



# Diocese of Wheeling-Charleston

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P.O. Box 230, Wheeling, WV 26003  
(304) 233-0880 + Fax (304) 233-0890 + [www.dwc.org](http://www.dwc.org)

September 2, 2010

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

Dear Mike,

Incredible. Excellent. Informative. Inspiring. That is only the "tip of the iceberg" in describing the collaborative relationship between Guidance in Giving and the Diocese of Wheeling-Charleston over the years.

We have a long standing relationship with your firm, established well before I began my career at the Diocese of Wheeling-Charleston. I have had the privilege to work with many of the consultants in the firm. In particular, I have found the relationship with Meegan Wright to be one of most rewarding.

Meegan's passion and enthusiasm for advancing the mission of the Catholic Church is so evident and contagious. Her work with the diocese has covered a wide range of topics, from annual fund to stewardship and everything in between. She presented the materials and topics in such a way, that from the novice volunteer to the experienced pastor, all could relate and comprehend.

Meegan is always willing to go the extra mile for us. Whether it was a presentation that she provided talking points or a brochure that she edited, she made sure everything was accurate and no details were left behind. No questions went unanswered. Her professionalism with our staff, pastors, and volunteers is unmatched. She quickly earned the respect and attention of those she worked with, which in turn added to the success of the programs she worked on in our diocese.

The Diocese made the investment in Guidance in Giving, and the return was far greater than anticipated. Through Meegan's expertise, and others at the firm, GIG continues to convey a wealth of information, knowledge and professionalism, as well as a "down-to-earth" and realistic perspective.

Thank you for your time and commitment to our diocese in West Virginia.

May God bless you and your ministry.

Sincerely,

Krissie Benson  
Director, Stewardship & Development



DIOCESE OF WHEELING - CHARLESTON

1300 Byron Street  
Post Office Box 230  
Wheeling, West Virginia 26003-0010

September 23, 2003

OFFICE OF THE BISHOP

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

Dear Mr. Cusack:

As Bishop of Wheeling-Charleston, it is indeed my pleasure to write this letter of support for your company, Guidance In Giving, who conducted the *Uniting in Faith & Mission* Capital Campaign in 2002-03. The goal of \$20 million seemed impossible to reach when I first read your feasibility study report, but now we stand at \$18.6 million with three large parishes remaining. Not only will we eclipse our goal, but we may reach the \$24 million mark or more. I was confident from the beginning that your firm was the proper selection for this Diocese, but never did I dream that we would be this successful. Thank you!

Mike, I have been fortunate to be Bishop of Wheeling-Charleston for more than 14 years. During that time, I have always wanted to teach parishioners in a very particular way the true meaning of stewardship. Using your successful parish reception format, I had a unique opportunity to meet hundreds of parishioners and discuss what stewardship means to me. When traveling to one of the more remote parishes for a campaign reception, I prayed the Liturgy of the Hours and came across an interesting quote from St. Basil the Great. St. Basil says that sin is best defined as the misuse of the gifts that God has given to us. On the other hand, stewardship, which is key to the life of virtue, is making good use of God's gifts. Teaching stewardship was a top priority of the campaign, and you did so with excellence.

Every aspect of the campaign was conducted through the lens of stewardship, and I am well pleased with your efforts. Your staff is well trained and they are good, solid people. Your campaign directors acted promptly and responsibly, and I was very impressed with the manner in which they conducted themselves. I was particularly impressed with the way your directors dealt with the priests of the Diocese, even with the most difficult ones. Fundamentally, your campaign plan was sound, adaptable and well crafted for this Diocese. Not only did we gain broad participation in the campaign, but the average gift was much higher than anticipated. Everyone was given the opportunity to respond generously, and they did.

Mr. Michael R. Cusack

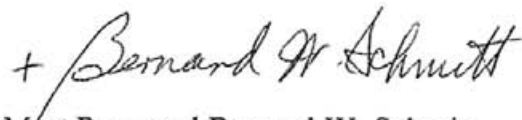
Page 2

September 23, 2003

In closing, please know that I am very impressed by the services of and the people affiliated with Guidance In Giving, and I offer my strongest recommendation for your company. Please know that you leave the Diocese of Wheeling-Charleston as a friend and with my blessing, prayers, and best wishes for you and your loved ones.

