



ST. MARY
PARISH



**CENTURY II
CAMPAIGN**

***Remembering
Our Past,
Building For
Our Future***

A Campaign
in Support of
Our Facility
Renewal
Efforts

St. Mary Parish • Appleton, Wisconsin



The history of St. Mary Parish dates back to 1859 – more than one hundred forty-five years. Since that time, facilities and faces have surely changed, but one thing remains... our commitment to Christ, to one another, and to the betterment of our community.

St. Mary Parish today is an active and vibrant community comprised of more than 1,300 households. Led by a dedicated pastor, staff members and many enthusiastic volunteers, there are a variety of ways that people of all ages can participate in the spiritual, educational, service and social ministries and activities of our church.

Yet, despite our strong heritage of activity and accomplishment, some significant challenges remain.

Our Facility & Space Needs

Our Needs

Lack of Adequate Social and Fellowship Spaces and Kitchen Facilities.

At the present time we have severely limited social, fellowship and kitchen space within our church and parish center facilities. The narthex (entrance) area of the church is too small for meeting and greeting people before and after Mass. Both the lower level of the church and the community room seat only 99 people each and are not nearly big enough to host the larger and all-parish social events and activities that we would like to hold here. Our kitchen facilities lack commercial ovens and dishwashing equipment, which limits our food service capabilities.

Insufficient Multi-Use Meeting Space. The parish also needs additional multi-use meeting and classroom space. Three larger meeting spaces exist in our church and parish center facilities, however, these areas are not easily divided and cannot provide the privacy desired for meetings or classes. The Community Room, for example, serves as a thoroughfare that moves people from one part of the facility to another, so activities there are often disrupted. The number of smaller meeting spaces is also inadequate and demand often creates scheduling headaches. Also, nearly 600 students participate in our religious education program and, even with the use of the Catholic Central building and St. Joseph Parish facilities, there is not ample room to accommodate them.

Parish Office Inadequacies. Since the construction of our current offices as part of the 1986 renovation project, the growth and staffing of the parish has changed considerably, causing several deficiencies in the office area. A lack of adequate and efficient space for offices, filing, storage and meeting rooms exists and, with no separate workroom, the area is often noisy and cluttered. Also, because the offices were retrofitted into a building previously used as a rectory and a convent, both the layout and traffic flow would improve dramatically in a new design.

Aging, Disconnected and Underutilized Facilities. Other facilities that would be impacted by this project include the chapel, which is now housed at The Mooring House (formerly St. Mary's convent), and the old rectory located on Seventh Street. The current remote location of the chapel makes it of limited visibility and use, whereas moving the chapel into the main parish facilities has several advantages. The old rectory, which will soon be vacated by the current renters, is in major need of repair and updating. Although re-use of the building has been studied extensively, its limitations and cost make it impossible to justify. However, the land on which the house is built could be highly valuable in meeting the growing needs of our handicapped parishioners.

Limited Seating In Our Church. Even though seating in the church is mostly adequate, there are times when we have an overflow crowd. In addition to the improved overflow seating environment provided by the chapel, this project will look at arrangement of the choir loft and pews to increase capacity. Because the parishioners of St. Mary feel strongly that any expansion of the church would alter its beauty, no changes will be made to the footprint of the church.

Accessibility Concerns. St. Mary's main facilities - our church and community center - are not wholly handicapped accessible, and issues exist both indoors and outdoors. Inside our buildings, there are SIX different floors/levels that host a variety of activities and services. With no elevator access, those with limited mobility are often unable to participate in certain activities or are forced to navigate stairs, a difficult task that can adversely affect their interest and sense of belonging. Outside, our ramps are exposed to the elements and can become dangerously slippery during times of inclement weather. In addition, the parish's already limited number of handicapped accessible parking stalls will decrease this summer when the city rebuilds Seventh Street and replaces the angular parking with parallel parking. These situations are not only non-compliant with current code requirements but are contrary to our desire to be available and accessible to everyone.



