

Our Campaign for The Church Alive!, Inc.
Summary Report of Grant Impact
Fall 2017

Catholic Education, Catechesis and Formation

Need-based Tuition Grants: Allocation to the Bishop's Education Fund, \$11,000,000 (2016)

As of December of 2016, over \$11 million has been infused into the Bishop's Education Fund, increasing this permanent endowment by 60% and enabling hundreds of additional students in need of financial assistance to benefit from a Catholic education. This contribution to the BEF will generate an additional \$550,000 in tuition assistance a year.

Technology for Secondary Schools: Technology Infrastructure & Security Benchmarks \$3,730,000.00 (2016)

All 12 Catholic high schools within the diocese have received grant money through the Technology for Secondary Schools case component. During the summer months, the schools were able to address digital security and infrastructure upgrades, physical plant technology-based security needs as well as general technology objectives. The award recipients provided the following reports of work completed or in progress:

Aquinas Academy – upgrades to the science lab, including PASCO science display and analysis software, the installation of two SMART Boards, the purchase of library software subscription and enhancement of wireless capabilities in the lower chapel.

Bishop Canevan High School – electronic access system at key entrances, two-way communication system, video surveillance, internal fiber, moved servers to cloud servers, and installed hardware to support a streaming presentation in the cafeteria.

Cardinal Wuerl North Catholic – installed additional security cameras and upgraded classroom to office communication system.

Central Catholic High School – installed comprehensive security system including access control and video surveillance, enhancement of ground level and (window) surveillance system.

Holy Family Academy – installation of a “Fab Lab,” the purchase of Aquos boards for classrooms and security cameras for school campus.

Oakland Catholic High School – enhancement of highly interactive classrooms with appropriate technology upgrades including HD projector and installation of interactive whiteboard.

Our Lady of the Sacred Heart High School – updating and renovating of the physics lab and in-house TV broadcast studio including technology upgrades, cabling, new lighting and broadcast cameras.

Quigley Catholic High School – installed duress alarm system, upgraded active directory server, installed new wireless network, switching and fiber, replaced intercom system and addressed technology needs for chemistry, physics and biology labs.

Saint Joseph High School – added electronic access at key entry points, campus video surveillance system and new servers, new plant switching and fiber runs.

Serra Catholic High School –enhanced security through hybrid network video recorder providing interior and exterior surveillance, access control upgrades with mobile software, wireless security cameras around athletic field, installation of new wireless network of 30+ wireless access points.

Seton LaSalle High School – installed schoolwide classroom interior two-way communication system to include auditorium, cafeteria and gymnasium, updated and enhanced camera surveillance system, school duress alarm system and new plant switching and fiber run.

Vincentian Academy – new cabling and updating of current technology infrastructure with new switching and improved wireless connection, upgrades to campus perimeter security and two way communication in classrooms.

Education for Priests & Lay Leadership: Completion of Good Leaders, Good Shepherds Program, and Continuation of Tending the Talents Program, \$385,970 (2107)

Bishop Zubik’s goal to make *Good Leaders, Good Shepherds* available to all interested priests in the diocese has been fulfilled with the completion of the fourth cohort. The full impact of this training will be best assessed when learned concepts are applied to the new parish groupings. To help pastors utilize the leadership tools they have gained through *Good Leaders, Good Shepherds*, ongoing training will be provided to assist with team development for the new parish groupings.

Cohort 3 of *Tending the Talents* has been completed. This was the largest and most integrated cohort to date—it included diocesan staff, parish lay leaders, key volunteers and pastoral advisory council consultants. Many participants are already practicing the concepts learned in *Tending the Talents* and the full impact of the training will be realized as *Tending the Talents* leadership skills are utilized in the new parish groupings.

Seminarian Formation: Videoconferencing Technologies, \$22,000 (2017)

Videoconferencing equipment was installed at Saint Paul Seminary to provide remote access to class meetings at Duquesne University without leaving the seminary campus. The seminarians will be able to remain on campus more and have a full day for special programs at the seminary. Students at Duquesne will also have the ability to remotely attend philosophy classes at Saint Paul Seminary.

