

CATHOLIC DIOCESE OF YOUNGSTOWN



ONE IN HOPE,  
ONE IN MISSION

ANNUAL DIOCESAN APPEAL

**2022 Appeal**



## 2022 Appeal

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OFFICE OF THE BISHOP

# Diocese of Youngstown

Dear Brothers and Sisters in Christ,

The Annual Bishop's Appeal is now the **Annual Diocesan Appeal** with a new theme: ***One in Hope, One in Mission***. This new name will help us focus on the good work of our diocesan community, centered in the *hope* and *mission* of Jesus Christ. Though the name of the Appeal has changed, the causes it supports remain the same: to provide resources for Catholic Charities efforts within our diocese and to strengthen the faith of all parishioners through our many diocesan ministries.

Annually, the almsgiving focus of Lent, the leadership of our clergy and lay staff, and dedication of parishioners have allowed us to extend the hand of God to so many individuals and families in need through Catholic Charities and our diocesan ministries. Your efforts have encouraged our parishioners to respond generously to the Appeal and this generosity allows us to carry out the *hope* and *mission* of Jesus Christ to tens of thousands of people across our diocese.

Because of the increased physical and spiritual needs of our parishioners and people of goodwill across our diocese - especially due to the COVID-19 pandemic - we are seeking an Appeal goal of \$4 million in 2022. Once again, we are relying on your leadership and dedication to make this effort a success. We need you to follow the process outlined in this Manual and enthusiastically promote the 2022 Appeal.

I also ask that you remember the Appeal, along with those served through its success, in your prayers as we pray "*That all may be one.*"

Faithfully yours in Christ,

Most Reverend David J. Bonnar  
Bishop of Youngstown

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### Introduction

#### Christian Stewardship

*A Christian Steward receives God's gifts gratefully, cherishes and tends them in a responsible and accountable manner, shares them in justice and love with others and returns them with increase to the Lord.*

Taken from *Stewardship - A Disciple's Response*, the US Bishops' pastoral letter on stewardship

The Annual Diocesan Appeal offers our Catholic people an opportunity to practice Christian stewardship by sharing their gifts of time, talent, and treasure as members of the Church in the Diocese of Youngstown.

United in our sacrificial support of the Appeal, we share in our responsibility of helping our Lord's needy and making possible the programs, services, and ministries funded by the Appeal.

#### Development & Stewardship staff

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**Prayer for the Annual Diocesan Appeal**

*One in Hope, One in Mission*

Almighty Father, ever present source of all Hope.

Lord Jesus, ever present guide for all on Mission.

Holy Spirit, ever present giver of all gifts.

Inspire us in our commitment to serve the People of God throughout the Diocese of Youngstown in our support of the Annual Diocesan Appeal.

One in Hope, may we nurture that same gift in others as we work to alleviate their physical, emotional and spiritual poverty.

One in Mission, may we advance that same effort of Jesus into the future through the various ministries of our Parishes and our Diocesan Church.

Bringing our many gifts and blessings together, may we offer our communities renewed Hope and joy-filled Mission,  
That All May be One!

Amen



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### Case for Support

The Annual Diocesan Appeal offers Catholics in the Diocese of Youngstown an opportunity to respond to Jesus' teaching throughout the Gospels by ministering to those in need. The Appeal is the primary funding source that allows Catholic Charities to continue *Providing Help* and *Creating Hope* right here in our six-county diocese. In recent years, the number of families and individuals coming to Catholic Charities for help has increased while resources have decreased. This is especially true considering the challenges during the time of the COVID-19 pandemic, when many more have found themselves unemployed or underemployed.

As a result, we are challenged to encourage more people of the diocese to respond generously to the Annual Diocesan Appeal. Only with increased support can we effectively respond to the Gospel call that we serve the least among us in this time and place.

