



**DEVELOPMENT OFFICE**  
**ARCHDIOCESE OF NEW YORK**

Dear Pastors,

The Alfred E. Smith Memorial Foundation celebrated its Diamond Anniversary Dinner on October 21, 2021 at the Javits Center Expansion Site. The Dinner welcomed Dr. Condoleezza Rice as keynote speaker, featuring a good humored video introduction by former President George W. Bush. Frank Bennack Jr. received the Happy Warrior award.

The Dinner hosted nearly 700 guests and raised \$7.3M+ in gifts and pledges, \$1.89M from board member philanthropy and \$1.6M from Frank Bennack's friends. Dinner costs are approximately \$1M, and we are proud the dinner will net \$6.3M+ to benefit our grantees in the upcoming 2022 grants cycle.

We were privileged to host clergy leaders, including Archbishop Caccia, Bishop DiMarzio, and Bishop Murphy, who help to remind our broad audience that our mission is steeped in the Catholic tradition of service to our neighbors.

Please use [this link](https://vimeo.com/637608494/b89f9a49e2) - <https://vimeo.com/637608494/b89f9a49e2> - to view the event. Enjoy!

Secondly, I am happy to share a reminder on how many corporations provide a Matching Gift program as part of their Corporate Social Responsibility (CSR) initiative. Employees are *encouraged* to take advantage of this program as a way to increase their charitable giving, which is usually matched dollar for dollar. The process is relatively simple and coordinated through the organization's Benefits department. Employees can often submit for company matches for their *Cardinal's Appeal* giving, and sometimes even for their offertory giving. Through employer gift matching programs, the parishioner, the parish, and the archdiocese are all winners!

Take advantage of the giving season to remind your parishioners of this underutilized tool! Bulletin inserts are available on the Cardinal's Appeal Resources page <https://cardinalsappeal.org/matching-gift-bulletin>.

Best,

Bettina

Bettina Alonso  
Executive Director of Development  
Development Office



1011 First Avenue, 14<sup>th</sup> floor | New York, NY 10022

[www.archny.org](http://www.archny.org) | [www.cardinalsappeal.org](http://www.cardinalsappeal.org)

Office: 646.794.3393 | Cell: 646.251.0045

Email: [bettina.alonso@archny.org](mailto:bettina.alonso@archny.org)