With personal regards, I am,

Sincerely in Christ,

A handwritten signature in cursive script, reading "Bernard W. Schmitt", preceded by a plus sign (+).

Most Reverend Bernard W. Schmitt  
Bishop of Wheeling-Charleston



# Diocese of Wheeling-Charleston

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P.O. Box 230, Wheeling, WV 26003  
(304) 233-0880 † Fax (304) 233-0890 † [www.dwc.org](http://www.dwc.org)

October 30, 2003

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

Dear Mr. Cusack:

As we conclude our \$20 million Uniting in Faith & Mission capital campaign, I am pleased to provide this letter of reference – not only to serve as a witness to your firm's talents and success, but also to provide my most sincere thanks to you and your staff for your persistence, friendship, guidance and zeal working with the faithful parishioners of the Diocese of Wheeling-Charleston.

The Catholic Church here in West Virginia is a vibrant but diverse community that comprises a small fraction of the overall population. We do not share in much of the material wealth that our neighboring states do, but we have a rich Catholic heritage and undaunted spirit that makes this a truly special place in which to witness Christ's Gospel message. This landscape also presents many challenges when considering stewardship and development work. However, Guidance in Giving gave us the leadership and support we expected upon your hiring, and you proceeded to perform above and beyond expectation!

Yes, we encountered several obstacles together, including a poor economy, the clergy sexual abuse crisis, the Afghanistan and Iraq wars, our Bishop's illness in Fall 2002, an antiquated state tax system, the tragedies of September 11, state physicians' walkout over medical malpractice insurance, and many other unforeseen concerns and delays. But with enthusiasm and grit, you and your staff carried us to the finish line, and overall, our Diocese is much better for hosting you for our 18 months together. I eagerly anticipate our final three parishes launching their campaigns, knowing well that we are closing in on our campaign goal of \$20 million and on our way to possibly \$24-25 million.

You assigned a talented staff to us in Wheeling-Charleston, and I want to applaud the efforts of your campaign director, Mr. Aaron Galletta, who is a gifted and exceptional individual. The campaign staff, who worked tirelessly covering the thousands of miles of West Virginia byways, are themselves generous stewards who shared their time and talent with our parishes. Joseph Dunworth, Kevin Sparks, Daniel Inman, Andrew Dziuban and Kim Burns performed fabulously well, and they provided consistent results in each campaign block. Mike, your executive leadership, as well as that from Steve Babcock and Michael Goodwin, kept pace with the many twists and turns the campaign took. Also of note, our Uniting in Faith & Mission campaign materials were second to none in my opinion.

In closing, please know that we appreciate the support that your Catholic stewardship and development firm

provides our Diocese. It was a real learning opportunity for me, our staff as well as the clergy, religious and lay parishioners here in West Virginia. Should I ever be able to share this letter of reference to another (arch)diocese, contact me. I categorically affirm the quality and quantity of your work.

With personal best regards and prayerful best wishes, I am,

Sincerely yours,

A handwritten signature in black ink that reads "Bryan Minor". The signature is written in a cursive, flowing style.

Bryan Minor  
Director of Stewardship and Development

cc: Most Rev. Bernard W. Schmitt



# Diocese of Wheeling-Charleston

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P.O. Box 230, Wheeling, WV 26003  
(304) 233-0880 † Fax (304) 233-0890 † [www.dwc.org](http://www.dwc.org)

September 25, 2003

To Whom It May Concern:

It is my understanding that the Diocese of Youngstown is considering an affiliation with Guidance in Giving.

The Diocese of Wheeling-Charleston has recently completed a Capital Campaign administered by Guidance in Giving, and I can state unequivocally that the experience was a positive one in every aspect.

Guidance in Giving's representatives were professional, efficient, and pleasant. They worked well with Diocesan staff and parishes alike. As we wrap up our Capital Campaign, it appears we will not only meet but exceed our goal...no small feat in these trying financial times.

I can recommend Guidance in Giving to the Diocese of Youngstown without reservation.

Should you have questions or need anything further, please do not hesitate to contact me at your convenience.

Sincerely,

A handwritten signature in cursive script, appearing to read "William G. Fisher".

