For One Church Alive in Six Counties

A Message from Bishop David A. Zubik

Our Campaign for The Church Alive!

Vibrant Parishes Make a Vibrant Diocese

Catholic Education, Catechesis, and Formation
  • Need-Based Tuition Grants
  • Technology for Secondary Schools
  • Cardinal Wuerl North Catholic High School
  • Religious Education for Our Catholic Family
  • Continuing Education for Our Priests & Committed Lay Leadership
  • Seminarian Formation
  • Students with Special Needs
  • Catholic Campus Ministry

Evangelization and Stewardship
  • New Evangelization Program
  • The Diocesan Pastoral Center
  • Grants to Parishes in Need
  • Retired and Senior Priests
  • Catholic Communications

Our People Caring
  • Catholic Charities Mother Teresa Endowment Fund
  • The New Roselia Program Endowment Fund
  • Catholic Charities Free Health Care Center
  • Our Sisters and Brothers in the Missions

Our Campaign for The Church Alive:

For One Church Alive in Six Counties

In Appreciation

Our Campaign Prayer

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Dear Friends in Christ,

When installed as the Bishop of Pittsburgh on September 28, 2007, I promised, in my homily, what I hoped was a very impassioned question to each one of you. When installed as the Bishop of Pittsburgh on September 28, 2007, I presented, parishioners are being given the opportunity to play their full part. It is one that I asked myself first: “How excited are we about our faith?” Since my installation, I have celebrated Mass in almost every parish across our great Diocese. These visits are the most enjoyable part of my work as Bishop, and I am heartened by what I have seen and heard throughout our Catholic community.

We are blessed with parishes where young people are very active in liturgy and parish life, where lay people are taking a confident and leading role in religious education, prayer life, and other ministries. There are parishes where our Catholic family. It is a campaign whose results will focus on our vision for the Church of Pittsburgh. It will focus first on individual parishioners — on the ways that parishioners can continue to fulfill a vision that limited resources have denied. It will also focus on some goals for our collective enthusiasm for The Church Alive! This special initiative, which we have named Our Campaign for The Church Alive!, will involve all of our parishes over the coming months in what I hope is the most enjoyable part of my work as Bishop.

While I am so optimistic about the future of our Catholic Church, please do not mistake my optimism for complacency. We have much work to do together to ensure that our Church is Alive in faith, and we are moving forward with the task at hand. Therefore, I write to invite you to join me — and hundreds of thousands of others of our brothers and sisters in faith — in a campaign to invest in the future of our Catholic family. It is a campaign whose results will focus on our vision for the Church of Pittsburgh. It will focus first on individual parishioners — on the ways that parishioners can continue to fulfill a vision that limited resources have denied. It will also focus on some goals for our collective enthusiasm for The Church Alive! This special initiative, which we have named Our Campaign for The Church Alive!, will involve all of our parishes over the coming months in what I hope is the most enjoyable part of my work as Bishop.

With our vision, and pastoral planning occurring within parishes and in our Diocese, I am confident in announcing a historic fundraising campaign that looks to the future. This special initiative, which we have named Our Campaign for The Church Alive!, will involve all of our parishioners over the coming months in a coordinated effort to raise a minimum of $125,000,000 in gifts and pledges. Through this unprecedented effort — the first of its kind ever conducted in our Diocese — parishioners and friends will join together to support our immediate priorities and launch new programs.

A Message FROM BISHOP DAVID A. ZUBIK

For approximately 170 years, the Catholic Church in southwestern Pennsylvania has ministered to the needs of God’s people. Our Catholic community has heard Christ’s invitation to love one another, to be a family of faith, to pass Christ’s teachings on to every new generation, and to share our faith with those around us.

The goal of Our Campaign for The Church Alive! is to raise $125,000,000 over the next five years to meet those urgent needs in the life of our Church. The major themes of this historic endeavor are: 1. Vibrant Parishes Make a Vibrant Diocese 2. Catholic Education, Catechesis, and Formation 3. Evangelization and Stewardship 4. Our People Caring

For the next five years, we must do as much as we can to make sure that every one of these vital signs thrives in our parishes and in ourselves. In “The Church Alive!” our first pastoral letter to the Church of Pittsburgh, Bishop Zubik described five key responsibilities of a vital Catholic parish: Eucharist; Catechesis; Evangelization; Formation; and Stewardship.

The Diocese of Pittsburgh numbers approximately 650,000 faithful Catholics who are served by 204 parishes, with roughly 80,000 people a year in all of our six counties. The philanthropy generated from Our Campaign for The Church Alive! will provide funding for our charitable, educational, and spiritual ministries. This will enable us to grow ministries to the love of God and to provide what is needed for future generations to experience God’s love. This will help our Catholic family to share His life in our parishes and in our Diocese.

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We are blessed with parishes where young people are very active in liturgy and parish life, where lay people are taking a confident and leading role in religious education, prayer life, and other ministries. There are parishes where parishioners are being given the opportunity to play their full part. It is one that I asked myself first: "How excited are we about our faith?" Since my installation, I have celebrated Mass in almost every parish across our great Diocese. These visits are the most enjoyable part of my work as Bishop, and I am heartened by what I have seen and heard throughout our Catholic community.

