

*A Campaign  
for the Diocese  
of Salina*

*Yesterday,  
Today  
and forever*



***Dear Brothers and Sisters in Christ,***

I am profoundly grateful for the privilege of serving as Bishop of the Catholic Diocese of Salina at this moment in our history. Like previous generations we are presented with both challenges and opportunities. Since the founding of this Diocese in 1887 the Church in north central and northwest Kansas has vigorously advanced the mission entrusted to us by Christ. It has required unwavering faith, dedication and shared sacrifice.

Though times have certainly changed, much remains the same. This is so because the Catholic Church rests on an unshakable foundation. The foundation is Christ. The author to the Letter to the Hebrews proclaims that Jesus Christ is the same yesterday, today and forever (Heb.13:8).

YESTERDAY, TODAY AND FOREVER is the theme for our first ever diocesan capital campaign. The goals for our campaign recognize the sacrifices of those who preceded us, acknowledge our present responsibilities, and prepare for a hopeful future.

In this case statement you will read about the important needs we are addressing through the extraordinary gifts we will seek during this campaign.

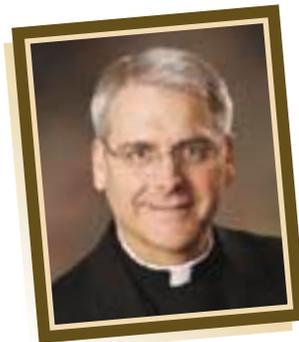
- The priests who have dedicated their entire lives to serving the Church in our Diocese deserve a secure retirement. The campaign addresses the urgent need to bolster the priests' retirement fund.
- We are blessed with a growing number of seminarians, our future pastors. The high cost of seminary education needs a more secure source of funding.
- Our Lord assured us that "the poor you will always have with you." We need to strengthen the ability of our Catholic Charities offices throughout the Diocese to respond to the needs of the marginalized and the suffering.
- Our Diocese is launching a new pastoral plan called Stewards of Hope which will address a broad spectrum of pastoral needs, including several new initiatives aimed at renewing the Church in our Diocese. Some of these initiatives require initial funding if we are to implement the plan successfully.

Please join me in embracing the opportunity of the present moment by honoring our past and laying a firm foundation for a future full of hope. I ask your support for the goals and your generous and sacrificial gift.

*Sincerely yours in Christ,*

*+ Paul S. Coakley*

Most Reverend Paul S. Coakley  
Bishop of Salina



## Yesterday

“Therefore, since we have so great a cloud of witnesses surrounding us,...let us run with endurance the race that is set before us.” *Hebrews 12:1*

For nearly 125 years, faithful Catholics in the Diocese of Salina have been working to build up and strengthen the body of Christ in their parishes, schools, homes, and communities. Their sacrifices have made possible the strong parishes, generous leaders, and dedicated clergy we enjoy today. Their testimony of grace-filled lives calls us to continue the work of the Kingdom.

## Today

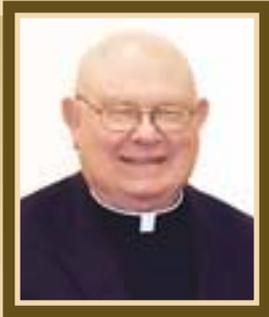
We stand at a unique crossroads in our history. A large number of our priests are approaching retirement after years of faithful service. With grateful hearts we witness a growing number of new seminarians preparing to carry on the sacramental life of the Diocese. More than ever, we hear the cries of the poor and needy and reach out to care for “the least of these.” New challenges in a new century require us to dream and plan of how to better fulfill our mission.

What will our response be to these exciting and humbling opportunities and responsibilities?

## Forever

After much prayer, planning, and discernment, we have decided to embark on a diocesan capital campaign for the first time ever. This campaign will enable us to meet the challenges of today while securing the future spiritual and material wellbeing of the Diocese and those that so willingly serve the Church and Christ. In addition, the Yesterday, Today, and Forever Campaign will provide the foundation to minister more extensively, to reach out to greater numbers of those in need, to grow in our faith and stewardship.





