

Alan M. Raymond  
1902 Lake Village Drive  
Kingwood, TX 77339  
January 15, 2009

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

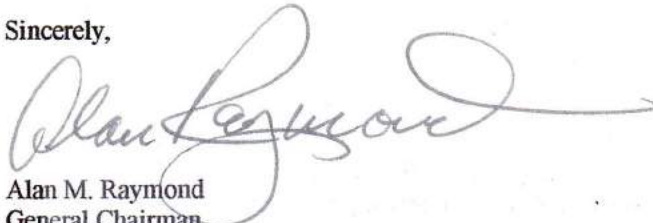
Dear Mr. Cusack:

I wish to express my deep appreciation to Guidance In Giving for the professional leadership Riley Ludlow and Steve Babcock have provided over the past two years throughout a very successful Capital Campaign at St. Martha Catholic Church.

Riley conducted the initial Feasibility/Planning Study in the first half of 2007, both personal interviews and the parish-wide survey. In June 2007 Steve and Riley presented Guidance In Giving's Final Report of that study in which your organization advised with reasonable confidence that our Parish could "raise \$6,000,000 - \$7,000,000 or more in a successful campaign" (of three years duration) and that a subsequent similar campaign could be just as fruitful. On the strength of that assessment we received permission from the Archdiocese to proceed with our Capital Campaign which we launched in April 2008. Riley moved his family to our community, set up shop in our parish, and proceeded to provide guidance for the campaign plan, organizational structure, schedule, literature requirements and volunteer training. By the end of the Leadership Gifts phase of our campaign in June the pledge results were encouraging enough that Steve suggested that our campaign goal should be raised to \$8,000,000! Throughout the Special Gifts and General Gifts phases Riley continued to provide advice and leadership to our volunteers and was intimately involved in every dimension of the campaign. His demeanor was always positive, professional and encouraging. By the time we wrapped up the solicitation phases of the campaign in late November we had reached the \$7,500,000 pledge milestone and had already collected \$1,200,000 in payments. I am pleased to report that we have now reached \$8,000,000 in pledges (100%) and over \$1,600,000 in payments (20%). All of this was accomplished during a dramatic downturn in our national economy and speaks to both the generosity of our parishioners and the effectiveness of the campaign structure.

Without the GIG process, Riley's leadership and Steve's support there is no way that we would have been able to carry out such a successful campaign. Of course, there is much to be accomplished in the redemption phase of our campaign, but Riley has provided us the handbook for that process and we have begun its implementation. And, as a parishioner of St. Martha's, Riley has offered to be available for advice from time to time. Thank you for assigning these two gentlemen to our program. They have represented GIG well. I will be pleased to recommend GIG to other potential clients.

Sincerely,



Alan M. Raymond  
General Chairman  
St. Martha Capital Campaign

Cc: Msgr. Chester Borski, Riley Ludlow, Steve Babcock, Theresa Miller

January 20, 2009

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

Mr. Cusack

I am a Parishioner at St. Martha Catholic Church in Kingwood, Texas. Last year (sorry – I intended to send this much earlier!), I was asked by our pastor, Monsignor Chester Borski, and our Capital Campaign Chairman, Alan Raymond, to serve as a member of our Capital Campaign Committee. As I am sure you are aware, St. Martha is in the process of a major campaign – Honoring Our Past, Envisioning Our Future - to relocate the parish and build an entirely new facility (Church, School, Admin, additional support buildings...) in the coming years. As a result of this Committee assignment, I have had the opportunity to work closely with Riley Ludlow as we have carried out the Campaign. I originally met Riley over a year ago when he was involved in the initial interviews as a part of the feasibility phase, and at that point, I was impressed with his knowledge and listening skills, as well as his ability to be very direct and clear as to the direction and support required for a successful campaign. I must admit that to some degree, I was resistant to fully answering all of his inquiries, but as I have worked with him closer in past months, I have come to appreciate his direct yet sensitive and caring approach to his job.

I am pleased to say that we have had a successful Campaign to this point, securing over \$7.5 million in pledges to date, and I anticipate that as we complete the additional follow-up contacts, we will exceed our \$8 million goal. This has been done in the face of a worsening economy, as well as having Hurricane Ike making a direct hit on the Houston/Kingwood area. Riley has been a major factor in that success. The direction and support provided by Guidance in Giving and Riley's positive attitude and relentless pursuit of our goals has served us well. The fact that he and his wife chose to re-locate to Kingwood and become Parishioners may have been a positive influence, but I would be willing to bet that his dedication and performance would have been the same had that relocation not occurred.