I am Grateful for our belief that "Nothing is Impossible with God," and for our commitment to share His life in our parishes and in our Diocese. In "The Church Alive!" his first pastoral letter to the Church of Pittsburgh, Bishop Zubik described five key responsibilities of a vital Catholic parish:

1. Vibrant Parishes Make a Vibrant Diocese
2. Catholic Education, Catechesis, and Formation
3. Evangelization and Stewardship
4. Our People Caring
5. Our Campaign for The Church Alive!

These are the vital signs that must be lived everywhere in Lawrence, Beaver, Butler, Allegheny, Washington, and Greene – the six counties of the Church of Pittsburgh. We must do as much as we can to make sure that every one of these vital signs thrives in our parish and in our Diocese.

The Diocese of Pittsburgh numbers approximately 650,000 faithful Catholics served by 204 parishes. Our schools provide a faith-based education to over 22,000 students, while more than 42,000 young people are taught the faith in religious education programs. More than 350 priests, 258 lay ministers, and tens of thousands of committed volunteers serve the People of God every day. Catholic Charities helps more than 80,000 people a year in all of our six counties.

The philanthropy generated from Our Campaign for The Church Alive! will provide funding for our charitable, educational, and spiritual ministries. This will enable us to give witness to the love of God and to provide what is needed for future generations to experience God’s love. This will help our Catholic Church to share His life in our parishes and in our Diocese.

For approximately 170 years, the Catholic Church in southwestern Pennsylvania has ministered to the needs of God’s people. Our Catholic community has heard Christ’s invitation to love one another, to be a family of faith, to pass Christ’s teachings on to every new generation, and to share our faith with those around us.

Our Campaign for The Church Alive! is to raise $125,000,000 over the next five years to meet these urgent needs in the life of our Church. The major themes of this historic endeavor are:

- Catholic Education, Catechesis, and Formation
- Evangelization and Stewardship
- Our People Caring
- Our Campaign for The Church Alive!
“The place where we first come to know what it means to be Church is the parish.”

- Bishop David A. Zubik, The Church Alive!

Our Campaign for The Church Alive!

The place where we first come to know what it means to be Church is the parish. The Fairshare is the center of that home and a key objective of Our Campaign for The Church Alive! will be to strengthen our faith in the Fairshare by providing financial support to parishes where the faith is handed down from generation to generation.

Every parish has needs. Every parish has dreams. Our Campaign for The Church Alive! will focus first on identifying and funding vital needs in each of our 204 parishes, where the faith is handed down from generation to generation.

Our Campaign for The Church Alive! is intended to address extraordinary needs of our Diocese and our individual parishes. As a result of each parish’s Pastoral Planning process, each parish is in the best position to determine its needs. The Bishop’s Pastoral Planning clearances will ensure that all who value Catholic education have the opportunity to receive faith, hope, and in that environment.

Our Campaign for The Church Alive! will allocate $12,000,000 to the Bishop’s Education Fund for Catholic high schools in the Church of Pittsburgh. Our Campaign for The Church Alive! will establish a $5,000,000 fund for our Catholic high schools in the Church of Pittsburgh.

Catholic schools have been a cornerstone of the Church of Pittsburgh for nearly 200 years. Outstanding Catholic education has been integral to the growth of the Church and to the accomplishments of our region. Our Campaign for the Church Alive! will ensure that all who value Catholic education have the opportunity to receive faith, hope, and in that environment.

Our Campaign for The Church Alive! will focus first on identifying and funding vital needs in each of our 204 parishes, where the faith is handed down from generation to generation.

Our Campaign for The Church Alive! will ensure that all who value Catholic education have the opportunity to receive faith, hope, and in that environment.

Direct/Indirect Parish Funding:

- Parish Life: $50,000,000
- Need-Based Tuition Grants: $12,000,000
- Grants to Parishes in Need: $7,000,000
- Seminarian Formation: $4,000,000
- Religious Education for Our Catholic Family: $4,000,000
- Students with Special Needs: $2,000,000
- Catholic Communications: $1,500,000
- Commitment: $1,500,000
- Education for our Priests: $1,500,000
- New Evangelization Program: $1,500,000
- Total: $86,000,000

69% Parish Funding, Direct and Indirect
31% Diocesan Funding

Catholic Education, Catechesis, and Formation

The word ‘to catechize,’ simply put, means: ‘To teach about Christ and the One, Holy, Catholic and Apostolic Church He established.’

- Bishop David A. Zubik, The Church Alive!

Technology for Secondary Schools

$3,000,000

Today, technological access, advancement, and development for every student in our Catholic secondary schools are fundamental needs. Only through a strong partnership between our schools and our community can these important technological resources be vigilantly maintained, regularly improved, and unconditionally offered to every student in Catholic high schools in the Church of Pittsburgh.

Our Campaign for The Church Alive! will allocate $12,000,000 to the Bishop’s Education Fund. This will increase the Fund’s endowment by sixty percent (60%), enabling thousands of additional students to benefit from a Catholic education.
The place where we first come to know what it means to be Church is the parish.