Seminarian Formation: Days of Recollection Through Epiphany Academy, \$37,500 (2015)

This grant funded two days of recollection for seminarians for each of the academic years 2016-17, 2017-18, and 2018-19. In each segment of the Recollection Days, seminarians gained a deeper understanding of the integration of the ascetical and contemplative life, the necessity and challenge of a life of virtue, and the facilitating conditions and obstacles that we encounter in aspiring toward a life of prayer and a life of virtue. The seminarians appreciated the opportunity for quiet, reflective days to probe into their own experience.

Seminarian Formation: Vocation Discernment Programs, \$106,750 (2014)

This grant allowed the Vocations Office to offer programming specifically tailored to three audiences: high schoolers, college men, and post-college men. These events include Quo Vadis Days, the Christmas Discernment Retreat and the High School Silent Retreat. Nearly every seminarian who is currently in pre-theology at St. Paul Seminary attended a Christmas Discernment Retreat, proving its effectiveness as a tool to encourage priestly vocations. The High School Silent Retreat was piloted in 2017, with great success. The retreat was filled beyond capacity, to the point of having to turn away potential attendees.

This grant also allowed the Vocations Office to stay abreast of emerging technologies in order to remain relevant to its target audiences. Annual ordination videos were professionally produced, promoted on YouTube and Facebook, and emailed to discerners. The web site PGHPriest.com was redesigned and updated regularly. The Vocations Office also produced “Vocations Stations” with this grant: stand-up posters and printed materials that were placed in numerous parishes to encourage vocations. These received tremendous positive feedback and helped to raise vocations awareness on personal and parish levels.

Seminarian Formation: Education and Formation: \$25,000 paid over 5 years (2014)

Funding was used to purchase books and CDs from Dynamic Catholic – 1,000 copies of *Rediscover Catholicism*, 1,000 copies of *Rome Sweet Home*, and 500 copies of *Prayer for Beginners*. The Vocations Office received phenomenal feedback from the distribution of these resources. During Father Joseph Freedy's tenure as Vocations Director, he traveled all over the diocese for parish visits, high school/college Masses, confirmation retreats, talks, etc., distributing these materials as he spread the word about vocations. He used these opportunities not just for vocations but for evangelization in general, knowing that good evangelization leads to vocations. These resources encouraged people to fall in love with God and their faith by learning more about Him. Father Joe received many communications from people who said their faith lives had been profoundly changed because of reading/listening to one of the books/CDs he provided.

Students with Special Needs: McGuire Memorial Community Solutions NOW, \$50,000 (2016)

The main focus of the Community Solutions NOW Program is to help individuals with special needs access their community and participate in recreational outings, volunteerism, special interest groups, discovery, and ultimately attain competitive employment. In the last six months alone, the Community Solutions NOW Program has effectively secured five additional competitive employment opportunities for individuals served by McGuire Memorial. Although this grant did not cover the entire costs associated with the overall supports needed, it helped tremendously with the procurement of a mini-van for transportation, a cellular iPad for field work, and in part helped secure an additional job coach. Because of the NOW Program, two individuals are now working in the fast food industry (Burger King and McDonald's) and three in retail (Walmart).

Students with Special Needs: St. Anthony School Programs, \$305,000 (2014 and 2015 total)

The 2015 Church Alive! grant supported the opening of a classroom at Cardinal Wuerl North Catholic High School and provided \$100,000 in scholarship support for students with financial need. There are five students in the program and one has been able to matriculate to another school. Of the 20 students who received scholarship support, 18 are still in the program. One matriculated into the general student population of another school and one left because they were looking for more scholarship support.

The 2014 Church Alive! grant enabled St. Anthony's to open a second classroom at Duquesne University and to provide \$100,000 in scholarship support for students with financial need. The classroom expansion made a great impact for the Post-Secondary program at Duquesne. Prior to the grant the program averaged 23 students in our program; now it averages 32 students. In addition, there are now 26 regional school districts that approved sending their students.

