PARISH MANUAL
PROJECT ADVANCE 2019
Live gratefully, give generously.
Building our Future upon a Foundation of Faith

For more information or to donate online: projectadvance.ca
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As Pastors and Parish volunteers you play a specific and crucial role in the success of Project Advance. We are grateful for your support and your involvement. Project Advance offers the opportunity for you and your parish to work together towards a goal or project that will benefit your parish and our Church.

The launch of the 2019 appeal is scheduled for the weekend of April 27 and 28. The Commencement Mass and Luncheon will be held at St Patrick in Vancouver on Saturday, April 6.

The goal for the Archdiocese for 2019 is $3,250,000. The core needs continue to be the renovation of our secondary schools, the founding of new parish communities, the support of our archdiocesan ministries that help us care for those in need, offer faith formation programs, support our youth and young adults and enrich families and marriages through our Family Life Programs to name a few. Please refer to page 5 to see the detailed breakdown of the distribution of the Archdiocesan funds.

This year the appeal draws attention to our Catholic leaders of tomorrow - who are being formed through Catholic Education and Youth & Young Adult Ministry. Following up on the appeal in 2018, which provided a reflection on the history and legacy of Project Advance, the 2019 appeal also asks us think of our own legacy as we consider supporting Project Advance – specifically by Building our Future through a Foundation of Faith.

2019 also marks the first year that parishes have highlighted their own priority projects within their Project Advance brochures – allowing for the appeal to capture the priorities of each parish and those of the Archdiocese.

Your prayers, support and participation is greatly appreciated and will make for a successful appeal in 2019. Please contact the Development Office with any questions, concerns or suggestions you may have for your own parish or the appeal at large. Our office is here to assist you and to make Project Advance as successful as possible for you.

Sincerely,

Chris Ufford
Director of Development
Archdiocese of Vancouver
Project Advance 2019 Steering Committee

Most Rev. J. Michael Miller, CSB

CLERGY MEMBERS

Very Reverend Gary Franken
Vicar General [Chairperson]

Rev. Vincent Hawkswell
Retired

Rev. Craig Scott
St. Clare of Assisi

Rev. Mark Schwab
St. Stephen

Rev. Rudolf D’Souza
Guardian Angels

LAY MEMBERS

Grant Andrews Administrator
George Pinto Project Advance Controller
Barbara Dowding Vice-Chancellor
Chris Ufford Director of Development

PROJECT ADVANCE TEAM

Chris Ufford cufford@rcav.org
Grant Andrews gandrews@rcav.org
Tim Phan tphan@rcav.org

Core Needs

Secondary Schools $1,650,000
New Parish Sites Fund 650,000
Archdiocesan Ministries 850,000
Special Grants* 100,000

2019 Goal $3,250,000

2019 Special Grant Recipients*

L’Arche Foundation of Greater Vancouver 10,000
Luke 15 House 7,800
NET Ministries of Canada Inc. Vancouver office 15,000
Domestic Abuse Services 17,500
Sancta Maria House of Healing 6,700
Catholic Christian Outreach 15,000
Signal Hill Life Education 10,000
St. Paul’s Foundation 18,000
Total $100,000

* The Special Grants are funded on a one-time-only basis totaling up to $100,000. Recipients must apply each year if they would like to be considered for funding.

For more information, see our website: www.projectadvance.ca

Address:
4885 Saint John Paul Way, Vancouver, BC V5Z 0G3
Phone: (604) 683-0281
The Case for 2019: Project Advance Needs

Core Needs

SECONDARY SCHOOLS
$1,650,000
Reducing the deficit incurred from new construction and rebuilding of our 6 regional secondary schools and save for future building.

NEW PARISH SITES FUND
$650,000
Reducing the deficit incurred from purchases of land for future parish communities.

ARCHDIOCESAN MINISTRIES
$850,000
- HOSPITAL CHAPLAINCIES $150,000
  Offer spiritual care to hospital patients.
- SOCIAL JUSTICE $150,000
  Supports refugee settlement, migrant farm workers and anti-human trafficking efforts.
- YOUTH & YOUNG ADULT MINISTRY $150,000
  Provides spiritual and professional formation to those who serve youth and young adults through training and events (Spirit Day, YouthLeader, University Mass, World Youth Day).
- EVANGELIZATION PROGRAMS $150,000
  Alpha, Discover Discipleship, Catechesis of the Good Shepherd, PREP.
- PRISON MINISTRY $100,000
  Provides support to prisoners, former inmates and to families/victims impacted by crime.
- FAMILY LIFE PROGRAMS $100,000
  Parenting and Marriage Enrichment, Theology of the Body.
- FIRST NATIONS $50,000
  Supports outreach programs with Indigenous people.

The 2019 Special Grants:

L’ARCHE FOUNDATION OF GREATER VANCOUVER $10,000
Provides homes and programs for people with special needs - funding for this year has gone to purchasing new chairs and sofas for the Emmaus Day Program.

LUKE 15 HOUSE $7,800
A transition home for men with addictions and mental health issues - this year’s funding will go to help purchasing a second hand vehicle to assist in driving residents.

NET MINISTRIES OF CANADA INC.- VANCOUVER OFFICE $15,000
Focus is on helping young people love Christ and embrace the life of the Church; currently has 7 youth missionaries who work with the Catholic schools throughout the Archdiocese; funding will go towards purchasing a new trailer and enhanced audio and visual equipment.

DOMESTIC ABUSE SERVICES $17,500
Provides free music education to children and youth of the Downtown Eastside - funding will go towards a new shed, kitchen and living room renovation and upgrading the bathroom room vanity and flooring.

SANCTA MARIA HOUSE OF HEALING $6,700
Catholic Christian healing and recovery home for women suffering from trauma and substance abuse - this year funding will go towards replacing one dryer, two fridges and two freezers.

CATHOLIC CHRISTIAN OUTREACH $15,000
CCO is a university movement dedicated to evangelization. CCO challenge students to live in the fullness of the Catholic faith, with a strong emphasis on becoming leaders - this year funding will go towards creating a warm and high-quality training environment to host students and missionaries.

SIGNAL HILL LIFE EDUCATION $10,000
Promotes the value of human life through education and support services; this year’s grant will go towards funding for the Value Project Conference.