It is our parishes that will benefit most from Our Campaign for The Church Alive! The direct benefits to parishes through Our Campaign for The Church Alive! amount to forty percent (40%) of the fundraising goal. However, when examining the indirect benefits and the direct benefits this campaign will provide to parishes, the percentage amounts to an estimated sixty-nine percent (69%).

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<tr>
<td>Total</td>
<td>$86,000,000</td>
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69%

69%

31%

PARIISH LIFE
$50,000,000

The parish is where the Church lives and this is where our efforts will be centered. The Eucharist is at the center of that home and a key objective of Our Campaign for The Church Alive! will be to strengthen our life in the Eucharist by strengthening our parishes.

Every parish has needs. Every parish has dreams. Our Campaign for The Church Alive! will focus first on identifying and funding vital needs in each of our 204 parishes, where the faith is handed down from generation to generation.

Our Campaign for The Church Alive! is intended to address extraordinary needs of our Diocese and our individual parishes. As a result of each parish’s Pastoral Planning process, each parish is in the best position to determine its needs of our Diocese and our individual parishes. As a result of each parish’s commitments, we will identify and fund vital needs in each parish.

Our Campaign for The Church Alive! will focus first on identifying and funding vital needs in each of our 204 parishes, where the faith is handed down from generation to generation.

The Church Alive! will ensure that all who value Catholic education have the opportunity to receive, grow, and learn in that environment.

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Catholic schools have been a cornerstone of the Church of Pittsburgh for nearly 250 years. Outstanding Catholic education has been integral to the growth of the Church and to the accomplishments of our region. Our Campaign for The Church Alive! will ensure that all who value Catholic education have the opportunity to receive, grow, and learn in that environment.

NEED-BASED TUITION GRANTS
$12,000,000

The Bishop’s Education Fund, established in 1995 to provide tuition assistance for families in need, is a permanent endowment within the Sharing in Faith Fund, Our Catholic Legacy Foundation. Since the fund was established, more than $11,900,000 has been raised. In the past twelve years, $3,620,000 in assistance has been given to more than 35,000 children from nearly every parish in our Diocese. Many students in our Catholic community would like to benefit from a Catholic education, but a number of these students need financial assistance. The Bishop’s Education Fund makes assistance available.

Yet, grants from the Bishop’s Education Fund cover only a fraction of the need. In 2011-2012, our Catholic school families in the Diocese of Pittsburgh needed more than $12,600,000 to meet the cost of Catholic education. Our tuition assistance funds provided $3,300,000, which is about one-quarter (26%) of the overall need. Additional funding is required so that more families can keep their children in our Catholic schools.

Our Campaign for The Church Alive! will allocate $12,000,000 to the Bishop’s Education Fund. This will increase the Fund’s endowment by sixty percent (60%), enabling thousands of additional students to benefit from a Catholic education.

TECHNOLOGY FOR SECONDARY SCHOOLS
$5,000,000

Today, technological access, advancement, and development for every student in our Catholic secondary schools is fundamental need. Only through a surge in private funding can these important technological resources be vigilantly maintained, regularly improved, and unconditionally offered to every student in Catholic high schools in the Church of Pittsburgh.

Our Campaign for The Church Alive! will establish a $5,000,000 fund for our Catholic secondary schools to provide our students with a support system that will both accommodate today’s information formats and evolve with the changes ahead.

This fund Our Campaign for The Church Alive! will allocate to our students’ technology needs will enable our schools to be at the forefront in technology services and education.

The word ‘to catechize,’ simply put, means: To teach about Christ and the One, Holy, Catholic and Apostolic Church He established.”

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CARDINAL WUERL NORTH CATHOLIC HIGH SCHOOL
$10,000,000

Only three public school districts in the Commonwealth of Pennsylvania educate more students than the Catholic schools in the Diocese of Pittsburgh. Within the six counties of our Diocese, ninety-eight schools serve more than 22,000 students and employ over 1,500 teachers in our elementary and secondary schools.

The northern tier of our Diocese contains the fastest growing population center in southwestern Pennsylvania. As a result of this unprecedented growth, there are many students in both Catholic and public elementary schools who currently have no access or limited access to a Catholic high school.

The Church of Pittsburgh is committed to building a Catholic high school in Cranberry Township where the population of the region continues to grow. Cardinal Wuerl North Catholic High School, a new 1,000-student Catholic secondary school, is being built on a 71-acre prime development site at the center of this burgeoning region.

Our Campaign for The Church Alive! will direct $2,000,000 toward the construction of Cardinal Wuerl North Catholic High School. An additional $8,000,000 will be used for debt service as needed over the next five years.

Nearly thirty years ago, Father Edward Farina established a fund in honor of his four brothers. Five Farina brothers were ordained as priests and faithfully served our Diocese. The purpose of the Fathers Farina Endowment Fund has been to assist catechetical program managers with the cost of studies to earn a bachelor’s degree or an undergraduate theology certificate.

The Church of Pittsburgh is a complementary program to Good Leaders, Good Shepherds, and invite the leadership of others is paramount to building authentic, vibrant, and inviting communities of faith. The northern tier of our Diocese contains the fastest growing population center in southwestern Pennsylvania. As a result of this unprecedented growth, there are many students in both Catholic and public elementary schools who currently have no access or limited access to a Catholic high school.

