

Resurrection Community Center 2020 Capital Campaign for the Renovation of Markey Community Center

Fundraising Plan

Introduction

The decision to remodel Markey Community Center was made more than 20 years ago when it was identified as Phase II of the New Church Building Project. Space for youth programs was a key need as well as serious improvements in accessibility, safety, and modernization.

In 2010, Resurrection obtained a permit to install a temporary modular building to house the youth programs — conditioned by the county that a building permit to remodel Markey Center would be obtained by August 2019, or else the temporary building would have to be removed.

In November 2011, the parish included the project in its 2012-2017 Parish Pastoral Plan. Preparations for the project began in 2013 with the hiring of an architect, and designs evolved in response to input from parishioners and staff over a five-year period. Making the building compliant with government safety and accessibility codes (“Saving the Building”) became by default a major part of the projected cost. Limited by county regulations, the architects worked hard to expand space within the existing footprint to address the growing youth and other parish programs and high demand for the hall by parish and outside community groups (“Modifying the Building to meet Current and Future Needs”).

A building permit was granted in August 2019. Full details of the final construction plans are available at the church office and on the website. Construction will begin once we have reached gifts and pledges for \$5.7 million, enabling Resurrection Parish to qualify for a loan from the Diocese.

Quick View of the fundraising plan:

Timeline: Campaign dates:
 Pledge period: 5 years (2020 – 2024)
 Plan dates: January 1 – Summer 2020
 (Experts’ recommendation: At least 60% should be pledged before personal parishioner visits begin.)

Total Goal: \$5,700,000

	<u>Goal</u>	<u>As of 1/31/2020</u>
Estimates: Leader Gifts (\$25,000 or more)	15% \$ 855,000	\$ 457,000 (7 Parishioners)
Foundation Grants	30% 1,710,000	\$ 0
Community Gifts	19% 1,084,450	\$ 0
Parishioner Gifts (<\$25,000)	35% 2,000,000	\$ 490,000 (142 Parishioners)
Existing Playground Fund	1% 55,550	\$ 55,550
Totals	100% 5,705,000	\$1,002,550 (149 Parishioners)

All parishioners will receive a campaign update letter on the first of every month.

Fundraising Plan History and Elements*

The fundraising campaign began in February 2019 with the formation of the Capital Campaign Committee, led by Chairman Tom Hogan and professional advisor Gary Byrne. The campaign team decided to first implement a “silent phase” of solicitation of potential lead parish donors to establish substantial financial support before reaching out actively to each parishioner household.

The top 20 annual parish donors were invited to a dinner on April 27 and asked to support the project, yielding over \$390,000 in gifts and pledges from 16 households (as of 1/31/20). Committee members continued to reach out to other potential donors.

To provide more support and organization, Lloyd Graff, a retired fundraiser for the Salvation Army joined the campaign in November 2019 as advisor and consultant. As of February 1, 2020, the group of volunteers grew to more than 30, and they are working on this plan created and guided by a Steering Committee of 10 volunteers. Additional parishioner volunteers are needed and welcomed at any time. Meetings are held every other week on Saturday mornings.

The description of the elements described below are based upon a projected calendar of activities and estimated goals of funding sources. Campaigns by nature are subject to change and improvement at any time.

I. Leader Gifts (\$25,000 and above)

This campaign began in April 2019 by quietly soliciting gifts and pledges from a list parishioners noted for their generosity to the parish, as well as from community individuals and groups noted for their generosity to community non-profit corporations or charitable programs.

Any gift or pledge of \$25,000 or more will result in the donor’s name (with permission) being included on a plaque or other appropriate display to be permanently displayed in the Center.

Any gift or pledge of \$50,000 will result in each donor’s name (with permission) being engraved individually on a plaque or other appropriate display to be permanently displayed in the Center.

Any gift or pledge of \$100,000 will qualify the donor to choose a specific room or area that will be permanently named in their honor or to honor someone they designate (i.e.: Bill and Clara Jones Meeting Room). The Great Hall and the Youth Center also may be named to honor donors making significant gifts.

As of January 31, the Leader Gifts total **\$457,000** in gifts and pledges from 7 parishioner households. One naming gift has already been received for the remodeled kitchen. Volunteers are still calling on individuals for major gifts.