Our Plans

To address these needs, a group of dedicated parishioners and staff worked for many months to develop a long-term facilities plan. They assessed our existing space, considered site limitations, and held many parish meetings to gather input and advice. When initial remodeling plans proved to be too costly, the group went back to the drawing table several times to bring to the parish a plan that better met our needs and was less expensive. It calls for razing the current parish center facility and constructing a new, more accessible building that can better serve our needs and complement the existing church.

New Parish Center

The new parish center itself will consist of two levels. The main floor of the new structure will house:

- A new **chapel** with seating for 66. The chapel's location – on the same level and near the church entrance – makes it much more usable. It serves as a more sacred space for Sunday and holiday overflow seating and improves the traffic flow and acoustics of that area. It is also a more convenient space for daily Masses and prayer services and can even provide for small funerals, wakes or weddings. And, because the chapel design incorporates the use of high quality movable walls, the space can open up to the fellowship hall and provide additional seating for large parish events.
- A new **fellowship hall**, capable of comfortably seating up to 200 people at tables, will serve as an ideal place to host funeral luncheons, coffee and rolls after Mass, receptions and various other large and smaller-scale parish and community activities, meetings and events. When additional seating is needed, the chapel area can be opened and accommodate 50 people at tables.
- A new **kitchen** facility with commercial appliances and adequate space for food preparation and storage is also part of our main floor parish center plans. With our new kitchen and fellowship facilities we will be able to prepare for and host our own banquets without having to go outside of the parish for adequate food and facilities.
- A large **gathering space** adjacent to the narthex of the church where members can congregate and greet one another before and after Masses and other events. This functional area will include a place to hang coats, some display space, and reception area type seating.
- And, of course, there will be adequate and accessible men's and women's **restroom facilities** as well as room for tables, chairs and other **storage**.

- Also on the main level will be our new **parish office center** facilities with:
 - A reception and welcoming waiting area;
 - A workroom for files, storage, and noisy office machines;
 - Cubicle workspace for up to eight (8) people;
 - Eight (8) private offices for our full and part-time staff; and
 - Two (2) conference rooms, one small and one large.

On the lower level of the parish center we will have:

- Six (6) new **multi-purpose meeting rooms**, one which will also serve as a bride's room. These rooms will provide us with much needed additional space for youth and adult religious education activities as well as smaller and more private meeting and facilities that will serve a wide variety of purposes and ministries.
- A small **parish library** and meeting room.
- A **babysitting room**, men's and women's **restrooms**, and about 4,000 square feet of additional space for **storage**.



Church Improvements

Minor improvements planned for the church itself include:

