

2012 Annual Catholic Appeal Goal Formula

The current Annual Catholic Appeal goal formula was introduced for the 2010 campaign. It takes into account both Registered Households and Regular Receipts. Under the previous formula, which only took households into consideration, some parish goals were equivalent to anywhere from 6% to 20% of a parish's Regular Receipts. Parishes on the upper end of this range rarely met goal, if ever. Under the new formula, the range of goals as a percentage of Regular Receipts has narrowed from 8% to 14%. Parish Goals now mirror more closely each faith community's ability to support Diocesan ministries.

For the fiscal year ending June 30, 2011, diocesan-wide Regular Receipts increased by 0.8%, or \$198,881, compared to the previous fiscal year. But one parish – Our Lady of Victory – received a one-third reduction in its parish goal due to a major parish campaign. This reduction is not distributed among other parishes; the diocese will reduce its own budget by the \$44,553 reduction.

Since Registered Household data comes from each parish's annual *General Statistics Report* – not the ACA Mailing List maintained by the Development Office – it is in the parish's best interests to invite as many wage-earning parishioners as possible to participate in the ACA. Please note that a parish's performance in previous ACA campaigns has no bearing on the current goal.

The following model is based on a parish of 435 households with Regular Receipts of \$272,000.

Chris Ringkamp, Director of Development

1. Regular Receipts as reported by all parishes via the annual <i>Financial Report</i> are totaled.	Total Regular Receipts for FY 2010–11 (A) = \$23,987,357
2. Registered Adult Households as reported by all parishes via the <i>General Statistics Report</i> are totaled.	Total Registered Households (B) = 38,254
3. Diocesan ACA Goal (C) equals 11% of total Regular Receipts (A).	Diocesan ACA Goal (C) = (A) x 0.11 = \$2,638,609
4. One-half of the Parish ACA Goal (D) is equal to its Regular Receipts as a percentage of total receipts, multiplied by one-half the Diocesan Goal.	One-Half Parish ACA Goal (D) = (Parish's Receipts ÷ Total Receipts) x (½ Diocesan Goal) D = (\$272,000 ÷ \$23,987,357) x \$1,319,304.50 = \$14,960
5. One-half the Parish ACA Goal (E) is equal to its Registered Households as a percentage of total households, multiplied by one-half the Diocesan Goal.	One-Half Parish Goal (E) = (Parish's Households ÷ Total Households) x (½ Diocesan Goal) E = (435 ÷ 38,254) x \$1,319,304.50 = \$15,002
6. Parish ACA Goal (F) = D + E	Parish ACA Goal (F) = \$14,960 + \$15,002 = \$29,962