



CATHOLIC
SHARING APPEAL



Diocese of Wheeling-Charleston
dwc.org/CSA

2022

Dear Pastors, Parish Administrators, Council Members, & Volunteers,

As we kick off the 2022 Catholic Sharing Appeal, I can't help but look back at what we've been able to accomplish over the last 15 years. Since the appeal began in 2007, we have raised more than \$25 million to enliven parishes, support Catholic education, shine light on shared ministries and expand outreach efforts across West Virginia. Even through the hardest times, Catholics across the state have continued to give generously, building a vibrant culture of faith centered around the Eucharist.

After suspending the appeal in 2020, due to the Corona Virus, we came back strong in 2021 raising more than \$2.3 million from 4,665 generous donors. Of those funds, more than \$1.6 million went directly to support parishes and missions; \$294,000 went to Catholic education; \$200,000 supported CCWVa; and \$191,000 assisted with shared ministries.

We are so excited to kick off the 2022 CSA. The pages that follow include the information and tools you need to set up your parish for a successful appeal. We have included timelines, parish goals, sample letters, announcements, social media posts and talking points. Be sure to check out the CSA website, dwc.org/CSA. It is a wonderful resource for parishes and parishioners alike. You can also reach out to our office at any time with your questions, concerns, and ideas.

Your leadership and commitment to your parish are two of the many reasons people continue to give so generously, and for that we say THANK YOU! We are looking forward to working with you again this year!

God Bless,

Krissie Benson & *Heidi Sforza*
kbenson@dwc.org hsforza@dwc.org
(304)233-0880 x 259 (304)233-0880 x 258

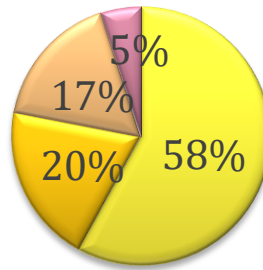
Table of Contents

History Report	4
Case For Support	5
Timeline	6
Parish & Mission Goals	7
Sample Pastor's Letter	10
Kick Off Announcement	11
Sample Lay Speaker Presentation	11
Follow Up Announcement	12
Pledge Collection	13
Sample Acknowledgement Letter	14
Best Practices	15
Contact Information	16

History Report

Year	Theme	Goal	Total Raised	% of Goal	Largest Gift	# of Donors	Avg. Gift	Participation	Parishes Over Goal	Parish Share
2007	Sharing Together in Faith	\$700,000	\$1,051,107	150%	\$10,000	4,179	\$251	12%	81/130	\$539,000
2008	Joining Hands to Do God's Work	\$1,000,000	\$1,272,869	127%	\$25,000	4,646	\$274	11%	87/130	\$588,150
2009	Many Generations One Faith	\$1,100,000	\$1,287,932	117%	\$25,000	4,313	\$299	11%	79/130	\$644,000
2010	Gospel Giving	\$1,250,000	\$1,335,893	107%	\$25,000	4,228	\$316	11%	77/130	\$678,950
2011	Serve the Lord with Gladness	\$1,400,000	\$1,429,008	102%	\$10,500	4,499	\$318	12%	77/129	\$710,000
2012	Shepherding the Flock	\$1,500,000	\$1,410,719	94%	\$25,000	4,541	\$311	12%	70/127	\$714,643
2013	Do You Love Me	\$1,500,000	\$1,528,354	102%	\$10,000	4,783	\$320	12%	72/127	\$747,027
2014	Share the Joy	\$1,550,000	\$1,582,206	102%	\$50,000	4,897	\$323	13%	63/127	\$798,800
2015	Build Our Church	\$1,600,000	\$1,922,607	120%	\$60,000	4,867	\$395	14%	68/127	\$1,113,035
2016	Opening the Doors of His Mercy	\$1,700,000	\$1,905,959	112%	\$25,000	4,795	\$397	15%	63/126	\$1,055,932
2017	Hands to Serve, Hearts to Love	\$1,800,000	\$2,568,782	143%	\$200,000	4,930	\$521	14%	59/125	\$1,704,999
2018	Almost Heaven	\$2,000,000	\$3,340,854	167%	\$250,000	5,287	\$632	15%	62/102	\$2,370,829
2019	Sowing Seeds of HOPE	\$2,000,000	\$2,012,400	101%	\$200,000	3,705	\$543	12%	42/111	\$1,179,816
2020	Giving Tuesday	-	\$1,244,435	-	\$260,000	1,843	\$671	-	78	\$1,236,420
2021	Shining Light	\$1,750,000	\$2,346,593	134%	\$200,000	4,665	\$503	14%	56/111	\$1,603,031
2022		\$2,000,000								