Our Campaign for The Church Alive! will allocate $1,500,000 to provide scholarships and grants for lay to take part in Staying the Tide and for additional education and training programs in our parishes.

RELIGIOUS EDUCATION FOR OUR CATHOLIC FAMILY
$4,000,000

Our priests must be strong leaders – dedicated to the faith, pastoral in their approach, knowledgeable, and comfortable with any and all. To be a Church Alive, we also must have exceptional lay leaders who assume their rightful role in the stewardship of the Lord. Pastoral leadership training is vital for our priests.

Our Campaign for The Church Alive! will fund what Father Farina anticipated. Our Campaign for The Church Alive! will infuse $4,000,000 to provide an annual income stream of approximately $200,000 to support this special religious education program.

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EDUCATION FOR OUR PRIESTS AND COMMITTED LAY LEADERSHIP
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STUDENTS WITH SPECIAL NEEDS
$2,000,000
Saint Anthony School is a Catholic-based, inclusive educational program for students in kindergarten through age 21 with autism, Down syndrome, and developmental disabilities. Saint Anthony School Programs operate at numerous sites throughout our Diocese. This Diocesan program serves children with special needs of all faiths and is founded on the premise that acceptance and respect are as important to the learning process as reading and writing.

To maintain a high level of commitment to all of God’s children, Our Campaign for The Church Alive! will inject $2,000,000 into a fund to support students with special needs.

CATHOLIC CAMPUS MINISTRY
$1,000,000
Campus ministry programs keep young adults close to the Church during the learning process as reading and writing.

Our Campaign for The Church Alive! will invest $1,000,000 into a fund to support students with special needs.

CATHOLIC EDUCATION, CATHECTHIS, AND FORMATION

Need-Based Tuition Grants $12,000,000
Cardinal Wuerl North Catholic High School $10,000,000
Seminarian Formation $5,000,000
Technology for Secondary Schools $3,000,000
Religious Education for Our Catholic Family $4,000,000
Education for our Deaf/Visually Impaired $2,000,000
Saint Anthony School Programs $2,000,000
Catholic Campus Ministry $1,000,000
Total $62,000,000

- expanding the use of Fullbright of Catholic University Students (FOCUS) teams at additional universities and colleges in our Diocese;
- creating an organizational structure as well as support for a more focused outreach through Saint Paul Catholic parishes, in serving the spiritual and formation needs of tens of thousands of college students who worship regularly at the Cathedral; and
- increasing the programmatic support for all our Campus Ministry programs including: Wexford College, Washington and Jefferson College, Slippery Rock Newman Center, The Ryan Catholic Newman Center, Wabash College, Robert Morris University, and Penn State Beaver (just to name a few)

Our Campaign for The Church Alive! will provide $1,000,000 to help support campus ministry programs by:

• attracting campus ministry directors for programs that are growing including: Westminster College, Washington and Jefferson College, Slippery Rock Newman Center, The Ryan Catholic Newman Center, Wabash College, Robert Morris University, and Penn State Beaver (just to name a few) so that they can better serve the needs of the students, including the increased use of new technologies.

NEW EVANGELIZATION PROGRAM
$1,500,000
Central to our faith is the call to evangelize. Pope Benedict XVI described evangelization as “a living look at the reality of faith and passing on the word of Jesus with excitement, with love. Evangelization is a contagious sharing of faith.”

Evangelization is central to The Church Alive! It means that we must first be renewed in our own faith through an encounter with the Lord, and support each other in the faith by becoming more involved in the life of our Church.

Our response means we must call back those who have left the Church and reach out to those outside the Church, calling all to return home to the Father through the Son by the grace of the Holy Spirit.

Evangelization and Parish evangelization efforts will be renewed and revitalized through Our Campaign for The Church Alive! A comprehensive evangelization strategy has been developed to increase our capacity to expand and nurture the faith. Initial plans are also underway to inaugurate the Catholic Come Home program as a systematic, media-driven evangelization effort centered on those who have drifted away from the Church.

The presence of the Catholic Church will increase through new programs and communication efforts supported by $1,500,000 from Our Campaign for The Church Alive!

THE DIOCESAN PASTORAL CENTER
$10,000,000
This Saint Paul Campus is home to our own Saint Paul Seminary - has become a gathering place for the Church of Pittsburgh. The campus is minutes from downtown Pittsburgh, with easy access to highways arteries tying together our six counties from the north and south, east and west.

Our Campaign for The Church Alive! will help to bring to completion the development of the Saint Paul Campus. It is here where the Church of Pittsburgh will consolidate facilities, unify service, and establish the Diocesan Pastoral Center to better and more efficiently serve the spiritual needs of all six counties of our Diocese.

These phases of the development of the Saint Paul Campus have been successfully completed over the past decade. Pildan Hall was refurbished to serve as the home of the Diocesan Judicial Center. The historic Bishop’s house in Oakland was sold and the proceeds from that sale helped in the renovation of Domenec Hall, where Bishop Zubik resides to be close to his future priests.

“We will grow the Church of Pittsburgh when our evangelization efforts consider those who have left the Church, the unchurched, and those of us who need to be sustained in our faith.”
- Bishop David A. Zubik, The Church Alive!
Evangelization and Stewardship

“We will grow the Church of Pittsburgh when our evangelization efforts consider those who have left the Church, the unchurched, and those of us who need to be sustained in our faith.”