*"When I was ordained in 1956, my salary was \$50 a month and my car payment was \$48 a month. Needless to say, I didn't save a lot of money. I have now been ordained for fifty years and retired for ten of those years. I live in Manhattan as I have a lot of friends here, and I enjoy helping out almost every weekend at some parish.*

*I presently serve on the Diocesan Retirement Board so I help to decide how much we pay out each month as a source of pension for the retired priests. Our social security checks are small since we didn't earn that much over the years. Unless we add some money to the Diocesan Retirement Fund, our resources will be depleted in a few short years.*

*I have made a gift to the Yesterday, Today, and Forever campaign and I hope you will consider a gift as well. Our future is at stake."*

**Fr. Loren Werth**  
Retired

## At the heart of the campaign will be four critical goals:

### Priest Retirement

**The Need:** Currently, two-thirds of our diocesan priests are age 60 or over with retirement permitted at age 70. The median age of a diocesan priest is 68, meaning half of the priests are older than 68 and half are younger.

We must honor the dignity and care our priests deserve after a lifetime of service to all of us.

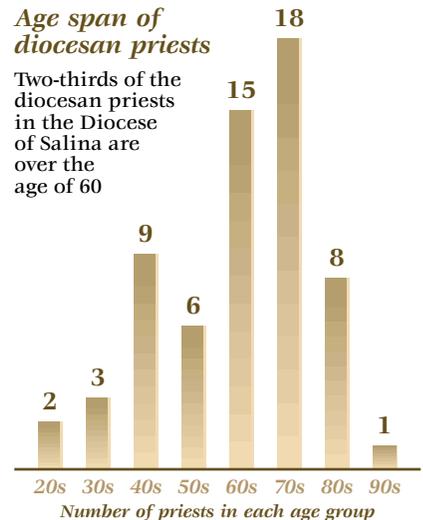
The monthly cost for each retired priest averages \$1,980 a month. Our reserve funds will be completely depleted in the next three to five years if we fail to increase our endowment and reserves.

**The Opportunity:** Raise \$8 million to address the needs of priest retirement. One million dollars will be used to cover current costs and to shore up our reserves and the other seven million will be put into endowment to generate income for future costs.

**The Benefit:** We can ensure that our priests live out the last days of their lives with peace of mind as we say thank you for their years of ministry to us and the Church.

#### Age span of diocesan priests

Two-thirds of the diocesan priests in the Diocese of Salina are over the age of 60



### Seminary Education

**The Need:** What a joyous development to see our largest group of seminarians in the last twenty years. But with that blessing comes the responsibility to provide for their education and formation for the priesthood. The average yearly cost for seminary education is \$30,800. As our numbers continue to increase, we will need additional resources to cover those costs and to help fund our recently established Office of Vocations.

**The Opportunity:** Raise \$3 million in endowment to provide a steady stream of revenue for seminary costs.

**The Benefit:** A new generation of priests to serve as pastors and leaders, ensuring the stability of our parishes and the growth of our ministries and programs within the Diocese.

The Diocese was established on August 2, 1887 with the See in Concordia.

The Sisters of St. Joseph (Concordia) were actually on their way to Arizona when they stopped because of fears about Native American uprisings. They offered their services to Bishop Fink of the Diocese of Kansas instead.

## Catholic Charities

**The Need:** As part of our call to extend the love and care of Christ for the most needy and at-risk in our communities, Catholic Charities serves throughout the Diocese offering assistance for the poor and distressed. This work grows more vital as other safety nets within our society continue to deteriorate and disappear. Each year, Catholic Charities receives far more requests for help than it can provide. Requests that when fulfilled can offer hope for those needing signs of God's love and care.

**The Opportunity:** Raise \$1.25 million so Catholic Charities can better assist those in need. One million dollars will be endowed so Charities can have a steady stream of income to provide both current services and to broaden their reach into new areas of support. \$250,000 will be used to repair and renovate Catholic Charities' headquarters so they can operate more efficiently and offer more programs from their facilities.

**The Benefit:** When we touch those with the greatest need, we touch Christ and minister to Him. Catholic Charities allows us to realize this mission in a deep, meaningful, and lasting way.

## Stewards of Hope: A Pastoral Plan for the Diocese of Salina

**The Need:** How do we best move forward as a Church in the Diocese of Salina? How do we fulfill our call to holiness, to stewardship, to proclaim the message of the gospel Christ passes on to us? How do we respond to the changing culture of our Diocese and make the best use of new technologies and practices? To discover answers to these questions, a new pastoral plan, Stewards of Hope, provides a guide to take us into the future with a clear vision and a defined purpose. But to implement the plan, parishes will need resources and support not currently available at the local and diocesan level.