2022 CSA Case for Support



- Parishes & Missions
- Catholic Education
- Evangelization & Outreach
- CSA Costs

Each parish and mission receives an appeal goal. Together, the 2022 parish goals total \$2 million. The first 50% of the parish goal supports the various ministries and outreach efforts outlined below. Everything over 50% of the parish goal goes to the parish (free of Cathedraticum and PHRA). It is up to each parish to determine how they wish to use the funds they receive, whether it be for building maintenance, youth programs, debt reduction, etc.

The portion of appeal money that remains at the diocese will be allocated the following way:

Evangelization and Outreach – 35% (Up to \$350,000)

- World Youth Day
- Camp Carlo
- Food Pantries
- Campus Ministry
- Prison Ministry
- Archives
- Evangelization Efforts
- Catholic Charities WV

Catholic Education – 40% (Up to \$400,000)

- School Based Health
- Tuition Assistance
- School Merit Grants
- Faculty Incentives
- Sisters & Religious
- Grants for Schools (guidelines will be available on the CSA website)

Parishes & Missions – 15% (Up to \$150,000)

- Grants for Parishes (guidelines will be available on the CSA website)

CSA Costs – 5% (Up to \$100,000)

Timeline

February 22	CSA Training - Virtual
February 28	Donor Reception – Wheeling
March 3	Donor Reception – Clarksburg
March 7	Donor Reception - Charleston
March 14	CSA Mailing #1 – Letter from Bishop
March 18	Pastor’s Letter Deadline
March 22	CSA Mailing #1 – Email Follow-Up
April 11	Annual Report Published
April 26	CSA Mailing #2 – Letter from Pastor
May	Lay Speaker Weekend
May 10	CSA Mailing #2 – Email Follow-Up
July 19	CSA Mailing #3 – SYBUNTS
August 2	CSA SYBUNTS Email Follow-Up
September 6	CSA Mailing #4 – LYBUNTS
September 21	CSA LYBUNTS Email Follow-Up
October 31	Mass of Gratitude Invitations
November 14	End of Year Letter – Pastors
November 21	Mass of Gratitude
November 29	“Giving Tuesday” Giving Day
December 29	End of Year Email
January 2023	Tax Receipt Mailing

Parish Goals

ID #	Parish Name	City	2022 Goal
1426	All Saints Parish	Bridgeport	\$50,310.00
1822	Annunciation of Our Lord Parish	Fort Ashby	\$10,485.00
1141	Ascension Parish	Hurricane	\$24,145.00
1806	Assumption Parish	Keyser	\$18,140.00
1111	Basilica of the Co-Cathedral of the Sacred Heart	Charleston	\$68,900.00
1116	Blessed Sacrament Parish	South Charleston	\$40,055.00
1026	Cathedral of St. Joseph	Wheeling	\$19,740.00
2111	Christ Our Hope Mission	Harrisville	\$1,895.00
1131	Christ the King Parish	Dunbar/Nitro	\$6,695.00
1011	Corpus Christi Parish	Wheeling	\$27,290.00
1816	Epiphany of the Lord Parish	Moorefield	\$5,930.00
2321	Good Shepherd Mission	Glenville	\$2,410.00
1241	Holy Family Parish	Richwood	\$3,500.00
2141	Holy Redeemer Parish	Spencer	\$5,540.00
2131	Holy Rosary Mission	Sistersville	\$4,765.00
2306	Holy Rosary Parish	Buckhannon	\$13,315.00
1661	Holy Spirit Parish	Monongah	\$13,065.00
1151	Holy Trinity Parish	Nitro	\$8,130.00
1416	Immaculate Conception Parish	Clarksburg	\$67,555.00
1606	Immaculate Conception Parish	Fairmont	\$24,345.00
2236	Immaculate Conception Parish	New Cumberland	\$8,130.00
1146	Immaculate Conception Parish/St. Anthony Shrine	Montgomery	\$4,090.00
2136	Mater Dolorosa Parish	Paden City	\$5,730.00
1701	Our Lady of Fatima Parish	Huntington	\$41,405.00
1826	Our Lady of Grace Parish	Romney	\$9,000.00
1523	Our Lady of Mercy Mission	Parsons	\$5,420.00
1036	Our Lady of Peace Parish	Wheeling	\$25,030.00
1451	Our Lady of Perpetual Help Parish	Stonewood	\$33,745.00
1032	Our Lady of Seven Dolors Mission	Triadelphia	\$5,225.00
1136	Our Lady of the Hills Parish	Elkview	\$6,135.00
1126	Risen Lord Mission	Maysel/Clay	\$1,790.00
1731	Sacred Heart Mission	Point Pleasant	\$3,465.00
1311	Sacred Heart Mission	Powhatan	\$2,350.00
1221	Sacred Heart Mission	Rainelle	\$2,335.00
1436	Sacred Heart Mission	Salem	\$3,195.00
2201	Sacred Heart of Mary Parish	Weirton	\$15,530.00
1301	Sacred Heart Parish	Bluefield	\$25,420.00

