

# PROJECT ADVANCE 2017

Live gratefully,  
give generously.



Archdiocese  
of Vancouver



# Agenda

- Welcome
- Opening prayer
- Project Advance 2016 Results
- Project Advance 2017
- Administrative Procedures
- Q&A



# Project Advance 2016 Results

**TOTAL RAISED**                      **\$7,667,584**

- \$586,709 increase over 2015
- \$802,748 more than 2014
- \$3M Archdiocesan Goal
- Over \$4.2 M rebated to parishes
- \$18,749,877 in rebates since 2012



# Project Advance 2016 Results

## Key Highlights

- 49 parishes at least doubled their Arch. Goal
- Largest Totals as Percentage of Goal:
  - St. Francis Xavier at 822%
  - St. Andrew Kim at 620%
  - St. Clare of Assisi at 595%
  - St. Mary Gibsons at 581%,
  - Sts Joachim & Ann at 531%
- 51 parishes raised more in total donations this year compared to last year (33 by at least 10%).
- 24 parishes decreased (17 by 10% or more)





# Project Advance 2016 Results

- 1,496 new donors this year
- LYBUNT – 4,377 [did not come back]
- 2016 but not 2015 – 2,354 (come backs)
  - Net deficit – 521
- 471 gave to multiple parishes
- Participation Rate Flat -26.45%





# Project Advance 2016 Results

## Online Giving

- \$1,124,370 (2016) 22% more than 2015

## Number of donors decreasing

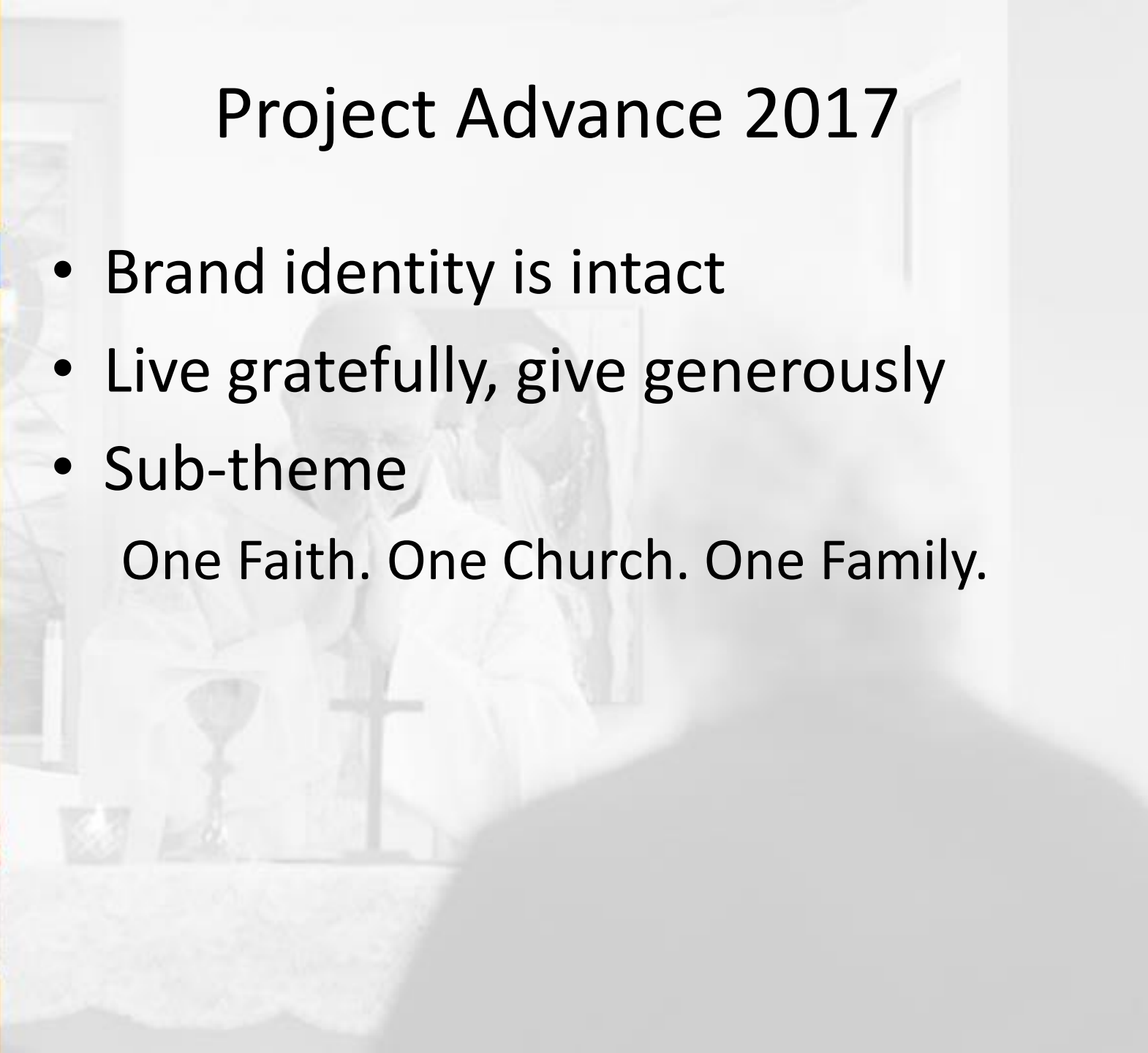
- 2012 (21,150) .....2016 (19,655)





