



TO TEACH WHO CHRIST IS

FREQUENTLY ASKED QUESTIONS

Q: What is *To Teach Who Christ Is*?

A: *To Teach Who Christ Is* is a capital and endowment campaign to raise a minimum of \$350 million in gifts and pledges for parishes, faith formation, scholarships to Catholic schools, and critical facility issues.

Q: What is the meaning behind the theme, “To Teach Who Christ Is”?

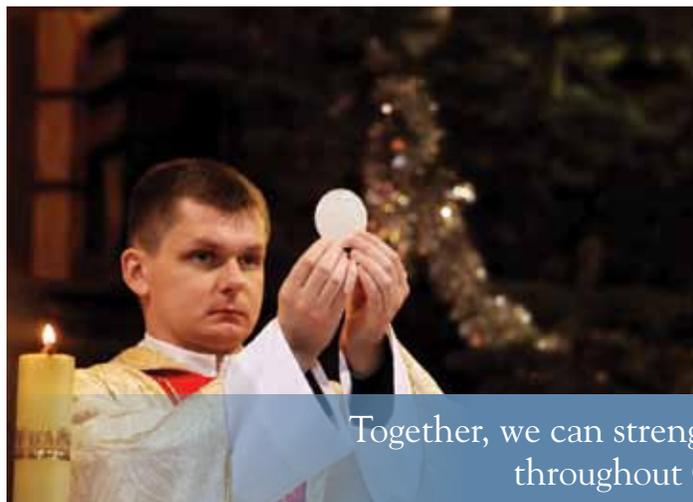
A: Cardinal Francis George, O.M.I., chose the theme because of its significance to his order, his vision of our Archdiocese, and the spirit of the campaign. *To Teach Who Christ Is* comes from the writings of St. Eugene de Mazenod, founder of the Missionary Oblates of Mary Immaculate, who sought to teach “who Jesus Christ is.” At St. Eugene’s canonization, Pope John Paul II reflected that he was “a man of Advent, a man of the Coming. He not only looked forward to that Coming, he dedicated his whole life to preparing for it, one of those apostles who prepared the modern age, our age.”

Q: How did the idea of a campaign arise?

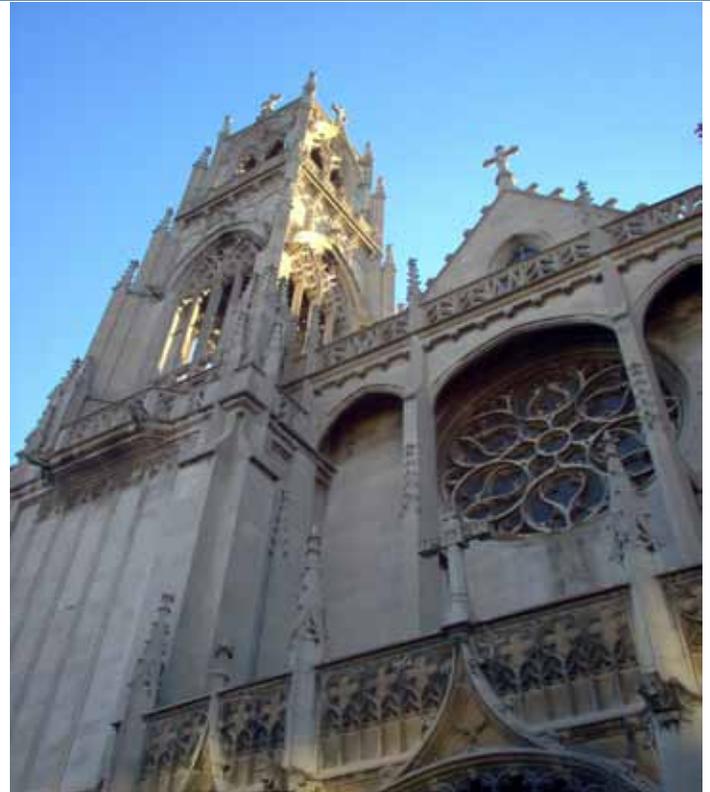
A: The Archdiocese of Chicago is in need of strong parishes, ministries and schools. Meeting this need is imperative.

Q: How will the campaign help local parishes?

A: We all belong to one local Church of Chicago. Central to this effort is ensuring that parishes are strong and vibrant communities of faith, bearing hope through their presence, sacramental life and ministries. *To Teach Who Christ Is* seeks to assist parishes in responding to their own issues while creating funds to support those in need



Together, we can strengthen the work of the Church in neighborhoods throughout Chicago and suburban Cook and Lake counties.



throughout the Archdiocese of Chicago. Joining together as an Archdiocese will strengthen the work of the Church in neighborhoods throughout Chicago and suburban Lake and Cook counties.

Q: Is the Annual Catholic Appeal taking place this year?

