



DEVELOPMENT OFFICE
ARCHDIOCESE OF NEW YORK

MEMORANDUM

TO: Pastors and Administrators
FROM: Bettina Alonso *BA*
CC: The Reverend Monsignor Joseph LaMorte
DATE: December 6, 2019
SUBJECT: Annual Recap of Development

Dear Pastors and Administrators,

What a fantastic year the Development Office has had—we have much to be grateful for!

This year marked a milestone for the *Renew + Rebuild* capital campaign as in November, we reached \$250M in pledges, which is 125% of our \$200M goal. Currently, we have received \$107,737,390 paid on the pledges. We are now moving our focus to closing pledges. Clearly, this could not have been accomplished without all of the hard work and dedication of you, our pastors and leaders, and your communities.

Additionally, the *Cardinal's Annual Stewardship Appeal* has raised \$19M in pledges in 2019 through the month of November and \$15.2M in cash. We are working to reach the *Appeal's* \$20M goal through follow-up to parishioners who made gifts in 2018 but not yet in 2019, outreach to outstanding leadership donors, Giving Tuesday, and events follow-up.

The first Day of Recollection was held on Saturday, November 23, at St. Joseph's Seminary. The event was intended to engage *Renew + Rebuild* donors to the work of the *Cardinal's Appeal* by inviting them to a retreat day with His Eminence. 80 parishioners were in attendance from across the archdiocese, and follow-up to this group will also continue in December.

The Alfred E. Smith Memorial Foundation Dinner on October 19 was a tremendous success this year raising \$5.2M on the \$4M goal. This set a new record for the dinner, raising more than any other dinner—both non-presidential campaign year and not—with the exception of the 2016 presidential campaign year. The speaker was General Mattis (please see his speech attached); the first woman to win the Happy Warrior Award was Mary Ann Tighe; and Martin Short emceed.

Additionally, the first director engagement program was launched on November 14 to create opportunities for the Alfred E. Smith Memorial board of directors to have regular touch points with grantee organizations to increase appreciation for the funding that is distributed to aid the poor, the sick, and the underprivileged, regardless of race, creed, or color.

The Planned Giving division has remained very active, hosting will seminars and working closely with parishioners wishing to plan their estate with the Church in mind. Throughout the year, over \$4.7M was realized through bequests, CGAs, Trusts, and other gifts, mostly for parishes.

On behalf of the entire Development team, I would like to **THANK YOU**, our pastors, for your support, hard work, dedication. You are the real heroes, and an inspiration to us.

With warm regards and wishing you a blessed Advent,

Bettina

Merry Christmas!