# Project Advance 2017

- Brand identity is intact
- Live gratefully, give generously
- Sub-theme  
One Faith. One Church. One Family.





# Project Advance 2017

## Video

- Focus on impact from Project Advance
- Shared Commitment
- Special Grant Recipient- Tapestry Foundation for Health Care for seniors
- Ministry- Hospital Chaplaincy
- Visuals and footage on parish life
  - Dedication of St. Clare of Assisi- example of new church







# Appeal Launch

- Three information sessions
  - March 25 – JPPI Pastoral Center
  - March 29- St. Helen, Burnaby
  - March 30 – St. Matthew, Surrey
  - April 8 – St. James, Abbotsford
- Commencement Mass & Luncheon  
April 22@ St. Clare of Assisi
- Promote the appeal prior to your launch





# New elements

- Parish Manual – online [[projectadvance.ca](http://projectadvance.ca)]
  - New prayers of the faithful
  - New bulletin announcements
  - Suggested talking points for pastor and parish team members
- Stewardship prayer card





# Participation Rate Increase

- 2016 Donors – 19,657
- Participation rate- 26.5% (families)
- Total raised - \$7,667.584
- Average gift- \$390.07
- Arbitrary cut-off – parishes under 35% participation rate
- Increases of 2.5%, 5%, 7.5%, 10%