ST. PAUL’S FOUNDATION $18,000
Funding has been provided to purchasing specialized wheelchairs and easing the burden faced by low income residents.
Pastors should have received the invitation from the Archbishop’s office to attend the annual Clergy Meeting that will be held Tuesday, March 12, at the JPII Pastoral Centre.

**Deadline** to send your list of Project Advance 2019 materials request form and your 2019 contact information details to Tim Phan at: tphan@rcav.org

**Annual Clergy Meeting**
10:30 am to 1:30 pm
JP II Pastoral Centre
4885 Saint John Way, Vancouver BC

Watch out for the e-mail invitation to the Commencement Mass & Luncheon held on April 6 @ 11 am at St. Patrick in Vancouver.

Watch out for material request and contact information form from PA Office.
Watch out for 2018 final results.

**February**

Debrief with Project Advance Parish Team to review 2018 appeal and to begin to think about 2019 appeal.
Identify any new members for your Project Advance 2019 Appeal Team.
Identify one new item to be implemented for 2019- consult parish manual and other online resources at www.projectadvance.ca

Watch out for the e-mail on Parish Information Sessions scheduled for March/April- please choose one meeting to attend.

**Easter Sunday**

**April to June**

Ongoing appeal promotion.
Mid-way through this period, follow up with those who have yet to contribute.
Send out thank you letters to all those who have given.
March & April

Parish Info Meeting #1
10:30 am to 12:30 pm
St. Andrew Kim - Surrey
10222 161 St, Surrey, BC

Parish Info Meeting #2
7:00 pm to 9:00 pm
St. Helen
3860 Triumph Street, Burnaby BC

Parish Info Meeting #3
7:00 pm to 9:00 pm
JP II Pastoral Center
4885 St. John Paul II Way

Commencement Mass/Luncheon
Mass 11:00 am, Lunch to follow
St. Patrick
2881 Main St, Vancouver, BC

July & August

Frequent reminders on progress of appeal.

September to December

Send out reminder e-mails or letters, bulletin reminders, phone solicitation and other forms of communication.

Keep thanking your donors.

PA office will provide LYBUNT and SYBUNT [some years but unfortunately not this year] lists; some parishes reach out to those who just have not given.

Project Advance Team is available to send e-mails or letters to your lists on your behalf if you wish.
Steps for an Effective Appeal

Project Advance is all about sharing our gifts and our legacy as a Catholic family. It is and will continue to be an important annual endeavour for the Archdiocese and for parishes. Every year parishes meet their diocesan goal which is a testament to the dedication and support of our pastors, volunteers and all parish donors. What is equally important is the level of participation. It is essential that we encourage everyone to participate in Project Advance. While it is perhaps unrealistic to think everyone will give, it is important that we ask everyone to do so.

1. UPDATE YOUR KNOWLEDGE BASE
   - Review why we do the appeal: opportunity to participate in God’s work; to develop an “attitude of gratitude” in thankfulness for God’s many gifts.
   - Understand where the money goes and how your parish benefits.
   - Ensure your parish database is up-to-date and accurate- it’s important that you have accurate information on the number of parishioners that attend your church. You should also be able to keep track on who gives and who does not give. This will help you with your communication strategies. If you need help in this area, please contact us.

2. PREPARE PEOPLE AND PLANS
   - Recruit an enthusiastic appeal team.
   - Prepare your promotional plan and follow-up; refer to the samples and parish timeline for guidance.

3. PROMOTE THE APPEAL PRIOR TO THE ACTUAL KICK-OFF
   - Announce the appeal in advance of the actual kick-off and talk about how the appeal will help the Archdiocese and the parish and its overall impact.
   - Send a letter from the pastor to solicit support and to explain how the appeal helps the parish and the bigger faith community- refer to our sample letters for guidance.
   - Use bulletin inserts to announce the appeal.

4. MAKE THE CASE FOR SUPPORT DURING THE APPEAL WEEKEND
   - Have the pastor use the homily period to explain the appeal and its benefits.
   - Use all the appeal promotional tools at your disposal to their fullest advantage.
   - Show the appeal video and plan to show it more than once throughout the appeal.
   - Share how Project Advance has affected you personally, the parish and how your parishioners have benefitted.
   - Identify those parishioners who support Project Advance and ask them why they give and if they are willing to share their reasons for giving. Try to use testimonials in all your communication efforts.
   - Have Project Advance brochures and extra blank pledge forms available at all times.

5. PROMOTE ONLINE GIVING
   - Make it easy for people to donate by reminding them that a quick and easy option is to give online at www.projectadvance.ca and to designate your parish as the recipient.
6. REMIND REGULARLY THROUGHOUT THE APPEAL

- Encourage parishioners to participate in the appeal during regular intervals.
- Report regularly on the progress of the appeal.
- Continue to use various methods to communicate the appeal and its progress.
  - Bulletin inserts, website, e-mail, mail
- Prominently display Project Advance promotional materials during the appeal.
- Visit www.projectadvance.ca for various communication samples.

7. CONDUCT TIMELY FOLLOW-UPS

- Reach out to those who have not given and or have stopped giving to the appeal; send a note, an e-mail or make a phone call to those who have never given or have stopped giving; ask for their help and communicate what we can do if everyone participated.
- Review your LYBUNT [last year, but unfortunately not this year] or SYBUNT [some years, but unfortunately not this year] lists - it is highly recommended that a letter or a follow-up communication be sent to this list of parishioners. Past appeals show that parishes who do contact those donors who have yet to give capture 15% to 30% of lapsed donors.

8. PROCESS THE GIFTS AND REPORTS ACCURATELY AND ON TIME

Ensure your Project Advance secretary is aware of procedures and is following them accurately. Refer to Appendix A for the appeal procedures for a complete guideline. Our office is available to answer questions at any time, either by phone (604) 683-0281 or by email gandrews@rcav.org, tphan@rcav.org or paa@rcav.org

9. SAY THANK YOU

- Send out thank you letters to all those who have given and keep sending thank you notes throughout the appeal.
- Say thank you in the bulletin, in person, from the pulpit, in an e-mail and on your website.
- Say thank you to all those who make this appeal successful.