2226	Sacred Heart Parish	Chester	\$14,365.00
1721	Sacred Heart Parish	Huntington	\$12,020.00
1316	Sacred Heart Parish	Princeton	\$19,275.00
1931	Sacred Heart Parish	Williamson	\$8,230.00
1216	SS. Peter and Paul Parish	Oak Hill	\$17,395.00
1101	St. Agnes Parish	Charleston	\$19,610.00
2021	St. Agnes Parish	Shepherdstown	\$48,200.00
1001	St. Alphonsus Parish	Wheeling	\$10,050.00
1446	St. Ann Parish	Shinnston	\$13,560.00
1526	St. Anne Parish	Webster Springs	\$2,110.00
1106	St. Anthony Parish	Charleston	\$10,580.00
1601	St. Anthony Parish	Fairmont	\$16,290.00
2231	St. Anthony Parish	Follansbee	\$23,205.00
1821	St. Anthony Parish	Ridgely	\$4,160.00
1147	St. Anthony's Shrine Mission	Boomer	\$6,075.00
1421	St. Augustine Parish	Grafton	\$8,350.00
1902	St. Barbara Mission	Chapmanville	\$1,410.00
2002	St. Bernadette Mission	Hedgesville	\$20,505.00
2311	St. Boniface Parish	Camden	\$5,565.00
1506	St. Brendan Parish	Elkins	\$21,500.00
1226	St. Catherine of Sienna Parish	WSS/Ronceverte	\$8,645.00
1236	St. Charles Borromeo Parish	White Sulphur Springs	\$7,770.00
1640	St. Edward the Confessor Mission	Terra Alta	\$2,870.00
1801	St. Elizabeth Ann Seton Parish	Franklin	\$2,890.00
2143	St. Elizabeth of Hungary Mission	Elizabeth	\$2,525.00
1431	St. Elizabeth Parish	Philippi	\$6,010.00
1201	St. Francis de Sales Parish	Beckley	\$45,210.00
1651	St. Francis de Sales Parish	Morgantown	\$77,050.00
1916	St. Francis of Assisi Parish	Logan	\$6,800.00
1156	St. Francis of Assisi Parish	St. Albans	\$25,090.00
1076	St. Francis Xavier Parish	Moundsville	\$21,660.00
2101	St. Francis Xavier Parish	Parkersburg	\$32,200.00
2011	St. James Parish	Charles Town	\$71,565.00
1071	St. James Parish	McMechen	\$4,305.00
1401	St. James the Apostle Parish	Clarksburg	\$10,820.00
1516	St. John Neumann Parish	Marlinton	\$3,950.00
1056	St. John Parish	Benwood	\$5,295.00
2126	St. John Parish	Saint Marys	\$8,335.00
1231	St. John the Evangelist Parish	Summersville	\$13,990.00
2216	St. John the Evangelist Parish	Wellsburg	\$16,400.00
1656	St. John University Parish	Morgantown	\$41,540.00