**The Opportunity:** Raise \$750,000 to provide the tools and training parishes need to implement the pastoral plan. This will include expanded technology such as electronic classrooms for distance learning, new capacities at the diocesan level to provide more support directly to parishes, and the addition of new spiritual institutions such as an order of cloistered nuns to pray for the Diocese, its people, and its ministries.

**The Benefit:** A clearer understanding of our lives as disciples in this place and in this time along with the encouragement and assistance to live out that understanding in a real and concrete way together as the body



*"It is a great blessing for me to be a seminarian for the Diocese of Salina. It is amazing to see how generous the people of the Diocese are in their prayers and in their financial support. If I had to support myself and pay for my education as I went through the seminary, I don't know that I could do it. I looked into a couple of religious orders when I was discerning my vocation but ultimately chose the Diocese of Salina because I feel at home here. Ever since I have been a seminarian I have seen the Holy Spirit setting our Diocese on fire. I look forward to being a part of that fire and one day serving the Diocese as a priest...I am truly blessed."*

**Brian Lager**  
Seminarian



## Other Campaign Goals

### Catholic Community Annual Appeal - GOAL: \$1 Million

The Catholic Community Annual Appeal (CCAA) will be combined with the capital campaign effort for 2010. Rather than conduct an annual appeal and a capital campaign separately, the two efforts will be merged for one year. In the fall of 2011, the CCAA will resume. The Diocese would like to become less reliant on the Annual Appeal to supplement priest retirement and seminarian education. For now they will continue to be the focus of the annual appeal as pledges are collected over the five-year campaign. Eventually, Bishop Coakley would like to use the annual appeal to address other important issues and/or missions.

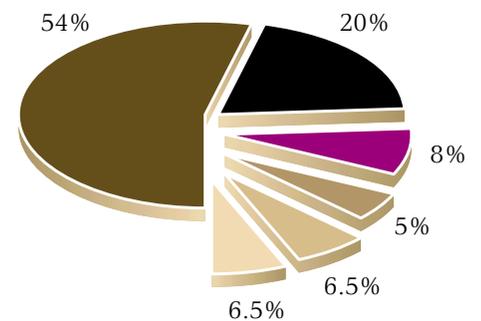
## The Invitation

Achieving our goals will require acts of extraordinary stewardship from everyone in the Diocese. To enable you to offer a unique gift to the campaign, we are encouraging pledges of up to five years.

We hope you will prayerfully consider a gift that honors the faithful servants of **yesterday**, that addresses the needs of **today**, and that lays a foundation for a powerful witness from the Diocese of Salina **forever**.

### Complete Campaign Overview

Priest Retirement	\$ 8 million	■
Seminarian Education	\$ 3 million	■
Catholic Charities	\$ 1.25 million	■
Stewards of Hope: A Pastoral Plan for the Diocese of Salina	\$ 750,000	■
CCAA 2010	\$ 1 million	■
Campaign Expenses	\$ 1 million*	■
<b>TOTAL:</b>	<b>\$ 15 million</b>	



*\* Note: Approximately ninety-three cents of every dollar raised will be directly applied to the campaign goals. This figure is well within the standard of six to eight percent for a capital campaign of this size. Campaign expenses include the cost of all mailings, campaign materials, travel, training, events, and professional fees.*

Bishop Richard Scannell served as the first Bishop of the new Diocese in 1887.

In 1938, the Diocese had thirty-two grade and sixteen high schools.

The See for the Diocese was transferred from Concordia to Salina in 1944.

The current Sacred Heart Cathedral was dedicated on June 6, 1953.

## Pledges - How & Why

To emphasize a long-term commitment to the Diocese and to encourage extraordinary support, pledges over five years are encouraged. Your pledge helps Bishop Coakley plan for the future and allows you more flexibility:

- Pledges give you the ability to make a larger gift by stretching it over time versus a one-time gift.
- While five years is the encouraged time frame, you can request a longer pledge period if necessary.
- You can choose how to make payments - monthly, quarterly, semi-annually, or yearly.
- Pledges are a faith-based commitment and are not legally binding.