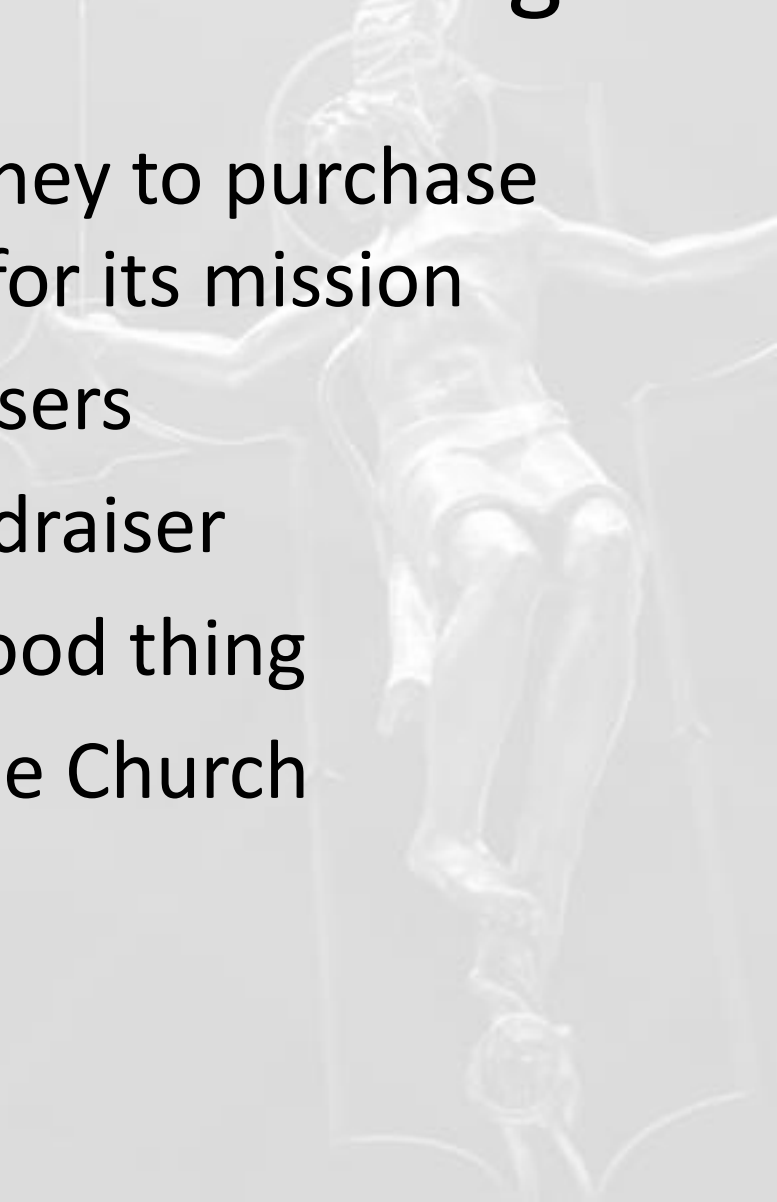
# Participation Rate Increase

%	2.5%	5%	7.5%	10%
Potential	\$8,239,229	\$8,810,874	\$9,382,520	\$9,954,165
Net increase	\$571,645	\$1,143,290	\$1,714,936	\$2,286,581



# The Importance of Asking

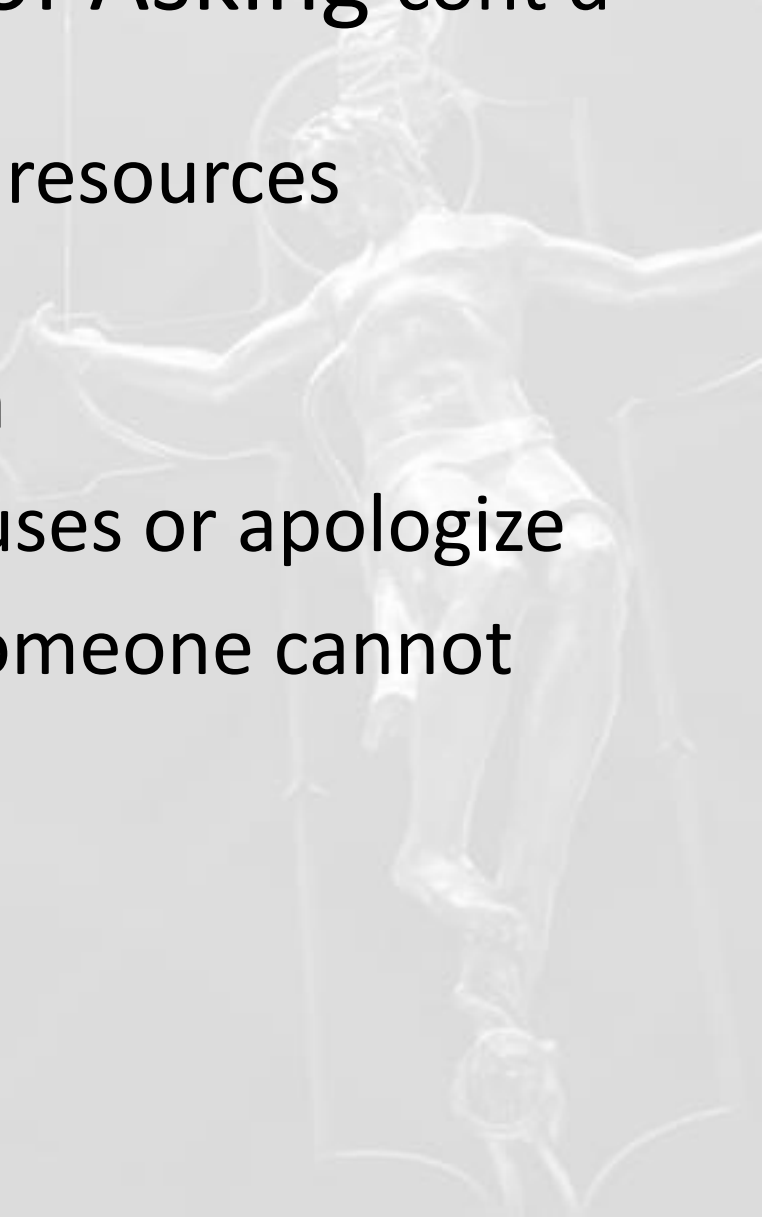
- Church needs money to purchase goods & services for its mission
- We are all fundraisers
- St. Paul was a fundraiser
- Fundraising is a good thing  
– in support of the Church