**Catholic Charities** efforts serve the neediest in our communities, regardless of faith tradition. This is accomplished through an administrative unit in downtown Youngstown and three direct-service agencies that minister to individuals and families throughout the diocese. In 2021, Catholic Charities agencies within the Diocese of Youngstown provided direct support to more than 35,000 individuals. **Sixty percent (60%)** of the funds raised in the Appeal are designated for Catholic Charities, which includes:

- Catholic Charities of Ashtabula County: 6,187 received direct service
  - Basic Needs Assistance: 2,298
  - Financial Wellness/Financial Literacy: 635
  - Housing Counseling: 416
  - Educational Opportunities: 182
  - Protective Services: 445
  - School-based Programming: 2,211
- Catholic Charities Regional Agency (Columbiana, Mahoning, and Trumbull Counties): 18,123 received direct service
  - Adoption Information, Referral, and Search: 12
  - Basic Needs Assistance: 5,810
  - Down Payment Assistance / Home Ownership: 91
  - Ex-Offender/ Prison Re-entry / Linkage Services: 194
  - First Step / Pregnancy Support Services: 289
  - Housing Counseling: 157
  - Homeless Outreach & Rapid Rehousing: 2,286
  - SOAR Project / Benefit Bank: 202
  - Senior Support Services: 454
  - Catholic Charities Senior Center: 142 people received 13,574 home delivered meals in the East Liverpool area
  - Christina House Domestic Violence Program
    - 67 people received shelter
    - 243 people received assistance obtaining protection orders
    - 2,288 people participated in educational/training opportunities or received legal advocacy services, response to crisis calls, or information and referral services



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- Information & Referral: 5,795
- Voice of Hope Homeless Shelter: 93
- Catholic Charities Serving Portage & Stark Counties: 10,974 received direct service
  - Basic Needs Assistance: 8,004
  - First Step Family Support: 2,515
  - Adult Day Services: 28
  - Furniture Program: 390
  - Educational Opportunities: 37
- Office of Catholic Charities Diocesan Offices
  - Immigration Legal Services: 64
  - Prison Ministry: 20-25 volunteers minister to hundreds of inmates in 10 correctional facilities located within the Diocese of Youngstown

**Diocesan ministries** impact all parishes and Catholics in our diocese. The support given during the Annual Diocesan Appeal makes evident our discipleship in Christ Jesus through the extension of our ministry to the evangelization and faith formation of individuals and families. **Forty percent (40%)** of the funds from the Appeal are designated for diocesan ministries, which in 2021 supported parishes in their ministry to parishioners through:

- 1,116 baptisms
- 1,125 First Holy Communions
- 1,290 confirmations
- 133 who entered the Church through RCIA
- 254 weddings
- 2,272 funerals

The diocesan ministries supporting parishes and parishioners include:

- Office of Communications
  - Facebook reaches 20,000 per month
  - Instagram reaches 3,000 per month
  - Twitter reaches 10,000 per month
  - YouTube reaches 800 per month
  - Pinterest near 500 impressions
  - LinkedIn near 300 impressions
  - TOTAL REACH: NEARLY 35,000 PER MONTH
- Office of Missionary Discipleship
  - Small groups are being formed at all parishes
- Department of Canonical Services
- Department of Clergy and Religious Services
  - Vocations and Seminary formation
    - 15 seminarians in formation
  - Permanent Diaconate Formation
    - 9 aspirants in formation
- Department of Financial Services



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- Facilitate parish and school safety seminars
- Conduct parish stewardship campaigns
- Department of Pastoral and Education
  - Catholic Schools
    - 22 elementary schools with 4,493
    - 6 high schools with 1,494 students
    - 1 university with 1,850 students
  - Diocesan Archives
    - Facility acquisition
    - Organized by the Curator of the Patrimony with plans to hire an archivist
  - Faith Formation and Lay Ecclesial Ministry
    - 8,479 students in parish CCD programs
    - Webinars, workshops, retreats, and online courses for parish religious education directors and teachers
    - Training for new catechists and other lay parish staff members
    - Nourish & Network program for parish religious education directors
    - Certification courses for Catholic school teachers as well as parish religious education directors and teachers
    - Curation of the diocesan library
  - Pro-Life, Marriage, and Family Ministry
    - Annual diocesan White Mass
    - 2 annual diocesan Wedding Anniversary Masses
    - 2 annual diocesan Masses for Life
    - 120 couples participating in Engaged Couples Retreats
    - Walking with Moms in Need program
  - Worship
    - 53 liturgies planned and facilitated, including ordinations and confirmations
  - Youth & Young Adult Ministry
    - 1,511 students in High School Youth Ministry programs
    - 860 participants in young adult ministries across the diocese

To properly support the efforts of Catholic Charities and these important Diocesan ministries, this year's Annual Diocesan Appeal diocesan goal is **\$4 million**.