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Diocesan and parish evangelization efforts will be renewed and revitalized through Our Campaign for The Church Alive! A comprehensive evangelization strategy has been developed to increase our capacity to expand and nurture the faith.

The presence of the Catholic Church will increase through new programs and communication outlets supported by $1,500,000 from Our Campaign for The Church Alive! A portion of the funds raised in this historic campaign will be directed toward assisting our parishes in our Diocese with their own evangelization efforts.

THE DIOCESAN PASTORAL CENTER
$10,000,000

The Saint Paul Campus – home to our own Saint Paul Seminary – has become a gathering place for the Church of Pittsburgh. The campus is minutes from downtown Pittsburgh, with easy access to highway arteries tying together our six counties from the north and south, east and west.

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Evangelization and Stewardship

at Saint Paul Seminary. Domenec Hall also includes classrooms and numerous meeting rooms used by our entire Diocese. The renovation of O’Connor Hall was completed with the Cardinals’ Great Hall, meeting rooms, and the renovated Bishop John B. McDowell Auditorium, which now serve at critical meeting space for the needs of our Catholic community.

We now envision moving the Pastoral Center from the Boulevard of the Allies to the Saint Paul Campus. The new location will allow our Discourse offices and activities to be accommodated more conveniently by all the people in our Catholic Community. Our Campaign for The Church Alive! will provide $10,000,000 in assistance with the design and creation of the new Discourse Pastoral Center at the Saint Paul Campus.

GRANTS TO PARISHES IN NEED
$7,000,000

When we speak about our Diocese we speak of it as a “Church of Pittsburgh.” Yet it is important to always remind ourselves that our Church reaches from the most northern tip of Lawrence County to the most southern parish boundaries in Greene County along the border with West Virginia. Our Campaign for The Church Alive! reminds us of our solidarity in all six counties rooted in a common faith, a common heritage, and a common future. It can be summarized in the expression, Our Church, Alive in Six Counties. Our responsibility to the future of our Diocese is to help every parish to grow. At the same time, we need to help our interns and brothers in parishes that are struggling in those areas in our Diocese where the Church must remain present.

One Parish, Alive in Six Counties. This expression reminds us of our solidarity in all six counties rooted in a common faith, a common heritage, and a common future. It can be summarized in the expression, Our Church, Alive in Six Counties. Our responsibility to the future of our Diocese is to help every parish to grow. At the same time, we need to help our interns and brothers in parishes that are struggling in those areas in our Diocese where the Church must remain present.

Catholic Communications
$3,500,000

The Diocese of Pittsburgh proclaims the Gospel and the teachings of the Church through all available forms of media, including the new technology of social communications; the Internet, audio, digital and print, particularly The Pittsburgh Catholic. We need to continue to expand our use of every form of media, but especially electronic media to reach our youth and young adults, while we continue to minister to the elderly, shut-in, or otherwise disabled.

The $3,500,000 in funds allocated to communications through our Campaign for The Church Alive! will expand our engagement and outreach. Funding will be used for greater use of television, radio, and other electronic media in bringing the Catholic message to all.

By combining the effectiveness of media outreach with the ease of Web-based access, we can create a highly effective evangelization effort that will excite the faithful of our Diocese to take the Catholic message to all.

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Evangelization and Stewardship

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Evangelization and Stewardship

GRANTS TO PARISHES IN NEED
$7,000,000

Where the Need is Great and Where the Church is Needed

When we speak about our Diocese we speak of it as the “Church of Pittsburgh.” Yet it is important to always remember that our Church stretches from the most northern tip of Lawrence County to the most southern parishes in Greene County along the border with West Virginia. Our Campaign for The Church Alive! reminds us of our solidarity in all six counties rooted in a common faith, a common heritage, and a common future. It can be summarized in the expression: One Church, Alive in Six Counties.

Our responsibility to the future of our Diocese is to help every parish to grow stronger. At the same time, we need to help our ministers and brothers in parishes that are struggling in these areas in our Diocese where the Church must remain present. These are regions of our Diocese where, if parish Churches, the presence of Church disappears as well.

Our Campaign for The Church Alive! creates a fund to provide these parishes with $7,000,000 in strategic assistance to help them not only survive, but to grow.

RETIRED AND SENIOR PRIESTS
$5,000,000

The faithfulness of our Diocese are noted for their respect and support for their priests. Those who have labored tirelessly in the Lord’s vineyard and have spent their lives in sacrifice for us and the Church are greatly admired and encouraged by those whom they have served.

Catholics throughout the six counties of our region have been generous through the years in support of our senior priests. The largest ordination classes of the 1960s through 1970s are now approaching retirement. One parish or the primary spiritual shepherds of our parish communities throughout their years of faithful service and sacrifice. These men have served the faithful from cradle to grave. In their retirement, senior priests continue to assist in parishes and in Diocesan agencies.

Saint John Vianney Manor, the Diocesan facility offered to priests when they retire from parish life, is at maximum capacity, at times with a wait-list. The cost to operate Saint John Vianney Manor amounts to approximately $456,000.