Students with Special Needs: DePaul School for Hearing and Speech, \$200,000 payable over 4 years (2015)

This grant has supported specific program costs while also seeding a matching pool through which DePaul has been able to recruit new individual, corporate, and foundation donors and launch a new planned giving program. Goals include the number of new donors recruited, the dollar amount raised, and progress on the planned giving program. In each of the first two years of funding, DePaul has met and exceeded goals for both the number of new donors as well as the amount of funding received. Groundwork has been laid for the new planned giving program. The Development Director has planned educational seminars for current donors and community members.

Catholic Campus Ministry: Support for Campus Minister and Ministries at California University, Washington and Jefferson College and Robert Morris University, \$333,724 (2016)

A full-time Director of Campus Ministry serving California University of Pennsylvania, Washington and Jefferson College, and Waynesburg University will be supported through this grant over the next three years. This is an opportunity to be present to a crucial population that has traditionally been underserved. The impact will be a consistent and compelling pastoral presence to students and faculty in an effort to bring about the fullness of the Church's vision for campus ministry emphasizing evangelization.

Grant funds are also supporting an RMU student aide. This academic year, RMU Catholic Campus Ministry has experienced an increase in the number of new students, participation in the New Student Mass is up 28% and up 50% for the Welcome (Back) Bonfire.

Catholic Campus Ministry: Startup costs for FOCUS at Slippery Rock University, \$60,000 (2015)

The grant awarded to Campus Ministry at Slippery Rock University has begun to bear fruit. The monies were used to secure a 4-person team of FOCUS missionaries, who spend the year discipling SRU students. They arrived in Slippery Rock on August 20 and began collaborating with Rev. Robert Seeman, Director, and Mrs. Diane Magliocca, campus minister. The missionaries have helped with campus move-in and planning a number of fall kick-off events. They have engaged student leaders in outreach on campus, participated in daily kick-off events, and laid the groundwork for building small group bible study groups. The role of the FOCUS team is to engage students in personal contact, to invite them into small groups, equip student leaders for outreach and to provide one-on-one discipleship training with certain students. Their presence at SRU and with the Rock Catholic student leaders has already had a marked impact. The students are responding very positively to their friendship and their invitations. The expectation is that this FOCUS team will add a peer-to-peer element to both the evangelization and formation efforts of SRU campus ministry.

Evangelization and Stewardship

New Evangelization Program: Catholic Committee on Scouting, St. George Trek Scholarship, \$8,000 (2016)

Campaign funds will be used to support Catholic scout participation in the next St. George Trek which will take place in July 2019. The Trek happens every two years and applications were due before the funds were awarded for the 2017 Trek. The dates should be finalized in early summer 2018 and information and application will be posted as soon as it becomes available.

New Evangelization Program: Dirty Vagabond Ministry, Saint Juan Diego Parish in Sharpsburg, \$115,000 (2016)

Our two missionaries, Ryan and Shannon, have hit the ground running in conjunction with St. Juan Diego parish. They have immersed themselves in the parish and community of Sharpsburg, meeting with the police and other local community leaders. Although the process of establishing a new mission location takes time, they are doing great work already as they walk the streets and meet kids. DVM Director of Mission Advancement, Andy, has met with leaders within the Diocese and community to discern what location of the city would be best to expand to as we continue to grow within the Diocese.

New Evangelization Program: Dirty Vagabond Ministry, Saint Maria Goretti Parish in Bloomfield/Garfield, \$75,000 (2015)

Missionaries Christopher and Milan are regularly meeting new kids on the streets and through tutoring in conjunction with Saint Maria Goretti. In August 2017 they took over 15 kids from Garfield to a life-changing week of camp in North East, Maryland with 230 Catholic teens. Programming for the 2017-18 school year is about to launch with a weekly youth group night, a discipleship night, and small groups. Two young men are planning to formally enter the Church in April 2018.

New Evangelization Program: Removing Annulment Fees, \$200,000 over 4 years (2015)

Since receiving the grant and the Bishop eliminating the administrative fee to process an annulment, the tribunal has received a large influx of new petitions. In 2014, 168 petitions were introduced for acceptance and 180 new petitions in 2015. In 2016, 300 new petitions were submitted and accepted.