This is my first experience with a capital campaign, and it has proven to be enlightening. I have been impressed with the organization and process management that Guidance in Giving (and Riley) has brought to the effort. It is obvious that the methodology that has been developed over the years and the overall approach to Catholic fundraising produces results. I anticipate continued success as we move ahead with this process and the additional phases/campaigns in the years to come.

Sincerely,



Cc: Alan Raymond  
Riley Ludlow

Chuck Rodine  
Committee Member / Receptions Chairman  
25196 Ramrock Dr.  
Porter, TX 77365  
713-208-8890





# St. Martha Catholic Church

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2302 OAK SHORES DRIVE  
KINGWOOD, TEXAS 77339-1801

March 2, 2009

Mr. Michael R. Cusack  
Guidance in Giving, Inc.  
225 Snedecor Avenue  
Bayport, New York 11705

Dear Mr. Cusack,

I am pleased to write a letter of recommendation for Guidance in Giving, Inc. Your company's approach and philosophy of stewardship are consistent with that of the United States Catholic Bishops' pastoral letter, Stewardship: A Disciple's Response. Since we at St. Martha have worked diligently to teach this approach to our people, it was quite important for us to have someone like your company to help us with our recent Capital Campaign. We found that all the printed material used in the campaign reflected this concept of stewardship as well.

In particular I want to commend your staff for assisting us throughout the project. Initially Mr. Stephen Babcock guided us in the early stages to determine our parish's readiness to conduct a fund raising effort of such magnitude. His advice and guidance helped us to make a sound decision about a parish Capital Campaign and to establish a realistic time-line to carry out the campaign.

All of our parish Capital Campaign Committee were impressed with our project representative, Mr. Riley Ludlow. He brought a steady hand and tremendous energy to our campaign. He consistently "did his homework" and enabled our committee members to carry out their tasks and responsibilities with a sense of competence and confidence. Riley was great at motivating parishioners and individual committee members to become actively involved in our parish campaign. I was particularly impressed with the fact that he had letters of acknowledgement ready for my signature within twenty-four hours after the pledges were received at his office. Riley is a tireless and dedicated worker and brings with him a sense of mission and commitment. He also has a delightful sense of humor that makes people want to work with him in accomplishing a most worthwhile goal. We were elated when Riley and his wife, Debbie, also became registered members of our parish family as we launched our campaign.

As you are aware, St. Martha reached its campaign goal and we did so in the midst of the crisis in the economy and while enduring the effects of a devastating storm on the Gulf Coast of Texas, Hurricane Ike. I am truly grateful for your company's professional assistance and especially for the services of Stephen Babcock and Riley Ludlow.

Sincerely in Christ,

Rev. Msgr. Chester L. Borski  
Pastor

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Parish Office - (281) 358-6637 Religious Education Office - (281) 358-1959

*Under the Patronage of Sts. Martha, Mary and Lazarus - Friends of Jesus*



*Counting Our*  
**BLESSINGS**

SAINT MARTHA CATHOLIC CHURCH  
OF KINGWOOD

May 18, 2016

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

Dear Mr. Cusack:

I am writing this letter to submit a recommendation for Mrs. Kim Langlais. Kim recently concluded a capital campaign for St. Martha Catholic Church in Porter, Texas. As you may remember this is the second capital campaign Guidance In Giving has done for St. Martha in the last 8 years and the third campaign for the same project. I had anticipated a long and difficult campaign since this was the third time we were reaching out to our parish families to support the same endeavor. However, Kim brought a fresh face and fresh enthusiasm to the project. Her ability to reach so many parishioners with her winning smile and sweet determination was very refreshing and when she left we had obtained \$5,755,276 in pledges from 1,016 parish families.

I was very impressed with the entire Guidance In Giving team with their support and encouragement. Our campaign hit a slight bump when our original director left Guidance in Giving, but Steve Babcock was able to pull together a team of Kim Langlais and Jennifer Hart to keep the ball rolling and the campaign never missed a beat. Kim worked exceedingly well with the staff and was very supportive of our Pastor.

I am very pleased with the materials left with us as we complete the redemption phase and want to compliment your entire organization for their efficiency and attention to detail.

It has indeed been a pleasure working with your staff and if you have any other questions, please feel free to reach out to me.

Sincerely,

Theresa E. Miller  
Business Manager