Grateful for God’s many gifts in our lives, we have a good steward’s obligation to provide for the welfare of these men. Within the next decade, approximately fifty-one percent (51%) of the active clergy will turn at least 70 years of age. To meet the projected needs of our increasing numbers of senior priests, Bishop Zubik anticipates that the faithful of our Diocese will join him in taking the necessary steps to provide $5,000,000 in philanthropic support. Primary among the Bishop’s goals in providing for retired priests is improving and expanding our infrastructure to accommodate their needs for housing and ample opportunities for priestly fellowship and fraternity.

I have fought the good fight, I have finished the race. I have kept the faith. From now on a merited crown awaits me. I have fought the good fight, I have finished the race. I have kept the faith.

-2 Timothy 4:7-8a

I have fought the good fight, I have finished the race. I have kept the faith. From now on a merited crown awaits me.

CATHOLIC COMMUNICATIONS
$1,500,000

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The $1,500,000 in funds allocated to communications through our Campaign for The Church Alive! will expand our engagement and outreach. Funding will be used for greater use of television, radio, and other electronic media in bringing the Catholic message to all.

By combining the effectiveness of media outreach with the ease of Web-based access, we can create a highly effective evangelization effort that will excite Catholics and continue to help unify the Diocese.

An Evangelization and Stewardship

The Diocesan Pastoral Center
$10,000,000

Grants to Parishes in Need
$7,000,000

Retired and Senior Priests
$5,000,000

Catholic Communications
$1,500,000

New Evangelization Program
$1,500,000

Total
$25,000,000

Our Campaign for The Church Alive!
“To be a servant means to think first of Christ and others, and second of ourselves. Peace and justice demand no less. Every single one of us is called to servant leadership. To embrace that call is to help grow the Church and to help the Church of Pittsburgh be the Church Alive!”

- Bishop David A. Zubik, The Church Alive!

Reaching out to our brother and sisters in need is central to a Church Alive. For 151 years in the Church of Pittsburgh, Catholic Charities has cared for our neighbors with great dignity and compassion, and without regard to religious affiliation. On average, Catholic Charities serves more than 60,000 people annually throughout the six counties of our Diocese, providing help and restoring hope. Catholic Charities serves on the direct contributions of supporters in the community. Those efforts will not change and must continue. Our Campaign for Catholic Charities survives on the direct contributions of supporters in the community. Those efforts will not change and must continue.

Our Campaign for The Church Alive!

CATHOLIC CHARITIES MOTHER THERESA ENDOWMENT FUND $2,000,000

The Mother Theresa Endowment Fund is used to help our neighbors who continue to struggle because of the lingering recession, unstable employment, and economic uncertainty. The Fund provides emergency financial assistance to help pay utility bills, medications, food, etc. Our Campaign for The Church Alive will not end $2,000,000 for this endowment fund, which will provide approximately $100,000 annually in additional support to assist individuals and families in need.

CATHOLIC CHARITIES ROSELIA PROGRAM ENDOWMENT FUND $2,500,000

No institutions in our region have a greater legacy of charity and love to expectant mothers in need than the Roselia Program supported by Catholic Charities. For more than 120 years, this pro-life outreach of the Church has served women in a variety of ways, most recently as a residence and center that provided counseling services and parenting education for homeless mothers over the age of eighteen. Our Campaign for The Church Alive will establish a $2,500,000 Roselia Program Endowment Fund. This new fund will provide approximately $125,000 each year for services and classes in order to help single mothers find greater stability in their lives.

CATHOLIC CHARITIES FREE HEALTH CARE CENTER $2,500,000

The Catholic Charities Free Health Care Center was established in 2007 to provide free medical and dental care for people earning 200 percent (200%) or below of the poverty level, who are not eligible for federal or state funded insurance programs. The Center’s mission is to remove the financial barriers to quality care and to help patients stay healthy and out of the hospital. Since opening, more than 10,000 patients with over 25,000 medical and dental visits have received care from over 150 volunteer physicians, dentists, nurses, pharmacists, and other dedicated professionals at the Center’s location in downtown Pittsburgh.

Within five years of opening, demand for the Center’s services led to the creation of ophthalmology and physical therapy suites and the addition of two medical exam rooms and dental operatories. To ensure continued care to the working uninsured, Our Campaign for The Church Alive will allocate $1,500,000 to the Free Health Care Center.

With the support of a full-time dentist working in conjunction with dental volunteers, the Center is able to see nearly 1,000 new patients every year. This position was fully funded by the RNY Mellon Charitable Fund through the end of 2012. A $1,000,000 endowment, which will provide $50,000 each year, is now required to meet the overwhelming dental needs of the uninsured in our community. The endowment will ensure that the dental position will remain funded and that no one will have to wait an extended period of time for quality dental care.

The Health Care Center, which received no federal or state funding, helps people who otherwise would have to do without care. Health care reform is not expected to ease demand.

CATHOLIC CHARITIES MOTHER THERESA ENDOWMENT FUND $2,500,000

Our Campaign for The Church Alive will provide $1,000,000 to create a permanent endowment fund that will supplement each Pittsburgh-mission offering. This permanent mission fund will produce an annual distribution of approximately $50,000 to be applied under the watchful guidance of, for example, the Pittsburgh-based Chimbote Foundation Board of Directors.