# The Importance of Asking cont'd

- Clear vision for the resources required
- Personal conviction
- Let's not make excuses or apologize
- Let's not assume someone cannot give a gift





# Final words

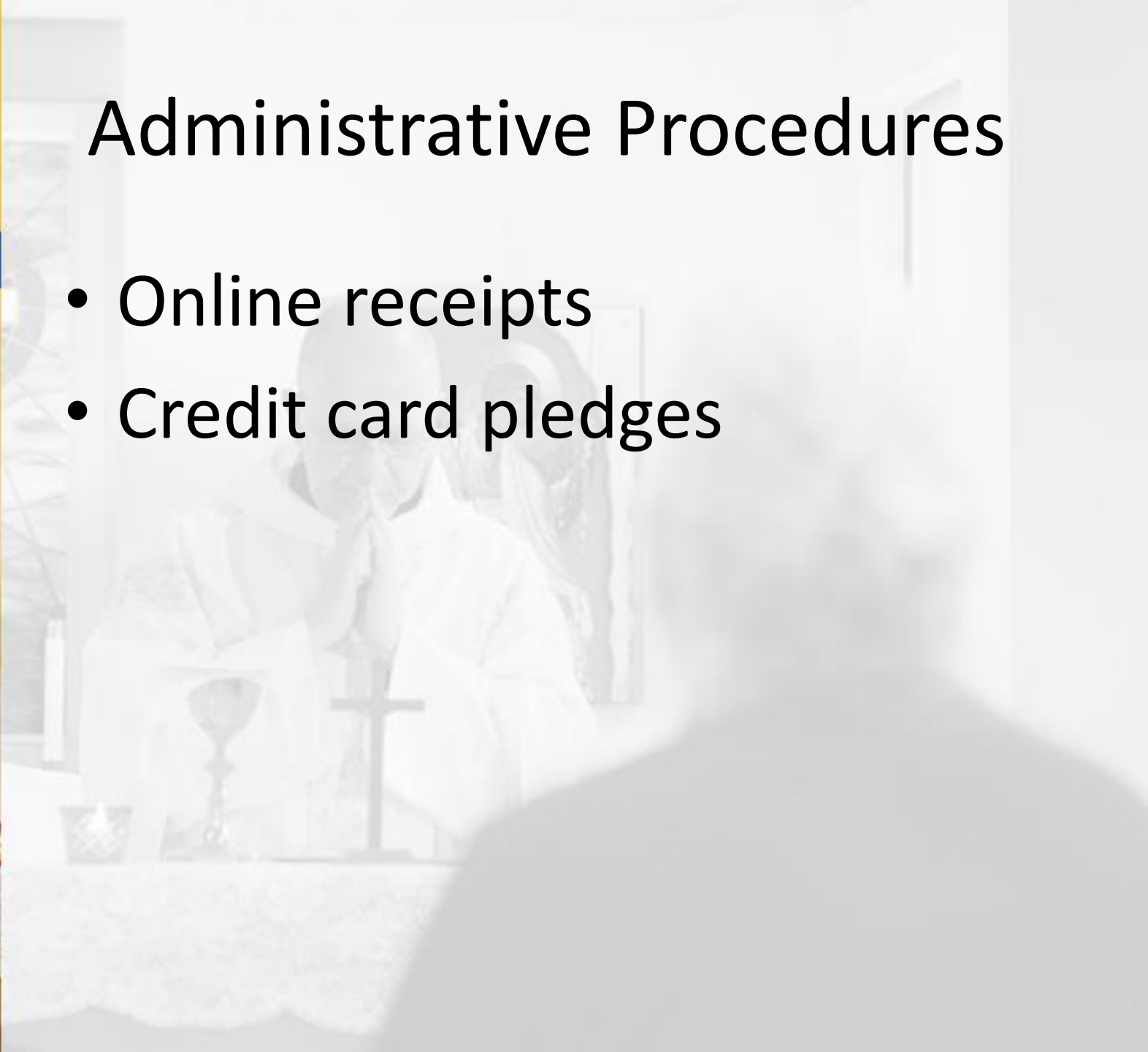
- Clear understanding of the needs and outcomes
- Two key numbers
  - \$182 million
  - \$98 million





# Administrative Procedures

- Online receipts
- Credit card pledges







PROJECT **ADVANCE** 2017

## Questions & Answers

Live gratefully, give generously.



# Thank you.

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