10. ASK FOR HELP FROM THE DEVELOPMENT OFFICE

Use the Project Advance Team as a resource. We are at your disposal to help you with your communication efforts. If you are not equipped to do the things you would like to do, ask us for help.
Duties & Responsibilities

Role of the Pastor

As the pastor, you are the spiritual leader of the community. Your involvement and commitment are a tremendous source of inspiration to parishioners and the most important component of the success of Project Advance.

- Appoint a chairperson who is committed to the success of Project Advance. If possible, attend a Leadership Committee Meeting with your team.
- Be the first to make a gift to Project Advance as a way to initiate the appeal at your parish.
- Make a commitment to meet the diocesan goal, and then to promote the Parish Rebate Program which will benefit your parish by sending out a letter, the brochure and follow-up reminders. Show the video more than once through the appeal.
- Invite everyone to participate at a level that expresses their thanks for God’s gifts to them. Do this verbally at the end of every Mass for a few weeks and regularly throughout the appeal.
- Send a thank you letter to each donor family.

Parish Chairperson(s)

A strong parish chairperson who is dedicated, caring, and knows how to reach out to others will be an effective partner in making your parish appeal a success.

- Make a commitment to meet the diocesan goal, and then to promote the Parish Rebate Program which will benefit your parish.
- Make your own gift to Project Advance.
- Recruit enough volunteers to carry out the appeal successfully.
- Ensure parishioners are instructed on how to handle completion of the pledge card, and how to return it to the appeal Secretary.
- Ensure all potential donors are contacted.
- Ensure all reporting procedures are followed; make sure reports and payments are forwarded promptly - within one week - to the Project Advance office.
- Follow up regularly and contact those who have not yet responded - use the “LYBUNT” Letter/List provided by the Project Advance team.

Volunteers

The Project Advance Appeal is truly a parish effort. Volunteers who help organize events, assist with completion of pledge cards, or who simply share their enthusiasm, are an important part of any well-run appeal. They must be reminded to treat each gift confidentially and to treat each parishioner with sensitivity, especially those who are not able to give.

Secretary

As the person who makes the details work, from distributing materials to processing gifts to liaison with the Project Advance office, the appeal secretary is the backbone of the appeal.

- Make your own gift to Project Advance.
- Be responsible to safeguard all cash, cheques and personal information received through the appeal.
- Ensure reports are submitted to the appeal office as required.
- Prepare thank you letters for pastor’s signature as each gift form is submitted.
Project Advance Materials

The Project Advance office develops a variety of promotional materials to help you run a vibrant parish appeal. In addition to posters and brochures, the Parish Manual contains samples of letters, bulletin announcements and other suggestions.

Please remember to take the following steps during the appeal period:

• **PLACE** appeal materials in a prominent location.
• **HANG** posters.
• **DISTRIBUTE** brochures along with your personal letter of explanation & encouragement.
• **PLAN** and arrange for necessary equipment to show the Project Advance Video.
• **INCLUDE** appeal-related bulletin announcements on a weekly basis.
• **PRAY** for the appeal at some point during Mass
• **USE** the Project Advance prayer as provided, or adapt to your own specific needs.
• **MAKE extra brochures and pledge forms visible.** New donors especially may not be on a list, but may still want to help.

The following materials will be made available for use during the appeal:

**BROCHURE**
The Project Advance brochure highlights important information about the appeal. It can be distributed and accompany the pastor’s letter to all parishioners. However the brochure’s pledge form should be used only by those who don’t have a pre-printed pledge card. Those new donors or parishioners without a pre-printed pledge card can fill out the brochure’s detachable pledge form and envelope and return to the parish in the collection, in person or by mail.

**POSTER**
The poster should be displayed as much as possible for as long as possible, even to December 31st. It serves as a visual reminder to parishioners that Project Advance is in progress. The back of the church and hall are other visible areas to display the poster. The ultimate purpose of the poster is to create awareness of Project Advance. Posters are available in large and small sizes to fit a variety of spaces.
PRAYER CARDS

Prayer cards are available to each parish. To order prayer cards please contact, Tim Phan at tphan@rcav.org or call (604) 683-0281. You may choose to use this prayer at Mass each week during Project Advance time, possibly before Mass begins, or after the Prayers of the Faithful. Consider having an altar server read the prayer, or a member of the Project Advance committee, the CWL or Knights, or a PREP teacher, or Youth Ministry leader. Consider having someone translate the prayer into your parish’s language of choice. Place the cards in the pews and have them available in the church. Everyone can pray for the appeal’s success.

PARISH MANUAL

The Parish Manual is intended for the use by the Project Advance Parish team.

It outlines the details of Project Advance, the duties associated for the pastor, the chair and volunteers, samples of letters and other forms of communication. It also includes administrative procedures that outline the steps to follow to manage and report the gifts received.

PLEDGE CARDS – 2 VERSIONS

The pre-printed pledge card is the official record of intent. The card is prepared in three sections. The top section is batched by the secretary and forwarded to the Project Advance office for processing. The parish secretary retains the middle section, and the bottom section is a donor’s copy and should be left with the donor. Use this card as first priority when a donation is collected.

As well, three-part blank pledge cards will be supplied. These forms are not pre-printed with parishioner data but do have the parish number printed on them. They are mainly for newcomers, those not registered in the parish, or for those who do not have a pre-printed card. The secretary processes these gifts using the same procedures as described above.

DVD

The Project Advance DVD will be made available for parishes, to be used during Mass or after Mass, Parish Council meetings, or during any other occasion where Project Advance is being promoted. It is suggested that you not show the DVD on First Communion Sunday or any other day of significance in your parish. It is further recommended that you test the DVD in the church on the same equipment you will be using during Mass. This is a good time to make a sound and visual check. If, for any reason, the DVD proves defective, we will replace it immediately. The video is also available to view online at www.projectadvance.ca

TAX RECEIPTS

For tax purposes, receipts will be produced based on actual gifts for the tax (calendar) year. Receipts will be printed as early as possible in the New Year, usually by the end of January. The exception to this is for one-time online donations—those tax receipts are made available to the donor automatically once the donation is complete. Tax receipts now incorporate a Thank you message from Archbishop Miller. In order to keep costs under control, the Project Advance receipt may be sent in the same envelope as your parish receipt and any letter from the pastor. Inclusion of these items falls well within the weight limit for a business letter mailed in Canada. Donors should be given both copies of the receipt (one to be sent to CRA with the tax return, one for their own records).
Supplementary Materials

General Intercessions:
The following are provided to assist you in supporting Project Advance: Live gratefully, give generously through prayer. You may use these or create your own on a weekly basis for the duration of the appeal.