A: *To Teach Who Christ Is* is a one-time capital and endowment campaign. The Annual Catholic Appeal helps fund the ongoing operating expenses of the Archdiocese of Chicago and, therefore, will continue according to its annual schedule. The campaign office will work with each parish to ensure parishioners are educated regarding the difference between *To Teach Who Christ Is* and the Annual Catholic Appeal.

Q: Which parishes are participating in the campaign?

A: All parishes are taking part in the campaign.

Gifts to the *To Teach Who Christ Is* campaign will identify and create innovative religious education programs for children and adults.



Q: How will funds be allocated?

A: *To Teach Who Christ Is* seeks to raise \$350 million: \$150 million is earmarked for parish needs, to be determined locally; \$150 million for scholarships to Catholic schools through the Catholic Education Scholarship Trust; \$30 million for critical facility issues; \$10 million for religious education training for catechists; \$8 million to enhance the academic excellence of Catholic schools; and \$2 million for innovative new religious education programs.

Q: How will *To Teach Who Christ Is* benefit catechists?

A: Gifts to the campaign will assist in the reform of parish religious education programs and provide scholarships for the formation and certification of parish religious education directors and coordinators, and youth ministers.

Q: How will the campaign support religious education innovation?

A: Campaign funds will allow the Archdiocese to identify and study the most innovative religious education programs and replicate those programs for broader use.

Q: What critical facility issues will the campaign address?

A: The Archdiocese of Chicago is comprised of more than 2,800 structures — sacred spaces as well as parish halls, schools, rectories and convents. Some parishes are unable to address critical facility issues due to their financial circumstances. Campaign funds will address specific facility projects, create a system for tracking construction projects across the Archdiocese to allow for a more economical approach, and assist parishes with accessibility services.

Q: How will the campaign enhance the academic excellence of Catholic schools?

A: Gifts to the campaign will enhance the academic excellence of Catholic schools by empowering school reform efforts, providing for leadership and professional development for principals and teachers, and ensuring schools have the latest technology critical for diverse and integral curriculums.

Q: Why is the Church seeking scholarships for children in Catholic schools?

A: Catholic schools have always been a powerful force for leading children to the truth. Today, they continue to achieve high standards for academics as well as ground students in faith and virtue. The campaign will provide scholarships to qualified students to attend Catholic schools throughout the Archdiocese of Chicago.

Q: What is the Catholic Education Scholarship Trust?

A: The Catholic Education Scholarship Trust is an independent 501(c)(3) trust. The Northern Trust serves as the directed trustee. Funds designated to the trust are reserved exclusively for scholarships for students in Catholic schools. The trust is a permanent endowment and, to ensure it is a long-term source of funding for scholarships, only a portion of its income will be used each year.

Q: Who is eligible to receive scholarships from funds raised in the campaign?

A: After the Catholic Education Scholarship Trust endowment fund has been invested and income is available, scholarships awards will be made to qualified students in Catholic schools in Cook and Lake counties. Scholarships will follow the child, regardless of whether or not the student changes Catholic schools. Families will also be required to contribute to the cost of education to demonstrate their commitment.

Q: How does the Catholic Education Scholarship Trust differ from Big Shoulders Fund?

A: A valued partner of the Archdiocese of Chicago, Big Shoulders Fund has been a major supporter of our school communities predominately within the boundaries of the city of Chicago. The financial barriers for many students who attend Catholic schools are great, and scholarship support from both Big Shoulders Fund and the campaign will help ensure the long-term viability of Catholic schools. We are grateful for all Big Shoulders Fund does for Catholic schools.

Q: Why should I support a campaign for scholarships when schools are being closed?

A: The Archdiocese has a large and complex educational system, with thousands of students in more than 200 Catholic schools. These Catholic schools are vital and exciting centers of learning and formation. Unfortunately, some schools are no longer viable and will have to be closed because of a lack of enrollment or financial resources. The funds raised



in the campaign will certainly become part of the decision-making about future school closings. In simple terms, the more money available in the form of scholarships, the more financially viable schools can be.

Q: What is an endowment fund, and how will the Catholic Education Scholarship Trust benefit children in schools?

A: An endowment fund consists of financial assets earmarked for a specific purpose and invested to support that purpose in perpetuity. Catholic Education Scholarship Trust funds are invested to create spendable income and to achieve long-term appreciation of capital.

Q: What are the opportunities for donors to name an endowed scholarship fund?

A: In general, named endowments may be established with a gift of \$500,000 or more. Names can be an individual, a family or a saint, and may contain some designation for the use of funds. The board of the Catholic Education Scholarship Trust reviews endowment naming opportunities, and makes decisions with regard to naming endowments.

Q: Will gifts to the campaign pay for the legal settlements for victims of clergy sexual abuse?

A: No, campaign funds will be used only to support ministries, parishes and Catholic schools, as outlined in campaign materials.

Q: When did the campaign begin in the parishes?

