

# TO TEACH WHO CHRIST IS

A Newsletter for the Campaign for Parishes, Catholic Education and Faith Formation

May 2019

## Stewardship and Development Structural Update

As we continue on with the fulfillment phase of the campaign, our Major Gift Officers have developed relationships with several groups, parishes and donors. To keep our momentum strong and hone in on specific aspects of the campaign and other AOC initiatives, our Major Gift team is being restructured and we will move to a new field support structure.

Effective May 1, Parish Support Managers will provide assistance to parishes and schools involved with the *To Teach Who Christ Is* campaign and will be available to help with fundraising efforts, awarding scholarships and implementing campaign plans. Stewardship and Development's Parish Support Managers are Deacon Greg Vogt, Cynthia Manzo and Marguerite Zappa.

Our Major Gift Officers will work with our donors to complete the pledge fulfillment phase of the campaign and continue building relationships. Both Patrick Lynch and Denise Ashurst will remain Major Gift Officers. Jose Pinones, previously a Major Gift Officer, will be the Director of Giving, managing both teams and also working with the archdiocese's major donors.

As always, we thank you for your ongoing support of the Stewardship and Development department and working with us as we continue to grow and structure our team to best serve the archdiocese.

## Q&A with Chief Development Officer of the AOC

In January 2019, Brendan Keating was named Chief Development Officer of the Archdiocese of Chicago. Please read below for his background and why he's so grateful for the donors of this campaign.

### Can you please describe your background in development?

I was fortunate enough to work in the offices of development and marketing at Loyola University Chicago for 10 years. In that capacity, I oversaw all the communications and marketing efforts for alumni and donors. In January 2018, I joined the Archdiocese of Chicago as the Sr. Director of Planned Giving, the Annual Catholic Appeal, and Donor Communications.

Prior to working in development, I practiced law in Chicago, worked as a teacher in Tokyo, and spent time in Dharamshala, India working on a local newspaper.



Pictured above are Brendan Keating, his wife and two children (ages eight and four).

### What has your focus been this year as Chief Development Officer of the Archdiocese of Chicago?

Donors of the Archdiocese of Chicago have been extraordinarily generous for so long, and they have made such a difference in our parishes, schools and ministries. This year, we wanted to enhance the way we report to donors, including how their funds have been used for many of our programs and initiatives. We have produced donor reports for *To Teach Who Christ Is*, the Annual Catholic Appeal, the Tax Credit Scholarship Program, the Catholic Education Scholarship Trust, and others. We are also enhancing our support for parishes and schools and launching new fundraising efforts for Renew My Church and Priest Health and Wellness.

### What has been your greatest experience so far being a part of Stewardship and Development?

By far, my greatest experience is getting to know the wonderful donors who support the work of the archdiocese. I am constantly in awe of their

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stories, generosity and steadfast support of the archdiocese. It has also been an honor to work closely with Cardinal Cupich and to witness his dedication and leadership firsthand.

**What have you and the rest of the department been working on in regards to the *To Teach Who Christ Is* campaign?**

We are working to keep *To Teach Who Christ Is* top of mind for parishes and donors. The active phase of the campaign may have ended several years ago, but we still need our generous donors to fulfill their pledges. The gifts they've graciously given have and continue to improve our parishes.

**Why are you thankful for *To Teach Who Christ Is* donors?**

*To Teach Who Christ Is* donors have had a transformative effect on the Archdiocese of Chicago. Their generosity has funded great work and provided a model of success that shows the entire Catholic community within this archdiocese can work together and achieve goals that seem unattainable.

**Outside of work, what do you do in your spare time?**

I have two children, ages eight and four, so I have no spare time. If I did, I would likely spend it reading, traveling, and cooking.

**Any fun facts you'd like to share?**

I was born and raised in Oak Park and attended St. Bernardine Grade School and Fenwick High School. My wife and I graduated from the second co-ed class at Fenwick, and we celebrated our wedding in 2003. At the time, we were the first Fenwick double alumni couple to get married.

**Chicago Sun-Times Article:**

## 'Momentum' Building in Chicago Catholic Schools Despite Enrollment Losses



Pictured above is Dr. Rigg speaking at the National Catholic Educational Association's 2019 convention (picture taken by the *Chicago Sun-Times*).

Dr. Jim Rigg, superintendent of the Archdiocese of Chicago Catholic Schools, spoke at the National Catholic Educational Association's 2019 convention at McCormick Place on April 23. Following the conference, the *Chicago Sun-Times* reported on the archdiocese Catholic Schools' enrollment, which Dr. Rigg covered during his time participating in a panel discussion on the "State of Catholic Education".

Dr. Rigg noted to the *Chicago Sun-Times* that the 71,847 students enrolled this year in the 209 schools marked a decrease of about two percent from the previous school year. Dr. Rigg described it as a "significant slowdown in the overall enrollment decline" that had seen rates well over four percent per year for most of the last decade.

"There is a sense of momentum and renewal building here. The hope is this is the beginning of a long-term trend," said Dr. Rigg.

The article highlights that a decrease in enrollment is due to a shift in demographics, a change in attendance patterns, reduced ranks of religious teachers, competitive public school teacher salaries and the biggest obstacle, the cost of tuition.

Donations from the *To Teach Who Christ Is* campaign and other archdiocese fundraising efforts help break these barriers and keep enrollment from continuing to decline. The *To Teach Who Christ Is* campaign is a significant source of funding for the Caritas Scholarship, which has been awarded to nearly 7,000 students at 100 schools across the archdiocese, resulting in approximately \$10,600,000 in scholarships since the program's inception.

In addition, \$3.6 million of campaign funds have been used to provide resources and training for educational programs, support standards-based teacher coaching programs to help Catholic school teachers continue to develop and grow in their careers, and offer formation and training for principals.

To read the *Chicago Sun-Times* article, visit [chicago.suntimes.com/news/catholic-school-enrollment-chicago-archdiocese-decline-2019/](http://chicago.suntimes.com/news/catholic-school-enrollment-chicago-archdiocese-decline-2019/).

## CAMPAIGN UPDATE

**Overall Campaign Goal: \$350,000,000**

Total Raised to Date: \$422,735,727\*

Percent of Goal Pledged: 121%

Pledges Paid to Date: \$225,328,494

Percent Paid to Date: 64%

\*includes cash, documented pledges and bequests

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