting season and receiving gifts of grain.

I was also impressed by how much help Mr. Michael Goodwin, Executive Vice President, was to St. Mary's. He really helped us get organized. I greatly appreciate all his help.

I would have no hesitations in recommending Guidance in Giving, Inc. to anyone to help with their parish fundraising.

Yours in Christ Jesus,



Msgr. Thomas E. Mack, Pastor
St. Mary's, Pontiac
St. Joseph's, Flanagan
St. John's, Cullom

cc: Mr. Michael Goodwin, Executive Vice President



Diocese of Rockford

555 Colman Center Drive
P.O. Box 7044
Rockford, Illinois 61125

(815) 399-4300
Fax (815) 399-5657

Stewardship
Development Office

September 23, 2005

Mr. Michael Cusack
Guidance and Giving
225 Snedecor Ave.
Bayport, NY 11705

Dear Mr. Cusack:

Please find enclosed the final payment for the contract that allowed Mr. Carlos Proaño to assist the Rockford Diocese with our efforts to educate our Spanish-Speaking Leadership in the Church's teachings related to Stewardship and methodologies in presenting that message.

Carlos conducted a day long training session in June with about fifty of our pastors, parochial vicars, religious sisters and some lay employees who work in either Spanish-Speaking parishes or in the Diocesan Hispanic Ministry. He was well prepared and presented very professionally. He covered many topics related to Stewardship and the appropriate environment that needs to occur for the message to be heard and embraced by the people. This particular gathering did present Carlos with some significant challenges, but he handled them very well. From what I can tell from feedback given to me afterwards, Carlos helped this group to make significant progress in their understanding of Stewardship.

With the enthusiastic support of the pastors and the Diocesan Hispanic Ministry team, about one hundred and twenty Spanish-Speaking parish leaders convened on September 17, 2005 for our first diocesan Spanish Stewardship Day. Once again, Carlos presented excellent content to these leaders. I told Carlos that I think he took them from a "101" understanding of stewardship to a graduate level in one day. The group related well to Carlos and to his message.

One of the last comments from a participant was: "Is there going to be more of these training sessions in the future?" I took that as a strong affirmation of how Carlos presented the message, how he helped them with practical suggestions and how they want to get deeper into the implementation. I wanted to respond, "With Carlos I gave you the best in the US and maybe the world on the topic, but I am sorry from here on, you just get me."

Mike, thank you for allowing us to develop a creative contract with your firm by allowing us to use Carlos' expertise. I know the Diocese will benefit greatly from this endeavour.

Sincerely yours,

David J. Hougan
Diocesan Director