William G. Fisher, C.P.A.  
Finance Director

WGF/cp

cc: Mr. Bryan E. Minor



# The Roman Catholic Parish of Saint James the Greater

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311 South George Street, Charles Town, WV 25414  
(304) 725-5558 † [www.stjameswv.org](http://www.stjameswv.org)

July 21, 2003

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

Dear Mr. Cusack:

As general chairperson of the Capital Campaign for the Church of St. James in Charles Town, WV, I have to tell you how pleased we all are with the results that we have obtained with the help of your company.

Initially, we felt that, with your process and guidance, we could generate \$1.5 – 2.0 million in pledges for our new church facility and now that the formal phase of the campaign is over, I am pleased to share our final tally of \$2.5 million with you.

I personally have been involved in other fund raising efforts for another parish and I find your approach to be far superior to anything that I have ever tried or experienced before. The whole process is solid in its structure, disciplined in its approach and honestly, a very sensible and meaningful way to involve the entire parish in a way that they all can feel good and enthusiastic about what we're trying to achieve. Complete communications from the heart will win every time!

Your campaign director, Tom Dolce worked extremely well with everyone here at St. James and he easily earned everyone's respect through his tireless efforts to ensure our success. He approached our project with much more than simply wanting to do his job. He went the extra mile that produced the extra results that we have achieved.

I would gladly serve as a reference for Guidance In Giving at any time because I sincerely believe that you not only have the process that works, but the people to ensure that it works!

Sincerely,

Robert J. Zalner  
General Chairman

TELEPHONE  
(304) 876-6436

PARISH HOUSE  
216 SOUTH DUKE STREET

## SAINT AGNES PARISH

POST OFFICE BOX 1603  
SHEPHERDSTOWN, WV 25443

June 25, 2003

To Whom It May Concern:

In December 2002, our parish began the process of entering into the Capital Campaign for the Diocese of Wheeling-Charleston. This was my first experience in raising such a large amount of money, \$191,700. With the help of Dan Inmann, I was able to gather together a committee of parishioners and together we began to take one step at a time and we not only met our goal we surpassed it by 5%.

Dan Inmann was helpful in many ways, guiding us through the process and offering encouragement and support. Many of us on the committee had our own ideas how we might approach this project yet Dan was constant in reminding us what does work and what does not. I am grateful for the vision and experience that Dan shared with us.

In the next few years St. Agnes will begin a Capital Campaign for a new worship space. Working with Dan has given us the experience that will truly be helpful as we approach a critical and important campaign.

I am grateful for all the assistance that Dan and the staff of Guidance in Giving gave during our Diocesan Capital Campaign.

Sincerely Yours,

Rev. T. Mathew Rowgh,  
Pastor





# Holy Rosary Catholic Community

35 Franklin St.

Buckhannon, WV 26201

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June 30, 2003

Aaron M. Galletta, Executive Director  
Guidance in Giving, Inc.  
P.O. Box 230  
Wheeling, WV 26003

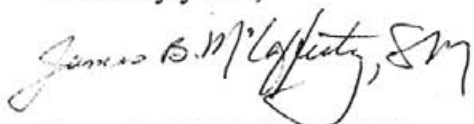
Dear Mr. Galletta:

Thank you very much for all that your agency has done to make our recent fund raising campaign a success. To date, we have reached 99% of our goal, and we are appreciative of the help and support that the Guidance in Giving, Inc. afforded us.

We are especially thankful for the help of Andrew Dziuban who was our local representative from your agency. He was very professional in handling the entire campaign and gave us the support and encouragement we needed to move forward with the campaign at the parish level. He patiently answered our questions, concerns, and worries about parish participation, all the while assuring us that this campaign would bring about positive results for the diocese and the parish. He kept us on track each week with the appropriate paperwork and reports. He was a true professional.

Thank you again for your support of this campaign. May God continue to bless you and your company in your work of stewardship with other Catholic parishes.

Sincerely yours,



James B. McCafferty, S.M.,  
Pastor, Holy Rosary Parish

# SAINT JOSEPH SETTLEMENT PARISH

June 24, 2003

Mr. Aaron M. Galletta  
Executive Director  
Guidance In Giving, Inc.  
1300 Byron Street  
Wheeling, WV 26003

Dear Mr. Galletta,

I am very pleased to say that the fund raising campaign we had in our Diocese of Wheeling-Charleston under the leadership of *Guidance In Giving, Inc.* has been a fabulous success. From the goal of \$ 20 million , the Diocesan Campaign Uniting In Faith & Mission has raised already over \$ 12.5 million in gifts and pledges, it has obviously beaten the record of the predictions.