OUR PEOPLE CARING

Catholic Charities Free Health Care Center
Roselia Program Endowment Fund
Catholic Charities Mother Teresa Endowment Fund
Our Sister and Brother in the Missions
Total

$2,500,000
$2,500,000
$2,500,000
$1,000,000
$8,000,000

TOTAL $13,000,000
Catholic Charities provides help to our neighbors with great dignity and compassion, and without regard to religious affiliation. On average, Catholic Charities serves more than 80,000 people annually throughout the six counties of our Diocese, providing help and restoring hope.

Catholic Charities survives on the direct contributions of supporters in the community. Those efforts will not change and must continue. Our Campaign for The Church Alive! is a call to help grow the Church and to help the Church of Pittsburgh be the Church Alive!”

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CATHOLIC CHARITIES MOTHER TEREZA ENDOWMENT FUND $2,000,000
The Mother Teresa Endowment Fund is used to help our neighbors who continue to struggle because of the lingering recession, unstable employment, and economic uncertainty. The Fund provides emergency financial assistance to help pay utility bills, medications, food, etc. Our Campaign for The Church Alive! will set aside $2,000,000 for this endowment fund, which will provide approximately $100,000 annually in additional support to assist individuals and families in need.

CATHOLIC CHARITIES ROSELIA PROGRAM ENDOWMENT FUND $2,500,000
No institutions in our region have a greater legacy of charity and love to expectant mothers in need than the Roselia Program supported by Catholic Charities. For more than 120 years, this pro-life outreach of the Church has served women in a variety of ways, most recently as a residence and center that provided counseling services and parenting education for homeless mothers over the age of eighteen. Our Campaign for The Church Alive! will establish a $2,500,000 Roselia Program Endowment Fund. This new fund will provide approximately $25,000 each year for services and classes in order to help single mothers find greater stability in their lives.

The Roselia Program Endowment Fund is used to help single mothers in need find greater stability in their lives.

CATHOLIC CHARITIES FREE HEALTH CARE CENTER $2,500,000
The Catholic Charities Free Health Care Center was established in 2007 to provide free medical and dental care for people earning 200 percent (200%) or below of the poverty level, who are not eligible for federal or state funded insurance programs. Catholic Charities also provides assistance to low to middle income families with catastrophic or private insurance. Since opening, more than 10,000 patients with over 25,000 medical and dental visits have received care from over 150 volunteer physicians, dentists, nurses, pharmacies, and other dedicated professionals at the Center’s location in downtown Pittsburgh.

Within five years of opening, demand for the Center’s services led to the creation of ophthalmology and physical therapy sections and the addition of two medical exam rooms and dental operatories. To meet continued care to the working uninsured, Our Campaign for The Church Alive! will allocate $1,500,000 to the Free Health Care Center.

With the support of a full-time dentist working in conjunction with dental volunteers, the Center is able to see nearly 1,000 new patients every year. This position was fully funded by the BNY Mellon Charitable Fund through the end of 2012. A $1,000,000 endowment, which will provide $50,000 each year, is now required to meet the overwhelming dental needs of the uninsured in our community. The endowment will ensure that the dental position will remain funded and that the Center will have the necessary personnel to meet the needs of our uninsured patients.

The Catholic Charities Free Health Care Center provides free medical and dental care for people earning 200% or below the poverty level, who are not eligible for federal or state funded insurance programs.

CATHOLIC SISTERS AND BROTHERS IN THE MISSIONS $1,000,000
For 102 years in the Church of Pittsburgh, Catholic Charities has cared for our neighbors with great dignity and compassion, and without regard to religious affiliation. On average, Catholic Charities serves more than 80,000 people annually throughout the six counties of our Diocese, providing help and restoring hope.

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OUR PEOPLE CARING

ALLOCATION

Catholic Charities Free Health Care Center $2,500,000
Roselia Program Endowment Fund $2,500,000
Catholic Charities Mother Teresa Endowment Fund $2,000,000
Our Sisters and Brothers in the Missions $1,000,000
Total $8,000,000

For One Church Alive in Six Counties

_12_

_33_

Our Campaign for The Church Alive!

OUR SISTERS AND BROTHERS IN THE MISSIONS

$1,000,000

There were several notable goals of our Diocese, in the South American country of Peru lies the Diocese of Chimbote. Many of its people exist in dire poverty. Nearly 50 years ago a Pittsburgh priest, Monsignor Jules Roos, responded to our Gospel call to serve the least of our brothers and sisters by establishing a tiny maternity hospital in Chimbote. Since then the people of our Diocese have generously financially to his idea and have sustained that work.

Today the Social Work Center (Centro de Obras Sociales) is a regional respected multi-service health and education facility with a maternity hospital, surprise clinic, clinical laboratory, and orthoptics. The doctors and nuns treat approximately 800 patients each day, deliver 300 babies every month, and visit over 90,000 babies have been born in the maternity hospital, Maternidad de Marie. Since then the people of our Diocese have generously financially to his idea and have sustained that work.