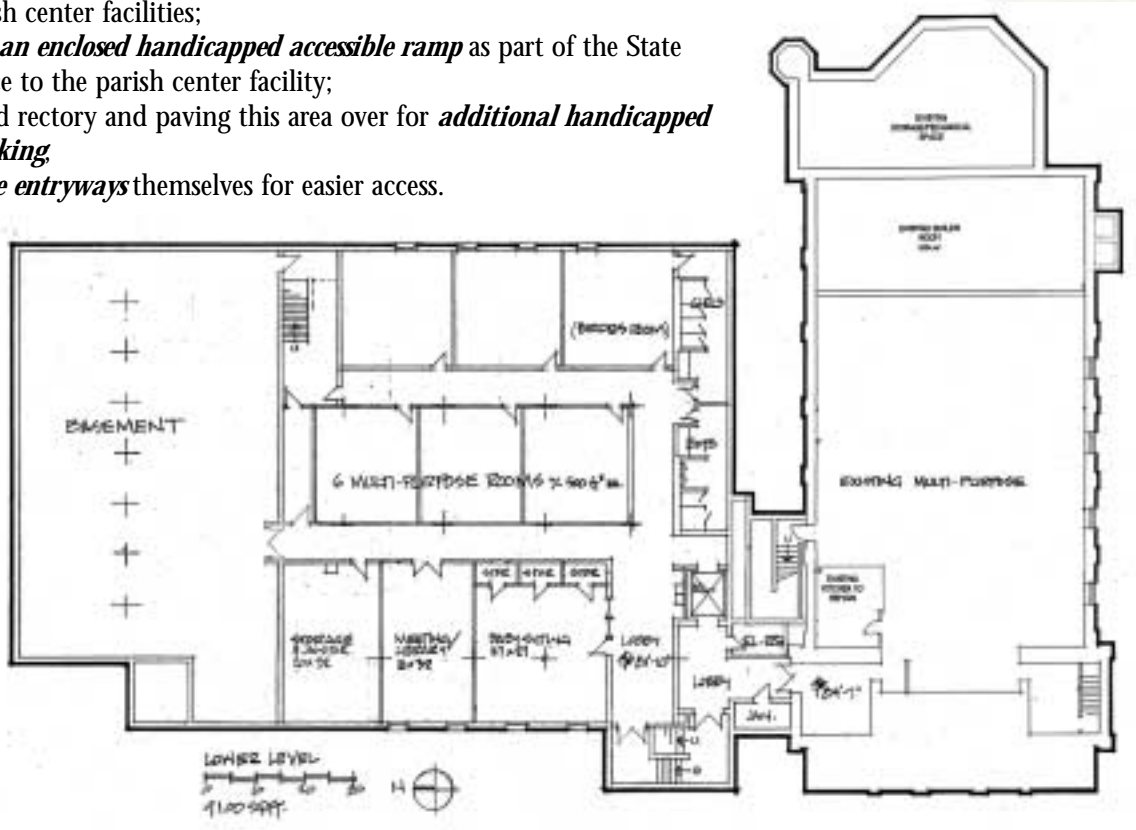
- **Remodeling the north side of the narthex** and tying it into the new gathering space.
- **Renovating the choir loft and removing the old organ pipes** to add seating space for up to forty (40) people and accommodate choir storage.

Handicapped Accessibility

Accessibility issues will also be addressed in our plans by:

- **Adding an interior elevator** that will provide access to all levels of the church and new parish center facilities;
- **Constructing an enclosed handicapped accessible ramp** as part of the State Street entrance to the parish center facility;
- Razing the old rectory and paving this area over for **additional handicapped accessible parking**
- **Improving the entryways** themselves for easier access.

Our Plans



Our Campaign

To address our facility needs and prepare for our future, we are initiating an intense fund raising effort entitled the *“Century II Campaign.”* The total cost of the project is estimated to be in the \$3.1 million range. We believe that St. Mary Parish can make this campaign a success for two reasons:

1. Dollar for dollar, this project is a wise investment. It gives us a facility that will meet our current needs and enhance our ability to thrive in the future. Plus, in a “worst case scenario” – a diocesan action that closes or merges the parish – the parish center can be detached from the church and sold as an office building, thus recouping the cost of the project.

2. The people of St. Mary are both generous and committed to the parish. To illustrate this point, at St. Mary more than 70% of our parishioners share their financial gifts. This far exceeds the average of about 50% participation in the other parishes of the Green Bay Diocese. Time and time again, you have gone beyond “ordinary” to make the extraordinary happen.



Challenge Goal
\$3,100,000

Levels of Support Needed to Succeed

In order to reach our financial objectives, we will need both a substantial number of givers and a few, fairly substantial gifts as this chart of gifts needed illustrates:

Size of Gift	Number Needed	Minimum Need
\$500,000 or more	1	\$ 500,000
\$250,000 – 499,999	2	\$ 500,000
\$100,000 – 249,999	5	\$ 500,000
\$ 50,000 – 99,999	8	\$ 300,000
\$ 25,000 – 49,999	12	\$ 300,000
\$ 15,000 – 24,999	20	\$ 300,000
\$ 7,500 – 14,999	40	\$ 300,000
\$ 3,000 – 7,499	100	\$ 300,000
\$2,999 or less	462	\$ 100,000
TOTAL	650	\$ 3,100,000



Gift Options

All members are asked to consider gifts above and beyond what they give in their regular offerings and other contributions. And there is a variety of ways that gifts can be made.