Projecting the 2017 numbers forward through the end of the year indicates the diocese should have just over 200 cases for the entire year. This number is anticipated to remain stable in 2018 since new advocate training is underway and there has not been a significant decrease in the requests for annulment paperwork.

Over the last 30 years, the number of people choosing to marry is way down, so numbers over this span are down also. During the late 1980s, the diocese accepted about 800 annulment petitions for acceptance. The dramatic decrease in annulments coincides with the decrease in people choosing to marry in the Church. From the feedback of petitioners, eliminating the \$650 cost in 2015 was significant in bringing them to complete the process and in bringing a many people back to the sacraments. The cost barrier was a particular issue for non-Catholics who were only completing the process to assuage their Catholic intended spouse.

New Evangelization Program: The Pittsburgh Crèche, \$129,000 (2014-16 grant total)

Funds were used for the erection and dismantling of the Crèche display at the U.S. Steel site enabling this precious public symbol of our Christian faith to be displayed throughout the last three Christmas seasons. In addition, emergency funds provided new LED lighting to replace a failing system that has withstood moving and weathering over 17 years.

New Evangelization Program: Catholic Men's Fellowship, \$32,000 (2015)

The funds were used for marketing and promotion to increase attendance at the November 2016 Gathering of Catholic Men and to expand parish-based Men's Groups to our target of 125 over the next two years. An attendance goal of 2,000 at the Gathering was not met, as CMF reached 1,200. However, the number of Men's groups have increased to 90. New advertising venues included digital, social, mobile, fencing and retargeting marketing. CMF utilized outdoor billboards and faith-based radio, in addition to a traditional mailing, emails and web site. The affect these men have on their families, communities and parishes greatly increase that number. Although new forms of marketing are interesting, they may be the most effective in reaching target demographics. CMF is committed helping to develop existing leaders, and cultivating new ones.

New Evangelization Program: Printing and Translation of Bishop Zubik's Pastoral Letter, \$168,052 (2014)

The diocese now has a common understanding and accessible language for an important pastoral initiative of our time: The New Evangelization. The promulgation of *The Church Evangelizing!* and accompanying resources (web site, facilitator's guide, video, app) enabled thousands of leaders in the diocese to be trained in Bishop Zubik's vision for evangelization. Translating and printing of *The Church Evangelizing!* into Spanish and Braille enabled Hispanic and visually impaired members of the diocese to receive a Pastoral Letter from their Bishop. The insert in the Pittsburgh Catholic ensured that every household in the six counties of the diocese had their own copy of *The Church Evangelizing!* so that all the faithful could be encouraged and equipped to "Be a friend, be a friend of Jesus, and make friends for Jesus."

New Evangelization Program: Cultural Diversity & Disabilities, Basic Intercultural Competence for Ministers (BICM) Training, \$15,000 (2014)

The training was based on the USCCB *Basic Intercultural Competence for Ministers (BICM)*. The goal was to provide competent, trained leaders with the skills to address cultural and racial diversity in the diocese, especially in light of the emerging cultural and racial demographic changes in the region. The BICM curriculum offered a systematic approach to develop the skills necessary to engage in discussion, understanding, knowledge and appreciation of the rich diversity in the Church and society.

Twenty persons (laity and clergy) completed the workshop and schools participated in a one-day intensive workshop. Additional funds were used for two follow-up sessions for Diocese of Pittsburgh trainees. Because of several converging factors, there has been no follow-up on the BICM initiative since spring 2016 – diocesan restructuring of Central Administration, the Director of the Office for Cultural Diversity & Persons with Disabilities has since joined the Secretariat for Parish Services, the relocation of the Office for Cultural Diversity & Persons with Disabilities without a coordinator to the Secretariat for Leadership Development and Evangelization, and the On Mission for The Church Alive! initiative.

The BICM curriculum stills offers a platform for the development of skills and the formation and training of diocesan and parish leadership to understand, articulate and respond to cultural and racial diversity in the Diocese. This specific topic is very much relevant for the Church and society today.