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### Giving Circles

#### **Mission Makers Circle**

**\$25,000 and above**

The mission of Jesus Christ is to extend the love of God the Father who sent Jesus to earth so that we could come to know him and have eternal life. Mission Makers believe in the mission of Jesus Christ such that they make the Annual Diocesan Appeal a priority in their charitable giving with gifts of \$25,000 or more.

#### **Circle of Hope**

**\$10,000-\$24,999**

As a Christian virtue, hope allows one to believe that the world can be made a better place by serving others in the way of Jesus Christ. Members of the Circle of Hope are inspired by the teachings of Jesus and seek to spread his hope with gifts to the Annual Diocesan Appeal between \$10,000 and \$24,999.

#### **Circle of Discipleship**

**\$5,000 to \$9,999**

The disciples were personal followers of Jesus when he was on earth, following him where many others would not. Members of the Circle of Discipleship emulate the same fervor Jesus' own disciples had for his ministry, and make gifts of \$5,000 to \$9,999 to the Annual Diocesan Appeal.

#### **Circle of Charity**

**\$2,500 to \$4,999**

Acts of charity are an extension of our goodwill and belief that it is our duty to share with others what God has given to us. Members of the Circle of Charity recognize their gifts and share them back with the Lord and his people with gifts to the Annual Diocesan Appeal between \$2,500 and \$4,999.

#### **Circle of Compassion**

**\$1,000 to \$2,499**

Jesus Christ had profound compassion for the needy and those on the peripheries. Members of the Circle of Compassion seek to be Christ-like in their compassion for those with physical and spiritual needs with gifts between \$1,000 and \$2,499 to the Annual Diocesan Appeal.

#### **Sustainers Circle**

**Recurring gifts in any amount**

Sustainers provide the most consistent support of the Annual Diocesan Appeal through automatic recurring weekly, monthly, or quarterly gifts of their desired amount. More information is available on the diocesan website, DOY.org.



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### Methods to Make a Gift

The following methods to make a gift will be used for this year's Annual Diocesan Appeal.

#### **Respond to a direct mail solicitation**

All direct mail solicitations include a response envelope for donor-parishioners to mail directly to the Annual Diocesan Appeal post office box.

#### **Respond to the in-pew phase**

Parishes are provided in-pew response envelopes that donor-parishioners can mail directly to Annual Diocesan Appeal post office box or placed in designated collection area(s) at parishes, including offertory collection baskets.

Any gifts returned to the parish should be sent to the Office of Development & Stewardship at the designated times (See **Reporting Results**).

#### **Make a gift online**

Donor-parishioners can visit the diocesan website ([DOY.org/appeal](http://DOY.org/appeal)) to find the Annual Diocesan Appeal webpage with a link to make a gift online. The online giving service provider for the Annual Diocesan Appeal is GiveCentral, a reputable service provider among Catholic dioceses across the United States.

#### **Make a stock gift or IRA distribution**

Anyone interested in making a gift of stock or an IRA distribution to benefit the Appeal should contact Luke Politsky, Director of Development & Stewardship, at [lpolitsky@youngstowndiocese.org](mailto:lpolitsky@youngstowndiocese.org) or 330-744-8451 x298.



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### Gift Frequency Options

Donor-parishioners can make a gift in any of the following frequencies:

#### **Sustaining gift** (online recurring only)

Online recurring gifts can be set up for weekly, monthly, or quarterly installments. Donor-parishioners have the option to make an ongoing gift (without a specified end date) or to set a final installment date for their gift.