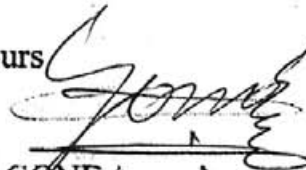
Our Parishes of St. Joseph Settlement in Proctor and St. Martin of Tours in Cameron were led in this fund raising campaign by the dynamic leadership of *Ms. Kim Burns* from your fantastic Company *Guidance In Giving, Inc.* which remains a great Company. Ms Kim Burns showed all along the campaign good character, diligence in carrying out the program of the fund raising.

I was impressed by the way the fund raising campaign has been arranged, with the Special Gift Receptions, the receptions and the In- pew program, I should confess that they are highly effective methods of fund raising. I learned also a lot in this exciting area of fund raising campaign.

The reason why I recommend *Guidance In Giving* to any individual or moral person. I am confident that any bishop or pastor who would engage your firm to assist them in fund raising will be as fully satisfied as I am.

Wishing you every success, I am

Sincerely yours



Rev. Francois GONDA  
Administrator of St. Joseph and St. Martin

*St. Patrick's Church*

222 Center Avenue  
Weston, WV 26452

June 23, 2003

Aaron M. Galletta, Executive Director  
Guidance In Giving, Inc.  
P. O. Box 230  
Wheeling, WV 26003

Dear Mr. Galletta:

It is gratifying to know that such a fine organization as your "Guidance in Giving" exists, to help dioceses and parishes in the very challenging task of fund raising.

Your personnel set a tone of education and formation, from the very beginning, giving us an overall view of the campaign.

This was well facilitated by Andrew Dziuban, your representative, with whom we dealt on a regular basis. His gentle, yet persuasive presence, went a long way in convincing me, as pastor, that the campaign was in the best interest of the diocese and parish. As you well know, convincing pastors is a big part of any success at the local and diocesan levels.

The "Special Gifts Receptions" were novel to a large number of people, and the "Deep Flaps in Pews Program" brought an immediate response from them if desired. All in all, it is an approach that was quite a success, given the fact that this particular parish exceeded its goal by 6%.

By taking part in this campaign, we have benefitted financially in a big way, and furthered our sense of what it means to belong to the diocesan church, and to assist it when it needs our support. The campaign was able to nurture involvement and responsibility in a significant way.

It was a pleasure to work with your representative, Andrew Dziuban, who was able and very willing to help us with our task. He and your company are good at what you do.

Every blessing and success in your future endeavors across the country!

Sincerely in the Risen Lord,

*Jerry McSweeney*

Rev. Jeremiah F. McSweeney

# ***Immaculate Conception Church***

p.o. box 1726-E  
fairmont, west virginia 26555-1726

pastor's residence  
304/363-1840

church — office  
304/363-5796

June 18, 2003

Aaron M. Galletta, Executive Director  
Guidance in Giving, Inc.  
P.O. Box 230  
Wheeling, WV 26003

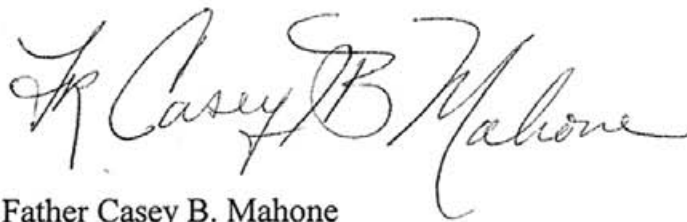
Dear Aaron,

I am writing to thank you and Guidance in Giving, Inc. for the work you did in our recent diocesan capital campaign. In spite of my own initial misgivings I must say you have made a "convert" out of me. Not only were we able to achieve the goal for our parish, but we have been able to exceed it and gifts and pledges continue to come in. These funds will help to make needed repairs and improvements to our physical plant and secure a new area of ministry providing home care to elderly parishioners.

I am especially appreciative for the work of Kim Burns of your staff who handled things here at the parish level. She was friendly, encouraging, enthusiastic and flexible. I appreciated her willingness to discuss and adapt the program in ways that would best suit our local situation.