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After a period of extensive inquiry, which included in-depth discussions with more than 300 priests, laity, and Diocesan leaders, the Church of Pittsburgh has identified Our Campaign for The Church Alive! as a vital endeavor to ensure that our Catholic community can continue to do God’s work and effectively minister to His people. An effort like this has never been attempted before in southwestern Pennsylvania. Our challenge is significant. The success of this historic initiative will be realized through the spirit, generosity, and prayers of the people in our Catholic community.

With the support of priests, deacons, and lay leaders, every parish will participate in our campaign and every Catholic household will be asked for its prayerful consideration of a multi-year pledge. Businesses and charitable foundations will also be asked to support this effort.

Gifts and pledges provided to Our Campaign for The Church Alive! will remain separate and distinct from current Diocesan resources. The raised funds will be deposited into the “Our Campaign for The Church Alive! Campaign Fund” of a separate 501(c)(3) charitable organization and will be used exclusively for the purposes outlined in this document.

Our Campaign for The Church Alive! is designed to address extraordinary projects and programs that cannot be funded by either the parish’s ordinary offertory collections or the Parish Share Program. Parish Share is an ongoing program that generates operating support for day-to-day services which the Church provides throughout the six counties of our Diocese. Our Campaign for The Church Alive! is a separate and special campaign, raising funds for our most pressing and extraordinary priorities. The parishes and our Diocese will continue to depend on funds raised for current operations through the offertory and the Parish Share Program. Parishioners will be asked to maintain current annual giving levels in addition to their special campaign investments.

As we reflect on our past and prepare for our future, we find ourselves in one of the most exciting times in our rich history. Through your participation, your stewardship, and your generosity, we can better serve this diverse cultural tapestry that makes up our Church Alive! in the six southwestern Pennsylvania counties.

“And so now in response to the trust which Jesus Himself places in us and with the guidance of the Holy Spirit, it is our challenge to be excited about our Catholic faith, to grow the Church of Pittsburgh and most especially to be the Church Alive!”

- Bishop David A. Zubik, The Church Alive!

In addition to the direct and indirect benefits that each parish will receive, Our Campaign for The Church Alive!, almost a quarter of the campaign goal ($28,000,000) will be allocated to those families in our community with the greatest needs.

<table>
<thead>
<tr>
<th>Case Component</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need-Based Tuition Grants</td>
<td>$12,000,000</td>
</tr>
<tr>
<td>Grants to Parishes in Need</td>
<td>$7,000,000</td>
</tr>
<tr>
<td>Catholic Charities Free Health Care Center</td>
<td>$2,500,000</td>
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<tr>
<td>New Roselia Program Endowment Fund</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Mother Teresa Endowment Fund</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Students with Special Needs</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Total</td>
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In April 2012, Bishop David Zubik invited a group of Diocesan lay leaders to serve on the Case Priorities Task Force and provide advice in the Development of a compelling philanthropic message. This document, the Case for Support, is intended to "tell the story" of Bishop Zubik's vision for our Church Alive in its counties and justify future invitations for philanthropic support.

Members of the Case Priorities Task Force include the following individuals, who provided leadership, guidance, support, and insight throughout the writing process:

CASE PRIORITIES TASK FORCE - CO-CHAIRS

Marie Marie Jones
Jones Pascalek, PLLC

Ronald M. Perinich
President
Integrity Security

CASE PRIORITIES TASK FORCE

Frank V. Cahoon
Retired Chairman & CEO
BNY Mellon

Very Rev. Lawrence A. DiNardo
Clergy Coordinator
Vicar for Canonical Services

Robert P. Lockwood
Director for Communications
Catholic Diocese of Pittsburgh

Dr. Arlene M. McGannon
Associate General Secretary
Catholic Diocese of Pittsburgh

John R. McGuire, Jr.
Partner
Ebers Savenac

Dr. Karen S. McIntyre
Senior VP, Academic & Student Affairs
Point Park University

Morgan K. O'Brien
Chief Executive Officer
Peoples National Gas Company

Catherine M. Ryan
Community Leader

Andrew Summerscale
Marketing Manager
Nova Chemicals

Most Rev. William J. Waltersheid
Auxiliary Bishop of Pittsburgh

In Appreciation

OUR CAMPAIGN - Prayer

BISHOP ZUBIK’S PRAYER FOR THE CHURCH ALIVE

Father in heaven,
We, the Church of Pittsburgh,
praise You for the gift of your Son.
As a people who follow in His footsteps,
we pray for the grace
to embrace His mission, share His love,
and proclaim the Gospel with courage.
We thank You for the gift of the Holy Spirit
Who remains with us always.
We commit ourselves to all we do
with Your many gifts,
ot done for ourselves,
but for You and for one another.
Help us, Lord, to be your Church Alive!
by living, sharing, praying as one people
in Allegheny, Beaver, Butler, Greene,
Lawrence and Washington Counties.
Inspired by the Holy Spirit,
grant our prayer as we offer it to You
in the Name of your Son Jesus,
and with the help of our Blessed Mother,
who protects us under the mantle of her garment.
Now, and forever, Amen.
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  Eckert Seamans

- Dr. Karen S. McIntyre
  Senior VP, Academic & Student Affairs
  Duquesne University

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**BISHOP ZUBIK’S PRAYER FOR THE CHURCH ALIVE**

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