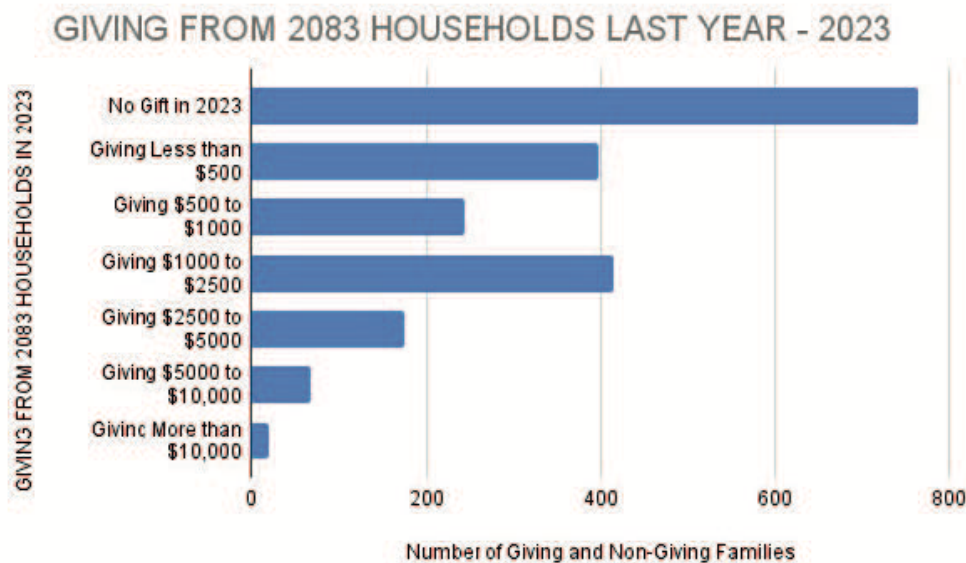




Synopsis Report "Defining Moments" Capital Campaign Feasibility Study Dated: June 25, 2024

Key Findings:

1. The feasibility study, which involved 969 participants, revealed that most of the 1,317 active (74%) giving households at Saint Margaret Mary (SMM) support a capital campaign to fund the "Defining Moments" initiative.
2. SMM consists of 2,083 households. The following chart indicates the breakdown in giving for 2023.



3. The majority of participants in this study (54%) are under 59 years of age. Nearly 90% of all respondents feel "Moderately Happy" to "Very Happy" about SMM's programs and ministries at the parish. Those actively involved with the parish school feel similar about the educational experience their children or grandchildren receive.
4. "Music/Liturgy/Mass" and the "Parish School" are regarded by most as the parish's two greatest strengths. Most of the parish's numerical growth in the last few years has been the consequence of the parish school's growth. Therefore, the parish school is one of the most important ministries of the parish, helping fulfill the papal mandate for a more intentional commitment to evangelization. Following close behind these greatest strengths are the additional strengths of "Parish Staff," "School Staff," "Parish and School Facilities," and "Prayer Experiences." According to most survey participants, the most significant area that needs strengthening or expanding is the "Parish School and Facilities."
5. The preliminary donations in this study reveal that SMM can raise a minimum of \$7M to \$10M in a 3 to 5-year capital campaign. However, the fundraising potential is significantly greater than this when the generosity of SMM parishioners to other charities in the past five years is considered. In the past five years, for example, SMM has given away more than \$100M to charities in our area and beyond. If this trend persists over the next five years and parishioners prioritize SMM in their charitable giving, the fundraising capability becomes extraordinary.



Based on the last five years of charitable giving by members of SMM to other worthy causes, if the parish households would prioritize SMM with just 20% of their charitable donations in the coming five years, SMM would raise over \$20M.

For the successful outcome of this "Defining Moments" capital campaign, parishioners must elevate SMM as one of their top charitable priorities during the campaign period. Under these circumstances, the parish could achieve \$15M within five years. Therefore, growth beyond the initial donations indicated in this survey and one or two additional seven-figure gifts to add to the million-dollar gift pledged already would ensure the campaign goals are achieved.

6. The 'Defining Moments' plan is crucial for the future of SMM. All four components are essential, and three are interconnected to the degree that prioritizing any of them at the expense of the others would significantly impact the campaign's financial outcome. Therefore, all four projects should be retained and pursued together, even if modifications to the plan are necessary to bring down costs.

7. Given the positive findings in this report, Generis wholeheartedly recommends that SMM proceed immediately with plans to conduct a capital campaign. As a first step, Generis recommends Fr. Bill Hammer, parish pastor, send the full report to Archbishop Shelton and the Archdiocese of Louisville requesting permission to proceed with the "Defining Moments" capital campaign.

8. Timeline of the Capital Campaign: The campaign should begin with the "Quiet Phase" (Major Donors and Financial Leader Gifts) this late summer and early fall 2024 and conclude in the first quarter of 2025 with the "Public Phase" occurring most likely in January and February 2025. Further, once the Quiet Phase is complete in late fall and parish leaders have a clearer picture as to what the financial outcome of the campaign is likely to be, Generis recommends that the Parish Building Committee work together with JRA Architects and the Finance Committee and complete the architectural plans and begin moving forward with an anticipated start date of late spring/summer 2025.

Conclusion:

John Sullivan and I thank Fr. Bill and the SMM parishioners who participated in this important study.

The observations and recommendations in this feasibility report are consistent with current philanthropic principles and sound financial projections.

Generis believes SMM is prepared to engage in a successful capital campaign. This campaign and the project plans will enhance the parish and parish school facilities in preparation for the church's 75th anniversary and the next seventy-five years of ministry.

Respectfully Submitted,

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