## Extraordinary Stewardship

### What is the relationship between stewardship and a capital campaign?

The needs being addressed in this campaign require us to go beyond our ordinary stewardship. These are important goals that cannot otherwise be met. To accomplish them, we will all need to go above and beyond our normal tithing.

**Ordinary Stewardship** is about recognizing that everything we have is a gift from God. In gratitude we return a portion of those gifts to Him with our time, talent and treasure. These gifts are used to meet the daily needs in our parishes and Diocese and are typically tithed from our normal income.

**Extraordinary Stewardship** helps address special needs that cannot be met through ordinary stewardship. When these unique moments or events arise, we are encouraged to give beyond our normal levels. Typically, extraordinary gifts are based on assets rather than income. Only through sacrificial giving can the goals of this capital campaign be met.



*"What a great feeling to know that we are responding to God's call to provide significant security for the Church. We are 'One Body in Christ,' so what better way to build His Kingdom. We are merely giving back a small portion of all the greatness He has given us."*

David and Loretta Studer  
*Lay Executive Committee,*  
Atwood





*"Catholic Charities can step forward to meet the needs of people not met in other ways. I see it as an arm of the Church, where individuals can have a place where there's a God-centered base that permeates whatever services are given. Catholic Charities has had a tremendous impact and presence within the Diocese."*

Sister Beth Stover  
Congregation of  
St. Joseph, Concordia

## Methods of Giving

Selecting the best gift plan depends on one's personal financial situation and goals. As tax laws are always changing and each individual's situation is unique, donors are encouraged to consult with financial advisors to determine which method of contributing is most beneficial.

There are many ways of giving so that you are able to meet your needs and have the opportunity to support the Diocese in a meaningful way. Pledges are commitments made in good faith, but are not legally binding. You may want to consider stretching pledges over a five-year period to maximize the total amount of your support. This commitment can be fulfilled through monthly, quarterly, semi-annually or yearly installments.

**Gifts made by cash or check are the most common** and will allow the Diocese to address its immediate needs. Checks should be made payable to the Diocese of Salina. However, while the needs of the Yesterday, Today and Forever campaign are urgent, we will gratefully accept gifts in various forms, including those described below:

### **Will or Revocable "Living" Trust**

A bequest contained in a person's will or revocable "living" trust is the most common form of planned gift.

### **Gifts-in-Kind**

Tangible personal property can be given to support the campaign. These gifts may be eligible for a deduction of the item's fair market value, if the gift is related to the "charitable purpose" of the church. All personal property gifts must be approved by the Diocese.



Bishop John F. Cunningham served the longest tenure as Bishop, twenty years and nine months (1898-1919).

Archbishop Fulton Sheen concelebrated Mass with Bishop Cyril Vogel at the eleventh annual Salina Council of Catholic Women Convention in 1976.

### **Gifts of Securities - Stocks, Bonds and Mutual Funds**

Charitable gifts of stocks, bonds or mutual funds that have been held for at least one year and have appreciated offer special tax advantages. You will receive a tax deduction for the full market value of the gift but you will not have to pay capital gains tax on the appreciated amount. If you sell depreciated stock and contribute the proceeds, you will receive both a tax deduction for the charitable gift and a deduction for the capital loss.

### **Gifts of Real Estate**

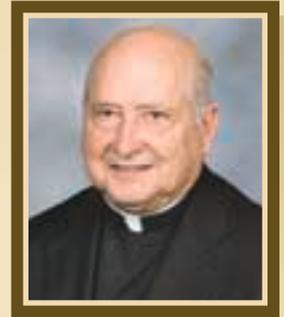
Donations of appreciated homes, and other real property, are entitled to an income tax deduction equal to the full value of the property and no tax on the capital gain. If debt-free property is donated, the gift is deductible at the property's appraised value. It may even be possible to make your gift of property now, but still maintain the right to use the property. By making this gift now, rather than in your will, you can realize an immediate income tax deduction.

### **Charitable Remainder Trust**

This gift allows you to irrevocably place cash, securities or other property, but keep a specified income for life. This can be done by an annuity trust or unitrust.

### **Gifts of Retirement Plans**

Naming the Diocese of Salina as a primary or contingent beneficiary of a retirement plan (i.e. IRA, 401(k)) can benefit both the Diocese and your estate. Your retirement account's plan administrator can help you designate the Diocese as a beneficiary.