1081	St. Joseph Mission	Proctor	\$4,675.00
1711	St. Joseph Parish	Huntington	\$65,560.00
2001	St. Joseph Parish	Martinsburg	\$56,820.00
2206	St. Joseph the Worker Parish	Weirton	\$47,455.00
1066	St. Jude Parish	Glen Dale	\$10,785.00
2016	St. Leo Parish	Inwood	\$29,540.00
1676	St. Luke the Evangelist Parish	Cheat Lake	\$25,830.00
2106	St. Margaret Mary Parish	Parkersburg	\$49,575.00
1517	St. Mark the Evangelist Mission	Bartow	\$1,510.00
1811	St. Mary Parish	Petersburg	\$4,750.00
1666	St. Mary Parish	Star City	\$48,565.00
1901	St. Mary Queen of Heaven Parish	Madison	\$2,465.00
2121	St. Matthew Parish	Ravenswood	\$10,425.00
2146	St. Michael Parish	Vienna	\$30,090.00
1041	St. Michael Parish	Wheeling	\$68,045.00
2151	St. Monica Mission	Lubeck	\$3,550.00
1138	St. Patrick Mission	Nitro/Bancroft	\$3,420.00
1501	St. Patrick Parish	Coalton	\$5,340.00
1206	St. Patrick Parish	Hinton	\$5,925.00
1646	St. Patrick Parish	Mannington	\$7,960.00
2301	St. Patrick Parish	Weston	\$22,030.00
2211	St. Paul Parish	Weirton	\$30,880.00
1716	St. Peter Claver Parish	Huntington	\$5,570.00
1626	St. Peter Parish	Mannington/Farmington	\$6,960.00
1331	St. Peter Parish	Welch	\$2,465.00
1611	St. Peter the Fisherman Parish	Fairmont	\$23,080.00
1636	St. Sebastian Parish	Kingwood	\$12,480.00
1726	St. Stephen Parish	Ona	\$7,475.00
1521	St. Thomas Aquinas Parish	Thomas	\$14,500.00
2316	St. Thomas Parish	Gassaway	\$5,365.00
2006	St. Vincent De Paul Parish	Berkeley Springs	\$14,740.00
2116	St. Vincent De Paul Parish	New Martinsville	\$16,000.00
1031	St. Vincent de Paul Parish	Wheeling	\$38,720.00
1641	St. Zita Mission	Kingwood	\$5,870.00
			\$2,000,000.00

Sample Pastor's Letter – DUE MARCH 18, 2022

Dear [SALUTATION],

We are called as Christians to help one another. We respond to that call in many ways: reaching out to those in need along their journey of life; assisting our youth and young adults who are seeking the truth; helping the hungry and homeless who live among us; and evangelizing and spreading the Good News of Jesus Christ.

For us to complete our call to action in those ways, we must have the resources to do so. It is for that reason that I come to you with a humble heart to ask for your support of our 2022 Catholic Sharing Appeal (CSA). Fundraising is one part of my pastoral duties that sometimes isn't seen as important as my other responsibilities. However, fundraising isn't just about asking for money. It is about inviting you to take an active role in supporting the larger Church and helping those around you. **It's about 66,925 Catholics in our Diocese coming together to provide opportunities to grow in our faith, expand our ministries, and help to those in need in West Virginia.** It's a deeply personal and sacrificial act to share the gifts God has given us with those in our community. I'm writing today because I want to invite you to do just that.

The CSA is one of the best things we can support each year as Catholics. and I encourage you to prayerfully consider how you can put your faith into action. Your support shares the Good News with those around you and across our Diocese and helps them to see the light and love of Jesus. The CSA does so much good throughout West Virginia, but particularly for our parish.

This year our parish goal is [\$\$\$\$]. Fifty percent of our goal will support Catholic education, evangelization, and outreach efforts across our Diocese. Every additional dollar will be given to our parish where we plan to use the funding for [INSERT PARISH CASE].

Please consider helping me, Bishop Brennan, and our Diocesan family with a gift to the Catholic Sharing Appeal. Thank you for graciously, prayerfully, and generously living out your faith each day. I will continue to keep you in my prayers, and I ask you to keep all those who benefit from the CSA in yours!