Thank you again for your "guidance in giving" and may God bless your future endeavors.

Sincerely yours in Christ,

A handwritten signature in cursive script that reads "Fr Casey B Mahone". The signature is written in dark ink and is positioned above the printed name of the signatory.

Father Casey B. Mahone

# SAINT FRANCIS XAVIER CHURCH

532 Market Street

Parkersburg, West Virginia 26101-5144

304-422-3142

[stx1@charter.net](mailto:stx1@charter.net)

May 10, 2003

Aaron M. Galletta, Executive Director  
Guidance in Giving, Inc.  
P. O. Box 230  
Wheeling, WV 26003

Dear Mr. Galletta:

Thank you very much for the work of your agency in helping this parish raise the necessary money to make improvements to our physical plant, to support local Catholic education, and to assist the needy of our parish community.

I am especially appreciative of the work of campaign staff member Kevin Sparks. Throughout the months our parish participated in the campaign process, he continually kept in contact with me via telephone and e-mail. Kevin met with me and our committee on a regular basis to assist us in the campaign process. At first we had a great deal of trepidation about reaching the financial goal set for our parish. However, his calm, efficient demeanor and practical suggestions gave us the confidence to successfully conduct the capital campaign.

Our participation in the diocesan capital campaign has brought our parish community closer together and strengthened our connection with our diocesan parishes.

May God continue to bless you and your company in your work of stewardship with other Catholic parishes.

Thank you very much for your time and consideration.

Sincerely in Christ,

  
Rev. Fr. William K. Matheny, Jr.  
Pastor



## *St. Paul's Church*

140 WALNUT STREET  
WEIRTON, W.VA. 26062

June 19, 2003

Aaron M. Galletta, Executive Director  
Guidance in Giving, Inc.  
P. O. Box 230  
Wheeling, WV 26003

Dear Mr. Galletta:

The contribution your agency made toward the success of the "Uniting In Faith and Mission" Campaign for our Diocese and Parish was outstanding in every aspect of fund raising. Your professional approach to knowledge of a difficult undertaking definitely paved the way for a successful campaign for us. St Paul's Parish is indebted to your agency for enhancing our approach towards educating our members to their responsibility of stewardship.

I was somewhat hesitant to render my full support to the campaign due to the previous petition for funds from our parishioners. At the initial meeting with Dan Inman he assured us of the campaign's success. Dan's style of introduction to the Campaign, his positive approach and enthusiastic attitude convinced us that it would be a great undertaking for us. His professional contact and concern for our parish contributed towards the overwhelming response to the entire process. We were enthusiastic from the "get go" with his assurance and demeanor. Dan's professional guidance and "can do" attitude contributed greatly toward its success.

Our participation in the Diocesan Capital Campaign gave our parish members a broader insight into the larger Church. It connected us with the Diocese and brought us closer to the universal church concept. Our communities need to see this spiritual dimension in our lives.

Your Company is blessed with such skill in stewardship. You present a style for fund raising that is unique. Your personal involvement of time and skills will benefit us for years to come.

Sincerely in the Heart of Christ,

Rev. Msgr. Patrick L. Fryer  
Pastor



SACRED HEART CHURCH  
2015 ADAMS AVE  
HUNTINGTON, WV 25704-1419  
6-11-03

Aaron M. Galletta, Executive Director  
Guidance in Giving, Inc.  
PO Box 230  
Wheeling, WV 26003

Dear Mr. Galletta,

I would like to thank you and your agency so very much for the help and direction you gave our parish. Before we began the program I thought we would be lucky to raise \$20,000 as most of our parishioners are single, elderly people on fixed incomes. I'm overwhelmed that, to date, we have received pledges of nearly \$94,000 which we plan on using to begin a program to help our elderly who have no families and are in need of home health care.

Most of all I would like to give the highest recommendation and thanks to Dan Inman who was our local campaign staff director from your agency. More than anything else, it was Dan's positive approach that made everyone feel like this could be a success. We simply did whatever Dan told us to do and the way he told us to do it and found that it really worked!!!

But what most impressed us about Dan was just how caring he was of me as pastor, of our staff, and of our people. His personal, sincere style is what really made the people accept this program. He was always available whenever there was a question. He always gave us materials we needed ahead of time and explained how they were to be utilized. I was most appreciative of how caring and concerned Dan was with my office staff. They initially had a great deal of trepidation as to the amount of work that would be required of them, but Dan put their minds at ease and helped them every step of the way until it was so easy for them.