• That we may see the work of Project Advance as an opportunity to extend our love and services beyond the boundaries of our parish and local community. We pray to the Lord.

• That the Holy Spirit may continue to guide the work of the Church throughout our Archdiocese, and that Christ’s message of love may be realized by all. We pray to the Lord.

• For the courage to accept true discipleship by detaching ourselves from the grasp of worldly possessions and committing ourselves to share our worldly blessings generously. We pray to the Lord.

• May we as one Family in Christ recognize the opportunities to express our gratitude to God for His goodness in our lives. We pray to the Lord.

• That we, the members of ____________ parish, may continue to live in the rich heritage of stewardship and discipleship of those who have gone before us and open doors for those coming behind us by responding generously to Project Advance. We pray to the Lord.

• That we may recognize in Project Advance an opportunity to serve the Lord through our service to one another and the sharing of our treasure. We pray to the Lord.

• That as we make our commitment to Project Advance we may remember God’s love for us. We pray to the Lord.

• That God may bless our parish and our Archdiocese, strengthen our faith and grant us the spirit of Christian stewardship by opening our hearts to the Project Advance Appeal and share joyfully. We pray to the Lord.

• That we may be faithful and generous in giving to God what belongs to God, remembering that everything we have is a gift from God. We pray to the Lord.
• That as we participate in Project Advance, we give thanks to our God for the gifts and blessings we have received. We pray to the Lord.

• For a spirit of thanksgiving – to be always grateful for the blessing of family and friends, and for a real awareness that we show our gratitude best by sharing generously with those in need. We pray to the Lord.

• That together we recognize that what is accomplished through the work of Project Advance is the mandate of the Gospel – to be of service to one another. We pray to the Lord.

• For all who have contributed to Project Advance, that their generosity will give them joy and peace. We pray to the Lord.
Blessings of Project Advance Volunteers

Invitation:

At an appropriate time during the Mass, the priest invites all Project Advance volunteers to come forward and be visible to the community. Then, using these or similar words, invites all to receive a blessing:

“Bow your heads and pray for God’s blessing.”

(The priest extends his hands over the assembled people while saying the prayer over them.)

“Blessed are you, Lord God, creator of the universe, and Father of all: you have called us to serve you and praise you in the family of your Church.

These men and women have answered your call by serving the people of our parish to assist the Archbishop to meet the needs of our diocesan church and our own parish projects through the work of Project Advance.

Give them strength and wisdom, guide their work by the light of your Spirit, and help them work for the benefit of all your people. Father, we offer this prayer through Jesus Christ, your Son, in the love of the Holy Spirit, one God for ever and ever. Amen.”

After the prayer, the priest adds:

“May Almighty God bless you, the Father, and the Son, and the Holy Spirit. Amen.”

*************

Other “Prayers of Blessing” are available in “A BOOK OF BLESSINGS” – CCCB
Stewardship Prayer

O God, the Father of every gift,
all that we are and have comes from your hand.
In Jesus Christ, your Son,
you have given us the greatest of all gifts.
Fill our hearts with his love,
so that we may be parish communities
of faithful, caring people.
Grant us the grace to be good stewards
who, in the name and spirit of Jesus,
share our gifts of time, talent and treasure
for the building up of your Kingdom
in our Archdiocese and throughout the world.
May we see Project Advance as our way
to live gratefully and give generously
for your honour and glory.
Through Christ our Lord. Amen.
1. What is “Project Advance”?
2. When does Project Advance take place?
3. What is the Parish Rebate Program?
4. How is the individual parish goal calculated?
5. How are decisions made with respect to allocation of funds?
6. How do I go about organizing the Project Advance appeal in my parish?
7. What is my time commitment to Project Advance?
8. What materials are provided to assist us in running the appeal?
1. WHAT IS “PROJECT ADVANCE”?

Project Advance is a diocesan-wide appeal which seeks to provide resources for both diocesan and individual parish needs. Project Advance began in 1980 with Archbishop Carney’s vision of building a strong diocesan community. Its purpose was to provide the necessary resources to fund important capital projects within the Archdiocese. In later years, programs in the areas of education, social concerns and spiritual growth were added. Parishioners responded to this call for support with great generosity, and the fruits of their gifts can be seen and felt throughout the Archdiocese and in all parishes.

Project Advance has raised more than $196 million dollars since its inception and the total Parish share of that amount has been close to $105 million. Under the guidance of our Steering Committee, comprised of clergy and laypersons, and the tireless work of parish volunteers, each year the Archdiocese and its parishes are able to go forward with many worthwhile capital and operational projects. The cost of running Project Advance is minimal at 5.5%.

Project Advance provides the opportunity to promote the ideals of Christian stewardship, to become aware of our blessings, and to use them accordingly for the growth and benefit of God’s kingdom in the Archdiocese of Vancouver. Further, parishioners have become more aware of the needs beyond the boundaries of their own individual parishes. Project Advance enables them to share in reaching the goals of both the diocese and their own parish.

The Parish Rebate Program has assisted all parishes within the Archdiocese to fund their own local building or financial programs. Further details on the rebate will follow.

2. WHEN DOES PROJECT ADVANCE TAKE PLACE?

Project Advance is divided into two phases. Phase 1 takes place after Easter in April, May and June. Individual parishes may adjust the schedule to best suit their parish. It should not coincide with First Communion or another event which would prevent a significant number of parishioners from attending their usual Sunday Mass and so not hear the Project Advance request. Phase 2 takes place in the fall continuing right to December 31st.

3. WHAT IS THE PARISH REBATE PROGRAM?

Each parish in the Archdiocese is assessed a financial goal for Project Advance. Once that goal has been reached, all additional gifts (less the parish’s share of expenses) is returned to the parish for its own use. For example, parishes have used the rebate to pay down debts, expand their buildings, replace equipment, etc. To date, an astounding $105 million dollars has been returned to our parishes. The Project Advance rebate is not subject to the cathedraticum tax.