Grants to Parishes in Need: St. Stephen for Spartan Community Center of Hazelwood, \$250,000 (2016)

The Spartan Community Center of Hazelwood (SCCH) has made great strides in planning, refurbishing and remodeling the property. The closing/deed transfer should take place soon, along with finalizing the drawings and design. Once the final plans are received, the building permit process and bid packages will be expedited and construction begin.

Through additional fundraising, the SCCH has repaired and refurbished six rooms/offices that are being rented by various nonprofit tenants and social programs. Portions of the grant money were used to purchase a new double stack oven, fryers, a refrigerator, freezers, various lighting, electrical upgrades, and room dividers to continue to support our current tenants and expand our social outreaches. The SCCH has brought in additional tenants and continues to improve and enhance its current tenants.

Grants to Parishes in Need: Greene County Parishes, \$95,000 (2016)

The grant has afforded more programming opportunities to provide religious evangelization programs for teens and young adults, youth development and ChristLife conferences to bring people together to collaborate and bring unity to the process of *On Mission for The Church Alive!* It has also brought about major improvements to parish facilities.

Grants to Parishes in Need: Catholic Community of South Pittsburgh, Pastoral Associate Position, \$66,000 payable over 3 years (2015)

Progress has been good so far as the pastoral associate was a great help in building ministry to the elderly homebound of the community. She also helped to unify the various women's guilds and organizations, most notably, the Ladies of Charity. Nearly 800 elderly and homebound parishioners, as well as many members of the various parish organizations have been affected by the parish's ability to hire a pastoral associate. Parishioners of all ages responded well to working together and becoming one, seeing that their parents and grandparents are remembered and cared for by the church they love.

Retired and Senior Priests: St. John Vianney Manor, \$7,700,000 (2016)

Sacrificial gifts to *Our Campaign for The Church Alive!* helped support an expansion and renovation of St. John Vianney Manor, the diocesan priests retirement home on the campus of St. Paul Seminary in Crafton. A new wing includes a dining room, kitchen, two lounges, an exercise facility and nurse's office. Four residential suites were added for a total of 35. All were refurbished with walk-in showers, heating and air conditioning units, new windows, flooring and paint.

Catholic Communications: New web site, TV Studio Upgrades, Digital Advertising \$400,000 (2017)

The new diocesan web site went live September 1, 2017. Grant funds were used to support the web site design for the North Hills Regional Catholic Elementary Schools, as well as web design for the regionalization efforts in other areas as they are formed. The purchase a professional quality digital camera and lenses will help to create high quality images for the web sites.

The upgrade of the TV studio (new studio equipment, cameras and control room equipment, lighting, and the new editing suite), will begin soon and should be completed by spring 2018.

The bulk of the advertising budget has been for social media advertising on Facebook and radio. Facebook ads have allowed for a higher engagement rate on posts, adding 1,500 followers on Facebook. Radio advertising promoted EITC and OSTC programs, which resulted in a number of new gifts to support Catholic schools.

Catholic Communications: Editing Suite and Saint Paul Cathedral Equipment Upgrades, \$237,000 (2016)

This grant was intended to support the outfitting of a new editing suite for the TV studio at Saint Paul Seminary, for mobile camera equipment and for a total upgrade of the equipment for broadcasting the daily Mass from Saint Paul Cathedral. The Cathedral project was completed in March 2017 at a cost of \$137,320. The editing

suite outfitting and mobile camera equipment will be completed with a total upgrade of the TV studio, which is addressed in the grant application. This grant currently has \$99,680.00 in unspent funds which will cover the editing suite and mobile camera projects.

Catholic Communications: Christian Associates Television Ministry, \$25,000 (2014)

Christian Associates TV communicates the Gospel of Jesus Christ through one voice to our faithful shut-ins, elderly and disabled, and evangelizes those who may have left our faith or who have not yet received or accepted the Gospel. The channel was founded in the 1980s by an ecumenical organization that ran it until 2012 with limited distribution. The diocese took over operations in 2012. This grant has allowed for a steady increase in viewership beyond a small cable audience in the City of Pittsburgh by making it available on the Internet. It remains an ecumenical channel, run by the diocese as a gift to the wider Christian community, but programming has been vastly upgraded, including Catholic programs.