*"In chapter 8:1-3 of his gospel St. Luke tells us how Jesus 'journeyed through the towns and villages preaching and proclaiming the good news of the kingdom of God. The Twelve accompanied him, and also some women...and many others who were assisting them out of their means.' This is how it started and this is how it continues to this day. To assist the church out of one's own means pays handsome dividends, not just for a long time, but for eternity. One should not want to miss the opportunity to do so."*

**Fr. Norbert F. Dlabal**  
*Clergy Committee  
Our Lady of Perpetual  
Help, Goodland*





### *Methods of Giving - Continued*

#### **Gifts of Life Insurance**

The Diocese of Salina can be named as primary or contingent beneficiary of a life insurance policy. Life insurance gifts are simple; just ask the insurance company for the appropriate forms to make the Diocese the owner or beneficiary of a policy. Gifts of a policy are tax deductible, as are future premium payments.

#### **Gifts of Agriculture**

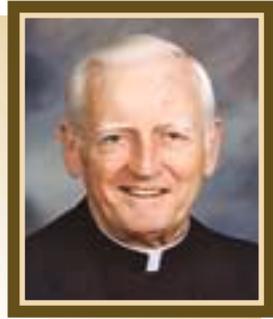
Donations of grain can be made to the campaign. The donor must deliver the grain to an elevator and transfer the ownership title to the Diocese. Please contact the Office of Development for details.

### **Naming Option**

Naming Opportunities are available through The Catholic Community Foundation. An endowment fund in your name can be set up to benefit any of the campaign priorities. This is a great opportunity to honor a loved one or leave a legacy in your family's name. The minimum donation: \$10,000. Example: Joe and Betty Smith wish to make a gift to seminary education on behalf of their family. They create the Smith Family Fund in the foundation and designate the income to seminary education.

*This information is not intended as legal advice. You are advised to consult your own qualified professional advisor for specific recommendations.*





*"I am excited about the opportunity to invest in the future of our faith. This campaign will strengthen the very heart of our Diocese. Each goal is an important building block that helps strengthen our Catholic community. I am giving a sacrificial gift to this effort and I encourage you to do the same."*

Most Reverend George Fitzsimons  
Bishop Emeritus of Salina

## Campaign Leadership

*Most Reverend Paul S. Coakley*  
*Bishop of Salina*

### Clergy Committee

#### Honorary Chair

Most Reverend George Fitzsimons  
Bishop Emeritus of Salina

Rev. Barry Brinkman  
Rev. Nobert Dlabal  
Rev. Jerome Morgan  
Rev. Kerry Ninemire  
Rev. Loren Werth

### Lay Executive Committee

#### Honorary Chairs

Don and Kathleen Diederich  
John and Mary Lee Graham  
Robert E. Schmidt

Jim and Anne Brull  
Tim and Cindy Donohoue  
John Engelbert  
Shelly Farha  
Joe and Linda Glassman  
Jerry and Jeannie Patterson  
David and Loretta Studer  
Chuck Wilkens

### Diocesan Finance Council

William Beckmeyer  
Steve Brown  
Don P. Diederich  
John O. Farmer III  
John Graham  
Chuck Heidrick  
Jennifer Hood  
Jan Marks  
Rev. Jerome Morgan  
Robert E. Schmidt  
Tim Werth

Yesterday,  
Today  
and forever



# CAMPAIGN

# Prayer

*Remember your leaders who spoke the word of God to you. Consider the outcome of their way of life and imitate their faith. Jesus Christ is the same yesterday, today and forever. (Hebrews 13:7-8)*

*H*eavenly Father, we praise you for the precious gift of faith which we have received through your Church which is ever ancient and ever new.

We thank you for those who have handed on this living tradition of faith through succeeding generations even to our own time. We commend to you those whom you call to witness this faith to those who will come after us.

Renew now the Church in our diocese. Bring forth a new Pentecost so that in your Holy Spirit we may joyfully proclaim Jesus Christ, who is the same yesterday, today and forever.

Give us your grace to work together to strengthen the foundation upon which we may build a future full of hope. Inspire our hearts with gratitude and generosity. We ask this through Jesus Christ Our Lord. AMEN!

Diocese of Salina  
103 N. Ninth Street  
Salina, KS 67401  
785.827.8746

[www.salinadiocese.org](http://www.salinadiocese.org)