4. HOW IS THE INDIVIDUAL PARISH GOAL CALCULATED?

The parish goal is based on the total parish income from Sunday collections as reported by your parish to the diocese. The individual parish’s percentage of the total income is the approximate percentage of its Project Advance diocesan goal. For example, if Parish A contributed 2.4% of the total Sunday collection for the previous year, then its share will be approximately 2.4% of the total Project Advance goal. Some adjustments may be made for special circumstances. The $3.25M goal is approximately 12% of the total diocesan Sunday collection so most parish goals are approximately 12% of their annual Sunday collection.
5. HOW ARE DECISIONS MADE WITH RESPECT TO ALLOCATION OF FUNDS?

The Project Advance Steering Committee makes recommendations to the Archbishop regarding allocation of Project Advance funds. The main case meets pressing capital and charitable needs in the Archdiocese. There is a “Special Grants” fund of up to $100,000 set aside for which groups within the Archdiocese that require special funding may apply. The committee’s recommendations for these grants are sent to Archbishop Miller for approval. Applications are available online at www.projectadvance.ca.

6. HOW DO I GO ABOUT ORGANIZING THE PROJECT ADVANCE APPEAL IN MY PARISH?

Our diocese is blessed with many knowledgeable and dedicated volunteers. The most challenging part of both the Pastor and even the Chair will be to seek out and recruit the volunteers most suited to the positions for the Project Advance Parish Ministry. The Chairperson and Co-Chairperson play key roles in generating enthusiasm, promoting the goals of both the diocese and the parish, and extending that enthusiasm from the beginning of the appeal right to December 31st.

The Chairperson should be someone who is enthusiastic, committed to the parish, and not afraid to speak to parishioners in order to promote the appeal and to report on progress. The secretary should have some knowledge of accounting procedures, but does not need to be an accountant.

Duties and responsibilities for each member of the committee (including the pastor) are provided in this manual.

7. WHAT IS MY TIME COMMITMENT TO PROJECT ADVANCE?

Project Advance conducts three information meetings with the staff of Project Advance. It is important that you attend one of these meetings to gain an understanding of the success of the previous year, the thrust of the upcoming appeal and how to best promote the appeal in your parish.

The Commencement Mass and Luncheon will be held on the morning of April 6, 2019 at 11am at St. Patrick in Surrey, with Archbishop Miller as the main celebrant. All pastors and assistants and lead volunteers are invited to attend and to have lunch. This event allows the Archbishop to officially commission the volunteers and to send them forth with his blessing to carry out the appeal in the parishes.

You will be asked to promote the appeal at Mass during the key periods from April to June and from September to December. Your support is critical, both for the diocese and for your parish.

8. WHAT MATERIALS ARE PROVIDED TO ASSIST US IN RUNNING THE APPEAL?

The Project Advance office will provide all necessary materials for your parish to conduct the appeal: brochures, posters, pledge cards, prayer cards, promotional DVD which you are asked to play at Mass during the kick-off weekend and a few times throughout the appeal, this parish manual. In addition, there are downloadable files at your disposal at: www.projectadvance.ca. As always, the Project Advance staff is available 12 months of the year to assist with providing additional materials or to answer any questions.
Administrative Appeal Procedures

ONLINE GIVING

- $1,324,135 (2018) 10.5% > 2017
- $1,198,446.45 (2017) 6.6% > 2016
- $1,124,370 (2016) 22% > 2015

Giving online continues to grow in popularity. Encourage your parishioners to go to www.projectadvance.ca and click on the Donate button at the top of the page. At this secure site, donors can give a one-time credit card gift or monthly donations which will be credited to your parish. A popular benefit to the donor is they get their tax receipt right then, just as soon as the payment is completed (if it was a one-time payment).

Donors are required to select their parish along with providing their other information. Your parish will be advised via the frequent Pledge Status Report of these gifts, as well as gifts that were mailed or phoned directly to the Project Advance office.

Keep this in mind: The more people who donate via online, the less work there is for your Project Advance Team, not only in the initial processing phase, but at year end because there will be less tax receipts to distribute.

PREPARING PLEDGE CARDS

Every gift you handle must have a corresponding pledge card. Be sure to complete the name, address and telephone number of each parishioner who offers a gift (and email if possible). If you receive an anonymous gift, fill out the pledge card with “Anonymous” as the donor and it will be credited to your parish account. The pledge card may then be handled as a regular pledge. Do not send cash with a pledge card. Even if the gift is anonymous, all gifts should be matched with their own, separate pledge card. This is a mandatory requirement of Canada Revenue Agency.

The brochure provides a modified donation card and envelope that can be placed in the pews or otherwise made available at your parish. If this brochure method is used by a donor who also has a pre-printed pledge card simply attach the brochure envelope to the front of their pre-printed pledge card and send both to the Project Advance office for processing. For new donors simply send in the brochure pledge card. Copy the pledge information to the Parish Copy or a blank form for your parish records.

Accounting Procedures

1. Open all envelopes and attach cheques, notes, etc. to each individual pledge card.
2. Separate pledge cards into 3 piles:
   a. Credit card pledges
   b. Pre-authorized banking (will have a cheque on which “VOID” has been written – it is not necessary to have it signed)
   c. All other gifts

IMPORTANT: DO NOT USE STAPLES AND NEVER SEND CASH IN THE MAIL
CREDIT CARD GIFTS
– VISA, MasterCard, American Express

1. Separate the Project Advance copy of the pledge form from the Parish copy. Ensure the Project Advance copy is complete. It must have the name, address and telephone number of the donor, the complete credit card number, the expiry date, and an indication of how the donor wishes to pay his gift. ($X per month for X months for a total of $X or a single gift amount.)

If any of the above information is missing, please contact the donor for details. A signature would be good to have, but lack of one becomes an issue only if the item on the donor’s statement is disputed (which does happen from time to time).

2. Ensure the information on the Parish copy of the pledge form is complete. For security reasons, it is not wise for the parish to keep a record of the donor’s credit card number, however, please make sure that there are 16 squares completed for the credit card number (15 for AMEX), and 4 squares completed for the expiry date on the Project Advance copy.