Sincerely yours in Christ,

PASTOR
TITLE

*Let us Pray,
Use me God,
show me how to give generously,
pray purposefully, and serve joyfully
for a purpose greater than myself.
Amen.*

Kick Off Announcement

Pastor's Announcement:

For 15 years the *Catholic Sharing Appeal* (CSA) has been providing support to ministries, services, and programs throughout the Diocese of Wheeling-Charleston, as well as for parishes and missions. This week you should have received a letter from Bishop Brennan asking you to join him in making a sacrificial gift to the CSA. Today I'm asking you to join with me as well. Please pray for our parish and our diocese, and prayerfully consider sharing your many gifts, whether it be a financial gift to the CSA or a gift of your time to a new ministry. Together, we can fulfill our calling for a stronger, brighter future.

Intercession:

That God may bless our parish, strengthen our faith, and lead us on a journey of Christian stewardship by opening our hearts to the Catholic Sharing Appeal. We pray to the Lord.

Sample Lay Speaker Presentation

Sample Parishioner Testimony:

Good morning! For those of you who may not know me, my name is Heidi Sforza and I have been a member of St. Jude Parish for my entire life. Father John asked me to speak to you today on behalf of the Catholic Sharing Appeal. As a donor to the CSA for the last ten years, I understand the impact it has on our parish, on our diocese, and on our state as a whole.

The *Catholic Sharing Appeal* was created in 2007 to help our diocese carry out the work of the Church throughout our state. Each year our parish receives a goal. The first 50% of the goal is used to help enliven ministries across our diocese that strengthen families, enrich parish life and expand our charitable outreach for our neighbors in need. Everything over 50% comes back to our parish, free of Cathedralium and PHRA. The parish share portion of this appeal has allowed us to complete so many necessary renovations and updates within these walls as well as to the parish property. Your gifts to the CSA have allowed us to replace the carpet, to update the HVAC and AC units, to repave the parking lot, to paint the church, to update the lighting, to improve our sound system, and most recently to replace the parish hall roof. These are not small projects and I want to take this opportunity to thank you for your continued support of the appeal over the years.

While our parish and so many ministries of our diocese rely on your financial gifts to the CSA, we also need your prayers, your time and your talents to continue to carry out the work of the Church. Today, I stand before you and ask you to join me in making a commitment to our parish and our diocese. There are so many ways you can give back.

You should have received information about the CSA in your mailboxes and email accounts from Bishop Brennan as well as Fr. John. After prayerful consideration, please take a few moments to fill out a pledge card or visit the CSA website, dwc.org/CSA. We have also provided

a QR code in the weekly bulletin. You can simply scan that using your smartphone camera and it will take you directly to the giving website.

Thank you for your time this morning. I would like to close with the CSA prayer.

Let us Pray,
Use me God,
Show me how to *Give* generously,
Pray purposefully, and *Serve* joyfully
for a purpose greater than myself.

Amen.

Intercession:

In gratitude for all those making a commitment to the Catholic Sharing Appeal. May their prayers, service, and generosity deepen their faith in Christ and may they feel a sense of purpose as they continue along this stewardship journey.

Follow Up Announcement

Pastor's Announcement:

Over the last couple months, we have talked a great deal about the *Catholic Sharing Appeal* and the impact your gifts make on our parish, as well as in our diocese. I am pleased to share with you today that XXX parishioners have made a commitment to the 2022 CSA. It is important to note that we are already at XX% of our monetary goal with \$XXX pledged to our parish. Thank you to all of you who have already donated. If you haven't made a gift yet, it's not too late! You can visit the CSA website, dwc.org/CSA. As your pastor, it is important for you to know that I support the CSA and have made my own commitment. Please know how much I appreciate your support of our parish and our diocese. Together we can do great things to carry out the work of the Church. Let us pray the CSA prayer together...

Use me God,
Show me how to Give generously,
Pray purposefully, and Serve joyfully
for a purpose greater than myself.

Amen.

Intercession:

For the special intentions of all those who have supported the Catholic Sharing Appeal through prayers, service, and financial support. May their gifts strengthen our parish community and draw us ever closer to the heart of Jesus. We pray to the Lord.