A: The campaign is officially underway. *To Teach Who Christ Is* began in January 2013.

Q: When will parishes participate in the campaign?

A: All parishes will conduct their campaigns as part of a “wave” of parishes through December 2016.

Q: How are parish targets set?

A: Parish targets are 130 percent of parish offertory for the most recent fiscal year, rounded up to the nearest \$5,000.

Q: Who will be asked to support the campaign?

A: Every Catholic household in the Archdiocese of Chicago will be asked to prayerfully consider a gift to the *To Teach Who Christ Is* campaign.

Q: Will *To Teach Who Christ Is* affect parish offertory?

A: Offertory is expected to remain constant during the pledge period. Through *To Teach Who Christ Is*, parishioners are asked to consider gifts over and above their regular giving.

Q: How are parishes asked to participate?

A: Parishes are asked to conduct their own *To Teach Who Christ Is* campaigns. Parishes will be asked to make a best effort to reach the parish target based on five principles:

- Prayer
- Personal visits
- Proportional giving
- Phase-by-phase approach
- Pledged gifts

Q: Why emphasize pledges?

A: *To Teach Who Christ Is* emphasizes pledging because it allows individuals and families the opportunity to consider larger commitments than they could usually consider if making a one-time gift. Those who pledge gifts are able to consider gifts four to five times larger than those who make a one-time gift. Pledged commitments will be requested over five years.

Q: Why is an initial payment requested? Is it required? To whom should an initial payment check be made payable?

A: *To Teach Who Christ Is* campaign volunteers will offer all donors the opportunity to make an initial payment on their pledge. Donors are often excited to begin fulfilling their campaign pledge, and an initial payment is a strong

Catholic schools in the Archdiocese of Chicago have always been a powerful force for leading others to the truth.

indication of their commitment to fulfill the stated pledged amount. However, an initial payment is not a requirement. Initial payment checks should be made payable to: *To Teach Who Christ Is*.

Q: How should subsequent payments be made to fulfill a pledge?

A: Donors may choose to fulfill their pledge by making monthly, quarterly, semi-annual or annual payments. The Archdiocese of Chicago will process all gifts, provide an acknowledgment letter, articulate the identified schedule for payment reminders, and send payment reminders directly to donors according to the identified schedule.

If a donor has not received a gift acknowledgement in a timely manner, please contact the campaign office at (312) 534-8500. Payments on *To Teach Who Christ Is* pledges should not be made to the parish or included in the parish offertory basket. The Archdiocese of Chicago will facilitate this process to ensure parishes are not burdened with the additional task of auditing payments during the five-year pledge period.

Q: Can a donor fulfill a pledge with a credit card or automatic bank withdrawal?

A: Yes, *To Teach Who Christ Is* recommends donors choosing the “monthly” payment reminder option consider fulfilling their pledge using a credit card or an electronic fund transfer (automatic bank withdrawal). *To Teach Who Christ Is* will receive as many as 100,000 pledged gifts by the end of the campaign. If all monthly donors fulfill commitments by credit card or automatic bank withdrawal, savings on operational materials and postage will be considerable. In addition, donors will receive ancillary benefits from their credit card providers, such as bonus programs.



Q: How much will a household be asked to give to *To Teach Who Christ Is*?

A: Each household will be asked to consider a sacrificial gift to the campaign in the spirit of Christian stewardship. Gifts are payable over a five-year period through installments to allow donors to give significantly more than they might otherwise consider through a one-time gift. Parishioners are encouraged to choose one of the available gift plans which best suits their individual circumstances.

Q: Why are donors asked to complete a pledge card?

A: Pledge cards help to appropriately record and acknowledge commitments, and provide donors with a reminder of subsequent payments according to the schedule they request. Donors are asked to sign the pledge card, indicating they have authorized the terms of the gift indicated on the card. *A pledge card is not a legally binding document.*

Q: Can donors make gifts of stock or other non-cash gifts?

A: *To Teach Who Christ Is* accepts publicly traded securities as payments on pledges, as well as deferred gifts.

Q: Are gifts to the campaign tax deductible?

A: You will receive an acknowledgement of your gift for tax purposes. In addition, please consult with tax and financial experts.

Q: What is the estimated cost of the campaign as a percent of revenue?

A: The estimated cost of the campaign relative to the financial goal is approximately 6 to 7 percent. This cost includes professional fundraising counsel for more than three years, printed promotional materials for more than 300,000 families, specially produced videos, database management, and gift acknowledgement and pledge fulfillment for tens of thousands of donors. All costs are flat fees for services performed, and the total costs are less than industry standards identified by the Indiana University School of Philanthropy.

Q: In addition to giving, what else can people do to help the campaign?

A: Every parish in the Archdiocese of Chicago will require a team of dedicated parish volunteers to join with their pastor in order to make the campaign a success. If you are interested in helping, please call your parish or the campaign office at (312) 534-8500.