3. Complete the “Parish Use Only” section of the pledge card:
   a. The “mon/day/year” should show the same date as the report filed on the green sheet
   b. The “Payment” should be the amount deposited to the bank. The total of these amounts must balance to the bank deposit, so pledges of this nature usually will have a “0” in this box. If, however, the donor is making a partial payment, by cash or by cheque, please leave this pledge card in the “Credit Card” category, and complete the necessary information (i.e. amount enclosed). Be sure to include the partial payment in your parish cheque.
   c. “Initial” should be that of the person completing the report form.

4. Place the Project Advance copies in alphabetical order, and run an adding machine tape showing the total amount of gifts in this category. Attach the tape to the pledge cards.

5. Place the parish copies of the pledge forms in alphabetical order. This will make it easier for you to find the pledge form you are looking for, should you need to refer back to these. Run an adding machine tape – it should equal the total shown in the Project Advance copies.

PRE-AUTHORIZED PAYMENT

Note: this is not the same as “Post-dated cheque”

1. Separate the Project Advance pledge copy from the Parish copy. Ensure the Project Advance pledge form is complete.

2. Attach the “Void” cheque to the Project Advance copy of the pledge form.

3. Complete the “Parish Use Only” section of the pledge card:
   a. The “month/day/year” should show the same date as the report filed on the green sheet
   b. The “Payment” should be the amount deposited to the bank. The total of these amounts must balance to the bank deposit, so pledge of this nature usually will have a “0” in this box. If, however, the donor is making a partial payment, by cash or by cheque, please leave this pledge card in the “Credit Card” category, and complete the necessary information (i.e. amount enclosed). Be sure to include the partial payment in your parish cheque.
   c. “Initial” should be that of the person completing the report form.

4. Run an adding machine tape of the total amount of gifts in this category. Attach the tape to the pledge cards.
5. You may keep a separate batch of parish pledge forms for this category, or you may keep one batch of all pledge forms. (This applies to PARISH COPIES ONLY)

ALL OTHER GIFTS (Except stocks, call our office for info)

This category includes gifts paid in cash, by cheque, by post-dated cheque, or for those wishing to receive monthly reminders from the Project Advance office.

1. Separate the Project Advance copy of the pledge form from the Parish copy. Ensure the Project Advance copy of the pledge form is complete.

2. Ensure that the amount of cash/cheque received is consistent with what is indicated on the pledge form.

3. Ask yourself the following questions:
   a. Is there a name and address (and, hopefully, a telephone number and email address) on the pledge form? This is required by the Project Advance office in order to properly prepare the tax receipt.
   b. Do I know how much this donor is giving in total?
   c. Do I know how this donor is paying his gift? Is the cash/cheque attached, and is it in the correct amount?
   d. Is the cheque completed correctly, and is it signed?
   e. Is the cheque(s) post-dated? If yes, attach the cheque to the Project Advance copy. **DO NOT** include it in your total bank deposit. The Project Advance office will deposit the cheque at the appropriate time.

If you have answers to all the above questions, you may process this gift at this time. If not, please contact the donor in order to complete the missing information.

4. The items are now separated into three sections:
   a. The Project Advance copies
   b. The Parish copies
   c. Cash and Cheques to be deposited

5. Sort the Project Advance copies of the pledge cards into alphabetical order. Run an adding machine tape of the total value of gifts in the Project Advance copies. Then run another adding machine tape of the cash/cheques received. This latter amount should equal the total bank deposit, and the amount of the cheque you send to the Project Advance office with these copies. Include the adding machine tape with the pledge cards when you send them in.

6. Run an adding machine tape of the total value of gifts in the Parish copies. Then run another adding machine tape of the cash/cheques received. The totals here should be identical to those on the Project Advance copies. Attach the adding machine tape to this group of pledge cards and note the Report # on the tape. The Project Advance office may need you to verify some information from a particular pledge card in a particular report.

7. File the Parish copies in alphabetical order, and integrate the credit-card and preauthorized payment pledge forms (if you are keeping records this way).

8. **Contact the Project Advance office at any time if you have questions at (604) 683-0281 and ask to speak to Grant Andrews (ext 50322) or Tim Phan (ext 50323).**

9. Complete your bank deposit.

10. Send to the Project Advance office the Project Advance pledge forms (along with any attachments) the green and yellow sheets (see next section for completion instructions), and a cheque from your parish for the full amount of your deposit.
NOTES: It is very important to continue to send in timely reports to the Project Advance office, weekly to begin, at least every two weeks as you receive additional gifts, and especially if you receive credit-card pledges and thereafter just as the odd pledge arrives. Be sure that the parish secretary or bookkeeper alerts you to new pledges especially after the main period is finished. It is vital that these gifts be processed as quickly as possible.

It cannot be emphasized enough that any gift not processed by the Project Advance office by December 31 (with a small number of days added for mailing) will not qualify for a tax receipt for the current year. Canada Revenue Agency is very strict on the dating of charitable gifts. You will be notified in advance by the Project Advance office of the absolute deadline for having pledge cards and payments into our office.

IMPORTANT: DO NOT USE STAPLES AND NEVER SEND CASH IN THE MAIL

Second Payments

If a donor decides to make a payment on their pledge soon after their pledge card was sent into the Project Advance office, or they would like to make a second donation, **do not fill out a second pledge card.** Follow these steps:

- Complete the “Donors’ Second and Subsequent Payment Form” (yellow) by listing the necessary information (date, name, account number if any, amount of payment and balance).
- Send the form with the “Weekly Parish Report” and include the amount in the parish cheque sent to the Project Advance office.

Secretary’s Appeal Checklist

**TASK: CHECK:**

Received and checked supplies

Type or have typed pledge cards for all registered parishioners, including those who are new or who did not contribute last year

Oversee the mail out (brochure, pastor’s letter – some parishes include the pledge card)

Help recruit volunteers

Help train volunteers

Audit pledge cards for cash/cheque payments, MasterCard/Visa numbers and expiry date

Maintain middle section of pledge forms alphabetically in parish records

Ensure parish has a separate deposit book for Project Advance deposits only

Send “pledge card” (top section), “Weekly Parish Report” (green) with two audit tapes (one for pledges, the second for cash received) with totals, and a parish cheque for total amount received to the Project Advance office on a weekly basis.