After being made aware of some of the history of the parish and its

relationship to the diocese, which has in the past led to a great deal of animosity on the part of many parishioners, Dan handled that beautifully. I am so very grateful to him because his help and his demeanor has done so much to enhance the feelings of the people toward the diocese and do away with much of the bitterness. To me, that is a greater feat even than the money that was raised and one of far more long lasting benefit.

It should be noted that he did much of the above while suffering from a broken arm. Yet he did not let that stop him from being present when needed. I heartily recommend Dan and your entire agency to any parish or diocese. May God bless you for the service and ministry you are doing for His Church.

With deepest thanks and appreciation,

A handwritten signature in cursive script, appearing to read "Fr. Andy".

Rev. Andrew Kranyo

Pastor



***Sacred Heart Co-Cathedral***  
1114 Virginia Street East  
Charleston, West Virginia, 25301  
(304) 342-8175  
Fax (304) 344-3907  
e-mail [sacredheart@sacredheartwv.org](mailto:sacredheart@sacredheartwv.org)

June 12, 2003

Mr. Aaron M. Galletta  
Executive director, Guidance In Giving, Inc.  
Diocese of Wheeling-Charleston  
PO Box 230  
Wheeling, WV 26003

Dear Aaron,

I wish to thank you and Guidance In Giving Inc. in helping the Diocese of Wheeling-Charleston and Sacred heart Parish in their respective campaigns.

Your staff was always available with encouragement, guidance and motivation which helped the parish to exceed its goal.

I particularly appreciated the guidance given in conducting the Special Gift Receptions. These were instrumental toward our success.

I would second the bishop's delight that each member of your staff was very professional, showed great sincerity and a high level of concern for the individual parish.

I thank you for all you have done here and I congratulate you for the success in the diocese.

Sincerely yours,

A handwritten signature in cursive script that reads "Rev. P. Edward Sadie".

Rev. P. Edward Sadie

PES/mrb



## **St. Margaret Mary Church**

2500 Dudley Ave. Parkersburg, W.V. 26101

(304) 428-1262

Aaron Galletta, Executive Director  
Guidance in Giving, Inc.  
P.O. Box 230  
Wheeling, W.V. 26003

Dear Aaron:

I am pleased to add my words of satisfaction and recommendation to many others in the Diocese of Wheeling Charleston concerning the work of your company and its professional team in conducting our Uniting in Faith and Mission Campaign. As you know from your initial visit to our parish and vicariate, I was a little skeptical as to the timing and feasibility of such a campaign. I doubted that we would be able to meet our goal of \$475,000. We not only achieved our goal, but we exceeded it with only 22% of our parish making pledges.

Both you and Kevin Sparks were extremely helpful in working with our committee on a regular and professional basis guiding the program in all its phases and aspects. I particularly see the value of the receptions and could honestly say that we would not have been as successful without them. The ongoing effectiveness of having the pledge cards mailed to all parishioners and available in the pews also contributed to the success of our campaign.

Above all, I appreciated the faith dimension of the program and the strong faith manifested by your directors. All in all, our participation in this diocesan capital campaign was a great help and will continue to be a positive force in the ongoing stewardship of our parish and vicariate.

Sincerely yours in Christ

Very Rev. Edward M. Bell, VF

Pastor of St. Margaret Mary Church

Vicar Forane of the Parkersburg Vicariate

**Saint Vincent de Paul Church**  
P.O. Box 634  
Berkeley Springs, WV 25411

June 11, 2003

To Whom it May Concern:

I wish to say that working with the ***Guidance In Giving*** consultant firm in our Growing in Faith and Mission campaign was quite satisfactory for me and for our parish volunteers (who themselves worked very hard in making and exceeding our goal).

In particular, I want to single out Mr. Dan Inman for his efficient and easy way of working with us. He is an asset to his company. He was available at all times, to help us and to give counsel. All in all, this campaign seemed virtually effortless to me as pastor. It wasn't effortless for our volunteer group, but neither was it tedious or difficult.

Most Sincerely,

*Fr. Cyprian Mercieca, TOR*

Fr. Cyprian Mercieca, T.O.R.