*see Timeline document for more details

II. Regional and National Grants

As God so often intervenes, Resurrection's congregation includes a well-known, experienced grant writer. While fully employed in education, Mary Soltis has volunteered to provide her services for the benefit of Markey Center. We have provided Mary with information about several Corporate Grantors who have indicated possible support to church or community centers. Mary will add these to her own list of possible Grantors and already has begun the grant-writing process.

It is estimated grants may account for \$1.7 million of the goal. Mary is making a concerted effort over the next 3 months to reach the goal. Managing grants is a delicate and intricate activity. A solid relationship must be established with each grantor, then each actual grant application may require as little as a simple cover letter along with the facts and figures or as much as photos, maps, background history, long term plans and more. Prospective Grantors on our list offer grant amounts as low as \$50,000 and as high as several million. (Pray for the latter!) Mary's experience will help us decide those we choose and the amount of our applications.

III. Community Support

Community organizations, including those that have been welcomed to Markey Center for their meetings and events, also will be approached for support. The list contains 46 organizations ranging from American Red Cross to Visiting Nurses. Markey Center is very attractive to these folks because of its location, but more importantly because many qualify for use of the facility at no cost.

Also, the campaign team is reviewing lists of more than 100 area businesses to identify those that understand the important community services Resurrection provides. We have assembled a committee of volunteers under the guidance of Carla Sikand. Starting February, this committee will prepare "marketing material" for use in soliciting donations and pledges from these community citizens.

IV. Parish Support

We, the parishioners of Resurrection Catholic Community, are the most important group to the success of the Capital Campaign to upgrade the Markey Community Center. It is where we put our faith into action and strengthen our own faith community. The ultimate success of the campaign depends on us. Markey Center is the operational heart and also the educational, outreach, and social center of our parish. We, therefore, hope and pray you will support this campaign.

As of January 31, 142 parishioner households (in addition to the 7 Leader Gifts households) have given or pledged more than **\$490,000**, simply in response to the general appeal mailing sent out last May. After we complete the initial Leader Gifts phase, a broad-based effort will be made to all active parishioners who have not yet responded to the campaign. Moreover, we hope our many volunteers will also reach out to people and families who are less active or, perhaps, who no longer

attend church to invite them back. In addition to renewing and expanding our physical space, we also want to revitalize our parish family.

RENEW & EXPAND!

MARKEY COMMUNITY CENTER CAMPAIGN

Markey Community Center is where Resurrection lives out its faith as a church family through our Youth Ministry, Food & Faith, weddings and funerals, social ministries, and countless programs. It also is our bridge to the wider community where we serve the poor, host the work of other non-profits, offer space for civic engagement & provide public services such as voting or being an emergency center in times of crisis.

NOW IS THE TIME. More than \$1 million already has been raised to expand, modernize, and make Markey Community Center safer and more accessible for all. The campaign needs all hands on deck to raise the rest of the funds.

JOIN US! If you have time, talent, and the desire — *join the team*. Read the Plan for how we will complete the project. YOU WILL MAKE A DIFFERENCE. Here are three things YOU can do:

PRAY!

Prayer is a powerful way to help the campaign, inviting the Holy Spirit to bring grace to this effort.

GIVE!

Prayerfully consider supporting the campaign with a personal financial gift.

VOLUNTEER!

To succeed, the campaign needs volunteers right now. If you have time to offer, we need:

Administrative Support

Spreadsheets, mailings, note-taking, preparing materials & packets, etc.

Communications/Publicity

Write, design, publicize & promote the campaign and the project. Keep the parish informed.

Donor Appreciation

Create meaningful ways to honor those whose generosity will make the renovation possible.

Events

Help plan & organize campaign events, tours, updates, including ground-breaking & ribbon-cutting.

Outreach to merchants & organizations

Identify and reach out to local merchants & organizations who use or value the work done at MCC.

Outreach to parish families

Help personally contact current and former members of the parish in the final push to complete the campaign and reconnect and strengthen ties with all those who are part of our faith community.

Prayer Team

Be a prayerful advocate for success of the campaign and rebuilding of MCC and our faith community.

Project Specialists

Learn all there is about the renovation. Lead tours, answer questions, explain the engineering, geological & legal requirements that drive the design & construction requirements and impact the construction budget.