Check the Status Report sent to the parish to ensure it reflects the donations you expect

Print individually addressed thank you note for pastor to each donor as pledge cards are submitted, ask pastor to sign each one and then send by mail to donor.
Appendix 2

Bulletin Reminders

The following is a list of bulletin announcements designed to keep Project Advance on the minds of your parishioners on a regular basis. You may use these periodically throughout the appeal, and throughout the remainder of the year, editing them to best suit your parish.

Please include the website www.projectadvance.ca and encourage online giving. The first field they complete is “What is your parish” and therefore they know that your parish will be the recipient. Online giving is very easy for our donors and easy for our volunteers.

PROJECT ADVANCE LAUNCHES THIS WEEKEND – The annual appeal provides critical funding to key ministries and projects in our Archdiocese as well as to our parish. Last year you helped raise $7.47 million for our entire faith community. Our own parish received $X amount to help with ....

This year our goal is $X.. and we hope to raise close to $X to help with ..... We hope that everyone will participate in this year’s appeal. For more information stop by at the back of the church and see one of our appeal committee members or visit www.projectadvance.ca to give online.

PROJECT ADVANCE IS NOW UNDERWAY IN OUR PARISH – We are grateful to all those who have donated. Each and every gift is important. Our parish goal is $xx,xxx and we hope to have X% participation. Don’t forget to fill out your pledge card or donate online at www.projectadvance.ca and designate your parish as the recipient. You can also visit the project advance table at the back of the church for more information or assistance in making your gift.

PROJECT ADVANCE – Success in the eyes of God is not about the quantity or quality of our material goods. Instead, it’s about how we use these goods: do they move us closer to God, or are they an obstacle? God calls us to share what we have to help others. By providing support for many different ministries of the Church, Project Advance offers everyone a chance to exercise Christian stewardship.

– Our appreciation goes out to all parishioners who have made a gift to Project Advance. To date, we have received __________ gifts totaling $___________ from our parishioners. Remember that funds received over our Archdiocesan goal will be returned to us and used for __________. Please continue to respond in prayer and generosity. Our sharing reflects our caring.

– Thank you to the XX families who have made a gift to this year’s Project Advance. Each and every gift is important and provides vital support to the projects and services that rely on Project Advance. Our parish has currently raised $XX with XX% of our families participating. Gifts can be made online at www.projectadvance.ca or by completing a pledge card and returning to the parish by collection, in person or by mail. Thank you!
– Our parish is making steady progress towards our Project Advance goal of $xx,xxx and our parish goal of $xx,xxx. Our participation rate is at %X and our goal is to have %X participation. It is not too late to make a gift. Every gift no matter the size will make a difference in our community. Please consider making a gift today to Project Advance. Gifts can be made online at www.projectadvance.ca where you can designate our parish as the recipient or by completing a pledge card and returning it to the parish. Thank you so much for your support.

– Together we support the work of our Archdiocese and parish through Project Advance. The core needs continue to be the renovation of our regional secondary schools, the founding of new parish communities, and the support of many life-giving ministries. Our parish will also use the funding to...Please help us meet the needs of our Church and parish by donating to Project Advance. Gifts can be made online at projectadvance.ca or by completing a pledge card. Thank you so much for your support.
Sample Letter: Supporter

Re: Project Advance | Live gratefully, give generously.

Dear,

Thank you for your past support of our annual appeal Project Advance. Your ongoing support is valued and much appreciated. [You can personalize even more if you know how long they have given etc.]

As you know, Project Advance helps support so many activities in our Archdiocese and in our own parish. Project Advance provides the opportunity to meet our ideals of Christian Stewardship and to become aware of our blessings and to use them accordingly for the growth of and benefit of God’s kingdom in the Archdiocese of Vancouver.

Your gift to Project Advance has helped us....list the parish projects in the past....

I hope I can continue to count on your unwavering support. Our goal is [$X] this year which will allow us to meet our diocesan commitment in helping support the many worthwhile activities as well as leave us funds to put towards our parish’s goal of [identify project here].

Your gift this year to Project Advance, in the spirit of stewardship, will enable us to meet this goal and help ensure that the legacy created by the sacrifices of past generations is sustained for the benefit of future generations.

Please review the enclosed brochure and pledge form. Our Project Advance Volunteers will be at each mass from [X Month] ...to....to facilitate the process. You can also go online to give at www.projectadvance.ca and designate our parish as the recipient. It is very easy to do. If you have any specific questions please contact our Project Advance Chairperson.....at.......

Thank you so much for recognizing the many blessings that God has given each of us. Together let us continue to live gratefully and give generously.

Sincerely yours in Christ,
Sample Letter: Non-Supporter

Dear,

Each year (Name of Parish) is asked to take part in supporting the work and mission of the Archdiocese through our annual appeal, Project Advance.

Project Advance helps support so many activities in our Archdiocese and in our own parish. Project Advance provides the opportunity to meet our ideals of Christian Stewardship and to become aware of our blessings and to use them accordingly for the growth of and benefit of God’s kingdom in the Archdiocese of Vancouver.

A gift to Project Advance will help us support....list the parish projects in the past and in the future....

Beyond your offertory and other financial gifts, a gift to the appeal is also an investment in the life of our parish. It provides funding for activities, such as those listed above, for which we as a parish simply could not provide on our own.

I hope you decide to join me in giving to this year’s Project Advance and to make it a part of your annual gift giving. I strongly believe in the importance of supporting that from which we all benefit. Our goal is [SX] this year which will allow us to meet our diocesan commitment in helping support the many worthwhile activities as well as leave us funds to put towards our parish’s goal of [identify project here].

Your gift this year to Project Advance, in the spirit of stewardship, will enable us to meet this goal and help ensure that the legacy created by the sacrifices of past generations is sustained for the benefit of future generations.

I know the spirit of giving is alive and well in your heart, and collectively within our parish, so I thank you in advance for your generous gift of faith. Our Project Advance Volunteers will be at each mass from [X Month]...to....to facilitate the process. You can also go online to give at www.projectadvance.ca and designate our parish as the recipient. It is very easy to do. If you have any specific questions please contact our Project Advance Chairperson .....at........

