



Last week, I informed you of the results of the Financial Feasibility Study done by Federico Associates for a new church. Federico Associates have been involved in these kinds of studies for many, many years and have a proven record with regards to determining philanthropic potential for capital campaigns. Below is a synopsis of the study done for our parish in the first week of May. Copies of the full report are available at the Holy Family Center for any parishioner who wishes to read the report in its' entirety in the parish library.

ST. JOSEPH FINANCIAL FEASIBILITY STUDY SYNOPSIS

- Federico Associates conducted 71 interviews with 123 parishioners.
- When asked, "Do you feel at home at St. Joseph Parish?" 95.8% responded they felt very much at home. There is no one who indicated not feeling at home. This is a spectacular response!
- The top perceived strengths of our parish include:
 - Pastor/Priests
 - People
 - Activities
 - Atmosphere
 - Spirituality/Worship
- The most frequently mentioned areas for improvement include:
 - Facilities, with the new church overwhelmingly being the area to address to improve the parish
 - Liturgy/Masses
 - Parishioner Involvement
 - Activities
 - School
- There is very strong interest in and support of the plans as presented. 55 people agree with an additional 12 people in agreement but asking questions and voicing concerns. In essence, 67 people or 94.4% are favorably disposed to the plans in concept. There are 4 people who are not in favor.
- 70.4% of those interviewed agree outright with a capital campaign to raise the funds. An additional 28.2% agree with reservations. People resonate with a capital campaign being an opportunity to energize the parish. They look forward to what a campaign can do for this parish.
- Federico Associates determined that the philanthropic potential for a capital campaign is \$4-\$5 million (the study tested \$10 million).
- 88.7% of interviewees are interested in moving forward into campaign mode ASAP and that Fall 2009 is good, assuming the parish can be ready.
- Many interviewees showed interest in serving in some capacity for the capital campaign. Some look forward to leading; others serving on a committee; and others are interested in being solicitors / storytellers. Federico Associates predicts that upwards of 250 – 300 volunteers can be recruited for the campaign.
- We are pleased to announce that Barbara and Fred Travaglini have accepted an Honorary Chair position for our upcoming campaign.
- We have been working with the architect to revisit the cost to build a new church. We have been told that due to current economic conditions, the cost to build the new church has decreased from \$9.2 to \$7.23 million. Additionally, our parish goal for the Archdiocesan Capital Campaign is \$1.17 million.

God Bless You All!

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