The channel was virtually unknown to most people, even though it had existed for over 30 years. In the six months before the grant, the site had approximately 3,700 sessions. With the grant, the site has had over 13,000 sessions in which users were actively engaged with the site. This includes an average of 5,240 new sessions (42%) to the site.

Monies were used for advertising in the Pittsburgh Catholic and on social media. Social media continues to be an avenue of growth. From zero “likes” and followers on Facebook and Twitter, posts on Facebook have reached over 75,000 viewers. The grant allowed us to effectively reach young adult Catholics. Social media metrics illustrate that 61% of online viewers to the channel are between the ages of 18-35.

Catholic Communications: Pittsburgh Catholic, Technology Equipment Upgrade, \$151,080 (2014)

The grant to *The Pittsburgh Catholic* saved the publication, so that it continues to bring good news of The Church Alive! to its base of older newspaper readers, while expanding to meet the needs of younger Catholics through digital media. Without the grant, aged servers and computers would have died, taking the newspaper and web site with them. The site is now on servers owned and maintained by a company that also supplies integrated software for editing, advertising circulation, and social media. This saves staff enormous time which is better spent improving our outreach, and the newspaper is steadily increasing its digital following which will increase advertising revenue and circulation. Facebook followers have increased by 30-50 per week, rising from a negligible number to the current 1,800.

While Twitter currently has 550 followers, its posts reach about 53,000 people daily, with about 1,700 engaging through a retweet, favorite or link. Staffers are continually learning how to make better use of these digital tools.

Our People Caring

Catholic Charities Mother Teresa Endowment Fund, \$93,409 (2015 and 2016 total)

Distributions from the Mother Teresa Endowment of The Church Alive! have provided emergency financial assistance to individuals and families to help pay medical and prescription costs, outstanding utility bills, food and other basic needs.

Catholic Charities Free Health Care Center: Dental Services, \$41,371 (2015 and 2016 total)

This grant supports the full-time dentist position at Catholic Charities Free Health Care Center, a facility that provides exceptional, free medical, dental and specialty care to adults who otherwise would have none. CCFHCC treats each patient holistically, paying special attention to the socio-economic factors that affect health. Because so many neglect their oral health because the barriers to care seem insurmountable, dental care – both maintenance and specialty – is one of CCFHCC’s most valued services. The full-time dentist had played a key role by performing the intake evaluation and creating a treatment plan for each new patient.

Catholic Charities New Roselia Program Endowment Fund, \$110,763.00 (2015 and 2016 total)

Campaign distributions to the Roselia Program have provided accommodation and support for expectant and new mothers who are often young, single, homeless, and in distress. The monies have supported programming such as life-skills training, job-readiness skills, and pregnancy and parenting education and counseling. Currently located in downtown Pittsburgh, the residential portion of the Roselia Program is currently seeking a new home, one where it can provide more services for more moms and babies.

Catholic Charities Free Health Care Center: Capital Improvements, \$250,000 (2015)

This grant was intended to match a grant from the City of Pittsburgh to provide a new elevator for people seeking medical care in the Catholic Charities building. Catholic Charities is still in the process of seeking a grant through the city while also pursuing additional avenues of funding for the project.

Our Sisters and Brothers in the Missions: Chimbote Mission Clinic, \$150,000 over 3 years (2016)

On May 13, 2016 an initial payment of \$50,000 was received toward a commitment of \$150,000 as part of the Diocese's 50th anniversary Mission Milestone Investment in Chimbote, Peru. This grant is being used to help in the construction, expansion and modernization of the Nueva Posta Medica – the new wellness clinic – replacing the original clinic that was constructed 50 years ago to serve 30 patients per day.

The new clinic will cost \$700,000 as the largest single component of a total investment of \$1.72 million in the mission. The clinic will be completed before the end of 2017. It will include 10 examination rooms and will be able to serve more than 1,000 patients a day. Clinical services will include pediatrics, gerontology, mammography, radiology, cardiology, ophthalmology, and others.