I know I can count on you.

Together let us continue to live gratefully and give generously. May God bless you.

Sincerely yours in Christ,
Pastor Name
Sample Thank You (to be sent out as soon as gift is received)

Dear,

Thank you so much for your gift to Project Advance.

Your generosity and loyalty to our annual appeal is a remarkable testament to your love of the Church and your support for both your parish and the charitable works of the Archdiocese.

I simply want to say thank you. Your gift will enable us to obtain our goal of \([\$X]\) which will allow us to meet our diocesan commitment in helping support the many worthwhile activities as well as leave us funds to put towards our parish’s goal of [identify project here].

Your continuous sharing is an example to others and an expression of Christian stewardship and I am truly grateful.

Sincerely yours in Christ,
Follow-Up Letter/Email (to those who have given in the past)

LYBUNT: Last year, but unfortunately not this year
SYBUNT: Some years, but unfortunately not this year

Dear,

Thank you for your past support of Project Advance. I note that you have not had a chance to make a gift in 2019. I ask you to consider a gift this year. Project Advance is our annual appeal that helps support so many activities in our Archdiocese and in our own parish.

Our parish has responded to this call of support with great generosity and I hope I can continue to count on your support. Our goal is [X] this year which will allow us to meet our diocesan commitment in helping support the many worthwhile activities as well as leave us funds to put towards our parish’s goal of [identify project here].

A very simple option is available to help you make your gift. You can go online to give at www.projectadvance.ca and designate our parish as the recipient. It is very easy to do. If you would like a tax receipt for 2019, you have until December 31, 2019 to donate.

Thank you so much for recognizing the many blessings that God has given each of us. Together, let us continue to live gratefully and give generously.

Sincerely yours in Christ,
Good morning. Today we are launching our annual Project Advance appeal. For the next few weeks we will be asking each parishioner to make a financial commitment to our Archdiocesan community and our parish through Project Advance.

As your pastor, I want to thank all of you who have given to Project Advance in the past years. Your gifts have allowed us to support ministries outside our parish boundaries and support the services that the Archdiocese provides to our faith community. Since its inception, Project Advance has helped build new churches, renovate our high schools, and helped reach those who are struggling and who are in so many different kinds of needs.

When each of our gifts are combined with the gifts of thousands of other parishioners throughout the Archdiocese our impact is significant and makes a very real difference in our ability to support the greater Church. As Catholics we belong to the wider Church, not just our own parish but in communion with our brothers and sisters in neighbouring parishes of the Archdiocese.

Our own parish has benefitted from Project Advance. We use this annual appeal to support our own efforts to ......[name specific parish needs/projects]. Last year we raised X amount over our Archdiocesan goal which we used to ...... [provide progress report]. This year our Archdiocesan goal is $XX, XXX and we hope to raise a total of $XX, XXX and intend to use the rebate money for:

[what you will be doing or continue to do with the parish rebate portion].

I hope that each of you will join me in supporting Project Advance. On behalf of Archbishop Miller and our own Parish Project Advance team, thank you for your generosity. Every gift is important and appreciated.

God bless,
Good morning. My name is ..... and I am part of our parish’s Project Advance Committee. Today we launch our annual Project Advance Appeal. We are once again reaching out for your generous support.

Our Archdiocesan goal is $XX,XXX. Anything we raise above this amount will be used here in our parish. We hope to raise a total of $XX,XXX this year and intend to use the rebate money for: [list the project or projects]

All of the works we do in our parish and throughout the Archdiocese are important and build a stronger bond between all of us and ultimately between our families and God. Project Advance is more than just our annual appeal to raise funds for developing church properties; church and school buildings and even programs have a limited lifespan. Everything we do really is to strengthen our spiritual temple that lasts forever.

Our generous gifts today will be rewarded one day and when we hear God say to us, “Well done, good and faithful servant, because thou hast been faithful over a few things, I will place thee over many things: enter thou into the joy of thy Lord.”

[Insert a personal experience or story to reflect on how improvements to your parish are made to deepen our relationship with God etc..]

We will be at the back of the church to assist you in completing your gifts. You can also give online at www.projectadvance.ca and indicate our parish as the recipient.

Please give generously to Project Advance. Every gift counts, no matter the size. Let us be good stewards of our Church and faith community that our Lord has given us. Let us continue to build a rich and vibrant faith community.

God bless,
Sample Telephone Follow-Up Script / Calling Tips
Project Advance Parish Team Member

To Those Who Have Given In The Past

“Hello, may I speak with [Mr. /Mrs/Ms. Parishioner’s name]. This is ..... and I serve on “Parish Name” Project Advance Appeal Committee.

I am calling to thank you for supporting Project Advance last year [or in the past] and to ask if you will be making a gift this year. We are aiming for [X%] participation this year which will enable us to meet our diocesan commitment in supporting life-giving ministries and services as well as support our own parish project of [identify project].

Can we count on your participation this year?

IF YES: Thank the donor very much. Then record the amount on the pledge form you have, verify all contact information and take the pledge. If the donor prefers to send in the pledge form or pay online, then note on the call sheet that donor will send in payment or will pay online. Provide the online URL for easy access: www.projectadvance.ca

IF NO: Thank the parishioner for his/her time and indicate on your call sheet “no gift” this year and any other relevant information.

To Those Who Have Never Given

“Hello, may I speak with [Mr. /Mrs/Ms. Parishioner’s name]. This is ..... and I serve on “Parish Name” Project Advance Appeal Committee.

I am calling to seek your support for Project Advance, our annual appeal. This year our parish is aiming for [X%] participation. Our goal is [X] this year which will allow us to meet our diocesan commitment in supporting many life-giving ministries and services as well as support our parish’s goal to [name project here].

Can the parish count on your support this year? Every gift counts.

IF YES or NO - follow the above.

Helpful Tips

• Please be cheerful, considerate and upbeat
• Get to the point
• If people ask for any follow up or offer other relevant information during the call, please note this on the call sheet and follow up with the parish office
• If you reach a voice mail, speak clearly and leave the parish number as a call back number
• Have current information about the appeal and the latest update on your parish progress handy.