Pledge Collection and Acknowledgements

Process for Checks Made Payable to the Parish for the Catholic Sharing Appeal:

1. Deposit the checks made payable to your parish, as well as any cash collected.
2. Record this amount on your parish finance reports under 21040 Other Diocesan Collections. Deposits entered under this number (21040) are not considered taxable income. For even better records on the deposit of funds, for the 21040 Other Diocesan Collections, you can set up a sub account called “Catholic Sharing Appeal.” If you are not familiar with how to do this, please feel free to contact Justin Pastorius (jpastorius@dwc.org) in the finance office and he can assist you with this.
3. Write a check (*payable to the Catholic Sharing Appeal*) for the total amount. Send that check, along with a detailed list of the donors’ name, address and gift amount to our office – Catholic Sharing Appeal, PO Box 230, Wheeling WV 26003.
4. Record this “expense” on your parish finance reports under 30131 Diocesan Collections

Process for sending a check from the parish:

If you are sending money to the CSA on a **parish check**, please be sure to include documentation with each check such as whether it was from a specific fundraiser for the CSA, a special collection, cash donations, etc. With the check please include a summary of the donor’s name, address, and gift amounts. Or, if it is from a fundraiser or special event earmarked for the CSA, please just document that.

DO NOT OPEN ENVELOPES COLLECTED AT THE PARISH.

Place all donations and in-pew envelopes in a large envelope/package. Packages can be mailed (via certified mail) or delivered to the front desk of the Diocese of Wheeling-Charleston.

Mail to:
Catholic Sharing Appeal
P.O. Box 230
Wheeling, WV 26003

or

Deliver to:
Diocese of Wheeling-Charleston
1311 Byron St.
Wheeling, WV 26003

All donors will receive an acknowledgement letter from the diocese. We highly encourage you to thank your donors at the parish level as well. A sample acknowledgement letter is on the following page. For an updated list of donors from your parish, contact Heidi Sforza or Cayla Morando in the Stewardship and Development Office.

Parish progress bars will be updated weekly on the CSA website. Feel free to call at any time for an update.

Sample Acknowledgement Letter from Pastor

Date

Dear **ADDRESSEE**,

Thank you for your generous gift of \$**GIFT AMOUNT** to the *Catholic Sharing Appeal* (CSA). Your generosity is a powerful witness of your commitment to the future of our faith. Your support will help to share the Good News of Jesus with those in our parish and throughout our diocese.

I am grateful for your participation in the CSA. The generosity among so many across our diocese is an important part of our ability to tell the story of Christ among us. May God continue to bless you and your loved ones.

Sincerely,

[NAME]

[TITLE]

Best Practices

We cannot stress enough how important it is for the Pastor to TALK ABOUT THE APPEAL. The more you talk with your parishioners, the better response you will receive.

- **Get Involved!**
- Make sure parishioners know how the parish plans to use their share of the CSA.
- Become familiar with the Diocesan case for support.
- As the pastor, it is important that you make the first gift.
- Make an announcement at each Mass, giving updates on the amount raised, percent of goal, number of donors, etc.
- Use the bulletin announcements provided by the Stewardship & Development Office.
- Dedicate a place in parish bulletins, emails and newsletters for updates and announcements on CSA related news each week. Parishioners will become accustomed to looking there for updates.
- Post pictures from previous projects funded by the CSA on your social media sites.
- Post a weekly update on your social media sites. Share the link to your parish progress bar, the donation link, or the prayer intentions link.
- Say the appeal prayer at each Mass.
- Place a QR code in your parish bulletin during the active phase of the appeal.
- Record/video your lay speaker presentation and share it on social media. If your speaker is comfortable with it, share it LIVE on Facebook.
- Know who your donors are and thank them! (Request a donor report from the Stewardship & Development Office.)

For the latest appeal totals, check the CSA website, www.dwc.org/csa. We will do our best to update parish progress thermometers each week. You can also contact Heidi Sforza in the Stewardship & Development Office for a report at any time.

Contact Information

Office of Stewardship and Development

Dee Dean, Data Entry Specialist
304-233-0880, Ext. 257
ddean@dwc.org

Cayla Morando, Secretary
304-233-0880, Ext. 262
cmorando@dwc.org

Heidi Sforza, Director of Annual Giving
304-233-0880, Ext. 258
hsforza@dwc.org

Krissie Benson, Executive Director, Stewardship & Development
304-233-0880, Ext. 259
kbenson@dwc.org

Mailing Address

Catholic Sharing Appeal
P.O. Box 230
Wheeling, WV 26003

Website:

www.DWC.org/CSA