- **Long term subscriptions**, or pledges payable over three years, are easier for most and essential to meeting our goal, since it would be impractical, if not impossible, to reach our objectives with one time, out-of-pocket gifts. Gifts may be made in monthly, quarterly, semi-annual or annual installments at the donor's discretion. A 10% initial investment toward your total pledge is also encouraged.
- **Non-cash gifts** are an additional or alternative way you can support our cause. You may wish, for example, to consider gifts "in kind" such as labor and materials; gifts of securities such as stocks and bonds; gifts of real estate or even personal property such as artwork, automobiles, jewelry and antiques.
- And finally, you can also choose to support our efforts through **deferred gifts**. These are gifts that can be given or arranged for now, but will not be received until later, and include gifts through a person's will by bequest, gifts of life insurance policies or annuities, and gifts in trust.

Commemorative Gift Opportunities

There are also several, specific and very special **gift opportunities** that exist and give donors of qualifying gift amounts the unique chance to designate their gift to a particular portion of the project and dedicate these items, spaces or places in honor or memory of those they choose. These special gift opportunities include:

Parish Center Building	\$ 750,000	Handicapped Parking Lot	\$ 50,000
Administrative Office Suite	\$ 500,000	Meeting/Class Rooms (6)	\$ 30,000 each
Fellowship Hall	\$ 500,000	Bride's Room	\$ 30,000
Chapel	\$ 300,000	Babysitting Room	\$ 30,000
Gathering Space	\$ 150,000	Large Conference Room	\$ 30,000
Lower Level Mtg Rm Wing	\$ 150,000	Small Conference Room	\$ 25,000
Elevator	\$ 100,000	Window Archways (7)	\$ 25,000 each
Kitchen	\$ 75,000	Reception/Waiting Area	\$ 20,000
Enclosed Handicapped Ramp	\$ 60,000		

Prices of the stated items are not necessarily reflective of the component's cost. Rather, they are based on the prominence of the item and the gift abilities of our community. Although payments for these gifts may be made over the entire pledge period, recognition will not be received until the gift is paid in full.

Gift Options and Opportunities



Pledge Plans

Suggested Pledge Plans (Three-Year Pledges)

Gift Level	Total Gift	(10%) Initial Investment	Weekly *	Daily *	Payment Plans			
					(36) Monthly	(12) Quarterly	(6) Semi- Annually	(3) Annually
Pacesetter Gifts	\$1,000,000	\$100,000	\$5,769	\$822	\$25,000	\$75,000	\$150,000	\$300,000
	500,000	50,000	2,885	411	12,500	37,500	75,000	150,000
	250,000	25,000	1,442	206	6,250	18,750	37,500	75,000
	100,000	10,000	577	82	2,500	7,500	15,000	30,000
	50,000	5,000	288	41	1,250	3,750	7,500	15,000
	40,000	4,000	231	33	1,000	3,000	6,000	12,000
	30,000	3,000	173	25	750	2,250	4,500	9,000
	25,000	2,500	144	21	625	1,875	3,750	7,500
Major Gifts	20,000	2,000	115	16.44	500	1,500	3,000	6,000
	15,000	1,500	87	12.33	375	1,125	2,250	4,500
	10,000	1,000	58	8.22	250	750	1,500	3,000
	5,000	500	29	4.11	125	375	750	1,500
Community Gifts	4,000	400	23	3.29	100	300	600	1,200
	3,000	300	17	2.47	75	225	450	900
	2,000	200	12	1.64	50	150	300	600

* These figures are provided for illustration purposes only. To minimize costs, suggested payment plans include monthly, quarterly, semi-annual or annual installments.