#### **Monthly installments** (direct mail or online)

Giving statements are sent monthly by the Office of Development & Stewardship to donor-parishioners who choose to make a gift in monthly installments.

This total may be offset with a one-time gift at the beginning of the Appeal process.

#### **Quarterly installments** (direct mail or online)

Giving statements are sent quarterly by the Office of Development & Stewardship to donor-parishioners who choose to make a gift in quarterly installments.

This total may be offset with a one-time gift at the beginning of the Appeal process.

#### **One-time gift** (direct mail or online)

Donor-parishioners may make a one-time gift at any time of the year, but it is encouraged during the active solicitation process (the seasons of Lent and Easter) to not necessitate sending addition direct mail solicitations.



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### Timeline

<i>2021 donor-parishioner letter mailing sent</i>	<i>Week of February 21</i>
<i>Clergy meetings via Webex</i>	<i>Monday, February 21, 2:30-3:30</i> <i>Thursday, February 24, 4:30-5:30</i>
<i>2021 nondonor letter mailing sent</i>	<i>Week of February 28</i>
<i>Deadline for parish material deliveries</i>	<i>Friday, February 25</i>

**Announcement Weekend**                      **8<sup>th</sup> Sunday in Ordinary Time**                      **February 26/27**

- Appeal posters are displayed in the church and other high traffic areas
- Commitment envelopes are available, either in pews or in a central location in the church
- Presider gives homily with provided talking points

**Commitment Weekend 1**                      **1<sup>st</sup> Sunday of Lent**                      **March 5/6**

- Designated announcement appears in the bulletin
- Commitment envelopes are available, either in pews or in a central location in the church
- Presider gives homily including how sacrificial giving to the Appeal is a form of almsgiving
- Announcement is made to follow up on the homily

*Report 1 due from parishes*                      *Thursday of the 1<sup>st</sup> Week of Lent*                      *Thursday, March 10*

**Commitment Weekend 2**                      **2<sup>nd</sup> Sunday of Lent**                      **March 12/13**

- Designated announcement appears in the bulletin
- Commitment envelopes are available, either in pews or in a central location in the church
- Homilist mentions Appeal during homily and references commitment envelopes
- Lay parishioner may give a short witness talk about why they support the Appeal
- Announcement is made mentioning the parish's progress

**Commitment Weekend 3**                      **3<sup>rd</sup> Sunday of Lent**                      **March 19/20**

- Designated announcement appears in the bulletin
- Commitment envelopes are available, either in pews or in a central location in the church
- Homilist mentions Appeal during homily and references commitment envelopes
- Lay parishioner may give a short witness talk about why they support the Appeal
- Announcement is made to follow up on the homily



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### **Follow-up Weekend 1**

**4<sup>th</sup> Sunday of Lent**

**March 26/27**

- Designated announcement appears in the bulletin
- Commitment envelopes are available, either in pews or in a central location in the church
- Announcement is made to follow up on the homily

*Report 2 due from parishes*

*Thursday of the 4<sup>th</sup> Week of Lent*

*Thursday, March 31*

### **Follow-up Weekend 2**

**5<sup>th</sup> Sunday of Lent**

**April 2/3**

- Designated announcement appears in the bulletin
- Commitment envelopes are available, either in pews or in a central location in the church
- Announcement is made to follow up on the homily

### **Follow-up Weekend 3**

**Palm Sunday**

**April 9/10**

- Designated announcement appears in the bulletin
- Commitment envelopes are available, either in pews or in a central location in the church
- Announcement is made to follow up on the homily

### **Follow-up Weekend 4**

**Easter Sunday**

**April 16/17**

- Designated announcement appears in the bulletin
- Commitment envelopes are available, either in pews or in a central location in the church
- Announcement is made to follow up on the homily

*Report 3 due from parishes*

*Easter Thursday*

*Thursday, April 21*

*Follow-up mailing to those who have not yet responded*

*Week of April 25*

*Follow-up mailing to those who have not yet responded*

*Week of May 23*

### **Active solicitation ends**

**Pentecost Sunday**

**June 4/5**